

**THE  
MACARONI  
JOURNAL**

**Volume XXV  
Number 3**

**July, 1943**

JULY, 1943

# The MACARONI JOURNAL

OFFICE OF THE SECRETARY OF THE MACARONI INDUSTRY OF AMERICA

*Our Flag!  
Ever Proudly May It Float*



In This Issue  
Proceedings of the Wartime Conference  
Chicago, June 25-26, 1943

Chicago, Illinois  
National Macaroni Manufacturers Association  
Chicago, Illinois

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VOLUME XXV  
NUMBER 3



How to make your packaging

# STRETCH



To those packers who find carton deliveries take somewhat longer than in normal times, may we suggest a few ways to make current packaging supplies go as far as possible?

## STOCK CARTONS

Use Rossotti Stock Cartons when you run out of your regular packaging. We may not always have every item, for these useful cartons move pretty fast. But we can usually suggest something to fill the bill. All sizes—8 ounces to 5 pounds. Send for samples and price list.

## STOCK LABELS

Twenty-eight different attractive designs in sizes to fit practically every requirement. Use these labels on case-ends, on plain cartons, or on your regular packages to provide maximum consumer appeal. All ready to overprint with your brand and company name. Samples and prices on request.

## GUMMED STICKERS

These handy Gummed Stickers show name and illustration of product—Bucatini, Ditali, Spaghetti, Medium Egg Noodles, etc. Use them on all packages for quick product identification. Also, when you run short of certain packages, apply the Stickers over variety name of available packages—a speedy change-over. Write for samples and prices.

## Rossotti Lithographing Co. Inc.

NORTH BERGEN, N. J. SALES REPRESENTATIVES IN PRINCIPAL CITIES

**FOR FUTURE PLANNERS:** Though we can assume only a limited amount of new carton business (our facilities are still open for label and wrapper business, however), our experience is always at your service. Consult us without obligation on correct package design, merchandising ideas, equipment, etc. Whether we can manufacture your cartons now, or must defer this privilege to a later date, you will find us helpful and co-operative at all times.

## Recipe of Life

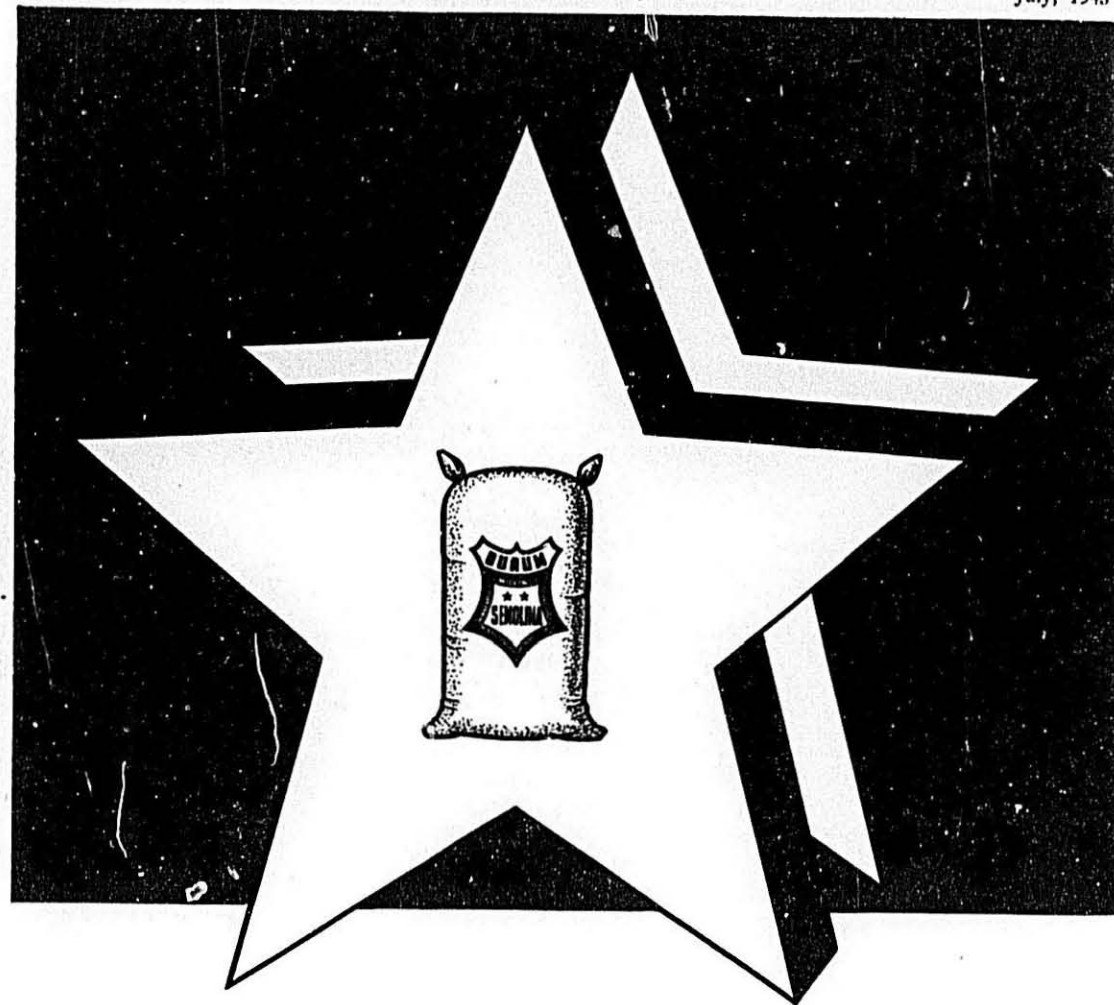
Doing your job the best you can  
And being just to your fellow man;  
It's making money—but holding friends  
And staying true to your aims and ends;  
It's figuring how and learning why,  
And looking forward and thinking high,  
And dreaming a little and doing much;  
It's keeping always in closest touch  
With what is finest in word and deed;  
It's being thorough, yet making speed;  
It's daring blithely the field of chance  
While making labor a brave romance;  
It's going onward despite defeat  
And fighting staunchly, but keeping sweet;  
It's being clean and it's playing fair;  
It's laughing lightly at Old Man Despair;  
It's looking up at the stars above,  
And drinking deeply of life and love;  
It's struggling on with the will to win,  
But taking loss with a cheerful grin;  
It's sharing sorrow and work and mirth,  
And making better this good old earth;  
It's serving, striving through strain and stress,  
It's doing your noblest—that's success!

SELDOM . . . has the thought so beautifully expressed by the unknown author in his poem liberally quoted in the trade press, been so fully realized as it was by the Macaroni-Noodle Manufacturers and their friendly allies who attended the Wartime Conference in Chicago last month.

These optimistic businessmen have "fought the fight" through the years . . . gloomy or cheerful ones . . . believing that their fine example of cooperation might inspire others to manifest that good fellowship that means so much to individuals . . . to business.

It is almost sacrilegious to even think of doing so, but from the angle of the Industry represented by the National Macaroni Manufacturers Association that has carried on for forty years . . . lean ones and bountiful . . . this parody on the closing couplet seems timely and apropos:

"It's serving, striving through strain and stress, Or-gan-i-za-tion—that's SUC-CESS!"



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

# The MACARONI JOURNAL

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## Government and Industry Conference

An outstanding feature of the Wartime Conference held in Chicago on June 25 and 26, was the emphasis given the friendly relations that exist between the Macaroni-Spaghetti-Noodle Industry and the many Government agencies concerned in the successful promotion of the nation's war effort.

Stressing the importance of better understanding between the processors of an essential food and the Government of the United States, the trade's biggest and most important customer, official spokesmen of both the Government and the Industry accomplished much in solidifying producer-buyer interests in the history-making conference.

Officials of the National Macaroni Manufacturers Association, official sponsor of the conference, were highly pleased with the attendance and the resultant action. It is estimated that either directly by personal attendance of executives, or indirectly by Association representation, approximately 90 per cent of the production capacity of the Industry in the country was represented, and that by the unanimous action taken, practically the entire Industry stands squarely behind the Government and the Association in the successful prosecution of the war by the former and the protective action taken by the latter in all emergencies.

Not in a decade has there been held so enthusiastic a conference. The attendance was not only large, but the attention keen. Manufacturers were present from the rock-bound coast of New England to the sunny shores of the Pacific coast; from the prairies of Canada to the deep-South—all concerned in how best they can serve their country's interests while protecting their own.

Aside from the business transacted, as fully reported elsewhere in this issue, the conference was characterized by a general spirit of good will and friendliness that speaks well for the future of both the Association and the trade. Pleasing to all was the reported increase in the membership of the Association—approximately 67½ per cent in the Active Membership during the past twelve months.

It was brought out most forcibly at this conference that little or no hard feelings exist between manufacturers and that most of the little jealousies that heretofore prevailed are being eliminated through acquaintance and understanding that grow out of friendly meetings such as the successful one just completed.

That is as it should be. There is business for everybody. Just now demand for macaroni products is all that can be expected—sufficient to make every one happy. Perhaps there is no better time to quote from one of a series of "Bits O' Philosophy," author unknown, that applies to the present thinking in the Macaroni-Noodle

Industry. It is entitled—"Pass Around the Sunshine." It reads:

"EVERYBODY is hungry for the sunshine of kind words, tender thoughts, appreciation, and inspiration. Everybody is hungry for happiness.

"How long since you have kissed your wife? When did you last praise the office boy? How about telling the janitor that he did a good job of polishing your desk? How about giving a kind word and a smile to everybody you meet today! You smile, somebody else smiles, and soon there are miles and miles of smiles because you smiled.

"After all a smile costs nothing, but gives much. It enriches those who receive, without making poorer those who give. It takes but a moment, but the memory of it sometimes lasts forever. None is so rich or mighty that he can get along without it, and none so poor but that he can be made rich by it.

"A smile creates happiness in the home, fosters good will in business and is the countersign of friendship. It brings rest to the weary, cheer to the discouraged, sunshine to the sad, and it is nature's antidote for trouble.

"Yet it cannot be bought, begged, borrowed, or stolen, for it is something that is of no value to anyone until it is given away. Some people are too tired to give you a smile. Give them one of yours, as none needs a smile so much as he who has no more to give."

From the angle of spreading good cheer and business pointers as well, the 1943 Wartime Conference was a rousing success. Manufacturers still met as competitors, but on a more friendly basis than ever before. We are fighting in a common cause—the nation's effort to successfully prosecute the greatest war ever fought—and the National Association has provided the quality of leadership expected of a sympathetic, progressive and patriotic industry. Therefore it is but natural that the Association, from its leading executive to employes and committee members, should receive the praises of appreciative manufacturers and Government officials.

With the need for a trade association to properly represent a trade in any emergency mounting among those it aims to serve, and the general feeling of friendliness that it has encouraged, there should be attracted into the fold every worth-while firm in the business. Just as there is room in the Industry for every manufacturer that aims to do business honestly and legitimately, there is a place in the National Association for all firm executives who are really serious and who are eager to find congenial fellows and willing collaborators.



# Fact-Finding Industry Meeting

Wartime Conference Emphasizes Friendly Relations Between Macaroni-Noodle Manufacturers and Government War Agencies. Products Enrichment Studied. Association Shows Membership Increase. Estimated Production in 1943 Over One Billion Pounds

The Wartime Conference sponsored by the National Macaroni Manufacturers Association as a feature of its fortieth annual meeting, held in Chicago, Ill., June 25 and 26, 1943, was an outstanding success both in the caliber of the speakers that it attracted and the manufacturers and allied who took part in the deliberations.

All of the important problems that are the results of war conditions and some others were discussed fully and to the entire satisfaction of those interested. Changes are taking place in the Macaroni Industry with which it is quite difficult to keep pace unless executives meet frequently, compare notes and confer with the many agencies concerned.

Highlighting the conference was "Government Day" on June 25, featuring five government officials interested in the trade from the angle of getting sufficient products for feeding those in the service and for lend-lease. They discussed most intelligently all the factors of production and distribution—from the possibilities of procurement through adequate packaging and practical preparation. Products fortification and the continued elimination of unnecessary, unprofitable items came in for their share of friendly discussion and helpful suggestions.

The second day of the conference, "Industry Day," was given over to full consideration of the many suggestions made by government officials on the preceding day and to problems presented by manufacturers as currently affecting the welfare of the industry.

President C. W. Wolfe, Megs Macaroni Company, Harrisburg, Pa., presided at all the sessions, excepting the patriotic ceremonies that featured the opening of the conference, when Vice President A. Irving Grass, Grass Noodle Company, Chicago, Ill., occupied the chair.

After one of the heaviest and most encouraging registrations in years, the conference got under way with a flag-presentation ceremony by officers of Paul Revere Post of the American Legion, Chicago, and the singing of

the national anthem by the audience. This was followed by an address of welcome by Vice President Grass.

With the fall of the gavel in the hands of the presiding officer, C. W. Wolfe, the conference got under way shortly after 10:30 a.m. Throughout the four sessions during the two days, manufacturers showed keen interest in the speakers and the proceedings. Copies of talks and reports follow; also an outline of the action taken on the more important matters considered by this most timely conference.

## Industry Day

Saturday, June 26, known as "Industry Day," was given over to a study of suggestions made by speakers in the Government Panel of the previous day and problems presented by manufacturers for joint consideration.

The meeting convened about 10:30 a.m. with President Wolfe presiding, and a good number of alert manufacturers and allied ready for the big job before them.

Action taken by the Conference is fully covered by the reports of the Convention and Standing Committees and of the special committees appointed to deal with specific problems, special attention being called to the report of the Committee on Future Activities by the Association.

During the conference, Giovanni Buitoni, president of Buitoni Products, New York City, presented two written statements which were ordered printed as part of the proceedings.

The first is on the question of Products Fortification, which is as follows:

On the subject of the macaroni fortification, I think it is advisable, as the originator of gluten products, to express my opinion in this matter, which is of vital importance.

The enrichment of macaroni was undertaken by the Buitoni concern about one hundred years ago. Because it was found that gluten has special properties helpful to the following abnormal conditions, this product was originally used for dietetical purposes, and, above all, for obese and diabetical people.

Much later the use of said products began to spread throughout because of their lightness and high energy power. Less than ten years ago other enriched products were manufactured, adding soy protein, vitamin B<sub>1</sub>, minerals and wheat germ.

Regarding vitamin B<sub>1</sub>, may I say that the waste as a result of the cooking averages about 30 per cent which is not too far distant from the waste in the cooking of bread which averages about 25 per cent.

All said product were already commonly sold abroad before the present war, and were generally known as "vegetable meat." The enrichment of macaroni in this country is comparatively new. Two years ago, only, the Buitoni firm put on the market a new product enriched with gluten protein, vitamin B<sub>1</sub>, and iron.

The enrichment with the soy protein was also tried with good results, and other interesting trials are now under way, using the wheat germ, which are promising to be successful.

After this swift examination of the fortification of macaroni products abroad and here, we can propose the following demands:

1st—Is the fortification of our products healthful and helpful, and is it necessary to undertake this step?

The U. S. Department of Agriculture has answered our question already—in the affirmative.

2nd—Which is the best way to enrich macaroni products?

The answer is—the adding of protein, vitamins, and minerals in order to restore the original properties of the whole durum wheat, and as the original durum wheat, which is the Russian one, contains 18 to 19 per cent protein, this seems to be an exact indication of what should be done for the protein in the enrichment of the macaroni products; and the same should hold true for the content of vitamins and minerals.

In this manner, enriched macaroni products will have the exact nutritive value of the best whole-wheat in the world, without having its drawbacks.

The protein to be added to macaroni can be either wheat protein or soy protein, in accordance with results which have to be attained and with the availability of the said products.

It is my modest opinion that the Department of Agriculture should prescribe the minimum content of protein, and instruct the manufacturers to give the exact indication of what kind of enrichment their products contain.

It is also advisable that the printed analysis of ingredients on the package should enlighten the people as to what they are purchasing. Too many products which are called "enriched" are today on the market without stating clearly what the enrichment consists of.

If the enrichment is carried out thoroughly by macaroni manufacturers, we will have a product that will substitute for the best of meats, and eggs, and will be particularly useful, helpful, and healthful in these wartime days and also in the post-war world feeding program in which the government is so highly interested.

The second is on Association Activities, which reads:

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## Welcome, Guests!

A. Irving Grass, Vice President  
Chicago, Illinois



A. Irving Grass

About one year ago, I greeted you at the opening session of our 39th Annual Convention, and hoped that you would have an enjoyable time while attending our meetings and seeing our City. After the sessions wound up, I was quite satisfied that we had a fine convention, and had accomplished a purpose.

As the year rolled on and I thought back to those remarks, I felt that I

I firmly believe that we should take the necessary steps today to improve and enlarge this association by our cooperation, and we can do it!

Thank you!

## Time and Place of Next Meeting

If the situation warrants the holding of a convention or conference in June, 1944, it was unanimously voted to accept the many invitations to hold next year's convention in Minneapolis, Minn.

## Election of Association Officers

Towards the close of the afternoon session of the second day, Secretary Donna announced the following officers elected and executives appointed by unanimous vote of the Board of Directors at its first meeting after organization at noon, June 26:

President, C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.

Vice President, A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.

Washington Representative, B. R. Jacobs, Washington, D. C.

Secretary-Treasurer, M. J. Donna, Braidwood, Ill.

The historic conference, the second since the entry of the country into

would not have the opportunity of again welcoming you to a Macaroni Association Convention until after the war had ended. But through the ingenuity of our hard-working President, Mr. C. W. Wolfe, and through the fine efforts of our Washington representative, Dr. B. R. Jacobs and our Secretary, Mr. M. J. Donna, I again have the extreme privilege of welcoming you to another meeting of our Association—the Fortieth Annual, if you please.

You all know that this is not called a "Convention," but is known as a "War Time Conference." After reading the program that has been developed, I am sure it will be a worth-while conference and that all of us should get a great deal of good out of it.

So, in the name of our fair city of Chicago, I welcome you and as Vice President of our Association I personally greet you. May we all attend the two-day Conference with open minds and after we wind up on Saturday night, we can all go home and say, "This was a wonderful meeting and I think that the Association will go on and on and never waver regardless of conditions."

## Price Not So Important

Survey of why women select a particular grocery store showed that with 87.1 per cent convenience of location is the most important factor. Most women covered in the survey, which was made in Chicago, do not buy all their groceries in the same store. They decide purchases among two or three stores, switching from one to the other as the mood prompts them. This situation can be a source of extra business for alert retailers. Price is not as important as generally thought. Some 375 of 1,500 women said they did not compare prices. Lower prices were considered important, however, by 79.5 per cent. Quality of merchandise ranked third with 64.5 per cent, while service was fourth with 55.5 per cent. Percentages add to more than 100 per cent since most housewives mentioned more than one factor. Other reasons for shopping in a particular store: delivery 41.2 per cent; personnel, 37.4 per cent; large selection from which to choose, 37.0 per cent; store appearance, 25.8 per cent; preferring independents, 14.8 per cent; charge account, 12.1 per cent; type of advertising, 0.3 per cent.

## Recuperating

Word has been received to the effect that Lawrence E. Cuneo, former treasurer of the National Association, is recuperating at his home at 6605 Dazell Place, Pittsburgh, Pa., and at the home of his mother in Connellsville, Pa. He suffered the loss of a leg through amputation at St. Bernard's hospital, Pittsburgh, several months ago. He wishes to thank all his thoughtful friends—sending them the following message:

Dear friend:  
Many thanks and sincere appreciation for the good cheer you gave me during my recent illness. I am glad to advise you that I will soon be back in circulation.

Sincerely,  
LARRY.



## Stirring Message By the President

C. W. Wolfe, Harrisburg, Pa.

A year ago when we met here in Chicago we were only six months from Pearl Harbor. We were not winning the war. We were not making progress on any front. We had recently suffered the defeats of Bataan and Corregidor. We were just about getting over the shock of those defeats and beginning to realize that "we will lick the Japs in six months if they go to war with us" was not going to be true.

Probably by getting into the war by an infamous attack and suffering defeat first, provided a greater stimulus and inspiration to our soldiers, sailors and marines, as well as working a miracle of production, the like of which the world has never seen. Our production of things vital to the war really got under way and we can now, eighteen months after Pearl Harbor, really go out and fight and win the war. Men in overalls in factories and on farms, have teamed up with management and with the Government in a record-breaking production drive which has cleared the way for victory in this war. Working together, they have succeeded in making America truly the arsenal of democracy. Fighting together, the armed forces of America and our Allies will depend upon this arsenal for the power with which to crush our enemies.

We are fighting this war for the very things for which we as competitors are assembled here in Conference—representative government and free speech. The National Macaroni Manufacturers Association is representative and if any manufacturer should feel that it does not represent his firm, that is his fault, because the purpose of the Association is representation of this industry, and he and his firm are invited to join the Association and he will certainly enjoy free speech.

Your Association more than ever the past year has worked hard for every member of this industry, whether he was a member of our Association or not.

### Relief From "Price Squeezes"

A year ago, the main fear of each one of us was price squeezes, relief from GMPR—and aren't we fortunate that we got relief from GMPR at the time we did—not too little and not too late, but just right.

(It is something like the story told during prohibition days of the South-

ern gentleman who had just got a fresh delivery of moonshine whiskey. He took a glass and poured out a drink and handed it to his colored handyman saying, "Here Rastus, try this liquor and tell me what you think about it." Rastus took the drink, leaned his head back and tossed it down his throat, smacked his lips awhile and said, "Just right, Boss, just right." The master said, "What do you mean by 'just right' Rastus?" "I means, just right, Boss. If it had been any worse it would have killed me; and if it would have been any better I'd a never got it.")

I want to take this opportunity of saying that our industry was most fortunate in that Fred Mueller was attached to the pricing section of OPA that had to do with promulgating an order granting us relief from GMPR. No other person that I know of would have been as consistently sympathetic and understanding of the entire industry's problems and would have been as able to write an order in such a way as to grant full relief to all manufacturers as Fred Mueller. We owe Fred Mueller a great debt of gratitude and I want to take this opportunity of saying just that to all of you.

### U. S. Feeding Millions

Again I say it is eighteen months since Pearl Harbor and the United States is fighting a war and planning a peace. In the next six months war and peace will take turns being No. 1 on America's Hit Parade. War still captures the newspaper headlines and the radio bulletins, but talking and planning for a peace is a growing habit. Military successes encourage postwar scheming. Victory in Africa made optimism common. "Maybe the war will be over in a few months. Remember how sudden the end came in 1918!" Remarks like that were common recently after the Allies' African success. A quick end to the war is too much to hope for. Military experts are more gloomy than civilians. They have to be. If they laid plans for the war to end in December and the enemy was still in there punching hard in January, defeat would be upon them. Final victory to them looks like something that will happen no earlier than sometime in 1945, maybe not until 1946.

In the meantime you can understand I know, that Government plans call for feeding people of liberated



C. W. Wolfe

countries as rapidly as they are freed from the Nazis; and probably feeding them better than they have ever fed themselves, as a whole; I mean more nutritious feeding, better balanced diet feeding, proteins, carbohydrates, vitamins, fats, etc., as they are now starved people.

Every military victory for the Allied Nations will open up a new food front. It is estimated that more than a total of 500,000,000 people will be in need of Allied help, and the first call will be for food, most of it from the United States.

This means a transformation of United States agriculture for the duration and for some time afterward, and then change again as these freed people become gradually more self-sufficient, and have things to trade with, and food of their own to eat. You cannot doubt that the United States will help feed the world on a scale so big that our internal food strain will become progressively more acute.

It is estimated that the United States before the war always imported 10 per cent to 15 per cent of its food. True much of this food was luxury food, but we are not eating it now and it did displace 10 per cent to 15 per cent of the stomach space of our people.

### Our Changing Problems

We are now doing an about-face from the normal peacetime farm policy we have had the past ten or twelve years. The aim now will be to provide huge stocks of cereal and vegetable foods rather than meat. It takes too much labor and time to feed grains to animals and wait for meat; so meat will be scarce and the people will eat the grain foods.

You can look for some kind of campaign coming along this fall, similar to the Bond Drives, with a

(Continued on Page 10)

# 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



slogan—"Food will win the War" or something like that. Your business is going to look progressively much more important to you, to your community and to your Country as time passes, and you are going to play a much more important part in the feeding of your fellow man, the world over. Mainly will this be true, because you are practically in the dehydrated cereal business, and cereals in proportion to other foods are going to be more abundant. How fortunate we are. Who could ever foretell that the prospects of the macaroni, spaghetti and egg noodle business would be so good?

However, it is not as easy as that statement sounds. We have some problems to face to achieve our goals and discharge our obligations in feeding in an increased manner our civilian population, armed forces, lend-lease and rehabilitation feeding of freed peoples as victories are obtained. Probably our main problem is recognition of our industry's manpower needs; secondly, the irregular operation of our plants due to extremely heavy purchases from government buying agencies at the same time our civilian demand is the heaviest.

The officers representing your association have constantly represented and urged that it is absolutely necessary that all government buying agencies stockpile a reserve of four to six months of their estimated requirements of our products, otherwise new and sudden demands which are bound to come for our products for rehabilitation feeding will not be met; rationing of our food products could come about because of the squeeze and we as an industry, would suffer many dislocations, hardships and burdens.

Not one of you can doubt that our industry's food fits in to the government plans of feeding our civilians (because rationing will get tighter); wholesale and retail grocers stocks of foods will not be replenished the coming six and eight months as they were the corresponding period of the past year; the demands of our armed forces will be heavier. And we have the problem of feeding the people of liberated countries as rapidly as possible.

#### The Macaroni Stockpile

How serious the world-over food question is considered is attested to by the fact that a Food Conference has already been held to which all of our Allies and friendly nations were invited to send representatives. If there are 500,000,000 empty bellies that will in time be partly fed by the United States, will we be ready and able as an industry to take care of our share and part of this program?

I do not know the minimum amount of food these 500,000,000 people are existing on now; but if each of them

gets only one pound of our products during one whole year that has been produced in the United States, it will probably cause a strain on our productive facilities. There is the other side of this picture too; the Government may take the raw material from us and ship it to these foreign countries, there to be made into our products with existing facilities and labor.

However, I think we as an industry and as individuals during the quieter production months of June, July and August must bring home forcibly the necessity of stockpile buying to the proper agencies; mills can deliver the raw materials more readily because our civilian business is not as heavy and we can use existing manpower we have to work at maximum. We have an obligation of bringing our situation to the attention of these agencies. The Chicago Quartermaster Depot buying for the army and navy, as well as Lease Lend, are buying independently and are not aware of what Rehabilitation may do. The thoughts expressed here have to be brought to the attention of them all and action obtained. We will be sufferers of the penalties, so to save the penalties we should inform and influence those needing to be informed of this viewpoint.

We have the productive capacity to do all we have been called upon to do so far satisfactorily. We did have one or two early incidents of lend-lease failure to get bids on requirements, but this agency has been given the proper information now as to which concerns are packing various sizes and styles of packages they will be requiring.

I think we have the productive capacity, if properly used at the right time, to produce all that we will be called upon to produce and thereby save ourselves the penalties, hardships and dislocations that will come again when the war is over and the freed people of the world are again able to feed themselves. Peace has a habit of lasting longer than war and I don't think any of us want to build an octopus that will destroy us all when peace comes again.

We must recognize that our agricultural economy will again go through a change when that time comes, just like it is going through a change now. The last couple of years crop yields of all kinds have been so generous that we have had large surpluses of all foods and we were only requiring 85 per cent to 90 per cent of our food from United States production because of our food imports. Those responsible for planning enough food for our civilian population, armed forces, lend-lease and rehabilitation feeding will probably weigh the availability of all foods in total quantities and then decide what the civilian population shall have after giving effect to the needs of the other demands.

It is within the realm of possibility that point rationing could be discontinued and a certain amount of food of different kinds be apportioned to people according to the kind of work they do.

#### Our Advisory Committee

The War Food Administration of the Department of Agriculture has set up an advisory committee from our industry and have concerned themselves with productive capacity and types of products. It has been rumored that OPA will eventually set up formal industrial advisory committees to help formulate pricing regulations. However, it is possible that the pricing of foods may be turned over to the War Food Administration. Mr. A. C. Hoffman, who was the top Food Price Executive of the OPA is no longer with OPA and is now with the Department of Agriculture and may be headed for directing a Food Pricing Section of the War Food Administration. This of course is conjecture at the present time. We are going to have as one of our speakers this afternoon, Mr. Bushman, who is connected with the War Food Administration and is Government Chairman of the advisory committee of our industry. It is quite opportune that you will have the pleasure of meeting and hearing him speak at this time. It should be said that the severest critics of OPA dread the possibility of its collapse. They do not want it destroyed but they do want it rationalized. The Administration is bound to find some way to save face and adopt a new food policy that is workable. The chief fault now is that the pricing responsibility rests with Mr. Brown and the production responsibility rests with Mr. Davis.

We will not get full production with roll backs in prices. Just as labor is interested in take-home pay so are farmers interested in their take and increased production will only come through profit incentive. The same remark applies to industrial capital. There has been a philosophy in the OPA that prices should be regulated according to the profits that an industry earns. Don't be surprised to learn that your income tax return for every year since 1936 has been scanned by OPA.

We have arranged a program of speakers for your program, who will be heard this afternoon. We expect some of them to conduct question and answer periods, and we wish you to take full advantage of these speakers' presence and knowledge of their subjects.

While the past years' experience as President of your association has been physically hard on the back sometimes it has been mentally stimulating and emotionally inspiring. From your standpoint, I hope it appears constructive.

## ST. REGIS packaging systems

**1. Value 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.

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.



MULTIPLY PROTECTION • MULTIPLY SALEABILITY  
**ST. REGIS PAPER COMPANY**  
 TAGGART CORPORATION • THE VALVE BAG COMPANY  
 NEW YORK: 230 Park Avenue  
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Offices also at:  
 Baltimore, Md.

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Los Angeles, Calif.  
 Nazareth, Pa.

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 San Francisco, Calif.

Seattle, Wash.  
 Toledo, Ohio



## Report of Secretary-Treasurer

M. J. Donna, Braidwood, Illinois



M. J. Donna

**Our Country is At War!**  
So is the Macaroni-Spaghetti-Noodle Industry—practically every owner, all executives and each employe therein—numbering more than 10,000 loyal Americans.

Proof of the patriotic fervor of this food processing group is this fine Wartime Conference—incidentally, the Fortieth Annual Meeting of the National Macaroni Manufacturers Association—well attended by manufacturers and friends who are anxious to learn how best they can cooperate in promoting the nation's war effort.

This Conference is under the auspices of the National Association that has served this Industry faithfully since its formation April 19, 1904—also serving as a nucleus for organized Industry action when the need arises. In normal times, about four score of the leaders in the trade regularly and loyally support the national organization, irrespective of prevailing conditions. In days of stress, many others come to their assistance, as the Membership Report will show later. We greet the old faithfuls, and we welcome the new supporters, adding the hope that they will remain faithful supporters, too, long after this emergency passes.

Because of the extreme importance of the many things to be considered here, this report will be brief.

### Activities

The Association has been active since the last annual meeting, June, 1942, busy with extraordinary problems created by the war and its consequences.

Practically all of the activities have been made known to the membership through a series of bulletins from the President's office, Jacobs' office and from the Secretary's office.

Outstanding was the voluntary action taken at the suggestion of President Wolfe last year, by practically all of the manufacturers of Naples Style Macaroni Products, to discontinue, for the duration, the manufacture of many of these slow-moving

items which were never very profitable and on which they got most of their "returned goods."

Your Association officers and Directors under President Wolfe's leadership worked hard to raise the necessary additional funds to pay the fee of the Attorney hired the previous year to represent the Industry at a Standards Hearing and to pay for the special research work on Vitamins done by Dr. Jacobs.

Additional details of activities supervised by our Washington Representative will be made in the Report of Director of Research B. R. Jacobs.

Generally speaking, the National Association has two outstanding and basic ambitions, in war and in peace—

- (1) To properly represent its members in all situations affecting their welfare, be they the outgrowth of Industry needs, business conditions or Government regulations.
- (2) To act indirectly as the spokesman for other manufacturers, while striving to convince them of the advantages of greater unity of action in trade protection and Industry promotion.

That it has made great strides towards that goal is attested by the increasing respect accorded our Industry by the retail and wholesale trade as well as by all Government Agencies, the increased acceptance of our products by consumers of all classes, and by the increased support given our Association by the rank and file of our Industry.

### Membership

Here are some interesting membership facts and figures:

A year ago I reported a paid-up membership of 64 Active Members, (Manufacturers) and 15 Associates (Allieds). Total 79.

During the year, 6 Active Members were dropped—2 resigning for reasons they thought good and sufficient, and 4 suspended for non-payment of dues. In the Associate Class, 1 resigned because it was going out of business.

Since July 1, 1942, 43 new Active Members were enrolled, list of whom is attached, making our present membership—as of June 24, 1943, as follows:

Active Members .....	101
Associate Members .....	14
Total .....	115

The Classification of the current membership is as follows:

Active Members, Class "A"—13	
Class "B"—18	
Class "C"—28	
Class "D"—25	
Class "E"—17... 101	
Associate Members .....	14

Total .....

Financial Standing of current members:

105 have paid dues to December 31, 1943.
1 has paid dues to September 30, 1942.
9 have paid dues to June 30, 1943.

### Financial Facts

As the result of our enlarged membership, the Association's income has increased proportionally, but so has the cost of rendering the many services—the result being very little change in the financial status.

As of June 24, there was a cash balance of \$6,191.19.

Of this, \$3,547.50 was for dues beyond July 1, 1943, with only \$297.50 to be collected for July 1-December 31, 1943 dues from the present membership.

In addition, there is outstanding, but collectible, for advertising, mostly in the June JOURNAL, bills for which have just been mailed, a total of \$1,432.00. On the debit side, to June 30, 1943, there is the cost of publishing the June JOURNAL, and salaries for the last half of June.

### The Journal

THE MACARONI JOURNAL continues to hold its place as the Industry's spokesman—a medium of exchange of Industry thinking.

In April this year, a most appropriate edition was published honoring its Twenty-fourth Anniversary as the official organ of the National Association, and the latter's Fortieth Anniversary.

As the Editor, speaking for the Publication Committee, I wish to again thank the Association Officers and Directors, the helpful members and the friendly advertisers who helped in many ways to make this feature edition successful, editorially and financially.

Throughout the year, our advertising clients have been most loyal. Our JOURNAL income for the first six months of this year was a little higher  
(Continued on Page 14)



## SOLVING PROBLEMS . . .

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

## KING MIDAS FLOUR MILLS

MINNEAPOLIS



MINNESOTA



(Continued from Page 12)

than in 1942, and considerably higher than in the same period in 1941.

Despite mailing difficulties that banned all foreign mailings, except to England and to the Americas, our subscription list shows quite an increase over that of the last few years, due principally to the increased interest of domestic firms.

Yet, there is a BIG "IF" even in this beautiful picture!

Our publication should have just a little more of that personal touch that would come from just a little more interest on the part of its readers, such as occasional personal items about plants and their executives, timely suggestions and interesting articles which we always welcome. All of you are invited, yes urged, to make this publication more truly YOUR JOURNAL.

#### Appreciation

As to the yeoman service rendered the National Association by President C. W. Wolfe, I need add little to what all already know, through personal contacts, correspondence and helpful results . . . plus the splendid, yet modest accounting he rendered earlier today.

The Association is fortunate in having at its helm, a man with so much energy and so deep an interest in its objectives—one that resides close enough to the nation's capital and is willing to give the time needed to go there to consult with Representative Jacobs when momentous problems arise, to confer with the many Government agencies who deal with our industry and with our products—all of this time and energy at the expense of the need for closer adherence to the requirements of his own business.

In addition he has taken a personal interest in the helpful meetings of the Eastern Manufacturers in New York City, and in the workings of the Board of Directors—the result of which was added confidence in the Association, and many new members.

Under all this stress, he has ever been courteous and considerate. So, I wish to take this opportunity to openly express my appreciation of his thoughtfulness, for help so willingly given.

For nearly a quarter of a century, it has been my great pleasure to work with my fellow Association Executive, our mutual good friend, Benjamin R. Jacobs, the Association's Washington Representative and Director of Research. Our relations have always been most cordial—and even in these busy days, despite the pressure of many other demands by members and by Government officials with whom he rates a high standing, he has always been friendly and considerate.

Added to this is the helpful spirit shown by the Directors, with the encouraging respect of the rank and file

## The National Macaroni Institute Keeping Step With Change

M. J. Donna, Managing Director

For reasons more practical than sound, the National Macaroni Institute has not been as active during the past year as it might well have been in its products-promotion and consumer-education work. Despite a crying need for nation-wide, industry-promoted activities such as we have been in the habit of sponsoring, consideration was given to the frazzled nerves of supporters of the Institute program because of their concern over war problems affecting them directly.

As all know, the Institute is wholly dependent on the generosity of its friendly supporters for funds, plus a small profit on booklets and materials which it develops and sells. Only one appeal for such funds was made during the past twelve months, in the fall of 1942. In response, 43 firms voluntarily contributed a total of \$1,365.00—ranging from a low of \$10 to a high of \$100 by one firm that wanted to atone for failure to heed previous appeals. Otherwise, the highest individual contribution was \$50, made by 8 firms.

Added to the above total was a sum of \$60 realized from material sales such as booklets, glossy prints of photos of recipes, etc., and the cash value of two bonds won at the banquet raffle last June and donated to the Institute fund by H. G. Pieretti of Star Macaroni Dies Manufacturing Co., New York, N. Y., and Managing Director, M. J. Donna, Braidwood,

of the Association Membership, and the friendship of as good a clientele of advertisers as any publication can boast. They have striven to make it easy to work for them, to labor with them, in a common cause—the unification of all interests in our industry for the common good.

So, it is fitting that I take this opportunity in rendering this my 25th consecutive annual report—having just started my 25th year as the Secretary of this fine organization—to say that I am most grateful for the help given and to extend my sincere thanks for this opportunity to serve the National Association and its members, the MACARONI JOURNAL and its readers and the National Macaroni Institute and its many well-wishers. To one and all, my kindest good wishes.

M. J. Donna.

Illinois, totalling \$37.50, or \$18.75 each. This brought the all-over total to \$1,462.50 as funds available for promoting the activities of the National Macaroni Institute from June 1942 to June 1943, inclusive.

With this sum, the following promotions were undertaken:

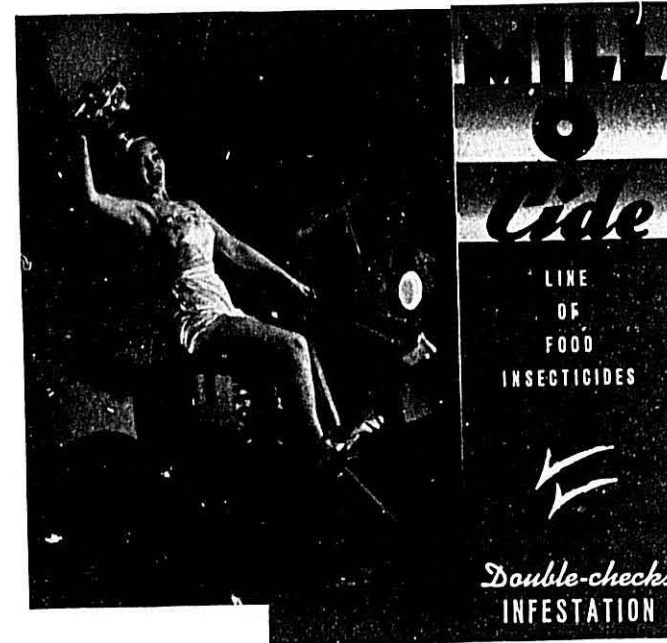
1. Friendly contacts with food page editors of hundreds of newspapers and magazines, home economist groups, Federal and State governmental agencies concerned in foods and proper feeding of our people. Cost: Postage only for the correspondence involved.
2. Bulk Sales and individual distribution of thousands of Institute booklets and pamphlets, such as (a) "Americanized Macaroni Products," "Durum Wheat," "Thrifty Recipes" and Facts About Macaroni Products."
3. Photographic "Yankee Doodle" Release: Glossy prints of selected "Meat Extender" recipes to the larger newspapers, to women and food magazines, last fall, when the meat shortage first became apparent.
- 3-a. Mat Release—"Yankee Doodle-Meat Extender," a black and white publicity piece of fine literature, carrying our timely story and recommended recipes on the front and a full-page illustration of one of our seasonal recipes—"Spaghetti Goulash" on the back. This went to radio station directors of household hour programs, to hundreds of utilities concerned in food and its preparation, to domestic science teachers and home economists, home demonstration agents and the like—nearly 15,000 copies being used, many of which were sent listeners by radio station operators as requested by the former.

As you will realize, this coverage is difficult to even estimate . . . but we have every reason to feel that these multiliths fell into anxious hands that made good use of them for our cause.

4. Mat Release—"Batting For Meat," a 2-column illustrated story of macaroni, spaghetti and

(Continued on Page 16)

Jo Arms!  
Jo Arms!



### Shades of Mr. Revere—

little did I dream I'd ever be galloping around the countryside crying, "To arms — to arms — the BUGS are coming!" But — I am!

The pre-arranged signal was one if by Land — two if by Air. Long I awaited, my trusty steed impatient. . . . First one light didst appear. Then two more. . . . "It can mean but one thing," quoth I. "The beetles are invading by land and the flies and moths by air" . . . 'Twas true! . . . So awake, ye food handlers! Man your sprayers and be sure you have ample ammunition — and I do mean MILL-O-Cide! . . . In a hurry,

Your

"Milly" O'Cide

### And Milly isn't kidding!

All of Nature's implements seem to be joining hands to aid in the multiplication of food insects with which to plague Macaroni Manufacturers.

The long, rainy spells which have been experienced in most parts of the country, coupled with the extremely hot, sultry weather, form a combination of circumstances which bode ill for all handlers of food products.

As Milly suggests, however, for each offense there is a defense. Your best defense against food infestation lies in the use of the new and improved, stronger MILL-O-Cide Line of Food Insecticides. The 1943 MILL-O-Cide incorporates a new leg and wing paralyzant with the finest grade of Pyrethrum obtainable. In addition, a new and improved base oil is being used which further guarantees complete absence of taint or odor.

ORDER YOUR SUPPLY NOW!  
MIDLAND LABORATORIES • Dubuque, Iowa



(Continued from Page 12)

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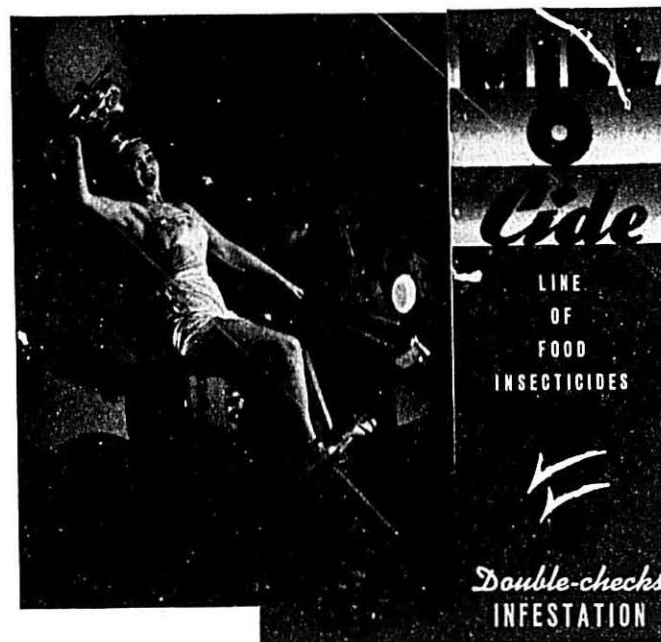
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ORDER YOUR SUPPLY NOW!

MIDLAND LABORATORIES

• Dubuque, Iowa



(Continued from Page 14)

- egg noodles, as "Pinch Hitters" in the meat shortage emergency. Sent to smaller newspapers.
5. Special Photographic Release—"Macaroni-Sausage Platter," December, 1942, to larger newspapers equipped to make their own cuts; also a "Meat Extender" recommendation.
  6. Betty Barclay release for New Year's Day—"Veal Pocket Roast with Macaroni Stuffing."
  7. Home Pictorial—2 full pages of illustrated recipes, with 7 photos and 7 timely recipes—October, 1942—"Meat Shortage Aids," February, 1943—"First Aid to Appetites"—Lent, 1943.
  8. Lenten (1943) Release—"Macaroni Family in Merchandising Spotlight," specially prepared for the *Pacific Coast Review*.
    - a. For magazine and newspaper use.
    - b. A radio script built around our very popular recipe—"Macaroni With Cheese-Wine Sauce," for which the National Macaroni Manufacturers Association, not the Institute, received full credit in the press and on the air.
  9. Other incidental but helpful promotions too numerous to list here, routine activities that cost little but a manifestation of the Industry's willingness to cooperate.

Starting from scratch—a depleted treasury—a year ago, all the above-mentioned activities were promoted during the past twelve months with only nominal over-head cost and with immeasurable resultant benefit to the industry as a whole, and to millions of consumers who heeded our recommendations. Yet, there remains a nice balance in the Macaroni Institute fund.

It must be recognized that the people of this country, because of growing food scarcities, rationing and a closer acquaintance with eating habits of others, through contacts on the field of battle, in camps and in places of employment, are undergoing great changes in general eating likes and dislikes. Young men and young women, too, are getting away from "apron strings," and while they still long for mother's cooking, they are tasting different foods, prepared in new ways. Men and women in war-busy plants are "eating out" more than ever, but continually longing for good old "home-cooking" which will never be again what it was before this war.

Because of said scarcities and rationing, housewives, however, employed, in the home or in defense work, have been forced to change from the status of "can openers" to that of real cooks, again able to prepare complete meals from raw products to tasty, edible dishes of different

foods they set so proudly before anxious husbands and hungry children.

So, it is right to assume that Macaroni-spaghetti-noodle makers will not let this essential activity, the inexpensive program of The National Macaroni Institute, lag or cease through lack of the financial support it deserves. Contributing should be a pleasurable duty.

Yes, "There Will Be Changes Made," as the popular song of the year points. As a result of the war economy, many changes are taking place, some noticeable, others in the slow process of evolution. How do we evaluate this trend?

With respect to macaroni products, there are still many who believe that the "old ways" must never be changed. But nothing that they can do will stem the tide towards CHANGE—towards improved ways of preparing basic foods—ours included.

Already the tide is rising. Government authorities are rightfully concerning themselves with the health and strength of our people, those in the service and those on the home front as well. We are in what might well be termed "The Vitamin Age." Many common foods are being enriched by Government regulations; others voluntarily. This trend will have a deep effect on the eating habits of millions of Americans and on the policies and practices of the thousands of food processors. Our Industry will be involved "willy-nilly."

Aside from the reported Government plans to promote the greater use of enriched products, whether enforced or merely approved, there "Must Be Changes Made" in the attitude of a large part of our Industry, and a particular class of consumers of our products, too. To keep step with the "Vitamin Conservation" policy which our Government will continue to emphasize, new and improved wave of cooking macaroni products will have to be devised and recommended to retain for the eating satisfaction of consumers the natural vitamins and minerals in the non-fortified brands as well in those that are enriched.

No longer should manufacturers countenance the "pour down the sink" and the "blanching" still found in so many recipes. As Managing Director of the Institute, I recently made a survey of 32 recipe books being distributed by 28 manufacturers, including some of the largest in the business, and more average-size firms. Practically all of them make one of two recommendations—"Drain," or "Drain and Blanch After Cooking."

I believe, and many manufacturers agree, that there must be ways of cooking macaroni products to conserve most, if not all of those very important vitamins and minerals that should find their way to the human

stomachs rather than into the sinks." While we are not yet ready to recommend a modernized cooking formula, one should be forthcoming soon.

I had intended, as a part of this presentation, to give a public demonstration of a formula for cooking macaroni products the "new way," but felt that this would be encroaching too much on the valuable time of the Government speakers who are to address us on what all consider are problems of a more pressing nature. However, in closing, I have several pertinent and timely suggestions to make for the study and consideration of those manufacturers who believe that we should keep step with change.

First—That someone be authorized to study the ever-changing cooking practices and eating habits of Americans of all classes, particularly as they concern macaroni products, and that sufficient funds be contributed to finance this preliminary research.

Second—That manufacturers be encouraged to experiment along this line, cooking their particular brands in the smallest quantity of water, to eliminate the need of "pouring-off" surplus liquids, rich with soluble vitamins . . . That they request their food advisors to carry on similar experiments . . . Finally, that the results of all these tests and experiments be made known to the Institute so that there may evolve from this joint study, an approved, modernized cooking formula that will retain in the dish as finally set before the consumers, all the original and also the added vitamins, etc.

Third—that at the conclusion of this inexpensive, and very interesting study, there be prepared a new Recipe Book by the Institute to serve as a basic recipe for cooking our products . . . Finally, that this basic recipe booklet, containing not more than five or six approved and tested recipes for preparing year-around as well as seasonal dishes of our three leading types—macaroni, spaghetti and egg noodles—be adopted by all the leading firms, either as a part of their own recipe books or "as is" for general distribution to the millions of consumers, and would-be consumers who are desirous of keeping step, too, with change.

Briefly, and in conclusion, I repeat:

First—That we continue, on an enlarged scale, our periodic seasonal releases of controlled publicity aimed at consumer education, financed by voluntary contributions, as heretofore, but by a greater percentage of our progressive operators—plus companion advertising by individual firms to take advantage of the favorable publicity thus created.

Second—That we survey the possibilities of modernizing our cooking in-

(Continued on Page 18)

## Report to the National Macaroni Manufacturers' Association, Read at War Conference in Chicago, June 26, 1943

By Benjamin R. Jacobs, Director of Research



Benjamin R. Jacobs

Much water has gone over the dam since last June when we met here to consider problems of the Industry as they relate to the civilian population and our War effort. I would like to take up each of the problems that have been handled by the Washington office during this year.

If you remember, the Food and Drugs Administration held a hearing a year ago last November in which it proposed the establishment of Standards of Identity for macaroni products. Several months later it issued a proposal in which it denied us the use of vitamins and minerals as well as the use of high protein ingredients, such as gluten, gluten flour, wheat germ and other products which had been used spasmodically by the Macaroni Industry. The only product of any consequence that was permitted to be used was soy flour or soy beans. The minimum amount permitted was 15 per cent which was considerably more than was being used at the time by manufacturers making a soy macaroni or noodle product.

Since then much experimentation has been undertaken by individual manufacturers in the use of these ingredients with the result that today I am in a position to state that we can use as high as 25 per cent of one or any combination of these ingredients and make a macaroni or noodle product that will be highly nutritious and will be appetizing and can be cooked thoroughly without material disintegration. Twenty-five per cent of any one or more of these ingredients can be used in short cut goods without loss in the plant through breakage or checking and 15 per cent can be used in long goods that are dried on sticks, without any loss in the drying.

These experiments and the products manufactured have been submitted to a number of Government agencies, particularly the Foreign Relief and Rehabilitation Commission which will have charge of feeding the civilian population of all newly conquered territories.

I am advised that in North Africa alone there are from 600,000 to 800,000 civilians who are desperately in need of food and that it has been tentatively decided to supply this food to them in the form of macaroni products which will contain high protein

ulged by the Food and Drugs Administration for flour.

I want to call your attention to Bulletin No. 125 which I have just handed you and which is a copy of a letter received from the Chairman of the Planning Committee of National Salvage Branch. As you know, some time ago we made a survey of the amount of salvage material that you had turned in to the Government and I want to read this letter to you because it shows that this branch of the Government is most appreciative of what the Industry has done toward salvaging its unusable material.

WAR PRODUCTION BOARD  
Washington, D. C.

June 9, 1943

Mr. B. R. Jacobs  
Director of Research  
National Macaroni Manufacturers Assn.  
2020 Eye St., N. W.  
Washington, D. C.

Dear Mr. Jacobs:

Your report of May 29, indicating further substantial progress in the voluntary salvage program undertaken by your Industry is greatly appreciated. The addition of 276,270 pounds of iron and steel and 49,275 pounds of copper, bronze, and brass scrap to your earlier progress report gives us totals of nearly 500,000 pounds of ferrous and nearly 100,000 pounds of non-ferrous scrap collection.

This does not reveal the full measure of your activities for, by the same token, it should not be overlooked that several of our regional offices also have reported observation of fine cooperation by the manufacturers in your Industry with whom staff members have made direct contact.

In sum, a splendid job has been accomplished in providing material critically needed to support the war effort, and I hope some media may be available to you to convey our deep appreciation to every member of the Industry who patriotically participated in the program and who, being still impressed by the expanding magnitude of the war, will continue his effort for the duration.

Cordially yours,

(Signed) Clayton Grandy  
Chairman, Planning Committee  
Industrial Salvage Branch.

Early in March efforts were made by the Washington office to obtain information concerning the status of our Industry in respect to manpower. After conferring with various Government Agencies I addressed a letter to Mr. Stocking, with whom I had conferred on this subject. I will read this letter to you.



Washington, D. C.  
March 27, 1943

Mr. Collis Stocking, Chairman  
Essential Activities Committee,  
War Manpower Commission,  
Washington, D. C.

Re: Macaroni and Noodle Products.

Dear Sir:

Our Industry is having difficulty keeping key workers because of the fact that they believe that they are not in an essential activity and, therefore, seek employment in other war material producing industries. We are experiencing difficulty in convincing them that the macaroni and noodle industry is included in the essential activities of the Selective Service System.

I am, therefore, writing to request an interpretation of our position in the Essential Food Industries as outlined in "Activity and Occupation Bulletin No. 6."

We believe that we should be included under "Part II, Essential Activities, Grain Products," and would appreciate it very much if you could send me a letter to this effect in order that it could be posted in the plants where it could be accessible to our employees.

This matter has been thoroughly discussed with Mr. Albion G. Taylor, Secretary, Essential Activities Committee, War Manpower Commission and with Mr. A. J. Holmaas, Assistant Chief, Food Industries, Labor Branch, Food Distribution Administration. Both of these gentlemen concur in the above classification.

Sincerely yours,  
B. R. Jacobs,  
Director of Research.

I just received a reply to the above letter and will read it to you. Please note the dates of these letters.

Office for Emergency Management  
WAR MANPOWER COMMISSION  
Washington, D. C.  
June 23, 1943 Bulletin No. 123.

Chairman  
Paul V. McNutt  
Federal Security Administration

Mr. B. R. Jacobs  
Director of Research  
National Macaroni Manufacturers  
Association  
2026 Eye St., N. W.  
Washington, D. C.

Subject: Production of Macaroni and Noodle Products

Dear Mr. Jacobs:

This is in response to your request in a recent telephone conversation with Mr. Albion Taylor, in which you inquired regarding the essentiality of the above activity.

The War Manpower Commission's Committee on Essential Activities has interpreted the production of macaroni and noodle products to be encompassed within Group 6, *Processing of Food*, which is included in its *List and Index of Essential Activities*. Copies of the *List and Index* have been forwarded to all United States Employment Service offices and to all War Manpower Commission area, state and regional offices for use in connection with placement and stabilization policies and programs.

As to questions concerning the Selective Service status of a registrant, however, it is the responsibility of the local board to decide whether the specific activity or occupation in which he is engaged is necessary to the support of the war effort. Interpretation of the Activity and Occupation Bulletins and the manner in which they are applied in cases of specific activities or occupations are matters coming within the jurisdiction of the local boards. Inclusion of an activity or occupation in a bulletin

does not assure occupational deferment nor does exclusion from a bulletin, except in the case of nondeferrable activities and occupations, preclude consideration for deferment from military service.

Subject to the right of appeal, the classification of a registrant is determined on an individual basis by the local board upon consideration of all of the evidence submitted. An employer filing a request for occupational deferment of a registrant must furnish all evidence necessary to classify the registrant, including full information to support the claim that the activity or occupation in which the registrant is engaged is necessary to the support of the war effort.

Sincerely yours,  
William Halber  
For the Executive Director.

I will have this letter planographed so that any manufacturer desiring to get deferment for any of his key men can attach a copy of it to the deferment application. Please do not use the mimeographed copy that you have because it may not be accepted by the Local Draft Board. I shall be glad to send you as many copies as you desire if you will address a letter with your request to me at the Washington office.

In 1939 the Macaroni Industry produced approximately 572 million pounds of macaroni products valued at approximately 35 million dollars and it produced approximately 101 million pounds of noodles valued at approximately 10 million dollars. Using these figures and also using the four months from October 1, 1942, to January 31, 1943, as a basis the Industry has increased its production of macaroni products to 829 million pounds of macaroni and its noodle products to 190,600,000 pounds or a total of 1,019,600,000 pounds. This was done with very little increase in overall capacity. Or in other words it was done with the equipment and personnel that we had during 1942. This brings me to the subject of priorities for material and equipment. It is the declared policy of the Industry that there shall not be an increase of overall capacity unless it can be shown that this increase is justified by increased demand for our products. It is also the declared policy of the Industry to eliminate total increase of products in the Industry wherever this may exist. For this reason a number of surveys have been made. These have shown that the bottle necks in the Industry are of two types; first, lack of drying rooms and second, shortage in packaging materials.

I would like to say at the outset that many plants can increase their drying capacity by paying closer attention to their drying methods. It can safely be said that the drying time can be reduced in most instances from 30 to 50 per cent in long goods. This in itself would materially increase the capacity without any additional investment or expenditure except a rearrangement of the schedule and closer attention to the drying procedure. We

should be very reluctant to make large expenditures for equipment, which, when this War is over, will probably be idle or be the source of considerable price cutting and other unfair means of competition. I say this advisedly remembering what took place after World War No. 1.

The various Government Agencies which have to do with priorities are now making allocations of material and equipment for the Macaroni Industry but I feel that some plants are attempting to expand way beyond any justifiable amount. For example, there is little or no justification for a \$100,000 plant to ask for \$30,000 worth of packaging material. I often wonder what kind of money is going to be used to pay for it and also what will be done with the equipment when the War is over. Certainly it will add a great burden to its owner and may be the means of starting a price war resulting in loss not only to himself but to his competitors.

An extended question and answer period followed the reading of the above report.

### Public Hearing on Flour Enrichment

The War Food Administration has called a public hearing in Washington, D. C., July 21, to consider the advisability of requiring all white flour distributed for human consumption to be enriched.

It is understood that the millers and bakers are quite generally opposed to any such regulation, the latter, particularly, taking the position that the proposed governmental order would stop all bakeshop enrichment and result in a great waste of enriching materials.

### National Macaroni Institute

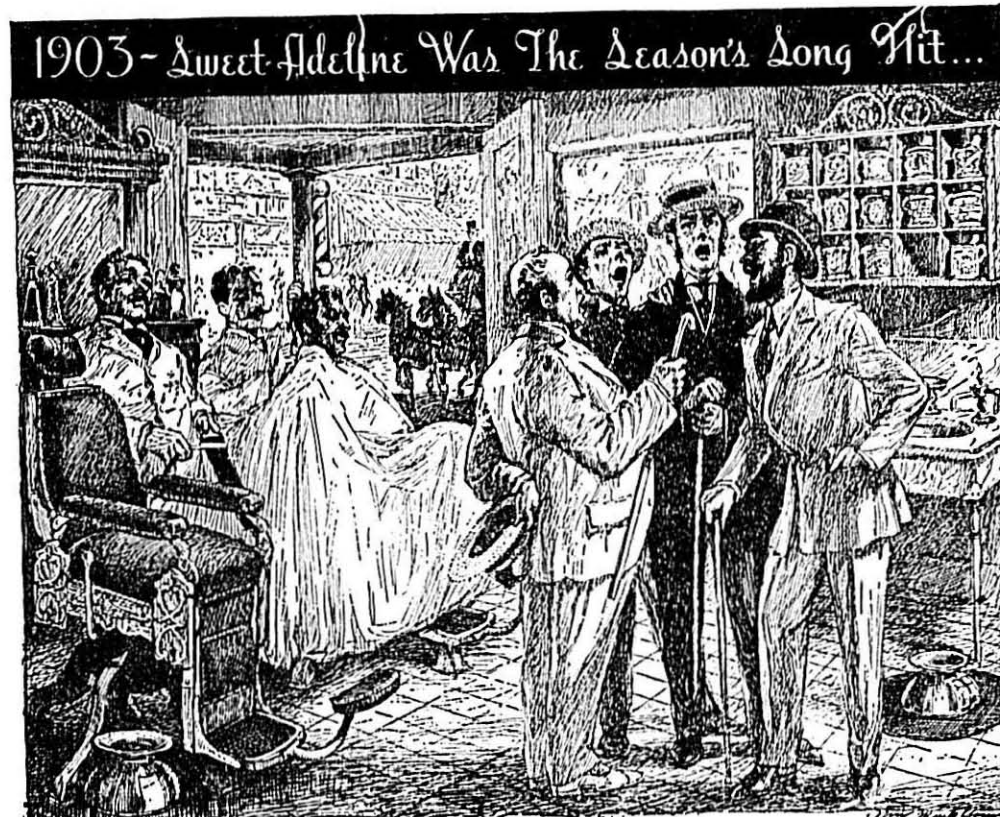
(Continued from Page 16)

structions in line with present thinking and needs, and

Third—That we adopt for general use about a dozen or so of basic recipes that will help do justice to our fine food in the hands of the average American housewife.

This is a big job—no one-man or one-firm undertaking. It is an industry task, which should have general approval and unstinted support—a task that should be started immediately, and carried on vigorously and determinedly.

Finally—ours is perhaps the world's most ever-changing nation. We seek new ways, new things. If we are to keep step with this onward surge, we must be on the job, individually and as an Industry.



Beautiful genuine etching sent upon request\*

## 1943 - EMPIRE Celebrates Its 40th Anniversary

\*1903—The now familiar song, "Sweet Adeline" was then the hit of the year. The Quaker City Quartet sang it at society parties, receptions and on the stage. And everyone else sang it everywhere.

In the easy-going, unhurried days of forty years ago, EMPIRE BOX CORPORATION was founded—founded to help American industry grow from its early cracker-barrel days to its present efficient stature.

Throughout these forty years Empire Box Corporation has grown with the industries it has served. Today in its full maturity, Empire is a leader in its field.

And this leadership has been earned. Earned through the efficiency of Empire's modern-astomorrow 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  
I would like to have (without obligation) an enlarged genuine etching of the "Sweet Adeline" scene depicted above. I understand that it carries no advertising.

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



Empire counts among its clients many leaders in the field.

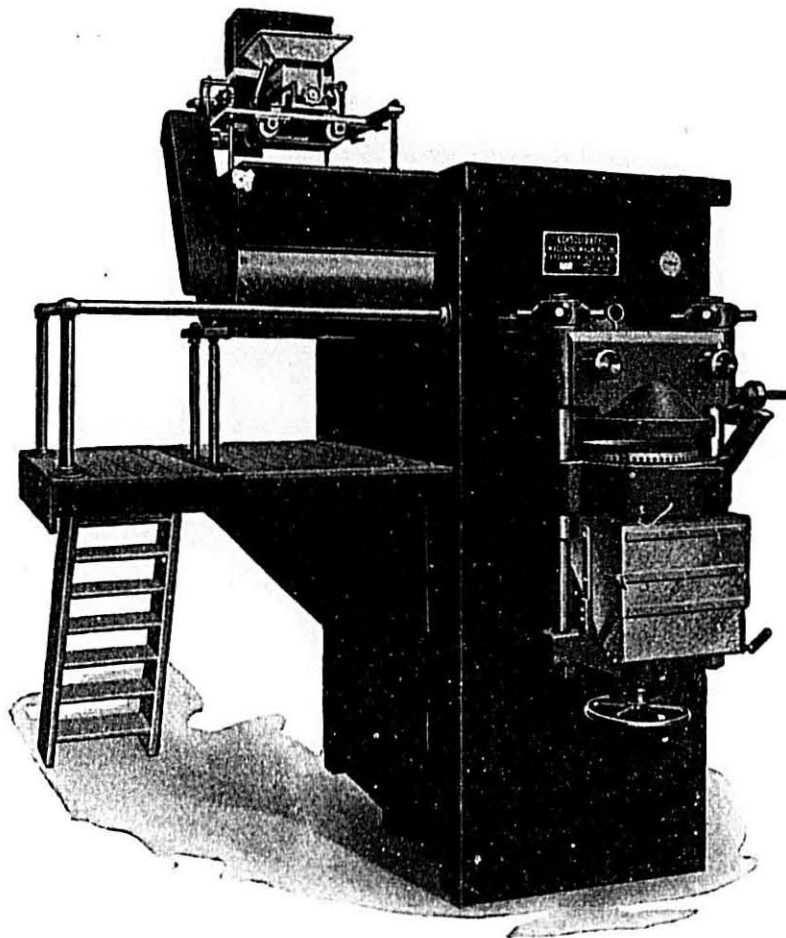


# Empire BOX CORPORATION

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



## 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.

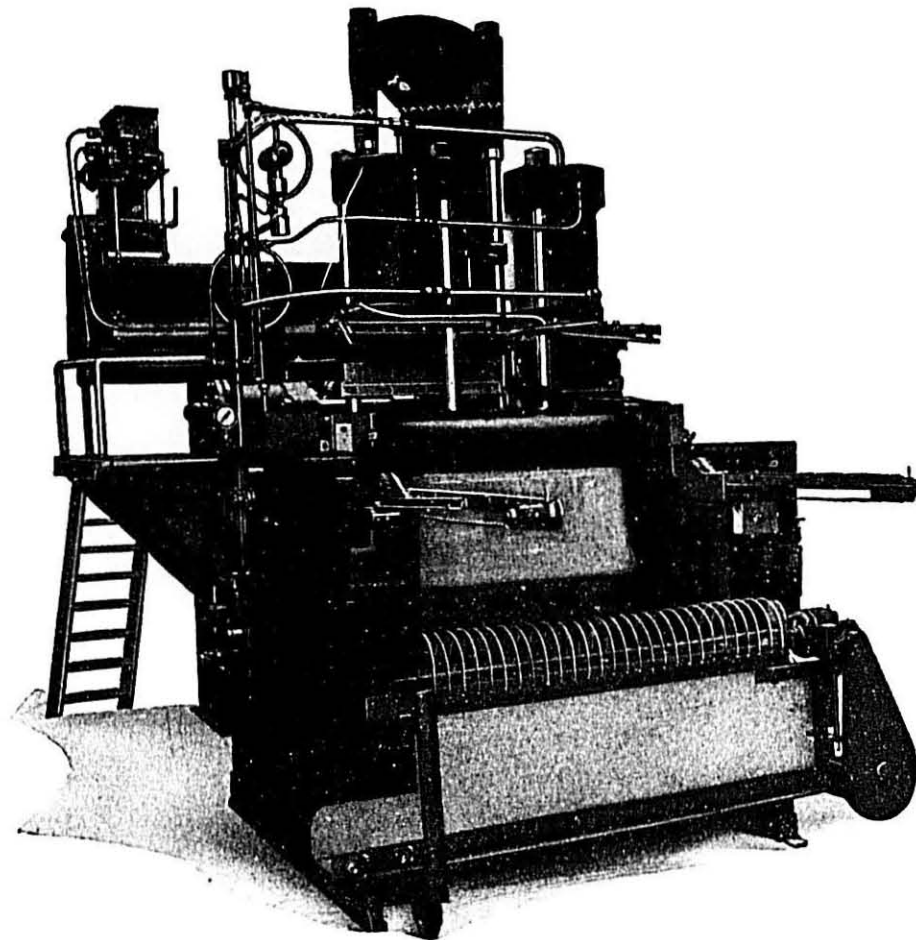
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

Due to Government Regulations, 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 800 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*



## Reports of the Regular Convention Committees

In appointing the regular convention committees, President Wolfe urged all to attend promptly to the duties of their respective committees so as to expedite the routine work of the meeting, giving ample time for other important discussions.

### Report of Program and Credentials Committee (Adopted at the Opening of the Conference)

After studying the splendid War-time Conference Program as prepared for printing by Secretary Donna, we congratulate all who had any part in its preparation, and after consulting with President C. W. Wolfe and other Directors, we make the following recommendations:

1. That this program be considered the official program of the Conference and be adhered to as closely as it can be, convenient with the smooth running of the conference.

2. That the executives of the member firms represented at this Conference constitute the working body with privilege to vote on all matters affecting the policies of the Association under its constitution and by-laws.

Respectfully submitted,  
ALBERT S. WEISS, Chairman  
JOSEPH SANTORO  
R. F. SHEERAN

Motion by Weiss, Seconded by Marino—Unanimously Adopted.

### Auditing Committee Report

Your Auditing Committee has studied the various reports dealing with the financial affairs of the Association and makes the following report:

1. That the Audit of Wolf & Company as of December 31, 1942, be adopted as a part of this report.

2. That the Income and Expense Report prepared by Treasurer Donna for the period January 1 to June 24, 1943, be used as a guide in studying the financial status of the Association.

3. That we commend the able way in which our accounts are handled and the policy of keeping "in the black" as far as that is possible.

Respectfully submitted,  
FRANK G. VIVIANO, Chairman  
C. L. NORRIS  
CHARLES NEVY

Motion by Norris, Seconded by Cohn—Unanimously Adopted.

### Report of Nominating Committee

We, your Nominating Committee, after a careful scrutiny of our Mem-

bership setup and our Regional Representation plan, beg leave to submit the following nominations for the 1943-44 Board of Directors:

Region	Name	Firm	City
1	Robt. F. Sheeran	Essex Macaroni Co.	Lawrence, Mass.
	C. W. Wolfe	Megs Macaroni Co.	Harrisburg, Pa.
2	Henry Mueller	C. F. Mueller Co.	Jersey City, N. J.
	Peter La Rosa	V. LaRosa & Sons	Brooklyn, N. Y.
3	Jack Procino	Procino & Rossi	Auburn, N. Y.
4	A. Irving Grass	I. J. Grass Noodle Co.	Chicago, Ill.
	Frank Traficanti	Traficanti Bros.	Chicago, Ill.
5	Peter J. Viviano	Kentucky Macaroni Co.	Louisville, Ky.
6	J. H. Diamond	Gooch Food Products Co.	Lincoln, Nebr.
7	S. E. Mountain	Fontana Food Prod. Co.	So. San Francisco, Cal.
8	G. P. Merlino	Mission Macaroni Co.	Seattle, Wash.
9	C. L. Norris	Creamette Co.	Minneapolis, Minn.

### At-Large

Al Ravarino	Mound City Mac. Co.	St. Louis, Mo.
V. Giatti	DeMartini Mac. Co.	Brooklyn, N. Y.
L. S. Vagnino	Faust Macaroni Co.	St. Louis, Mo.
A. S. Weiss	Weiss Noodle Co.	Cleveland, Ohio

Respectfully submitted,  
ERICH COHN, Chairman  
HENRY D. ROSSI  
C. J. TRAVIS  
W. F. VILLAME  
JACK PROCINO  
C. B. SCHMIDT  
CHARLES PRESTO

No other nominations having been made the nominees were declared as unanimously elected as Directors for the fiscal year 1943-1944.

Motion by Erich Cohn, Seconded by Alfonso Gioia—Unanimously Elected.

### Resolutions

We, your Committee on Convention Resolutions, beg leave to report as follows:

We have considered all Resolutions referred to us and wish to recommend the following for your consideration as expressive of the feelings of this group and the policies of our Association:

#### Resolution A

WHEREAS, the President of our Association has given of his time and wide experience for several years in conducting the duties of the First Executive of our Association, and

WHEREAS, all these services were rendered at the expense of himself and his firm, and for the honor and glory of the organization and of the Industry, therefore be it

RESOLVED, that we tender our President, C. W. Wolfe, the sincere thanks and appreciation of the Association and of this entire assembly for a fine job well done and willingly rendered.

#### Resolution B

That our sincere thanks are also tendered to our loyal Secretary-Treasurer M. J. Donna, who has served this Organization for approximately 25 years very honestly, efficiently, and always to the best of his ability, and since he has always looked after our comforts during any meetings at any time and at any place, and for his valuable assistance in the

Association's advancement, we extend to Mr. Donna our heartfelt thanks for a fine job well, efficiently and cheerfully done and accomplished.

#### Resolution C

That our appreciation is also extended to our loyal Director of Research, Benjamin R. Jacobs, who has served us in his technical capacity as Washington Representative for a score of years, and that the Association and this assembly express our deep appreciation for his faithful services cheerfully rendered and well done without prejudice.

#### Resolution D

That our thanks are tendered again to M. J. Donna as Director of Consumer Education and Products Promotion for his work on Consumer Education and our thanks be rendered to Mr. Donna for his many other duties not mentioned herein and particularly for his work as Director of the Macaroni Institute.

#### Resolution E

That the President and the entire Association firmly resolve to abide by the decision or decisions of the group of manufacturers who have been appointed to test the cooking of macaroni-egg noodle products so that this valuable information in a general way be tendered the proper executive, or executives, to be presented in Washington for the purpose of making the different Quartermasters acquainted with the proper formulas and cooking time of the types of macaroni-egg noodle products which they are now using and buying from us.

#### Resolution F

WHEREAS, we have been highly honored with the following very excellent and informative speakers, that our thanks and appreciation formally be extended to:

Colonel John N. Gage, Executive Officer, Quartermaster Depot  
James F. Driscoll, Government Macaroni Buyer, Chicago Quartermaster Depot  
V. L. Bushman, Government Chairman—Member of U. S. Food Distribution Administration  
Donald S. Payne—Grain Products Branch, FDA  
Wallace P. Studencki, Acting Chief of Labor Utilization

and further for the splendid demonstration given for these men by Mr. Glenn G. Hoskins, and

WHEREAS, they have contributed most valuable information to us during their most interesting discussions and demonstrations, be it

RESOLVED, that this Association and all the assembly present express to them our sincere and heartfelt thanks for the time graciously allotted to us. Also to the staff from Paul Revere Post, Chicago, and the Bugler for their fine flag presentation.

#### Resolution G

WHEREAS, A firm that supplies our packaging needs has voluntarily and generously contributed to our enjoy-

ment on the evening of Friday, June 25, at their own expense in the nature of a cocktail party and reception in honor of our President, C. W. Wolfe,

RESOLVED, that we tender our thanks to Charles C. and Alfred Rossotti of Rossotti Lithographing Company of North Bergen, New Jersey.

#### Resolution H

RESOLVED, That we encourage the continued efforts of Dr. B. R. Jacobs in his Washington activities in keeping in very close touch with the Government and Governmental Agencies and keeping them informed of the fact that we are doing everything possible in conjunction with coordinating with their efforts in the War Effort regarding experiments and anything which they may desire.

#### Resolution I

WHEREAS, C. Fred Mueller has served our Industry well as an officer of OPA, therefore be it

RESOLVED, That we as an Association and as individual members extend as a body and separately our sincere appreciation and thanks to C. Fred Mueller for his very splendid work and cooperation in assisting all macaroni-noodle manufacturers while in the employ of the U. S. Government and for his very valuable suggestions in keeping us informed so as to consolidate our efforts with

those of his department with the Government. It is very essential that this resolution not be forgotten or laid aside, as the time Mr. Mueller spent with the Government was of such duration as to be most valuable to us, as well as to them in obtaining their side of the picture and of their whole-hearted interest in our affairs and in disseminating necessary information for our assistance.

WE FURTHER RESOLVE that the National Macaroni Manufacturers Association as a body continue to ask for relief on ceiling prices of macaroni and egg noodle products in keeping with the increasing cost of all the items that enter into their manufacture.

Respectfully submitted,

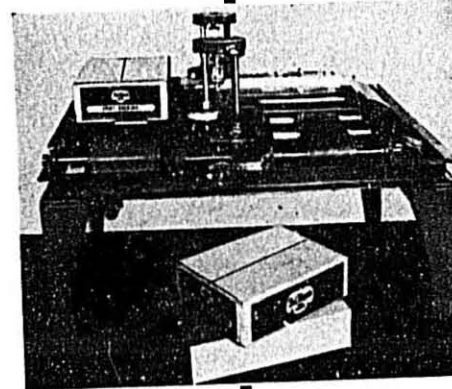
WM. FRESCHI  
SANTO GAROFALO  
JOSEPH J. CUNEO, Chairman

Motion by Weiss, Seconded by Giordano—Unanimously Approved.

### Report of Committee on Future Activities of N.M.M.A.

Your Future Activities Committee realizes that under the war conditions that prevail, it behooves our Association and our members, individually and collectively, to do all in their power to aid our country to win the war and to protect our rights as in-

## The Packomatic Shipping Case Printing Machine—



We Manufacture—  
CARTON SEALERS  
CARTON MAKERS  
NET SCALES  
AUGER FILLERS  
VOLUME SCALES  
CASE SEALERS  
—FOR THE MACARONI INDUSTRY

Prints automatically up to seven lines of type on both ends of shipping containers simultaneously, after containers have been filled, and as you use them.

Many have adapted these machines for printing ends of new government "V" cases and sleeves. Saves warehouse space, eliminates excess handling. No operator required.

The leaders of the macaroni industry have equipped their plants with Packomatic Equipment. It will pay you to investigate "The Packomatic Way."

Complete Information Without Obligation

BUY MORE WAR BONDS

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

\* Represented in All Principal Cities



dividuals and as a group in line with the above duty and obligations.

We feel that any program which we may adopt outlining specific activities to be sponsored should be flexible and readily changeable to meet any new regulations or industry requirements under conditions that are difficult to predict in advance.

On this basis of reasoning, we recommend for your consideration the following program of Association Activities for the coming year, with the suggestion that the Executive Committee be empowered to alter the program to meet changed needs and to bend backwards where it is needed to coordinate our group actions with the wishes of our Government and those of our membership.

*First*—That we continue to pursue the normal activities of the Association in so far as this is possible under ever-changing conditions.

*Second*—That no change be made in our present Association setup, except that our Executives be urged to be on the alert for needed united action to protect the Industry's interests while providing for Association advancement and Government cooperation.

*Third*—That all Association members support the new dues plan to be put into effect January 1, 1944, and that all Directors be required to continue activity in their region by the signing of new members.

*Fourth*—That the membership committee, aided by the Secretary and Director of Research, continue its efforts towards enlarging the membership of our Association. Through greater membership we hope to be able to give wider service and greater protection.

*Fifth*—That as individuals and as an organization, we make more use of Director of Research, B. R. Jacobs' services as our Washington Representative, contacting departments of the Federal Government, opening doors, as it were, for macaroni and noodle manufacturers, and for doing general leg-work and service work for members.

*Sixth*—That Research Director Jacobs continue the practice of mailing brief bulletins covering information pertinent to the industry as same develops in the Federal Register.

*Seventh*—That the splendid work done by Managing Director, M. J. Donna of the National Macaroni Institute with very limited means, be highly commended and the activity continued. . . . That our Members give more serious consideration and more liberal support to his infrequent appeals for financial contributions on which he depends for this very necessary activity. . . . that we should consider all such free-will support to Donna's Products Promotion and Consumer Education work as a good

investment for immediate good and immeasurable future return.

*Eighth*—That plans be made for the holding of more frequent Regional or Sectional meetings in lieu of the present trend to restrict travel and for the purpose of keeping the rank and file more closely acquainted with things that are happening, making our membership more closely united for the advancement of the interests of our Association, our Industry and our country. . . . That all such meetings be held with the previous approval of the Executive Committee of this Association, and that whenever possible such meetings be presided over either by a Director of the Region in which they are held or by an Association Officer or Executive.

*Ninth*—That a committee be appointed to investigate the possibility of cooking macaroni products in just enough water to cook them safely, and that this committee should work closely with M. J. Donna, Director of the Macaroni Institute, and, if needs be, to call upon competent Home Economists to make further experiments and tests and that until such a time as this committee's investigation is completed, that no further publicity be given on what has already developed in cooking macaroni products. . . . That Mr. Donna be instructed to work out special recipes—incorporating vegetables that are now being grown in Victory gardens. In this way the macaroni industry will be greatly helping the War Effort and these recipes should be known as Victory recipes. Furthermore, the least number of rationed items possible should be used in making up these recipes.

*Tenth*—That the following recommendations made by Peter J. Viviano, Chairman of the Trade Practice Committee, be made part of this report—namely:

#### Trade Practices

- Since wheat prices are now quoted on hundred weight (CWT) basis, it would be well for the manufacturers to secure deliveries on the same basis rather than established practice of 98 and 140 pound pack.
- Due to some violations, it is well to call to the attention of manufacturers the importance of adhering to the rules and regulations of the OPA.
- Since materials are scarce and delivery will necessarily be delayed, it is recommended that manufacturers install a form of perpetual inventory. This will eliminate the possibility of over-buying and tying up much needed materials.
- The industry has shown good judgment in the past year in eliminating a variety of odd shapes and sizes. This work should be continued as many more items can be discontinued to the best interest of all manufacturers.
- Sizes and weights can be and should be standardized. Let no manufacturers change to a new weight.

*Eleventh*—That the Industry should advocate and encourage more casse-

role dishes in their recipes put out for publicity purposes.

Respectfully submitted,  
A. IRVING GRASS, *Chairman*  
PETER LA ROSA  
WALTER F. VILLAUME  
JOSEPH J. CUNEO  
J. HARRY DIAMOND  
SAMUEL ARENA  
FRANK TRAFICANTI  
PETER J. VIVIANO

*Motion by Giordano, Seconded by Marino—Adopted by Standing Vote.*

#### Association Financing

The following Resolution presented by the Executive Finance Committee has been approved by the Board of Directors, and is submitted for acceptance by the membership:

WHEREAS, the successful prosecution of the war has brought on many and diverse problems affecting the Macaroni Industry, imposing increased burdens and enlarged activities on the varied services of the Association—specifically

(1) Those of our Washington Representative, B. R. Jacobs, who during the present year has found it necessary to devote an ever-increasing amount of his time conferring and counseling the many Government agencies which control the activities of our Industry, such as War Manpower Commission, Office of Price Administration, War Production Board, Industry Food Advisory Committee, and others equally important but less well known; and who has been conducting extensive research and experimentation in the field of product fortification of vitamins and proteins with the aim of enhancing the nutritional value of Macaroni and Egg Noodle products; and

(2) Those of our Secretary-Treasurer, M. J. Donna, who likewise has had increased burdens imposed upon him by war conditions in disseminating vital and essential information to the members of our Industry, as well as to government agencies; and in the expanded activities of the National Macaroni Institute in securing favorable publicity to our Industry, and in distributing timely tested recipes to newspapers and radio stations, the use of such material having given our Industry thousands of dollars worth of free publicity, and

WHEREAS, the costs of these extended and added services have made heavy inroads on our finances, depleting to a large degree our limited reserves; and which reserves will be insufficient to meet the increased demands that will be made upon it during the ensuing year, and

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



## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

WHEREAS, it has been the good fortune of the Macaroni Industry to have achieved great prominence in furnishing a food product acknowledged as an excellent non-rationed meat extender, thus performing an ever important

production enjoyed during the year 1943, and  
(2) The Dues of all Regular Members be increased 50 per cent with minimum dues of \$25.00, conforming with new schedule of dues below:

Class	Average Daily Production	Present Schedule of Dues	New 1944 Schedule of Dues
A	Over 100 barrels	\$200.00 per year	\$300.00 per year
B	50 to 100 barrels	100.00 per year	150.00 per year
C	25 to 50 barrels	50.00 per year	75.00 per year
D	15 to 25 barrels	25.00 per year	37.50 per year
E	Less than 15 barrels	15.00 per year	25.00 per year

part in the War effort by supplying a substantial amount of the critical food needs of our Nation, both civilian and military, and

No change in Associate Members' Dues which remain \$100.00 a year.

Respectfully submitted,  
Executive Finance Committee:  
L. S. VAGNINO  
P. J. VIVIANO  
AL WEISS

*Motion by Vagnino, Seconded by La Rosa—Unanimously Adopted by Rising Vote.*

#### "Soup-Mixers" to Organize

A national meeting to complete the organization of the leading packers and distributors of "soup-mix" is scheduled to be held at the Palmer

House, Chicago, August 17, 1943. The preliminary groundwork for such an association to be termed the "National Soup-Mix Association," was laid several months ago during a hearing in Washington, D. C.

The organization will be completed by the election of a President, three Vice Presidents, the appointment of a Secretary-Treasurer and the setting up of national headquarters. A. Irving Grass of the Grass Noodle Company, Chicago, is one of the principals interested in the planned organization.

#### Canadian Durum Wheat

Some 259,000 acres of durum wheat planted in Canada in 1942 yielded 6,800,000 bushels. The amount of the 1942 crop marketed from August 1, 1942, to May 1, 1943, was 2,578,000 bushels. The amount exported in the same period was 526,000 bushels.

The total amount of flour used annually by the twenty Canadian firms manufacturing macaroni is 46-million pounds, which means the use of less than one million bushels of durum wheat.

Dairying is reported to be America's largest industry; 26,000,000 dairy cows supply the materials.



# Convention Registrants — 1943

## Macaroni Manufacturers

S. Arena, V. Arena & Sons, Inc., Norristown, Pa.  
 V. Arena, V. Arena & Sons, Inc., Norristown, Pa.  
 B. W. Boehm, W. Boehm Co., Pittsburgh, Pa.  
 G. Buitoni, Buitoni Products, Inc., New York, N. Y.  
 Jas. P. Canepa, John B. Canepa Co., Chicago, Ill.  
 Luigi Abbenante, Colonial Macaroni Co., Brooklyn, N. Y.  
 Madaline Constant, Constant Macaroni Co., St. Boniface, Man.  
 C. F. Meyer, The Creamette Company, Minneapolis, Minn.  
 C. L. Norris, The Creamette Company, Minneapolis, Minn.  
 James T. Williams, The Creamette Company, Minneapolis, Minn.  
 C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport, Ia.  
 Charles Nevy, Cumberland Macaroni Mfg. Co., Cumberland, Md.  
 Carl D'Amico, G. D'Amico Macaroni Co., Steger, Ill.  
 V. Giatti, DeMartini Macaroni Co., Brooklyn, N. Y.  
 Robert F. Sheeran, Essex Macaroni Co., Lawrence, Mass.  
 L. S. Vagnino, Faust Macaroni Co., St. Louis, Mo.  
 S. E. Mountain, Fontana Food Products, San Francisco, Cal.  
 Horace A. Gioia, Gioia Macaroni Co., Inc., Rochester, N. Y.  
 Alfonso Gioia, Alfonso Gioia & Sons, Rochester, N. Y.  
 J. H. Daman, Gooch Food Products Co., Lincoln, Neb.  
 Erich Cohn, A. Goodman & Sons, Inc., New York, N. Y.  
 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.  
 John R. Rezzolla, Indiana Macaroni Co., Indiana, Pa.  
 Mr. and Mrs. E. N. Lyon, Mrs. Kelley's Noodle Kitchen, Dayton, Ohio  
 George B. Johnson, Keystone Macaroni Mfg. Co., Lebanon, Pa.  
 C. J. Travis, Keystone Macaroni Mfg. Co., Lebanon, Pa.  
 Sidney L. Kurtz, Kurtz Brothers, Bridgeport, Pa.  
 J. J. Cuneo, LaPremiata Macaroni Corp., Connellsville, Pa.  
 Joseph Giordano, V. LaRosa & Sons, Inc., Brooklyn, N. Y.  
 Peter LaRosa, V. LaRosa & Sons, Inc., Brooklyn, N. Y.  
 C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.  
 Albert Robilio, Mid South Macaroni Co., Memphis, Tenn.  
 Santo Garofalo, Milwaukee Macaroni Co., Milwaukee, Wis.  
 Walter Villaume, Minnesota Macaroni Co., St. Paul, Minn.  
 W. J. Freschi, Mound City Macaroni Co., St. Louis, Mo.  
 Pietro Magarelli, National Foods, Inc., Pittsburgh, Pa.  
 Joe A. Masury, National Foods, Inc., Pittsburgh, Pa.  
 Victor Greenburg, National Macaroni Mfg. Co., Passaic, N. J.  
 Charles Zafonte, National Macaroni Mfg. Co., Passaic, N. J.  
 J. A. Procino, Procino-Rossi Corp., Auburn, N. Y.  
 George C. Patton, Quaker Maid Company, Terre Haute, Ind.  
 Donald T. Nixon, The Quaker Oats Co., Tecumseh, Mich.  
 E. F. Lexow, Quality Macaroni Co., St. Paul, Minn.  
 Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.  
 D. Piscitello, Quality Macaroni Co., Rochester, N. Y.  
 Al Ravarino, Ravarino & Freschi, St. Louis, Mo.  
 Charles P. Presto, Roma Macaroni Mfg. Co., Chicago, Ill.  
 H. D. Rossi, Peter Rossi & Sons, Braidwood, Ill.  
 Henry Rossi, Jr., Peter Rossi & Sons, Braidwood, Ill.  
 N. J. Roth, Roth Noodle Co., Pittsburgh, Pa.  
 Joseph B. Kohn, A. Russo Co., Chicago, Ill.  
 Vincent J. Marino, St. Louis Macaroni Mfg. Co., St. Louis, Mo.  
 Joseph Santoro, G. Santoro & Sons, Inc., Brooklyn, N. Y.  
 Frank Traficanti, Traficanti Brothers, Chicago, Ill.  
 Nick Traficanti, Traficanti Brothers, Chicago, Ill.  
 Henry A. Brown, Van Camp's, Inc., Indianapolis, Ind.  
 Warren Tingdale, Van Camp's, Inc., Indianapolis, Ind.  
 Sal Viviano, Vimco Macaroni Co., Carnegie, Pa.  
 Frank G. Viviano, V. Viviano & Brothers, St. Louis, Mo.  
 A. S. Weiss, Weiss Noodle Company, Cleveland, Ohio.  
 John P. Zerega, Jr., A. Zerega's Sons, Inc., Brooklyn, N. Y.

## Allies

C. D. Willbur, Armour & Company, Chicago, Ill.  
 A. W. Spang, Armour & Company, Chicago, Ill.  
 John F. Diefenbach, Amber Milling Division, St. Paul, Minn.  
 J. M. Waber, Amber Milling Division, St. Paul, Minn.  
 O. R. Schmalzer, Buhler Bros., Inc., New York, N. Y.  
 C. W. Kutz, Capital Flour Mills, Inc., Minneapolis, Minn.  
 P. M. Peterson, Capital Flour Mills, Inc., Minneapolis, Minn.  
 J. Spagnol, Capital Flour Mills, Inc., Pittsburgh, Pa.  
 L. A. Viviano, Capital Flour Mills, Inc., Plainfield, N. J.  
 Fred T. Whaley, Capital Flour Mills, Inc., Boston, Mass.  
 Joseph Pillitteri, Christian Mills, New York, N. Y.  
 John Amato, Clermont Machine Co., New York, N. Y.  
 R. G. Brierley, Commander-Larabee Milling Co., Minneapolis, Minn.  
 Thos. L. Brown, Commander-Larabee Milling Co., Minneapolis, Minn.  
 Harold W. McGhee, Commander-Larabee Milling Co., Minneapolis, Minn.  
 Frank Voiello, Commander-Larabee Milling Co., Minneapolis, Minn.  
 C. Ambrette, Consolidated Mac. Mache. Corp., Brooklyn, N. Y.  
 N. J. Cavagnaro, Consolidated Mac. Mache. Corp., Brooklyn, N. Y.  
 Russell Keiller, Consolidated Paper Co., Rochester, N. Y.  
 Ulysses DeStephano, Crookston Milling Co., New York, N. Y.  
 B. H. Peoples, Crookston Milling Co., Pittsburgh, Pa.  
 Howard P. Mitchell, Eastern Semolina Div., International Milling Co., Baldwinville, N. Y.  
 H. L. Greene, J. L. Ferguson Company, Joliet, Ill.  
 W. W. Brandhorst, General Mills, Inc., Kansas City, Mo.  
 Harold Burgess, General Mills, Inc., Chicago, Ill.  
 E. F. Cross, General Mills, Inc., Chicago, Ill.  
 Michael J. Grimaldi, General Mills, Inc., Rochester, N. Y.  
 L. A. Jacobs, General Mills, Inc., Chicago, Ill.  
 G. C. Minter, General Mills, Inc., Chicago, Ill.  
 Louis Petta, General Mills, Inc., New York, N. Y.  
 H. H. Raeder, General Mills, Inc., Buffalo, N. Y.  
 Thos. C. Roberts, General Mills, Inc., Minneapolis, Minn.  
 D. E. McCarthy, General Mills, Inc., Chicago, Ill.  
 Glenn G. Hoskins, G. G. Hoskins, Chicago, Ill.  
 Frank T. Herbert, Johnson-Herbert & Co., Chicago, Ill.  
 W. J. Dougherty, King Midas Flour Mills Co., Philadelphia, Pa.  
 Geo. L. Faber, King Midas Flour Mills Co., Chicago, Ill.  
 Alex G. Graff, King Midas Flour Mills Co., Minneapolis, Minn.  
 Henry E. Kuehn, King Midas Flour Mills, Minneapolis, Minn.  
 Wm. Steinke, King Midas Flour Mills, Minneapolis, Minn.  
 W. H. Stokes, King Midas Flour Mills, Minneapolis, Minn.  
 J. P. Crangle, H. H. King Flour Mills Co., Chicago, Ill.  
 A. W. Quiggle, H. H. King Flour Mills Co., Minneapolis, Minn.  
 Frank Lazzaro, Macaroni Machines, New York, N. Y.  
 Fred Somers, Midland Laboratories, Dubuque, Ia.  
 Harry D. Jones, Milprint, Inc., Chicago, Ill.  
 Louis J. Boucher, Minneapolis Milling Co., Minneapolis, Minn.  
 R. M. Stangler, N. D. Mill & Elevator Assn., Grand Forks, N. D.  
 Evans J. Thomas, N. D. Mill & Elevator Assn., Chicago, Ill.  
 E. C. Lenz, Paisley Products, Inc., Chicago, Ill.  
 C. F. Larson, Pillsbury Flour Mills Co., Chicago, Ill.  
 H. J. Patterson, Pillsbury Flour Mills Co., Minneapolis, Minn.  
 Samuel Regaluto, Pillsbury Flour Mills Co., Philadelphia, Pa.  
 Wm. J. Warner, Pillsbury Flour Mills Co., Minneapolis, Minn.  
 Wayne Wilson, Pillsbury Flour Mills Co., Chicago, Ill.  
 Alfred Rossotti, Rossotti Lithg. Co., No. Bergen, N. J.  
 Charles Rossotti, Rossotti Lithg. Co., No. Bergen, N. J.  
 E. L. Rhoades, Soy Flour Association, Chicago, Ill.  
 Thomas Bruno, Star Macaroni Dies Mfg. Co., New York, N. Y.  
 E. S. Stalder, Food Industries, Chicago, Ill.  
 S. O. Werner, Northwestern Miller, Chicago, Ill.  
 B. R. Jacobs, Director of Research, Washington, D. C.  
 M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

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## Entertainment

Recalling the old adage . . . "All work and no play" . . . and realizing the need of soothing frayed nerves that may develop from the strenuous and serious business sessions, the conference planners saw to it that the social side was not entirely overlooked. As a result, the in-between sessions time was spent in restful pleasures.

The ladies joined in opening the convention with a cheerful note. They joined the men in the patriotic services that started the conference on its way the first morning, blending their voices in the singing of patriotic songs after the American flag was presented to the conference by a staff of Legionnaires headed by Nicholas Traficanti.

After adjournment from a day-long business session, the Rossotti Brothers, Charles and Alfred, took charge of entertaining the registrants and their ladies. Aided and abetted by the gracious wives and by Miss Rose Sari of Kansas City Macaroni & Importing Company, Kansas City, Mo., as hostess, all enjoyed a delicious buffet supper and cocktails . . . the affair being tendered by the Rossotti Lithographic Company of North Bergen, N. J., in honor of President C. W. Wolfe of NMMA.

About 225 guests enjoyed the "eats" and the festivities. Later in the evening the guests enjoyed dancing on the Beach Walk, as guests of the management of the Edgewater Beach Hotel. Music by Russ Morgan and a gorgeous floor show pleased all immensely.

At noon the second day, King Midas Flour Mills representatives were hosts to a group of invited ladies at the delightful luncheon in the famous Marine Dining Room. Previously, the host firm has honored the ladies with beautiful bouquets of seasonal flowers.

Immediately preceding the annual dinner-dance the evening of the last day of the conference, the Clermont Machine Company, Brooklyn, N. Y., entertained all at a cocktail party in the West Lounge. Light refreshments were served and a stringed trio of serenaders led many groups in the singing of old and popular songs. Substituting for his father-in-law, C. Surico, president of the host firm, John Amato did a fine job of seeing that all had a delightful time.

A seven-course dinner in the Ballroom, with a gorgeous floor show and dancing to the music of Jimmy Henshel and his orchestra brought the 1943 conference to a happy close.

## Legionnaires

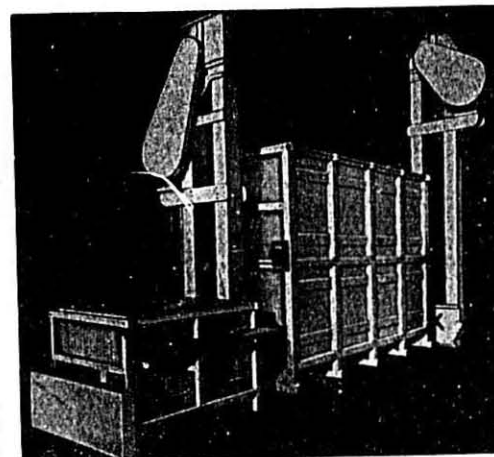
Aided by Patsy Cartone, the following staff of Legionnaires, all members of Paul Revere Post of Chicago, had charge of the patriotic services that opened the Wartime Conference in the true American spirit. Nicholas Traficanti, John Patrone and A. Maloni.

## Firm President Dead

Frank Fenton Ladd, 63 years old, president of the Illinois Macaroni Company and the Northern Illinois Cereal Company, Lockport, Illinois, passed away at his home at 433 East Third St., Hinsdale, Ill., on Monday, June 28, 1943. He had been in ill health for many months.

Mr. Ladd was born in Peru, Illinois, and received his education in that city. He had served as president of the

cereal company for 20 years and was interested in the founding of the macaroni branch a few years before. The Illinois Macaroni Company has held a membership in the National Macaroni Manufacturers Association since its entry into the macaroni business. Mr. Ladd first represented his firm in the Association, later assigning this duty to Mr. B. C. Ryden, general manager. Surviving Mr. Ladd are his widow, one son, a daughter and three brothers. Funeral services were held June 30 with burial in Hinsdale.



# CHAMPION

## FLOUR OUTFIT AND SEMOLINA BLENDER

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

### MAINTENANCE — REPAIR

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

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## Macaroni Products Go To War

Colonel John N. Gage, Executive Officer  
Chicago Quartermaster Depot

Naturally I am proud to have been invited to participate in this wartime conference of your Association and especially to represent the Quartermaster Corps. Many members of your organization are well known to the Quartermaster Corps and to me personally so that I feel that my visit here today is not only one which will prove beneficial from the standpoint of enlarging my acquaintance with members of the macaroni products industry, but will refurbish many old friendships.

First, I want to definitely state I did not come here to make an elaborate speech or to speak as an authority on macaroni, spaghetti and egg noodles. You gentlemen of the industry are much better qualified—are more thoroughly familiar with the problems facing your industry than I am. However, I thought that you might be interested in knowing just how the Quartermaster Corps buys macaroni, spaghetti and egg noodles—how it is used in the Army—how we arrive at certain of our requirements and specifications—and just what the Army thinks of your industry and the job you are doing.

As many of you know, the Chicago Quartermaster Depot purchases a high percentage of certain foods used by the Armed Forces and has now become the central procurement agency for your products. The Depot which is under the command of Brigadier General J. E. Barzynski, has its purchasing tentacles reaching out to every part of our nation. Procurement of certain items not necessarily limited to food is done by men recruited from that industry. These specialists know gauges—are aware of the methods of milling, processing and packaging your product. One of the major reasons of the selection of such men by the Quartermaster Corps is to make it easier for you to do business with us. We want you to have complete confidence that the Chicago Depot knows its business and that you are assured that all business relations are mutually satisfactory.

One of the main characteristics of the Army ration is nutrition and nutrition, of course, means adequate nourishment. Nutrition is the process by which body growth is promoted and waste may be repaired in living organisms. Since wheat is the oldest and best known food in the world and is the primary raw material used in

your products, it but follows that the Army should be interested in spaghetti, macaroni and egg noodles.

Gentlemen, just by taking a brief glance through our quarterly purchase statement for the first part of 1943, I notice that we have purchased over 6,000,000 pounds of macaroni, over 2,000,000 pounds of noodles, and close to 4,000,000 pounds of spaghetti, in the domestic and export pack. This is certainly tangible evidence that we think very highly of the kind of food you are producing. Yes, very definitely macaroni, spaghetti and noodles have gone to War and are playing a very important part in leading us on to Victory.

Not only do we serve noodles in soups; macaroni with different types of meats; and spaghetti with sauces and meats included; but we have also used them in a great many cases as meat extenders. Because of the starch value of your products, they will be used to replace potatoes in areas where the scarcity of this item is acute and where additional carbohydrates are desirable the menu will be supplemented.

Let me add, the average soldier likes your products and enjoys eating them. Only just a few minutes before the beginning of this program one of your members mentioned that he had heard of boys writing home they were not satisfied with the way the Army was preparing noodles, macaroni and spaghetti. Please just let me say that out of an Army of 7,000,000 or more men, there will always be a certain percentage of unhappiness and "griping." In fact, these men would not be happy anywhere . . . but I know we do please the majority which is the important consideration. Soldier's preferences are always considered when making up the local menu.

However, please do not misunderstand me. We are interested in learning and hearing remarks and comments by our soldiers because that is the way we improve, and ever since the inception of the Quartermaster Corps 168 years ago, it has been our constant endeavor to improve the meals we serve. Furthermore, I have had the privilege and opportunity of eating soldiers' meals throughout the country under service conditions for many years, and I can say very freely that our cooks of this World War II are not only vastly superior to World War I, but are more carefully trained in the preparation of all kinds



Col. John N. Gage

of foods, and I heartily believe that your products are being prepared expertly and deliciously and that your healthful foods are being relished by our boys throughout the world. It only follows that our men in the Armed Forces should like the kind of noodles, macaroni and spaghetti which the Quartermaster Corps is purchasing, preparing and serving to them, because we buy only the best you have to offer.

Now in regard to purchasing—as you know, the Quartermaster Corps buys sound No. 1 Semolina. We buy this grade because it is recognized as a high standard of quality and because procurement on this basis adheres to rules of simplification. This type of buying procedure has eliminated suspicions and misunderstandings between one manufacturer and another and has also eliminated quality chiselling where the Armed Forces might possibly have been the victims or one manufacturer might have suffered at the expense of another.

Many of you manufacturers have indicated your satisfaction with this change in the specifications set by the Chicago Quartermaster Depot. You will recall that many of the food specifications previously used provide for the possible use of six different types and grades of macaroni and spaghetti . . . which led to confusion and, in some instances, unnecessary strained relationships.

This new specification which has only just been put into effect is numbered C.Q.D. No. 119a and is the specification which will now be used by the U. S. Army and U. S. Navy in governing procurement of these products. Army and Navy purchases will be confined to Type 1a (Elbow Macaroni) and Type 2b (Long Spaghetti) but nevertheless the specifications provide for any emergency wherein it might be necessary to purchase either type 1b (Long Macaroni) or type

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.  
Minneapolis, Minnesota



2a (Elbow Spaghetti).

It is recognized, of course, that the standardization of sizes accomplished by the new specifications is revolutionary in so far as so-called commercial practice is concerned. However it must be remembered that the controlling factor today is the tremendous government purchase of macaroni and spaghetti in bulk and not the comparatively small volume on this bulk pack prior to the war. This phase has been given very thorough consideration from the standpoint of practicability in the macaroni industry. It is possible that some manufacturers may find it a little difficult to immediately conform to the new bulk sizes but we are confident that this can be worked out to your satisfaction.

Incidentally, these new specifications may be obtained, if you have not already received a copy, by writing to the attention of the Macaroni Products Unit, Chicago Quartermaster Depot.

I do not believe this is the time or place to go into details about the requirements for the finished product, as these specifications clearly tell what the protein, ash and moisture content should be, dwelling on the packaging requirements for domestic and export shipment. In these specifications you will also be informed as to the type of labeling required as well as the type of cartons or boxes that we need. I

have brought down several samples, should you want to examine them after this meeting, which clearly show the quality and the type of packaging now being procured by the Chicago Quartermaster Depot. Incidentally, I might add that these samples conform to the new specification 119a previously mentioned. Please let me caution you to comply implicitly with all directives concerning marking and packaging.

The Army as well as the Navy will continue to use large quantities of macaroni, spaghetti and noodles in their menus. We will continue to expect the highest quality products obtainable. We will continue to expect these products to come from plants that meet every requirement of sanitation, production and other governmental production requirements. In fact, I might add here that as this war progresses and as our requirements increase, the Quartermaster Corps will become more and more severe in insisting that only top sanitary plant conditions be considered.

Basically, gentlemen, the Quartermaster Corps is doing everything to feed our Fighters with the finest quality foods obtainable. This means not only quality in purchasing but quality in preparation. We are of the opinion that we are helping the macaroni industry immeasurably in making millions of service men acquainted with your product who heretofore had only

seen it advertised in newspapers and magazines or perhaps glimpsed it on the shelves of local groceries but had never actually eaten it. These soldiers will be your new customers when they return from the distant battlefronts and in a measure recompense you for lost civilian business. The Quartermasters are doing their part, and if you continue to do yours, as you have up to now, we will both benefit. Let us remember, this is not a Quartermaster's War, this is not an Infantry War, it is not an Air Corps' War, nor is it your War. It is OUR War and if we all continue to produce and ship enough food to properly feed our soldiers, I am sure that you will agree with me that Victory will be ours.

#### Packaging Demonstration by Glenn G. Hoskins

To clearly explain the proper technique of correctly packing the newly standardized case to contain 15 pounds of macaroni or 20 pounds of spaghetti, Colonel Gage called upon Glenn G. Hoskins, past president of the National Association.

Using containers of correct size and approved materials he demonstrated the packaging requirements of the Government for domestic use and for overseas shipment.

Much interest was manifested in the new packaging regulations.



## The Manpower Problem of the Macaroni-Noodle Industry

Wallace P. Studencki, Acting Regional Chief,  
Bureau of Manpower Utilization, War  
Manpower Commission

The dimensions of the manpower problems with which we are grappling may be stated statistically. It is estimated that by the end of 1943 65 million persons—two out of every three persons between the ages of 18 and 65—will be in the armed forces or gainfully employed.

At the beginning of the year there were approximately 6,400,000 in the armed forces. By the end of the year this figure will climb to at least 10,700,000. This means that 4,300,000 men between the ages of 18 and 38 will leave industry, agriculture and civilian life generally. That we may meet the increased production schedules contemplated for the year beginning July 1, 1943, we must bring into the essential activities and war industries not only enough workers to replace those who enter the armed forces, but at least two million more. To insure an adequate supply of food, agriculture must be maintained at its present level of 8,900,000 year-round workers. In brief, the armed forces, the war industries, the essential civilian activities, and agriculture will require a net total of 6,400,000 more men and women in December, 1943, than they had in December, 1942.

This is the demand. How does the Manpower Commission propose to meet it? At present, about a million and a half persons are still unemployed. But from this number we probably cannot muster more than a half million workers. A part of these are merely unemployed between jobs. A large part of them live in labor-surplus areas and cannot or will not be moved to labor-deficit areas under present arrangements.

Six million workers must be enrolled from two principal sources. The first consists of persons now engaged in non-deferable and unclassified activities. Three to three and a half million persons must shift from those activities into the essential activities and the war industries. A second important source of supply consists of persons who are not normally members of the working forces; and with the exception of a relatively small number of handicapped persons, and members of minority groups—Negroes, Jews and Aliens—this means women. By the end of this year more

than two and one-half million women not now in the labor force will have to take jobs.

The whole war production problem, as you can see, will be to get the materials, plant and machine facilities and manpower all together in the same place, at the same time, under the most favorable conditions in order that this Herculean task may be accomplished in the shortest possible time and that those who depend on us for this production may quickly benefit therefrom.

One method of balancing production facilities, essential materials and available labor supply is by categorizing your various industrial areas as to condition of labor supply and demand. These categories are defined by Washington as follows: (Categories based on statistics on supply and demand of labor gathered by local USES offices).

Group I—Areas in which no renewal of contracts should be made and no new contracts should be placed if alternative facilities for their production are available elsewhere. This group includes (1) all areas in which the current labor requirements cannot be met except through the release of workers now employed in production for which facilities exist elsewhere, (2) all areas where labor requirements have been or are being met only through substantial necessary in-migration or where large-scale special enrollment programs have been or are immediately necessary to draw upon reserves of women and other individuals not customarily in the labor market.

Group II—Areas in which only renewals of contracts at the present level of production (requiring no additional workers) should be made and in which no new contracts should be placed if alternative facilities for their production exist elsewhere. This group includes (1) all areas in which substantial in-migration, taxing present community facilities, will be necessary to meet presently known labor requirements, (2) all areas where large-scale special enrollment programs will be necessary to meet presently known labor requirements, drawing upon reserves of women and other individuals not customarily in the labor

market, (3) all areas which are at peak employment and whose labor requirements have been met only through substantial necessary in-migration or large-scale special enrollment programs.

Group III—Areas in which renewals of contracts at the present level of production should be made and in which new contracts may be placed providing such contracts are to be completed within six months. This group includes all areas where presently known labor requirements for the next six months can be met with relatively little in-migration or use of individuals not customarily in the labor market.

Group IV—Areas in which all possible efforts should be made to renew contracts, place new contracts and locate new production facilities. This group includes all areas in which available labor supply is not fully utilized in essential civilian or war production or in which a substantial surplus of workers exists.

This, of course, is not the only criteria used as to whether or not a community will be engaged in war production, but it is the most important.

Skills and abilities are not like a keg of nails, a carload of airplane wing sections, or a boatload of ore. A keg of nails is perfectly content to remain in a dark corner of a warehouse until needed, and it is absolutely voiceless concerning its working, living and spiritual conditions—not so with the skills and abilities. They are invariably an integral part of a human being who has a God-given right to use those skills and abilities in the way he sees fit, and only under such human conditions as are acceptable to him. A keg of nails needs only its keg, any means of conveyance and space for storage, etc. For a worker this means a home, school, church, recreation, transportation, health, trade, etc. So, you see, the materials or the procurement people inevitably will have as their ultimate concern—who can produce this or that thing for Uncle Sam? And when they ask who, they are talking about those who possess the skill to mold the raw materials into the finished product.

Now then, the who of this perplexing human problem is the concern of the WMC. Its first major objective is that of full utilization of the local labor supply; in other words, using the worker or potential worker who already has his community relationship established, such as with (1) a home, (2) a school, (3) a trade center, (4) a hospital and doctor, (5) social and family contacts, etc.

Its second major objective (after paragraph 1 has been exhausted) is to provide for such in-migrant labor as can be reasonably accommodated by the local available facilities.

Its third major objective is to provide for the most efficient use of the

skills and abilities possessed by workers already on the job. And remember, all of this must be done with the complete awareness and with the full and everlasting realization of all the rights, privileges and immunities of the citizens of the United States.

We will discuss in a few moments how the WMC is proceeding and intends to proceed to accomplish these objectives. In the meantime, I think it only proper to take a minute to discuss the question of essentiality, inasmuch as the primary effort of all our programs today are being directed toward the so-called essential activities.

At the outset the Manpower Commission faced the fundamental and delicate question of what to do with our multifarious peacetime activities in a war economy. It is a cardinal principle of our system of free enterprise that every individual may, with some exceptions, engage in any activity however important or unimportant it may be. In normal times the test of whether the individual will pursue a given activity is not whether it is essential in terms of some abstract, external standard, but is whether he can persuade the public to dig down in its pocket and spend a part of its hard-earned cash for his particular service or commodity.

But in a war economy, individually and collectively we can no longer insist upon the full measure of our traditional freedom with respect to activities and occupations. We simply must recognize—and I think that practically every one does recognize—that to win a modern war certain activities are indispensable and must be accorded some preferential treatment in the allocation of materials and manpower. It is equally important to recognize that there are many other activities which, however desirable they may be in ordinary times, are relatively so remote from the effective prosecution of the war that they cannot be given any preferential treatment and must get along as best they can with what materials and manpower is left over after the essential activities have been cared for. Whether we like it or not, the hard, cold facts of modern war inevitably establish certain inescapable priorities on men and materials.

I. The National Interdepartmental Committee on Essentiality.

II. Its standards and criteria. An activity, not whole plant or industry.)

III. Resulted in 35 categories on list. (Food processing is one.)

IV. How additional activities may be included. (1) Area, (2) Region, (3) National.

V. Special designation of "locally needed." (Only if area is paragraph 2 and there is a stabilization plan. Have rights, privileges and immunities except with S.S. and Manning Tables.)

or national origin, and the use of physically handicapped.

(c) Provides for appeals from action taken by WMC as a result of the plan.

(f) Usually applies to essential and locally needed activities.

2. Community and plant manpower utilization plans.

(a) Campaign against absenteeism.

(b) Manning Table program.

(c) Replacement schedule program.

(d) Training program.

(e) Special recruiting program.

(f) Manpower analysis program.

(g) Etc.

11. Executive order, regulation, or by directive.

(a) Executive Order 9328 (Regulation No. 4).

(b) Executive Order 9301 (Regulation No. 3 and No. 6). Also restraints on hiring or hiring controls usually imposed here.

(c) Designation of area classification.

(d) Classifications for essentiality to non-deferrable occupation and activities.

Your activity, as you know, appears on the national list of Essential Activities. Accordingly, you are entitled to the preferential treatment given to those on the national list. But, in spite of that fact, you will continue to be plagued by manpower problems. Selective Service will sooner or later take many of your physically fit men between the ages of 18 and 38. Therefore, the fact that your activity appears on the national list of Essential Activities, does not mean that you do not carry definite responsibilities in connection with the national manpower problem. You must exert all possible effort to recruit and train handicapped persons, older persons and women. At the same time, it is your obligation to economize in the use of manpower and womanpower by reducing, as far as you can, the services you customarily render in normal times. You should now be studying your employment problems with a view of extending your work-week, if you have not already extended it.

Now, then, coming back to the methods the WMC is employing in coping with the three objectives previously outlined; namely, (1) full and intelligent utilization of local labor, (2) control of in-migration of new workers, and, (3) provision for efficient use of skills possessed by workers already working on essential work. These activities of the WMC fall largely into two classes—those which are conducted on a voluntary, democratic, self-rule basis, and those which come to you by executive order, regulation, or directive.

I. Voluntary, democratic, self-rule.

A. The organization of local, regional and national W. M. Committees, their purpose and how they operate.

1. The stabilization plan (a self-imposed control).

(a) Designed to reduce to a minimum the needless and wasteful turnover of labor which inevitably results from improper placement, indiscriminate job shifting, labor pirating, etc.

(b) Provides for an orderly method of transfer of workers from within essential activities and war industries. (Usual provisions of them and statement of availability.)

(c) Establishes control of in-migration and out-migration of workers.

(d) Provides for the use of all local labor without regard to sex, race, creed,

or national origin, and the use of physically handicapped.

(e) Provides for appeals from action taken by WMC as a result of the plan.

(f) Usually applies to essential and locally needed activities.

2. Community and plant manpower utilization plans.

(a) Campaign against absenteeism.

(b) Manning Table program.

(c) Replacement schedule program.

(d) Training program.

(e) Special recruiting program.

(f) Manpower analysis program.

(g) Etc.

11. Executive order, regulation, or by directive.

(a) Executive Order 9328 (Regulation No. 4).

(b) Executive Order 9301 (Regulation No. 3 and No. 6). Also restraints on hiring or hiring controls usually imposed here.

(c) Designation of area classification.

(d) Classifications for essentiality to non-deferrable occupation and activities.

This war has been described as a total war. It is total in the sense that every part of the world is involved. It is total in the sense that the battlefield is not limited to the area where armies maneuver and fight. It is total in the sense that every man and woman in the nation is a part of the fighting power of the nation. Every war plant manager, and the workers in the plant, every manager or worker in an essential civilian activity, every farmer and farm laborer—is as much a part of the fighting forces as are the officers and men of the Armed Forces.

This war is a war of production; of the massing of the equipment, the planes, the tanks, the guns and the ammunition, the food, the clothes and the services to make it possible for our warriors to fight and win the battle of survival and of democracy. Without this equipment to carry this fight to a finish, all the courage and heroism of our warriors will not be enough.

Therefore, you who are present at this meeting, the management of the National Macaroni Manufacturers Association plants and the workers in those plants, have a tremendous responsibility—a responsibility equal in kind and degree to the Service Commands.

All of us know that winning this

(Continued on Page 34)



## Soya Flour in the Manufacture of Macaroni

Remarks by Donald S. Payne, Chief, Soya Products Section, Grain Products Branch, Food Distribution Administration

One of the principal problems facing those with the responsibility for feeding the nation at present is to provide or maintain a diet adequate in proteins. In the normal or peacetime economy, meat is the primary or basic source of protein in the diet. With shortages in the civilian supply of meats, there is a possibility that some Americans may not be able to obtain sufficient proteins, either as to quantity or quality, for adequate nourishment.

Proteins may be classified as (1) "Complete"—those which maintain life and provide for normal growth of the young; (2) "Partially incomplete"—those which maintain life but do not support normal growth, and (3) "Incomplete"—those incapable of supporting either growth or life. Their position in such a classification depends upon the number, proportion and availability of the amino acids present. These acids are the building blocks for the tissues of the animal body. Ten amino acids are essential for normal growth, and an adequate or "complete" protein diet should contain adequate amounts of these acids.

Although macaroni or similar goods contain protein, their principal role in the diet has been one of supplying energy. However, if you of the macaroni industry can manufacture and supply a product containing a larger percentage of protein and having a more complete nutritional value, without in any way decreasing its eating quality or sales value, you will have made a substantial contribution to the national program for adequate nutrition.

There is at present in the United States a large volume of vegetable protein of known high nutritional value available for utilization as human food. For the last six months of 1943, approximately 200 million pounds of high-quality soya flour will be made available for domestic use. In the year 1944, it is estimated that 500 million pounds will be available for use domestically and about one billion pounds for Lend-Lease and the feeding of civilians in reoccupied territories. The primary problem, then, is how to make this high-quality vegetable protein available to the American public without materially changing their food habits.

The Food Distribution Administra-

tion has formulated a program for the accomplishment of this objective. We propose among other things to encourage the addition, on a purely voluntary basis, of 5 to 15 per cent of this soya flour to foods already eaten in large quantities, such as bread, macaroni and similar goods. To encourage manufacturers to do this, an extensive consumer-education campaign will be conducted by the government as soon as their products are available to the consumer.

Experiments have already been conducted which indicate that high-quality, "low-fat" soya flour can be added successfully to macaroni in quantities of 15 per cent by weight without materially altering its appearance, edibility or shelf-life.

The established macaroni manufacturer may look upon such a statement with some degree of skepticism. Further, it is probably correct that he should do so for a casual acceptance could possibly lead to poor products which might well defeat the entire program.

The experience in using soya flour in macaroni products reported so far indicates that the workability of these products in the shops is not materially affected. It should be noted that some trouble has been experienced due to breaking of long-strand products during the drying period. Short-piece goods, such as macaroni, have been generally more successful. Soya flour somewhat deepens the color of the product but to some observers it has a richer appearance. The consumer, however, will be the final judge as to acceptability.

Additions to commercial products, therefore, should be made only after careful tests have been conducted. Each manufacturer should carefully determine the amount, type and quality of flour suitable for his own needs.

Since we have some practical technological results from experiments using 15 per cent soya flour, it might be well to consider briefly just how the addition of that much soya flour affects the nutritional value of macaroni and in this way determine theoretically the magnitude of the contribution the industry can make to the National Nutrition Program.

In Table 1, the approximate caloric, protein, fat and carbohydrate values



Donald S. Payne

for ordinary macaroni are given in comparison with similar calculated values for macaroni containing 15 per cent of low-fat and full-fat soya flours.

Table 1. Approximate Composition of Macaroni made with and without Soya Flour

Product	Calories per 100 g. dry wt.	Protein Per cent	Fat Per cent	Carbohydrate Per cent
Macaroni (Sherman)	358	13.4	0.9	74.1
Macaroni plus 15% Full-fat Soya Flour	.365	17.41	2.78	66.7
Macaroni plus 15% Low-fat Soya Flour	.358	18.89	1.52	67.5

From this table, we can see that the addition of soya flour provides a gain of from 4.0 to 4.5 per cent of protein in the finished product at the expense primarily of carbohydrate. The importance of this higher protein content is in increased nutritional value of the combination of wheat and soya proteins.

Wheat flour contains many of the essential amino acids but is known to be deficient in lysine, one of the ten amino acids necessary for growth and maintenance of body tissue. Lysine is present in abundance in soya flour. Gluten, the predominant protein of wheat, contains only 2 per cent of lysine, whereas glycimin, the predominant protein in soya flour, contains 9 per cent. Thus, the inclusion of 15 per cent of low-fat soya flour in macaroni would increase the amount of available lysine by 30 per cent.

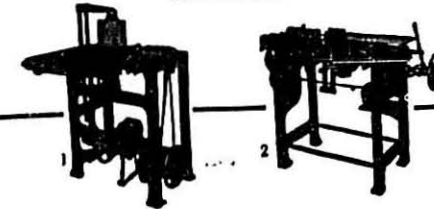
In feeding experiments Jones and Divine of the Agricultural Research Administration have recently shown that the average weight gain in 42 days of growing rats could be increased from 19 gms. with patent wheat flour alone, to 93 gms. with 85 parts of patent wheat flour plus 15 parts of

soya flour. The average gain per gram of protein consumed was 0.75 gms. in the case of the former as compared with 2.27 gms. in the case of the latter. The nutritional efficiency for growth of the total protein present was increased by more than 300 per cent through the blend of soya and wheat flour.

The annual production of macaroni and similar goods amounts to about 800,000,000 pounds. If 15 per cent of soya flour could be incorporated in one-half of this total production we could assure the American consumer not only the 30,000,000 pounds of additional protein but in all probability, the nutritional equivalent of 75,000,000 pounds of protein due to the increased nutritional efficiency obtained from the wheat protein as supplemented by the proteins of the soya flour. This would then be equivalent to about 350,000,000 pounds of lean meat or about 2.5 pounds of meat per capita per year. The Food Distribution Administration believes that this would be a major contribution toward the goal of assuring for all an adequate diet during the wartime emergency.

As a vehicle for vegetable protein, macaroni has been thought to be especially desirable since it is believed that it will carry more of the necessary proteins into the homes of many families with low incomes. It is these families that are affected to the greatest degree by the shortages and the relatively high prices of the animal protein products. We know that you, as manufacturers and distributors, will be concerned with such factors as color, flavor, costs, pricing and public acceptance. Each manufacturer will have his own problems with respect to these factors and the Food Distribution Administration will be glad to work with the industry to help solve such problems as they arise.

It pays to keep your machines in first class operating condition



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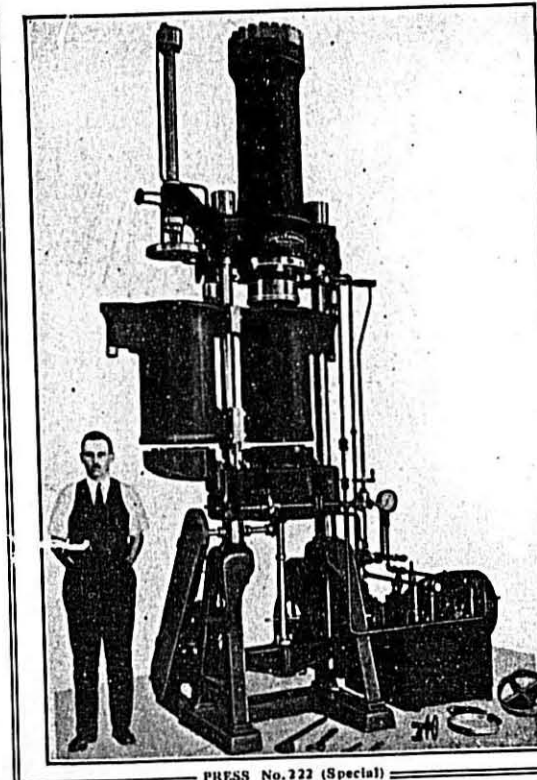
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## The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office  
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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.

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Vol. XXV JULY, 1943 No. 3



"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."

### Appreciate Conference

Macaroni-Noodle manufacturers and allied were loud in their praises of the timeliness of the conference held in Chicago, June 25 and 26, the arrangement of the program and the little niceties that made things generally pleasant, and the general results of the get-together. Many made personal expressions, and others took time to tell them in letters. Three such statements, by a manufacturer, by an observing allied and by a legal representative of a member-firm are given here as samples of the general reaction.

Mr. C. L. Norris, sales manager of The Creamette Co., Minneapolis, in acknowledging notice of his election as a Director of the National Association wrote, July 3, 1943:

Dear Mr. Donna:

"I shall be very pleased to do what I can to further the welfare of the Association and the Industry. Mr. James T. Williams, our President, and I want you to know that we feel that you, Mr. Wolfe and the other officers of the Association have been

doing a fine job and wish a continuation of the success."

Dear Mr. Donna:

"As general counsel to National Macaroni Manufacturing Co. (B. Filippone & Co.) of Passaic, New Jersey, I was a guest attendant at the Wartime Conference of the Macaroni Industry in Chicago.

"I want to offer you not only my congratulations on your conduct of this industrial conference but more so to express my personal thanks to you for the knowledge obtained in listening to your fine report on the industry and the things to come. It is obvious that you are rendering a very fine service. Your report was enlightening and thought-stimulating, and President Wolfe's handling of the program was superb."

Victor Greenburg, Attorney-at-law,  
Greenburg, Wilensky & Feinberg,  
Passaic N. J., July 3, 1943.

Baldwinsville, N. Y., June 29, 1943  
Dear Donna:

"Wonder if you appreciate that your Conference last week was one of the most smoothly operated and certainly one of the most helpful and enlightening macaroni meetings that I have ever attended! Much of it is due to your good work and to the fine job of Jack Wolfe. My congratulations to you both.

"This year I was only present as an 'observer' and it gave me a better opportunity to listen to the speakers and hear practically the entire program each day. Having no 'axes' to grind, I was enabled to obtain a fine cross-section picture of the macaroni-noodle industry as it is today.

"Your increased membership is excellent. May it continue to grow."

Howard Mitchell, manager  
Eastern Semolina Mills Division,  
International Milling Company,  
Brooklyn, N. Y., July 10, 1943

Dear Mr. Donna:

The Clermont Machine Company wishes to express sincere appreciation of your fine cooperation in helping make our cocktail party preceding the annual association banquet a big success. We have received many expressions and letters of appreciation.

In my opinion, the last conference was the best in a long time. I wish to thank you for your kindness and hospitality, also in the name of Mrs. Amato and Miss Surico.

Cordially,  
John Amato,  
Clermont Machine Co.

North Bergen, N. J., July 9, 1943  
Dear Mr. Donna: I think the Conference last month was fine, attendance larger than it has ever been since I remember and it has business meetings run right on schedule. Your membership increase is surprising.

We received a fine letter from President Jack Wolfe expressing his appreciation for our constructive efforts to improve the spirit and friendship among members of the Industry.

I want to thank you also for your kind and friendly cooperation with us, which has always been so helpful in improving our activities at these meetings.

Sincerely yours,  
Charles Rossotti,  
Rossotti Lithographing Co.

There is much satisfaction in rendering appreciated service, and especially so when the Association and Industry benefits. This expresses the feeling that generally prevails among the officers and directors who perform their accepted duties automatically and determinedly.

### BUSINESS CARDS

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Benjamin R. Jacobs  
Director

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### CARTONS

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### Manpower Problem in Macaroni-Noodle Industry

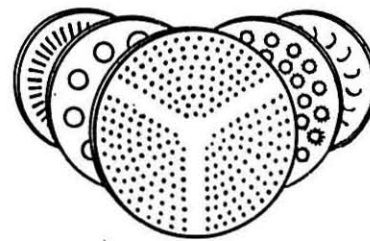
(Continued from Page 31)

war is paramount. Whatever controls or procedures are necessary to win it, we will and must establish. I urge you to remember that if we are going to win it and win it soon, it will be because all of us, employers, workers and government, have put the cause of Victory first and our own convenience and interest as individuals and as groups second.

Every day this war is prolonged, 1,000 men die, give up their lives, and \$250,000,000 worth of wealth is destroyed. I know that every one of you want to shorten it—bring victory. We are called upon to have tolerance and forbearance, for decisions in the interest of the Nation may hurt some of us. It will not be easy to solve our problems, unless all of us have an abiding faith in the sound common sense and common purpose of our fellow Americans in our united effort to win this war.

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### Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

### Patents and Trademarks

Poor Tires Might Imply Poor Meats

General conditions make it almost imperative that owners of good trademarks and trade names fully protect their rights to them and that the utmost care be taken by those who contemplate adopting new names for their brands to avoid infringements and other entanglements. The extremes to which firms with good trade names are subjected are noted in the following interesting case telling how Armour & Company, the meat packers, succeeded

in enjoining the Master Tire and Rubber Company from using the word "Armour" on tires some years ago.

Armour & Company contended that while they had no intention of ever manufacturing tires and had never used the name "Armour" on tires, yet their reputation would be injured because the manufacturer of rubber tires might put out a product in the market sold to the same people who bought Armour meats and that such tires might be inferior. Its customers might be led to believe that Armour was manufacturing tires and as a consequence the reputation of the Armour Company would be injured. The court agreed with them, although this seems to be the extreme limit to which such protection could be extended.

For one adopting a trademark it is therefore not sufficient merely to ascertain whether someone else has a trademark on the same line of goods. It is vitally necessary to be very sure that the name selected is not one already having been adopted by another company under which it has developed a widespread reputation.

The adoption of such a name leads to suspicion at once that it selection is only for the purpose of profiting from the reputation and goodwill of another company. The two products may be entirely different and the classes of customers may be entirely different, but nevertheless, this principle has been applied, oftentimes at great cost to the

infringer who frequently if not usually is unaware that he is doing anything illegal.

### Patents and Trade Marks

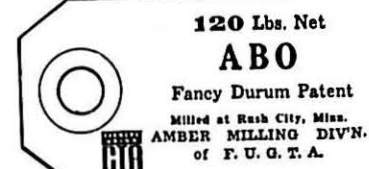
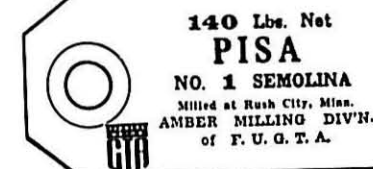
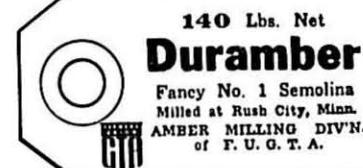
"Henri"  
The trade mark of Henry Foods, Inc., Long Island City, N. Y. Application was made November 2, 1940, for use on spaghetti dinners, cooked spaghetti in sauce, bouillon cubes, etc.  
The applicant claims use since May 29, 1929.

"Madonna"  
The trade mark of the Riverbank Canning Co., Riverbank, California. Application was made July 27, 1942, for use on cooked spaghetti, spaghetti sauce, macaroni and ravioli.  
The applicant claims use since January 22, 1923.

"Kenrose"  
The trade mark of the Kentucky Macaroni Company, Louisville, Kentucky. Application was filed April 27, 1942, for use on alimentary paste products—namely, spaghetti, macaroni, elbow spaghetti and noodles.  
The applicant claims use since February 19, 1942.

"Fontana's"  
The trade mark of the Fontana Food Products Company was renewed on July 17, 1943, for use on macaroni products, canned fruits and vegetables and pickles. The mark was first registered July 17, 1923.

"Ermore"  
The trade mark of the Kansas City Macaroni & Importing Co. was renewed, July, 1943, for use on macaroni, spaghetti, shells, vermicelli, egg noodles and macaroni soup. The mark was first registered in July, 1923.



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<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> <i>National Macaroni Manufacturers Association</i> Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First-- <b>INDUSTRY</b> — Then-- <b>MANUFACTURER</b></p>
<p><b>OFFICERS AND DIRECTORS 1943-1944</b></p> <p>C. W. WOLFE, President.....Megg Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUNEO, Adviser.....La Premata Macaroni Corp., Conditville, Pa. H. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
<p>Region No. 1 Robt. F. Sbercan, Essex Macaroni Co., Lawrence, Mass.</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, Megg Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Jack Procono, Procono &amp; Ross, Corp., Auburn, N. Y.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 S. E. Mountain, Fontana Food Products Co., So. San Francisco, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.</p> <p>Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn. At-Large V. Giatti, The DeMartini Macaroni Co., Brooklyn, N. Y. 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

### Enlarged Enrollment Encouraging

Manufacturers and allies who attended the Wartime Conference in Chicago last month expected the Secretary to report a good increase in the membership of the National Association. They were not disappointed, but delightfully surprised when the membership chairman read a list of 43 firms that had enrolled since the convention of June, 1942.

The Secretary's report as of the day preceding the opening of the recent conference shows the Association membership as made up of 101 Active and 14 Associate firms—all with dues paid up to June 30 and many to December 31, 1943. This is an increase of over 55 per cent during the year. It was made up of firms of all sizes, ranging from those in Class "A" with a daily average production of 100 barrels or more to the small fellows that convert fewer than 15 barrels daily.

The influx of new members is the result of increased interest in cooperative action, better business conditions and the extended service being rendered by the Association. Those who know the macaroni-noodle industry best freely estimate that the National Association now represents over 80 per cent of the better class firms in the business and approximately 80 per cent of the nation's total production of macaroni products.

There are still a number of progressive and influential firms that remain outside the fold for reasons which they

once thought sufficient, but the trend towards better support for the Association is progressing satisfactorily, with hopes that many of these will soon be enrolled. Evidence of this is the fact that two new Active Members and one Allied Member were enrolled during the conference, and another Active Member added as the result of the Secretary's Bulletin No. 1 (43-44), issued June 29.

This enlarged membership gives the National Association added prestige when appearing before governmental and other agencies in the interest of the whole industry, and encourages Association Officers and Executives to strive even more energetically to serve the interests of the progressive firms whose cooperation is so welcome.

Another good that comes out of increased numerical strength is reflected in the long list of registrants at the Chicago Conference last month. Commenting on the fine attendance, the Secretary stated: "Everybody in the business is making money now, but all have their troubles still, so why not get together."

Every nonmember was sent a copy of Bulletin No. 1 (43-44) on June 29 showing what the Conference had accomplished. Accompanying it was an Application Form. They will know what they should do with it, and it is the hope of their fellow manufacturers that many of them will do the right thing.

M. J. DONNA, Secretary

## The Macaroni Industry's Contribution to the War Effort

V. L. Bushman, Government Chairman  
Macaroni, Spaghetti, Noodle Industry  
Advisory Committee

The Macaroni Industry's contribution to the war effort has been particularly important from a nutritional standpoint since macaroni products are an important source of protein and fill a shortage in balanced diets resulting from rationing.

The War Food Administration is particularly desirous of seeing that civilian consumption of cereal products increases considerably and macaroni products play an important part in this program. Consumption of cereal products is urged because of their importance in furnishing needed protein and because cereals are generally in a more favorable position as to availability. To maintain this availability the Administration is also providing for increased production of cereal products.

The Macaroni Industry is in a very fortunate position in that it fits in so well in this program and because it could greatly increase its production to meet all estimated requirements simply by the elimination of processing bottlenecks.

### One Billion Pounds

To illustrate to what extent the Industry was capable of increasing its production let me cite the following figures: Production in 1939 was approximately 684,000,000 pounds ac-

ording to Census figures; this increased to an estimated 900,000,000 in 1942 and for the year 1943 it has been estimated to be about 1,050,000,000—estimates varying between one billion and one billion 100 million.

This increase was effected, not through materially increasing production facilities, but primarily by increasing the efficiency of its operations. The biggest bottleneck, as you all know, is "drying capacity." Some drying units have been installed to overcome this problem, all with the use of a minimum of strategic materials, which are so badly needed in the manufacture of war equipment.

No one can predict what the requirements for macaroni products will be this year or the next. Present estimates are for such quantities that there should be little trouble in meeting government requirements and civilian needs.

### Consultations On Program

To carry out the government's program expeditiously and wisely, the Macaroni, Spaghetti and Noodle Food Industry Advisory Committee was formed. It is the general policy of the Food Distribution Administration to consult with industries through Food Advisory Committees and the recommendations and advice of these committees are seriously considered in

the formulation and execution of the Administration's programs.

The Industry Advisory Committee advised that, based on anticipated requirements, the industry will be able to meet all requirements with its present production capacity and require therefore only a minimum of strategic materials to equalize facilities and for upkeep.

All of us have one common goal, toward which all of our efforts are being concentrated; that goal being to win this war. Therefore, our first consideration of any program is its contribution to the war effort. But in so doing Industry should not lose sight of the postwar period. Consideration must first be given to the war effort, and secondly to the effect such program will have in the post-war period in order to prevent recurrence of the situation in which the Industry found itself after the last war.

Task groups of the industry are now experimenting with fortification of macaroni products with soy flour, corn and wheat germ. There is a definite possibility that such enriched products will be required under the rehabilitation program. I'm sorry that the tests are not completed as yet, so that they could be discussed at this time.

The Macaroni Industry has every reason to be proud of its contribution to the war effort through increasing production to the estimated 1943 total which is believed at this time to be ample to meet all requirements, merely by efficiently equalizing its production lines.

Boy Scouts are supposed to do one good "turn" a day.

Automobile drivers are supposed to make all their turns good ones, if they want to stay out of the hospital.

The National Safety Council says that the 1942 traffic accident toll was 30 per cent under 1941, but even so 27,800 persons were killed and one million injured in motor vehicle accidents last year.

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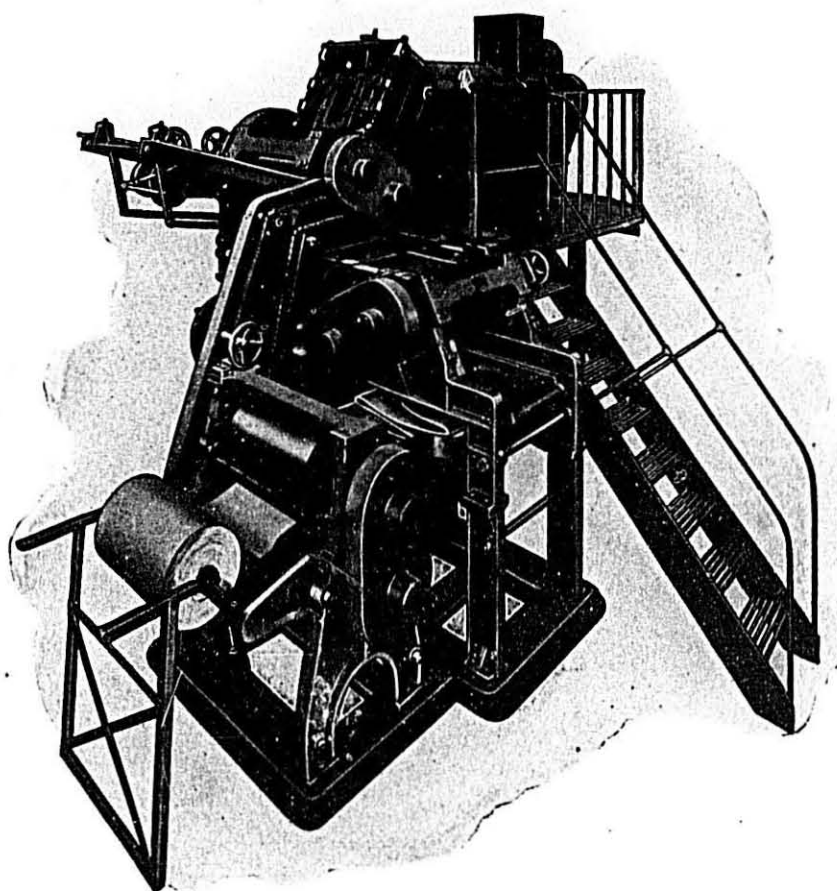
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From the flour bin to a sheet in continuous automatic criss-cross process, producing a uniform and silky dough sheet at the rate of 1600 pounds per hour.



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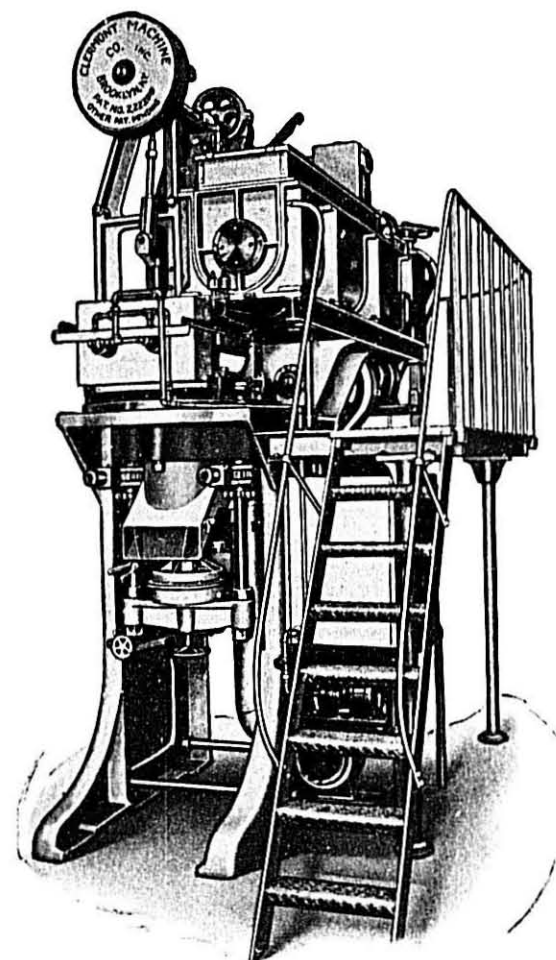
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*The Greatest Contribution to the Macaroni Industry  
Producing Far Better Macaroni Than Any Other Press*

BUY WAR BONDS AND STAMPS



Ingeniously Designed

Accurately Built

Simple and Efficient in  
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Production—1200  
pounds per hour

Suitable for long and  
short cut goods

Brand new  
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Has no cylinder,  
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Equipped with rollers,  
the dough is worked in  
thin sheet before  
pressed

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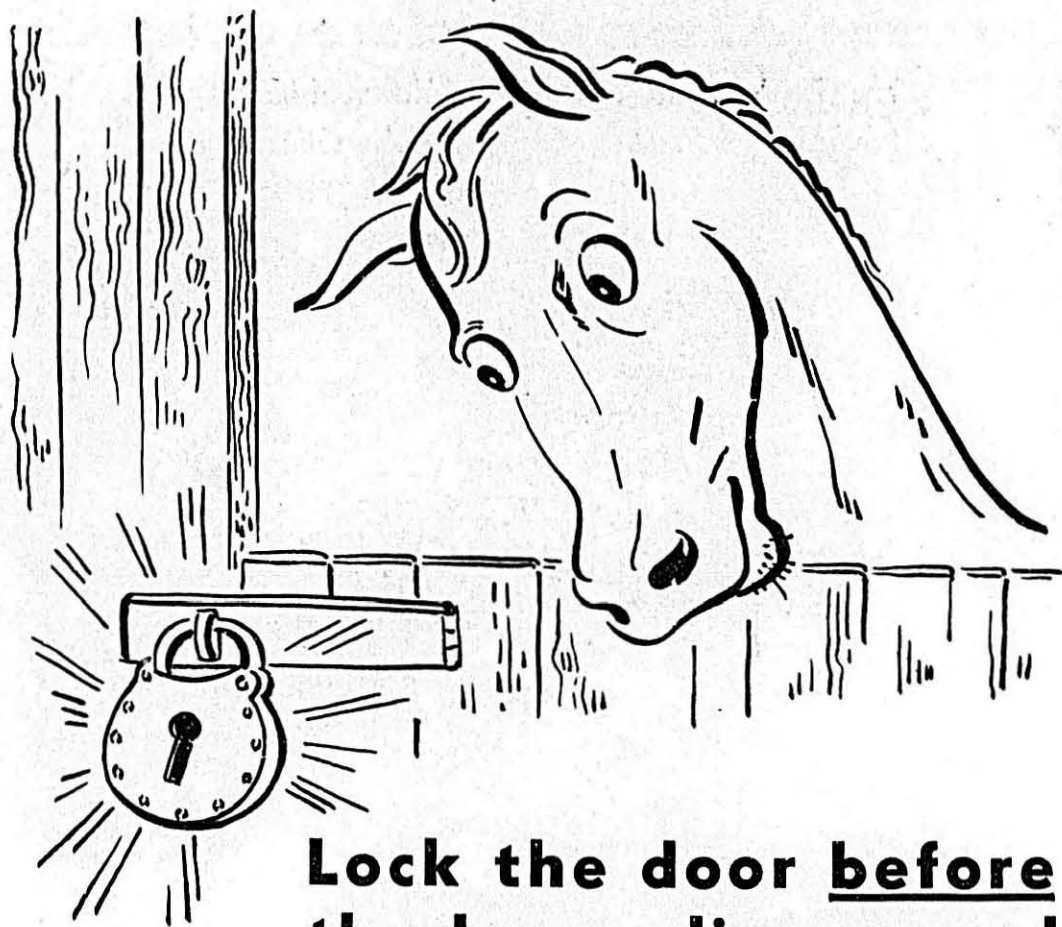
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## Lock the door before the horse disappears!

It's easier for manufacturers of spaghetti, macaroni, and noodles to get new business now, when so many other foods are scarce. The problem will be to *hold* that business after the scarce foods become plentiful again. . . . Best way ever found to hold business is to maintain *quality*—and the time to watch quality is *before* the business gets away!

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

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