

**THE
MACARONI
JOURNAL**

**Volume XXIV
Number 8**

December, 1942

DECEMBER, 1942

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



★
Remember
Pearl
Harbor
★

The Spirit of Yankee Doodle

WHILE the screechings of the sirens of War mar the full enjoyment of the Christmas Season this year, may the hearts of all loyal Americans be filled with the Spirit of Yankee Doodle and the hope that ere next Christmas the "All Clear" will have been sounded, announcing to the world our return to the Joys of Living the American Way . . . in Peace . . . in Friendship . . . in Happiness.



NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Official Organ
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV
NUMBER 8

OF INTEREST . . .

to macaroni & egg noodle manufacturers

Food Manufacturers are faced today with the problem of meeting accelerated demands for food by our military and civilian armies. There is hardly a Packer who has not felt some wartime packaging restrictions. To these Manufacturers, the Rossotti organization offers an effective program covering many important phases of their packaging operations.

Below are listed a few of the ways in which Rossotti might be of assistance:

1. PACKAGING CONVERSIONS—

Transparent packaging materials are essential to the war effort. Rossotti is helping many Packers change over from all-transparent wraps to window cartons. Window cartons permit full visibility and use but little vital material. Egg Noodle Manufacturers especially are finding the window carton not only a better retail package, but easier to pack and ship, more sanitary, less wasteful.

2. STOCK CARTON & LABEL SERVICE—

Rossotti carries a full line of stock cartons and labels for Macaroni and Egg Noodle Products in all sizes. Buy these stock items in small or large quantities. Delivery is prompt. We suggest Rossotti stock cartons as an intermediate step in converting from all-transparent containers to your own private brand carton. Excellent for those rush spot orders, too.

3. FOR NEW USERS OF CARTONS—

Consult Rossotti on the best arrangement for the use of folding cartons in your plant, if you have never employed them before. Did you know that some types of semi-automatic machinery are still available without priority? Rossotti is in close touch with manufacturers of packaging equipment and may be able to help you.

4. ROSSOTTI DESIGNS PACKAGING!

Rossotti's Design Department will modernize your present package or create an original one for you. Our service includes the selection of the proper material, correct size and construction, color scheme and design. Write us about your requirements. Our analysis and recommendations do not obligate you in any way.

5. GOVERNMENT REQUIREMENTS—

Knowledge of government regulations—involving OPA, the Food & Drug Administration, and other agencies—is vital to your business. Rossotti will be happy to work with you on the proper application of these requirements to your own packaging operations.



ROSSOTTI

LITHOGRAPHING CO., INC.

Main Office and Plant, North Bergen, N. J.
Sales Representatives in Principal Cities

Mid-Year Meeting Plans Indefinite

War Needs, Rather Than Industry Wishes, Are Deciding Factor

More than ordinary interest prevails among macaroni-noodle manufacturers this year on the prospect of holding the usual national conference of their trade in connection with Grocery Trade Conference Week the latter part of January. Important and serious problems arising out of war regulations present good reasons for the holding of the usual Mid-Year Meeting in the thinking of many who have asked whether or not a trade conference is contemplated by the leaders.

The question was given serious consideration at both the New York and Chicago meetings last month, called to study the provisions of the new regulations on prices on egg noodles and other egg macaroni products. Manufacturers at both meetings agreed to leave the matter in the hands of President C. W. Wolfe and the Board of Directors of the National Macaroni Manufacturers Association for final decision.

Leading operators in this field have looked forward to these Mid-Year conferences in recent years with increasing interest. They have been usually well attended because they are always held in a season when most factories are operating at or near the peak and when production schedules are usually such that executives can well take time off knowing that their plants will run smoothly during their absence.

Furthermore, they are usually held in connection with the Grocery Trade Conference that attracts manufacturers, brokers and the entire production and distributing field, providing opportunities of contacting helpful distributors and heart-to-heart talks with competitors at the same time.

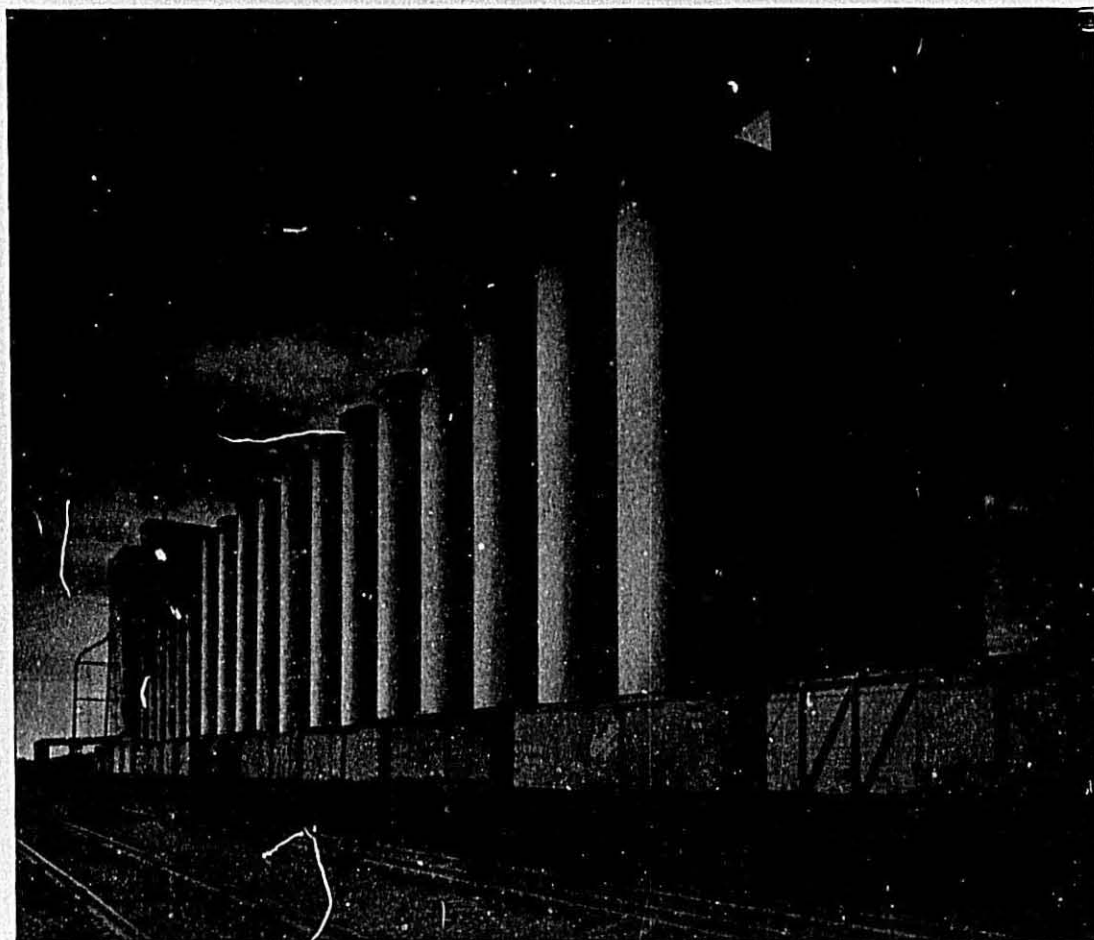
Will there be a Mid-Year meeting in Chicago in January? Time and the needs of the hour only will determine. That's why the decision was left to the executives of the National Association that regularly sponsors and supervises such get-togethers. The general situation is being studied with the interests of the country's needs foremost. Travel regulations are being considered as are the possibility of a miniature Grocery Trade Conference, with many of the factors having already voted to forego the benefits of such gatherings this coming month.

From the tone of the releases by Director Eastman of the Office of Defense Transportation, there seems to be no desire to prohibit necessary conventions where no serious transportation problems are involved. He has made it clear that there will be no immediate curb on business conventions that are vital to the war program or to any industry supplying war needs. Purely social or "sky-larking" conventions are out for the duration, if ODT has its way. With "business as war necessitates" conferences replacing the "business as usual" conventions.

Since the National Canners Association has definitely decided not to hold its usual convention and machinery exhibit next month, and many of the other organizations that are important parts of the Grocery Trade Conference are doing likewise, there is little likelihood that the usual Mid-Year Meeting of the macaroni-noodle manufacturers will be held in January. Only in case of dire need will President Wolfe and the Board of Directors issue a call to conference next month. If the general conference is not held, sectional meetings will be substituted as the Association's President sees fit to call them.

Pending a definite decision when the need arises, no plans are being made for the usual Mid-Year Industry Conference. However, everything will be held in readiness should the need arise.

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



The MACARONI JOURNAL

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Food For Victory

Choice Meats to Fighters—Choice "Extenders" to Others

Macaroni-noodle manufacturers are privileged to "Help Feed America" to a greater extent than ever before; first, by supplying their fine products to American fighters everywhere, and second, by furnishing the meat-rationed home folks the most natural, the finest meat extender obtainable. In so doing, those on the home front may eat satisfyingly and well, while the choice cuts of meats are permitted to go to those who need them most—those in the country's armed services.

The voluntary meat-rationing ordered by the Government creates a situation that has long been the hope of the macaroni industry—one that would be more acceptable had it not grown out of war. But the situation is with us, and it would be almost sacrilegious not to make the most of it, particularly when in so doing the wishes of Government officials are being fulfilled and no direct harm done any competitor.

Housewives, home economists and the press generally appreciate the golden opportunity that is thus thrust into the very laps of the macaroni-noodle makers—almost everybody but especially those who stand to profit most from the situation. The National Macaroni Institute sensed the opportunity early last Fall, and presented a plan whereby the producers of this natural food—this splendid meat extender—might be suggested cooperatively, as part of a timely educational campaign. Many failed to see the point, but enough did so to start a movement towards making Mr. & Mrs. America conscious of the fact that macaroni products are natural meat extenders.

As an example of what others not directly connected with macaroni making and distributing think of the situation and the opportunities presented for concerted, cooperative action along educational lines, we quote, in part from the November 21, 1942, issue of *Business Week*.

Meat "Extenders"

Everybody's talking about them, including the packers, but many bright possibilities also have scarcity trouble.

Americans are accepting the national meat shortage as though Washington officials, with the cooperation of the country's meat packers, had extended the Lenten season to everybody and for an indefinite

period of time. Housewives are studying "meat-substitute" recipes of their favorite women's pages to prevent the cut to 2½ lbs of meat per capita, per week, from causing a loss in vitamins or family appetite-appeasement. And restaurants, anxious to avoid sugar and coffee woes scaled to the proportions of the main course, are observing meatless Tuesdays in three of the nation's largest cities (New York, Los Angeles, and Philadelphia).

• **Alternatives**—The meat packers have jumped in to help promote alternatives, but are being careful to dub them "meat extenders" rather than substitutes, lest consumers carry troublesome substitution theories over to the days of peace and plenty.

The meat scarcity has been accompanied by increased sales by all producers of "meat extenders," though they still attribute such increases largely to mounting purchasing power. Normally this would add up to a rosy future for America's fish markets and cheesemakers, with the macaroni industry getting ready for a red letter year, and poultry dealers looking forward to something like Thanksgiving every Tuesday if not oftener.

• **But Misery Has Company**—But war is no respecter of industries. And fisheries and dairies can't rejoice over the troubles of the meat industry when they themselves are harried by some of the same problems—and many others. Fish and cheese interests, particularly, are slow to celebrate the day of rising demand for their products. And for good reason. There is a fish shortage now, and a cheese shortage is imminent.

• **Macaroni Heaven**—Macaroni producers are about the only meat substituters not afraid to build up demand by helping food columnists to promote the meat-extending characteristics of their product. The industry isn't worried about productive capacity, labor, and supplies to meet its current unprecedented demand. Transportation is the only difficulty on the horizon, and it can probably be met by storage since macaroni keeps indefinitely without deterioration.

Manufacturers in Strictly Business Meetings

New Price Ceiling Regulations on Egg Noodles
Are Main Topics of Discussion



C. W. Wolfe, President
National Macaroni Manufacturers
Association
The Presiding Officer at Both Meetings
Harrisburg, Pa.

reas in the Nation's capital enabled the Association to get a modification of the Price Ceiling order which officials of OPA had just announced and which would be fully explained during the open meeting.

To officially explain the New Maximum Price Regulation, No. 262, which became effective on November 14, and in the making of which he had an important part, the Association's chief executive introduced C. Fred Mueller, Senior Business Specialist, of Washington, D. C., the Macaroni Industry's representative in the Office of Price Administration.

Mr. Mueller explained the new regulations in detail, using blackboard illustrations to show the approved method of figuring costs and ceiling prices under the amended order. Among the more important facts brought out by his discussion were the following:



C. Fred Mueller
Senior Business Specialist, OPA
Leader of Discussion
Washington, D. C.

Macaroni-Noodle manufacturers from all parts of the Eastern and Central sections of the country attended two district meetings called by officials of the National Macaroni Manufacturers Association to study problems growing out of new regulations announced early in November granting relief to producers of egg noodles and their macaroni products to meet increased cost of ingredients and packaging materials.

The first of two such meetings was held at Hotel Commodore, New York City, on Monday, November 16, 1942, and was attended by almost every important operator east of Cleveland. President C. W. Wolfe of the National Association presided. He lost no time in getting down to business after making it plain that the Association was acting unselfishly in sponsoring the meetings to which non-members were as welcome as were the Association supporters, since the matter to be considered affected all operators equally.

He called attention to the serious problem that faced the makers of egg macaroni products under the March ceilings and the instructions given him by a resolution unanimously adopted by the June Convention to use every effort to obtain needed relief. He spoke highly of the aid given him by Washington Representative, B. R. Jacobs, whose close contacts with various Government officials and Bu-

a—New Maximum Price Regulation, No. 262, affecting new ceilings on egg noodles and other egg macaroni products became effective on November 14, 1942.

b—New ceiling prices on these products must be filed with OPA, Washington, D. C., before midnight, December 14, 1942, in order to continue selling these products legally after that date.

c—New ceiling prices will go into effect immediately after being filed with OPA. It is suggested that prices be filed by registered mail, return receipt requested, as proof of filing.

d—All orders accepted prior to date of filing new prices are to be filled at the old price ceiling. Recommendation: That new orders be not accepted until after filing new price schedules unless you are satisfied to fill them on the old price basis.

e—Manufacturers must file stipulated statement with wholesalers showing three definite things: the weighted average actual selling price, March 1942; weighted average actual cost, March 1942, and the mark-up in dollars and cents.

f—On shipments to retailers, a stamp or slip or sticker must be attached stating the cents per package that may be added in retail.

To another question that is puzzling manufacturers of plain macaroni products, whether OPA intended to grant them any relief from price ceilings

that now permit ever-decreasing margins of profit owing to increased cost of raw materials, containers, etc., Mr. Mueller stated that although macaroni products other than egg noodles and similar goods containing 5.5 per cent of egg solids had not yet been acted upon, a continuous study is being made by the OPA.

At this meeting the leading bulk manufacturers again went on record as favoring the elimination of more than two dozen fancy shapes for the duration, thus releasing immense quantities of precious metals for more important war efforts. WPB officials are pleased with this voluntary action and will appeal to all manufacturers to fall in line with this worthy effort, willingly now or under compulsion when that body finds it necessary to tighten the clamps.

Similar Meeting in Chicago

The need of accurately interpreting the provisions of the new regulation to manufacturers in the middle states loomed so important that President C. W. Wolfe of the National Association decided to join representative Mueller of OPA in a trip to Chicago for a similar meeting at Hotel Morrison, Wednesday, November 18, 1942.

The Chicago meeting was well at-

(Continued on Page 8)

Is it Good?

The most VITAL question your products have to answer

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

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

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

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

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

WASHBURN CROSBY COMPANY

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

(Continued from Page 6)

tended and practically the same program was presented, with President Wolfe presiding and coordinating with OPA representative Mueller in explaining every phase of the new order. Through examples placed on a blackboard, manufacturers were shown how to figure their increased costs on which to base their ceiling new prices.

Pleased with the interest shown by OPA in the noodle makers' problems, the meeting directed Secretary M. J. Donna of the National Association to express their appreciation in a personal letter to Geoffrey Baker, Associate Price Executive, OPA, for del-

egating C. Fred Mueller to attend the two meetings above reported.

Attention was called to the desires of the War Production Board to appoint an Industry Advisory Council of leading manufacturers, association members and nonmembers, large and small operators—a body that is truly representative of the industry—with which officials may confer when necessary on matters of deep interest to the trade. It was unanimously decided that the Executive Committee of the National Committee suggest names of important operators, representing all sections and all classes, as a list from which WPB might appoint this important Council.

While practically everyone in at-

tendance at the two meetings was of the opinion that frequent conferences would be most helpful under ever-changing conditions affecting their business, it was also agreed that the question of whether or not a Mid-year meeting of the Industry should be held in Chicago in January, should be left to President Wolfe to determine after further consultations with manufacturers and a study of events within the next few weeks.

Both Meetings Well Attended

Some idea of the interest taken in the two meetings is gained by studying the list of firms represented at both the Chicago and New York gatherings. Noted as among those in attendance were:

Meeting—Hotel Commodore—November 16, 1942

S. Arena	V. Arens & Sons, Inc.	Norristown, Pa.
B. J. Levin	Blue Ribbon Noodle Co.	Wilkes-Barre, Pa.
B. W. Boehm	W. Boehm Company	Pittsburgh, Pa.
Andrea Cardinale	Cardinale Macaroni Co.	Brooklyn, N. Y.
Joseph Genovese	Cardinale Macaroni Co.	Brooklyn, N. Y.
V. Giatti	DeMartini Macaroni Co.	Brooklyn, N. Y.
Ignatz Koluza	Elka Noodle Corporation	Maspeth, N. Y.
Robert F. Sheeran	Essex Macaroni Co.	Lawrence, Mass.
Horace Gioia	Gioia Macaroni Co.	Rochester, N. Y.
Erich Cohn	A. Goodman & Sons, Inc.	New York, N. Y.
Jerome I. Maier	A. Goodman & Sons, Inc.	New York, N. Y.
A. W. Greenwood	Grocery Store Prods. Co.	New York, N. Y.
J. L. Horowitz	Horowitz Bros. & Margarten	New York, N. Y.
C. J. Travis	Keystone Macaroni Co.	Lebanon, Pa.
Sidney L. Kurtz	Kurtz Bros. Corporation	Bridgeport, Pa.
Joseph Genovese	V. LaRosa & Sons, Inc.	Brooklyn, N. Y.
Peter LaRosa	V. LaRosa & Sons, Inc.	Brooklyn, N. Y.
C. W. Wolfe, President NMMA	Megs Macaroni Company	Harrisburg, Pa.
Henry Mueller	C. F. Mueller Company	Jersey City, N. J.
James J. Winston	National Cereal Prods. Co.	New York, N. Y.
Joseph Coniglio	Paramount Macaroni Mfg. Co.	Brooklyn, N. Y.
H. Miller	Paramount Macaroni Mfg. Co.	Brooklyn, N. Y.
David Passetti	Paramount Macaroni Mfg. Co.	Brooklyn, N. Y.
James Gioiella	Frank Pepe Macaroni Company	Waterbury, Conn.
R. L. Silas	The Pfaff Company	Cleveland, Ohio
L. Roncace	Philadelphia Macaroni Co.	Philadelphia, Pa.
Joseph Pellegrino	Prince-Roman Macaroni Co.	Boston, Mass.
Fred Taylor	Prince-Roman Macaroni Co.	Lowell, Mass.
A. Rossi	Prociro-Rossi Corporation	Auburn, N. Y.
D. Piscitello	Quality Macaroni Co.	Rochester, N. Y.
E. Ronzoni, Jr.	Ronzoni Macaroni Company	Long Island City, N. Y.
Edward Vermeylen	A. Zerega's Sons, Inc.	Brooklyn, N. Y.
C. F. Mueller	OPA Senior Business Specialist	Washington, D. C.
B. R. Jacobs	Director of Research, NMMA.	Washington, D. C.

Meeting—Hotel Morrison—November 18, 1942

A. Irving Grass	I. J. Grass Noodle Co.	Chicago, Illinois
Henri D. Rossi, Sr.	Peter Rossi & Sons, Inc.	Braidwood, Ill.
Henri D. Rossi, Jr.	Peter Rossi & Sons, Inc.	Braidwood, Ill.
Carl D'Amico	G. D'Amico Macaroni Co.	Steger, Ill.
Frank Traficanti	Traficanti Brothers	Chicago, Illinois
C. W. Wolfe, President	Megs Macaroni Co.	Harrisburg, Pa.
W. T. Houston	Grocery Store Prods. Sales Co.	Libertyville, Ill.
E. Luther	Foulds Milling Company	Libertyville, Ill.
Albert S. Weiss	Weiss Noodle Company	Cleveland, Ohio
Chas. Presto	Roma Macaroni Mfg. Co.	Chicago, Illinois
Ernest N. Lyon	Mrs. Kelley's Noodle Co.	Dayton, Ohio
Walter H. Schoenberger	Schoenberger & Sons	Chicago, Illinois
Peter Slaby	Mrs. Slaby's Noodle Co.	Cicero, Illinois
Vincent J. Marino	St. Louis Macaroni Co.	St. Louis, Missouri
C. B. Schmidt	Crescent Macaroni & Cracker Co.	Davenport, Iowa
Peter J. Viviano	Kentucky Macaroni Company	Louisville, Ky.
Frank Viviano	V. Viviano & Bros. Macaroni Mfg. Co.	St. Louis, Mo.
Santo Garofolo	Milwaukee Macaroni Company	Milwaukee, Wis.
B. C. Ryden	Illinois Macaroni Company	Lockport, Ill.
Theodore Schmidt	Schmidt Noodle Company	Detroit, Mich.
Peter Palazzolo & Co.	A. Palazzolo & Co.	Cincinnati, Ohio
L. S. Vagnino	Faust Macaroni Co.	St. Louis, Missouri
J. G. Luehring	Thuringer Macaroni Co.	Milwaukee, Wis.
B. A. Klein	F. L. Klein Noodle Co.	Chicago, Illinois
Al Ravarino	Ravarino & Freschi, Inc.	St. Louis, Missouri
Walter F. Villame	Minnesota Macaroni Co.	St. Paul, Minn.
C. F. Mueller	OPA Senior Business Specialist	Washington, D. C.
M. J. Donna	Secy-Trcas, NMMA.	Braidwood, Ill.
Allies		
E. F. Cross	General Mills, Inc.	Chicago, Illinois
Frank A. Motta	Champion Machinery Co.	Joliet, Illinois
Glenn G. Hoskins	520 N. Michigan Ave.	Chicago, Illinois
Geo. L. Faber	King Midas Flour Mills	Minneapolis, Minn.
Alex G. Graif	King Midas Flour Mills	Minneapolis, Minn.
E. J. Thomas	N. D. Miller & Elevator Co.	Chicago, Illinois
S. O. Werner	Northwestern Miller	Chicago, Illinois

CELLOPHANE PROTECTS U. S. ARMY FIELD RATIONS

The U. S. Army Quartermaster Corps uses Cellophane for many of the field food rations issued to soldiers.

These compact, energy-giving foods of various types are scientifically selected for a balanced diet, and they must be scientifically packaged to keep in perfect condition, winter or summer, rain or shine, jungle or desert. Cellophane helps protect the freshness and nutrition of these special rations under the most severe field conditions.

In addition to protecting U. S. Army food ration units, some of which are illustrated

below, the Government is finding many other vital wartime uses for Cellophane, which require substantial quantities of our product.

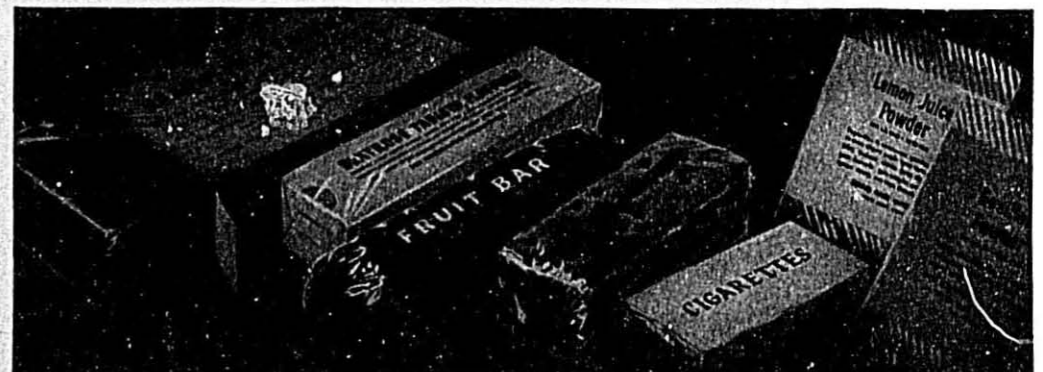
All this is added testimony to the value of Cellophane as a protective wrap.



Cellophane

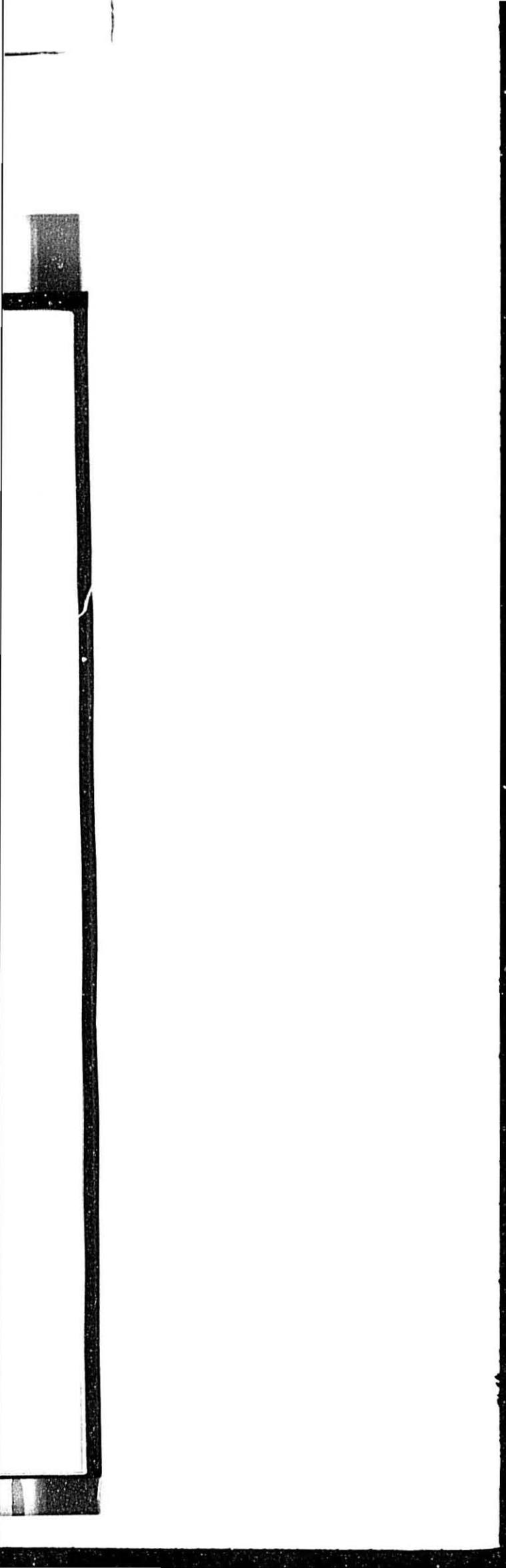
E. I. du Pont de Nemours & Co. (Inc.)
Cellophane Division, Wilmington, Delaware

UNITS OF U. S. ARMY FIELD RATIONS



Buy Bonds for Victory





Ideal Meat Extenders

**Meatless Tuesdays in the East May Be Harbingers of General Meat Rationing—
Will Not Greatly Worry the Ingenious Homemakers**

The present scarcity of meat, due to the need of feeding the best cuts to those in the armed services of the country and supplying our allies under the lend-lease plan, will tend to change Americans from the world's greatest meat-eating nation to eaters of greater varieties of food, particularly in combination with the rationed portions of meat. This presents an opportunity that will not be overlooked by the leading macaroni-noodle manufacturers who can look into the future and see the effects of this evolution.

Wheat and meat combinations have been ideal from time immemorial. The body craves such a combination. Rarely is meat eaten alone at any meal, anywhere. Bread, macaroni products, rice and other grain foods are always a part of a meal, even when meats predominate. Realizing this truism, thinking and considerate manufacturers and allies are supporting a drive to make Mr. and Mrs. America more truly appreciative of the "meat-extending" qualities of such wheat foods as macaroni, spaghetti and egg noodles.

The educational work is being carried on through the National Macaroni Institute that has been doing a splendid job of products promotion under stupendous handicaps. Meat may be scarce at times, but there will always be plenty of wheat, the basic ingredient of the better grades of macaroni products.

The important role which macaroni products will take in the present meat-scarcity situation and will retain long afterwards, as told by the National Macaroni Institute in its release to newspapers and magazines, takes on a patriotic tone in that it invokes the spirit of "Yankee Doodle". Here's the illustrated story that will find ready consumer acceptance and reader interest:

*"Yankee Doodle came to town, upon a little pony,
He stuck a feather in his cap, and called it macaroni."*

That old nursery rhyme verse of "Yankee Doodle" is a timely tip to thrifty and nutrition-wise homemakers. Yankee Doodle is a symbol of patriotism. So can macaroni mean patriotism, for macaroni, and those other members of the macaroni family—spaghetti and egg noodles can be depended upon to give your wartime menus the zip and zest your family will still be expecting in your menus on meatless days.

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

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

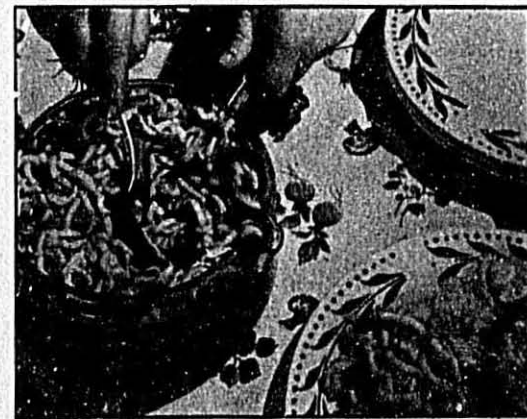
The march of women to the work of war places a heavier load on women who remain in the home. There-

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

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

There is still another—and important—advantage in stocking your pantry reserve shelf with these nutrition macaroni foods—they keep indefinitely.

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



Spaghetti Goulash

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

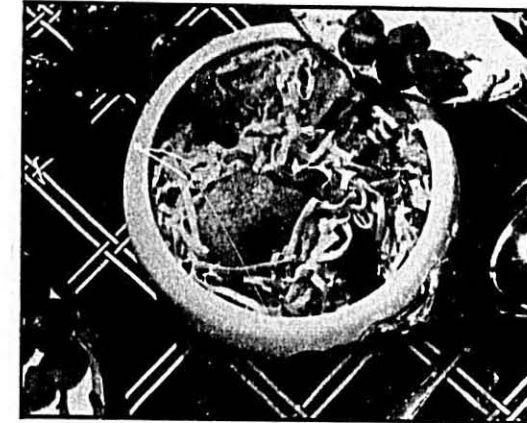
Cook the spaghetti in 4 cups boiling water, salted, until tender, and all water has been absorbed. Fry the meat until brown, then add remaining ingredients and let simmer until vegetables are tender. Combine with spaghetti and serve at once, or keep warm in oven or over low heat. Serves 6. For a change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

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

Chicken Noodle Paprika

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

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



Chicken Noodle Paprika

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

Spaghetti Cutlets

1/2 lb. spaghetti or macaroni elbows
1 tsp. salt
4 c. boiling water
Cook spaghetti or elbow macaroni in salted boiling water until all water is absorbed and the spaghetti is tender. Stir frequently. Combine with
1 c. thick white sauce
1/2 c. bread crumbs
1/2 c. grated cheese
1/2 c. minced onion and parsley
6 to 8 strips bacon cut fine and fried crisp, if desired
Salt and pepper to taste.

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



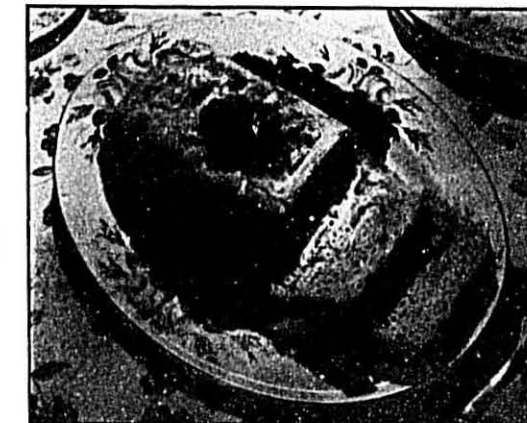
Spaghetti Cutlets

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

Macaroni-Sausage Supreme

1/2 lb. macaroni
1 tsp. salt
4 c. boiling water
Cook macaroni in boiling salted water until tender, and all water is absorbed. Stir frequently. Combine with
1 c. bulk sausage, fried brown and drained on absorbent paper. (Diced left-over meats may be substituted here)
1/2 c. dry bread crumbs
2 tsp. minced parsley
2 egg yolks, beaten
1/2 c. milk
2 tsp. minced onion
Salt and pepper to taste

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



Macaroni Sausage Supreme

Macaroni and the Diet

By Clara Gebhard Snyder

Director, Department of Foods and Nutrition, Wheat Flour Institute

In these days when food rationing and food shortages share attention with nutrition, a number of questions are being asked about every food. What does it contribute to the diet? How available is it? How economical is it, from the point of view of raw materials, manpower, food value, and general availability?

For the foods that can supply favorable answers to most or all of those questions and perhaps some others, there is an encouraging outlook.

MACARONI—meaning macaroni products—spaghetti, macaroni and egg noodles—are in a favorable position.

The raw material from which macaroni is made is plentiful and easily available. It can be produced economically with a limited amount of manpower. Moreover, since macaroni is made of durum wheat, which is high in protein, macaroni takes on new importance. It may well serve as an extender of other protein foods which are being rationed. While serving as a carrier for the delicious flavors of meat, cheese, eggs, and other foods, it actually makes its own contribution of useful protein.

Like the proteins in breads, the proteins of macaroni have largely been overlooked or ignored. People have come to think of macaroni as a "starchy" food. Yet it is the proteins in the durum wheat flour which make it possible to manufacture such a food as macaroni.

In the past, the proteins of macaroni flour (Semolina-Farina-Flour) have been thought of in terms of performance of that flour in making macaroni. If the protein of the flour was good in quality and adequate in quantity, the flour would make good macaroni. Now, with the country nutrition-minded, it is well to recognize the fact that these proteins are important nutritionally as well as from a production point of view.

According to most analyses, macaroni is made up about as follows: protein, 13.4 per cent; carbohydrate, 73.9 per cent; fat, 1.4 per cent. An ounce of uncooked macaroni, the usual allowance in calculating servings, supplies 100 calories. Because of that 73.9 per cent carbohydrate, macaroni has been called a "starchy" food.

Yet many other foods which are ordinarily classified as protein foods contain larger proportions of other nutrients than of protein. Milk, for example, contains 5 per cent carbohydrate and 4 per cent fat, as against only 3.3 per cent protein. Yet because large quantities of milk are consumed,

the protein that milk supplies to the diet is important.

Cheese of the cheddar type contains 34.4 per cent carbohydrate as against 24.4 per cent protein. Yet cheese is classified as a protein food rather than as a carbohydrate.

As a matter of interest, here are figures showing the protein content of macaroni, together with those of some foods usually classified as protein foods:

Macaroni	13.4 per cent
Milk	3.3 per cent
Eggs	13.4 per cent
Pork loin	16.6 per cent
Lamb	19.2 per cent
Beef (lean)	21.3 per cent
Cheese (cheddar)	24.4 per cent

Percentage figures alone mean little. What really counts is the amount of a nutrient supplied by the quantity of that food ordinarily eaten. It is hardly fair to compare a quarter of a pound of meat with a quarter of a pound of macaroni. It is relatively easy to eat a quarter of a pound of meat at one meal. It would be quite difficult for most people to eat a quarter of a pound of macaroni at one sitting. One ounce to one and one-third ounces of macaroni (uncooked) is the usual allowance per person per meal. This amount of macaroni supplies about 4 grams of protein.

There is, of course, a difference in the nutritional value of proteins from plant sources and from animal sources. Proteins from plant sources, such as those from wheat, for example, are said to be incomplete. This means that alone they cannot do an efficient job of building body tissue and repairing wear and tear. Proteins from animal sources, on the other hand, are said to be complete. Fortunately, animal proteins combined with plant proteins make a nutritionally efficient combination. There lies the secret of the goodness of macaroni and cheese, spaghetti and meat balls, macaroni and milk gravy, macaroni and eggs.

An important thing to keep in mind when considering the food value of macaroni, especially as regards its protein value, is that macaroni is seldom, if ever, eaten alone. It is served with tomato sauce, with meat sauce, with cheese. Frequently it is prepared with milk and eggs. Thus, while a one-ounce serving of macaroni alone supplies about 4 grams of protein, a serving of macaroni and cheese supplies 11 grams. That is why such dishes as macaroni and cheese, macaroni and eggs can do a patriotic job of serving

as alternate dishes in the nationwide share-the-meat program.

As food costs rise, and as shortages of some of the protein foods appear on the horizon, it is well to remember that macaroni may do its thrifty part of the national nutrition job. Macaroni can help to make the limited meats do their utmost in adding flavor and satisfaction to menus.

The per capita consumption of macaroni in the United States is only 5 pounds per year. That means that on the average, macaroni has supplied only 320 grams of protein per person per year. Nutrition leaders are agreed that the average woman needs 60 grams of protein per day; the average man, about 70 grams; and an adolescent boy, from 85 to 100 grams. Consequently, a whole year's consumption of macaroni for most individuals is now supplying enough protein for only about five days. Yet it is so economical that it can help control family food budgets by making one pound of meat do the work of two or three, or two eggs do the work of five or six in menu planning.

On the basis of cost alone, macaroni should appeal greatly to the thrifty meal planner. An ounce of macaroni which costs about 3/4 cent, supplies 4 grams of protein and some energy-yielding carbohydrates, all of which add up to 100 calories. An egg, which supplies only about twice as much protein, costs 5 cents or more. A glass of milk, supplying about as much protein as an egg, costs from 4 to 5 cents.

It should be kept in mind that the above figures are comparisons of cost and protein only. Each of these foods makes many other nutritional contributions, and each has a place in a well-selected, nutritious diet.

A serving of macaroni and cheese, for example, provides, in addition to about 1/6 of the day's needs for protein, about 1/4 of the needed calcium and almost 1/5 of the needed vitamin A. The macaroni serves as a carrier for the cheese flavor and food values, and in addition it supplies some of the needed nutrients.

No one would choose to do without eggs and milk and other good things. Yet when costs of these foods are high, or when the supply of them is limited, folks can still eat well and can be well nourished if they appreciate the nutritive values of the foods that are available in generous quantity and at low cost. Of these, macaroni is one which can help in the big job of feeding the people of this country well and economically.

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New Food Editor Is Iowa Farm Girl

An Iowa farm girl and a graduate of Iowa State College, Alvina Iverson, has been appointed Foods Editor of *Country Gentleman* and director of the modern kitchen of that national farm magazine.



What's Cooking, Miss Alvina, Spaghetti?

Miss Iverson recently resigned as food editor of the *Chicago Daily News* to accept the editorial post with *Country Gentleman*. Before going to the *News* she was, for a year and a half, with the National Livestock and Meat Board in Chicago, first in the cooking school department where she conducted schools in conjunction with newspapers throughout the country and then in the home office where her work involved writing, food photography, radio and demonstration work.

Majoring in food and journalism, Miss Iverson graduated from Iowa State College in 1939. In 1935 she was state president of the 4-H Clubs.

Her home is at Stanhope, Iowa, the first "farm house south of the first school house south of Stanhope" she explains. She went to a one-room country school for eight years. The school is known as Iver B's and is named after her father.

On the farm her chief activity was 4-H club work "though I used to catch a lot of bullheads in the creek, drive the team during haying, gather eggs, feed the chickens and fetch the cows with Shep," she explains.

Her first taste of journalism was one summer when she and four others from college took over a country weekly, and she was assigned to society, the woman's page and general features. Everything went fine, Miss Iverson says, until the day captions got switched and "Cold as Any Icebox" appeared above the picture of a couple married 50 years, instead of above the photograph of a new community locker.

Industry Council

Recognizing the importance of the Macaroni-Noodle Industry as a source of supply for nutritious food, the government has asked the cooperation of the National Macaroni Manufacturers Association in its contemplated appointment of a Macaroni Industry Council to serve in an advisory capacity to the War Production Board and other agencies.

It is suggested that the list asked for and from which the Council is to be selected include the names of both large and small operators, repre-

sentatives of every phase of production, Association members and non-members—briefly, a group personally concerned in the industry's problems and willing to consider them from an industry, rather than a personal angle.

Such a list of eligibles is being scrutinized by Government officials and it is hoped that when appointed, all will give their new duties the time and attention the Council deserves.

Any reason you may give for not buying your share of War Bonds will please Hitler.

God Bless America

—YES—

And all Americans helping to win the greatest war in all history, making possible the fulfillment of the Yuletide Spirit in this and the many years to come.

CHAMPION MACHINERY CO.

Mfrs. of Bakery Machinery for over 50 years

JOLIET, ILLINOIS



For Macaroni — It's Macaroni

Macaroni Firm's Radio Program Is Record-Breaker for Time on Air

First Aid for Crescent Macaroni & Cracker Co. Salesmen Is Radio Slanted at Grocers. Writes Ad-Manager Ben Mulhauser in November Issue of "Radio Salesmanship."

Way back in the days of the first Crystal Sets, when ears were glued to the head 'phones to hear the chimes a-ringing over WOC, Davenport, Ia., H. J. Schmidt, vice president and sales manager of the Crescent Macaroni & Cracker Co., Davenport, Ia., saw the possibilities of building good will and more sales among consumers and dealers for Crescent's crackers, cookies and macaroni products through the medium of Senor Marconi's grown-up toy, the radio. Since those pioneer days of 1925, Crescent has never been off the air! We believe it's a world record for continuous radio advertising; from that first Crescent broadcast on June 5, 1925, until the present is a record run of 17 years. And we're still going strong!

A book could be written about those first years on the air; how the *Crescent Hour of Music* was built around Crescent's own 14-piece orchestra, with the emcee and solo talent named after different Crescent products. Only the finest in music was offered; a treat to music lovers and laymen alike. (That was before "bands" blew hot music through your loud speaker, rattling the dishes on the pantry shelf.) Players were costumed in Crescent emblazoned uniforms, and traveled through Crescent territory in a special Crescent bus, giving community concerts or playing sweet music for dances.

Fan mail poured in in those early days. Occasionally, there would be a special offer for box tops or labels to produce a veritable avalanche of replies. "Them was the days!" Then came 1929 and the depression. Remember?

Programs disappeared from the airways. Schedules were curtailed. But like Ol' Man River, Crescent kept keepin' on. Didn't even hesitate. The *Crescent Hour of Music* gave way to the early era of spot announcements, lots of them at all hours of the day and night. Then, about two years ago, Crescent's *Guest of Honor* program was born, a program with a definite merchandising plan behind it.

Crescent's objective was not consumer good will, although it took that in its stride. After over 65 years of making top quality foods plus 15 years of continuously telling the world about them, we had reason to believe that we

had consumer good will galore and we were careful to do our best to keep it and to make it grow.

What keeps our cookie and cracker bake ovens and our macaroni presses running full tilt are the orders our salesmen write up every day in the many hundreds of grocery stores throughout the middle west. In a word, it was the good will of our direct customers, the *grocers* we were after; good will plus more and bigger orders.

So we put these grocers on the air as our radio guests, one every week day at 12:00 o'clock noon over WOC, Davenport, Ia., and one every Tuesday, Thursday and Saturday at 8:45 a.m. over KSO, Des Moines, Ia. Our grocer guests are invited by our salesmen, who select them for their loyalty

to Crescent and Crescent advertised products.

Each grocer, through a quarter-hour transcribed interview, has his chance to crow about what a swell store he has, and why it is the place to buy groceries. To help hold and build our listening audience, and to make our guest grocer's cash register ring, we give away 10 free movie passes; two each to the first five listeners who buy advertised Crescent foods from the guest grocer after the broadcast. Those five lucky listeners are called *guests, too; Guest Consumers.*

There you have the tie-up of consumer, dealer and "House." All three must be brought into the picture in our type of merchandising. And we do just that in *Guest of Honor.*

Italians Not "Enemy Aliens"

Commemorative Statement by Government Official Exempts Italians from the Dishonorable Classification

A well-known macaroni manufacturer, one of many of the second and third generations of Italians still in the macaroni manufacturing business in this country, submits the following, asking that his name be withheld for business reasons:

Even though many Americans of non-Italian origin are now affiliated with the macaroni industry, nevertheless the trade is considered Italian dominated. For this reason, I believe that the statement made by the United States Attorney General Biddle in his Columbus Day address should be given the widest possible publicity, since it places the many millions of citizens of Italian origin in their proper category—as true, liberty-loving and loyal Americans—despite the fact that the temporary regime in Italy erred in entering the side of the Axis in World War Number Two. The statement referred to is as follows, in part:

"I know the problems of the people of Italian origin who are living in this country. I know their heritage and background, their hopes and ambitions. For a long time I have known what their loyalties are. When war broke, ten months ago, and they were declared 'alien enemies', I knew time

would tell the story of these loyalties better than any words of mine, any assurances or predictions that I could make . . .

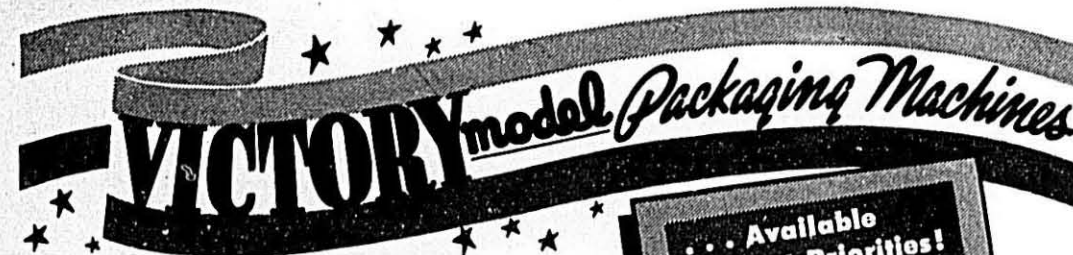
"The test of time, of actual performance, was essential. We wanted proof. We were right in requiring it. But now the proof has been given . . .

"I have an announcement to make to you tonight, that comes as a result of the splendid showing the Italians of America have made in meeting this test . . . I now announce to you that beginning October 19, a week from today, Italian aliens will no longer be classed as alien enemies. From that time on the exonerated which they have so well earned will be granted to them . . . To those who are affected by this change, I say tonight: You have met the test. Your loyalty to the democracy which has given you this chance, you have proved, and proved well. Make the most of it. See to it that all Italians remain loyal. We have trusted you; you must prove worthy of that trust, so that it may never be said hereafter, that there are disloyal groups among American Italians. If you love your freedom, give all that is in you for the nation which is now fighting to preserve it."

December, 1942

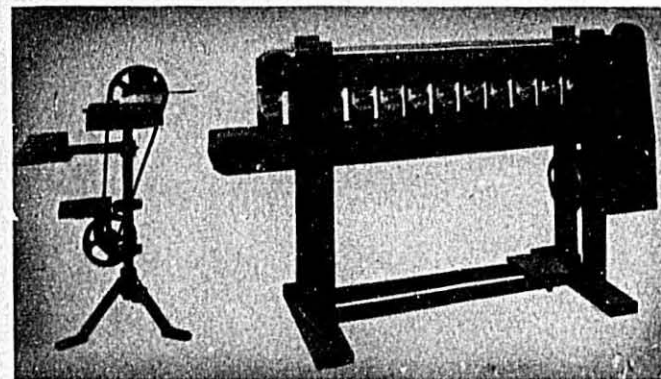
THE MACARONI JOURNAL

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BELOW--Triangle Victory Model R Portable Carton Gluer. With aid of operator will apply glue to carton flaps at speed of 20 to 25 per minute. Compact . . . fast . . . flexible.

BELOW--Triangle Victory Model E Compression Unit for carton drying. Sturdy . . . well built; handles full range of carton sizes; easily adjusted.



IT IS yours without priority . . . combination carton gluing and sealing setup that will produce 20 to 25 sealed carton ends per minute, accommodate all sizes and match performance of more elaborate units. These machines are low in price (\$200.00 or less), use extremely small amount of metals and are available without priority as long as our supply of materials lasts.

What's your packaging situation? There is a good chance Triangle can help you. Write for details.

TRIANGLE PACKAGE MACHINERY CO.
915 N. SPANGLER AVENUE, CHICAGO
Branches in Principal Centers

Scrap Obsolete Presses

"The Unreliable Macaroni Company of Blanktown, U.S.A., will open its new and modern macaroni-noodle factory next week, according to Mr. Take A Chance, president."

Such announcements have been common in the past and were made possible by the accumulation of old presses, discarded kneaders that were a drug on the market and could be purchased for a song. . . . And another so-called factory springs into business over-night!

The legitimate macaroni-noodle manufacturers need no longer fear this kind of competition, if the War Production Board has its way. It has recently ordered that all old and unused machines of this character be scrapped immediately to supply the country's needs for iron and other metals.

Macaroni-noodle manufacturers should welcome this opportunity to rid themselves of a threat of questionable competition by those who hope to stretch shoe-strings into millions. Macaroni machine builders should be glad to be rid of this impediment to good business, and dealers in used machinery of the opportunity to turn junk into cash.

Newspapers and magazines generally are supporting the War Production Board in its drive to "clean-up for freedom." Here's what *Time* had to say about the drive, its purpose and hope.

"If a machine hasn't been used for the last three months and no one can prove it can be used in the next three, find a use for it or scrap it."

These tough words came last week from WPB's Industrial Conservation chief, shy philanthropic Lessing Rosenwald, as he announced a new all-out drive for industry's "dormant scrap." Donald Nelson backed up his chief junkman in even tougher talk: "The one thing we must not do," he said, "is to pack machinery and equipment away permanently or in grease against the end of the war." Every existing piece of machinery must be used now for war production, for replacement parts for other machines, or for scrap.

If Nelson, Rosenwald & Co. meant their words literally, they were promoting a far more drastic operation upon industry than industry's captains had yet been warned to expect—however harassed they may think they have been heretofore. It would mean that non-war manufacturers—even those who are limping along without using critical materials or machinery needed elsewhere in its present form—are about to see their means of production go to the junk pile. More important to the U. S. as a whole, it would mean that, when peace

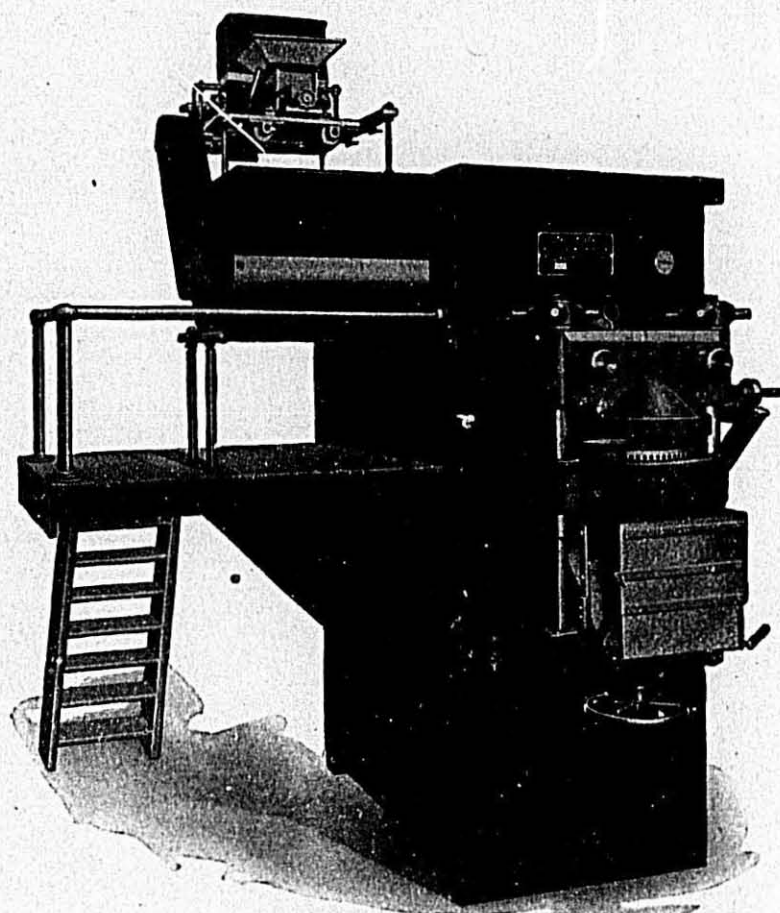
comes, there will be no machinery left that is designed to produce for the inevitable tidal wave of post-war civilian demand.

Against such a Brobdingnagian reconstruction problem the immediate question of who was to stand the loss of a \$1,000 machine is melted down for \$40 worth of scrap seems Lilliputian, but this could give WPB a very bad time too—as WPB well knows.

All things considered, it is a safe bet that what Nelson and Rosenwald were really planning to take—at least in the near future—was: (1) the machinery still being used for non-war production (or for no production at all) that could and should be put to war production; (2) the vast, uncounted hoard of obsolescing and obsolete machinery that should have been written off and junked long ago. Taking the former would merely hasten the demise of a peace plant which is probably doomed for the duration by materials or labor shortages. (Such a plant would become a case for a War Liabilities Adjustment Board.) Scrapping the latter would wipe the U.S. late clean of a lot of un-economic production after the war.

Fifty per cent of every ship, tank and gun is made from scrap metal. Your country needs all your old junk . . . metal, rubber, rags, manila rope, burlap bags . . . to make war materials. So round up your junk. Sell it to a junk dealer . . . give it to a charity . . . or take it wherever you see the red, white and blue official Salvage Depot sign. Throw your scrap into the fight!

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

In addition to our Automatic Continuous Press for Long Pastes, we also manufacture a Continuous Press for the production of Short Pastes of all types and sizes.

The raw material and water is automatically fed by the blending device into the Mixer and no handling or attention is necessary as all operations are automatic and continuous.

Guaranteed production of not less than 1,000 pounds per hour. Finished goods uniform in length. It is sanitary and hygienic as the product is untouched by human hands.

This press is not an experiment. Already in operation in the plants of well-known manufacturers.

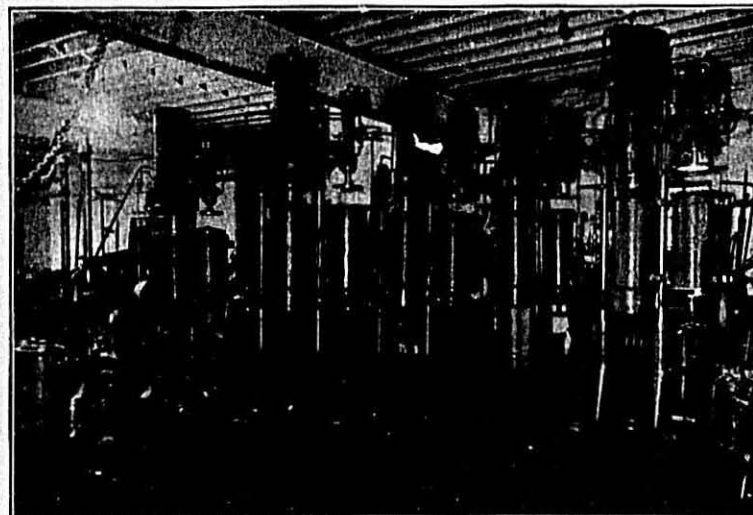
Due to priority restrictions, we are unable to furnish any of these presses for the duration, as all of our efforts are concentrated on the manufacture of material for our armed forces and those of our Allies.

This advertisement is to remind you that we will still be ready to serve the trade, after a just and glorious peace has been concluded.

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

Address all communications to us at 156 Sixth Street

Consolidated Macaroni Machine Corp.



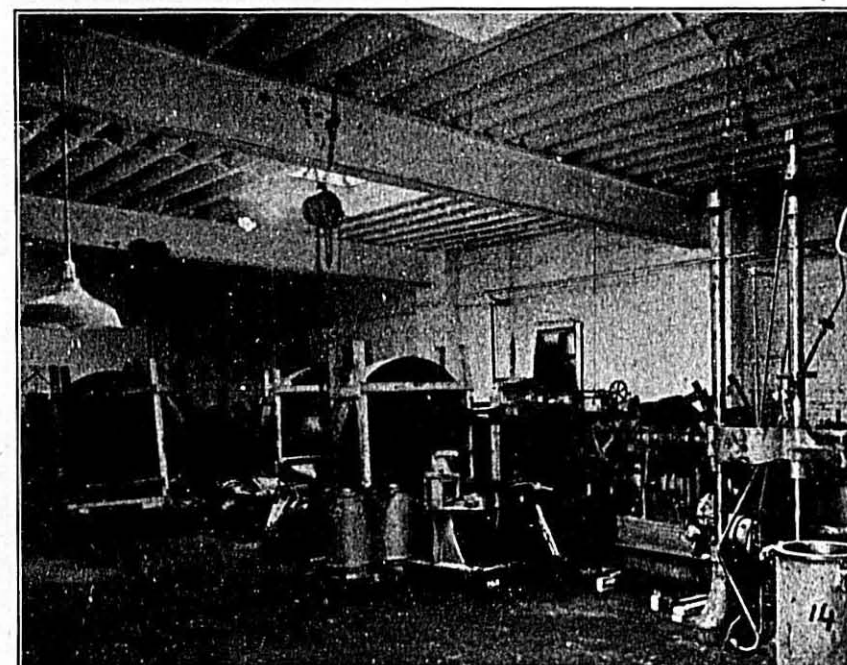
Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

REBUILT

Presses, Kneaders and Mixers

Photograph of Mixers Kneaders Presses being rebuilt in our plant.

All rebuilt machines carry full guarantee as our new machines.



Write for particulars

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

Address all communications to 156 Sixth Street

Saving Manpower for Warpower

National Safety Council Sponsors Greatest Counterattack on Accidents to Insure Unimpeded Production

Being producers of a vital food, the macaroni-noodle manufacturers who are members of the National Safety Council are pleased with the steps already taken by that organization to acquaint employers, generally, and the public, too, of the serious accident situation and its deep significance to the national welfare.

Though macaroni and noodle making is not the hazardous occupation that the high accident insurance rate would indicate, serious accidents do occur, together with many minor ones that cause time-losses that this short-manned industry can little afford to lose. During this emergency, at least, operators will take more than ordinary interest in the accident prevention movement which, for the first time in our history, has the leadership and momentum to meet the actual needs of the Nation.

The Safety Council has given the movement the name of "The War Production Fund to Conserve Manpower." Its need is explained and its purpose outlined by the announcement that follows and which deserves the serious attention of all employers.

Accident—Saboteur of Manpower

Led by business and industry, America is organizing the greatest counter-attack on accidents in all history. Faced by mounting casualties on the home front already exceeding those on the fighting front, the country is at last taking unified action to curb the sabotage of manpower by accident.

Since Pearl Harbor 85,000 persons in all have been killed by accident in the United States, 7,700,000 injured. Destruction of human material on this grand scale means something more than personal tragedy endlessly repeated. It means that 410,000,000 man-days of work have been lost. These man-days might better have been spent turning out tanks, planes, guns, ships and the thousand-and-one complementary materials of war.

Of these fatalities 42,000 were workers—at a time when manpower is the Nation's major non-military concern. Only one out of eight industrial establishments—there are 196,000 in all—is fully covered by a safety program. Even more alarming, three out of five workers injured were struck down, not in line of duty at furnace, press or lathe, but off the job.

Whatever the background of our accident-experience, its end effects are a gross waste of skills, serious lapses of efficiency while replacements are trained, and steady impairment of

morale. When the trend has reached a pitch where ten firms are required to keep careless Americans supplied with glass eyes and twenty-five more with crutches, the time is ripe to call a halt.

A halt has been called. The first move was made by the President of the United States, in a proclamation calling on the National Safety Council "to mobilize its nation-wide resources in leading a concerted and intensified campaign against accidents."

The National Safety Council, with thirty years of invaluable experience to draw on, moved into wartime high gear with a program big enough to meet the national accident crisis, by appointing a national committee of more than 600 members, with an executive committee of 74—both made up of senior executives in nationally prominent firms. A preliminary canvass through the national connections of major companies has yielded above one million dollars in cash and nearly another in oral commitments. At present regional campaigns are getting under way in major industrial centers from coast to coast.

The War Production Fund movement has received the blanket endorsement of President Roosevelt and of Donald M. Nelson, chairman of the WPB. The fund has been expressly approved by the National Association of Manufacturers, by the directors of the American and Steel Institute, by the Western Association of Railway Executives, the Eastern Railroads Presidents Conference and many other important national organizations.

A typical comment on the Fund was made by Joseph A. Moore, president of the Moore Drydock Company of San Francisco, who said in a radio address:

"We have an enormous job to do, and we can't do it without the support and cooperation of business and industry. Accidents can and must be prevented if we are to mobilize this country for all-out war production. Industry can and must take the leadership in this movement. We are asking for the support of all business. It has been abundantly proved that safety pays off in money, in time and in war production."

Many big firms have contributed heavily to the War Production Fund despite the fact they already have excellent safety programs in effect. They are aware that some outside agency with specialized experience is needed to coordinate safety off the job, where three out of five accidents affecting workers happen. They will also welcome technical assistance in handling

the brand new problem of safety for the army of women in industry and of safety in the homes temporarily neglected for drill press and assembly bench. The same goes for accident-prevention methods to protect teen age boys and older men now filling the shoes of men drawn into the armed forces.

The National Safety Council has worked out a very careful plan for putting the \$5,000,000 to work. No radical departures from previous practice are contemplated. The general strategy will be to speed up the existing program, to get more coverage, more technical assistance in the field, and above all, more public cooperation in accident-prevention.

The national aspect of the accident problem is underscored in Council planning, the over-all need as contrasted with an aggregate of scattered needs.

The Council has detailed plans for re-energizing the safety movement in several directions. Coöperative programs to reduce off-the-job accidents will get serious attention. The hiring of more staff is contemplated. More technical assistance will be furnished plants already having safety programs, and will be introduced into the thousands of plants now unprotected. New safety councils will be started in strategic war production centers and established councils will get help in expending their activities. A great deal of thought has been given to plans for extending the safety-training programs in public schools, trade schools and engineering colleges. A strong effort will be made to educate the general public in safety, and for this purpose greater use will be made of the press, magazines and radio. Methods for handling congested traffic in war industry centers will be tried out. The problem of handling traffic to facilitate great troop movements is on the Council's agenda. Above all the collaboration of private and public agencies—the Department of Labor, the Army and Navy, State boards of education, etc.—will be sought to create an adequate web of safety control.

The National Safety Council has just entered into its thirty-first year. It is a private organization of 5,483 members (including numerous macaroni-noodle manufacturers)—some of these corporations, others private individuals—and of late years has operated on an annual budget of \$1,000,000. The Council's finances are controlled by a non-paid board of trustees recruited from the management of leading corporations. President of the Council is Col. John Stilwell, who is vice president of the Consolidated Edison Company of New York, and Ned A. Dearborn is executive vice president and managing director, heading a staff of 144 members. Home offices are in Chicago.

In a recent address before the Na-

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



tional Safety Congress in Chicago, William A. Irvin, the Fund's national chairman, has this to say:

"In terms of its importance to the war effort, and in terms of its day-by-day social and economic significance to the Nation, the safety movement is ten times as important as many other movements that get ten times its public recognition and support."

Stiffened by this conviction, business and industry through the War Production Fund have started something that will almost certainly carry over into peacetime, and cannot help but initiate urgently needed disciplines guaranteeing greater wartime efficiency.

Seizures Reported

Two notices of judgment against macaroni products were received from Watson B. Miller, Acting Administrator, Federal Security Agency, Washington, D., same being a part of a general report issued for September, 1942:

Macaroni Products

Nos. 2634 and 2635 report the seizure and disposition of macaroni products which had been shipped in interstate commerce and were in interstate commerce at the time of examination, at which time they were found to be insect-infested. When such infestation occurred was not determined.

2634. Adulteration of egg noodles. U. S. v. 19 Cases of Egg Noodles. Default decree of condemnation and destruction. (F. D. C. No. 5678. Sample No. 53711-E.)

On September 12, 1941, the United States attorney for the District of Arizona filed a libel against 19 cases of egg noodles at Nogales, Ariz., alleging that the article had been shipped in interstate commerce on or about October 3, 1940, by the Quaker Oats Co. from St. Joseph, Mo.; and charging that it was adulterated in that it consisted in whole or in part of a filthy substance. The article was labeled in part: "Uncle Sam's Genuine Egg Noodles."

On November 17, 1941, no claimant having appeared, judgment of condemnation was entered and the product was ordered destroyed.

2635. Adulteration of egg noodles. U. S. v. 20 Cases of Egg Noodles. Default decree of condemnation and destruction. (F. D. C. No. 5691. Sample No. 72025-E.)

On September 11, 1941, the United States attorney for the Southern District of California filed a libel against 20 cases of egg noodles at Los Angeles, Calif., alleging that the article had been shipped in interstate commerce on or about July 24, 1941, by Aron Streit, Inc., from New York, N. Y.; and charging that it was adulterated in that it consisted wholly or in part of a filthy substance. The article was labeled in part: "Streit's Pure Egg Noodles."

On October 2, 1941, no claimant having appeared, judgment of condemnation was entered and the product was ordered destroyed.

Give War Bonds this Christmas.

Dried Eggs in the Solomons

U. S. Marines kept the "situation well in hand" after they landed at Guadalcanal Island in the Solomons. Good warm meals helped make them fit and ready for attacking Japs.

This was disclosed in the diary of a Leatherneck, which read, "We had our first hot meal since we landed and it really tasted good—bacon, powdered eggs, and hot coffee."

Powdered eggs have surged forward as one of the bigger food factors in the War. Without them the Marines would have had a less varied diet. Other fighting men of the United Nations on the far-flung battlefronts of the world, too, owe much to America's dried egg industry. Civilians in England, Russia, and in other countries who fight behind the lines look upon powdered eggs as a welcome addition to scanty rations.

Furthermore, the space saved in shipping the eggs in powdered form means that a much greater supply of nourishment from this vital food is reaching our soldiers and our allies. Through Agricultural Marketing Administration purchase for Lend-Lease, the product is reaching the United Nations and world outposts at an average rate of about 9 million pounds a month.

Stretching Rubber for Tire Mileage

Fred E. Kunkel

Although the food distributing industry is not on the prohibited list, nevertheless there is a necessity for conserving rubber as much as possible for defense purposes, until such time as synthetic rubber makes its appearance in volume production in the face of threatened tire shortage. So that the question of tire conservation and getting the maximum mileage out of tires becomes of paramount importance to food distributors in fleet operation.

Hundreds of delivery truck tires are taken out of service every day, worn or blown out before their time, the majority of which would have delivered far more mileage if a few precautions had been taken, of if an analysis of the operation had been made and corrective action taken.

Tire engineers know how to get the most out of tires but the average food distributor has never worried much about the tire situation except trying to hold down costs. Today cost is out of the reckoning, and tire mileage the only problem. It is a question of survival of the fittest tire through proper use and care to obtain only one result . . . MILEAGE . . . the greatest mileage possible.

Leaving out of consideration off-the-highway service where traction and rough roads are the first consideration, and considering only paved highway operations, we find that having the correct type of tire for any given operation is of first importance.

Other factors entering into longer tire wear include the nature of the loads and load distribution, speed and knowing that no tire is ever right for the job if the size is not right . . . a factor which is determined largely by the weight of the loads.

Heavier loads naturally require larger size tires. Overloading causes a tire to develop excessive internal heat, which is one of the most common causes of premature failure. With better tires on the market, fleet owners have carried heavier loads and with speedier trucks, transportation has been faster than ever before.

Today the question is one of watching the loads, making less speed on old as well as new, since heavy loads and high speeds generate terrific heat inside an ordinary tire. The average delivery man today is not yet conscious of the fact that he must reduce his speed, reduce his load and save on tire wear. He has never worried about that before and he is not inclined to worry much about it now, so that the first objective is to make him worry . . . and to help carry the burden of

the food distributor or at least share the view that something drastic must be done to save rubber.

Uniform air pressure must be maintained and tires checked more frequently than heretofore. Air gives inside support to tires. Overinflation and underinflation are equally bad. There must be just the right inflation . . . to minimize tire trouble and increase tire mileage, so that a tire will outlast all previous performance.

Overloading is directly or indirectly the cause of a large percentage of premature truck tire failures. Normal flexing for which tires are designed will go on almost indefinitely, without causing appreciable damage to tire cords. But overloading causes overflexing, creates heat which weakens the cords and causes tires to fail before full tread mileage is obtained.

Overloading also results in rapid tread wear because it increases the load on each square inch of tread in contact with the road. Uneven wear also results because the tread is distorted and cannot move naturally against the road. Overloading also causes blowouts.

Anyone unfamiliar with the scientific angle of loads should study factors or call in a tire engineer, or a local tire representative who can scientifically determine the proper loads.

While garage and fleet superintendents of food distributors have been familiar with the question of proper inflation, no serious attempt was ever made to positively guarantee proper inflation. It is taken for granted as routine. In most fleets tires are checked once a week. In very few fleets has the system of tire inflation checking been carried on daily before the truck leaves the garage.

Yet either too much or too little air decreases tire mileage. Even though this factor in tire mileage is well known in fleet operations generally, it is surprising how little attention is being paid to it. Overinflation reduces deflection and tread contact area. It increases tension and strain on the cords so that when an object is struck (like a hump in the highway or rough roads, or holes in the road caused by water erosion), the cord body is bruised on the inside and bruised much easier than when the proper air pressure is maintained.

Since delivery men have been accustomed to take any kind of road at the same speeds, it becomes increasingly necessary to make them slow down for all road hazards of this type, for each bump in the road will cause fabric wear. And multiplying the hundreds of small bumps constantly encountered

even in city driving, you have the answer to a worn out tire.

Overinflation to obtain greater carrying capacity results in severe carcass strain. Too large a percentage of the tire strength is used to hold in the air pressure, leaving too little strength to transmit driving and braking forces, resist bruising, and so on.

Increasing air pressure reduces the amount of tread contacting the road, causes the wear to take place over a smaller area in the center of the tread, resulting in faster tread wear. It also puts a tension on tread rubber, and rubber under tension wears faster, cuts easier, and has a greater tendency to crack.

Overinflation also reduces skid resistance . . . a well-known factor, but it also causes harder riding for engine and body, and increases upkeep of equipment, more bouncing and spinning, causing faster tread wear and loss of traction, plus body and engine wear and tear.

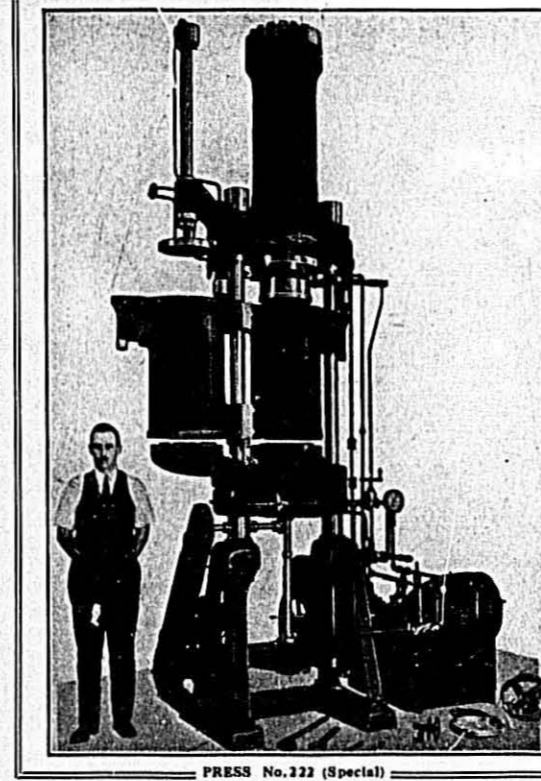
Overinflation may be the result of putting in too much air pressure when the tires are cool, before they start on a haul with a load, either purposely or because of an inaccurate air gauge, or building up air pressure in service.

A certain amount of air pressure built up in service is normal, and should never be reduced by "bleeding." To do so does not reduce tire temperature but causes a tire again to flex as it did when cool and cancels the value of compensating natural build up which has already taken place. Bleeding results in more heat, which added to the temperature already present, is likely to cause premature tire failure through heat blowout.

Underinflation affects tire life in the same way as overload. It increases the flexing in the tire and results in excessive internal heat and early failure. Fast, uneven tread wear is the result of underinflation caused by scuffing and wiping off the edges of the tread.

Heretofore it was the rule to inflate tires when cool at least once a week or twice a week, but seldom thrice. Yet daily check and proper inflation is recommended today no matter what the labor cost, and many fleet owners are having their drivers make the daily check before leaving the garage. Of course, the gauge must be accurate, and should be checked periodically against a master gauge at a tire or service station.

Defective or worn out valve cores should be replaced as rapidly as discovered, and every effort made to find them by careful checking. Valve caps should be used at all times on all valves, because a valve core is a delicate mechanism and a leak may be caused by minute pieces of dirt, oil or grease. The valve cap will prevent leakage through the valve. This saves much in tire wear when the exigency arises while driving and when a de-



PRESS No. 222 (Special)

livery man is not conscious of the need for checking tires.

Uneven tread wear is a factor having nothing to do with overinflation or underinflation, and where dual tires are used becomes of prime importance. Inside dual tires, particularly on free rolling wheels, or on axles with no camber, operating on crowned roads will be worn unevenly. Any garage or fleet superintendent of a food distributor's fleet should know how to handle factors resulting in uneven tread wear without further explanation . . . but it is a factor which heretofore has not been given the careful consideration and which now becomes necessary.

Tire temperature may result from atmospheric temperature, speed and load. Most food distributors lack instruments for the accurate measurement of tire carcass temperature. They should now be bought. Otherwise operators must watch air pressure built up during a trip or on regular runs. Load or speed must accordingly be reduced or larger capacity tires installed, if premature failures are to be prevented. Practical rules for longer tire life include:

1. Using recommended size and type rims. Rims that are too small reduce tire carrying capacity and rim flanges will not properly support tires, causing excessive flexing.
2. Never overload tires. If loads exceed maximum recommended, the only answer is to change to tires of larger ca-

capacity. The maximum carrying capacity cannot be increased by over-inflation.

3. Check and inflate tires daily, if necessary, to the recommended pressure, before the truck leaves the garage. Three-fourths of all tire troubles are due to improper inflation.
4. Investigate sudden drops in air pressure. Check valve cores, check for inside cuts and slight punctures; remove tube and check with pressure under water.
5. When pressure has risen above normal in a hot tire do not bleed air to restore initial pressure.
6. See that dual tires are properly mated.
7. Tires on trucks operating empty or with light loads may be inflated to somewhat less than recommended, if speeds are not excessive. But first be sure of the man who does the driving.
8. Never use a boot or blowout patch in a good tire except for a short emergency. Many tires that could be successfully repaired if taken out of service in time are ruined by boots.
9. Always use a new tube in a new casing so long as practicable. It is the tube that holds the air which carries the load. The casing protects the tube.
10. Repair or replace broken or bent rims or lock rings.
11. Never let the tube valve touch a brake drum. It carries heat directly to the tube.
12. Be certain that proper size flap is used for the tire and rim size being used. Never use an old or cracked flap.
13. On light trucks with semi-drop center rims, do not try to mount or dismount the tires without removing the side or lock ring. It injures the tire beads.
14. Never faster chains on wheels too tightly. With reasonably loose chains

John J. Cavagnaro

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and Machinists

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

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Macaroni Machinery
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All Sizes Up To Largest in Use

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New York City

you can get longer tire wear and greater traction as well.

15. Do not let gasoline or oil come in contact with tires and tubes.
16. Make sure your wheels are always in alignment to avoid uneven and rapid tire wear. This should be checked more frequently than ever was the established custom heretofore.
17. Have drivers avoid jerky starts and sudden stops . . . they grind valuable rubber off tire treads.
18. Drivers should be penalized for scraping tires against curbs and drastic action taken to compel them to listen to instructions. The habits of years makes them unconscious of wrong doing.
19. Caution drivers to slow down for curves and taking street corners, and check them on this and on 17 and 18 above, by following drivers on the highways unknown to them.

The present emergency situation calls for drastic measures never undertaken before and of correcting bad driving habits incurred through years of bad practise in days of plenty. This not only applies to tires, but will also save on such items as brake wear, clutch and rear end trouble and other items which will be more and more difficult to procure for replacement purposes until the existing emergency straightens out and production gets back into a settled groove.

Inflation eventually ruins those who raise prices as well as those who must pay them . . . so Buy War Bonds and Fight Inflation.

Macaroni in the Press

The Metropolitan Market

Macaroni and Noodles

Conditions in the macaroni and egg noodle's market have become aggravated over those a week ago, dealers said Wednesday. Despite increased production rates of more than 100 per cent in some cases, manufacturers fell further behind in deliveries. Jobbers and other distributors are beginning to feel a severe pinch in not having enough items to sell, and have turned to those foods upon which no quota has been fixed.

Reports from retail outlets indicate that some stores have doubled their shelf space allotment for macaroni and noodles in response to increased demand from consumers no longer able to obtain canned spaghetti.

Military requirements have been great, too, with recent Army orders totaling 8,000,000 pounds, and those of the Navy 3,000,000 pounds, it was learned.

Trade circles are currently discussing the scarcity of egg yolk for noodle manufacture. Reports on the new crop situation are not available, and it is not known whether Government and military needs will absorb the entire new production. Prices held unchanged.

Macaroni:
Italian style, 20-lb. boxes\$1.20 -1.30
Flour goods, 20-lb. boxes 1.00 -1.05

Noodles:
Standard, 10-lb cases 1.12 -1.17
—New York Journal of Commerce.

Macaroni and Cheese Hold Lead in Meatless Day Favor

That's Report Concerning Choice of Student Patrons of Central Junior High's Cafeteria

If the macaroni and cheese hold out, the students who eat at Central Junior High School (Los Angeles, Calif.) cafeteria won't care if every day is Meatless Tuesday.

Of all the meat substitute and alternate dishes planned and prepared for victory eating, the macaroni and cheese combination tops the list in popularity, according to Mrs. Kate Wooster, manager of the cafeteria which serves 400 students in the inside line and 500 more in the outside or "hash" line.

Balanced diet is stressed by Mrs. Wooster, who has managed the cafeteria since its beginning 26 years ago. There are salads and desserts to satisfy the landscape eye and the sweet

tooth while supplying the needed vitamins, roughage and sugars. And there is milk.

Mrs. Wooster's staff of eight adults is augmented with 40 students who wait table, clean up and act as cashiers.

"Most of the trays are nicely balanced," the manager said. "We have had such a concerted campaign for nutrition and health that the increased earnings of the average family are going toward food—as they should."

Fancy Models Out for the Duration

The macaroni makers have agreed to retire 24 fancy shapes and curlicues so that macaroni-making machinery can be devoted to more important war

Liquid and Dried Egg Production

October, 1942

Dried egg production in October totaled 22,440,568 pounds compared with 7,226,673 pounds in October 1941. Frozen egg production totaled 1,141,000 pounds compared with 1,951,000 pounds in October last year. Liquid eggs produced for immediate consumption totaled 796,000 pounds compared with 815,000 pounds a year ago.

Approximately 72 per cent of the dried egg produced in October was dried from liquid obtained from frozen eggs and storage shell eggs—28,275,000 pounds of frozen eggs and 830,000 cases of storage shell eggs were used.

FROZEN EGG PRODUCTION 1940-42

Month	1940 Pounds	1941 Pounds	1942 Pounds
January	707,000	915,000	3,075,000
February	733,000	8,140,000	13,626,000
March	29,481,000	39,386,000	42,686,000
April	44,029,000	46,826,000	59,001,000
May	53,662,000	53,303,000	57,090,000
June	41,283,000	46,560,000	52,750,000
July	12,749,000	26,555,000	17,755,000
August	5,115,000	9,848,000	5,636,000
September	1,249,000	2,845,000	3,050,000
October	219,000	1,951,000	1,141,000
November	216,000	583,000	
December	105,000	265,000	
Total	189,578,000	237,182,000	

DRIED EGG PRODUCTION, OCTOBER 1941-42

Commodity	October 1941	October 1942	Percent change in 1942
	Pounds	Pounds	
Whole	6,441,699	21,951,296	+241
Albumen	259,068	233,265	-10
Yolks	525,906	256,007	-51
TOTAL	7,226,673	22,440,568	+211

Firms Reporting, 62

work. It's good-bye now to macaroni ribbons, sea shells, quoits and filigree but comfort will be found in the fact that enormous quantities of cartons and die metal will be saved by the move.

Macaroni, that excellent extender, will still be with us though its dress, like ours, will be severely tailored. An economy food, macaroni can be used instead of potatoes, or to stretch a little meat or fish a long way in a creamed dish or a casserole.

—Butte (Montana) Standard

What's Wrong with This?

A gentleman in Michigan has written to a noodle company that specializes in doughy letters for alphabet soup to offer this bit of advice: String the letters together so that every American will have in his soup the slogan—KEEP THEM FLYING.

Let's make this a "War Bond Christmas."

Storage holdings of frozen eggs on November 1, totaled 180,811,000 pounds compared with 153,843,000 pounds on November 1, 1941, and 119,610,000 pounds, the (1937-41) average. Incomplete reports from egg driers indicate 1,109,000 cases of shell eggs and 54,872,000 pounds of frozen eggs were ear-marked for drying against commitments on dried eggs for delivery to the Federal Surplus Commodities Corporation.

The Agricultural Marketing Administration accepted offers on 7,085,752 pounds of dried eggs in October. Offers accepted November 1 to November 21 totaled 2,635,035 pounds. Since the first of the year the Government has accepted offers on 204,217,997 pounds of dried egg.

The Source of Our Supply

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

Pisa Duramber Abo

No. 1 Semolina Fancy No. 1 Patent Flour Semolina

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

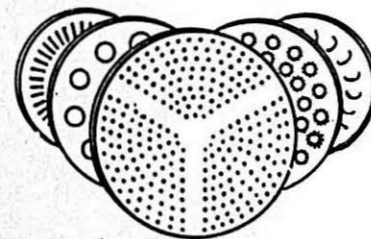
Amber Milling Division of

FARMERS UNION GRAIN TERMINAL ASSOCIATION

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

STAR DIES WHY?

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



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

Fool the Weather with

BAROZZI DRYERS

Scientifically constructed to meet particular plant requirements. Properly Dried Macaroni Products — Guaranteed — Rain or Shine

Write for Suggestions

BAROZZI DRYING MACHINE COMPANY

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

Macaroni Maker in Army

Captain Philip R. Winebrener, Former President of National Macaroni Manufacturers Association, Is Post Public Relations Officer at Camp Pickett, Virginia

Serving in the United States Army in two World Wars has made Captain Philip R. Winebrener no less modest than he has been in business in the intervening years between World Wars One and Two. When asked to make a statement for publication relating to his new duties as one of Uncle Sam's soldiers, he states in a letter to Secretary Donna:

"If all the camps are using the same menus as Camp Pickett, macaroni, spaghetti and egg noodles are getting a real break. We're having one of those items about four times a week—and in lots of different ways."

That's good news for the industry, but in the matter of personal news, the Captain was most modest, and quite reticent. However, the following clipping from a recent issue of Camp Pickett's newspapers gives some inkling of the important service he is rendering:

Headquarters P. R. Officer Begins Duties

Capt. Philip Winebrener Served Under Col. Markey As Non-Com in World War

Captain Philip R. Winebrener, recently appointed Post Public Relations Officer, has taken charge of his new duties at Headquarters, bringing to Camp Pickett a long Army record of experience and a long-standing acquaintance with Colonel D. John Markey, Post Commander.

Captain Winebrener accepted his commission in the Army of the United States on October 16 and was ordered to report for duty to the Commanding Officer of Camp Pickett, thereby renewing an Army association that dates back to May 21,



Philip R. Winebrener

1917, when he enlisted as a private in a field artillery battalion. Later he was assigned to a 29th Division battalion under the command of Colonel Markey who, at that time, held the rank of Major.

He served as a sergeant under Major Markey during the more than 14 months both men spent overseas in World War I.

Business Career

Following the Armistice Captain Winebrener devoted himself to business activities, but rejoined the Maryland National Guard in 1921 when Colonel Markey reorganized that group in Maryland. This time he served under Colonel Markey as Battalion Adjutant.

Captain Winebrener resigned his National Guard commission in 1930 when business connections took him to Pennsylvania. In the years between 1930 and October, 1942, he was connected with a food manufacturing business, becoming president of a nationally-known business during that time. He also served as president of a national trade association.

He resigned his positions in the food business April 15, 1942, to serve as State Price Executive of Maryland with the Office of Price Administration, which office he held when he received his present commission as Captain, A. U. S.

Plans

He was married to the former Katherine Cramer of Frederick, Md., in 1920. Captain and Mrs. Winebrener plan to make their home near Camp Pickett at an early date.

Spike Rumors

One of the most potent weapons which the Nazis introduced to modern warfare, a weapon which hastened the downfall of France, is the deliberate propagation of Rumor. It is a weapon against which Americans must steel themselves with unceasing vigilance, for all the tanks, guns and ships in the world cannot bar its entry into our homes.

When the Nazi legions were rolling through the Lowlands, their civilian agents were busy among the people of France spreading rumors coldly calculated to alternately bolster and to undermine the morale of the French. Even before the Germans had entered France, the people heard that their government had fled; that Russia and the United States had declared war on Germany; that Great Britain had surrendered.

The conflict of ensuing rumors served well the aim of the Nazis to confuse and befuddle the French, and what semblance of unity the French possessed soon disappeared.

It is worth noting how at least one Russian guerrilla commander solved this problem in his own unit. Severe punishment was meted out to anyone who said, "I hear that . . ." or "I understand that . . ." Unless the man could say "I, myself, saw . . ." he was to say nothing.

The next time someone tells you that he has it "on good authority" and so forth, just ask him, "Was you there, Charlie?"

Season's Greetings

To our many friends in the macaroni industry we extend Christmas Greetings and best wishes for a happy and prosperous New Year.



KING MIDAS FLOUR MILLS
Minneapolis, Minn.

HOLDING FIRST PLACE

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

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

F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

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

Our Boys in Service

By Guido P. Merlino
President, Mission Macaroni Co., Inc.
Seattle, Washington

Assuming that all the other macaroni-noodle manufacturing firms in the country have supplied a proportionate number of "Fighters for the American Way of Life", as has our firm, our industry will have much to be proud of, and American forces will have many able and willing men in its growing ranks of fighters.

Wish to compliment the Editor, Mr. M. J. Donna, on suggesting this gesture toward a group of boys who really deserve all the praise, all the honor, that can be heaped upon them.

Here's a list of our man-power contribution to the armed forces, with just a little interesting comment about each:

Pvt. Albert Medica
Company A
Fort Meyers, Virginia
White House Guard Barracks.

Joined the firm in 1932. Has steadily advanced until at the time he left the company to join the armed forces, he was one of our most valued employees. The country could not have a more faithful defender to guard the White House than "Al."



Amadeo Rossi

P.F.C. Amadeo Rossi (see cut)
Company E, 34th Engineers
Regiment G.S.
Somewhere overseas.

"Art" can be called one of our charter employees. He became a member of the Mission Macaroni Company about three months after we commenced production. If his spirit and ability while one of our employes is any indication of his character, we are certain that "Art" can take care of his share while in "Uncle Sam's Employ."

Sgt. Sam Pagano
Somewhere overseas
Sam's rapid advancement from Private to Sergeant certainly is an indication of

his character and ability. It confirms once more what we already knew—that he is a young man who proves himself by his actions.

P.F.C. Nick Civarra
Reconnaissance Company
603 Tank Destroyer Battalion
Camp Pickett, Virginia

One of the most faithful employes a firm could ask for. We look forward to the time when he will be back with us again.

Private James Constantino
Somewhere overseas

Not so much a man of words—more of action. His joining the armed forces was our loss and the Army's gain. We sincerely hope that Jim will be back with us very soon.

Sgt. Miles Gregory
Medical Corps
Quartermaster Department
Paine Field, Everett, Wash.
Joined the firm in 1941 as representative of our Spokane territory.

Made New England Manager

The Pillsbury Flour Mills Co. has announced the promotion of G. E. Ericksson, formerly Cleveland manager and more recently connected with the central division of the firm in Chicago in charge of bulk sales, to the position of divisional sales manager of bulk sales in Boston and New England territory. The change became effective December 1.

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

Packaging Institute's New Officers

Packaging Institute, Inc., has announced the officers and directors elected at its annual meeting and packaging conference held on November 5-6, at the Hotel New Yorker, New York. The meeting reflected the following officers:

President—Joel Y. Lund, Vice President, Lambert Pharmaceutical Co., St. Louis.

Vice President—A. Vernon Shannon, Sales Manager, Westfield River Paper Co., Russell, Mass.

Vice President—Wallace D. Kimball, 1st Vice President, Standard-Knapp Corporation, Portland, Conn.

Two directors were elected by each Division of the Institute, as follows: *Production Division*: William O. Brewer, Calco Chemical Division, American Cyanamid Company, Round Brook, New Jersey, and Charles A. Southwick, Jr., General Foods Corporation, New York; *Machinery Division*: H. Kirke Becker, Peters Machinery Company, Chicago, and Morehead Patterson, President, American Machine and Foundry Company, New York; *Supplies Division*: David S. Hopping, Director of Sales, Celanese-Celluloid Corporation, New York, and F. S. Leinbach, Riegel Paper Corporation.

Divisional officers elected were: *Packaging Machinery Mfrs. Institute*—President, Wallace D. Kimball, Standard-Knapp Corporation, Portland, Conn.; Vice Presidents, H. Kirke Becker, Peters Machinery Company, Chicago, and Kendall D. Doble, Pneumatic Scale Corporation, North Quincy, Mass. G. Prescott Fuller, Dexter Folder Company, Pearl River, New York, was elected to the directorate of the machinery group.

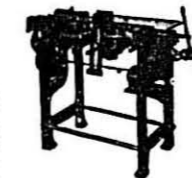
Charles A. Southwick, Jr., General Foods Corporation, was elected Chairman of the Production Division of the Institute, and Hal W. Johnston, Vice President and Director of Sales, Stecher-Traug Lithograph Corporation, Rochester, New York, was elected Chairman of the Supplies Division.

All officers were elected for a term of one year.

MACHINES FOR SETTING UP AND CLOSING MACARONI AND SPAGHETTI CARTONS



(A) The PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up macaroni and spaghetti cartons at speeds up to 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 to set up several carton sizes.



(B) The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring no operator. After the cartons are filled, they are conveyed

into this machine where they are automatically closed. Can also be made adjustable to close several carton sizes.

Send us a sample of each size carton you are interested in handling and we will be pleased to recommend machines to meet your specific requirements.

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

TARGET FOR TONIGHT

... Your Business?

Maybe they won't actually come and drop a bomb on your business, but the Axis war lords have their eye on it, just the same. They want to wipe it out as a competitive force—or take it over lock, stock, and barrel. Here is a threat that you can reply to now, today, and in no uncertain terms—by buying War Bonds to the very limit of your powers, that our armed forces may have the guns, tanks, and planes they need to crush the Axis once and for all.

THE GOAL: 10% OF EVERYONE'S INCOME IN WAR BONDS

Every American wants the chance to help win this war. When you install the Pay-Roll War Savings Plan (approved by organized labor), you give your employees that chance. For details of the plan, which provides for the systematic purchase of War Bonds by voluntary pay-roll allotments, write: Treasury Department, Section S, 709 12th St. NW., Washington, D. C.

Buy War Savings Bonds

This space is a contribution to America's All-Out War Program by
THE MACARONI JOURNAL

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
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Vol. XXIV DECEMBER, 1942 No. 8



"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."

THE MODERN RULE

Priorities must be the rule
While wartime needs prevail;
We've learned it in a bitter school
Whose teachings must not fail.

For rubber, steel and scrap and such
Are needed for the war;
All patriots have known as much—
'Twas what they argued for!

So let us use a little less,
And, if we can, use none,
And guard the things we now possess
Until the war is won!
—Rheinhart Kleiner.

Appeal for Cooperation —Jacobs

"Now is the time for all good men to come to the aid of their industry," says Benjamin R. Jacobs, the National Macaroni Manufacturers Association's Washington representative, in an appeal to the nonmembers whom his office has been servicing in its many activities growing out of the war effort. Several important firms have tendered their applications for membership as a result of the two meetings held last month and several more

have the matter of further cooperation with Association activities under consideration. President C. W. Wolfe of the National Association has stressed to nonmembers the need of greater coordination of efforts for industry protection, and Secretary M. J. Donna is doing his part from the headquarters office in Braidwood, Illinois.

"The National Association has been working diligently in the interest of ALL macaroni and noodle manufacturers with various government agencies in Washington and elsewhere," states Mr. Jacobs, "particularly with the Office of Price Administration and the War Production Board. For instance, the National Association cooperated with OPA in working out maximum prices for egg noodles and other egg macaroni products. This has been done in the interest not only of the members of the Association, but for the good of all regardless of their relations to the organization. *The Association is working to the same ends on plain macaroni products (macaroni, spaghetti, etc.).*

"The Government agencies referred to are not particularly interested in working out problems affecting the industry, with individual manufacturers, nor even with representatives of small groups. They are, however, immensely interested in solving the problems of the industry with responsible, representative groups of the industry. Experience shows that the most representative and responsible groups are the Industrial Associations."

The point made by him and stressed by his co-executives is that by strengthening the National Association, the individual manufacturer, through his affiliation and cooperation, is helping himself as well as the trade of which he is a part. "Rush your application to Secretary M. J. Donna, Braidwood, Illinois," says Jacobs. "Your membership will strengthen our influence in making decisions affecting your and the industry's interests."

IMPORTANT

The final date for filing **Coiling Prices on Egg Noodle Products has been extended to December 31, 1942.**

Price-posting Period Extended

Because the government has not found it possible to set a flat price on flour, farina, semolina and eggs in time to permit egg noodle manufacturers to figure their ceilings for filing before December 14, 1942, as required under new Maximum Price Regulation No. 262, the Office of the Washington Representative of the National Association has advised all manufacturers "not to file your new mark-up under Regulation No. 262 before December 31, 1942."

BUSINESS CARDS

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Benjamin R. Jacobs
Director

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- 25—Bronze and Copper Dies, 10".
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This is made necessary because Temporary Maximum Price Regulation No. 22, affecting prices on these raw materials, could not be made operative in time.

3 Per Cent Transportation Tax

The 3 per cent Federal Transportation Tax that recently became effective may legally be charged on shipments of semolina and farina, but not on flour, according to a decision just handed down by the authorities. This is due to the fact that there is as yet no ceiling price for semolina and farina, and the new tax is assessable on these products until such time as a ceiling is established.

The Value of a Man to the Group

... He whose consumption exceeds his production, or the cost of whose keep is greater than the value of his service, is worth nothing to the group. That is, such a person contributes nothing to the competing power of his group against other groups. He is like the member of a boat's crew who pulls less than his own weight. He contributes nothing to the speed of the boat or the success of the crew. Only the SURPLUS of a man's production over his consumption, or of his service over his cost, adds anything to the equipment of his industrial group for the further control over the forces of nature and the further conquest of the material environment.

Those who accumulate capital are also of great value to the wage-workers. The world over, wages are higher and working conditions better where capital is abundant than where it is scarce. Where permitted to do so, workers migrate from countries where capital is scarce to where it is abundant. The reason is that where capital is scarce labor is poorly equipped with tools and machinery and the product per worker is low. Where the product per worker is low wages cannot possibly be high. But where capital is abundant, labor is well equipped with tools and machinery, the product per worker is high and wages correspondingly high. It is also in these countries that the arts and sciences flourish.

It is therefore to the interest of the group, and especially of the wage-workers, to encourage the surplus-yielding types of individuals. . . .

The group that tries other experiments, however beautiful they may seem to idealists, will be beaten in the inner-group struggle.

—THOMAS NIXON CARVER, *The Religion Worth Having*, pages 44, 45.

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First-- INDUSTRY — Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1943-1943</p>		
<p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUNEO, Adviser.....La Premista Macaroni Co., Connellsville, Pa. H. R. Jacobs, Director of Research.....2026 F St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
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<p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>		



Things to Think About

The eventful year of 1942 draws to a close. How have we, as individuals and as an industry, fared throughout its twelve months?

The macaroni-noodle industry has been at war side by side with our Government, with other business interests, with the rank and file of Americans, supporting our boys in the services by our loyalty, increased production, bond purchasing and determination to see this thing through to a successful conclusion.

Our industry has willingly accepted regulations in the spirit of coordinating our operations with what our country's leaders feel is the most practical war-winning plan on the home front.

We have adhered strictly to ceiling prices filed in accordance with regulations, as a patriotic duty and in fairness to clients whose good will we hope to retain as a postwar asset.

We have gone to the aid of the American consumer by cooperating with our Government in its program to

keep Americans the best fed people on the globe under the stress of war, by publicizing the merits of macaroni products as a food that should be eaten more frequently, stressing its attributes as a delicious, nutritious and economical "extender" of rationed meats.

We have, many of us, coordinated our efforts, individually and collectively, as members of the National Macaroni Manufacturers Association, as the only national organization in a position to speak and act for our trade, a body whose present prestige could be greatly enhanced if only a score or so of the better class nonsupporting firms would forget the past and realize that war conditions demand closer unity and greater industry solidarity for protection and advancement.

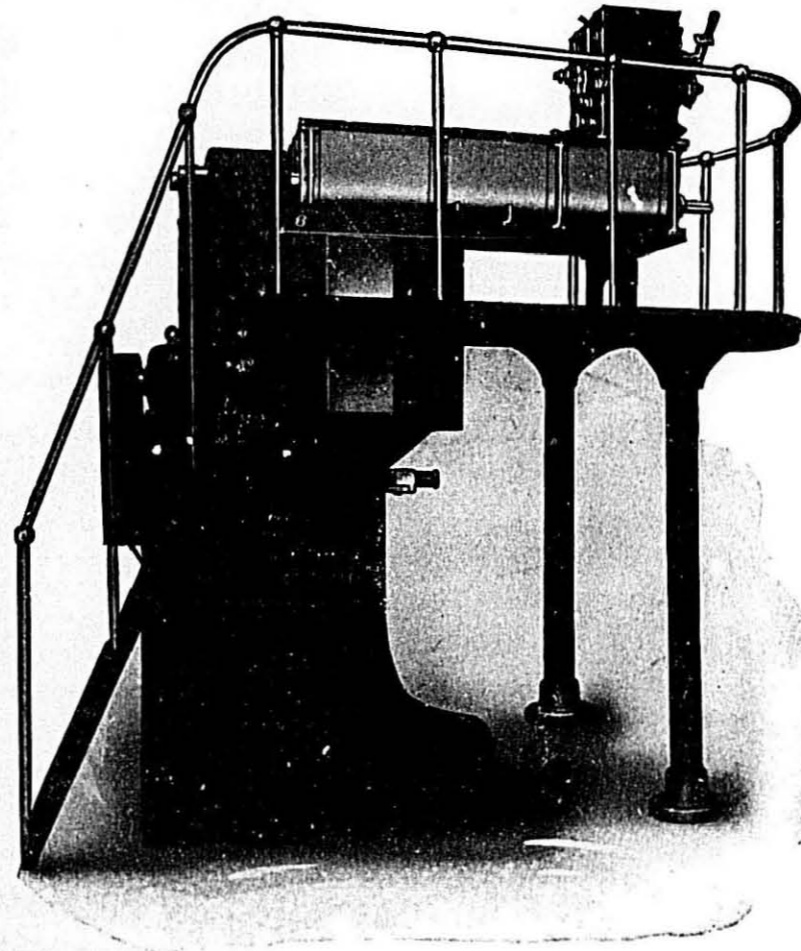
There are many more things to think about, but may we at this time extend to all manufacturers and allied, to advertisers and readers, our best wishes for a Happy Christmas and a successful New Year.

M. J. DONNA, Secretary.

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