

**THE
MACARONI
JOURNAL**

**Volume XXV
Number 1**

May, 1943

MAY, 1943

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

War Conference in June

Official notice of a War Conference in Chicago on June 25 and 26, 1943, has been sent members of the National Macaroni Manufacturers Association, the sponsor of the affair.

Objective: Unstinted cooperation with the several food agencies of the government in our country's war effort, and the fullest possible protection and promotion of the trade while performing that patriotic duty.

Official Organ
National Macaroni Manufacturers Association
Add: Wood, Illinois

Printed in U.S.A.

VOLUME XXV
NUMBER 1

A word about . . .

PACKAGE CONVERSIONS

By proving their essentiality to the nation's Food Program, a number of our customers have recently been successful in obtaining new packaging equipment for macaroni and egg noodles.

These customers found it to their advantage to have Rossotti cooperate with the machinery manufacturer in creating the new equipment. In some instances, our customer actually had the manufacturer build his machine to fit the specifications of a package size already established by Rossotti. Correct package design is basic with the Rossotti company.

We are in daily contact with manufacturers of macaroni and egg noodle packaging equipment. If you are planning to convert to a high-speed automatic carton setup, may we suggest that for best results, you have the machine manufacturer and Rossotti work together on your particular requirements?

At the moment our facilities are pretty well harnessed to the servicing of old accounts. We are not soliciting broadscale new business. But whether we make your packaging now, or must defer this association to a later date, Rossotti offers you at all times its friendly cooperation without obligation.

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Outline of War Conference Plans

Since the convenience of the several representatives of the government must be considered in planning the program for the two-day War Conference to be held in Chicago next month, only a skeleton outline of the treat that is in store for the Macaroni-Noodle Makers can be announced at this moment.

Complete details will be made known to all who are interested through bulletins from the Association, sponsor of the affair.

Here are some brief facts:

The 1943 War Conference will be held at the Edgewater Beach Hotel, Chicago, Friday and Saturday, June 25 and 26. Regular meetings of the Board of Directors will be held on the days preceding and following those set for the conference.

It will be under the direct auspices of the National Macaroni Manufacturers Association, the recognized organized group of the industry.

Friday, June 25—Opening Session.

Officers Reports and General Business Session starting at 10:00 a.m.

Afternoon Session:

- Ceilings and Priorities
- Civilian and Fighter Needs

Evening—Reception Honoring President C. W. Wolke

Saturday, June 26—Morning, starting at 9:30 a.m.

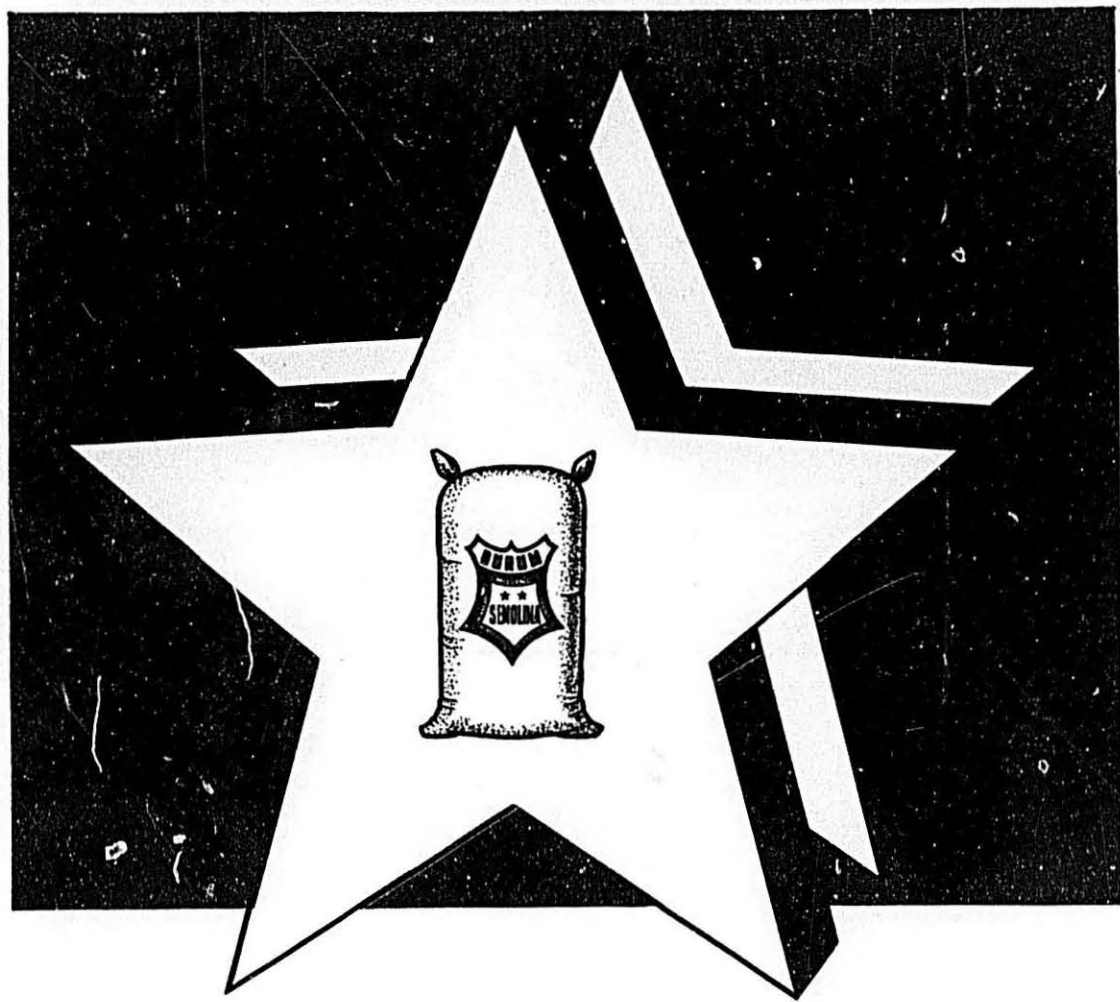
Industry Requirements:

- Ingredients, Availability of Eggs, e'c.
- Equipment

Afternoon:

- Manpower
- Products Fortification
- Packaging Materials and Regulations

Evening—Annual Dinner and Entertainment



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

The MACARONI JOURNAL

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Macaroni-Noodle Industry Advisory Council

Nearly fifty industry advisory councils have been appointed to help the War Food Administration solve some of the toughest problems that are hindering the flow of foods to the armed forces and civilians. This number will be doubled in order to cover all the trades concerned in supplying the nation's food needs.

Last month the appointment of the long-expected Macaroni-Noodle Industry Advisory Council was announced and its organization meeting held in Washington, D. C., on April 27. There the groundwork was laid for tackling and solving some of the problems of concern to both the producers and the government.

The first job of the Advisory Council is to study the needs of the nation for our industry's products, to find out whether the resources of our plants are geared to the war demands and if the supplies of such ingredients as semolina, eggs and containers are sufficient. Then to recommend such action by government agencies and manufacturers as may be needed to get a good job done.

The Council has no law enforcing power, but with a representative of the government as chairman, it has an official status, a sort of go-between from producers to legal authorities. It solicits suggestions from individual manufacturers on industry problems and will study them from the angle of government and industry welfare only.

Things are happening fast at the nation's capital where the country's war-effort control and supervision are centralized. There orders are issued based on current needs and the latest information, subject to immediate cancellation and radical change as conditions require. For this reason it is advisable to have a representative group on the job, ready to advise the trade officially and immediately.

From the angle of the macaroni-noodle industry, never before has there been so much government interest shown in macaroni, spaghetti and egg noodles. Principal reason is that everybody is food conscious. Food is a first essential for our fighting forces, and for the civilians, too—if the former are to be kept in the best possible physical

shape for the conflict and if the morale of the latter is to have no let-down.

Like most other food processors, the worry of the macaroni-noodle maker today is not—"Can I get the order?"; but "How can I fill it?" But while this may be an ideal condition, there are others that make it more than ever necessary for the industry to be on its guard, to act unitedly for self-protection, while doing its best to supply this fine food in ample quantities where most needed.

Only those trades and groups that closely ally themselves with the various government agencies will be heard before new orders are promulgated and new regulations issued. The macaroni industry is fortunate in having such a contact committee in the form of the newly appointed Macaroni-Noodle Industry Advisory Council.

At this writing, the United States is completing plans for a world conference on food—present and after the war. A meeting of representatives of a score or more of the leading nations of the world will be held at Hot Springs, Va., this month. If countries find it helpful and necessary to confer on mutual problems, should not trades benefit equally from similar peaceful conferences?

A conference of special interest to macaroni-noodle manufacturers will be held in Chicago, June 25 and 26. It will be purely and strictly a WAR CONFERENCE with a 3-pronged program, seeking as its sponsors claim—

- UNITY for VICTORY
- HARMONY for capitalizing current business OPPORTUNITIES, and
- AGREEMENT on means for protection against over-expansion. The Advisory Council is being consulted on the subjects to be considered at the June War Conference and it may be assumed that only the most pertinent matters will occupy the attention of those who appreciate the need of cooperative action and will attend the Conference.

Report of the Director of Research for the Month of April

By Benjamin R. Jacobs

The following is a summary of the Advisory Committee's deliberations which took place in Washington on April 27, 1943.

This summary has been prepared by Mr. V. L. Bushman, Special Commodity Branch, Food Distribution Administration, who served as Chairman of the meeting. The following persons representing Government Agencies and the Macaroni and Noodle Industry participated in these discussions:

PRESENT:

Representing Industry (Committee Members)

G. Buitoni, Buitoni Products, Inc., New York, N. Y.
John V. Canepa, John V. Canepa Co., Chicago, Ill.
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
Louis Vagnino, Faust Macaroni & Importing Co., Kansas City, Mo.
James T. Williams, The Creamette Co., Minneapolis, Minn.
C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.
David Passetti, Paramount Macaroni Co., Brooklyn, N. Y.

Representing Government

A. E. Brack, Containers Division, WPB
G. A. Collier, Grain Products Branch, FDA
S. T. Cooke, Processors Branch, FDA
A. J. Holmaas, Food Industries Labor Branch, FDA
C. R. Joslin, Contractors Services, FDA
J. O. Lamkin, Special Commodities Branch, FDA
C. B. Nutting, Office of the Solicitor, FDA
D. S. Payne, Grain Products Branch, FDA
R. C. Sherwood, Civilian Requirements Branch, FDA
T. Sweet, Facilities Branch, FDA
Dewey Termohlen, Dairy & Poultry Branch, FDA

Summary

PURPOSE OF THE MEETING: The committee met to consider wartime conditions as they affect the industry and its contribution to the war effort with respect to efficient production and distribution of industry products. Among subjects discussed were (1) civilian requirements; (2) proposed fortification of industry products;

(3) durum products production reports; (4) egg availability for noodles; (5) manpower; (6) production and requirements estimates; (7) packaging; (8) Lend-lease purchasing; (9) the Controlled Materials Plan; and (10) task groups.

INTRODUCTORY: Mr. Bushman informed the committee that although there has always seemed to be a surplus of durum wheat and of processing capacity, it is now evident that the situation with respect to capacity and supplies must be analyzed and watched in order to insure the necessary production during wartime. He pointed out that our products are increasingly important in the civilian diet because of their nutritional value and because of the rationing of other foods. Anticipated requirements of the rehabilitation program must also be considered, Mr. Bushman said. The advisory committee was formed in order that factors and trends that may influence industry operation may be classified and called to the attention of those concerned and action may be taken for solution of problems that arise, the committee was informed.

Mr. Nutting outlined the legal aspects of committee formation and functions; committees must be truly representative and advisory only. Safeguards set up with respect to task-group assignments were also explained.

CIVILIAN REQUIREMENTS: Dr. Sherwood discussed with the committee various aspects of the program of civilian requirements of industry products, particularly the relation of anticipated consumption to the supply of adequate nutrition in the civilian diet. Industry products are cheap sources of energy and may be easily combined with other types of food to serve as expanders of such scarce items as meat and cheese, Dr. Sherwood said. In addition, preparation with cheese, meat, and tomatoes increases the nutritive value of the end product. Enrichment with vitamins and minerals, as suggested by the industry, was not recommended during the Food and Drugs hearings because of the possible loss of these materials through careless preparation by the consumer, Dr. Sherwood explained. Enrichment of industry products would be especially valuable, however, for that portion of the population where they form a major part of the diet, if careful preparation to avoid loss of vitamins and minerals were assured.

Committee members estimated that 70 per cent of macaroni products are prepared with cheese, meat, or tomatoes. It is not certain whether decrease of consumption through rationing of cheese and meat will offset a possible increase in consumption through desire to stretch scarce items, they pointed out. That industry products are concentrated production items, 3½ pounds from the distribution basis equaling 10 times that amount when served, was noted by the committee. Education for improvement in preparation processes to avoid loss of vitamins and minerals may be achieved through industry promotional sources, it was stated.

PROPOSED FORTIFICATION OF INDUSTRY PRODUCTS: Mr. Payne reported that there is concern that people in this country may not obtain sufficient proteins in the wartime diet. The committee was asked for its comments on the feasibility of fortifying industry products with soya flour in order to avoid this deficiency. Mr. Payne said that it is recognized that the use of 15 per cent soya flour in industry products may mean difficulties in drying, especially in long products, and may change the color of the product. He emphasized the fact that proposed legislation would be permissive only.

Committee members cited industry experience in the last war when barley flour was substituted for wheat flour. Consumer acceptance was not obtained and products were diverted to animal feeding, resulting in net loss of valuable foods to the civilian diet and reflection on industry prestige. Use of soya flour in 10 per cent of industry products, preferably in short items such as elbow macaroni, was recommended as an experimental project. Governmental assistance in exploitation and in pricing adjustments was suggested. Committee members pointed out that it may be difficult for smaller firms to cooperate in the program as extensively as the larger firms.

Mr. Bushman stated that the question of fortification of products with soya flour will be referred for study by a task group and that the recommendation of the Branch for pricing adjustments could be presented to OPA officials for their consideration.

DURUM PRODUCTION REPORTS: Mr. Collier reviewed with the committee durum products production reports

(Continued on Page 8)

Is it Good?

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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

Report of Director of Research

(Continued from Page 6)

The data available indicates no shortage at this time, he said. Committee members reported industry concern over the timing factor in the availability of milling capacity. They suggested stockpiling of semolina for Lend-Lease purposes rather than spot orders when the need might arise. Heavy deliveries to the industry occur from September to March, they pointed out.

EGG AVAILABILITY FOR NOODLES: A review of conditions leading to issuance of FDO No. 41 and an explanation of provisions of the order were given by Mr. Tormohlen. With the permission to produce 100 per cent of the past year's production for commercial sale, an obligation is placed upon suppliers of frozen and dried eggs to service past customers, Mr. Tormohlen said. Eggs used in filling contracts with Governmental agencies may be replaced, he pointed out. If for any reason past supplies are unable to service industry members, representatives of the Branch may be called upon for assistance in obtaining a new source of supply, committee members were informed.

MANPOWER: Mr. Holmaas explained that the Food Industries Labor Branch serves as the central point in the FDA through which outside agencies and the various food industries may clear manpower problems and information on policies and procedures. He stated that problems encountered so far relate mainly to holding the necessary skilled manpower, securing additional labor, and utilizing available personnel to the fullest extent.

The recent decision to withdraw two bases for wage increases—(1) the removal of inequalities or inequities; and (2) more effective prosecution of the war—may present problems in holding and retaining industry personnel, Mr. Holmaas pointed out. However, the essentiality of all branches of food processing, including the macaroni products industry, has now been established and employees will be eligible for transfer only where it may be ascertained that there is opportunity for the individual to utilize his skill more profitably in the war effort.

Committee members expressed a desire for additional dissemination of information on the essentiality status of the industry. They were advised that assistance in this respect and in other problems is available to them through the Special Commodities Branch.

PRODUCTION AND REQUIREMENTS ESTIMATES: Following review and discussion of production and require-

ments estimates, committee members expressed the opinion that production will be ample to meet Governmental and civilian requirements; possible limiting factors referred to were manpower and milling capacity. If additional drying facilities are made available, presses may be run continually, committee members pointed out. They also noted that if milling capacity is used for semolina flour for military and export purposes with regard for the industry's flush and slack seasons, disruption of industry operation and resulting loss of production may be avoided. In addition, relaxation of various state laws relating to conditions and hours of female employment would help in the manpower problem, committee members said.

PACKAGING: Military Packaging.—Committee members called the attention of Governmental officials to the fact that delay in fulfilling Army and Navy contracts may be avoided if ordering of corrugated cases might be carried on without awaiting the order number which specifies whether the contract is military or domestic.

P-140.—Mr. Brack reviewed background aspects of P-140 and how the order affects industry operation. The order is in process of amendment, he said; form PD-802 may be used temporarily to obtain adequate rating. Requirements of the industry for corrugated cases will be met with little difficulty. However, Mr. Brack believed, as many former users will lack ratings under the order. Mr. Brack explained application of Priorities Regulation No. 1 to AA-1 orders. If difficulties are experienced in obtaining packaging for rated orders, cooperation of the Branch should be sought in investigating causes and providing relief, he said. Industry members were requested to confine themselves to a 45-day inventory temporarily. Amendment of P-140 and the opening up of several jute mills will ease the situation within a few months, it is believed.

Folding Cartons.—The problem with respect to supply of folding cartons is one of capacity rather than materials, it was agreed, following discussion of the subject.

Lend-Lease Packaging.—Specifications for Lend-Lease packaging for export and stockpiling were reviewed by Mr. Joslin. An announcement to be made soon on V-3 boxes will permit either fibre or corrugated cases, he said. Committee members said that delay in filling orders will be avoided if boxes may be ordered to be kept in stock and the number stenciled on after contracts are received.

LEND-LEASE PURCHASING: Mr. Bushman stated that plans to procure industry products for export or stockpiling by use of contracts providing for delivery over a several months' period are under consideration so that

manufacturers may plan their production schedules and estimate packaging requirements in advance. Details will be worked out to permit an over-all delivery period, preferably from May 1 to September 30, in order that manufacturers will not be tied up with large stocks or unduly pressed during their rush season, he said.

Committee members expressed approval of planned delivery on the basis outlined by Mr. Bushman. They pointed out that there will be no difficulty about storage if products are properly dried and cared for. In this connection, it was noted that the Army and the FDA specifications are for 12 per cent maximum moisture content rather than the 13 per cent permitted under the advisory standards of the Food and Drugs Act of 1906 and constitute a hardship for a certain segment of the industry where climatic conditions are such that products may be dried only to 13 per cent moisture. Discussion revealed that the 12 per cent regulation is of assistance in conserving shipping space and in preventing products from becoming moldy when they remain sealed over long periods. It was suggested that cooperation between Governmental agencies and those who do not pack to 12 per cent moisture content might result in these products being purchased for distribution where suitable.

CONTROLLED MATERIALS PLAN: CMI procedures were explained to the committee by Mr. Sweet. The purpose of the plan is to balance supply of materials against demand and schedule production within available limits of materials, Mr. Sweet said. He stated that it may be possible for the industry to be considered seasonal with respect to quarterly adjustments of repair and maintenance requirements. Information on controlled materials is desired for a year in advance, broken down by quarters, the committee was informed. Mr. Sweet answered questions of committee members on forms to be used in specific instances.

TASK GROUPS: Letters will be sent out requesting members to serve on task groups for specific assignments, Mr. Bushman said.

End of Summary

It is suggested that you read the above summary carefully and that if any questions arise concerning any matter discussed or omitted, that you write to me to the Washington office of the Association and I shall be glad to clarify any subject about which you might desire further information. By addressing your questions to the Washington office of the Association you will benefit by receiving prompt replies as I have daily contacts with the above Government Agencies where first-hand information can be obtained for you.



SOLVING PROBLEMS . . .

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS



MINNESOTA

Grade Labeling Unsound, Impractical, Un-American

Industry's Position Explained in Open Letter to Economic Director Byrnes and Price Administrator Brown by Paul S. Willis of AGMA

Once again the proponents of mandatory grade labeling are mustering their forces. For twenty-five years or more a small group of professional consumers has tried to take advantage of every shift in the political wind to secure the imposition of this restrictive and unsound measure on the American food industry.

On the surface grade labeling is appealing because of its apparent simplicity. The ordinary person hearing about it for the first time is apt to say "Why not?" It is only because grade labeling is so appealing and plausible at first glance that the professional consumers are able to win the ready support of many unthinking groups and individuals. Today, with the numerical strength and political power of these new converts to grade labeling, they have been bringing all of the pressure at their command on Price Administrator Prentiss Brown to use the temporary, wartime powers of the Office of Price Administration to force the food industry to standardize its products within the limited confines of A, B and C grades. After a careful study of the merits of this question, Mr. Brown has reportedly refused to take such action.

The high standard of living attained in this country is in large measure the result of free, open competition among the leading food companies in the attempt to make their brands the best on the market. That involves constant research and the consumer thus enjoys the benefit of the steady advancement in quality, nutrition, flavor, and better all-round value which results. Progressively higher standards, coupled with lower prices, have been the trend in the industry throughout its existence.

By arbitrarily imposing A, B and C grades for processed foods, the Government would remove much of the incentive for such advancement and would stultify the free competition which is the essence of the American way of doing business. We submit that it is wrong in principle to use the pressure of war to substitute Government mandate for the free enterprise system.

This is by no means a new subject in Congress. As you know, the House Agricultural Committee recently rejected grade labeling by a unanimous vote. In 1933 when the NRA codes were being drawn, some of the same elements who are now pressing for

grade labeling attempted to have it introduced into the codes. Their proposal was rejected. For five years prior to the passage of the Food, Drug and Cosmetic Act in 1938, there was a vigorous campaign to write compulsory grade labeling of food into that act. After an exhaustive study of the arguments for and against it, Congress refused to write such a law. Experienced men in Congress realize the serious consequences which would result if this unsound concept were to be made law. Right now the House Committee on Interstate and Foreign Commerce is about to hold hearings on the subject. We think it is undemocratic and wrong in principle to continue to ask Administrator Brown to anticipate or defeat the will of Congress.

This is especially true since the powers of OPA stem from the Emergency Price Control Act of 1942 which states specifically that, "The powers granted in this section shall not be used or made to operate to compel changes in the business practices, cost practices or methods or means or aids to distribution established in any industry, except to prevent circumvention or evasion of any regulation, order, price-schedule or requirement under this act."

Grade labeling would mean a radical change in the business practices of the food industry and would therefore be in conflict with this law.

The Real Consumer Point of View

A most important thing to remember is that grade labeling would cause a competitive situation where the best manufacturers would be forced to pack down to a grade in order to stay in business. The food industry is the most highly competitive in the world. Because this is so, the pressure on all packers is to constantly improve their products so as to meet and beat competition. If there were no competition for excellence, but only the Government standard to meet, all packers would have to pack to that grade. In other words, grade labeling would place a ceiling on quality, rather than a floor under it.

Consumers' interests are already protected by strict Federal and state legislation. The Federal Food, Drug and Cosmetic Act of 1938 establishes standards of identity for food, sets minimum requirements for quality, and makes it obligatory to list ingredi-

ents on the label. A related measure, the Wheeler-Lea Act, makes inaccurate advertising unlawful. Penalties for violation of these Federal statutes are extremely severe, and the laws are supplemented by local and state legislation along similar lines. In addition, leading packers have voluntarily adopted informative labeling. The labels of their products today contain all the information any consumer could want about a processed food: quality, size of can, weight of contents, number of pieces or servings, etc. With minimum standards thus assured by existing methods, grade labeling's main function would be to penalize the consuming public by establishing maximums for quality in food.

From the long range point of view grade labeling would give the consumer nothing she does not already have, and it would deprive her of the benefits of constantly improved products.

Grade Labeling Is Impractical

Every informed person knows that grade labeling is impractical for the following, among other, specific reasons:

1. The theorists insist that grade labeling is necessary to enforce a practical form of price control. OPA officials, however, have testified that this is not true, and contend that existing methods will achieve the same result. Actually, there are bound to be differences in retail prices, due to varying transportation charges and permitted markups of the several classes of retailers selling the goods. Thus it is obvious that any attempt to police retail prices against a grade stated on a label will cause confusion and conflict, and will flood OPA with complaints having no legal foundation.

2. The grading of foods is not a simple mechanical process, but a complicated and highly specialized art. Every canner must have an experienced man who is an expert food grader. On the other hand, many Government graders have been lost to war jobs, which means that new people must be trained for the Government's regular grading work. It must be remembered that a skilled grader does not pop up when he is needed like a jack-in-the-box, but requires many

(Continued on Page 12)

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Grade Labeling

(Continued from Page 10)

months of intensive training. To impose upon an official agency the requirement of providing the necessary hundreds of additional experts for the huge job of grading the 1943 pack is to ask the well-nigh impossible.

3. The essence of the food industry's responsibility today is to produce food and move it—quickly—to the fighting fronts and to the home front. In spite of the need for action, the proponents of grade labeling continue to advance a theory which is both unnecessary and complicated. If grade labeling were in force, situations might easily arise where entire warehouses would be choked with food awaiting official grading while soldiers and civilians went hungry because of the delay. This might mean that new crops would not be harvested and processed, since there would be no warehousing facilities available.

4. Grade labeling would cause confusion among consumers. Obviously, the most satisfactory kind of labeling, from the point of view of the housewife, is the present system whereby she can select quality by the brand name. For years, experts within the industry have recognized "grades within grades." If all the gradations of quality are reduced to just A, B and C, the shopper may be misled into the belief that all Grade A foods, for example, are identical. In buying by brands as she does now, the consumer knows in advance just what she is getting.

5. Grade labeling would be expensive, and although the added cost per case would be small, the consumer would have to pay the bill in the end. The food industry operates on too slim a margin to be able to absorb the additional expense.

6. The final argument advanced by the proponents of grade labeling is that the public wants such a plan adopted. If by the "public" they mean a tiny fringe of professional consumers and theorists, then they are correct. If they mean the American people, then they are entirely mistaken. The public at large is not familiar with the proposal and has expressed no opinion. Moreover, if the public realized the harmful effect which grade labeling would have on the already uncertain food supply of the United Nations, they would certainly reject the plan as vigorously as Congress has.

Gold production in the United States, including Alaska, was 135,113 fine ounces in January, 1943, a decrease of 57 per cent from that of January, 1942.

Macaroni Sales Up

Rationing and Scarcity of Other Foods Contribute to Increases of Volume Sales

Leading macaroni noodle manufacturers have reason to believe that the sale of macaroni products has greatly increased over even the higher figures of last year. Almost every plant is running to capacity, some even employing a second shift to meet ever-increasing demands.

While shortages of other foods are contributing factors, point rationing has had its effect. Meat of all kinds is scarce, and the better cuts are most expensive; all is rationed. Potatoes are scarce, too, and exceptionally high in price. As macaroni products are still not rationed and prices are exceptionally fair and reasonable, the buying public is giving this fine wheat food a deserved break.

One large producer expresses his gratification over the increase in sales for the first quarter of 1943 as compared with the same period last year. While he attributes part of the increase to the firm's reputation for quality built up through the year, he admits that other factors aided materially. He makes one point of general interest to all manufacturers in connection with his review of operations since the beginning of the war, saying: "Perhaps the biggest change that has taken place in our business recently, was our determination to eliminate the harmful practices of former years of trying to produce several grades of macaroni products to meet specific prices—practices which seriously affected the sale of our higher grade goods. Since converting our production to a uniform grade, reasonably priced, we have enlarged our clientele of satisfied buyers."

Point rationing, as an educational factor, is one thing which must be given some consideration in analyzing business changes. Housewives are fast learning to get the most in food value for the points allowed when buying rationed products and this habit is being reflected in most of their purchases. Just as they learn to use their points in purchasing the better cuts of meats and higher grades of coffee, so even when buying macaroni, spaghetti and egg noodles, which may still be done without points, they are more and more inclined to avoid the cheaper and inferior grades and choose the better brands.

Surveys by distributors verify this changed buying trend. Some agencies, however, have failed to note it and are still clamoring for shipments, regardless of quality or grades. The manufacturers who will be the best off when

business resumes normalcy are those who will ignore this buying pressure and stick to quality goods, reasonably priced for permanent sale, and repeat orders.

With the cost of ingredients, labor, packaging materials and taxes definitely upward, and with the limitation of skilled workers, it appears that the entire elimination of unprofitable grades and the adoption of a policy of uniformity in products, should definitely be chosen by the trade generally. When compelled to appeal for relief from conditions which the war may bring, government agencies will be more prone to listen to those who have adopted fair and reasonable practices that take into consideration the welfare of the consumers.

Spaghetti Imports Barred

Two South American countries have their own ideas of what constitutes a fair application of the "good neighbor" policy advocated by the leading nations of the Western Hemisphere. This attitude is shown in recent regulations declaring macaroni and spaghetti as "nonessentials" for importation into their ports. Here are extracts from two press reports on the subject:

Venezuela

The Venezuelan Government has issued a list of products which it does not consider "essential" and for which import licenses will not be granted by the Venezuelan Import Control Commission for importations from the United States. The list of products, preceded by the corresponding Venezuelan tariff numbers, include among other foods, "All products made from flour or semolina, such as spaghetti, macaroni, etc.—Tariff No. 30."

Ecuador

The issuance of permits for the importation into Ecuador from the United States or from any other country via the United States of a list of products regarded as "nonessential" has been prohibited, except in cases of extreme emergency, according to an order issued by the Ecuadorian Director General of the Office of Priorities and Distribution of Importations. The list of restricted imports issued last month includes macaroni and spaghetti among many others.



1943—EMPIRE Celebrates Its 40th Birthday!

December 17, 1903—At Kitty Hawk, N. C., Orville and Wilbur Wright made the first successful power-driven airplane flight. With Orville as pilot the plane flew for 12 seconds. Later that day Wilbur made a 59-second flight.

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

The Empire Box Corporation was born in the year that the Wright Brothers first proved that man could fly.

Since that fateful year, both infants have grown and progressed to undreamed-of stature. Each has earned its place in the limelight through efficiency and progressiveness.

During Empire's forty years, its modern-as-tomorrow facilities—its

Many of America's leading users of folding cartons know that goods displayed and packaged in Empire cartons stand out from the crowd—and outsell the crowd!

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



Empire counts among its clients many leaders in the field.



Empire BOX CORPORATION

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

Oppose "Weight Tolerance" Law

National Association Acts to Protect Macaroni-Noodle Manufacturers' Interests in Proposed Pennsylvania Legislation

Can macaroni-noodle manufacturers meet a net weight marking tolerance of one-eighth of an ounce per pound of net content?

The House of Representatives of the Commonwealth of Pennsylvania has been considering the passage of an amendment to its food packaging and weight declaration laws—House Bill No. 535—which, if passed, will enforce the most stringent tolerance allowances in packages. Urging action by the National Association in opposition to the proposed law in its present form, Secretary M. J. Donna of the National Macaroni Manufacturers Association makes the following observations and suggestions:

"All manufacturers of packaged commodities are seriously affected by the net weight marking requirements in a bill the Pennsylvania Legislature has before it and which some think may pass next week . . . and which allows a weight tolerance for packaged products of less than eight-tenths (8/10) of 1 per cent.

"House Bill 535, which has already passed the House and which is now before Senate Committee on State Government, if passed in its present form, will make illegal in Pennsylvania sale of many packaged products that have been legal in that state to date, and are legal in all other states.

"The proposed net weight marking requirements fix such a rigid and close tolerance that manufacturers can never be sure their packages when delivered or sold in Pennsylvania, will meet the requirements of the law. This is particularly true of certain products, the moisture contents of which are affected by atmospheric conditions.

"No packaged product is exempted, but retailers have succeeded in getting a special exemption written into the bill absolving them from prosecution when selling unbroken and undamaged original packages purchased from others.

"Section 7, which contains the unique net weight marking provision not found in the law of any other state or in the Model State Law on Weights and Measures recommended by the National Bureau of Standards for enactment by all States and adopted by the National Conference on Weights and Measurements, reads:

"No person shall distribute or sell or have in his possession with intent to distribute or sell any commodity

in package form unless the net quantity of the contents shall be plainly and conspicuously marked on the outside of the package in terms of net weight measure or numerical count, provided, however, that tolerances at the rate of one-eighth of an ounce per pound of the net content marked thereon shall be allowed, and exempt from marking as to net content contained shall be—

- "(1) all packages sold as liquid commodities containing less than one ounce liquid measure;
- "(2) all packages sold as dry commodities containing less than one ounce avoirdupois;
- "(3) all packages selling for five cents or less."

"The Pennsylvania statute now in effect and the laws of other states permit net weight marking tolerances to be written into regulations so that administrators may adjust them to the weight characteristics of each packaged product. Such provision or pro-

cedure would be changed completely if H.R. 535 becomes law in its present form."

President C. W. Wolfe, speaking for the Association and the other Pennsylvania macaroni-noodle makers, took steps to oppose the enactment of the measure unless the stringent net weight marking requirements were broadened to meet natural requirements in macaroni products. The House Committee still has the bill under consideration.

No "Points" for Dehydrated Soups

Manufacturers of egg noodle mix soups were given some relief in a new order by the Office of Price Administration, effective at 12:01 a. m. April 22 on point values assigned to dehydrated soups.

On containers of 4 ounces or less, point values are one
On 4 to 8 ounces, they are now 2 points.
On 8 to 12 ounces, 3 points.
On 12 to 16 ounces, 4 points.
On multiples of pounds, the points are multiples of 4.

LATER: The official points schedule effective May 2, 1943, listed soup mixes under items for which no points are needed, thus giving these processors full relief.

A Wartime Conference on Foods

Sponsored by the
Institute of Food Technologists
The Professional Society of Food Technologists

The impact of war, changing the food problem from surplus to shortage, has exploded many problems in the face of the food industry. The problems are not only of production, but of preservation, retention of nutritive factors, packaging, compression, and preparation as well.

The Fourth Conference of the Institute of Food Technologists meeting in St. Louis on June 2-4 will be a seminar for the interchange of ideas to help solve the most pressing food problems. Dr. Samuel Gate Prescott, Dean of Science at Massachusetts Institute of Food Technology, will preside.

Colonel Rohland A. Isker, Quartermaster Corps, who is in charge of the Army's progressive Subsistence Research Laboratory, and the officer largely responsible for the Army's efficient "K" Ration, will present the

food problems of the Army in an address, "Types of Food Needed by the Armed Forces."

A symposium on the dehydration of foods will develop the latest ideas on the oldest, yet most modern art of food preservation, including the Dehydration of Eggs.

Because the container problem is becoming a critical one, the symposium on containers and packages is causing keen interest. Papers discussing "The Container Situation as Affected by the War Situation," "Containers for Heat Processed Foods," and "Compressed Dehydrated Foods" will highlight this session. A discussion of "Fiber and Export Food Containers" by Major James d'A. Clark, Quartermaster Corps, will be of vital importance to every food processor who not only provides food for the Army now, but who hopes to have a part in feeding the starving nations when peace comes.

Liquid and Dried Egg Production

Egg-breaking operations during March were at record levels. Commercial egg-breaking and egg-drying plants produced 148,320,000 pounds of liquid egg compared with 117,152,000 pounds in March last year, an increase of 27 per cent. Of the total production 59,760,000 pounds were frozen compared with 42,686,000 pounds in March last year; 83,862,000 pounds were used for drying, compared with 70,615,000 pounds a year earlier; and 4,698,000 pounds were used for immediate consumption, compared with 3,851,000 pounds in March last year.

Dried egg production in March totaled 23,417,000 pounds compared with 19,691,000 pounds in March, 1942. Production consisted of 22,454,000 pounds of dried whole egg, 189,000 pounds of dried albumen and 274,000 pounds of dried yolk. In March last year, 18,545,000 pounds of dried whole egg, 252,000 pounds of dried albumen and 894,000 pounds of dried yolk were produced.

Production of dried eggs, although larger than last year, is below the capacity of plants and estimated requirements for the armed forces and lend-lease—a situation which is largely the result of an unprecedented consumer demand for eggs and of heavy storage prior to issuance of Food Order No. 40. Production of dried eggs in the first quarter of 1943 totaled 56.1 million pounds compared with 45 million pounds in the first quarter of 1942.

During March the Food Distribution Administration of the Department accepted offers on 13,931,090 pounds of dried egg. Offers accepted from April 1 to April 17 have totaled 41,079,440 pounds.

The production of 59,760,000 pounds of frozen eggs during March was probably the largest of record for that month. Production of frozen eggs during the first quarter of 1943 totaled 81,068,000 pounds compared with 59,387,000 pounds during the same period last year. The into-storage movement of 42,165,000 pounds during March was the largest of record. Cold storage holdings of frozen eggs on April 1 totaled 98,773,000 pounds, compared with 56,508,000 pounds a month earlier and 107,397,000 pounds on April 1 a year ago. Holdings of shell eggs on April 1, 1943, totaled 3,200,000 cases—the largest holdings for April 1—1,402,000 cases above holdings last year and 1,970,000 cases above the 5-year (1938-42) average.

Reasonably complete reports from egg driers indicate that 20,436,000 pounds of frozen eggs and 790,000 cases of shell eggs in storage on April 1, had been ear-marked for future drying.

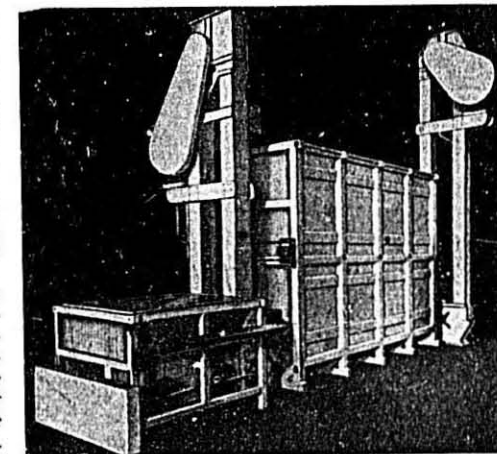
Good-Will Building Costly

The State of Maine has been doing some consistent advertising of its products and advantages, the publicity given its Maine potatoes being of particular interest to the macaroni-noodle industry. The campaign has been supervised by the Maine Development Commission which expended a total of \$400,000 in the last decade, advertising its products and recreational facilities, approximately \$40,000 annually, which built up a cash business

in the way of money spent annually by visitors to Maine of \$108,000,000, according to Everett F. Grafton, executive secretary.

A statement by Mr. Grafton is of special concern to all business and will be given due consideration by thinkers in the macaroni trade.

Pointing out that it cost plenty to build up good will, he declares: "You just can't wrap up good will in grease, cover it over with canvas and lay it away for the duration. Maintaining a market is much easier than starting all over from scratch again."



CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER

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

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

New Equipment—Maintenance—Repair

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

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

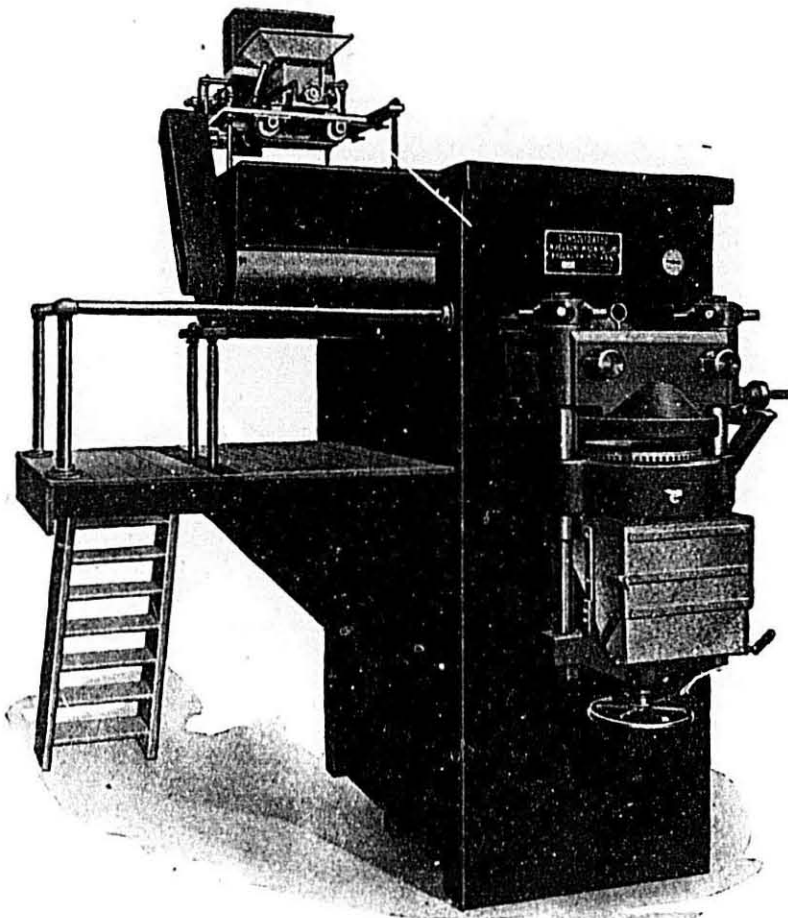
If there is any information you desire with respect to new equipment or maintenance or repairs on your present Champion installations, do not hesitate to get in touch with us immediately.

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

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

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

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

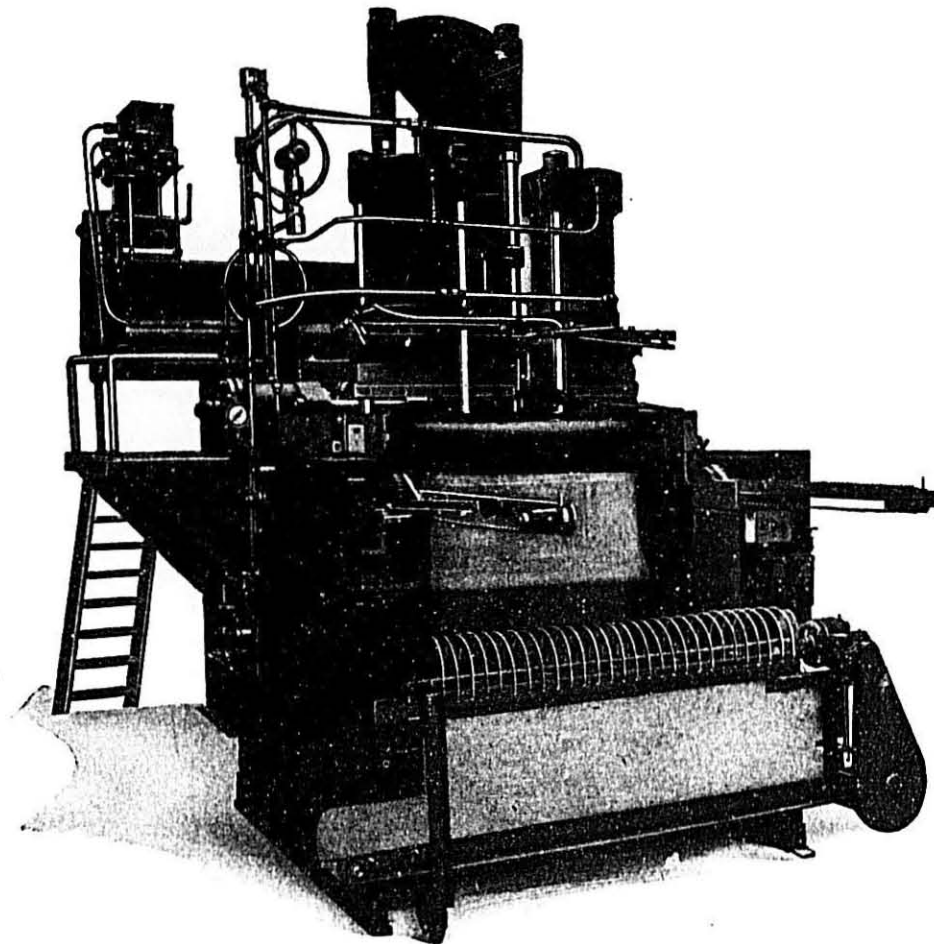
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

The machine above shown is the only continuous press in the world which has a positive spreading attachment and is fully automatic in every respect.

Do not confuse this press with those being offered by several competitors. It is the only continuous press that is guaranteed to automatically spread macaroni, spaghetti or any form of long paste as soon as the machine is installed. No experiments necessary after installation.

In offering this machine to the trade, Consolidated adheres strictly to its policy of offering only equipment that has been

tried and proven in every particular. The purchaser is therefore assured that the machine will fulfill each and every claim as soon as it is put into operation.

From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct hydraulic pressure. Production from 800 to 1,000 pounds per hour. Recommended where long, continuous runs are required.

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

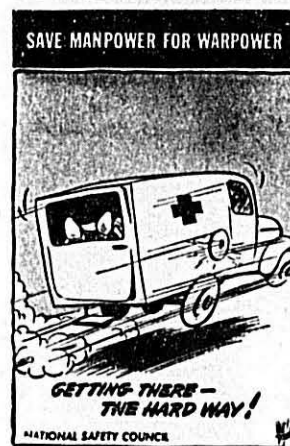
Address all communications to 156 Sixth Street

Write for Particulars and Prices

Safety Council Fights Absenteeism

To combat a major cause of absenteeism in war industries, the National Safety Council has launched the most ambitious campaign against off-the-job accidents in the history of the safety movement. It is a major part of the Council's expanded wartime program to reduce accidents that are hindering the war effort.

job accidents, but based on techniques and methods that have proved effective through the years in preventing accidents in industrial plants.



In announcing the off-the-job accident campaign, Col. John Stilwell, president of the Council, asserted that off-the-job mishaps are as preventable as work accidents and that their prevention is just as vital to victory. He pointed out that work accidents in the United States have been cut 70 per cent in the past 20 years in industrial organizations that consistently have used proved safety techniques.

The chief job in combating off-the-job accidents is educational, he said. The American workers must be convinced of three things: first, that we can't win this war if workers can't work. Second, that off-the-job accidents are a major cause of absenteeism. Third, that any worker can keep himself safe and on the job.

In 1942 a total of 29,000 workers met death in off-the-job accidents, as compared with 18,560 killed at work. Of 4,100,000 non-fatal injuries to workers, 2,350,000 occurred off-the-job.

This toll represents not only a huge loss of productive power, but also a tremendous amount of human tragedy and suffering. The man hours of work lost in these off-the-job accidents to workers last year were sufficient to have built 12,600 heavy bombers.

As part of the campaign, the Council has produced a series of new publications aimed specifically at off-the-

Single copies of the printed materials are being offered by mail to various lists of industrial concerns. Any company which does not receive this material should write the National Safety Council, 20 N. Wacker Drive, Chicago, for a set. Additional copies of any of the material may be obtained at less than cost prices, made possible by the Council's War Production Fund to Conserve Manpower.

Fourteen hundred pounds of cotton yield 500 pounds of fiber for clothing and other uses, 140 pounds of table oil, 400 pounds of protein feed for cattle, 240 pounds of hulls for livestock roughage, and 80 pounds of lint for smokeless powder.

Hoskins to Address Cereal Chemists

Among the many speakers on the three-day program for the twenty-ninth annual meeting of the American Association of Cereal Chemists to be held at Hotel Jefferson, Mo., on May 17-19, appears the name of Glenn G. Hoskins, Industrial Consultant to the Macaroni and Noodle Industry, Chicago, Ill., former president of the National Macaroni Manufacturers Association. He will speak the morning of May 19 on the subject—"Macaroni Makers Want to Know."

According to advanced publicity released by Chairman F. L. Dunlap of the sponsoring Association, Mr. Hoskins will present:

"A brief summary of the process of manufacturing macaroni products and egg noodle products, including raw materials and types of equipment. A presentation of the problems upon which cereal chemists and chemical engineers might work to the benefit of the industry. Typical of these problems are: control of raw material quality by chemical analysis; increased nutritive and taste value by the addition of ingredients other than wheat products; chemical and physical characteristics of raw materials and manufacturing methods which affect the finished product. Determination of quality by chemical changes upon the quality of the product."

U. S. Standards for Durum

United States grain standards, promulgated by the Department of Agriculture, and now in effect, governing durum wheat, are as follows:

DURUM WHEAT (CLASS II)

This class shall include all varieties of common durum wheat, and may include not more than 10 per cent of wheats of other classes. This class shall be divided into three subclasses, as follows:

Subclass (A) Hard Amber Durum

This subclass shall include wheat of the class durum wheat, consisting of 75 per cent or more of hard and vitreous kernels of amber color.

Subclass (B) Amber Durum

This subclass shall include wheat of the class durum wheat, consisting of 60 per cent or more but less than 75 per cent of hard and vitreous kernels of amber color.

Subclass (C) Durum

This subclass shall include wheat of the class durum wheat, consisting of less than 60 per cent of hard and vitreous kernels of amber color.

You call Commander Superior Semolina their "quality insurance." **COMMAND**

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

the Best
When You
DEMAND



The Packagers Catalog—1943

Great as have been the changes made in macaroni and noodle packaging as a result of shortages and wartime requirements, they are nothing compared to the general change witnessed by the Packaging industry, as a whole. Attention to this is called in the announcement of the completion of the 1943 Packaging Catalog, now ready for distribution.

Sure, we were shocked by Pearl Harbor, and thrilled by Midway and the Coral Sea. But as we look back on the gas rationing, tire conservation, the new taxes and some of the other civilian hardships, and then recall our brilliant African offensive made possible by our sacrifices and our work, we realize that we are in a new phase of war. A year ago, our boys were fighting rear guard actions, we were playing for time—and praying for it, too. We were caught with our smugness up and our preparation down.

Things are really different now—just read any newspaper headline. We have reached the turning point of the war, but the civilians have only just begun to pay. Only now, have the shortages caught up with George Spelvin. Only now, are Mr. and Mrs. America buying the new simplified

and standardized and converted containers, without which most of the things we depend on for daily life—from our tooth powder in the morning to our night-cap at bedtime—would be missing.

Shortages have not been so acute, nor sacrifices so painful, however, mainly because packagers were preparing. In every industry making every kind of product, they were cutting down, redesigning, using new packaging materials, simplifying and standardizing, converting their packaging equipment. Packagers were fighting their part of the total war.

Helping them prepare was a guide-book—the 1942 Packaging Catalog—without which many of them would have been lost. Especially designed to meet the requirements of 1942, this Catalog served them well, indeed.

Now, packaging is through with its trial-and-error. Packagers have marked their direction and are following a fairly well-defined course. Their needs are plainer, as are the materials available to satisfy them. The 1943 Packaging Catalog will therefore be entirely different than any of its predecessors. It will be the War Hand-book of packaging. All articles of merely historical interest—except a general survey—will be omitted. Sub-

stituted will be all of the new data which packagers need in wartime.

This wartime Packaging Catalog will be more than a book to you—you will look upon it as an authority and guide to your many perplexing problems. You will use it continuously to help answer your wartime packaging questions.

The new low price of \$2.50 has been set on the Catalog to make it available to everyone needing it. This price is purely nominal—it doesn't begin to reflect either the cost or the value of the Packaging Catalog.

Mill Reports Profit

In his report to the North Dakota Industrial Commission, Manager R. M. Stangler of The State Mill & Elevator, Grand Forks, N. D., stated that the mill enjoyed a profit of \$101,237 for the first quarter of 1943 after deducting \$20,000 for depreciation and placing \$10,840 in the reserve fund. Broken down into details, the net profits from the various operations of the mill were as follows: \$35,845 from the mill; \$20,879 from the elevator; \$34,573 from the feed mill and \$9,940 from other sources.

Industry Council Appointed

Representative Manufacturers Appointed to Advise with War Food Administration on Matters Pertaining to Macaroni-Noodle Products

The Office of Information, Department of Agriculture, Washington, D. C., has officially announced the appointment of the *Macaroni Products Advisory Council*, consisting of prominent manufacturers representing large and small producers in all sections of the country to serve in an advisory capacity under the Federal Food Distribution Administration.

The membership, as announced, is as follows:

G. Buitoni, Buitoni Products, Inc., New York, N. Y.

John V. Canepa, John B. Canepa Co., Chicago, Ill.

S. E. Mountain, Fontana Food Products Co., South San Francisco, Calif.

Henry Mueller, C. F. Mueller Co., Jersey City, N. J.

David Passetti, Paramount Macaroni Co., Brooklyn, N. Y.

Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.

James T. Williams, The Creamette Co., Minneapolis, Minn.

C. W. Wolfe, Megs Macaroni Co., Harrisburgh, Pa.

Vernon I. Bushman of the Food Distribution Administration was named as Chairman of the Council, as the Government Representative.

The organization meeting of the new Advisory Council was held in Washington, April 27. Excerpts from the Government release dated May 1, 1943, give the following information on action taken:

"The War Food Administration said today (May 1, 1943) that a review of the wartime conditions as they affect the macaroni products industry was made at a meeting this week of the Macaroni, Spaghetti and Egg Noodle Food Advisory Committee of the Food Distribution Administration.

"It was estimated that production will be ample to meet anticipated Government and civilian requirements for the coming year. Manufacturers reported they are able to maintain production quotas since they have been able to obtain necessary ingredients.

"In anticipation of a possible demand for increased production, however, several limiting factors were discussed. Among these were the manpower shortage, elimination of production bottlenecks, and the packaging problems in connection with the preparation of industry products for export under the Lend-Lease program. It was agreed to use Army and

Navy packaging specifications for Lend-Lease shipments to effect uniformity in packaging facilities.

"The introduction of soybean flour in industry products to increase their protein content and the enrichment and fortification of macaroni products were held for discussion at a future meeting."

It is planned to have Chairman Bushman address the War Conference to be held in Chicago, June 25 and 26, on how best the manufacturers can serve the war effort in the matter of food supply.

Canada Sets Macaroni Price Ceilings

The Dominion of Canada has placed in effect new regulations governing the production and sale of macaroni products, effective April 15, 1943. These not only place ceilings on package and bulk sales, but restrict production to specific styles to conserve machinery, containers and shipping facilities. Here's the announcement, which includes in the many regulations, a new maximum price for bulk macaroni:

Maximum prices in Eastern and Western Canada for manufacturers' sales of standard grade bulk macaroni in thirty and ten pound cartons are prescribed in an order of the foods administration, Wartime Prices and Trade Board, effective April 15. On sales of packaged macaroni and bulk macaroni of grades other than standard manufacturers are held to basic period ceilings.

Maximum mark-ups on selling prices are specified on sales by wholesalers and retailers; such mark-ups must not exceed those taken in the basic period. A schedule to the order prescribes the maximum number of styles of each grade of macaroni which may be manufactured. It also limits the sizes of packages or containers in which the product may be packed by the manufacturer.

Because of low ceilings on bulk macaroni, manufacturers have not been operating to capacity, and the assistant administrator of foods, after investigating the situation, drafted the order which is now effective, in order to stimulate bulk production in view of the increased consumer demand.

Standardization clauses in the order require a minimum of 5.5 per cent of egg content in any macaroni product containing eggs, no re-packing by a retailer of any macaroni product ex-

cept in a paper bag, and the style, grade, brand and name of product to be shown on any package for retail sale.

Factory Reopens at Birmingham

The plant formerly occupied by the defunct American Macaroni Manufacturing Company at 2101 Morris Ave., Birmingham, Alabama, has been acquired by a group of businessmen with local capital headed by Claude Estes, Jr. The operating firm is known as the American Macaroni Company of which Mr. Estes is president and general manager.

It is the only plant in Alabama exclusively devoted to the manufacture of macaroni products that are becoming so popular in the South. It will seek to service customers in the Southeastern States. Good use will be made of the usable old equipment, augmented with some modern machinery to produce over 50,000 packages of the most popular shapes, giving employment to approximately 50 persons.

With the announcement of the planned opening of the plant, a contest was held to obtain a name for the company's brand, the consumers in the natural sales territory being asked to submit names for a prize of a \$50 War Bond to the proposer of the chosen name.

Michael Garofalo of Milwaukee Passes

Angelo Garofalo, secretary of the Milwaukee Macaroni Company, died Saturday, April 24, in Chicago, and funeral services were held on Thursday, April 22, at the Mother Caprini Church in Chicago, with burial in All Saints Cemetery, Del Plaines, Illinois.

Mr. Garofalo came to Milwaukee in 1938 to organize the Milwaukee Macaroni Company with his three brothers. He remained in Milwaukee until three years ago, when he returned to Chicago. He was born in Italy and came to America many years ago. Surviving are his mother and three brothers.

Package Standardization

The flour milling industry has taken full advantage of the order of the War Production Board to reduce the number of package sizes in which their products are sold from twenty to six. The predominant sizes now on the market are two pounds, five pounds, ten pounds, twenty-five pounds, fifty pounds and one hundred pounds.

Manpower Chief Topic of Food War Meeting

GMA to Seek Manpower to Save 1943 Farm Crops at June Conference

A War Conference at which the leading food manufacturers of the country will meet to discuss the pressing problems brought about by the serious wartime food shortage was announced by Paul S. Willis, President of the Grocery Manufacturers of America. The Conference will be held at the Waldorf-Astoria Hotel in New York, June 9 and 10.

Mr. Willis says: "One of the most important subjects to be discussed is manpower. By June of this year there will be such an acute shortage of men in the entire food industry that it is doubtful if the manufacturers can handle this year's pack. Already, thousands of men have been drafted and more are going every day. Top Washington officials recognize food as an essential industry; nevertheless, the men who make up the industry are being called in large numbers. Thousands more are leaving of their own volition under the mistaken idea that it is more patriotic to work in a shipyard than in a food factory. This is just not so. For example, the draft status of a mechanic or electrician in a shipyard is no different than that of a mechanic or electrician in a food factory, and yet thousands who are now leaving the food factories do not realize this.

Regardless of how successful the Government's farm production program is, it will do no good unless the crops are processed and turned into food ready for distribution to Murmansk, New Ireland, or your own dinner table. This job takes manpower, and without it the whole war program is threatened. Men without food are men without strength, and men without strength cannot fight. It will do the Government little good to defer 1,500,000 men to work on farms if the produce of those farms is not properly processed and packed. The food industry must have enough manpower to do this vital war job.

Other important war subjects on which the food manufacturers will seek action are production, equipment conservation, wartime food distribution and pricing, labeling, containers, new products, nutrition and food conservation.

Bees are helping in the war effort: they increase the production of fruit and many forage crops by pollinizing flowers; produce honey to help in the sugar shortage, and beeswax to coat shells and airplanes.

Cereal Institute Formed

In anticipation of meat rationing, the leading manufacturers of cereal breakfast foods organized the Cereal Institute to promote the consumption of their products. Appointed as managing director of this new promotional entity was Andrew Duncan, accounting executive of Leo Burnette Company, advertising agency, who handled the Meat Institute campaign launched when meat scarcity became a fact.

Vandenberg Helps Himself to Few Pounds--He's 59

Sen. Arthur H. Vandenberg (R., Mich.) treated himself to some rare (for him) viands recently on the occasion of his 59th birthday. Announcing that he was celebrating, Vandenberg ate in the Senate restaurant a double portion of macaroni and cheese, liberally garnished with cat-sup. "This is fattening stuff, but it's the kind of food I love," he said.

MORE DOUGH AT LOW COST

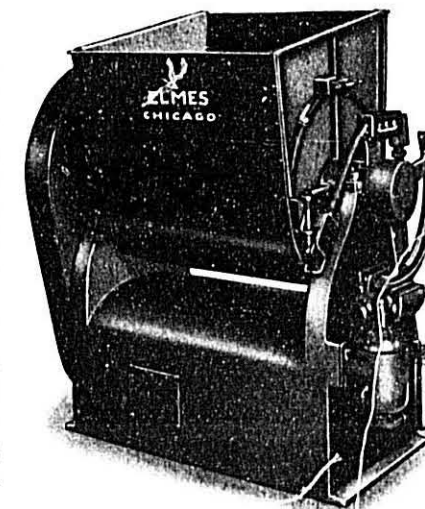
There are several good reasons why you can turn out large quantities of dough at low cost with an Elmes Mixer.

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

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

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

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



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

Whose Job Is Job-Making?

It is said, "business must accept the responsibility for full employment in the postwar era."

Statements of this sort are not only implied in certain official utterances but are made by leaders of business organizations and postwar planning groups. It is said that the American people will not stand for another period of unemployment and that if business does not absorb the millions who will need jobs that business itself will be done away with.

This is dangerous and misleading talk. If it persists business again will be the scapegoat for bungling policies, policies for which businessmen are no more responsible than other segments of the population.

Four points need to be made:

1. Business Responsibility Needs Understanding

From a popular point of view, business is an existing number of X-Y-Z corporations, partnerships, firms, companies, etc. Each of these concerns, providing it is existing at war's end, will employ all the people it can—all the people who can be accommodated within the framework of market potentialities and business solvency. Natural desires for success and growth assure maximum, effective employment.

From this point of view business is responsible for providing jobs only to the extent that workers are employed effectively and economically. In fact, business has a responsibility never to go beyond this point. Otherwise, it ceases to exist. It can then provide no goods, no services and no employment.

This point may be surprising to some, but to substantiate it one needs only to examine any particular business situation. Will the farmer hire more hands than he needs? Will the aircraft plant employ workers to make more planes than there is a market for? Will the shipbuilder build ships for which there is no cargo?

Yet, if employment offered by each business firm is to be limited to the potentialities of its own market it is clear that existing firms cannot offer jobs to all who will be seeking work at the end of the war. Many firms, now thriving, must be dissolved or greatly contracted in size as war production declines. Some may convert to peacetime forms of production, but many will give way to new concerns. Therefore, the idea that those business concerns which are in existence at war's end must absorb the millions of service men and displaced war workers is unrealistic. And it is mischievous to spread such a notion.

2. Enterprise Is the Answer

From another point of view, however, business is not a particular frozen group of people or corporations, but an enterprising way of life into which people from all classes come and go, fail and succeed, according to their abilities, their self-disciplines, their ambitions, their initiative.

If full employment is to be achieved it will be because there are thousands of enterprises yet unborn, today only faint ideas or promising hopes in the hearts and heads of servicemen, war workers or civilians who have as yet to strike out on their own.

In this sense, and in this sense alone, enterprise has the responsibility for full employment, postwar or any other time. This is the same as saying that the enterprising side of each of us has the responsibility of looking out for our own individual welfare. It also implies that each of us will help remove the obstacles to the enterprise of all of us.

3. The Enterprising Spirit Must Be Reborn

The enterprising spirit has been discouraged, harassed and repressed. Consequently, millions in recent years have come to hope for employment only with some other party—with some already existing enterpriser. Since this hope cannot be fulfilled, government provides doles and relief projects. This results in higher taxes.

Soup Mix Men Form Trade Association

L. J. Gumpert to Head Manufacturers of Dehydrated and Other Dry Soups

Because of the many problems common to all manufacturers of dehydrated soups, the leaders in this field met here today to form a new association known as the Soup Mix Manufacturers. L. J. Gumpert, Director of Sales, B. T. Babbitt, Inc., was elected Chairman of the new group.

The noodle manufacturers had no small part in the development of this new merchandising of a combination of a food "quickie" with egg noodles as a chief ingredient.

Mr. Gumpert said that the extremely rapid growth of the soup mix industry was one of the reasons why an association was necessary. He declared that the sale of soup mixes had sky-rocketed from \$300,000 in 1939 to an estimated \$40,000,000 in 1943. The association spokesman said that the

Taxes burden business and reduce its capacity to give employment.

True, the idea of people becoming enterprisers rather than relying wholly on someone else to do the enterprising carries with it no assurances for success, for high pay, for short hours, for easy work or for pleasant working conditions. It does, however, carry with it more opportunity for all of these things than any other system.

4. Where Responsibility Really Lies

This idea carries with it the opportunity for good things if enterprise is made attractive; if success is applauded rather than belittled; if there are assurances of fair play and free markets; and if there are guarantees against broken contracts, predatory practices and fraud.

The responsibility for full employment, therefore, rests with those of us who have influence in the creation of these conditions which make for opportunity and freedom in enterprise.

To the extent that businessmen have influence in creating these conditions they have responsibility for full employment.

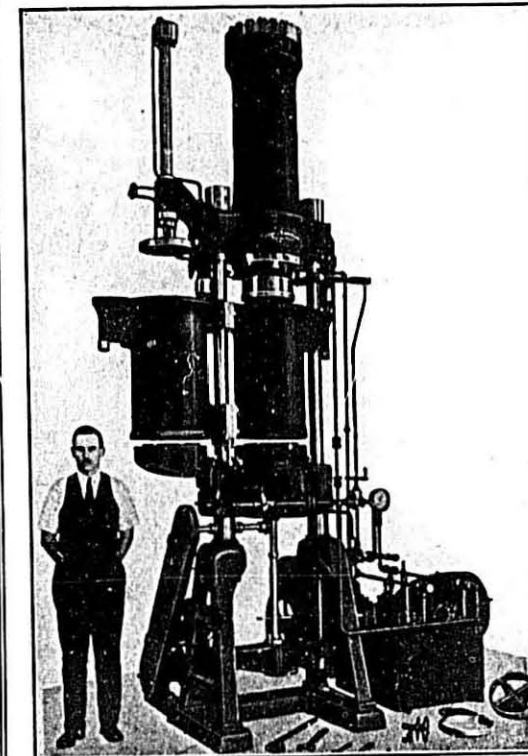
To the extent that people in government or people in labor and in farm organizations have influence in creating these conditions this responsibility is theirs.

It is important that our thinking on this issue be straight, not to avoid undeserved blame, but to settle on those of us who have a big job to do, and right now.

Reprinted from the March 22, 1943, issue of "Southern California Business," published by the Los Angeles Chamber of Commerce.

two most pressing problems before the manufacturers are raw material shortages and rationing.

Robert Smallwood, President of Thomas J. Lipton, Inc., was named Vice-Chairman and Robert Brenner of Aunt Polly Soup Mix, Secretary-Treasurer. Three standing committees were named at today's organization meeting. They are: Executive Committee—L. J. Gumpert; Robert Smallwood; John Allen, Skinner & Eddy Corp.; R. B. Roos, Continental Noodle Soup Mix. Committee on Rationing—John Allen, Chairman; J. Graham Wright, Joseph Tetley & Co., Inc.; Frank Meyer, Natural Sugars, Inc.; Morris Boyer, Phenix Pabstett Co. Committee on Raw Materials—R. B. Roos, Chairman; Irving Grass, I. J. Grass Noodle Co.; Karl Kussy, Metropolitan Packing Co.



PRESS No. 222 (Special)

John J. Cavagnaro

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and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
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All Sizes Up To Largest in Use
N. Y. Office and Shop 255-57 Center St.
New York City

Ingredients Plenteous— Experienced Makers Scarce

In a recent review of the food situation as it exists in the New York metropolitan area, the conservative and dependable *New York Times* looks upon macaroni products as one of the dependable staples in a situation which is not improving as food authorities expected it would. With reference to macaroni and other similar products—spaghetti, egg noodles, etc., here are some of the facts presented concerning current supplies:

As to macaroni, etc., there is still plenty of water, semolina and farina—ingredients used in making plain macaroni products—but there is not, unluckily, plenty of experienced labor.

The macaroni industry—at least, the majority of manufacturers and distributors interviewed by this department—report that supplies are considerably smaller than the demand, which have virtually skyrocketed during recent months.

A spokesman for one of the best known companies says that, even with three shifts working day and night, the production cannot keep up with the orders.

"That means you may go into a store, find no macaroni and have to

buy spaghetti," he added. "Or you may find no spaghetti, and have to turn to noodles. Or you may find no macaroni products whatsoever on sale."

Macaroni, he went on, is cheap and filling, an ideal "extender" of meat and cheese, and the reasons for its present popularity are obvious. One of his colleagues added that shortage of packaging materials is beginning to be almost the problem that finding skilled help is. He said, too, that demand for the Italian-type products—somewhat firmer than those made in the American manner—has not increased noticeably.

Regarding current prices and demands, the *New York Journal of Commerce* has this to report:

Macaroni and Noodles

Demand for macaroni and egg noodles continued very heavy yesterday. Although manufacturers have attempted to maintain operations at capacity, the shortage of experienced labor has not permitted peak production in some instances, it was learned.

Some producers have reportedly appealed for higher priorities for containers. Macaroni packaging has been assigned an AA-4 rating, but container manufacturers have more AA-1, 2, and 3 ratings than they can handle, it was pointed out.

Frederick Hansen Passes

Frederick Hansen, 67, well known in eastern food trade circles, died at his home in St. Petersburg, Fla., April 15, 1943. Mr. Hansen was formerly sales manager for C. F. Mueller Co., macaroni manufacturers, and left that company in 1921 to accept a similar post with Warner Macaroni Co. of Syracuse. He later went to Foulds Milling Co., when the latter absorbed Warner Macaroni Co., and had been retired for many years.

Re-elected Federation President

Willis C. Helm, vice president of the Russell Milling Co., Minneapolis, and one of deans of the American milling industry, was re-elected as president of the Millers' National Federation at the annual convention of that organization in Chicago last month. Herman Steen was renamed as vice-president and secretary and Herman Fakler as Washington representative.

The shortage of certain grades of wood pulp necessitates the more general use of groundwood, newsgrade unbleached sulphite, de-inked waste fiber and other waste paper in paper and paperboard manufacturing.

Fair Share of Meat for Family Meals

From American home kitchens to the fronts where American boys are fighting is a long way in miles. But the kitchen is close to the firing line where one of the most important weapons of war is concerned. That weapon is food, and the pressure right now is on meat. Today America's meat supply must feed more people than ever before. The armed forces especially must have meat enough and on time. Every homemaker can help them get it by voluntary rationing until the Government's meat rationing program goes into force.

The homemaker has the double duty of sharing the meat fairly, yet feeding her family for best health. The way she plans meals, does her marketing, cooks, serves and cares for meat in the kitchen counts in making the supply go around.

99 Ways—and More

Home economists of the U. S. Department of Agriculture have now totaled up 99 ways to share the meat, and many a homemaker will think up added ideas. To begin with, the home economists say, get the most from every bit of meat you buy. Fight waste from the butcher's block to the family dinner table. Be open-minded about different cuts and kinds of meat. Get to know them and how to cook them. Be willing to use what the market offers. Buy only as much meat as you have plans to use—and facilities to store. Buy only as much as you can use at a time. Buy only as much as you can use at a time. Buy only as much as you can use at a time.

Remember that uncooked meat will keep safely only a few hours unless you put it in a refrigerator or very cold place. Ground meat needs colder storage and keeps a shorter time than unground meat. Leftover cooked meat also needs storing in a cold place.

When it comes to cooking, one important rule is: Cook at moderate heat, and only until done, to make meat juicy and fine in flavor. High heat or too much cooking is wasteful, makes meat dry and hard. Be sure pork is thoroughly cooked.

A second important rule is: Cook according to cut and fatness. A tender cut with enough fat is best roasted or broiled in an uncovered pan with no water added. Tough meat needs long slow cooking in a covered pan with added liquid. Tough meat can also be ground and then cooked like tender meat.

When you use the same kind of meat often, vary with seasonings and ways of serving to make it taste and look different.

Save every bit of leftover meat, drippings and gravy.

Companions That Spread Meat Flavor

There are more than a score of ways to make meat go farther by spreading the flavor. Bread and cereals (including macaroni products) are good extenders. So are vegetables, sauces, gravies; and meat loaves and patties are favorites. For loaves and patties, mix well-seasoned ground raw meat with boiled rice, breadcrumbs, white sauce, mashed potato, or cooked cereal (including macaroni, spaghetti, and egg noodles). Mold the mixture in patty cakes for quick cooking in the frying pan, or in loaves for oven baking.

Stews make a little meat go a long way with the help of vegetables, dumplings, and gravy. One secret of a flavorful stew is browning the pieces of meat and sliced onion in a little fat, then adding liquid, and cooking until the meat is almost tender before the vegetables go in. Stews need care-

ful seasoning. Serve with dumplings or in the center of a circle of fluffy boiled rice or piping hot hominy. Or make stew into pie by pouring it into a baking dish and putting on a cover of biscuit rounds, mashed potatoes, or cornmeal mush.

Various kinds of fish and poultry are not included in the voluntary ration limits. In planning meals and marketing, choose these as much as possible to ease the strain on other meat supplies.

Call Macaroni to Protein Duty

Finally, call on other hearty foods to alternate with meat as main dishes at meals—eggs, cheese, dry beans and peas, peanuts and soybeans. All these contain protein plus one or more of the other food values found in meat—and usually extra food values of their own.

An easy casserole dish is American cheese melted in white sauce and poured over hot cooked macaroni, spaghetti or noodles. The same cheese sauce is good with vegetables. Welsh rarebit, long since a naturalized American, is a mixture of grated cheese, white sauce and egg, served over toast or bread. Try hard-cooked eggs, cheese sauce, and macaroni or spaghetti together in a baked dish with breadcrumbs over the top.

Pillsbury Dividend

The Board of Directors of Pillsbury Flour Mills Co., Minneapolis, on April 27 voted the regular dividend of fifty cents a share payable to stockholders of record on May 12. Payments will be made on May 28. This is the sixty-fourth consecutive dividend paid by the company.

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

New Carton Preference Rating

According to information passed out to members of the National Association by Washington Representative B. R. Jacobs, macaroni-noodle manufacturers have been given a preference rating for cartons. This became effective April 22, 1943, and will greatly relieve the carton situation that has been quite serious in many quarters.

Some New Advertising

Among some of the new plans for advertising macaroni products as reported by *Broadcasting and Advertising* are—

In the New York area: Chef Boiardi Quality Food Products, Inc., Milton, Pa. (Chef Boy-Ar-Dee Spaghetti Dinner), 5 sa weekly, 13 weeks, through McJunkin Advertising, Chicago.

Roman Prince Macaroni Co., Brooklyn (Macaroni and Spaghetti), through Van Dolan, 15-minute studio programs.

Atlantic Macaroni Co., Long Island City (Caruso Spaghetti), through Pettinella, one-minute studio announcements, 312 times.

In the Los Angeles area: Golden Age Corporation, Los Angeles (Macaroni), 28 sa weekly, 26 weeks, through Brisacher, Davis and Van Norden, Los Angeles.

In newspapers: Keystone Macaroni Manufacturing Company, Lebanon, Pa. (its San Giorgio brand), radio and car cards, through James G. Lamb Co.

I. J. Grass Noodle Company (Egg Noodles and Soup Mix), advertising the fact that the firm is participating fully in the war effort through the judicious use of ingredients that are also used in other forms for the armed forces and for lend lease.

Macaroni Products 3.4 Per Cent

Macaroni products accounted for the disappearance of about 3.4 per cent of all grain ground into wheat flour in 1939 according to a breakdown prepared by the Food Research Institute of Stanford University.

The average total consumption of all wheat flour for the ten-year period, 1933 to 1942, was stabilized at 154 pounds. When the 1943 flour consumption figures are compiled many are of the belief that the per capita disappearance will be not less than 160 pounds and may reach 175 pounds.

It's the Flavoring—Not the Noodles

Egg noodles and all other kinds of macaroni products that are contained in any of the many "soup mixes" are still unrationed and point free, though housewives are required to surrender two ration points when purchasing this delicious and easy-to-prepare soup. This was reduced from the former 4-point status by order of the Office of Price Administration, effective in April, after a conference attended by the leading manufacturers of dehydrated soups.

Washington Representative B. R. Jacobs of the National Association represented the noodle manufacturers at the hearing in Washington, D. C., on April 7, 1943, and later sent full details of the new order to the members of the Association.

Consideration was given to present and impending shortages of Mono-Sodium-Glutamate, dehydrated vegetables, and hydrogenized vegetables—the soup flavoring ingredients—that make it necessary to retain the "soup mixes" on the rationed list, though noodles are still free.

LATER: All "points" requirements were eliminated in new schedules effective May 2, 1943.

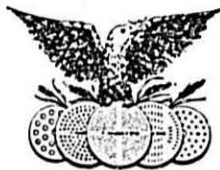
HOLDING FIRST PLACE

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

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

F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

New York City

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

LAST YEAR'S BONDS GOT US STARTED

THIS YEAR'S BONDS



ARE TO WIN!

★ Last year saw nearly 30,000,000 workers voluntarily buying War Bonds through some 175,000 Pay-Roll Savings Plans. And buying these War Bonds at an average rate of practically 10% of their gross pay!

This year we've got to top all these figures—and top them handsomely! For the swiftly accelerated purchase of War Bonds is one of the greatest services we can render to our country . . . and to our own sons . . . and our neighbors' sons. Through the mounting purchase of War Bonds we forge a more potent weapon of victory, and build stronger bulwarks for the preservation of the American way of life.

"But there's a Pay-Roll Savings

Plan already running in my plant."

Sure, there is—but how long is it since you've done anything about it? These plans won't run without winding, any more than your watch! Check up on it today. If it doesn't show substantially more than 10% of your plant's pay-roll going into War Bonds, it needs winding!

And you're the man to wind it! Organize a vigorous drive. In just 6 days, a large airplane manufacturer increased his plant's showing from 35% of employees and 2½% of pay-roll, to 98% of employees and 12% of pay-roll. A large West Coast shipyard keeps participation jacked up to 14% of pay-roll! You can do as well, or better.

By so doing, you help your na-

tion, you help your workers, and you also help yourself. In plant after plant, the successful working out of a Pay-Roll Savings Plan has given labor and management a common interest and a common goal. Company spirit soars. Minor misunderstandings and disputes head downward, and production swings up.

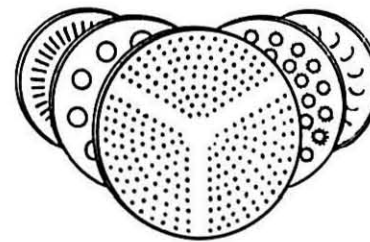
War Bonds will help us win the war, and help close the inflationary gap. And they won't stop working when victory comes! On the contrary—they will furnish a reservoir of purchasing power to help American business re-establish itself in the markets of peace. *Remember, the bond charts of today are the sales curves of tomorrow!*

You've done your bit  Now do your best!

THIS SPACE IS A CONTRIBUTION TO AMERICA'S ALL-OUT WAR EFFORT BY
The Macaroni Journal

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.

U. S. Grades for Beef

From now on, all beef on the market must carry Uncle Sam's official stamp of quality. The Government grades now required by the Office of Price Administration are known as Choice, Good, Commercial, and Utility. These quality grades are in addition to the Department of Agriculture inspection stamp which has appeared on this type of meat for many years, signifying that it is suitable for human consumption.

Grade identification for beef is put on with a roller stamp which makes an imprint about an inch and a quarter wide across each major wholesale cut. When buying a roast or steak, ask the butcher to show the grade mark. It is a positive identification of quality. Although this identification must appear on every major wholesale cut it may be blurred, partly cut off, or otherwise hard to read on some retail cuts. Even if the grade mark is not readable on an individual piece of beef, it must be on the wholesale cut.

Today, veal, lamb, and mutton go by the same grade names as beef. However, the grading of these meats by the Government is not compulsory except for Choice Grade veal. When not graded by the Government, these three meats are stamped as follows: AA to indicate Choice; A for Good; B for Commercial; and C for Utility.

Official grading is of particular value at this time when the supply of meat is tight, to insure that the consumer gets precisely the quality of meat he is paying for.

Bigger Source of Amber Durum

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

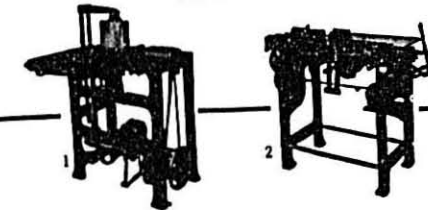
Duramber Pisa Abo
Fancy No. 1 Semolina No. 1 Semolina Fancy Patent

These are the brands of semolina excellence manufactured and sold by

Amber Milling Division of
**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**

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

*It pays to keep your machines
in first class operating
condition*



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

1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable.

2. This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. The cartons enter machine on conveyor belt as open, filled cartons and leave machine completely closed. Can also be made adjustable.

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

The MACARONI JOURNAL

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

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

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

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

ADVERTISING RATES
Display Advertising.....Rates on Application
Want Ads.....30 Cents Per Line

Vol. XXV MAY, 1943 No. 1



"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."

Continuing War on "Pasties"

Almost a score of years ago, the National Association started a determined fight against the use of the term "Pasties" with reference to macaroni products. Government agencies were among the first to be convinced that the Association was right in its contention that "paste" is not a food, that it is an abhorrent, almost repulsive name to apply to so fine a wheat food as macaroni, spaghetti and egg noodles. For years now the government has used the term "macaroni" or "macaroni products" instead of "alimentary pastes" or "pasties" in all references to this food.

Ground wheat—semolina, farina or flour—is the chief basic ingredient of all macaroni products. Bread and crackers also are made from wheat flour, yet they are never called "pasties"—so why pick on macaroni in applying to it this unappetizing name! In line with this war on "paste," many firms have even changed their names, eliminating the word "paste" entirely. There are still a few exceptions. Editors readily see the point when the matter is called to their attention. Example:

Kansas City, U.S.A.
May 7, 1943

Mr. M. J. Donna, Editor,
The MACARONI JOURNAL,
Braidwood, Ill.

Dear Mr. Donna:

Glad to have your note, and we will adopt your suggestion as our editorial style in the future, and we will no longer refer to any of the semolina foods as "paste products."

We don't blame you for "damning" this expression, and we appreciate your writing us.

With best wishes, we are
Yours Very Truly,

The Southwestern Miller
(Signed) DAVID N. SOSLAND
DNS:ERM.

Secretary of the Treasury Congratulates Macaroni Industry (Telegram)

Washington, D. C., May 10, 1943
M. J. Donna, Secretary
National Macaroni Manufacturers Assn.
Braidwood, Ill.

My attention has been called from time to time and especially during the Second War Loan Drive to the splendid work that your Association and its members, also THE MACARONI JOURNAL, have done for the Treasury War Finance Program.

Your help has been a material factor in the outstanding success of the drive. Please accept and express to your members my sincere thanks.

We still have a tremendous task ahead and must count on your continued and gratuitous help.

(Signed) HENRY MORGENTHAU, JR.
Secretary of the Treasury.

Welcomes Conference Hotel Places Facilities at Service of Macaroni-Noodle Makers

The macaroni-noodle manufacturers of America and their friendly allies will be extended every courtesy by the management of the Edgewater Beach Hotel, Chicago, Illinois, on the occasion of their most important conference, the 1943 War Council, scheduled to be held in that hostelry on June 25 and 26.

Edgewater Beach Hotel
Chicago, Illinois
May 10, 1943

Mr. M. J. Donna
Braidwood, Illinois

Dear Mr. Donna:

I am pleased to note that we are to again have the pleasure of serving members of the National Macaroni Manufacturers As-

BUSINESS CARDS

CARTONS
GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS.

National Cereal Products Laboratories

Benjamin R. Jacobs
Director

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

Vitamin Assays a Specialty.

Laboratory
No. 156 Chambers St. New York, N. Y.
Office
No. 2026 Eye St. N.W. Washington, D. C.

AT BARGAIN PRICES

Used Machinery and Equipment

1—Cavaco, Cavagnaro & Ambrette
13 1/2" Vertical Hydraulic Press,
removable dies.

1—P. M. Walton 56" Kneader, with
light and loose pulley.

25—Bronze and Copper Dies, 13 1/2".

25—Bronze and Copper Dies, 10".

2—30 Pound Exact Weight Scales.

1—2 Pound Exact Weight Scale.

20—72" Fans, 7 blades.

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

STEVE BUSALACCHI
2934 So. Kinnickinnic Ave.
Milwaukee, Wis.

sociation inasmuch as plans are now definite for June 25 and 26.

The members of our staff will make every effort to contribute to the success of your conference and to the comfort of those attending.

Yours for Victory,
(Signed) WILLIAM M. DEWEY,
President

WM:EG

Adequate Macaroni a Necessity

Food Distribution Administration
Shows Friendly Interest

Macaroni, spaghetti and egg noodles are becoming more and more recognized as one of the needed basic wheat foods, not only by added mil-

ions of civilian consumers but by government agencies as well. Here's a letter to the point:

Washington, D. C., May 7, 1943
Mr. M. J. Donna, Secretary-Treasurer,
National Macaroni Manufacturers Assn.,
Braidwood, Illinois.

Dear Mr. Donna:

I want to thank you for your letter of April 23 and for the information it contains. I appreciate your sending me the several tearsheets from your official JOURNAL.

I regret that a trip to Atlanta, Georgia, made it impossible for me to attend the industry advisory meeting here in Washington, but hope to meet you at a later date.

We are interested in seeing that the civilian population has an adequate supply of your products, and want, so far as possible, to avoid shortages of any materials or equipment that will interfere with adequate production of macaroni and other such products.

Very truly yours,
(Signed) HAROLD F. HOLLANDS,
Chief Dairy, Poultry and Cereal
Section Civilian Food Requirements Branch.

Elimination of Odd Sizes Appreciated

Outstanding among the many actions taken by the macaroni-noodle manufacturers since the outbreak of the present war from the angle of many Government agencies, is the voluntary elimination of many of the odd shapes and sizes of macaroni products as a means of saving vital materials and concentrating production on the more popular types. Indicative of this Government thinking is a letter from W. E. Braithwaite of the Division of Simplified Practice, National Bureau of Standards, U. S. Department of Commerce, written to the Secretary of the National Macaroni Manufacturers Association, complimenting the industry on its unselfish progressive step. It reads:

Mr. M. J. Donna, Secretary,
National Macaroni Manufacturers Assn.,
P. O. Drawer No. 1,
Braidwood, Ill.

Subject: Macaroni Packages

Dear Mr. Donna:

We were interested in reading a small item that appears in one of the trade publications to the effect that 25 different sizes of macaroni had been recently discontinued in the interest of simplification and standardization. We understand also that the dies or molds (usually made of brass or stainless steel) for the abandoned sizes were turned in for the scrap drive.

Your industry is to be congratulated for this achievement. It brings to mind the many pleasant contacts that we have had with you and several of the members of your Association in behalf of simplification and standardization. Although we have not had the pleasure of promulgating a simplified practice recommendation for your industry covering standard sizes of macaroni and macaroni packages, we are pleased to observe that you have worked out a size simplification program under your own "steam."

With kindest regards, I am
Cordially yours,
(Signed) W. E. BRAITHWAITE,
Division of Simplified Practice,
Washington, D. C.

Resigns As Mill Chairman

Announcement has been made of the resignation of Guy A. Thomas, from the chairmanship of the Commander-Larabee Milling Company of which he was a director for years. He is slated to serve as president of the Colorado Milling & Elevator Company of Denver on completion of its sale to Union Securities Corporation, now in progress.

Conditions Spur Macaroni-Noodle Advertising

According to students of advertising in its many forms, the amount of radio time and newspaper space devoted to advertising the quantities of macaroni, spaghetti and egg noodles has increased to considerable proportions because of conditions that make such promotion practical and desirable. Foremost among these is the fact that this fine wheat food is unrationed and that ceiling prices thereon are such as to make this nutritious food among the most economical at the command of worried housewives. Then there is the scarcity of other foods for which macaroni products are natural substitutes. Here's what the press of the country, in part, has to say about the trend and the opportunity:

All Purpose Food

What food could be more perfect for your present table needs, Mrs. Housewife, than spaghetti and egg noodles? These wheat foods will bolster leftovers—stretch meager legal portions of meats—or make abundant main course fare themselves.

For these creamy strands—soft as soft may be, succulent, steaming, tender to the tongue and taste—are the perfect background for a score of different flavors. What other food, so flexible, so gracious, so all-giving, will blend with any dish?

Marry this most feminine of foods to a sturdy, forthright flavor. Blend it in sisterly communion with a kindred delicacy. Mix it fraternally with pungent strength. Combine it with a myriad of flavors, and you still have harmony as well as heft!

Good for Unrationed Meals

There's one thing sure about point rationing—no one can be finicky with food anymore. We're lucky to have food at all. That we have a few unrationed foods is something to be truly grateful for.

Many of these unrationed foods have heft and honest flavor. Take cereal, for instance. Last year's cereal crop was good, praise be! And our stock piles are abundant. So there

will be a plentiful supply of macaroni, noodles and spaghetti. Much worse, by far, could we have fared than this!

A Real Treat— Noodles with "Treet"

You can feast on egg noodles and meat and still be patriotic. That's the tenor of the message usually broadcast by the leading meat packers, one that was emphasized in the unique "punch-hole" page advertisement placed by Armour & Co. of Chicago in *Better Homes & Gardens*, among other periodicals last month.

Referring to this particular piece of publicity, the managing editor of *Better Homes & Gardens* says:

"Armour & Company have joined other leading advertisers in using the unique 'punch-hole' page. One side of it is in four colors, featuring Treet, Butter, Cheese and their branded beef. The other side of the full page is in black and white, with additional recipes and suggestions for using their products. According to *Starch Surveys*, more than 700,000 homemakers clip these 'punch-hole' pages for their cook books."

Of particular interest to noodle makers is this suggested recipe:

Treet and Noodles

1 can Treet
1 1/2 cups Noodles
2 tbsps. Butter
2 tbsps. chopped Green Pepper
1 tsp. chopped onion.
Cook noodles in salted water for 20 minutes. Mix in chopped green pepper and onion, cooked in melted butter. Serve on platter. Top with slices of Treet that have been fried 1/2 minutes on each side. Serve with this Cheese Sauce.

Cheese Sauce

3/4 cup grated cheese
2 tbsps. butter
2 tbsps. flour
1 cup milk
1/2 tsp. salt
1/2 tsp. Worcestershire Sauce.
Melt butter. Add flour. Stir in milk until thickened. Season with Worcestershire Sauce and salt. Add grated cheese and stir until cheese melts. Serves 4.

No Restriction On Eggs

While the production of dried and frozen eggs and egg products is restricted by the order of the Food Distribution Administration, effective March 25, 1943, there is no restriction on the use of these products by macaroni-noodle manufacturers. Noodle manufacturers can still use all the whole eggs, or yolks, frozen or dried, that they can buy. This was fully explained to members of the National Macaroni Manufacturers Association in Bulletin No. 118 from the office of B. R. Jacobs, Director of Research, Washington, D. C.

<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1942-1943</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 Premiata Macaroni Corp., Connellsville, Pa. D. R. Jacobs, Director of Research..... 2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer..... P. O. Box No. 1, Braidwood, Illinois</p>		
<p>Region No. 1 G. La Marca, Prince Macaroni Mfg. Co., Lowell, Mass.</p> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 E. De Rocco, Jr., San Diego Mac. Mfg. Co., San Diego, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.</p> <p style="text-align: center;">At-Large</p> <p>Thomas A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn. Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>	

Secretary's Letter to Members

Braidwood, Illinois, May 4, 1943

MEMBERS of NMMA—Attention!

Re: Official Notice of 1943 War Conference

Gentlemen:

The Board of Directors of the National Macaroni Manufacturers Association at its meeting in Pittsburgh, Pa., April 15, 1943, voted unanimously to sponsor a two-day War Conference at the Edgewater Beach Hotel, Chicago, June 25 and 26, 1943.

Officials of various Government Agencies concerned in the proper feeding of the armed forces and civilians, too, are interesting themselves in this War Conference with the view of continuing our fullest cooperation to meet the country's war needs.

Mr. Vernon I. Bushman of the United States Food Distribution Administration who was recently named to represent the Government as Chairman of the newly appointed *Macaroni-Noodle Industry Advisory Council*, which held its first meeting in Washington, D. C., on April 27, will be consulted on the subjects to be considered at the Conference.

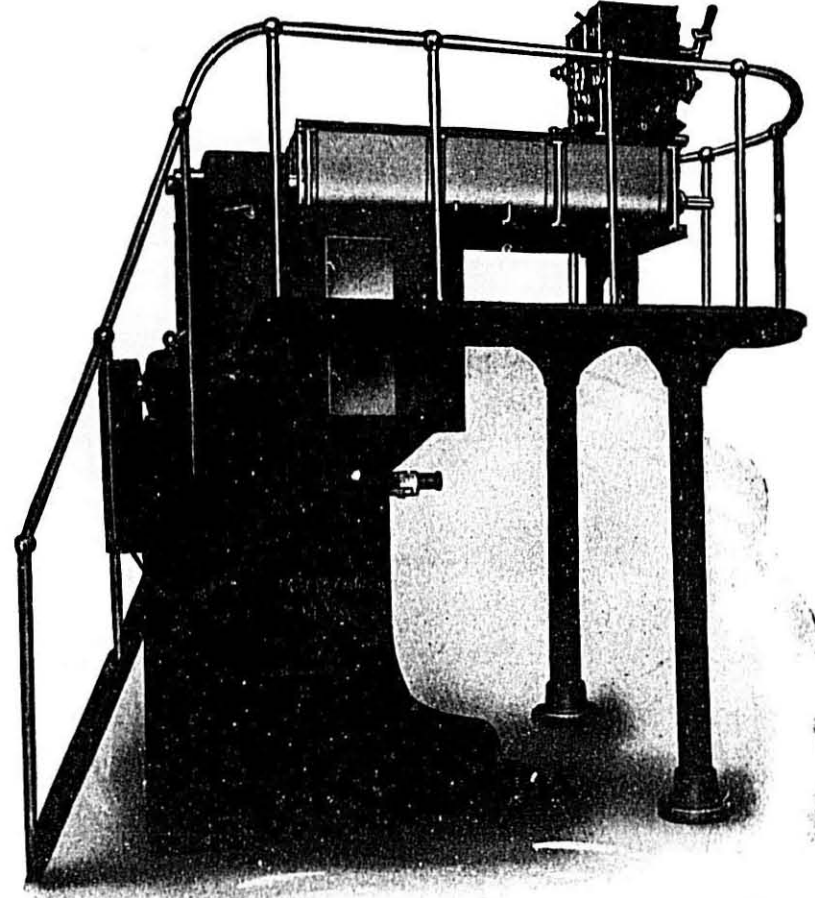
Members will be kept fully advised of developments in our program planning. It seems hardly necessary to emphasize the importance of being present, if at all possible. Reserve the weekend—June 25-26—for this important get-together.

Our Conference aim—Unstinted Cooperation with our Government War Effort and the fullest possible industry protection and promotion under the circumstances.

Yours for Victory Through Unity,
M. J. DONNA, Secretary, NMMA.



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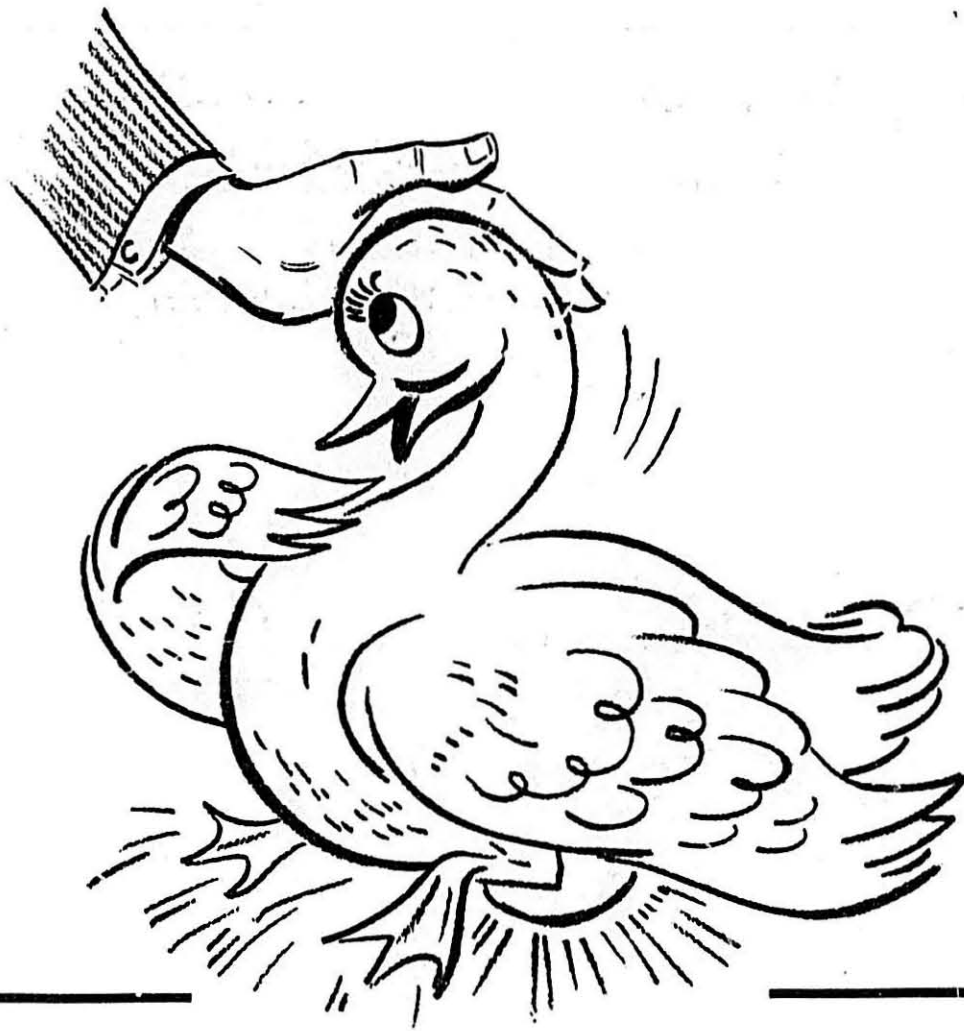


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These are days of golden opportunity for manufacturers of spaghetti, macaroni, and noodles. On millions of tables where these items were formerly a once-in-a-while afterthought—today they're right up at the top of the

housewife's menu. *Keep them there!* Make them a permanent national habit! Keep your quality UP! Rely on Pillsbury's Durum Products for quality flavor, quality color, quality cooking values!

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