

**THE
MACARONI
JOURNAL**

**Volume XXV
Number 11**

March, 1944

MARCH, 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

U. S. PHYSICAL FITNESS



Do Something About It

It is your responsibility to aid each worker to increase his or her physical fitness.

It is also to your advantage to do so.

Investigate and Coöperate.



Chicago, Illinois
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXV
NUMBER 11

Good Packaging

SELLS YOUR PRODUCT *in the store*



All the studied theories of design, merchandising and consumer-acceptance come to nought unless your package sells in the store.

The drawing board is no proving ground for a package. The real test comes at point-of-purchase. There, subject to Mrs. Housewife's cool, shrewd scrutiny, your package reveals whether it has the stuff of which winners are made. A worthy product, housed in a smart package, drops into market baskets with cheerful regularity.

In its forty-six years of service to the food industries, Rossotti has helped launch many big-name products on successful careers. Today, as ever, we can be depended upon to deliver the finest Labels, Package Wrappers and Folding Cartons

that can be manufactured from the pick of available materials.

Our regular accounts have first call on our facilities, of course. Nevertheless we suggest you consult us on your packaging problems and plans with a view to postwar development. Your inquiry will receive individual attention.

Rossotti

LITHOGRAPHING CO., Inc., NORTH BERGEN, N. J.
"BETTER MERCHANDISING THRU PACKAGING"

Questions! Will YOU Answer?

President C. W. Wolfe of the National Macaroni Manufacturers Association asks some pertinent questions that are puzzling the industry. It is in the nature of a self-interview with the entire trade as listeners.

They are suggestive enough almost to make a Sphinx talk . . . so won't YOU tell him WHAT YOU THINK?

—Editor.



C. W. WOLFE
President, National Macaroni
Manufacturers Association

Who Knows?

Who knows what has caused the lack of demand for macaroni products?

Which manufacturers have been smart enough to sense the course of demand soon enough that they kept their finished inventory from being a burden and can still employ all of their employes and keep them satisfied with their earnings?

Have estimates of government requirements for food been so large that food distributors and consumers have acquired too large an inventory of food?

Is liquidation of proprietorship of food the course to take now?

If the Army and Navy take 10 per cent each month of the physically fit males between 18 and 38, how many employes will the over-all food industry (farmers, converters, manufacturers, distributors), have SIX MONTHS from now—September 15?

Do you think you will get raw materials as readily then?

Do you think you will get packaging materials as readily then?

How much less production will you be able to make then?

If your price is lowered between now and September 15—who will be the stronger?

What causes lack of demand for macaroni products? Outside influences (competition of other foods) or macaroni products themselves?

What will be the competitive position of other foods to macaroni products six months from now? Will weather and workers to produce the other foods answer that? Will it be answered sooner if the early crops produced in the South are off?

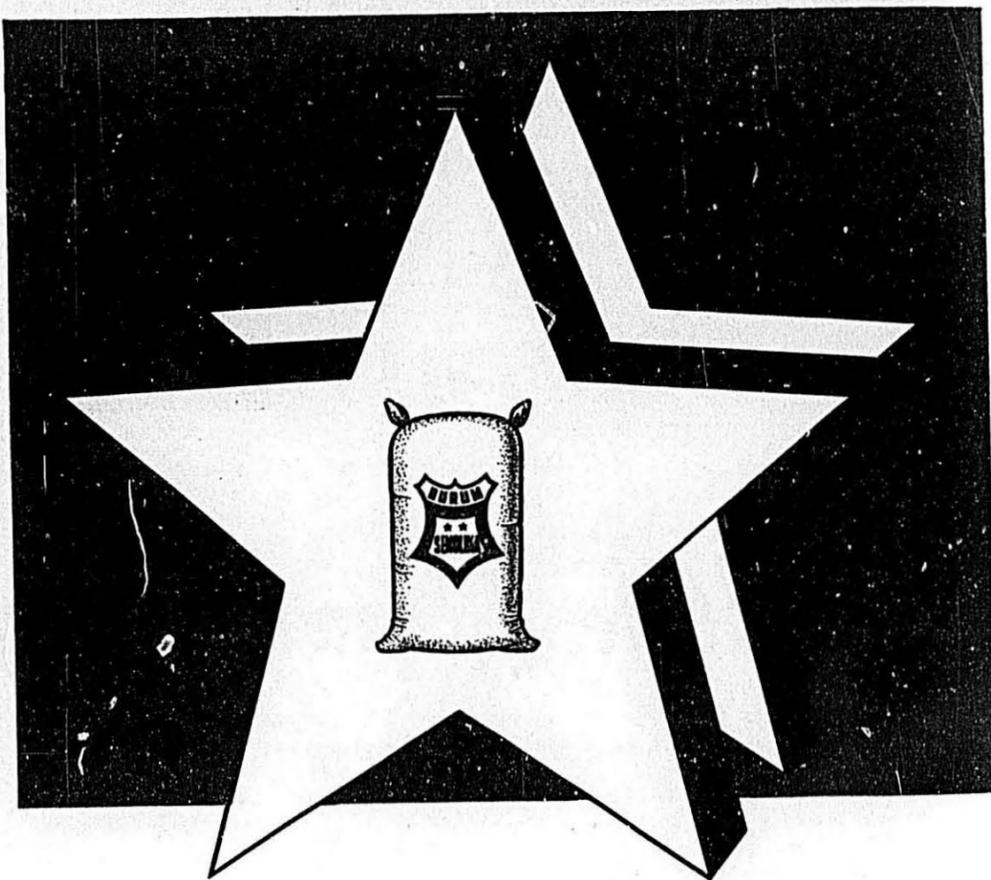
You have time to think now. WHAT DO YOU THINK?

Can your Association do a better job of selling macaroni products to the public? If they have the money? What would you give now to be busier? What would you give to be sure you would be busier later?

Just reading this and not saying anything—no comments from you—hardly makes the printing of these remarks worth while.

What do you think?

WHO KNOWS?



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

Volume XXV

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Physical Fitness In Industry

The Wealth of a nation is in the strength of its people.

Any macaroni-noodle manufacturing plant will operate with a greater chance of success when its workers are healthy and more nearly physically fit.

A physically fit home front, with men and women workers who can produce a maximum in the war effort, is the aim of every proprietor of any plant, however close to or remote from the war effort. Thus, a welcome is assured the nation-wide program now being put into operation by the Federal Security Agency aimed at curbing absenteeism and other handicaps to production as a result of physical deficiencies.

A committee of thirteen outstanding Americans has been named to carry on the planned program in industry, and proprietors of macaroni, spaghetti and egg noodle factories, large and small, as well as producers of all other necessary goods, are expected to cooperate unstintingly since it is most important that all working men and women in America realize that physical fitness in industry is as vital to the country's cause as it is with our armed forces.

The reported experience of the selective service boards is that Americans, as a whole, are soft of muscle and not overly fit physically, due to a life of comparative ease. Their figures show that one million men were rejected as unfit out of the first two million called in the draft, and then many of those that were accepted were not in top form, but only in good enough condition to respond to the process of becoming physically fit through training. This takes the armed forces six months, and even that length of time fails to compensate for years of soft living. What is said of men, is equally true of women who entered the services.

Just as the military provides physical fitness training to make and keep men and women *fit to fight*, so industry, labor and communities should provide opportunities for training for the physical fitness to make them *fit to work*.

Dr. William P. Jacobs, president of Presbyterian College, Clinton, South Carolina, a long-time leader in education, public affairs and athletics, has been named as chairman of the commission to stimulate physical fitness in industry. He observes: "We believe that with the cooperation of every employer, employee and community

that great strides can be made in a short time to increase the health and effectiveness of the workers of America. It will, however, take cooperation. Unless industry and industrial workers give real support, we will continue to fight on the home front under the handicaps of physical deficiencies which could be remedied to an important extent."

The program as conceived by the committee is to be taken directly to the nation's industrial executives, to labor organizations and trade associations, and to community leaders with the hope of enlisting their support in encouraging the workers to participate in regular habits and exercises. The drive for physical fitness embraces not only the obligation of the individual to keep himself or herself in good condition for sake of self, but to do so as a patriotic duty. Our men and women in the armed forces are giving so much that certainly we at home can spare a little time to keep ourselves fit to do the jobs at hand.

The commission to which owners of macaroni-noodle plants and their employees may look for help and suggestions, already has prepared booklets to inaugurate the program, copies of which may be obtained from the Committee on Physical Fitness, Federal Security Agency, Washington, D. C. There is a brochure for employers and labor organizations, outlining how physical fitness can be brought to every factory or workshop in America.

There is also a manual for the individual worker which describes more than fifty spare-time physical activities, plus variations of each, from which men and women of every age and condition can choose for enjoyment and physical development. Basic points stressed are: medical care, fresh air, sunshine, balanced relaxation, good food, proper sleep, and regular exercise. The gamut of exercising opportunities from a good stretch upon awakening to the more vigorous forms are described and illustrated.

No plant is too small, and surely none too large, to partake in the program that has for its objective the health and strength of employees. It seems wise to voluntarily request material from the Commission, rather than to wait to be asked to effectuate the program. A physically fit employee is the more dependable worker.

Numbers 25 and 40

To the Macaroni-Noodle Industry and its many friends, the Numbers TWENTY-FIVE and FORTY are currently magical . . . they mark birthdays of two important cogs in the annals of the trade.

The Twenty-fifth

In April, THE MACARONI JOURNAL celebrates the completion of a quarter century of continuous and helpful service to manufacturers of macaroni products and to the many fine firms that supply their manufacturing and distributing needs.

Plans are under way for a very appropriate observance of this Silver Anniversary, one in which all tradesmen and their friends may partake. The Anniversary additions in April each year have now become almost an institution in themselves, and both producers and suppliers look forward eagerly to each birthday number that marks another year of fulfillment of duty—a most pleasant task.

The Publication Committee has chosen for the JOURNAL's motto, something modern and in keeping with the times—"Gung Ho!—Chinese for 'Work Together'—to Win the War and Win the Peace."

It has most appropriately extended a **CORDIAL INVITATION** to

—all Macaroni - Spaghetti - Noodle Manufacturers,

—all Millers of Semolina, Farina and Macaroni Flour,

—all Suppliers of Eggs, Cheese, Sauces, Vitamins, Flavoring and other Ingredients,

—all Builders and Distributors of Production, Drying and Packaging Machinery, and Equipment, Dies and other Factory Needs,

—all Makers of Containers, Labels, Packaging Materials, Scales, Shipping Needs and Service of all kinds,

—all Interested in the present promotion and future development of this great and growing food Industry. . . .

TO JOIN in the proper observance of this Quarter-of-a-Century of Continuous Service by THE MACARONI JOURNAL to this food processing industry . . .

—a \$100,000,000 business,
—composed of over 350 factories in 32 states,

—producing annually in excess of 750,000,000 pounds of a good, nutritious and economical food that is daily growing in consumer favor.

A Special Appeal Was Made to Mr. Supplier—Sales Manager, Advertising Director and Agency:

Plan to use this Silver Anniversary Edition as your friendly MESSAGE-BEARER to Customers and prospective Clients in the Macaroni-Spaghetti-Noodle field,

BECAUSE—

—THE MACARONI JOURNAL is the only trade publication devoted exclusively to the promotion of a growing American Industry that processes and distributes Macaroni Foods,

—It has served continuously for 25 years as the Official Journal of the National Macaroni Manufacturers Association. Owned and published by the Association,

—It has been universally recognized as the official spokesman of the Industry, without competition for 40 years—(1904-1944),

—It enjoys the good will of this important food industry

—It has been edited and managed by the Association's Secretary, M. J. Donna, continuously since 1919, with one sole objective—the faithful promotion of the interests of the manufacturers and their suppliers,

—Its Anniversary Edition, April 1944, will feature appropriate articles in keeping with the Industry's part in the war effort, supplying both war and civilian needs, special articles of timely interest and many interesting illustrations; also historic facts, new regulations and production data that will increase reader interest, thus enhancing the value of all advertising messages contained and making this feature edition one that will be long preserved and frequently referred to by Industry leaders.

Come! Celebrate With Us!

A Special Invitation has been sent the Chief Executives of all firms that have been in existence more than 25 years, as well as all progressive firms established since 1919 to celebrate the dual Birthday.

We are proud of our 25 years of service to the Macaroni-Noodle Industry.

You must be equally proud of your years of service—short and fruitful, or long and satisfactory. *Why not let us celebrate together?* How?

Plan to take a page or less of advertising space in our Silver Anniversary Edition to mark another stepping-stone in our parallel careers. The purpose would be, *not to sell yourself or your products, but to show your pride in being a successful part in*

your chosen Industry. Other trades would splurge a little on an occasion such as this—why not us?

YOUR ADVERTISEMENT—

—May show a picture of your plant, interior or exterior, showing part your plant plays in modern industry.

—May be Historical, showing pictures or giving facts of the various plants you occupied in your career.

—May be factual, giving data, et cetera, about your organization.

—May be Complimentary to your Executive and Staff.

—May be appreciative of the JOURNAL, the Association, your Suppliers, anyone or anything contributing to your record achievement.

Please give this suggestion serious consideration . . . and let's have your order for space before March 30, 1944, if possible.

It has been a privilege to serve you for a Quarter of a Century. May it be our pleasure to serve you further.

The Fortieth

Not to be outdone, the Directors of the National Macaroni Manufacturers Association also very appropriately ordered the general observance of the Fortieth Anniversary of the founding of the trade association. It was on April 19, 1904, that a small group of pioneer manufacturers gathered at Pittsburgh, Pa., and there formed the present organization, whose membership has grown from a score to almost six score.

The Officers, the Executive personnel and the other members are hopeful that scores of nonmember firms, manufacturers and allied, will make the celebration of the Fortieth Birthday of the National Association most memorable by volunteering their membership as their way of helping to celebrate. A standing invitation to do so makes it easy for those still outside the fold to join their forces with a national body that has for 40 years carried the burden of organized action for the Industry's welfare.

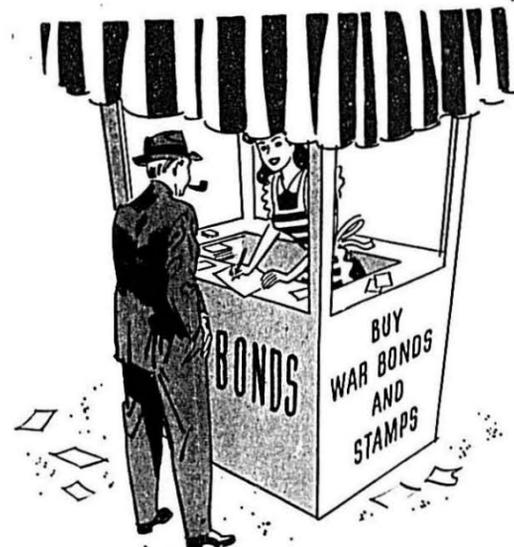
Felicitations are timely; congratulations are always in order, but applications for membership is the best way in which to manifest one's appreciation of the many years of fruitful service rendered them and all other processors and friends, engaged in a business that has had to fight continuously for a place "in the sun"—a never-ending battle in which all the forces in the trade might well join, unselfishly.

Come, celebrate with us, this double Anniversary!

March, 1944

THE MACARONI JOURNAL

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DIG DOWN! for More War Bonds!

We all get told to buy War Bonds from every direction every day.

That's true.

And yet those three words "Buy War Bonds" are the three little words that pack the best advice any of us can pass on to the other in these times.

Sure we know we should. We know all about the anti-inflation story of money in War Bonds not free to inflate prices of necessities and luxuries.

But the fact still remains that it is simply good common sense, good business, and

good "Americanism" to do just that . . . Buy War Bonds!

Not just some either. But *more*. Till it really pinches!

Those of us lucky enough to sleep in our own beds, eat our wives' good cooking, visit with our good friends of an evening, work at our jobs in safety and comfort, owe it to ourselves to **DIG DOWN** for more of those crispy, crackling shares in the American Way of Life.

It goes without saying that we owe it to our fighting men. So let's **DIG DOWN** and buy 'em, buy more . . . and keep 'em!

General Mills, Inc.

Central Division

Use Gold Medal Press-tested Semolina with full confidence. Many daily tests guarantee that this Semolina will help make the kind of macaroni products your customers insist



Durum Department

Chicago, Ill.

upon. Gold Medal Press-tested Semolina speaks for itself in quality, uniformity and consumer satisfaction.

"Press-tested" is a registered trade mark of General Mills, Inc.

Report of the Director of Research for the Month of February

By Benjamin R. Jacobs

The Office of Emergency Management of the War Manpower Commission is making a manpower industry-wide survey to determine to what extent the utilization of manpower can be improved.

It has requested the cooperation of the Macaroni Industry in this essential activity and I am now preparing material to use as a basis for a survey of the Macaroni and Noodle Industry to help with this problem.

The principal problems in which the War Manpower Commission is interested are:

(1) Changes in performance and operation of machines to reduce the number of workers necessary to carry on definite operations.

(2) Changes in machines or devices which may be affected and which would result in a reduced number of workers to perform the same functions.

(3) The extent to which women, handicapped or part-time workers can or have taken over jobs formerly held by men or full-time workers and the extent to which youngsters, oldsters, full or part time, have been employed and the results that have been accomplished.

(4) The extent to which absenteeism or turnover has been reduced and the means that have been used to bring this about.

When this information is received by this office it will be collected and returned to the members of the Industry cooperating in the survey as well as to the War Manpower Commission.

This is a most important inquiry and may result in material benefit to a number of manufacturers who have solved some of their manpower problems.

The Office of Price Administration (OPA) issued an amendment to Maximum Price Regulation No. 326 which reads as follows:

- (d) On or before March 1, 1944, or within ten days after his first sale of an item for which he determines a maximum price under 1440.3 (a), file with the nearest district office of the Office of Price Administration a statement showing (1) the maximum price so determined, and (2) if such price is the maximum price of a comparable commodity pro-

duced by him, the variety, type, brand (if any) container size and style of that comparable commodity, or, if such price is the maximum price of a comparable commodity produced by his most closely competitive producer, the name of that competitive producer and the variety, type, brand (if any), container size and style of that comparable commodity; and This amendment shall become effective February 21, 1944.

This refers particularly to new products or to old products under new weights, style or package, variety or brand, placed on the market.

A new procedure has been adopted by the War Production Board concerning filing of applications for machinery which are prohibited under L-292. This new procedure consists of instructions that have been sent by the Washington headquarters to all Regional Offices to the effect that all denials representing machinery of a value of \$2,500.00 or more, shall be referred to the Washington Office after the first appeal and all applications for machinery or material of less than \$2,500.00 shall be referred to the Washington Office after the second appeal.

Manufacturers of macaroni and noodle products who really are in need of machines and who are persistent enough to keep on pounding away after their applications are denied by district offices need not be discouraged as final appeals can be made to Washington.

Within the past day or two I have been informed by the War Food Administration that containers are becoming tighter every day. However, nothing has been decided as yet as to whether the Industry will be restricted in its use of packaging material but the outlook is pretty dark and it behooves every manufacturer to give serious consideration to methods of utilizing and conserving their containers by every possible device even to encouraging local customers returning used containers which are in good condition.

For the next issue of the MACARONI JOURNAL I shall prepare an article on problems involved in infestation of plants and shall discuss this in detail. The Food and Drugs Administration has been on the trail of a number of

manufacturers whose plants show various degrees of infestation, particularly by rodents (rats and mice). Under the provisions of the Federal Food Law products shipped in interstate commerce may be seized by the Government if they are manufactured in unsanitary plants regardless of whether or not the product itself is found to be contaminated. When, however, the product is found to be contaminated and the plant is also found to be infested the Food and Drugs Administration can, and will, I am advised, institute proceedings against shippers on both counts and will also hold officers or key employees personally responsible for these conditions.

OPA Rulings and Orders

Only Human Foods in Cans

The War Production Board on February 29 issued Interpretation 2 to Conservation Order M-81 to implement the intent of the order that only foods designed for human consumption be packed under the provisions of the order. The purpose of the interpretation is to prevent the packing of pet foods in metal cans. The order reads:

PART 3270—CONTAINERS
[Conservation Order M-81, Interpretation 2]
CANS

Schedules I and II list the foods which may be packed in cans. The foods so listed are limited solely to foods which are intended for human consumption. The order does not permit the canning of foods for animals or pets.

Issued this 29th day of February, 1944.

WAR PRODUCTION BOARD,
By J. JOSEPH WHELAN,
Recording Secretary.

Correction

In listing those in attendance at the Mid-year meeting last January in the February issue of this publication, Mr. H. H. Rader was reported as a representative of the Pillsbury Flour Mills Company, whereas he actually is a representative of Washburn-Crosby Company . . . and a fine one, at that. Sorry, Mr. Rader.

In 1941, cheese made in factories in the United States totaled nearly 1,000,000,000 pounds, about half of which was made in Wisconsin.

March, 1944

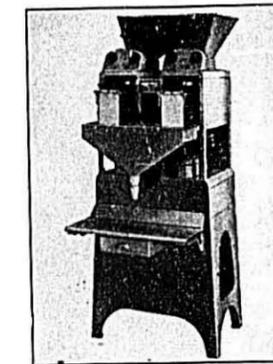
THE MACARONI JOURNAL

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A COMPLETE LINE OF PACKAGING EQUIPMENT

...Keyed to the Macaroni Industry

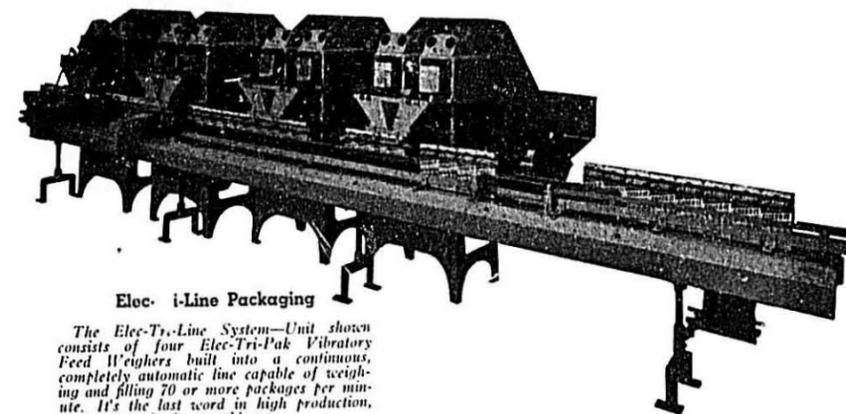
For years Triangle has pioneered in the development of packaging machinery specially to meet the requirements of the macaroni industry. Because of this, Triangle machines enjoy a reputation as "standard" for packaging many macaroni products. Development and refinement of Elec-Tri-Pak Vibratory Feed Weighers has further enhanced this reputation, and today Triangle can promise you that after the war there will be a sensational new Elec-Tri-Pak for packaging macaroni products.



Model N2A Elec-Tri-Pak

The finest and most accurate weigher for macaroni products ever manufactured. No other weigher can approach the Elec-Tri-Pak for flexibility, quick change-over, self-cleaning and downright production efficiency.

You can continue to count on Triangle packaging machines for both today's and tomorrow's needs! . . . Write now for details and latest bulletin.



Elec-Tri-Line Packaging

The Elec-Tri-Line System—Unit shown consists of four Elec-Tri-Pak Vibratory Feed Weighers built into a continuous, completely automatic line capable of weighing and filling 70 or more packages per minute. It's the last word in high production, precision packaging machinery.



TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

Sales Representatives in: New York; Los Angeles; Dallas; San Francisco;

Denver; Cleveland; Birmingham; Framingham, Mass.; Montreal, Can.

New OPA Price Regulation

Must File Prices on New Products

Following is the official announcement of the new ruling by the Office of Price Administration covering the filing of prices by macaroni-noodle manufacturers on any new products they intend to market:

Amdt. 2 to MPR 326—Macaroni Products and Noodle Products
Press Release
Cleared and issued through facilities of the Office of War Information.

The regulation controlling maximum prices for macaroni products and noodle products was amended by the Office of Price Administration on Feb. 15, 1944, to require producers to file reports with OPA on new products and on products priced by them by adopting maximum prices of comparable commodities.

Formerly, no provision was made for maximum price reports on products that have been added to producers' lines since the regulation went into effect, and reports were not expressly required on products priced by them by adopting maximum prices of comparable commodities.

The new amendment requires the reporting of maximum prices on both types of products to the nearest OPA district office on or before March 1, 1944, or within ten days after the first sale of an item.

(Amendment 2 to Maximum Price Regulation No. 326—Macaroni Products and Noodle Products—effective February 21, 1944.)

REGULATION

(Document No. 27858)
Part 1440—Processed Food Commodities (MPR 326, Amdt. 2)
Macaroni Products and Noodle Products

A statement of the considerations involved in the issuance of this amendment has been issued and filed with the Division of the Federal Register. Maximum Price Regulation No. 326 is amended in the following respects:

1. Section 1440.8 (d) is redesignated § 1440.8 (e).
2. A new § 1440.8 (d) is added, to read as follows:

(d) On or before March 1, 1944 or within 10 days after his first sale of an item for which he determines a maximum price under § 1440.3 (a), file with the nearest district office of the Office of Price Administration a statement showing (1) the maximum price so determined, and (2) if such

price is the maximum price of a comparable commodity produced by him, the variety, type, brand (if any), container size and style of that comparable commodity, or, if such price is the maximum price of a comparable commodity produced by his most closely competitive producer, the name of that competitive producer and the variety, type, brand (if any), container size and style of that comparable commodity; and

This amendment shall become effective February 21, 1944.

Note: All record-keeping and reporting requirements of this regulation have been approved by the Bureau of the Budget in accordance with the Federal Reports Act of 1942. (56 Stat. 23, 765; Pub. Law 151, 78th Cong.; E.O. 9250, 7 F.R. 7871; E.O. 9328, 8 F.R. 4681)

Issued this 15th day of February, 1944.

CHESTER BOWLES,
Administrator.

Cereals and the Waistline

(By the Bureau of Human Nutrition and Home Economics, Agricultural Research Administration)

"Eat more cereals and don't worry about the waistline," says Dr. Henry C. Sherman, Chief of the Bureau of Human Nutrition and Home Economics.

About one-fourth more grain food with more fruits and vegetables can well be used in American wartime meals to offset reduced quantities of meat, fats, and sweets.

What is said here about other cereal foods, goes doubly for Macaroni, Spaghetti and Egg Noodles. They are natural protein foods, economical, full of natural energy, fine substitutes for rationed meats and capable of blending and combining with other foods in dishes to suit all tastes.

The woman who does not want to gain weight need not juggle arithmetic sums to balance calories. Chances are she's getting less sugar and fats in her meals than she had in peacetime, and using more of her energy on extra wartime jobs. Spotwelder or housewife, if she's physically active she needs a good deal of energy food. And that's likely true for the whole family including the children who always require plenty of body fuel.

True, years back, nutritionists were

alarmed at the diets heavily loaded with bread and other "starchy" foods and not balanced with enough of the protective foods. But times and cereals have changed. Today, flours and cereals are enriched to put back many of the values once lost in milling. And there is improved marketing of whole grain products which are superior, particularly in protein quality.

When eating more cereal foods, be resourceful, says Dr. Sherman. Eat grain foods in any form enjoyed, being sure to include in the meals more fruits and vegetables to add the vitamins and minerals lacking in cereals. Use cereals in soups, in scalloped dishes, as breakfast food, in bread-stuffs, in desserts. And remember there is more than one kind of spread for bread.

Butter and other fats and meat are the less watery foods that can be "stockpiled" or transported. On the other hand, it would be foolish to stint on perishable foods which are likely to be wasted if not eaten fresh. So to Victory Gardeners. Dr. Sherman's advice is, "Enjoy the fruits—and vegetables—of your labors now. They'll never be any better than when garden-fresh."

As for cereals—while they're among the transportable foods, they are plentiful. They're economical and help keep down the grocery bill. The homemaker and her family may eat all they wish and still feel patriotic.

Glass Containers Restrictions

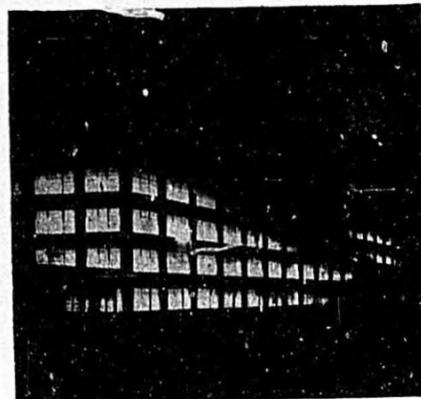
In order to provide adequate glass containers for the food pack, restrictions on the delivery and use of glass containers will probably be continued under Limitation Order L-103-B until the end of the year. E. F. Tomiska, Director of WPB, Containers Division, has announced.

When WPB Order L-103-B was issued on July 1, it was scheduled to expire on October 31, 1943, as it was then anticipated that curtailment of production of a number of items during the period would provide sufficient glass containers to take care of the food program developed by the War Food Administration.

However, as preliminary survey figures now indicate that the demands made on the glass container industry continue to exceed the productive capacity, consideration is being given to continuing quota restrictions (perhaps with some modifications), covering the delivery and use of these containers under L-103-B until December 31, 1943.

A 24-inch pipeline from Texas to the East, now under construction, will deliver approximately 200,000,000 cubic feet of natural gas daily by next fall.

"DELIVERING THE GOODS" FOR VICTORY!



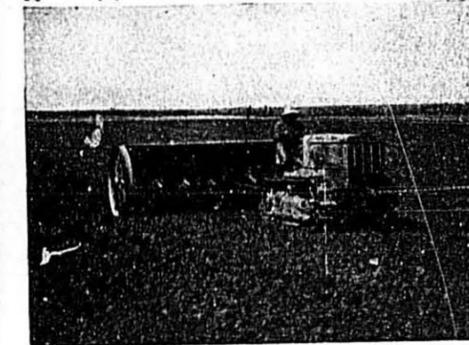
2. Chemicals for making Munitions



4. Foods to Civilians here, abroad



1. Supplies to Armed Forces



(Photo Underwood-Stratton)

3. Fertilizer, Feed, to Farmers

Multiwalls, in active service all over the world, safely deliver more than 300 commodities essential to VICTORY!



MULTIWALL
MULTIPLY PROTECTION • MULTIPLY SAFETY
ST. REGIS PAPER COMPANY
TARRANT CORPORATION • THE VALVE BAG COMPANY
NEW YORK 17: 230 Park Avenue
CHICAGO 1: 230 No. Michigan Ave.
BALTIMORE 2: 1140 Baltimore Trust Building
SAN FRANCISCO 4: 1 Montgomery St.
And Offices in Other Principal Cities
In Canada, Bates Valve Bag Co., Ltd., Montreal, Que., Vancouver, B. C.

Wartime Recovery of Empties

By Ernest A. Dench

One United States governmental agency urges the maximum reuse of containers, whether of fiber, wood, glass, metal or cloth. Of these five materials, fiber is the least promising wartime salvage in its original form, and to the original shipper. Nevertheless, this United States governmental agency makes the recommendation to "use special spot, strip or tape seal to close fiber containers sufficiently well to carry, yet be opened with the minimum of damage and so keep the containers in circulation."

But it is easier said than done, since the mightiest headache is in obtaining full cooperation from business and industrial users. This takes time, patience and money. The British discovered, earlier in the war, that it is one thing to ask wholesalers and retailers to return containers for reuse by manufacturers—and another thing to get them back, especially in sound condition. British manufacturers first tried the patriotic approach, but found it did not work in what are strictly business transactions between the three main branches of a trade. The buyer, just like the seller, is concerned with his own selfish interests. That's business all over, war or no war.

However, British manufacturers noticed this gradual difference: The longer the wait for Victory Day, the more the selfish interests of seller and buyer are interlocked. Cooperation can be courted, provided the seller does not overplay his hand.

"Return our empties—and you'll get more supplies" became the British manufacturer's theme song, expressed in different ways and in different media. That it is a never-ending campaign is evident by the fact that British manufacturers are still at it in their advertisements to the trade. Copy forcefulness has evolved by the trial and error method. A review of recent advertising highlights in the British empties campaign should prove of timely helpfulness in conducting such educational work in the U.S.A. Sloganized copy is now in high favor because it swiftly registers and has a cumulative effect when sufficiently repeated.

"Tis human to forget, and make a partial or incomplete return of empties. One firm hammers home its "Make a Dozen Count Twelve" objective to the trade. The slogan is illustrated with a fiber crate, all the twelve "nests" in which are occupied with glass empties.

"Make a Stack and Send Them Back," implores another advertiser. He gives his reasons why: "You will

be credited for all empties returned in good condition, and thereby help us maintain supplies. HELP US TO HELP YOU."

"Keep Them on the March," suggests another firm, whose announcement illustrated two long and even rows of fiber containers arranged like soldiers on parade. "Continual cooperation in returning empties will be of mutual benefit," is this advertiser's parting shot.

A woman porter is shown pulling a railway express truck on the station platform. All the empties on the hand truck bear "Return to Bush" stenciled markings. The remaining half of the advertisement story contains the sloganized appeal: "Return to Bush and in turn they'll return to you."

Another advertiser expresses the same thought as the above in different words: "Hand the empties to our collector and help us deliver NEW empties to you."

Under the caption of "A Rhyme with a Reason," one manufacturer sponsors this verse:

"Cartons, cases or carboys sent back
Are urgent necessities to refill and
repack.

So LAUTIER FILLS, to ensure your supply,
Trusts you will help—on you they
rely.

It takes little effort, as when they arrive,
To empty and send back, and so help
the drive.

Let's help one another, and thus beat
the Hun
By an all-out effort, 'til Victory is
won."

Humor Employed

In at least one instance the American comic strip technique is being employed. It depicts, step by step, the knack of opening and later closing a fiber container without damaging it. This advertisement points out: "You will be doing everyone, including yourself, a good turn, because we need packing for your order just as we do for everyone else's."

A humorous outburst in the conventional single illustration style shows an unbroken line of empties moving back to the factory where they were originally filled with merchandise. The shipping clerk had dreamed such an unusual spectacle, so had sleep-walked from his bed in the wee sma' hours to the factory where he was employed. "It's Merely a Dream," ex-

plains the caption. For all its fanciful treatment and British brand of humor, the advertisement does not omit a factual reminder at the end: "Please help us by returning all empties as soon as possible."

Association Aid

Trade associations have pitched in to help their manufacturer members get their empties back. Their semi-official status allows them to be more blunt in urging buyers to cooperate. Consider this example: "Manufacturers now find it necessary to inform the trade that only those customers who return chargeable empties promptly, and in good, sound, clean condition, will have first call on existing stock."

Delivery Checks

British manufacturers having their own delivery systems pay a small bonus to their truckmen for collecting empties. Even with this incentive, it is necessary to keep each truckman on his toes and eliminate the "I forgot" alibi. All outgoing shipments are numbered, package by package. If fibre containers numbered 51 to 100 are taken out on a specific route, the truckman is expected, on his next coverage of the route, to bring back, as empties, fibre containers numbered 51 to 100. The record is made on a GOODS INWARD sheet, giving date of return, type and number of empties, and name and address of customer. A shipping clerk initials the record after verifying the related GOODS OUTWARD sheet. Both records are filed under the customer's name. The delivery man is on his mettle, when faced with a check-in as thorough as the check-out.

By governmental orders distribution in some British trades is now regional. The problem faced by firms formerly with national distribution is the return of empties from the out-laid areas. One seller in his recovery efforts uses two-in-one copy appeal. He first asks the favor of "helping our salesmen to collect your empties." Second is the reminder that "Davenport's Products will again be available after the war." If one reads between the lines, buyers faithful in returning empties NOW will have FIRST call on supplies when wartime restrictions on distribution are removed!

(All Rights Reserved)

Soviets Like Trucks

Lend-Lease has already supplied Russia with 80,000 trucks.

March, 1944

THE MACARONI JOURNAL

13



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

Four Violations Reported

Food and Drug Administration Gives "Notices of Judgment" in December 1943 Report

The Federal Security Agency of the United States Government is giving proof that it will not desist in its vigilance even in the face of grave problems growing out of the war. The Food and Drug Administration is especially determined that adulteration of foods must be stopped as a safety and protective measure.

Four cases involving macaroni products were reported on in the December, 1943, decisions, Nos. 4251 to 4500. Just the description of the case, its charges and decisions are presented herewith.

Case 4314. Adulteration and misbranding of macaroni. U. S. vs. 32 packages and 6 1/2 cartons of macaroni. Default decree of condemnation and destruction. (F.D.C. No. 8456. Samples Nos. 17224 F, 17335 F.)

Adulteration Charges—Six:

1. Infested.
2. That an invaluable constituent, egg, had been in whole or in part omitted therefrom.
3. That artificially colored dough deficient in egg solids, had been substituted in whole or in part for the egg dough it purported to be.
4. That its inferiority had been concealed by the addition of artificial color.
5. That the artificial color had been added thereto or mixed or packed therewith to make it appear better or of a greater value than it was; and
6. That it contained a coal-tar color other than one from a batch that had been certified in accordance with regulations as provided by law.

Misbranding Charge: Names were false and misleading as applied to macaroni deficient in egg solids and artificially colored.

Decree: No claimant having appeared judgment of condemnation was entered, and the product ordered destroyed.

Case 4315: Adulteration of egg noodles. U. S. v. 242 cases and 306 cases of egg noodles. Default decree of condemnation and destruction. F.G.C. No. 8657. (Samples Nos. 24471-F, 24475-F.)

Adulteration Charge: That product had become infested and bore label "Pure Egg Noodles."

Decree: No claimant having appeared, judgment of condemnation was entered, and the product ordered destroyed.

Case 4316: Adulteration and misbranding of egg noodles. U. S. v. 147 cases of egg noodles. Default decree of condemnation. Product ordered delivered to state institution. (F.D.C. No. 8634—Sample No. 4288-F.)

Adulteration Charge: A valuable constituent, egg, had been wholly or in part omitted therefrom; that a substance deficient in egg solids had been substituted, wholly or in part for egg noodles, which the article purported and was represented to be.

Misbranding Charge: In that the statement "Pure Egg Noodles" was false and misleading as applied to an article that was deficient in egg solids, and in that it was

offered for sale under the name of another food—egg noodles.

Decree: No claimant having appeared, judgment of condemnation was entered, and the product was ordered destroyed. Later this judgment was amended to order the product delivered to a state institution instead of being destroyed.

Case 4317: Adulteration of egg noodles. U. S. v. 93 cases, 14 cases and 8 cases of egg noodles. Default decree of condemnation and destruction. (F.D.C. Nos. 8450 and 8687. Sample No. 14240-F, 14546-F, 14547-F.)

Adulteration Charge: Product was infested.

Decree: No claimant having appeared, judgment of condemnation was entered and the product was ordered destroyed.

Cheddar Cheese Higher

An increase of 3.8 cents per pound to the ceiling price of natural or processed Cheddar cheese sold to United States Government war agencies was allowed February 25 to manufacturers and "authorized assemblers" of this important food item by the Office of Price Administration.

This action, effective March 1, 1944, is linked with the new regulations of the War Food Administration providing for the recapture by the Commodity Credit Corporation of subsidy payments made by the latter agency to manufacturers of Cheddar cheese sold to Government war agencies.

In short, the Commodity Credit Corporation will no longer pay its 3.3 cents per pound weighted average subsidy payments for Cheddar cheese sold to any Government war agency. Instead, a Government war agency will pay a manufacturer or "authorized assembler" 3.8 cents per pound more for Cheddar cheese than it did before. (For a definition of "authorized assembler" see Food Distribution Order No. 15, as amended.)

This will not effect an increase to producers or sellers of Cheddar cheese, and will have no effect on the level of retail prices or the cost of living. The 3.8 cents per pound subsidy is continued for all other sales.

The agencies affected by this increase in ceiling prices are:

War Food Administration and any agency thereof, including Dairy Products Marketing Association, Inc.; U. S. Army Quartermaster Market Centers (including Field Headquarters); U. S. Army Quartermaster Depots, and U. S. Navy Market Offices.

Thousands of food parcels packed by volunteers are regularly shipped by the American Red Cross for distribution to American and United Nations prisoners of war and civilian internees in Europe. Similar shipments also go to the Far East. The Red Cross serves on every front. Maintenance of Red Cross services, however, depends upon the response to the 1944 Red Cross War Fund appeal. Let's give!

Death of D. S. Binnington

Research Chemist of General Mills, Inc., Dies After Brief Illness

D. S. Binnington, 42, a member of the chemist staff of General Mills, Inc., for several years, died February 25, 1944, after an illness of about two weeks. His body was taken to Winnipeg, Canada, for burial.



D. S. BINNINGTON

Born in Grimsby, Lincolnshire, England, he went to Canada as a young man and held many important positions in wheat research laboratories in Western Canada before joining the General Mills, Inc., staff in 1938. He was a recognized authority on wheat culture and prepared many papers and books on wheat, specializing on durum when employed as research analyst by the National Research Council of Canada.

Several articles by this well-known authority have been printed in THE MACARONI JOURNAL. He was well known in scientific circles in both this country and Canada. He was a fellow of the Canadian Institute of Chemistry and a member of the American Association of Cereal Chemists of this country.

Fish—4 Billion Pounds in 1944

Coordinator of Fisheries, Harold L. Ickes predicts that over four billion pounds of fish and shellfish will be produced by the United States and Alaska in 1944. Though this will exceed the 1943 production, it will be 400,000,000 pounds short of the normal production.



Soy Flour

NO doubt you have investigated the possibilities of soy flour at some time in the past. But unless you have looked into the matter recently, your information already may be far outdated.

For new things are being discovered about soy flour every day. Staley's seventy-

man laboratory of food chemistry is engaged in continuous tests involving this amazing new food product ingredient. New uses for soy flour, new applications, new methods and procedures are constantly being brought to light.

So you may find it will pay you well to look into the advantages soy flour can offer you today. Whether your aim is to give your foods extra protein content, richer flavor, more appetizing color and texture, or whether you are seeking new savings in material costs, soy flour may now offer you just what you need.

Send the coupon below for special informational material covering tested applications of soy flour in your field. Or write us fully regarding any questions you may have. There will be no obligation whatsoever.

How Soy Flour is Used in the Paste Goods Field

Spaghetti, macaroni and other paste goods, enriched with Staley's Soy Flour, have proved definitely successful. Richer in flavor, more satisfying, richer in body-building protein! Take advantage of the variety and product improvement offered by this amazing new ingredient. Write for full information today.



A. E. Staley Mfg. Co.,
Decatur, Ill.

Please send me your latest scientific findings regarding the uses of soy flour in the Paste Goods field, with special reference to

Name

Address

City State

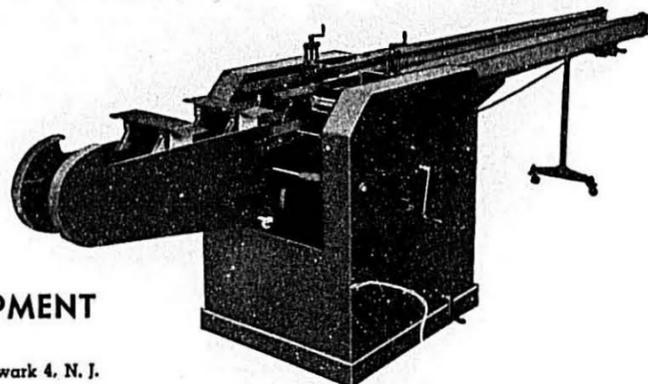
Mechanized Carton Sealing at Small Cost

You no longer need complicated, expensive special equipment to seal cartons mechanically. A CECO Carton Sealer will quickly and inexpensively seal and deliver your cartons right to the shipping case. It is instantly adjustable, without special tools, for any carton depth from 1" to 12" and for speeds up to 60 per minute. Machine seals and squares-up both ends of cartons simultaneously. It is mounted on casters and fully portable.

A CECO Carton Sealer will produce cleaner, stronger, better-looking packages at a saving which should pay back your low initial investment within a year. Send for details, now.



Adjustable
CARTON SEALER




CONTAINER EQUIPMENT
CORPORATION

210 Riverside Ave. Newark 4, N. J.

1944 Red Cross War Fund

When bombs fall there is no time to send help half way around the world. When a badly wounded fighting man needs a transfusion, it is too late to begin looking for a blood donor or find a nurse to care for him. When a lonely soldier learns of trouble at home, he needs help—immediately.

The American Red Cross provides that help wherever and whenever the need arises. A continuous procession of blood donors must be maintained, nurses must be recruited for the Army and Navy, trained Red Cross workers and supplies must be sent to camps, hospitals and foreign theaters of operation the world over.

When a train crash leaves scores injured, when flood engulfs a town, when epidemic strikes, delay may cost lives. Red Cross disaster relief and medical supplies, held in readiness for such emergencies, plus trained workers to rescue and assist victims and help in their rehabilitation, will prevent delay and thus save many lives.

To fulfill its many obligations to the armed forces and our people, the American Red Cross needs your help. During 1944 it must supply some 5,000,000 blood donations. Each month 2,500 nurses must be recruited for the



Your RED CROSS is at his side

packed, surgical dressings made and the thousand and one details of administering a far-flung, busy organization must be attended.

All activities of the American Red Cross are financed by voluntary gifts and contributions. During March, designated by President Roosevelt as Red Cross Month, the American Red Cross must raise its 1944 War Fund of unprecedented size to meet unprecedented needs. Your contribution will assure maintenance of all Red Cross services and thus indirectly help save many a life. Let's give!

Meat Consumption and 1944 Expectation

Army and Navy. Red Cross field directors and other trained personnel must be stationed at military and naval posts and hospitals to help our fighting men and their families when personal trouble brews, a task in which the Red Cross chapter on the home front ably does its share.

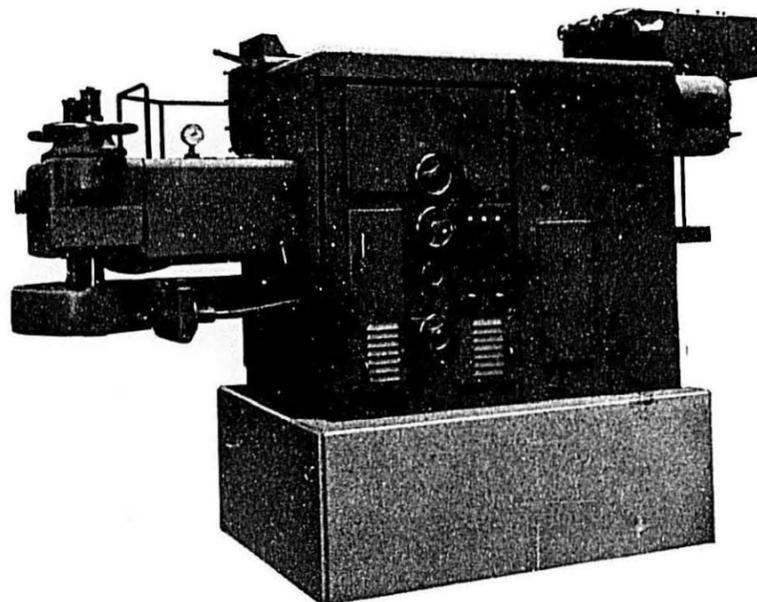
At home the Red Cross must continue to maintain a state of alert. Disasters must be met as they occur. Nurse's aides and first aiders must be trained and other educational projects continued. Food parcels for distribution to prisoners of war must be

T. Henry Foster, Chairman of the American Meat Institute, estimated that the per capita consumption of meat by Americans in 1943 was the same as in prewar years, about 182 pounds . . . but that the Federally inspected meats supplied by meat packers to our armed forces in 1943 exceeded that of 1942 by more than 64 per cent.

He estimates the 1944 meat production to approximate 25,000,000,000 pounds, about a third of which will be required for feeding the armed forces.

THE MODERN PRESS FOR THE MODERN PLANT

MACARONI — SPAGHETTI — NOODLES — SOUP PACKAGE GOODS, ETC.



Continuous Paste Goods Press

Type TPJ

For Long Goods
For Short Goods
Fully Automatic

1000 Pounds
Capacity
Per Hour

1860



1944

Thorough Mixing
All Working Parts
Completely Enclosed

Ask for
Literature
and Full Data

BUHLER BROTHERS

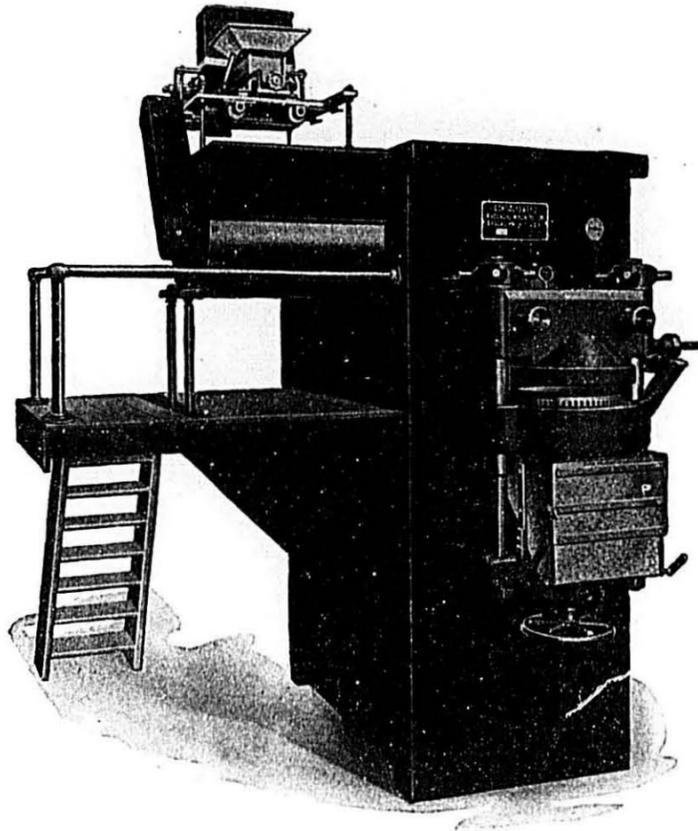
INCORPORATED

NEW YORK

OFFICE:
60 BEAVER STREET
NEW YORK 4, N. Y.

ASSEMBLY PLANT
611 WEST 43RD STREET
NEW YORK 18, N. Y.

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.

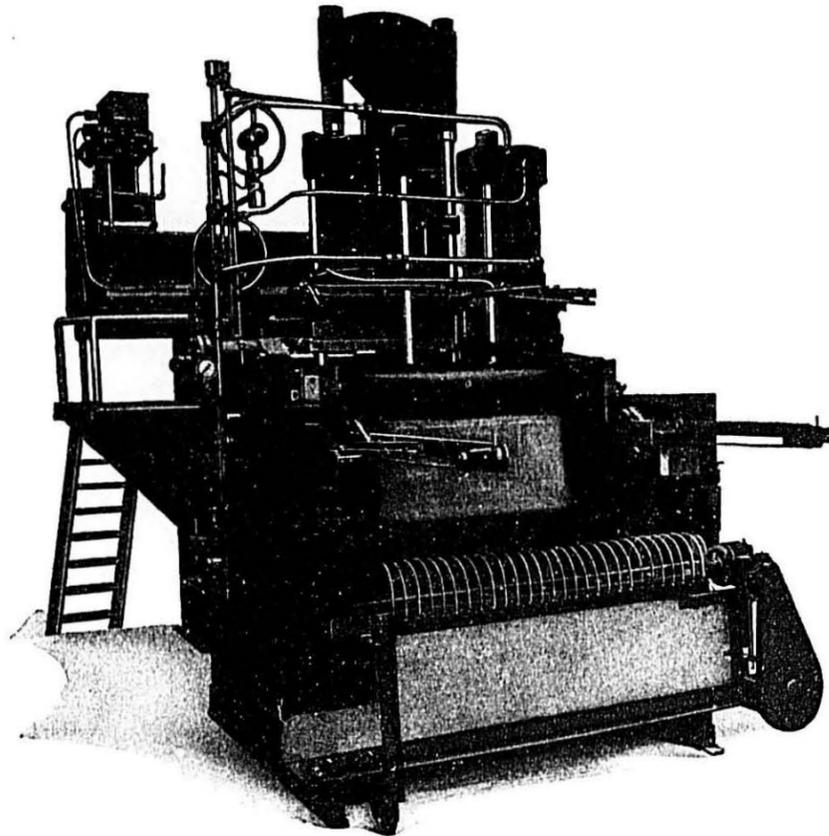
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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 500 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

Liquid, Frozen and Dried Egg Production January, 1944

Commercial egg breaking plants in January produced 71,370,000 pounds of liquid egg for immediate consumption, drying and freezing, 68 per cent more than the 42,571,000 pounds produced in January last year. The quantity produced for immediate consumption totaled 2,202,000 compared with 1,175,000 in January last year. Production for freezing was 11,796,000 pounds compared with 3,140,000 in January, 1942. The remaining 57,

192,000 pounds were used for drying. In addition 22,595,000 pounds of frozen eggs (from storage) were used for drying.

Production of dried eggs in January totaled 21,565,000 pounds compared with 12,000,000 in January last year. Of this quantity 21,409,000 pounds were dried whole egg—59,000 lbs. dried albumen and 97,000 lbs. dried yolk. Slightly revised figures for 1943 dried egg production showed a total production of 261,972,000 pounds consisting of 252,903,000 pounds of whole, 2,093,000 pounds of albumen and 6,976,000 pounds of yolk.

The War Food Administration announced on January 25 that in its egg price support program, the procurement of dried eggs will be the principal method of support. It is not contemplated that prices for dried eggs will be announced except possibly from week to week in advance of the contract acceptance dates. Prices announced will enable the dryers to pay not less than prices which are in line with the carlot support prices of eggs of the grades of U. S. wholesale standards. Further details of this program may be had by writing the Office of Distribution of the War Food Administration. From January 1 to February 19 of this year, offers on 24,569,476 pounds of dried egg were accepted by the War Food Administration.

The production of 11,796,000 pounds of frozen eggs in January was probably the largest of record for that month. Supplies of eggs during January were heavy relative to civilian demands and with prices of eggs declining earlier than usual, conditions were favorable for egg breakers. January egg production was the largest of record—17 per cent above the previous high in January last year and 82 per cent above the 10-year (1933-42) average. Prices received by farmers for eggs in mid-January averaged 34.6 cents per dozen, compared with 44.9 cents a month ago, 39.0 cents a year ago and 22.0 cents, the 10-year (1933-42) average. Egg prices declined 10.3 cents during the month or 23 per cent, compared with a decline of only 2 per cent last year and a 10-year average decline of 19 per cent.

Patents and Trademarks

Wheat-O-Bean

The trademark of Max Ams, Inc., New York, N. Y. (Capital Macaroni Co., Jersey City, N. J.) for use on wheat flour, spaghetti, macaroni and egg noodles, granted February 15, 1944, without opposition.

It consists of the name in black type, with the lines of the letters broken. Owners claim use since 1938. It bears serial number 465,333 and registration number 405,744.

"Hirondelle" and Drawings

The trademark "Hirondelle" with accompanying drawings, property of The C. H. Catelli Co. Limited, Montreal, Canada, registered April 8, 1924, has been renewed for another legal period beyond April 8, 1944. The renewal is to Catelli Food Products, Ltd., of Montreal, Quebec, Canada, a corporation of Canada, assignee.



COMPETITION is just around the corner

Not just "back to normal" competition but the keenest, most potent competition American business has ever experienced. It represents a challenge, which will demand the utmost in ingenuity, initiative and the fullest use of every known merchandising weapon. * In terms of the job still to be done . . . the planning, organizing and re-

adjustments necessary . . . the time remaining is all too short. * One such job that we can help you with now is to plan your postwar packages . . . dynamic, attention-compelling packages, designed not only to protect but to SELL merchandise under competitive conditions. A consultation entails no obligation.

SPECIALISTS IN MACARONI AND SPAGHETTI PACKAGING



Printed Cellophane, Pliofilm, Glassine, Aluminum Foil, Coated and Laminated Papers in all forms including Sheet Wraps, Rolls, Pouches or Specialty Bags. * Revelation Bread Wraps, Specialty Folding and Window Cartons, Counter Displays, Simplex Pie and Cake Units.

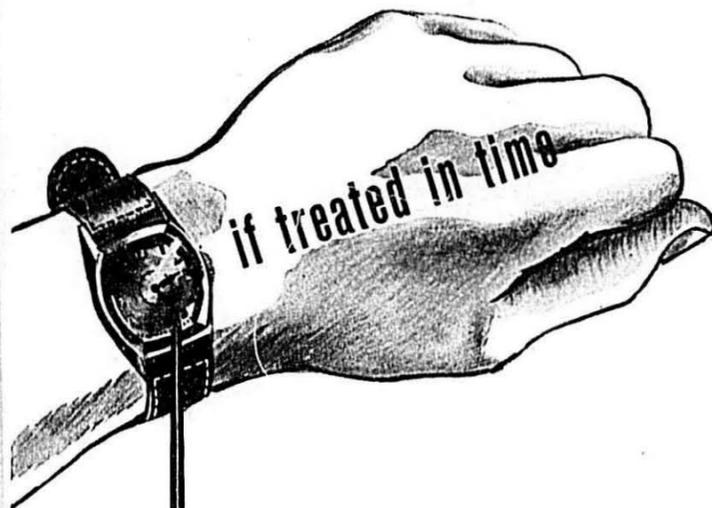
MILPRINT Inc.

PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS

PLANTS AT
MILWAUKEE
PHILADELPHIA
LOS ANGELES

SALES OFFICES IN — SAN FRANCISCO • CHICAGO
NEW YORK • PHILADELPHIA • LOS ANGELES
BOSTON • ATLANTA • ST LOUIS • MINNEAPOLIS
CLEVELAND • CINCINNATI • PITTSBURGH
DALLAS • INDIANAPOLIS • GRAND RAPIDS

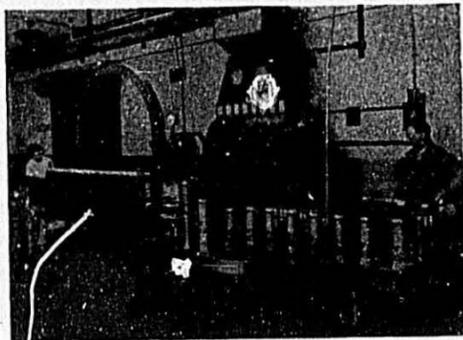
SPECIALISTS IN NON-RIGID PACKAGE DESIGN AND DEVELOPMENT



cancer can be cured

Learn the danger signals!
Get early diagnosis and prompt treatment.
Delay is dangerous!

AMERICAN SOCIETY FOR THE CONTROL OF CANCER
350 MADISON AVENUE, NEW YORK 17, N. Y.



Packomatic Carton Sealer with 8-Bucket Scale and Automatic Carton Feed. Installation Skinner Manufacturing Co.

Many Macaroni Packers and hundreds of other food packers have standardized on—

Packomatic Shipping Case Automatic Sealers

We will send you Photographs, Descriptive Literature, Prices and Complete Information.

DO THE WHOLE JOB AUTOMATICALLY ON ONE PIECE OF EQUIPMENT

The Packomatic way to faster production for free flowing products is to handle the whole job on one synchronized piece of equipment, powered by one motor.

The automatic feed takes cartons from magazine, opens cartons, placing them on blocks where bottoms are glued and sealed automatically. Then delivers them to the multiple unit net weigher, where correct weight of product is automatically filled into cartons, then delivers filled cartons to gluing device on same machine, where tops are glued and sealed, and automatically discharged into compression.

Only one part time operator required for the entire operation. It's worth your time to investigate. Complete detail furnished on request.

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS
REPRESENTED IN ALL PRINCIPAL CITIES

Mill Explosion Takes Four Lives

Fire which followed a terrific explosion did considerable damage to the Larabee Flour Mill Co. plant at Kansas City in February, killing three employees and badly burning another who died shortly afterwards. In addition about 25 other employees were injured in what is considered to be the worst flour mill disaster in history.

Investigations show that the explosion was in the wheat-cleaning room, spreading from there to other portions of the plant. The investigations will be continued to determine the exact cause, if possible.

Work of reconditioning the damaged mill has started with the hope of resuming full operations within sixty days. The officers of the milling company are: R. W. Goodell, president; Clarence M. Hardenberg, executive vice president; A. B. Carver, general superintendent, and T. C. McGrath, general manager.

Foreign Purchases—809 Millions

Leo T. Crowley, Foreign Economic Administrator, has announced that contract deliveries of strategic commodities bought in foreign countries with government funds under the FEA public purchase program totaled \$809,000,000 in the year ending December 31, 1943.

Deliveries of these commodities, which are essential to United States war industries and for other war purposes, increased in the second half of 1943. For the six months from January 1 to June 30, 1943, they had a value of \$378,000,000, compared with a value of \$431,000,000 for the six months from July 1 to December 31.

Deliveries on public purchase contracts are made either in the United States or in foreign areas for importation or other use by this country.

The following table shows the approximate dollar value of deliveries by major commodity groups under the

DELIVERIES UNDER PUBLIC PURCHASE CONTRACTS

	YEAR 1943		
	Jan.-June	July-Dec.	Year
Metals and Minerals.....	\$232,000,000	\$264,000,000	\$496,000,000
Foodstuffs	60,000,000	73,000,000	133,000,000
Textiles	51,000,000	65,000,000	116,000,000
Miscellaneous Commodities	35,000,000	29,000,000	64,000,000
TOTAL	\$378,000,000	\$431,000,000	\$809,000,000

FEA public purchase program contracts. The figures do not include exclusive purchases of materials in neutral countries made under FEA direction in order to keep the enemy from obtaining supplies he needs.

Purchases of strategic commodities abroad with these government funds represent only a part of FEA's foreign development and procurement functions. Large additional quantities of strategic materials have also been procured abroad and brought into this country that are not purchased under FEA public purchase contracts, but for which FEA has over-all import responsibility. In these cases private importers generally buy with their own funds.

Return of "Empties"

All shippers are urged to intensify their campaigns to have buyers return their empty cartons and containers for reuse . . . that is, the larger cartons . . . to aid in paper and wood salvaging drive. Several industries have set up regulations covering the returns, so as to bring about uniformity, thus increasing the percentage of reuse. The suggestion is being studied by a number of macaroni-noodle firms, particularly those that have store-door deliveries.

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

John L. Antognoli Elected President

Charles Presto, Macaroni Manufacturer, Is New Vice President

At the Board of Directors' meeting of the Italian Chamber of Commerce of Chicago, held January 25, John L. Antognoli was elected president of the Italian Chamber of Commerce of Chicago for the current year. He is the head of Jos. Antognoli & Company, prominent Chicago wholesalers and importers of food products.

John L., as he is called by his innumerable friends, is the youngest president the chamber ever had. At 36 he is nationally known by the food trade, having started in that line with his father, founder of the firm, when merely a boy. His business training was obtained at Northwestern University. He is married and the proud father of two charming daughters.

John Antognoli succeeds Louis Caravetta who did such a wonderful job as president of the Chamber in 1942 and '43, a period critical indeed for the other Italian Chambers in the United States.

Other officers, also elected at the January meeting, are: Hector Toniatti and Charles Presto, vice presidents; Oreste Tardella, treasurer; Attorney George Spatuzza, legal adviser, and the chairmen of the various Perma-

nent Committees, Nunzio Russo, Arthur S. Pullano, Frank Russo, Louis Caravetta, Vincent E. Ferrara, Wm. J. Curotto and Fred Rizza.

A Testimonial Dinner to Louis Caravetta

Louis Caravetta, past president of the Italian Chamber of Commerce of Chicago, now in Arizona recuperating from a recent illness, will be tendered, upon his return to our city, a testimonial dinner by the directors of the Chamber and a parchment in recognition of the entire membership in recognition of his wonderful work as president of the association in 1942 and '43.

Vitamin Knowledge Is New

New styles, new qualities, and new tastes in the dehydrated vegetables being used in this war as compared with those of the last war are a direct result of new science developed since World War I, according to Floyd DeEds of the U. S. Department of Agriculture. The products of 1917 and 1918 were generally unsatisfactory. They could not have been good except by accident, says Dr. DeEds, because "in the light of present knowledge their vitamin content must have been negligible."

In a brief review of highlights in

scientific research on vitamins, Dr. DeEds points out that the essential knowledge on Vitamin A dates from 1930, on Vitamin C from 1931 to 1933, and on thiamine from as recently as 1935. "Our precise knowledge of the other vitamins is of even more recent date. The purification, isolation, and identification of the known vitamins has taken place during the last 12 years."

In World War I the principal complaint was that dehydrated vegetables were not palatable. "To a large extent," says DeEds, "color, palatability, and vitamin content go hand in hand but this does not mean that color and palatability are measures of vitamin content. The new knowledge from vitamin research permits testing of dehydrated products for vitamin value. A dehydration process is not acceptable unless it preserves vitamin value. If it does that, it is likely to preserve color and taste as well."

Fresh foods, DeEds predicts, will never be supplanted by dehydrated foods. They have never been supplanted by canned products. But high-quality dehydrated foods may come to serve definite purposes. "A good dehydrated vegetable may be much better than a poor fresh one."

United States war expenditures during 1943 averaged about \$241,000,000 a day.

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Diets for "Positive Health"

Writing on "World Food Needs and Ways to Fill Them" in the Land Policy Review, Dr. Hazel K. Stiebeling of the U. S. Department of Agriculture, assistant chief of the Bureau of Human Nutrition and Home Economics, says in introductory paragraphs:

"Scientists now know in broad outline the kinds and amounts of food people require for health. Advances in knowledge in the last generation have shown that enough food of the right kinds cannot only wipe out diseases due directly to dietary deficiencies but can greatly reduce sickness and death rates from other primary causes.

"True freedom from want of food, then, does not mean merely keeping up present average levels of fitness. It will be achieved fully only when everyone can have foods that provide the needed nutrients in the amounts and proportions required for optimum growth and development among children and the maintenance of positive health throughout the life span.

"Diets that do not conform with the principles of satisfactory nutrition lead to impaired physical development, ill health, and untimely death. With

proper food, on the other hand, a new level of health can be attained, enabling men to develop their inherent capacities to the fullest extent."

Spaghetti, Macaroni, Egg Noodles Served at Red Cross Clubs

Light in weight because it is dehydrated, and occupying small space, the good American dish of spaghetti and macaroni whenever served is a favorite among servicemen at American Red Cross clubs overseas.

Know about these clubs? You should. They are operated in all sections of the globe where our soldiers and sailors are on duty. Trained Red Cross men and women provide rest, recreation, lodging, and good American food for homesick lads on furlough in strange lands. Where African sands sift through the club windows; where doors and shutters are closed against the Arctic cold; where English and Irish fog drives men from the streets to seek cheerful lights and good fellowship, in Mediterranean cities and where the Pyramids look down—everywhere where our men are at work in their fight for our liberties—there the Red Cross has its clubs,

there the trained personnel of the Red Cross, with its "Hi, Buddy!" makes the lad on furlough welcome, and there every month thousands of meals are served.

Hot dogs, coffee and spaghetti are always in big demand at the clubs. Think what they mean to boys fresh from the battle front and long days of Army rations. Of course, there's mulligan stew, egg noodle soup, macaroni, roast beef, fried chicken and ice cream—all favorites, too.

What such places of wholesale rest and relaxation would mean to our men enjoying their well-won furlough was evident to General George C. Marshall, two years ago, when he requested Red Cross Chairman Norman H. Davis to undertake the organization of a system of clubs and recreation centers overseas. Some of the clubs are housed in palatial buildings; some in more modest quarters. But in all of them good food is served and the boys are happy!

To keep this and all other Red Cross work going in 1944 the Red Cross War Fund of \$200,000,000 is being raised in March. Everyone must contribute to the utmost of his ability to assure the success of this campaign.

Support the Red Cross War Fund

Foxhole Dreams

Relishes Dreamed of Dish

Mr. Daniel Piscitello, of Quality Macaroni Co., Rochester, N. Y., sends a clipping from a local newspaper that carries a story which he believes will interest all macaroni manufacturers. The date is approximately March 1 and it reads in part:

Foxhole dreams?

They include everything in the American way of life; from the ordinary girl on Main Street to a simple dish of home-cooked spaghetti.

But take it from Pfc. Harold B. Wainwright, 21, of Chili, there's nothing ordinary or simple about American girls or spaghetti. And he should know, because he is just back from the battlefields of Italy where he was wounded following action seen in both the African and Sicilian campaigns.

Doughboy's Visions

"That American doughboy lying in some wet and filthy foxhole in Italy during the black of night," Wainwright explained, "considers the American girl the most beautiful creature in the world and the dish of spaghetti a joy to be relished only in dreams interrupted by bursting shellfire."

Since his arrival back in this country, Wainwright has seen both dreams realized. Down in Thomasville, Ga., where he has been hospitalized for shrapnel wounds in his right shoulder and neck, the former Churchville High School graduate said he and some other soldiers, also back from the Italian campaign, visited the nearest Army Post Exchange where girls were employed at the soda fountain.

We each bought a couple of soft drinks during the three hours we were there," he said, "but we never took our eyes off those girls. They looked too beautiful to describe."

Relishes Dreamed of Dish

Recently Wainwright had the dish of spaghetti he had dreamed about so many times in one of Rochester's downtown restaurants. He refused to comment until at least half of the dish was consumed. Then he said:

"How can I tell you how delicious this really tastes? The only thing I can say is that it's exactly the way I knew it would be. And by that I mean terrific!"

Home on a 21-day furlough, Wainwright will report back to the Georgia Army hospital the middle of this month to have his future Army status determined. Prior to his enlistment in June, 1942, he was employed by the Fanny Farmer Candy Company and lived at the Central YMCA.

In the meantime more and more of those foxhole dreams are coming true in Chili where once more he is re-living the American way of life with his parents, Mr. and Mrs. Roy Wainwright.

Vitamin "A" Allocated

Vitamin A, the "anti-infection" vitamin, which is also used in overcoming night blindness, was placed under allocation for the first time today by the War Production Board Chemicals Division, WPB announced.

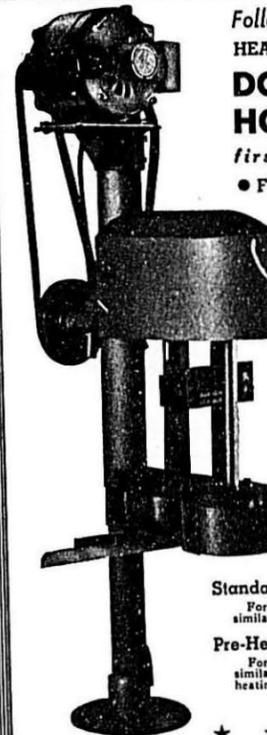
Officials explained the move would

have no great effect on the public in the near future. The action was taken to insure equitable distribution of the vitamin in the face of mounting demand. This increase in demand will exceed the volume of new supplies and make it necessary to draw on reserve, it was explained. Vitamin A occurs naturally in fish liver oils.

Fort synthetic vitamins already are under allocation. These are Vitamin C, Vitamin B₁, Vitamin B₂ and nicotinic acid, which is one of the B complex vitamins. Cod liver oil and tuna liver oil are

not affected by the new order No. M-373. Vitamin A in standard dosage forms, or in food and feed compounds, is also exempted.

A soldier in the South Pacific received word of serious trouble at home. He went to the American Red Cross representative assigned to his unit. The latter, in cooperation with the man's home chapter, worked out a satisfactory solution of the family's difficulties. This is one of many Red Cross services to soldiers and sailors and their families, made possible by contributions to the Red Cross War Fund.



Follow the Leader . . .

HEAT-SEAL YOUR BAGS WITH THE
**DOUGHBOY ROTARY
HOT KRIMP SEALER**

first choice of most big packers

• FAST • ECONOMICAL • EFFICIENT

Heat-Sealing—the most economical and attractive closure method—is quickly and dependably performed by the Doughboy Rotary Hot Krimp Sealer! It's the sealer all the big-name firms prefer—including dozens of macaroni manufacturers from coast to coast! 7 stages of heat available—all thermostatically controlled—enable the Doughboy to seal any type of heat-sealing material. Rotary Krimping wheels seal any size bag. A big-time, line production machine in every sense of the word. Promptly available on suitable priorities.

Seals 240 inches per minute!

LOOK at these
LOW PRICES

Standard Model\$199.50
For cellophane, plicofilm and similar materials.

Pre-Heater Model\$235.00
For kraft-foil laminated and similar materials requiring pre-heating.

F.O.B. Factory

★ ★ Also NEW

DOUGHBOY TOGGLE-JAW SEALER

A foot pedal operated heat-sealing machine with 8" sealing bars. Toggle-jaw action applies firm, vice-like pressure with but a feather touch on the foot pedal. Rheostat gives wide range of uniformly controlled temperature, to seal plicofilm, cellophane, etc. A fast, economical machine! Quickly available \$139.50 on suitable priorities.



CLIP AND MAIL FOR FULL DETAILS

PACK-RITE MACHINES
828 N. Broadway
Milwaukee, Wis.

JMJ

Please send complete information on:

Doughboy Rotary Hot Krimp Sealer
 Doughboy Toggle-Jaw Sealer

Attn. of.....
Firm.....
Address.....
City..... State.....

**PACK-RITE
MACHINES**

Div. of Techtman Industries, Inc.
828 N. Broadway
Broadway 3355
Milwaukee, Wis.



EARN THIS OFFICIAL AWARD!

Merchandising Award of Merit

FOR COMPLETE COOPERATION AND SUPPORT OF THE NO-POINT, LOW-POINT FOOD PROMOTION PHASE OF THE FOOD FIGHTS FOR FREEDOM PROGRAM

AWARDED TO

(Name Inscribed Here)

War Food Administration

Marvin Jones
WAR FOOD ADMINISTRATION



Director of Advertising

GOVERNMENT TO RECOGNIZE OUTSTANDING SUPPORT OF THE NO-POINT LOW-POINT *Food* PROGRAM

Beyond the personal satisfaction of "doing your share" to help put over the NO-POINT LOW-POINT FOOD PROMOTION phase of the Food Fights for Freedom Program... is the official recognition of the job you are doing by the War Food Administration. This recognition is in the form of an AWARD OF MERIT—an official acknowledgment of your part in the good management of the nation's wartime food supply.

This award, a signal honor, is given to those fully cooperating with the NO-POINT LOW-POINT FOOD PROMOTION... an award testifying to service to the nation—to the community. If you are giving your best efforts to this program, you are entitled to receive this award. Fill out the certificate of cooperation opposite and mail.

MR. J. SIDNEY JOHNSON, Director of A. S. WAR FOOD ADMINISTRATION DEPT. OF AGRICULTURE, ROOM 202W ADMINISTRATION BLDG., WASHINGTON 25, D.C.

1. I am fully cooperating with the No-point Low-point Food Program.
2. I am using all the material sent me to promote this program.
3. I am playing square with food, sharing the nation's precious resources.
4. I am entitled to receive the Award of Merit and I pledge the continued support of my associates and myself.

NAME _____
BUSINESS ADDRESS _____
CITY (PRINT NAME AND ADDRESS) _____



Prepared for the Food Fights For Freedom Program with the cooperation of the War Advertising Council
Space Contributed by THE MACARONI JOURNAL Production Contributed by THE BORDEN COMPANY

"A" Award to Food Processors

"The workers on the farm and those in the food processing plants are fighters, and a grateful nation stands prepared to bestow the symbol 'A,' the 'A' of achievement for outstanding performances in the processing of food in seasonal and year-around food processing plants," Marvin Jones, War Food Administrator, stated January 15, in a radio address announcing the new program.

The "A" award has been granted in the past to honor farm families in a very limited number of counties in each state, in which outstanding food production records were made. Seasonal and year-around food processors will now be eligible for this award, the highest recognition the government can bestow for outstanding accomplishment in the field of food processing. The award in no way competes with the Army-Navy "E." The "E" is available only to those food processing plants whose output goes mainly to the Armed Forces.

Announcement of "A" awards will be made by the Regional Directors of the Food Distribution Administration in the future, following final approval by the War Food Administration in Washington.

"Food processors in the United States have met an enormous challenge. They have had to handle more food than ever before in history. Industry has developed new methods of processing and handling to save shipping space, has developed foods to stand up in the tropic heat and the Arctic cold, and foods that a soldier can carry on long marches or that can be delivered under any military emergency. Enough food has been processed to keep our Army the best fed in the world and to keep our civilians properly fed, and additional large quantities for our Allies who are helping us in this war," the Food Administrator stated.

The food processing industry has accomplished this remarkable job in the face of a scarcity of tin, transportation, rationing problems, price ceilings and a limited labor supply. Both management and labor in this field have successfully met the challenge of war.

Manufacturer Permanently Enjoined

Superior Macaroni Company Found Guilty of Contempt by California U. S. District Court

The February issue of *Successful Grocer* carries a story that is of interest to all macaroni-noodle manufacturers and particularly so to those

who manufacture or distribute other products as a sideline. The item follows:

Imitators of Kool-Aid Fined

Superior Macaroni Co., Los Angeles, has been found guilty of contempt of court and fined by the U. S. District Court of Southern California.

Action resulted from violation of a decree entered in February, 1943, which found that the defendant's Kol-Pop soft drink powder illegally and unfairly simulated the

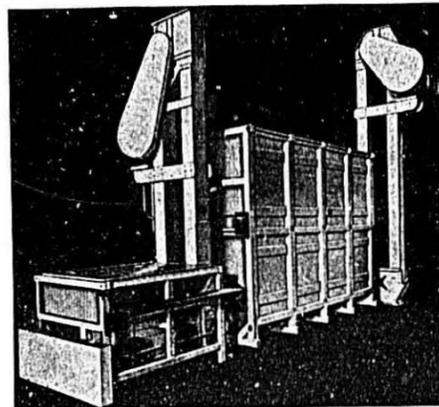
trade mark and appearance of Kool-Aid, nationally known brand made by Perkins Products Co., of Chicago.

Under the original decree of the Federal Court, a permanent injunction directed Superior Macaroni Co. to stop all use of the Kol-Pop brand name. A separate order directed defendant to recall Kol-Pop stocks in the hands of distributors and dealers and to deliver stocks, labels, packages, advertising material, etc., to the U. S. Marshal to be destroyed by him. Makers of Kol-Pop were also assessed all court costs, as well as the attorney's fees expended by Kool-Aid.

AND

POST-WAR DAYS AS IN THE COMPETITIVE PRE-WAR DAYS

modern, fast operating Champion Equipment will maintain those low production costs that provide the required profit margin. Our engineers will gladly assist you in Post-war planning.



The CHAMPION LINE consists of Flour Handling Outfits and Blenders (illustrated opposite), Dough Mixers, Water Meters, Weighing Hoppers—all automatic in operation.

CHAMPION MACHINERY COMPANY JOLIET ILLINOIS

P.S.: We carry a complete line of replacement parts to keep your present Champion Machines in good operating condition for the duration.

BUY MORE AND MORE U. S. WAR BONDS

"Victories" Will Increase Pressure on Food Supplies

Announcing that "victories" on the military front are likely to increase rather than diminish the pressure on our national food supply, Lee Marshall, newly appointed Director of the Office of Distribution, War Food Administration, assured members of the National American Wholesale Grocers Association, meeting at the Drake Hotel January 24, that American civilians' "food supplies will, in quantity and nutritive value, be not unlike those available in 1943."

Mr. Marshall, who is on leave of absence as Chairman of the Board of the Continental Baking Company, assured the food dealers that the same practical methods, the same policies that apply to the legitimate operations of successful business are being applied to the administration of the food distribution problem. "By the application of these principles," he stated, "a just and reasonable solution of this problem can be worked out."

Under present plans, the American food supply for 1944, the result of the largest farm production in our history, will be allocated on the basis of 14 to 15 per cent for our Armed Forces, approximately 75 per cent for American civilians, and 10 to 11 per cent for our allies. This distribution will make available food supplies for civilians on approximately the same basis as 1943, he stated.

Mr. Marshall emphasized in his speech that requirements of our military services will be met in full. "If the Army needs 200,000 tons of beef, they get it," he stated. "But a very important part of the responsibility of the governmental food distribution agency is to civilians. Civilian food supply is not based on what is left after other claimants have received their share, but is allocated after a realistic and practical job of deter-

mining, commodity by commodity, what the civilian needs are."

"The government must rely on the whole effort of the entire economy in carrying out the war job. In a sense everyone is drafted. There are no unessential people because everyone has a job to do. We work with industry, we work with agriculture. It is their effort that results in the production and distribution of food. We depend upon the complete cooperation of producers and distributors to get the job done," Mr. Marshall stated.

Manchuria Is Soyland

In spite of the rapid spread of soybean growing in the United States—from 415,000 acres harvested for beans in 1925 to 3,105,000 acres in 1938—and the skyrocket increase under the drive of wartime necessity to 11,527,000 acres in 1943, the crop does not compare in relative importance here with its significance in Manchuria, according to W. J. Morse of the U. S. Department of Agriculture whose plant exploring and experimental work in developing the crop for U. S. farmers has helped make the increase possible.

From his observation of the soybean

in its native Manchuria, Morse comments that it is not only the most important crop in that country, but "business circles depend to the greatest extent on the market situation of the soybean and its products, oil and oil cake. Soybeans make up more than one-fourth of the staple crop acreage of Manchuria, the annual production being around 150,000,000 bushels. The soybean is the dominating factor in the economic life of Manchuria, as it is the big cash crop of the region, providing fully half of the farm income in northern Manchuria, and more than half the total freight handled by Manchurian railways. The soybean and its products constitute more than 60 per cent in value of the entire export trade of Manchuria, and from two-thirds to three-fourths of the soybeans are exported."

Government Heavy Semolina Buyer

The Federal Surplus Commodities Corporation announced in Washington, D. C., last month that it was successful in obtaining tenders for the 16,400,000 pounds of Semolina in answer to the FSC request, No. 1815. Seven durum milling companies participated in the Government contract, offering more than double the amount requested. They are as follows:

Vendor	F.O.B.	Quantity	Price Cwt. Mill
North Dakota Mill & Elevator Association, Grand Forks, N. D.	Grand Forks	2,000,000 lbs.	\$3.73
King Midas Flour Mills, Minneapolis, Minn.	Superior, Wis.	800,000 lbs.	3.75
Commander-Larabee Milling Co., Minneapolis, Minn.	Minneapolis	3,000,000 lbs.	3.75
Pillsbury Flour Mills Co., Minneapolis, Minn.	Minneapolis	1,600,000 lbs.	3.75
General Mills, Inc., Chicago, Ill.	Minneapolis	3,000,000 lbs.	3.75
Capital Flour Mills, Inc., Minneapolis, Minn.	St. Paul	2,000,000 lbs.	3.69
Capital Flour Mills, Inc., Minneapolis, Minn.	St. Paul	(Immediate del.) 2,000,000 lbs.	3.73
H. H. King Flour Mills Co., Minneapolis, Minn.	Faribault	(Paper liners) 2,000,000 lbs.	3.81

HOLDING FIRST PLACE

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

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

F. MALDARI & BROS., INC.

Makers of

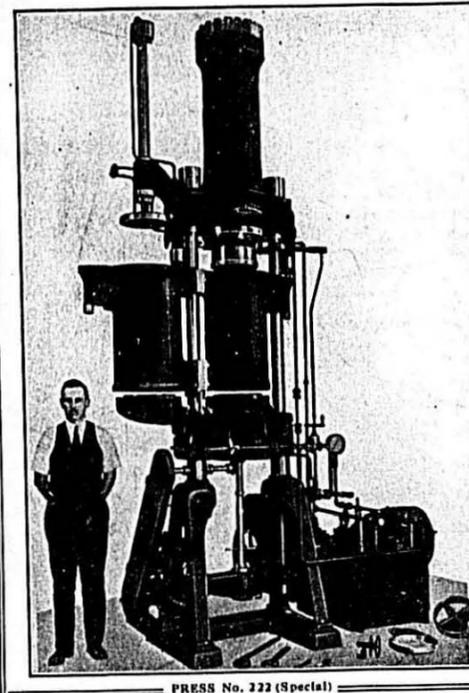


Macaroni Dies

178-180 Grand Street

New York City

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



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of Macaroni Machinery Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St. New York City

Reduce Industrial Accidents—WPB

Joseph D. Keenan, Vice Chairman in charge of labor production for the War Production Board, recently announced an intensive campaign to be carried out by WPB in an effort to reduce industrial accidents that are impairing the nation's war production. "Each year about a full division of soldiers of production die of accidents at their work—and to a nation at war, the loss of 8,000 workers is a heavy blow," Mr. Keenan said.

The WPB anti-accident campaign will be carried out by the Industrial Health and Safety Section of the Labor Production Office, in cooperation with the technical staffs of other Federal agencies. The campaign will be under the immediate direction of John M. Fewkes, head of the Industrial Health and Safety Section. Administration of the program will be in the hands of Roy M. Brewer, director of the Plant and Community Facilities Service.

Over-all policy guidance in carrying out the program will be provided by a National Advisory Committee representing the American Federation of Labor, the Congress of Industrial Organizations, the U. S. Chamber of Commerce, the National Association of

Semolina Milling Facts

Quantity of Semolina milled, based on reports to Northwestern Miller by nine Minneapolis and Interior Mills.

Month	Production in 100-pound Sacks			
	1944	1943	1942	1941
January	694,356	855,975	711,141	561,940
February	609,046	885,655	712,770	603,964
March		963,387	680,224	565,917
April		793,866	528,308	519,277
May		750,963	523,110	453,997
June		723,733	501,168	499,392
July		648,356	591,338	531,119
August		758,903	583,271	511,366
September		713,349	648,062	622,267
October		791,054	876,363	782,734
November		839,778	837,792	642,931
December		801,487	923,014	525,795

Includes Semolina milled for and sold to United States Government.

Manufacturers and the National Safety Council.

Shreveport Plant Destroyed

Estimate Loss at \$30,000; Cause Undetermined

Fire of unknown origin practically destroyed the entire three-story plant of the Shreveport Macaroni Manufacturing Company at 104 Common St., Shreveport, La., the morning of January 27. The loss as estimated by

fire officials and company executives is between \$25,000 and \$30,000.

The fire was not discovered until it had made considerable headway throughout the second and third floors and when the firemen arrived the entire structure was ablaze. The front and right side walls remain standing, all that is left of a busy factory. The building and its contents were fully insured.

Company officials and the fire chief are investigating the cause of the destructive blaze, but have announced no conclusions. Joseph Sunseri, the firm's leading executive, is undecided about plans for the future.

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE
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 Joseph J. Cuno, Adviser
 M. J. Donna, Editor and General Manager

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SPECIAL NOTICE
COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. XXV MARCH 1944 No. 11



"I pledge allegiance to the Flag of the United States of America, and to the republic for which it stands, one nation indivisible, with liberty and justice for all."

Items From the Press—February

Wider Radio Coverage
 After months of success with the Isabel Manning Hewson "Morning Market Basket" program on the Blue Network, the C. F. Mueller Company has now given still more power and coverage to this tested show by moving it to, what many people believe, is America's leading daytime network, The Columbia Broadcasting System.

In doing this, Fred Mueller, advertising director of the C. F. Mueller Company, pointed out that they are simply following a proved and successful technique for increasing grocery products sales. Mr. Mueller also pointed out that the new CBS "Morning Market Basket" time, 9:45 to 10 a.m., E. W. T., is in the same block of time with programs that feature outstanding products. The show is being sponsored by Mueller's three times each week, Monday, Wednesday and Friday.

Little Lenten Influence Felt

Dealers in macaroni and noodles see but slight increased activities for the Lenten season, according to Eastern newspapers. As of March first, some operators were still hopeful that the WFA promotion, added to the sub-normal demands for Lent, may spur business somewhat.

"Although increased activity is indicated, it is generally stated that business is not anything like the rush noted in other Lenten seasons. Demand continues steady, and the WFA program, according to the traders, should have some effect shortly."

Spaghetti Dinner Combination

"Italian Style Spaghetti Dinner" is being introduced by the Golden Grain Macaroni Co., Oildale, Calif. The package contains six ounces of spaghetti and one ounce of dehydrated sauce and includes recipes for the special dinner and three variations.

Macaroni and Chili-Mix Dinner

Superior Macaroni Co., Los Angeles, is now manufacturing "Superio Chile-Mac Dinner." Six ounces of semolina macaroni and one ounce of chili-mix come packed together in an orange and yellow package.

New Association Member

Mr. A. Bacigalupi, head executive of California-Vulcan Macaroni Company, 445 Drumm St., San Francisco, Calif., volunteered his application for Membership in the National Macaroni Manufacturers Association in his letter to Secretary-Treasurer M. J. Donna, at Association headquarters, Braidwood, Illinois, February 21, 1944. Dues in full for 1944 accompanied the application.

This is an example that about a score or more of the better class of firms still outside the Association fold might well emulate for the mutual good that will come out of organized strength. It is easy to join and inexpensive to maintain a membership in the National Association.

Experimental Dried Eggs Immune

Dried egg products manufactured with new and experimental specifications for, and sold to, the United States Army Quartermaster Corps were exempted from price control today by the Office of Price Administration.

The costs involved in the manufacture of such new and experimental dried egg products are unknown at this time, and maximum prices for these products cannot be established by OPA until this information is available.

BUSINESS CARDS

Jacobs Cereal Products Laboratories

Benjamin R. Jacobs
 Director
 Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.
Vitamin Assays a Specialty.
 Laboratory
 No. 156 Chambers St., New York, N. Y.
 Office
 No. 2026 Eye St. N. W., Washington, D. C.

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

WANTED—Macaroni Presses, Kneaders, Mixers, and Heavy Duty Noodle Machines. State age, make, price and conditions in first letter. Write Box "TBN," c/o Macaroni Journal, Braidwood, Illinois.

WANTED: A Secondhand Packaging Machine or Short Cuts. Advise price and condition. Tampa Macaroni Corp., Tampa, Fla.

FOR SALE: Macaroni Manufacturing Plant. Owner Desires to Sell Real Estate and Machinery Equipment. Any-one interested in a business having post-war profits, communicate with us. Box D-N-N, c/o Macaroni Journal, Braidwood, Ill.

FOR SALE: One Clermont Noodle Machine, 3 Cutters, wide, medium and fine; capacity 4 barrels per hour. Also 125 trays, good condition, and one Kneader, 36". Inquire, "L.S.N." c/o Macaroni Journal, Braidwood, Illinois.

Any of the products that do not meet the specifications for the new product are to be sold according to the prices in the regulation.
 (Amendment No. 23 to Maximum Price Regulation No. 333—Eggs and Egg Products—effective February 28, 1944.)

Spring Skies Grow Brighter

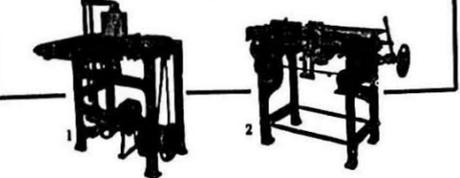
... but no brighter and never so uniform in color as our

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

We get the best of the crop.
 You get the best of that best.

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

It pays to keep your machines in first class operating condition



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

1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable.
2. This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. The cartons enter machine on conveyor belt as open, filled cartons and leave machine completely closed. Can also be made adjustable.

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

1944 Nargus Convention

Palmer House, Chicago, June 4 Through 7

Recognizing the necessity for the nation's grocers to achieve maximum efficiency in their wartime operation and to make constructive postwar plans, the executive board of the National Association of Retail Grocers announces that the association will hold a convention in Chicago from June 4 to June 7 inclusive.

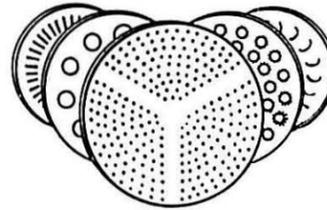
The sessions will begin at 2 p.m., Sunday, June 4 and will continue until noon, Wednesday, June 7, in the Palmer House, with an expected attendance of several thousand grocers from all parts of the country.

Speakers will include a limited number of ranking officials of government agencies under whose authority the food industry is regulated during wartime. Featured speakers will be leaders in the food industry, chosen from processing, manufacturing and distribution fields, in order to present all phases.

However, according to Mrs. R. M. Kiefer, Secretary-manager of NARGUS, plans for the convention will be centered largely in conference sessions and panel discussions in which grocers may exchange experiences and ideas and learn just how their fellow grocers are operating during wartime and how they may improve their own wartime service, as well as make practical and workable plans for the postwar era.

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<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First— INDUSTRY — Then— MANUFACTURER</p>												
<p>OFFICERS AND DIRECTORS 1943-1944</p>														
<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;"> <p>C. W. WOLFE, President..... Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President..... I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUMED, Adviser..... La Premiata Macaroni Corp., Coonessville, Pa. B. R. Jacobs, Director of Research..... 2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer..... P. O. Box No. 1, Bradwood, Illinois</p> </td> <td style="width: 33%;"> <p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> </td> <td style="width: 33%;"> <p>Region No. 7 S. E. Mountain, Fontana Food Products Co., So. San Francisco, Calif.</p> </td> </tr> <tr> <td> <p>Region No. 1 Robt. F. Sheeran, Essex Macaroni Co., Lawrence, Mass.</p> </td> <td> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.</p> </td> <td> <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> </td> </tr> <tr> <td> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p> </td> <td> <p>Region No. 3 Jack Procino, Procino & Ross, Corp., Auburn, N. Y.</p> </td> <td> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> </td> </tr> <tr> <td> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p> </td> <td></td> <td></td> </tr> </table>			<p>C. W. WOLFE, President..... Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President..... I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUMED, Adviser..... La Premiata Macaroni Corp., Coonessville, Pa. B. R. Jacobs, Director of Research..... 2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer..... P. O. Box No. 1, Bradwood, Illinois</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. 1 Robt. F. Sheeran, Essex Macaroni Co., Lawrence, Mass.</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>	<p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p>	<p>Region No. 3 Jack Procino, Procino & 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>		
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The Secretary's Message

Minimum Wage — 40 Cents an Hour

Typical of the many services rendered members of the National Macaroni Manufacturers Association by the Headquarters Office and that of the Washington Representative, is the Bulletin below issued March 10, 1944, giving members advance notice of a new Minimum Wage Order by the U. S. Department of Labor effective for all macaroni-noodle plants, giving them time to make adjustments before the effective date of the order.

BULLETIN No. 2—(43-44)

Subject: Minimum Wage in Macaroni-Noodle Plants and Offices.

The Wage and Hour Division of the U. S. Department of Labor on February 23, 1944, published an order approving the recommendations of the Industry Committee, No. 65, establishing a minimum rate in the Bakery, Beverage, and Miscellaneous Food Industries.

—Minimum Wage, 40 cents . . . "Wages at the rate of not less than 40 cents per hour shall be paid by every employer to each of his employes who is engaged in commerce or in the production of goods

for commerce in the Bakery, Beverage and Miscellaneous Food Industries."

—Macaroni-Noodle Products included. . . The Order defines Macaroni Products as included under "Miscellaneous Food Industries."

—Effective Date . . . "March 20, 1944."

—Posting of Order . . . "Every Employer employing any employes so engaged, shall post and keep posted in a conspicuous place in each department of his establishment where such employes are working, such notices of this Order as shall be prescribed from time to time by the Wage and Hour Division of the U. S. Department of Labor."

While the recent Wage and Wage Policy Survey conducted by the National Macaroni Manufacturers Association showed only a few firms paying any wages under 40 cents an hour, even those few will now be compelled to make adjustments in accordance with the new order, and establish a minimum wage of 40 cents an hour for even their cheapest-paid labor, their most insignificant worker.

Respectfully submitted,

M. J. DONNA, Secretary, NMMA.

All Macaroni-Noodle Manufacturers and all Allied firms interested in the welfare of the Macaroni Industry have a standing invitation to JOIN as supporting members of the National Association. What better time than now—when it celebrates its 40th Birthday in April—to do this satisfying and obligated duty? There is strength in UNITY OF PURPOSE.

PRACTICAL POINTERS

By Plant Engineer

W. F. Schuphorst, M.E.

When Will the Oxygen in Our Atmosphere Be Exhausted?

The Author Finds That It Will Last for More Than 100,000 Years

We are told that an adult inhales an average of about 300 cubic centimeters of air with each breath, and when he exhales it the oxygen is gone. With 14 respirations per minute, day and night, that amounts to 216 cubic feet of air per 24 hours. But according to the treatise "Baldwin on Heating" an adult uses 300 cubic feet of air per day, so we will give Baldwin the benefit of the doubt and use his figure. That, at the rate of 12 cubic feet of air per pound, means that an adult consumes about 25 pounds of air per day.

In round numbers there are two billion human beings on this earth, all inhaling and exhaling. Multiplying it out, and for the sake of conservatism assuming that we are all adults it is found that 18,250,000,000,000 pounds of air are needed per year by human beings.

But we humans don't require nearly as much air as is required by the burning of the earth's fuel. Fuel consumption requires 3.6 times as much air, or, about 66 trillion pounds. This writer investigated the matter of total fuel burning several years ago—coal, wood, oil, and gas—and he came to the conclusion that the total amount burned per year is equivalent to about 2,200 million tons of coal. And so, assuming that each pound of coal requires about 15 pounds of air it is easy to arrive at the above figure—66 trillion pounds of air per year to support combustion.

Adding the human and fuel requirements the total air needed per year amounts to 84,250 billion pounds.

Next, how many pounds of air do we have on this earth of ours? It is not difficult to compute because we know that over every square inch of the earth's surface we have about 14.7 pounds of air. Therefore it is simply a matter of finding the number of square inches of earth's surface and multiplying by 14.7 and the answer is found to be 11,850 followed by 15

ciphers. Or, in other words, 11,850 quadrillion pounds of air.

Dividing that figure by 84,250 billion it will be found that at the present rate of oxygen consumption our atmosphere contains enough to last 141,000 years.

Fortunately for our descendants, the vegetation on this earth is busily engaged at putting oxygen into the atmosphere while we are just as busily engaged at taking it out. However, even without vegetation's assistance, it appears that we haven't much to worry about in this direction as yet.

Maybe You Can Save the Cost of a New Chimney

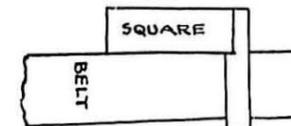
Is the CO₂ in your chimney gas low? Is your chimney giving trouble? If so, it means that the volume of your chimney gas is greater than necessary. You may be thinking that you need a new chimney—a larger chimney. But do you?

By investigating the matter the chances are you will find that due to your low CO₂ the correct solution is to install a CO₂ outfit and then rectify the CO₂ content. Thus the purchase of a CO₂ outfit may be the means not only of saving the cost of a new and larger chimney but it usually reduces fuel costs materially and soon pays for itself. This writer does not know of any CO₂ indicator, recorder, or outfit that costs nearly as much as an average new chimney.

For example, with 10 per cent CO₂ the volume of chimney gas is only about one-half as great per pound of fuel as when the CO₂ is 6 per cent. When the CO₂ content is at its maximum the total volume of gas is as small as can be made and the smallest possible chimney will take care of the load. But as an extreme in the other direction, excess air sometimes runs as high as 600 per cent. Isn't it plain that when excess air is 600 per cent a chimney several times larger will be needed than where the CO₂ is "just right?" All of which is just another proof that CO₂ equipment is usually well worth buying, installing, and using.

Copy the Manufacturer's Belt Joint

Before making any belt joint it is usually a good plan first to examine carefully the joint already in the belt as made by its manufacturer. Then make your joint as nearly like the manufacturer's joint as possible. By so doing you can be pretty sure that you will make as good a joint as can be made. This applies to all kinds of belts that are at all splicable by mechanics.



Then, when cutting the belt, the FIRST rule, and a very important one is to cut the belt SQUARE—at absolute right angles with the outer edges. Always use a square, as indicated in the accompanying sketch. Do the cutting while the square is in position. Do not attempt to do this most important job with the eye alone. Many valuable belts are ruined annually because this seemingly trivial point is ignored. Its importance can hardly be over-emphasized. Be sure that the operation is properly done.

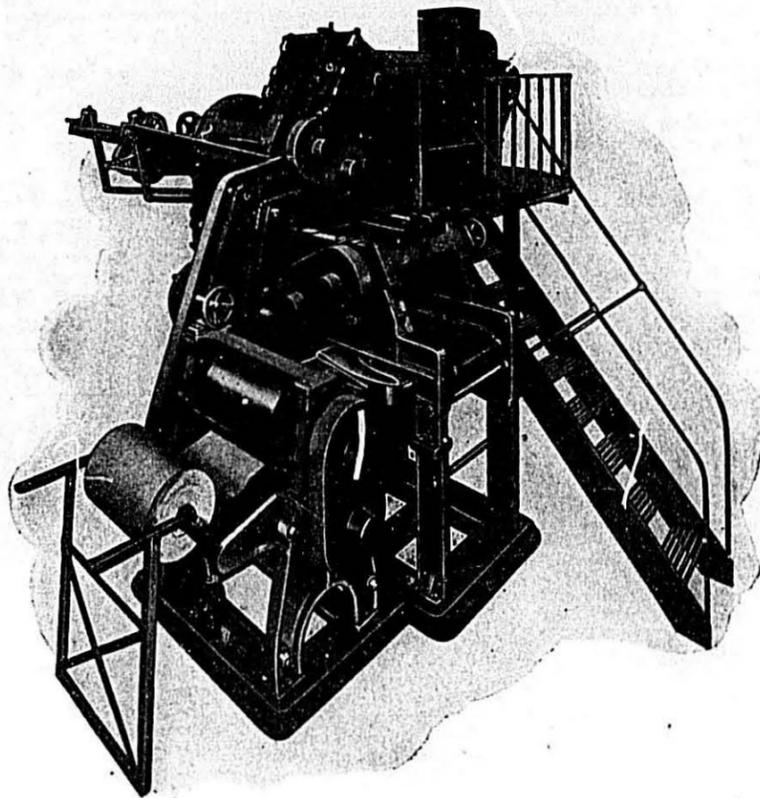
Every reader knows how easy it is to tear an ordinary sheet of writing paper with one's hands by applying the force to one edge. But when force is distributed over the entire sheet, human strength is seldom great enough to pull the sheet apart. The same applies to belts. Unless cut perfectly square, one edge of the belt will be under greater tension than other parts of the belt and the fasteners may pull out. Fabric belts are apt to split down the middle. The belt will also run from side to side on the pulleys and may run off frequently. All of this trouble is often due to the "trivial" fact that the belt was not cut square.

Paints that reflect infra-red rays may be used on houses after the war; they reduce heat absorption in the painted surface, thus keeping the building cooler in sunlight.

Clermont Automatic Sheet Forming Machine

The Greatest Contribution to the Noodle Industry

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



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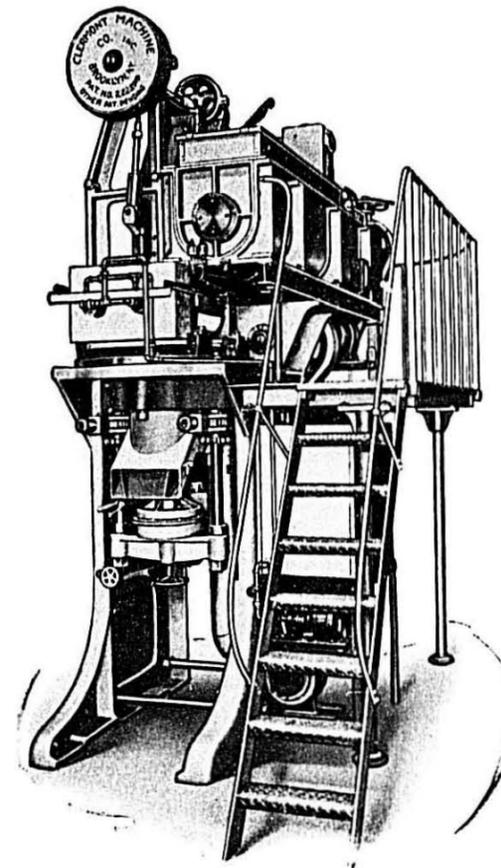
For the Duration, Due to Government Restrictions, This
Machine Is Available Only on High Priority Rating

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Accurately Built

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Machine Is Available Only on High Priority Rating

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Steady the stone and . . .



Harvest the moss

If a rolling stone gathers no moss, it's equally true that foods whose quality doesn't "stay put" won't gather much business for their manufacturers.

To help you stabilize the quality of your spaghetti, macaroni, and noodles, we keep ceaseless watch over *our* products . . . You can count on Pillsbury's Durum Products for color, flavor, and cooking quality that will help you cash in on wartime sales opportunities and hold your increased business after the war.

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