

**THE  
MACARONI  
JOURNAL**

**Volume XXV  
Number 2**

**June, 1943**

JUNE, 1943

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *Your Business Conference*

A noted economist estimates that "American Business consists of some 55 million gainfully employed individuals—employers, farmers, professional men, salary and wage workers."

This indicates that nearly half of our people have a budget to meet, a life to live, a country to serve, a humane duty to perform and an ambition to be better off tomorrow than today.

This being so, hundreds of proprietors and executives of Macaroni-Noodle firms, thousands of workers, distributors and allies should be vitally interested in the 1943 Wartime Conference of the Macaroni-Noodle Industry to be held at the Edgewater Beach Hotel, Chicago, Illinois, June 25 and 26, since it particularly concerns the present and future welfare of their business.

The thinkers among these will make it their business to attend this Wartime Business Conference.

Official Organ  
of the Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXV  
NUMBER 2

1943



## We Meet Again . . .

The annual meeting of the National Macaroni Manufacturers Association takes place in Chicago this month under the sobering name of War Conference.

This characterization aptly brings home the part the Macaroni Industry is playing in the nation's struggle—its unstinting effort to bring a prime food at low cost to hard-hit larders; no less for its many members who are serving in the Armed Forces.

We hope you will be able to attend the Conference. Hard work and the vicissitudes of travel keep most of us pretty close to home nowadays. Chicago will give us a chance to unlimber. There are old friends to see, activities to discuss, decks to clear for another big year. See you there.

**ROSSOTTI LITHOGRAPHING CO., INC.**

MAIN OFFICE & PLANT

NORTH BERGEN, N. J.

SALES REPRESENTATIVES

IN PRINCIPAL CITIES

*You are cordially invited, as always, to drop in on us at the Edgewater Beach Hotel, Suite 544-546, where Alfred Rossotti, Charles Rossotti and Harry Watson will be in attendance. And if you have any problems or requirements on packaging that you would like to talk over, bring them along.*

# National Macaroni Manufacturers Association

## WARTIME CONFERENCE —

### — 40TH ANNUAL MEETING

### *Preliminary Program*

Edgewater Beach Hotel, Chicago,  
June 25 and 26, 1943

#### Friday, June 25

##### Government Day

##### Morning Session—East Lounge

9:00 a.m. Registration of Members and Guests  
Fee—\$10

10:00 a.m. Opening Ceremonies

10:30 a.m. Official Opening of Conference  
Presiding, C. W. Wolfe, President, NMMA  
Welcome—A. Irving Grass, Vice President  
Appointment of Committees  
President's Message—C. W. Wolfe  
Secretary-Treasurer's Report—M. J. Donna

11:30 a.m. Review of Industry's Position—Open Forum  
Introduction of Resolutions

12:00 noon Noon Recess

Directors' Luncheon—East Room  
Honoring Government Guests

##### Afternoon Session—East Lounge

1:30 p.m. General Meeting—President C. W. Wolfe,  
Presiding

##### The Government Panel

1—The Quartermaster Depot  
Col. John N. Gage, Executive Officer,  
Chicago Quartermaster Depot  
(Question and Answer Period)

2—Macaroni, Spaghetti and Egg Noodle  
Industry Advisory Committee  
R. L. Bushman, Government Chairman  
—Member of U. S. Food Distribution  
Administration

3—Manpower and Macaroni Workers'  
Draft Status  
Arthur J. Holmaas—Food Industries La-  
bor Branch, FDA  
(Question and Answer Period)

4—Products Fortification  
D. S. Payne—Grain Products Branch,  
FDA  
(Question and Answer Period)

General Discussion

5:00 p.m. Adjournment

#### Evening—North Room

6:00 p.m. Reception—Honoring President C. W. Wolfe  
Buffet Supper, Refreshments  
Sponsored by Charles and Alfred Ros-  
sotti of Rossotti Lithographing Co., North  
Bergen, N. J.  
Beach Walk Entertainment and Dancing

#### Saturday, June 26

##### Industry Day

##### Morning Session—East Lounge

9:00 a.m. Registration—Regular Fee

10:00 a.m. General Meeting—President C. W. Wolfe,  
Presiding  
Committee Reports  
Report of Washington Representative  
and Director of Research—B. R. Jacobs  
Action on Government Suggestions  
Consideration of Industry Recommenda-  
tions  
Election of Association Directors

12:30 p.m. Noon Recess

Director's Organization Luncheon—East  
Room  
Election of 1943-1944 Association Officers

##### Afternoon Session—East Lounge

2:00 p.m. General Meeting—President C. W. Wolfe,  
Presiding  
Reports of Committees  
Resolutions  
Membership Rating  
Future Activities

Review of Industry's General Situation  
Announcement of 1943-1944 Association  
Officers Elected

5:00 p.m. Final Adjournment

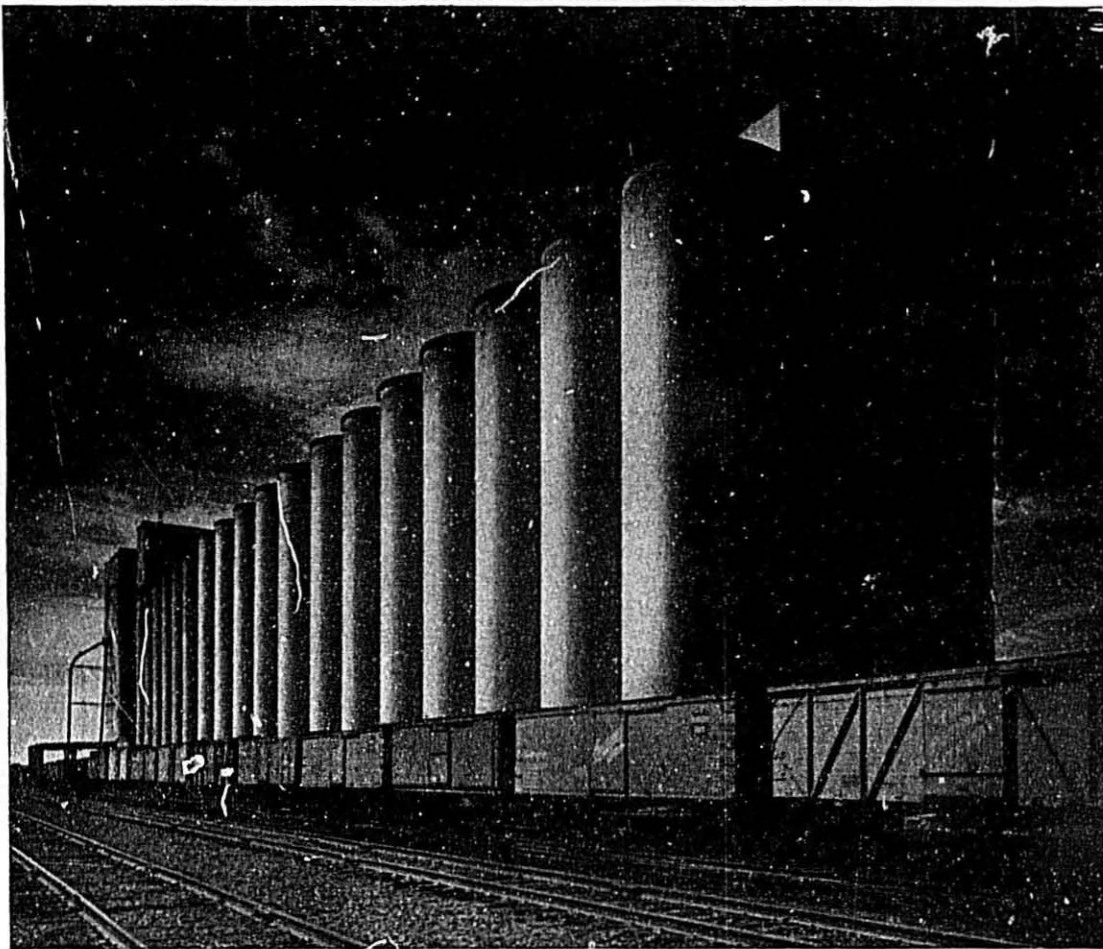
#### Evening

6:00 p.m. Reception and Cocktail Party—West Lounge  
Honoring all Association Officers and  
Members and Visiting Guests  
Compliments of CLERMONT MACHINE  
COMPANY, Brooklyn, N. Y.

7:00 p.m. Association's Annual Party—Ballroom  
Dinner  
Dancing  
Entertainment



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 XXV

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## Industry War Conference

Just as representatives of the leading nations of the world are currently meeting in this country to study the food needs of the world, now and after the war, the macaroni-noodle manufacturers are completing plans for their historic conference between leaders in the trade and designated Government officials to coordinate their joint efforts towards the proper feeding of a nation at war.

At this wartime conference, the macaroni-noodle makers and their suppliers are to learn first-hand what is expected of them on the home front as it relates to the fighting on the battle fronts of the world. Every element concerned in the production and distribution of macaroni, spaghetti and egg noodles—supplier, producer, distributor and buyer—has been invited to meet Government officials in friendly discussions of all problems, some most serious, that Italy concern the industry and the nation's plans for the proper feeding of both fighters and civilians.

The macaroni-noodle industry is being congratulated from all sides for what it has already accomplished in coordinating production with the nation's needs, but much more is required, as will be emphasized by the representatives of the several Governmental agencies who will take a leading part in the two-day conference.

President C. W. Wolfe of the National Macaroni Manufacturers Association, sponsor of the Government-Industry conference, and who will preside over the several sessions, stated that the improvement of Industry and Government's relations as they concern the latter's nutritional objectives, will feature every session of this historic conference. He promises that the sessions will be brief and to the point; that those in charge of the program will see to it that it is aimed at our common objectives—that of providing the utmost information from the most reliable Government sources direct to those vitally concerned and to do so in the least possible time and under most auspicious conditions.

"We, on the food front," says President Wolfe, "are at war just as are the soldiers and sailors at their stations, not exposed to the same kind of danger, of course, but equally determined that fighters and civilians be supplied sufficient quantities of our good substantial foodstuffs to keep them healthy and strong, vigorous and determined to see this thing through to a successful conclusion. To do our part towards that end, it behooves every manufacturer to obtain as much first-hand information as possible of what is expected of us to enable us to arrive at a sensible solution of our common problems.

"As officers of the only national organization of our

Industry, we have endeavored to keep our fingers on the nation's pulse, and to pass out information in bulletins, regional meetings and the columns of the MACARONI JOURNAL, but it is conceded that better results will come from actual contacts with Government officials obligated to tell us what we should and should not do to fulfill properly our obligations as patriotic Americans and producers of an essential food. Naturally, we expect that every manufacturer and allied tradesman honestly concerned in the part we are to play in coordinating the efforts of country and industry in this great war, will find it convenient, will consider it a duty, to attend the Wartime Conference in Chicago this month."

Among the many general problems facing the industry, other than those of regulations, two can be mentioned: (1) How are macaroni, spaghetti and egg noodles served and how are they relished by our fighting men in the army camps, aboard ships and at isolated bases of operations? Do service cooks do justice to this fine food as now served or can its preparation be improved to make it more acceptable and habit-forming? (2) Just how serious is the trend towards the elimination of the small operator? A recent survey shows that quite a number of firms have suspended operations entirely, that many more are running parttime only. While rationing is given as the reason for this trend, the drain of employees to the armed forces and the unavailability of necessary equipment and repairs are perhaps the greater contributing factors.

These matters and many kindred subjects will be given a deserved share of the attention of both Government officials and Industry leaders, as they vitally concern not only the present welfare of the trade but the very future of the industry. Others, too, are thinking along the same lines. "The most scientific army food is no good if the boys won't eat it," said Col. Paul P. Logan, member of the subsistence branch of the office of the Quartermaster corps for more than five years, in an address last month at a conference sponsored by the Grocery Manufacturers Sales Executives at Chicago, May 20, in discussing the subject, "Changing Foods in Changing Warfare."

The whole world is undergoing change as a result of this global war and in an effort to uncover the true trend, all the elements concerned in the present and future welfare of the Macaroni-Noodle Industry have been invited to attend the special Wartime Conference in Chicago, June 25 and 26. The importance of doing so is self-evident . . . it's a patriotic duty.



## Wartime Conference Officials



The Presiding Officer  
C. W. Wolfe  
Harrisburg, Pa.  
President N.M.M.A.

R



The Conference Manager  
M. J. Donna  
Braidwood, Illinois  
Secretary-Treasurer, N.M.M.A.

R



Government Contact Man  
B. R. Jacobs  
Washington, D. C.  
N.M.M.A. Representative  
and  
Director of Research

### Conference Speaker

Though his long and varied military career has taken him to many scenes of action, Col. John N. Gage, executive officer at the Chicago Quartermaster Depot, 1819 W. Pershing Road, is a native Chicagoan.



Colonel John N. Gage

Col. Gage, who was awarded the Order of the Purple Heart for outstanding service as second corps motor transport officer with the 1st Division, AEF, in France during World War I, was retired from active army service in 1933, but was recalled by the War department in 1941 to lend his administrative ability to the unique Subsistence Research Laboratory maintained at the Chicago Quartermaster Depot.

His active army career began at the Mexican border during the punitive expedition of 1916, when he commanded a motor transport company.

After his World War service, which extended from 1917 to 1919 and earned him promotion to major in the Second Battle of the Marne, he was reverted to the permanent rank of captain in the regular army, and assigned to command the 3d Division Train at Camp Pike, Ark. Later he was appointed assistant quartermaster of the post, serving on this assignment under Maj. J. E. Barzynski, who as Brigadier-General now is in command of the Chicago Quartermaster Depot.

In 1926 and 1927 Col. Gage added to his knowledge of military affairs by attending the Philadelphia Quartermaster School and the Quartermaster Subsistence School in Chicago, upon graduation from which he was assigned to the Chicago Quartermaster Depot until his retirement in 1933.

# Is it Good?

## The most VITAL question your products have to answer

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

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



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

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

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

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT  
**WASHBURN CROSBY COMPANY**  
(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

## Quartermaster Corps -- Distributors Conference

Food Processors Join in Study of

"Millions of Meals Daily and How the Quartermaster Does It"

The world's biggest food customer met last month with the country's leading food producers in Chicago, the food center of the nation. The results bore out the Yankee saying that "plain talk is plumb sense."

Brought together by the Grocery Manufacturers Sales Executives of Chicago under the leadership of Bob White, president of the association, were the key officers of the army quartermaster corps and 500 of the most prominent food processors, producers and farmers from every state in the nation. They met for a discussion of "Millions of Meals Daily and How the Quartermaster Does It" in the Drake Hotel.

"Working for a greater correlation between the quartermaster corps and the food processors, the conference cut away the fungus which has been encroaching on the food producing program," White states. "It brought to light the food problems which are sapping the war effort, encumbering governmental restrictions, OPA fumbblings, approaching food shortages and the threat of inflation with hampered production."

"On the other hand, it revealed that the army is not bleeding the civilian markets and that it is not hoarding vast supplies in untold warehouses. It proved that the army procurement program is reacting now to the benefit of the small businessman and will bring him expanded world and domestic markets in the post war era."

The quartermaster general, E. F. Gregory, who was the key speaker at the conference's important dinner meeting, exploded the prevalent opinion on the part of the civilian population that the armed forces are responsible for present food shortages.

Predicting a definite food shortage, Clarence Francis, president of General Foods, as one of the principal speakers at the conference, asserted that there have been too many stumbling blocks placed in the way of increased food production and too little consciousness of food on the part of the administration.

Emphasizing the fact, also, that there is a serious shortage of food in the office, John Brandt, president of Land O' Lakes Creameries, and one of the nation's outstanding dairy

spokesmen, contended that the nation today is facing a dangerous decline in dairy products. He maintained that the dairy farmer at the present time is handicapped in producing the amounts of poultry products demanded of him by the lack of public and official understanding of the situation.

Paul S. Willis of New York, president of the Grocery Manufacturers of America, warned the meeting that free economy in this country and the steady progress in food industry research, which has been made possible by open competition, are threatened at the present time by too many unnecessary restrictions on the part of the government. He cautioned the food producers to beware of serious threats to the freedom of operation such as the recently adverted proposal for mandatory grade labeling.

"The lid on inflation will blow off because of the inadequacy of the OPA," G. Sherwin Haxton, vice president of the National Canners' Association, maintained at the afternoon session of the conference. "I seriously doubt that the OPA can control successively the rising national spending power and hold the line with price ceilings and rationing. Illegal markets in many commodities are growing rapidly and this country cannot exist half OPA and half black market."

Wesley Hardenbergh, president of the American Meat Institute, outlined a three-point program which he considered should be adopted by the government to balance the demand for meat by the armed forces, lend-lease and civilian markets with the available supply. Noting that the all-over meat production in 1943, which was predicted by the department of agriculture to run 26,352,000,000 pounds, is 10 per cent less than originally estimated, or slightly below 24,000,000,000 pounds, Hardenbergh pointed out that this supply must be divided in such a way that the aggregate demand will not at any time exceed the supply.

If there is a silver lining to the wartime tasks now being imposed upon the food producers and growers of this country, it will be in the expanded world and domestic markets which are bound to result in the post-war era from present lend-lease and

army food programs, Col. Henry R. McKenzie, commanding officer of all quartermaster market centers, contended at the conference.

The Congressional act, generally known as the small business act, which gives the army quartermaster procurement branch the authority to purchase supplies for the army from smaller businessmen at a price greater than that paid to a large manufacturer, is sound business from a national viewpoint. Col. C. N. Elliott, director of procurement for the Chicago Quartermaster depot, told the assembly.

Brig. Gen. Carl A. Harding of the quartermaster general's office outlined the army procurement program for the food leaders at the conference and stressed the fact that army food is acquired in such a manner as to create a minimum impact upon the civilian economy, both as to effect on available civilian supplies of food and upon food prices.

Brig. Gen. Joseph E. Barzynski, commanding general of the Chicago quartermaster depot, commended the Grocery Manufacturers Sales Executives of Chicago, for sponsoring the food conference and maintained that it is such conferences which "are enabling all of us, the members of the great all-American team of production, to exchange thoughts, ideas and information so as to cement further that fine mutual understanding and teamwork so essential for complete victory of our forces at the earliest possible moment."

Food has become a definite weapon of war, Col. Paul P. Logan, assistant chief of the subsistence branch of the office of the quartermaster general, told the leaders of the food world at the dinner meeting of the conference. Speaking on "The Might of the Military Menu," he pointed out that fighting efficiency and food are inseparable.

The North African victory is but an early chapter in the history of the present war and the many chapters to follow will bring a rising demand for food which can only be supplied through the cooperation of the food producers of the nation and the army quartermaster corps, Col. John N. Gage, executive officer of the Chicago

(Continued on Page 33)



### SHE IS THE JUDGE AND THE JURY

The lady above is named Mrs. Consumer. She represents millions of American housewives whose decision on your product is final. If you please her taste . . . if she knows she can expect the same high quality every time she buys your brand, your sales will continue to grow. But don't disappoint her . . . not even once . . . because if you do, you've lost a customer. It doesn't pay to take chances with the quality of your product.

That's why King Midas Semolina is the choice of so many macaroni manufacturers. They know it helps maintain the highest standards of color, taste, and uniformity in their product . . . not only month after month—but year after year. They know King Midas Semolina provides the extra margin of safety which safeguards the consumer acceptance of their brand. They know it's good insurance.

## KING MIDAS FLOUR MILLS

Minneapolis, Minnesota





# Spaghetti and Meat Balls

## Um! Yum!

A National Macaroni Institute Recommendation  
for Conserving Vital Foods and Providing  
Utmost Eating Satisfaction

WHEAT and MEAT have long been civilized man's most dependable, most enjoyable food. In the form of spaghetti, macaroni or egg noodles, wheat reaches its highest edible consistency—nutritious, wasteless and economical. In the form of hamburger, ground meat loses none of its food potency and it, too, is economical, wasteless and nutritious. What a natural combination!

Macaroni, spaghetti, egg noodles and other shapes of this wheat food are not rationed. Ground meat or hamburger is rationed, but its purchase does not involve the investment of many valuable "points." So the "Spaghetti and Meat Balls" recipe recommended by the National Macaroni Institute seems both timely and patriotic. It is a recipe that will gain almost national favor where meat is a "must"—once American housewives learn how to properly prepare this tempting, very flavorful, appetite-appealing combination.

"Spaghetti and Meat Balls" is not a new dish. The National Macaroni Institute released a similar recipe several years ago as part of its products promotion and consumer campaign. Credit for this particular recipe goes

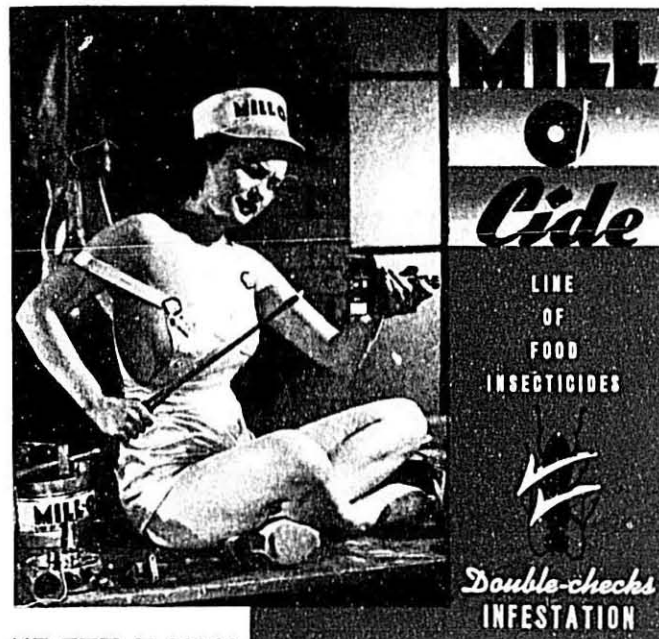
to the *Courier-Express* of Buffalo that used it advantageously some time ago in its pictorial section. Illustrations are supplied through the courtesy of Mr. Stewart Love, staff photographer.

### No. 1—Ingredients

As illustrated, the materials needed are very simple. One quart of tomatoes, a small can of tomato paste or Italian tomato sauce, two eggs, one small onion, a clove of garlic (if desired), one cup of bread crumbs, one-quarter cup of grated cheese of the type or nipiness desired, one pound of spaghetti, preferably a well-known brand made from good semolina or farina, and finally one pound of hamburger. It should be freshly ground and only good meat used. Ground round steak is excellent.

These proportions make four generous helpings. For larger families, increase the quantity of each ingredient proportionately.

(See Page 12)



"MILLY"

says:

I'm only a "hairpin mechanic" but I know what rough usage will do, even to such a sturdy piece of equipment as a Midland No. 6 Insecticide Sprayer.

Baby it and give it a little attention regularly. I know how I'd hate to be neglected. After all, it's doubtful if you can get another without an AAAAAAAAAA-1 plus, or some such priority.

If any parts have become lost or worn, I will do all in my power to replace them for you. In fact, I'll do anything (almost!) to help you control food infestation.

Try me!

Sprayfully yours,

"Milly" O'Cide

And "Milly's RIGHT!"

In these days of labor shortages and the food situation being what it is, it is not only Good Business but YOUR PATRIOTIC DUTY as well to see that the Nation's Food Supply is adequately protected against infestation, and by such means as do not waste your manpower.

The MILL-O-Cide Electric Sprayer No. 6 is truly a labor-saver—so take care of yours.

And for maximum protection against infestation of your foodstuffs use one of the MILL-O-Cide Line of Food Insecticides. It's more economical in the long run because it gives you quick kill yet will not contaminate in any way your precious charge—America's Foods.

MILL-O-Cide can be sprayed without interrupting normal plant operations.

MIDLAND  
Laboratories  
SUNBURST, IOWA



**No. 2—The Sauce's the Thing**

The **FIRST STEP** is to cut up the onion and fry it in a skillet with a little hot vegetable or olive oil. Butter may be used, if plentiful. After the onion has browned, place it in a saucepan with a little water, the quart of tomatoes and the can of tomato paste. If you want a touch of garlic, fry the crushed clove with the onions, but do not cut it up so that it can be discarded if desired, after it has flavored the sauce. Let the sauce cook slowly, and save the frying pan in which the onions were cooked.



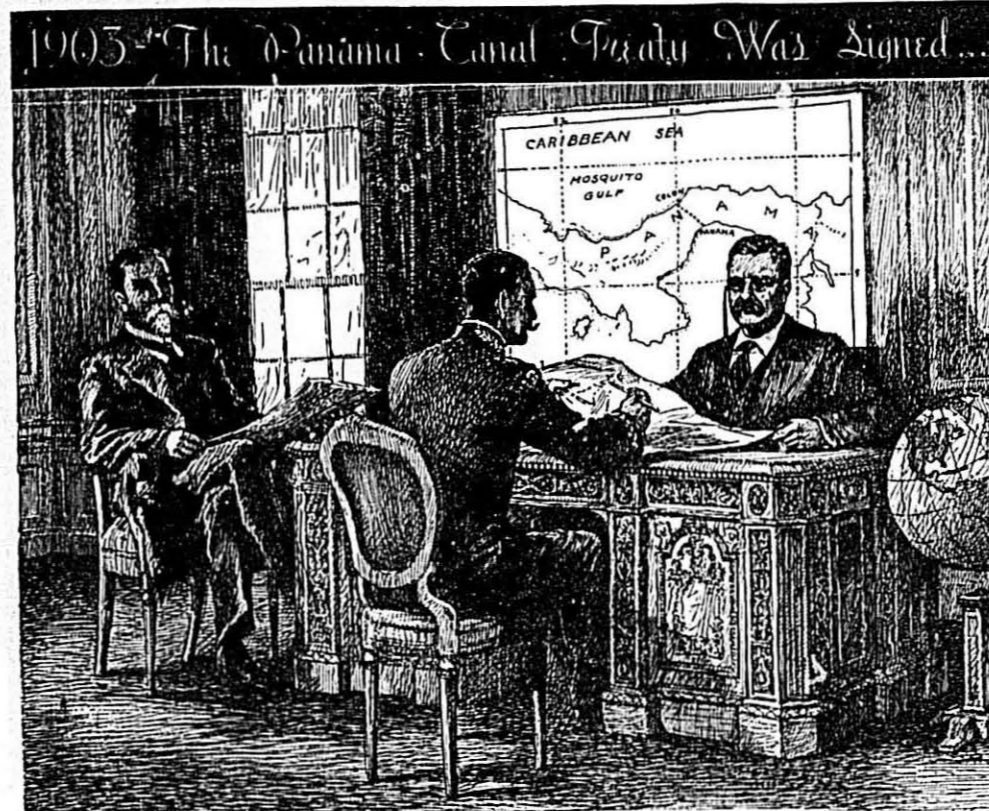
**No. 3—Preparing the Meat Balls**

While the sauce is slowly cooking—the more it cooks, the better—it is time to make the meat balls. In a bowl mix thoroughly the hamburger, eggs, bread-crumbs and cheese. Flavor with salt and pepper. Add about ¼ cup of water to keep meat balls moist while cooking. Roll the mixture into ten or twelve meat balls. The meat mixture will not stick to your hands if you wet them before trying to mould the balls.



**No. 4—Cooking the Meat Balls**

Now it's back to the frying pan. Put the meat balls into the onion-flavored oil. Remember to use enough oil to cover the bottom of the skillet. Add some of the sauce, if desired, to flavor the meat balls while cooking. Cook until done. Put the cooked meat balls into the cooking tomato sauce, and allow the whole combination to continue cooking slowly.



Beautiful genuine etching sent upon request\*

**1943 EMPIRE Celebrates Its 40th Birthday!**

\*November 18, 1903—The Hay-Bunau-Varilla Treaty, allowing the United States to build a canal across Panama, was signed. The scene depicted above shows Secretary of State John Hay, Excmo. Minister Philippe Bunau-Varilla of Panama, and President Theodore Roosevelt discussing this momentous document before signing.

Forty years ago, as today, American pioneers were paving the way for a greater and a greater tomorrow. Then, as now, men had confidence in the greatness of this land, and staked their future on it.

It was forty years ago that Empire Box Corporation was born. In 1903 this company was founded to serve American industry. The proof that it has served it well lies in the fact that Empire Box Corporation today is a leader in its field.

This growth has been earned. Earned through the efficiency of its modern-as-tomorrow equipment and its high-speed precision

printing; earned, too, through its alertness in accepting and pioneering new packaging trends; earned through its ability and willingness to give American industry wholehearted cooperation.

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

\* Empire Box Corporation  
Without obligation, I would like to have an enlarged genuine etching, suitable for framing, of the scene celebrating the signing of the Panama Canal Treaty. 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.





No. 5—Boiling the Spaghetti

Allow just enough water to properly cook the spaghetti so that all the water will be absorbed when cooking is completed. Experience will teach you how much water to use with each brand of spaghetti. For boiling 1½ to 2 quarts of water, seasoned with salt. Place water in deep pan. Bring to a vigorous boil before adding the spaghetti, without breaking. The time for cooking spaghetti made from semolina varies, but generally is 15 to 20 minutes. To make sure it's done, try a strand and see if it is of the desired tenderness.

In boiling spaghetti and other macaroni products by the *smallest-quantity-of-water* method that will eliminate the need of *pouring-off* of the valuable minerals and vitamins that may be cooked-out, greater care is necessary in the boiling process. After the first five minutes, lower the heat, boiling more slowly,

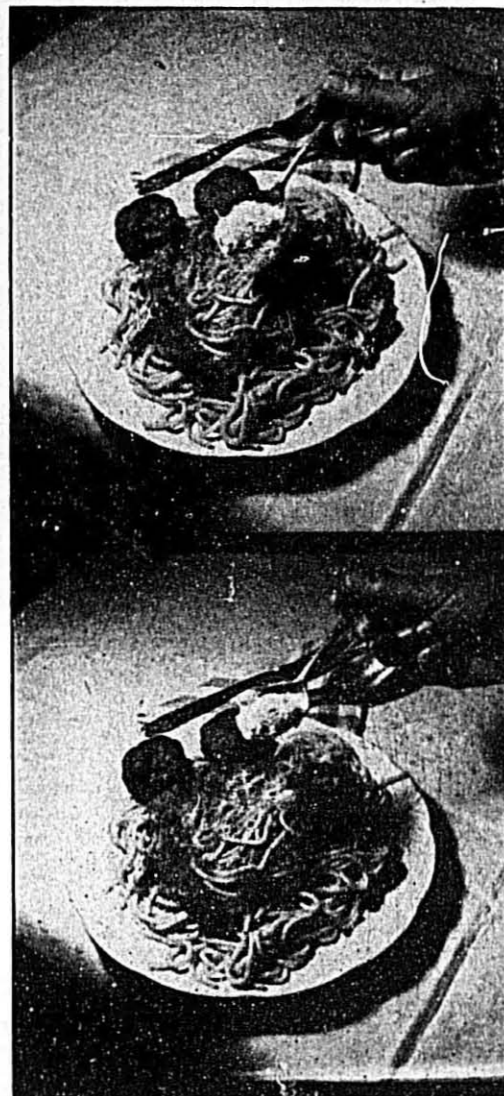
and stirring contents more frequently to prevent "sticking" to the pan. After learning to judge the quantity of water to be used at the beginning of the boil, practically all the liquid will have been absorbed when the boiling is finished.

## No. 6—The Feast

When cooked to your taste, pour spaghetti onto a large platter. Pour the sauce that has been cooking all the time, over the spaghetti, and put the meat balls around the edge. Sprinkle liberally with grated cheese of the type you prefer. Here is a dish fit for any king—for any American.

AS A CHANGE, try cooking the loose hamburger in the tomato sauce to make a delicious and nutritious meat and tomato sauce to pour over the boiled spaghetti. The youngsters will relish it—so will the oldsters.

(See Page 16)



## Advertising "Do's" and "Don'ts"

Since the passage of the Wheeler Lee Amendment to the Federal Trade Commission Act of 1938, observes *Advertising and Selling*, May, 1943, many advertisers have had their heads lopped off and their pet copy themes stifled by Commission stipulations and orders. Long-standing claims about the virtues of products have been abandoned and new ones adopted with an eye to the likes and dislikes of FTC.

As with all other activities, the war has left its prints on FTC operation. At the request of various war agencies, the Commission has analyzed and reported advertising, in all media, that contained any reference to the war, the war effort, war economy and production, the armed services, general public health or morale, price trends, rationing, priorities, conservation, etc. In gathering this information, the Commission did not overlook its regular duty, conducting its normal analysis of questionable advertising in all media.

## Macaroni

Many "cease and desist" orders have been issued on nearly every advertised product. The same periodical refers to one concerning macaroni products, wherein the advertiser was ordered *To cease representing that the product*

- 1... or the protein contained therein, is incapable of adding excess body weight.
- 2... will prevent acidosis.
- 3... contains sufficient protein to prevent the destruction of body tissues or, through its protein content or otherwise, will keep the body in a state of nitrogen balance.
- 4... through its bulk or roughage content or otherwise, will insure proper digestion and assimilation or will enable one to avoid a sluggish intestinal condition.
- 5... when cooked and ready for serving, will provide per pound as much as 300 International or U.S.P. Units of Vitamin B-1.

## Low Rice Production Cost

Because in many homes—particularly those where the consumption of macaroni, spaghetti and egg noodles is highest—rice is alternating with macaroni products as the main dish, manufacturers of macaroni food are interested in the following release by the Agricultural Research Administration of the United States Department of Agriculture on the method of producing rice and the relatively low cost:

## More Water—More Rice

More rice can be produced at

lower cost on California rice fields, says the U. S. Department of Agriculture, as a result of research by crop specialists of the Agricultural Research Administration on control of barnyard grass, the worst weed of this crop.

The control method is simple. It depends on suffocation of the weed by drowning, and is incidental to irrigation. The investigators in the Bureau of Plant Industry, Soils and Agricultural Engineering, and the California State Experiment Station simply kept the fields submerged continuously rather than only intermittently.

The rice plant can come through the covering water much more successfully than the grass. So the practice, now common in California, is to sow the seed from an airplane on the surface of the water or, in some cases, to broadcast on the ground and then turn on the water. The airplane method is now the more common. In either case the land is kept submerged until the rice is reaching maturity; then the water is drained off so harvesting can be carried out on dry land. Since there is no weeding cost, the growers save \$3 to \$5 an acre; also the yield is better.

## WARTIME CONFERENCE

Edgewater Beach Hotel

Chicago, Illinois

Friday and Saturday

June 25-26, 1943

☆

. Plan to Attend

☆

With the complexities of Wartime operation, the Industry, as a whole, is becoming more "Association" minded. These meetings are of inestimable value. Your attendance will amply repay you for the time and expense, as you are bound to take home with you ideas that will help you in these critical times.

Our "Frank" (F. A. Motta) will be in attendance at the Convention, and he will be more than happy to meet his many friends and acquaintances in the Industry.

"We'll Be Seeing You"

**CHAMPION MACHINERY CO.**  
Joliet Illinois





Nos. 7 and 8—The Eating Technique

No special training or manual dexterity is needed to properly transfer the long strands of spaghetti from plate to mouth, if you will exercise a little patience and practice.

The highly satisfied looking husband demonstrates this clearly. Start a couple of strands of spaghetti between the tines of the fork. Then coil the spaghetti up on the fork, using the bowl of the spoon as a base of operations. The trick is to start with only a few strands.

Now for the big moment! As the diner places the rolled spaghetti into his mouth, he winks appreciatingly to the "Mrs."

### Cellophane-Wrapped Fighting Men

Egg noodle manufacturers who are troubled about the shortage of available cellophane in which millions of pounds of this fine food has been packed for safe delivery to consumers will be relieved to know that they are forced to forego the continued use of this wrapping material in order that American fighting men may be protected on the battle fronts of the world. The following from *Food Materials and Equipment* throws some interesting light on the decreasing quantity of cellophane for noodle packaging:

Newest use for great quantities of the cellophane formerly used for wrapping foods and other products is the making of gas-proof wraps for soldiers on the fighting front. This was revealed by the public relations branch of the Boston Quartermaster Depot.

The announcement stated that a large envelope of cellophane which can be fitted into a soldier's pocket, is now issued to troops overseas. Sealed on the sides and one end, the envelope is designed to be thrown quickly over a man's head and pulled down to the level of his knees. By squatting down, the soldier is enabled to protect himself, his pack and his clothing from contamination by skin-blistering gases which the enemy may be preparing to use.

The upper part of the envelope is transparent to permit unobstructed vision by the wearer, while the lower part is olive drab. After exposure to gas, the envelope is discarded and a new one issued. The regulation gas mask is worn in addition to the envelope to provide protection against inhalation of the poisonous fumes.

#### Gas War Possible

Germany is known to have accumulated huge stocks of chemicals for poison gas warfare and according to trustworthy sources, the Japanese have already employed gas warfare to a limited extent against the Chinese.

The food industries will gladly forego the use of cellophane so that every American soldier exposed to the menace of gas warfare may carry on, "wrapped in cellophane."

### Botanists Aid Soldiers

Flowers and plants have gone to war at Harvard University, Cambridge, Mass., according to an announcement, and already U. S. soldiers on the jungle and other battle fronts are being aided by the results of researches by botanists.

Although the war abruptly halted overseas expeditions, Harvard botanists are experimenting in college laboratories to help the army identify poisonous plants. Already soldiers in Malaysia are carrying a professor's

manual to guard them against poisonous plants.

Besides anti-poison research, the botanists are working on new foods by utilizing X-rays. Crosses between radishes and turnips have been produced.

Of particular interest to macaroni manufacturers is the announcement that scientists now are developing a permanent hybrid between macaroni and bread wheat. Details are lacking.

### Chicago Statistics

Manufacturers who are advertising-minded will find such figures as those given below very helpful in their business planning:

The Chicago Association of Commerce announced recently that its surveys showed that 77 per cent of Chicago's estimated 3,545,808 inhabitants were born in the United States. There are 2,441,859 native born whites in Chicago and 277,731 native born Negroes, the association said. Of the city's foreign-born residents, 672,705 are whites and 4,513 are members of other races.

The association reported the city's 989,503 families are housed in 389,013 dwellings. Other association statistics show 1,181,374 males and 1,216,018 females over 21 years old in the city, and 1,121,618 males and 472,295 females over 14 years old gainfully employed.

### Where's that Macaroni Factory?

Quite often speakers find it fitting to re-tell that famous macaroni factory story, first told by the renowned steelmaster, Charles Schwab of Pittsburgh, Pa., and later used by the late President Calvin Coolidge in pointing out the slowness of some Government officials in making decisions—the old game of "passing the buck" which seems as prevalent today as ever.

The old story undergoes changes to suit the point to be made by those telling it, but usually is applied to situations created by rules, regulations and decisions that come from minds that are difficult to understand, or indicating how unable some mentalities are to put first things first. Here's one version:

A salesman got off the train at a railroad station in the Dutch section of Pennsylvania. "Which way is the macaroni factory?" he asked the station agent. "Just go on down the road and you'll come to it," the agent replied.

After walking a considerable distance the salesman met two natives. "Can you tell me where the macaroni factory is?" he asked.

"We don't know."  
"All right, I'll keep on until I come to it." And he started walking again. A minute or two later he heard the two Dutchmen overtaking him.

"Perhaps you meant a spaghetti factory," said one of them as they came closer.

"Spaghetti or macaroni, it's all the same," said the salesman.

"Well, we don't know where that is neither."

### Further Curb on Paper Boxes

Manufacturers of paper boxes have been warned to expect further restrictions as the paper situation tightens. This warning was given by Director Roswell C. Mower of the containers division of the War Production Board on the occasion of the recent meeting of the National Paper Box Manufacturers Association in Chicago in May.

There is little likelihood that the present regulation restricting output to 65 per cent of the 1941 trade will be changed. The WPB recommends a general reduction in weight and materials used in present boxes and the gradual reduction in the "single unit" boxes heretofore so popular; also a possible standardization of boxes as a material-saving measure.

Little relief can be expected from substitutes as the limit along that line has already been reached, and even substitute materials are becoming scarce. Further switching from boxes to paper bags is unthinkable as more paper pulp is needed for bags than for boxes.

It was generally predicted that the "present tight situation" would prevail for some time. The industry's pres-

ent operating rate of about 8,000,000 tons annually is the maximum that can be expected under present conditions.

### Urge Use of Competitive Food

Here are two items of interest to all macaroni-noodle manufacturers, taken from the May 12, 1943 issue of the *New York Times*:

"With virtually all old potatoes going to the armed service, dehydrators and institutional users, and with their over-all supplies cut to one-third of normal for this season, New York

distributors indicated yesterday that metropolitan housewives might wisely plan to continue using noodles and spaghetti as menu items until around June 1 at the earliest, with supplies after that depending on breaks in the weather over southern producing areas.

"At the same time, reports from these areas disclosed that Office of Price Administration rules on markup margins made it hard for established distributors and easy for black marketers to get supplies."

"What's in it for me?" is a question to be answered, not to be asked.

## MORE DOUGH AT LOW COST

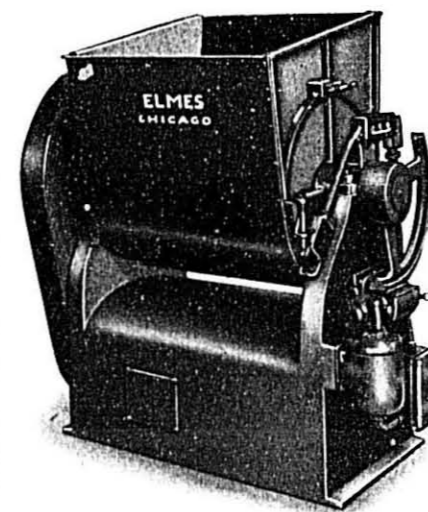
There are several good reasons why you can turn out large quantities of dough at low cost with an Elmes Mixer.

First, the Mixer is built to last a long time. Sturdy materials and construction are used throughout . . . producing an unusually high factor of overstrength.

Second, wear is reduced to a minimum because the motor and drive are enclosed in the base and hence protected against flour and dust.

Third, parts in contact with the dough are easily cleaned. The whole mechanism is simple to keep in topnotch operating condition.

There are still other reasons why you will find the Elmes a profitable Mixer. Ask about them today.



**Elmes**  
SINCE 1851  
NATURALLY SAFE

ELMES ENGINEERING WORKS  
OF  
AMERICAN STEEL FOUNDRIES  
213 North Morgan Street • Chicago, Illinois



## "Absenteeism" in Macaroni-Noodle Plants

Conserving Physical Efforts of All  
Workers an All-Time Need

By Ernest A. Dench

Deliberate "Absenteeism" is hardly a serious problem in most macaroni-noodle plants—but loss-time due to avoidable accidents has an equally harmful effect on production and on employe morale.

Anything that impairs the even flow of materials through the presses into the drying rooms and out of shipping departments to carriers, in as far as it can be prevented, should not be tolerated in wartime.

The labor supply reservoir will touch bottom in the months to come. Personnel recruiting efforts will concentrate on men and women over 38 years of age, who, with certain exceptions, lack the physical energy of the younger ones.

Consequently it is of the utmost importance that their physical efforts be conserved. This does not imply sparing them the harder tasks in office, stockroom, factory or store. Instead they must be shown, by actual demonstrations, how to perform these harder tasks correctly.

The experienced worker handles a heavy or awkwardly-shaped object with ease. It is painful, by way of contrast, to watch an inexperienced employe performing the self-same chore. Knowing how—that's all there is to it.

The proper instruction will lighten the job for each older newcomer and discourage thoughts of quitting because the aforesaid novice feels he lacks the required muscular strength. Another serious matter is that the ratio of accidents among inexperienced and untrained workers is higher than among experienced and trained workers.

One firm has discovered that misdirected energy and accident hazards arise from three major causes: 1. The Improper Lifting of Objects. 2. The Wearing of Faulty Footwear. 3. Falling Objects.

### Types of Lifts

**The Straight Lift:** The wrong way of lifting a box is to reach down for it without bending the knees. It places an unnecessary strain on the muscles of the back and the abdomen.

The right way is to bend the knees

and "get down" to the object to be lifted. In lifting with the back and arms straight and rigid, the strain of the calf is properly carried by the heavy muscles of the thighs and calves.

Even such a light object as a pencil, requiring one hand to pick up, can be lifted safely and gracefully, by stooping down to the pencil in a semi-kneeling position. This is done by placing one foot slightly behind the other at the beginning of the crouch.

**The Jerk Lift:** A demonstration the writer witnessed used a light chair, to the top back of which a piece of twine was tied. The wrong way is to tip the chair forward on its front legs by the twine. While in this position, the twine jerks and breaks. The same thing that happens to the string might happen to a back, shoulder or arm muscle, were strength suddenly applied, or if a worker attempted to move an object with a jerky motion.

The right way is to tip the chair up on its front legs about a foot from the floor, and lift with a heavy pull. This is the slow or gradual application of muscular power.

**The Twisting Lift:** The wrong way is to apply the following motions: 1. Pick up box from chair. 2. Twist the body. 3. Set the box down.

The right way, avoiding the twist, takes a count of four, as follows: 1. Lift box off chair. 2. Have right foot make a quarter turn towards drawers. 3. Have left foot make a quarter turn towards drawers. 4. Place box on top of drawers.

**Lifts Made with Other than the Hands:** Additional accidents are caused when parts of the body other than the hands are used. If, for example, a worker closes a drawer by pushing it with the knee, the worker runs the risk of developing "water on the knee." Or if the worker backs against the drawer, his or her fingers are likely to be caught in it. Considerable strength is needed if one hand is used.

Two hands should be used in the opening of a drawer. If the drawer is hard to open, it should not be jerked roughly. The sticking can usually be corrected by pushing in each side of a drawer. A drawer, especially

a lower one, should never be left open after use. Someone else in the workroom may not notice it and thus have a serious fall.

### The Wearing of Faulty Footwear

Women wearing high heels must make allowances for them, since a person's stability decreases as the height of the heel increases.

The writer saw it demonstrated with a blackboard, in front of which was a table containing a long length of board. The board was hinged about ten inches from one end, with a small stick nailed across it at right angles. The highest heel shoe was first placed on this board against the stick, pointing towards the audience. The end of the board was then lifted until the shoe tipped over. The board was held at this angle, and a chalk line marked across the blackboard. The self-same procedure was followed with the medium-heeled shoe and the flat-heeled shoe. The tipping angle of the flat-heeled shoe was three times as great as that of the high-heeled shoe.

### Falling Objects

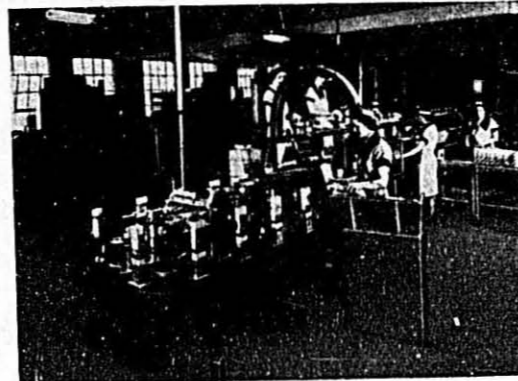
Orderly stacking of objects in both the safe and the right way. Any uneven or unbalanced pile is susceptible to vibration from adjacent machinery, or being caught in a worker's clothing when passing it.

**Foreign Objects on the Floors and Stairs:** This was demonstrated to the writer with a large piece of torn newspaper. The demonstrator placed the paper on the floor, and by scuffing on it—first with his sole and next with his heel, a number of times—he proved that, under certain conditions, the paper might serve as a skid pad. A slip and a fall might be the aftermath. When caught under a rubber heel, the piece of paper might neutralize the additional traction given by such a heel. It is just as likely to happen with a chewing gum or candy bar wrapper, an empty cigarette package, or a piece of orange peel.

The simple demonstrations outlined above are basic, and therefore adaptable to the handling problems of a specific business or industry.

(All Rights Reserved)

## PACKOMATIC PACKAGING MACHINERY PACKING ESSENTIAL MACARONI PRODUCTS



PACKOMATIC Automatic Combined Top and Bottom Carton Sealer  
With Double Conveyor.  
INSTALLATION, CHICAGO PLANT,  
L. J. GRASS NOODLE COMPANY

Automatic Net Weight  
Scales  
Automatic Volumetric  
Fillers  
Carton Making  
Machines

"BUY MORE WAR BONDS"

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

Paper Can Equipment  
Shipping Case Gluing  
and Sealing Machines

### "Manpower" Explained

The United States has had surpluses of labor ever since the Civil War, up to now. In 1943 we have just enough, or a deficit, depending on how we manage our affairs and how many housewives take war and essential jobs.

We have coined a new word, "manpower," to describe the problem. But that has not solved, and will not solve the problem. We face the grim reality that slogans will not abate what is becoming our prime production headache. Early in the war, long before Pearl Harbor, our government started development of a program of "labor supply and training." Now we have added other words to describe new phases of the problem—"manpower," "labor utilization," "job stabilization," "manning tables." The War Manpower Commission was set up a year ago with authority to develop a program, to tell other government agencies what to do, and to organize a pattern of supplying and training enough labor to win an all-out war.

These new war words, along with the confusions of wartime, have bewildered some people. Perhaps this confusion can be reduced by a definition. "Manpower" consists of the labor

that is being used, plus the labor that can be used in wartime, plus the needs of the armed forces. We need this new word because to most people "labor" does not include the Army, the Navy and the farm workers. But they are all in "manpower." So are most of the women, and the unemployed.

There are 135,000,000 persons in the United States, and something above 100,000,000 of them are "manpower"—men and women above 14. Counting out the handicapped, school children who are not available for full-time work, and some mothers, we have a maximum probable manpower bank of 70,000,000 for purposes of war.

But in December, 1940, less than 47,000,000 were actually used in productive jobs. We had an Army and Navy of less than a million men. We had 7,100,000 unemployed. The employed included less than 5,000,000 in what we now call the munitions industries, less than 6,000,000 in what we call "essential" industries (except for agriculture), and nearly 27,000,000 in other industries, makers and sellers of services, gadgets and goods needful in times of peace, comfort and security.

The production, processing, and distribution of food is an integral part of the total war program, and demands on our food industries are

constantly increasing. Therefore, the Food Distribution Administration of the U. S. Department of Agriculture urges that all Workers in all phases of food processing and distribution which are necessary to accomplish the Nation's wartime food program are urged to remain in their present jobs. Because of general misunderstanding of their importance in the war program, and because of the availability of higher wages in other trades, large numbers of food industry workers are reported to be changing jobs. This situation has become increasingly acute in the past few months.

### Edward Vermyllen On the Job

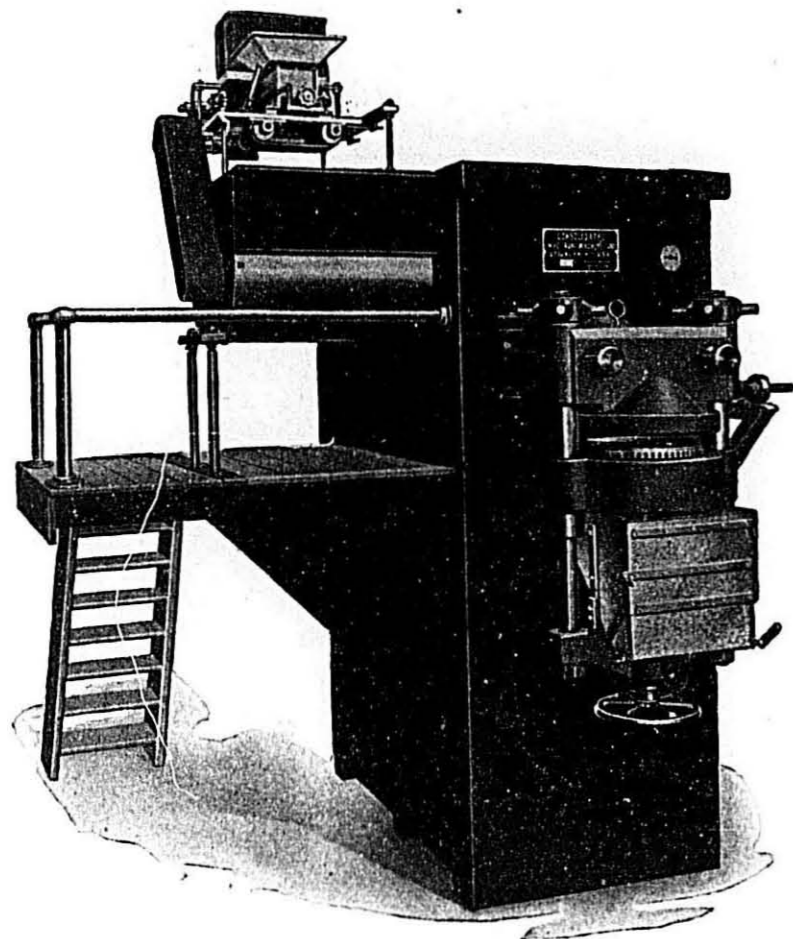
New York advices are to the effect that Edward Vermyllen, sales manager of A. Zerega's Sons, Inc., Brooklyn, N. Y., has returned to his duties, having fully recuperated from a lengthy illness.

### New Operating Company

The American Macaroni Company's plant in Birmingham, Alabama, will be operated hereafter by the American Macaroni Manufacturing Company.



## 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.

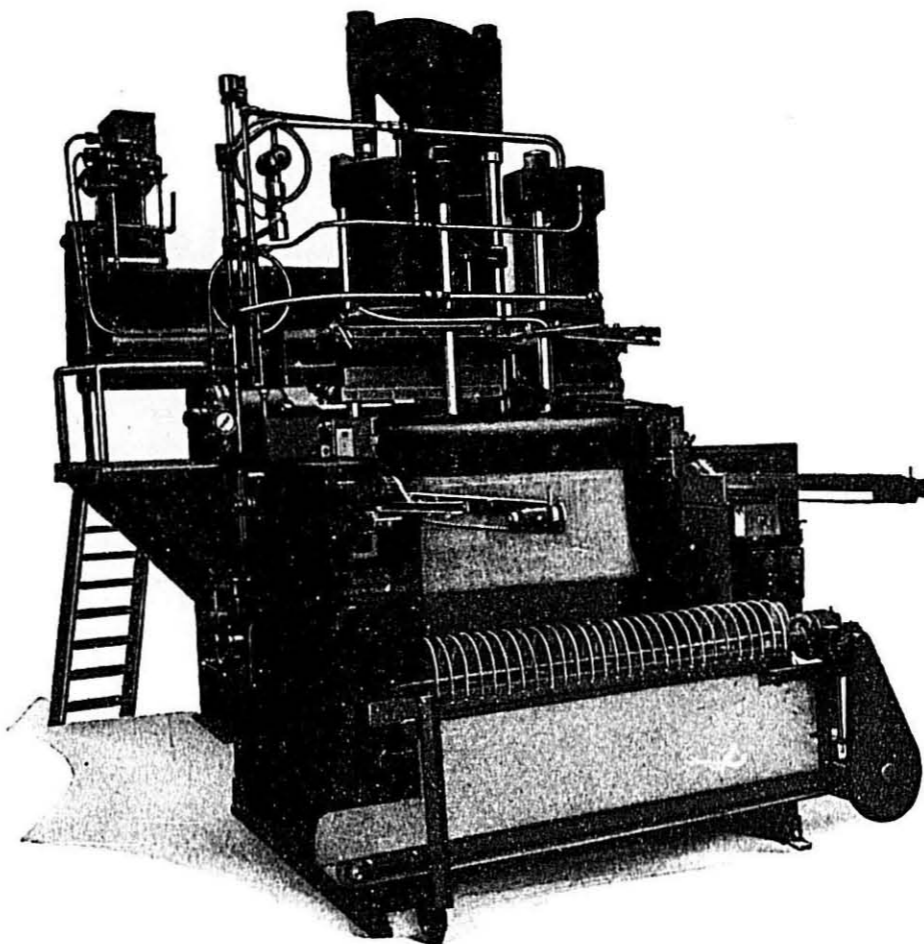
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

Due to Government Regulation, we are restricted in the construction of these machines for the duration, but same can be furnished with the proper priority.

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



## Passing the Buck/Bugs

By Fred B. Somers, Insecticide Specialist,  
Midland Laboratories

Remember that old Army game—the art of “passing the buck?” Well, in my past six months of traveling, I have noticed a marked tendency toward the revival of this ancient sport. Buck-passing seems to have reached new highs in the shifting of responsibility and blame for increasingly unsanitary conditions in the food industries.

Demand is great and help is scarce, and the war fever is making some of us forget that this business may not last forever. In your own trade—the Macaroni Industry—one of the greatest sales boosts in your history is just in the offing, especially for those of you engaged in supplying the small package trade.

Many people, to whom macaroni products were just a delicacy to be tasted once in a great while, are perforce cultivating a genuine liking for recipes containing your commodity. Where the weekly menu contained macaroni perhaps once a week, rationing is causing it to appear many times per week. This trend will not necessarily die with the war, but will carry on once the taste has been acquired.

There is one pitfall, however, against which I cannot warn you too strongly, and that is, in your hurry to take advantage of this opportunity, do not sacrifice the cleanliness of your product, and above all, WATCH INFESTATION. A little dust or dirt in a cellophane package of macaroni will go unnoticed by the ordinary housewife, but let one weevil come to life and start boring around in said package, and you have lost a customer—but for “keeps!” There is no way that you, nor your retail outlet can “Pass the Buck” to the satisfaction of this disillusioned housewife. The retailer will, to some extent, “save face” by shifting the responsibility for the occurrence upon you.

But how are you going to reach the ultimate consumer in turn “Pass the Buck” to (first) the infested condition of the box car in which the semolina was shipped to you, or (second) the miller, or (third) the storage elevator, or, going back to its origin, the farmers’ cribs themselves?

So it goes, all down the line; and who, may I ask, is the “fall guy?” That’s right—it’s you—the Macaroni Manufacturer! Don’t be too bitter toward the farmer. The farmer is short of help and it is a certainty that he will not take proper precautions in cleaning out his storage bins or fumigating his grain, the latter, no doubt, due in some instances to his inability



Fred B. Somers

to obtain the proper fumigants because of the war shortages.

Next, the grain elevator is also short of help; also, at times short of fumigating materials.

And so, to the mill, where the same conditions exist and a new one arises, that of the inability to obtain the tight and clean box cars which they were formerly able to obtain for the shipping of the finished semolina. In the past, these millers would not have thought of shipping flour in some of the cars they are being forced to use now. In the good old days, a nice, clean automobile or furniture car was usually available for their shipments of flour. Regardless of what your flour salesman tell you about their cleaning precautions in these cars, I can assure you that in most cases, they are loaded after a quick sweeping, and a poor one at that.

Undoubtedly, the head of the mill would like to fumigate these cars and send them out free of infestation, and in a few cases, will tell you that they have. This, in most cases, is a slight (?) travesty on the Truth.

You see, I also call on the Superintendents of these mills and I know from personal observation that many more cars are released for shipment with just a quick sweep-up of the main dirt than are released after the proper preparation needed in the shipment of cereal products. When questioned, the superintendents simply shrug and ask, “Where are we going to hire anyone to do it?”

Another factor in the shipping end is that those shipments that used to come through in three or five days

now take from ten days to three weeks. Here is a condition second to none for the breeding and propagation of weevil. Mrs. Weevil is grateful no end to those kind millers who furnish all the lovely semolina for her to lay her eggs in and on (which by the way, will hatch in five days under box-car conditions in the summer when the temperature is 75 degrees and above). It is possible, under these conditions, for the complete cycle, from egg to grown insect, to take only 24 days, after which time 19-day old insects will in turn start laying eggs.

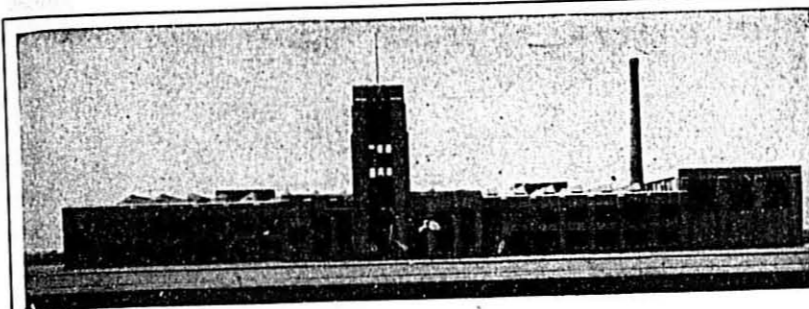
Suppose you do receive a shipment of semolina free from infestation? What happens? You, too, are short of help, so the chances are, you do not sweep or spray your flour room before storage. Neglect this once or twice and it soon becomes a habit. Next, chances are that you do not spray the dry rooms when empty or blow the broken macaroni out of cracks and crevices. You may ease your conscience by saying that conditions being what they are, how can you be expected to maintain the cleanliness which you held in such high esteem just a few years back? But down in your own heart, you know that you are taking a gamble and like all gamblers, sometime you’ll lose! And when you lose, it will not only be in dollars and cents, but what is more important in reputation as well.

For the sake of this reputation, keep your plant clean—even if you have to come down at night and do it yourself! Clean all freight cars that you ship in—sweep them out first, then blow out all the dirt possible from the cracks in walls, and floors. Then spray the inside of the car and shut it up for an hour or so before loading. After loading, spray once again, then seal your doors. Don’t be afraid of the insecticide contaminating your packaged product. A good food insecticide will leave no trace of taste or smell upon your product by the time it reaches its destination.

Theoretically, your responsibility ends here—however, to further insure your product against the ill-will that may befall it if it is infested when sold, or becomes so shortly after, I would suggest that your salesman instruct the jobber or the chain store operator in the Prevention of Infestation. My Company, through its insecticide specialists, is doing all it can to educate the wholesale and chain store grocer along this line.

Among a few of the suggestions we invariably have to make is that certain items, like dog food, chicken feed, etc., are kept separated from other cereals. Why? Because these animal feeds are very likely to be infested and by their nature, breed weevil very fast.

Even in the face of the shortage of the raw materials which comprise a



Folding Boxes . . . . .

. . . . . ARE DELIVERING THE GOODS!

RIGHT NOW our facilities are drafted in the production of paper boxes for the war effort . . . but we would welcome inquiries from you which can be developed for future deliveries . . . . .

WRITE US NOW YOUR “AFTER VICTORY” PLANS!

**CHICAGO CARTON COMPANY** CHICAGO  
4200 So. Crawford Ave.

FOLDING PAPER  
BOXES  
SPECIALLY  
TREATED CARTONS  
FOR GREASE AND  
MOISTURE  
PROOFNESS  
SPECIAL  
CONTAINERS &  
CADDIES  
DISPLAY BOXES

good food insecticide, we are doing our utmost to spread what there is around to those places where they are likely to do the most good in the PROTECTION OF FOOD FOR HUMANS.

Please remember, you Macaroni Manufacturers, that your Golden Opportunity is at hand—the opportunity of furnishing your American Public with a fine, clean energy-giving food with which to replace and augment the more tightly rationed commodities. If you take advantage of this opportunity now, and the responsibility that goes with it, it is my firm conviction that the demand for macaroni products will continue to increase even after the war, PROVIDED, however, that you do not “Pass the Buck” now, but continue to keep your plant and product clean and free from infestation.

### OPA Ceilings

Judged by ceiling prices fixed by OPA on food items, even the housewives are recognizing the fact that macaroni, spaghetti and egg noodles are the best, least-costing food available, judged from its nutritional values. Prices differed in various markets and in different classes of stores. As an example, here are the prices announced as effective last May in Richmond, Virginia, covering the more

popular brands in that part of the country, as viewed by OPA officials:

#### Macaroni, Spaghetti, Noodles

Brand	Size	Top Price
Foulds Macaroni and Spaghetti	7 oz.	.10
Duroni Macaroni and Spaghetti	7 oz.	.05
Van Camp Tenderoni	6 oz.	.11
Duroni Noodles	7 oz.	.06
Mueller's Macaroni and Spaghetti	9 oz.	.12
Skinner's Macaroni and Spaghetti	7 oz.	.10
Chaker Macaroni and Spaghetti	7 oz.	.11
Powhatan Macaroni and Spaghetti	7 oz.	.05
Powhatan Noodles	4 oz.	.05
Willahan Byrd Macaroni and Spaghetti	7 oz.	.05

For purposes of comparison here are the fixed prices, in part as announced for Metropolitan New York for the same week:

#### Macaroni, Spaghetti and Noodle Products

Brand	Size	Top Price
Caruso Noodles, 1 lb.		.12
White Rose Elbow Macaroni, 8 oz.		.09
Ann Page Noodles (Class 3 Stores), 5 oz.		.06
Ann Page Macaroni (Class 3 Stores), 3 lb.		.28
Ann Page Spaghetti (Class 3 Stores), 3 lb.		.28

### Michael Pesce— Macaroni Pioneer Dies

Michael Pesce, 74-year-old pioneer of Seattle, Washington and co-founder of the Mission Macaroni Company of that city, passed away on Tuesday, May 25, 1943. Burial took place Saturday, May 29, following a requiem

high mass at the Church of the Immaculate Conception.

At the time of his death, he was vice president of the Mission Macaroni Company\* which he helped to found in 1932.

Mr. Pesce was born in Italy and migrated to Seattle in 1889. For 30 years he was active in the grocery trade. He is survived by his widow, Virginia, a son, Vincent, three daughters, Livie Josephine Pesce, Mrs. Virginia Forte and Mrs. Nina Edwards, and five grandchildren, all of Seattle.

### Switch from Bread to Spaghetti

The food situation in Italy on account of the invasion jitters that prevail in that country since the fall of Tunisia, accounts for the following statement:

#### Emergency Food Measure

Shortages of such staple foodstuffs as bread and pollenta (corn meal) are now so sharp in the central part of the country that the Food Ministry published a special decree today authorizing “for a period of two weeks” the “emergency distribution of spaghetti and macaroni against numbered bread tickets, which can be stamped by local prefects on the demand of the interested parties.”





Conference Headquarters  
The Edgewater Beach Hotel, Chicago, Ill.

Exterior view of the hostelry that will house the 1943 Wartime Conference of the Macaroni-Noodle Industry, June 25 and 26. Leading manufacturers, large and small, from every part of the country, will confer with Government officials on "Government Day," June 25, on matters that vitally concern the future of the operators and the proper feeding of fighters and civilians.

### Liquid and Dried Egg Production

April, 1943

Egg breaking operations during April continued at record levels. The quantity of liquid egg produced during April by commercial egg breaking and egg drying plants totaled 182,235,000 pounds, compared with 141,081,000 pounds in April last year—an increase of 29 per cent. Of the total production 79,000,000 pounds were frozen, compared with 59,001,000 pounds in April last year; 101,004,000 pounds were used for drying, compared with 79,539,000 pounds a year earlier and 2,231,000 pounds were used for immediate consumption, compared with 2,541,000 pounds in April last year.

During April dried egg plants produced 28,330,000 pounds of dried eggs, compared with 22,524,000 pounds in April, 1942. Production of dried eggs, although larger than last year, still remains below the capacity of the drying plants. The production of 79,000,000 pounds of frozen eggs during April was the largest of record for that month. Production of frozen eggs for the first 4 months of this

year totaled 160,068,000 pounds, compared with 118,388,000 pounds during the same period last year. Cold storage holdings of frozen eggs on May 1 totaled 172,074,000 pounds, compared with 159,585,000 on April 1 a year ago. Holdings of shell eggs on May 1 totaled 6,214,000 cases, compared with 4,638,000 cases on May 1 last year. Reports from egg driers (not entirely complete) indicate that 1,867,000 cases of shell and 47,725,000 pounds of frozen eggs are held as a backlog for future drying against Government contracts.

To assure availability of sufficient quantities of shell eggs for the armed forces, essential civilian needs, and wartime requirements for dried whole eggs, the War Food Administration on May 15 tightened reservations and non-storage provisions on shell eggs. In general the order states that dealers, wholesalers, and other distributors may not keep shell eggs in storage after June 15 with the following exceptions: (1) To cover existing contracts with Government agencies for the production of spray dried whole eggs, and (2) a small specified volume of eggs may be accumulated and held for "working inventories" of dealers,

wholesalers, and others. This provision is contained in an amendment to Food Distribution Order 40.

In addition to the new non-storage provision, the amended order also stipulates no eggs may move into storage after May 20. The original order set this date as June 1. The set-aside provisions of the amended order require that all shell eggs in cold storage on May 20 be reserved for Government agencies and may be offered to them at no more than ceiling prices applicable to grades for Government purchase in effect when the offer is made. Under terms of the original order, set-aside eggs might have been held into the winter months. The amendment, however, prohibits storage after June 15, except as expressly provided in the order. Under the amended order, the War Food Administration stands ready to buy all storage eggs offered on this basis.

During April the Food Distribution Administration of the Department accepted offers on 70,305,825 pounds of dried eggs. Offers accepted from May 1 to May 14 have totaled 38,901,510 pounds. Since January, offers accepted have totaled 152,104,990 pounds.

## ST. REGIS packaging systems

St. Regis Multiwall Paper Bags are specially designed to protect the product in storage and transit. Special sheets of paper are incorporated in the bag construction to meet special problems such as rough handling, extreme weather conditions, moisture penetration and chemical action.

If you ship in units of 25 to 100 lbs. our packaging engineers will welcome the opportunity to study your packing operation, develop the proper Multiwall Paper Bag for your product and install the most efficient and economical packaging equipment to meet your production requirements. St. Regis Paper Company offers all types and construction of Multiwall Paper Bags and a complete packaging service.

**1. Valve Pack** — automatic valve bag packing machines which weigh a product and force it into the self-closing valve type Multiwall Paper Bag. This operation offers maximum production with a minimum amount of labor.

**2. Sew Pack** — automatic sewing machines for applying an efficient and economical closure to open-mouth bags. This equipment, applying a bound-over tape and a filter cord, sews through all plies of the bag.

**3. Tie Pack** — Where the number of units packed does not warrant the installation of automatic equipment, the wire tie offers an economical and efficient method of closing open-mouth bags. A hand-twisting tool constitutes the entire equipment for effecting the securely tied closure around the neck of the bag.



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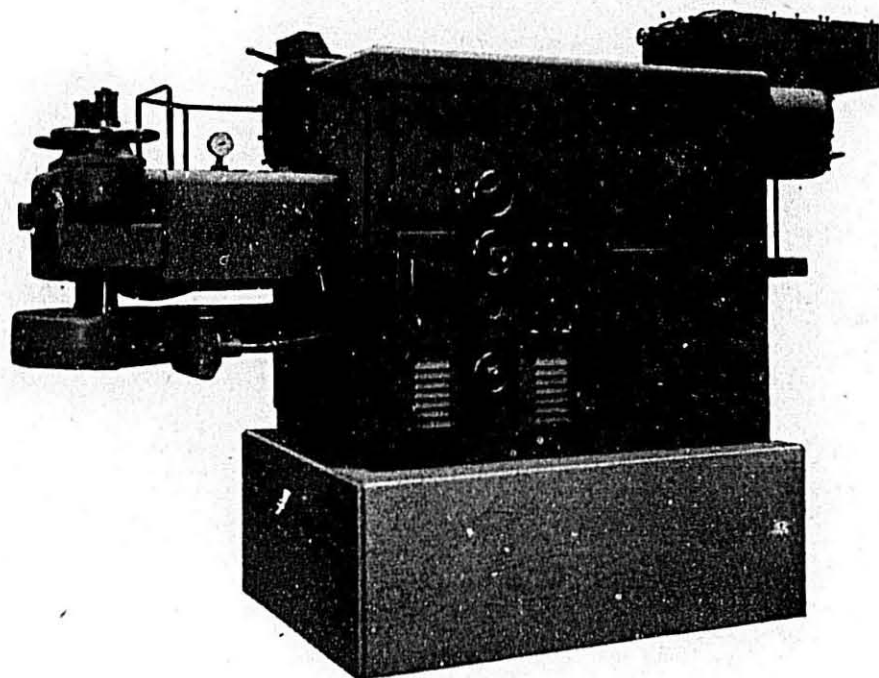
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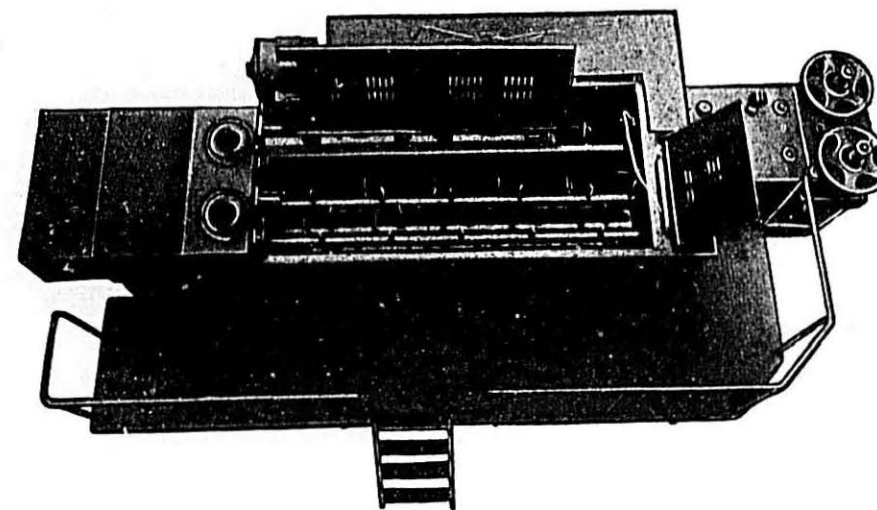
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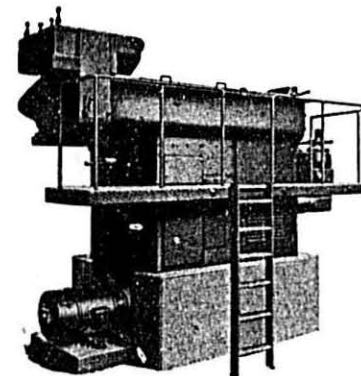
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### Study of Controls at the Source Instead of Retail Level

By Paul S. Willis, President of the Grocery Manufacturers of America

There are increasing reports from Washington that the Office of Price Administration may collapse. From all parts of the country we receive reports of food distributors being forced out of business because of OPA's policies. We also hear reports of the increased scale of the black markets in food. We are now confronted by these alarming conditions because the fundamental approach of the OPA to the whole problem of food price control is unsound.

The food industry is the largest in America. It is highly complex and competitive. Through the years practical and economical trade practices have developed which have made possible the greatest mass distribution of food at the lowest cost to the consumer of any nation in the world. The OPA chose to ignore many of these important practices. It swept them aside and substituted endless, untried regulations, which have not only failed to check increased prices, but have caused severe damage to the American system of food distribution.

Everyone in the industry recognizes the perils of unbridled inflation and is eager to see established a simple, workable formula which would stop the rising cost of food. But we believe that price control at the retail level is like trying to dam the Mississippi River at New Orleans. We suggest rising prices should be checked at the source. We put this suggestion forward not as a panacea, but as an idea which we think deserves serious consideration at this time.

The cost of a finished food product is made up of the raw material price, plus labor, plus the cost of manufacturing and distributing the product. With no ceiling on the cost of raw

material and labor, it is impossible to long hold back the price of the finished product at the retail level.

In every country in the world where price controls at the retail level have been tried, they have failed because they are too complex and difficult to enforce.

The first step toward holding down the price of food must be control over the cost elements which make up the price. The cost of raw materials must be brought under control and the rates paid to labor must also be established before controls can be successfully imposed on the price of the finished product.

With the basic cost elements restrained, price controls should then be fixed on the finished product at the processor level wherever possible. These ceilings should be flexible enough to encourage the maximum production and allow for the natural competitive positions of all the nation's producers.

Wholesalers and retailers should be allowed percentage markups commensurate with their cost of doing business.

Only the basic food items required for the maintenance of health should be brought under price controls.

With price controls fixed at the source where enforcement is practical, competition and the innate honesty of the American businessman will keep consumer prices from rising. Where there is a severe shortage of a basic commodity, its distribution can be controlled by rationing.

#### The TONIC We All Need



Government Officials May Have the Remedy for Most of Our Business Ills. Let's Confer with Them at the Edgewater Beach Hotel, Chicago, Ill., on Government Day, Friday, June 25, 1943

#### 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.

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## TO HIT 'EM H-A-R-D-E-R



THE year 1943 promises to be the grimmest, hardest year this country has ever faced. Every effort, and every dollar of national income not absolutely needed for existence, should go into war work and War Bonds.

In the Pay Roll Savings Plan, America finds a potent weapon for the winning of the war—and one of the soundest guarantees of the preservation of the American way of life!

Today about 30,000,000 wage earners, in 175,000 plants, are buying War Bonds at the rate of nearly half a billion dollars a month. *Great as this sum is, it is not enough!* For the more dollars made available now, the fewer the lives laid down on the bloody roads to Berlin and Tokio!

You've undoubtedly got a Pay Roll Savings Plan in your own plant. But how long is it since you last checked up on its progress? *If it now shows only about 10% of the gross payroll going into War Bonds, it needs jacking up!*

This is a continuing effort—and it needs continual at-

tention and continual stimulation to get fullest results.

You can well afford to give this matter your close personal attention! The actual case histories of thousands of plants prove that the successful working out of a Pay Roll Savings Plan gives labor and management a common interest that almost inevitably results in better mutual understanding and better labor relations.

Minor misunderstandings and wage disputes become fewer. Production usually increases, and company spirit soars. And it goes without saying that workers with substantial savings are usually far more satisfied and more dependable.

And one thing more, these War Bonds are not only going to help win the war, they are also going to do much to close the dangerous inflationary gap, and help prevent post-war depression. The time and effort you now put in in selling War Bonds and teaching your workers to save, rather than to spend, will be richly repaid many times over—now and when the war is won.

You've done your bit  Now do your best!

*This space is a contribution to victory today and sound business tomorrow by*

THE MACARONI JOURNAL

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



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### Food Demand to Gain in Postwar Period, Agency Executive Says

Geyer Report Traces Economic Trends

Every branch of the food industry will benefit by the increased employment and higher family incomes in the postwar period, B. E. Geyer, president of Geyer, Cornell and Newell, Inc., said recently in making public a report of current trends and forecasts of economic developments.

"More than 18,000,000 families will earn \$2,000 or more a year by 1945 according to present indications, as compared with only 6,000,000 in this group in 1936," the advertising executive said. "This means more people will have more money to spend for food than has ever been possible in the past."

With the possibility of a German collapse this year and Allied victory in 1944, industry should start planning for conversion to peacetime production to avert a critical unemployment problem, according to the Geyer report.

"The next two years can bring a vastly increased public relief in leading industrial companies and what they mean to the nation," the report said.

"It can be stimulated and crystallized by the advertising of those companies whose trade names are now well regarded by the American people."

Highlights of the Geyer forecast follows:

War production will probably reach its peak this year, gradually declining in 1944 and 1945, with civilian production moving steadily upward to take up the slack.

Increases in payrolls, the liquidation of installment liabilities, and additions to spending power will bring millions of additional people into a "buying zone" for products they have not formerly used.

Employment in the armed forces and war production will continue high in 1943, with more men in uniform next year. However, war workers will begin moving over to civilian work when Germany is defeated. Civilian employment will probably go to 54,000,000 in the first postwar year, the number in the armed forces will drop to about 4,000,000 and war industry employment will decline sharply.

Sixty-one per cent of the families will have incomes of \$2,000 and over by 1945, according to current trends. This compares with less than 21 per cent in this income group in 1936.

Cumulative private savings, based on the present rate, will reach \$6,800 per family in 1945, as against \$2,200 per family in 1939.

A growing public consciousness of individual responsibilities, and a reaction against continued regimentation may be expressed through an anti-New Deal election in 1944.

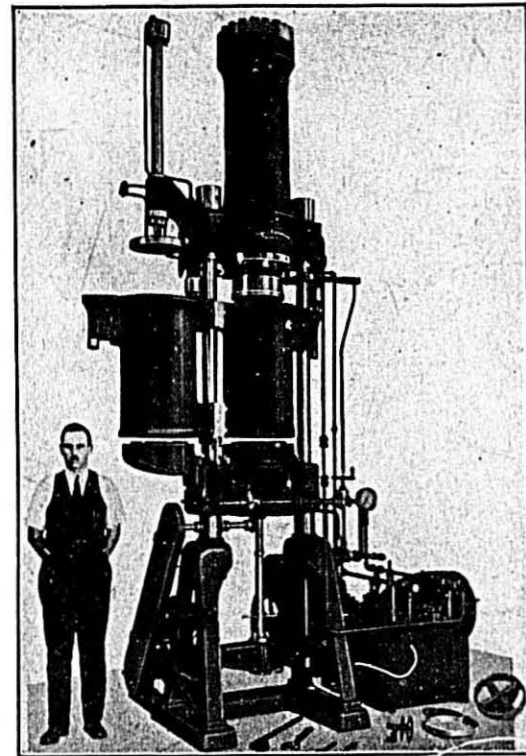
Wartime development of new basic materials will result in major changes in many mechanical products, in housing, transportation, clothing, packaging and distribution.

Advertising will assume a bigger role in promoting a more widespread recognition and appreciation of the basic concepts of free enterprise.

"While it is impossible to predict coming events, businessmen must make decisions based on future expectations," Geyer said. "It is necessary to estimate what events can be expected, and about when they will occur if present planning is to be effective."

The term *glass*, formerly applied only to soda-lime or potash-lead silicates, is now extended to include borates, phosphates, and synthetic resins of various degrees of transparency.





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### Empire Box Corporation Offers Real Etchings of Historical Scenes

In celebration of the fortieth anniversary of the company, Empire Box Corporation, makers of folding boxes, cartons and display containers, is offering their friends and customers a really worthwhile gift.

The noted etching artist, Mark Young, has been commissioned to execute a series of illustrations depicting scenes from the year 1903—the year that Empire Box Corporation was born. These are used to illustrate the company's advertising; then they are further treated for etching purposes, plates are made and a limited number of prints are made for distribution to interested individuals. No advertising appears on the prints. The response to this offer has been phenomenal, indicating that people are intensely interested in fine art.

The etchings, as presented, are suitable for framing. As a matter of fact, art authorities say that they rank with etchings now being sold in art galleries throughout the country. Those which have already been selected for use include such nostalgic scenes as "The Signing of the Panama Canal Treaty," "Lillian Russell in 'Whoop-dee-doo,'" "Sweet Adeline," etc.

Any reader who might be interest-



ed is invited to celebrate Empire's Fortieth Anniversary by sending for these etchings. Address requests to Advertising Department, Empire Box Corporation, Garfield, New Jersey.

### Keep Cheese Cold and Cut Off from Air

A cold temperature and an airtight wrapping help keep cheese in best condition, according to H. L. Wilson, dairy specialist of the Food Distribu-

tion Administration of the U. S. Department of Agriculture. Cheese, one of the important protein foods, now rationed along with meat, may suffer from melting, molding, or drying in the home kitchen unless housewives know the simple facts of keeping it.

A cool or cold temperature such as the refrigerator is right for cheese because it keeps the butterfat in the cheese from melting and running out.

A tight wrapping in waxed paper cuts off air from the cheese and helps

keep down mold. When air carrying mold spores comes in contact with the moist cut surface of cheese, mold develops. The more airtight the wrapping, the slower the growth of mold.

The waxed paper wrapping also helps against drying. But drying need not cause waste of cheese. Cheese that has dried out in the air and becomes too hard to use otherwise may be grated and used in cooking or sprinkled over the top of other food.

### Food Crisis Deepening

Military Successes Promise No  
Succor

It is predicted that the demand for macaroni products—for all foods—will become greater before there is a slackening off, no matter how successful will be our fighting forces this year. *Food Materials* of March emphasizes the fact that more and more food will be needed to feed the ravished people of conquered territories.

Most amazing fact of the deepening crisis which has gripped the food marts of the country is that the success of our military arms will afford not the slightest relief but, on the contrary, each victory will increase the drain on our civilian economy. To put it bluntly, the more battles we win, the less food the American people are going to have to eat.

The strain on our facilities for growing and processing foods will become more and more severe with each area we retake. For as we take back a territory, we must feed its ravished and hungry civilian population until conditions are righted and they are once more able to fend for themselves. To do otherwise would be to invite the stab in the back which is slowly but surely bleeding Nazi and Fascist forces. It is a matter of military necessity, not righteousness or morals.

### More Women in Food Inspection

Dried eggs are in big demand as a wartime food, says C. W. Kitchen of the U. S. Department of Agriculture, deputy director of the Food Distribution Administration. The growth of the egg-drying industry finds a parallel in the inspection work. In 1941 the volume of dried eggs inspected was about 1 million pounds. In 1942 it was 139 million pounds.

A resident sampler is assigned to each of the egg-drying plants. It is his—or her—job to send a sample of each batch of eggs dried to a laboratory of the FDA at Chicago, to be tested for fats, solubility, acidity, color, and texture. On the basis of these tests the acceptability of the product

for Government requirement is determined.

In recent months an increasing number of women have been employed for inspection work in laboratories, and some have been assigned to jobs in processing plants. In connection with the work in processed foods, says Kitchen, the number of women has already increased from 2 to 105, and more are being hired.

### Quartermaster Corps— Distributors' Conference

(Continued from Page 8)

quartermaster depot, commented in his speech at the afternoon session of the conference.

"This conference gives us the opportunity to council with each other to the end that each chapter will close as successfully as the North African episode," he said. "If mistakes and mutual understandings have occurred, I sincerely hope they will not be repeated and you can help us by telling us about them. The Chicago quartermaster depot has always sought constructive suggestions and I believe I am safe in including every depot and office of the quartermaster general as well as in giving you, the food producers of the nation, a cordial invitation to make any suggestions for the betterment of our official business relations."

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call Commander Superior Semolina  
their "quality insurance."

These manufacturers know, after years  
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## The MACARONI JOURNAL

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

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

### PUBLICATION COMMITTEE

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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.

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

### ADVERTISING RATES

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

Vol. XXV JUNE, 1943 No. 2



"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."

### Russo A Contributor

Chicago's "Spaghetti Nights" are "the talk of the town" according to the thousands of service men who have partaken of the fine spaghetti meals served through the courtesy of the Chicago Macaroni Manufacturers.

In listing the names of donors of products for "Spaghetti Night" last April, omission of the name of A. Russo & Co. as a contributor occurred unintentionally. Charles Presto of Roma Macaroni Manufacturing Co., Inc., Chicago, a co-chairman of these popular affairs, called our attention to this. Our apologies to the Russo firm and congratulations on the fine spirit.—Editor.

### Lend-Lease Foods

The purchase of food for our fighting allies is one of the big jobs handled by the Food Distribution Administration of the U. S. Department of

Agriculture. This purchase program was started in the spring of 1941. Under this assignment, says Roy F. Hendrickson, Director of FDA, "commodities have been sent abroad to keep those nations fighting the Axis, particularly Russia and Britain, supplied with additional food they need to help finish the job of finishing Hitler."

"Though the quantities of food sent to our fighting allies have bulked large, they have been but a small part of our expanded production. Less than one-half of 1 per cent of the beef, veal, lamb, and mutton produced in 1942 went to them. They got only about 1½ per cent of our pack of the major canned fruits and vegetables, less than 1 per cent of our increased butter output, about 13 per cent of our pork, and less than 10 per cent of our eggs."

### Noody Products Has New Owner

C. W. Mercer, founder of the Noody Products Co., Toledo, Ohio, reports the sale of his business and plant to Leo Kahn last March.

The new owner has been associated with the Mercer brothers in the operation of the plant for quite a number of years and is fully acquainted with egg noodle figures, both production and sales.

Mr. Mercer and his brother are contemplating continuing in the noodle business and expect to open a plant in Southern California, having reserved that section of the country as an open territory in their sales contract. They recently purchased some machinery and equipment in Chicago which will be the nucleus of a modern plant, which they hope to have in operation by late Fall.

Mr. Mercer has been an active member of the Association for many years and advises that he will resume his relations with the Association as soon as his new plant is ready for operation.

### Empire Box Corporation Publishes Anniversary Edition of House Organ

This being the fortieth anniversary of the Empire Box Corporation, the entire issue of the March-April Empire Crown was devoted to the 1903 period.

Old photographs showing handlebar mustached gents and bustled ladies, combined with ancient jokes, helped to make this issue one for collectors.

An interesting feature of the issue was the history of the Empire Box Corporation—tracing its growth from a small 40'x50' room to its present giant size.

The publication, Empire Crown, is

## BUSINESS CARDS

### Jacobs Cereal Products Laboratories

Benjamin R. Jacobs  
Director

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

Vitamin Assays a Specialty.

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- 1—Cevasco, Cavagnaro & Ambrette 13½" Vertical Hydraulic Press, removable dies.
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- 25—Bronze and Copper Dies, 13½".
- 25—Bronze and Copper Dies, 10".
- 2—30 Pound Exact Weight Scales.
- 1—2 Pound Exact Weight Scale.
- 20—72" Fans, 7 blades.

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

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FOR SALE: Long Goods 12½-inch Die-in-Cylinder Presses. 3 John J. Cavagnaro types; 1 Cevasco, Cavagnaro & Ambrette type. For prices, write "NOL," c/o Macaroni Journal.

published six times each year. Interested parties will gladly be placed on the free mailing list if the request is made to either the Garfield, N. J., or the Chicago offices of the Empire Box Corporation.

## For Sale

### A large assortment of Macaroni Making Machinery

Including

Hydraulic Presses with Dies,

Hydraulic Pumps,

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In every industry, war-time changes in packaging materials and specifications require new adhesives.

PAISLEY Adhesives have kept pace with these demands and offer new "job tested" glues, pastes and cements adjusted to modernize and speed up packaging and sealing operations in all manufacturing fields.

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<p><b>OFFICERS AND DIRECTORS 1942-1943</b></p>		
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<p>Region No. 1 G. La Marca, Prince Macaroni Mfg. Co., Lowell, Mass.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p>	
<p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa &amp; Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p>	<p>Region No. 7 E. De Rocco, Jr., San Diego Mac. Mfg. Co., San Diego, Calif.</p>	
<p>Region No. 3 Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.</p>	<p>Region No. 8 Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.</p>	
<p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p>	<p>At-Large Thomas A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn. Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>	

## Secretary's Message to Members and Friends

*Invest in Your Government for Self-Protection*

While Macaroni-Noodle Manufacturers and Friendly Allies confer in Chicago the last week of June, seeking information on how best they can coordinate their efforts with the war needs of a fighting nation, they will never be unmindful of another obligation—that of investing in the future of their country.

For the twenty-fifth time since assuming the Office of Secretary of the National Association it has been my great pleasure to greet the Macaroni-Noodle Industry on the eve of its annual conclave. On the occasion of my first greeting, June, 1919, we had just finished fighting an inconclusive war. Now we are engaged in an even greater global war, primarily to preserve for ourselves our American Way of Life.

The Macaroni-Noodle Industry is to be congratulated on its liberal contributions to finance the cost of carrying the war to our enemies, and the National Association for its part in promoting the purchase of war bonds as a patriotic obligation. As part of my personal greetings this year to the leaders of the Industry, I am pleased to submit herewith a copy of a recent letter from the U. S. Treasury Department, expressing the Government's appreciation of our collaboration.

TREASURY DEPARTMENT  
Washington, D. C.

June 1, 1943

M. J. Donna, Secy.,  
National Macaroni Manufacturers Association,  
P.O. Drawer No. 1,  
Braidwood, Illinois.

Dear Mr. Donna:

I would like to inform you that I have recently become connected with another department, and to tell you that Mr. Walter H. Wuerdeman, who has been my assistant for the past fourteen months, has been appointed to take charge of the Business and Trade Association Section of the War Savings Staff.

May I take this opportunity to thank you and the good members of your Association, for all the fine cooperation I have received from you during my term as Chief of this Section, and to ask for my successor, Mr. Wuerdeman, whom you already know, the same fine quality of support.

May I go so far as to ask for even greater support from now on. As the war becomes intensified, the Treasury's requirements will also be greater. I am confident that each and every one of you will be glad to help the Treasury's War Bond Program contribute its share toward a quick victory on all fronts.

Very truly yours,  
HORACE W. PETERS,  
Chief Business and Trade Association Section  
War Savings Staff.

## Bigger Source of Amber Durum

G.T.A.'s recent purchase of one of the oldest and largest line elevator firms, with many elevators in the Durum territory, increases the supply from which is selected the choice Amber Durum used in

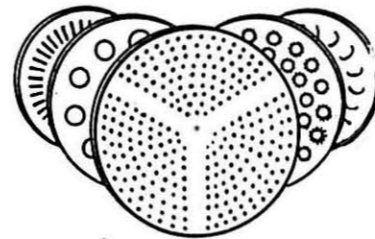
**Duramber Pisa Abo**  
Fancy No. 1 Semolina No. 1 Semolina Fancy Patent

These are the brands of semolina excellence manufactured and sold by

Amber Milling Division of  
**FARMERS UNION GRAIN  
TERMINAL ASSOCIATION**  
Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

## STAR DIES WHY?

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



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

## IT'S OUR JOB

To Help All  
Macaroni-Noodle  
Manufacturers

*Solve Their  
Drying Problems*

Years of Practical  
Experience — —  
Scores of Successful  
Installations

\*

*For Full Particulars  
Write to*

**BAROZZI  
DRYING  
MACHINE  
COMPANY**

21-31 BENNETT STREET  
JERSEY CITY, N. J.



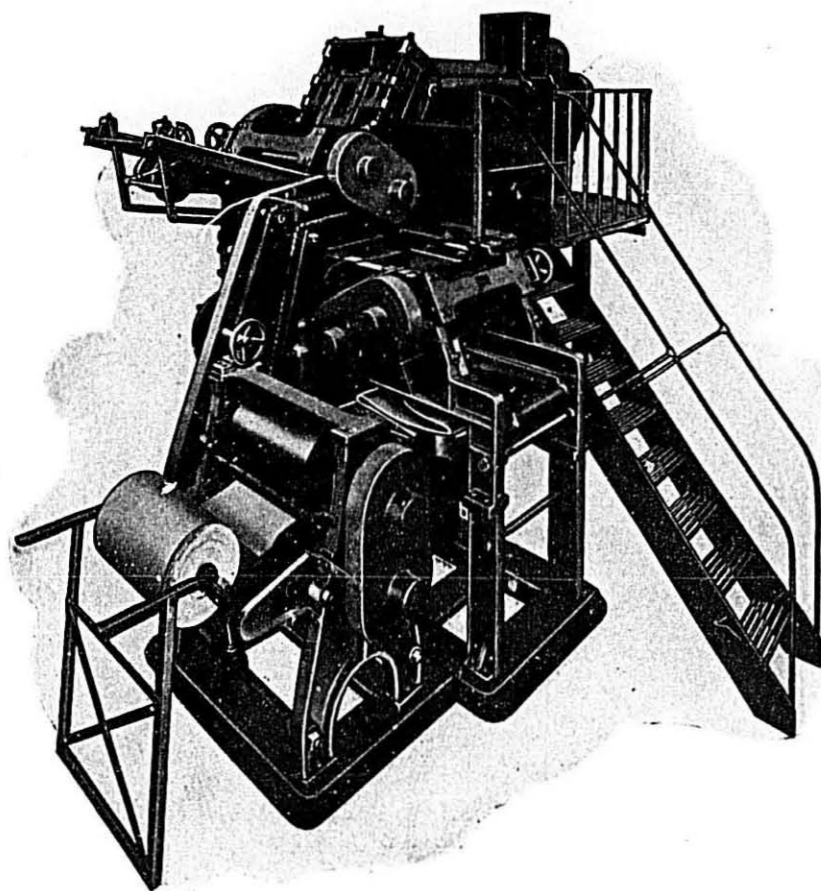
## Clermont Automatic Sheet Forming Machine

*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

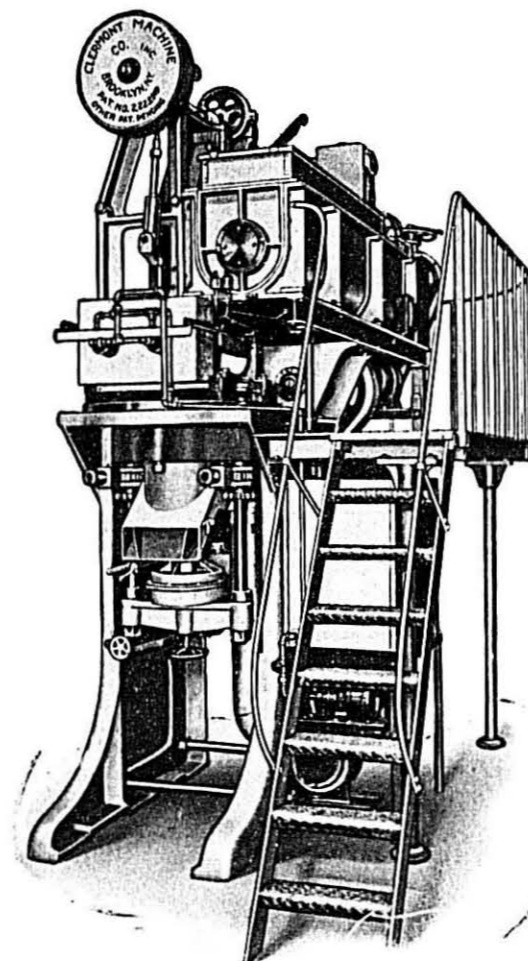
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## Clermont Automatic Macaroni Press

*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

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

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... and Jim said,  
"Where has this grand food  
been all my life?"

Meat rationing and shortages of other foods are putting spaghetti, macaroni, and noodles onto the tables of thousands of families that haven't been eating them often. . . . If those families buy *your* products, will they find them so delicious that they'll want to keep on eating them after rationing ends? . . . This is an opportune time to build a big *future* business on *present* quality!

**WHY YOU CAN COUNT ON PILLSBURY'S DURUM PRODUCTS**  
for uniformly fine color, flavor, and cooking quality

1. Before buying durum wheat Pillsbury gets samples from various localities—tests them—makes them into spaghetti.
2. While semolina or durum flour is being milled, it is checked every hour for color.
3. Samples of the regular mill run are made into spaghetti every day to make sure there is no variation in quality.
4. Every lot of flour is carefully analysed before shipment.

## Pillsbury's Durum Products

Pillsbury's No. 1 Semolina   Pillsbury's Milano Semolina No. 1  
Pillsbury's Fancy Durum Patent   Pillsbury's Durmaleno

Pillsbury Flour Mills Company

General Offices, Minneapolis, Minnesota