

**THE  
MACARONI  
JOURNAL**

**Volume XXV  
Number 6**

**October, 1943**

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OCTOBER, 1943

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*A Good Team--*

*A Great Team!*



In the Macaroni-Spaghetti-Egg Noodle field, PRODUCTS PROMOTION and CONSUMER EDUCATION are a VITAL TEAM in PEACE or in WARTIME.

The more good work that this GREAT and GOOD TEAM can be made to do in wartime when operations are profitable, the easier it will be to continue Macaroni Products in public favor as the never-ending battle between foods for an ever-better place on the American table, intensifies after the war.

Individual efforts are excellent, but TEAMWORK will do the better, the most lasting job.

Official Organ  
National Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV  
NUMBER 6

## WHY GOOD PACKAGING?



Though it is a relatively simple matter today to sell most anything that can be trundled to market, shrewd merchandisers insist upon maintaining the quality of their packaging at all costs.

For good packaging, whether measured in terms of immediate business or the long pull, always has these advantages:

1. It lowers costs because of added efficiency in handling, packing and shipping.
2. It lends itself to eye-arresting window, counter and mass displays.
3. It whets the appetite, creates desire, stirs the consumer to impulse sales.
4. It sells your product in the store.
5. It shows how to use your product properly in the home.
6. It encourages repeat sales through suggestions for new and interesting uses.
7. It helps make your product a household word. Folks eat the food they know about.
8. It promotes the sale of your other products.
9. It builds prestige for your brand.
10. It represents 100% Advertising, with no waste circulation. Every package counts.

*Rossotti Makes Good Packaging.*

### PLAN FOR TOMORROW

Get ready for postwar competition. The Rossotti Merchandising Counsel invites you to send in samples of your present labels or cartons for study and suggestions. If you have a new package in mind, why not let us show you how we think it should be designed for maximum success. No obligation.

# Rossotti

LITHOGRAPHING CO., Inc., NORTH BERGEN, N. J.

BETTER MERCHANDISING THRU PACKAGING



## The American Flag

It's your Flag, it's my Flag, waving up there,  
It's his flag, it's her flag, we all have a share;  
Ev'ry man, woman and child just thrills thru and thru,  
At the sight of Old Glory, the Red, White and Blue.

But hark! Let us listen, it has something to say,  
And it's saying it plainly, in the American way;  
Each star, each stripe, each color so true,  
Is sending this message to me and to you.

"You all pay me homage, you thrill at my sight,  
You feel I'm the emblem of all that is right;  
I gladden your hearts when I pass in review,  
And you shout and you cheer at my Red, White and Blue.

"I know that you're loyal right through to the core,  
That you're true to your country, at peace or at war;  
I know that you love both your country and me,  
That you're proud to be living in the land of the free.

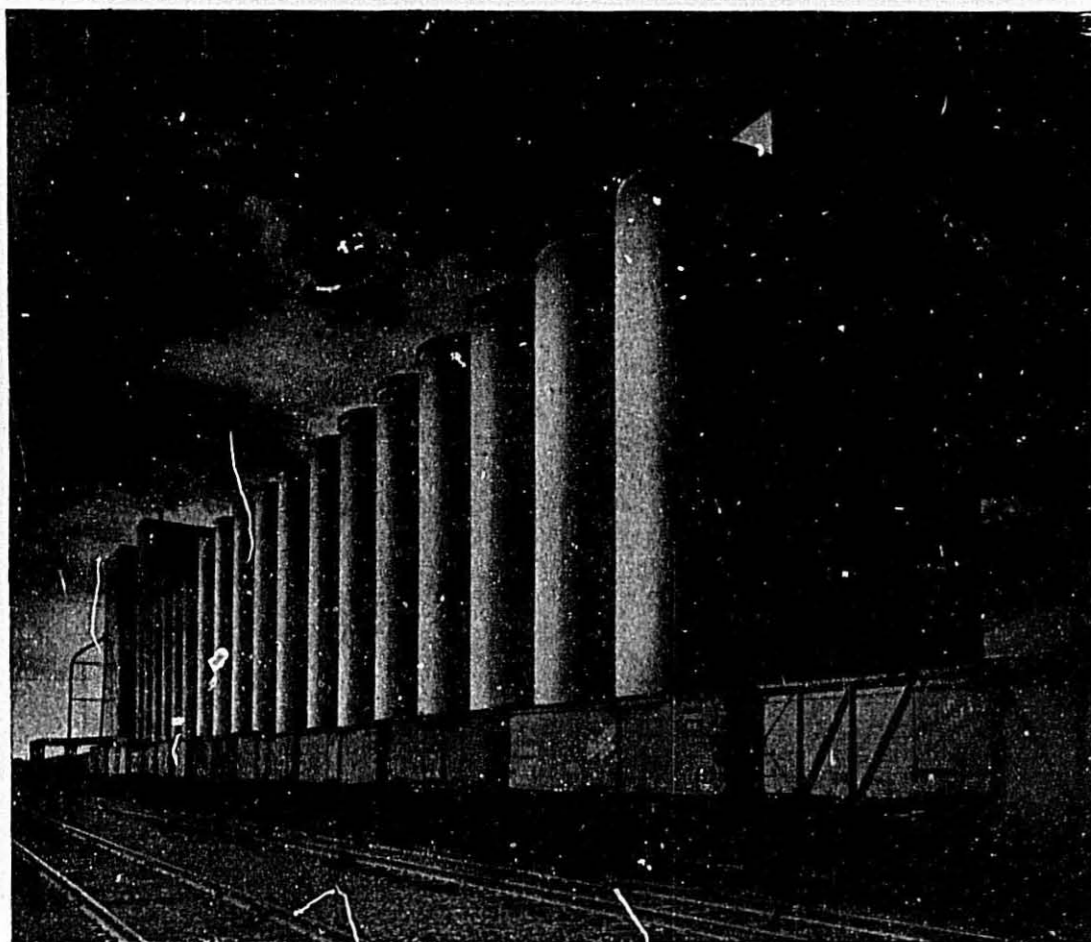
"So listen Americans, be sure and give heed,  
It's more than Flag-waving that we actually need;  
Our Army, our Navy, our Air Corp, too,  
Are fighting to preserve Liberty for you.

"They're giving their lives so men will be free,  
To save the principles of Democracy;  
They need your aid in fighting this war,  
And are appealing to you as never before.

"So, keep me flying, keep them fighting, in this world-wide fray,  
Buy Bonds—more Bonds—thus waving *Me* the American way!"  
(Anonymous)



## LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



# The MACARONI JOURNAL

Volume XXV

October, 1943

Number 6

## *Making America Macaroni Conscious*

How conscious are Americans of the real value of macaroni, spaghetti and egg noodles as a basic food, and how fully aware are manufacturers of the possibilities of making this naturally good food even more nutritious? The answers to these questions should be of momentous interest to both the industry and the nation.

While in New York recently, a leading businessman closely allied with the food trade, speaking of the part macaroni products are playing in the proper feeding of Americans, was heard to say: "Rationing, as a wartime regulation, has done more to make Mr. and Mrs. America more macaroni conscious in the short period of one year than have the combined (?) efforts of the entire industry since its American introduction about a century ago. But what has the industry done or what is it planning to do to solidify this improved position, to continue meriting public favor when the consumer is no longer compelled to prefer nonrationed foods?"

He stated a true fact: food rationing has materially strengthened the position of macaroni products as an almost regular food rather than that of an occasional treat. His question is also fair and timely, as even the most optimistic must admit. Other trades have something "on the fire." Are macaroni-noodle manufacturers content to let nature again take its course and perhaps have their products revert to their unfavorable position of pre-war days?

The speaker pointed out several firms that are outstanding successes in their own right, through their own efforts and under natural and unnatural conditions. These, he says, have been foremost also in devising or supporting all meritorious promotional activities in peace and in war. He lauded their foresightedness and congratulated the worthy firms on their generosity in helping build products good-will the permanent way.

On the other hand he expressed regret that so many other manufacturers have done practically nothing in a cooperative way to aid the progressive advancement, except to grow up with an up and coming business, to grow much as Topsy did, without special personal effort. He fears that such firms have but a Chinaman's chance in the after-the-war struggle for existence unless they learn to do something more than to think of their own interests only—something to preserve the American system of free enterprise after a victorious war.

Just what is this "Chinaman's chance" referred to? In a recent issue of *The Pathfinder* there appeared a graphic description which read, in part as follows: "Did you ever hear the expression, 'a Chinaman's chance,'—meaning no chance at all? It is not as serious an

exaggeration as one might at first infer. The average Chinaman has one chance in five to live through infancy, and one chance in six thousand to own an automobile if he does grow up. Why? Because there is no incentive; no private enterprise in China—no reward for working, saving, thinking, investing or inventing—no opportunity for cooperative effort. A man with money to use or an idea to develop does not have the protection for industrial development. Results: No progress in years.

"In less than 500 years America has developed the most productive and profitable large-scale farming known. With machinery one man tends 100 to 500 acres, depending on the crop. In other countries, it takes no less than 5 men, sometimes 100, to cultivate such a farm. All of them have to live off the farm, so they have accordingly less to sell. Thus Americans are known as the best fed people on earth.

"Private enterprise does it; more production per man. Free enterprise is the right of every man to work, or trade, where he likes, save and invest according to his own judgment, run his business as he thinks wise, and take the consequences of gain or loss."

All of this adds up to the fact that in our country even the macaroni-noodle manufacturer has a right to decide how much or how little he chooses to do towards the general advancement of the trade outside of his personal sphere. If the big majority should choose to live within themselves, to overlook entirely the relation of the individual to the industry, the business has but a "Chinaman's chance" to succeed. Happily, this is not generally true. There are men of vision in this business as shown by the progress already made.

Macaroni-noodle manufacturers are now gathering a golden harvest because of government regulations—of rationing; they will surely plan to continue the harvest after the war through preparation, through education of consumers. There are approximately 28,750,000 families in the United States. At the estimated pre-war rate of consumption of 5 pounds per person per year, the average family ate less than 23 pounds of all kinds of macaroni products per year—less than one-half pound a week.

Assuming that under rationing the consumption rate has doubled, it means that even under these most favorable conditions, the rate of consumption is still well under a pound per family per week. For health and strength the American consumption rate might well be one pound per person per week, just a bit more than one ounce per main meal. What a stupendous opportunity for products promotion through intelligent consumer education!

## Report of the Director of Research for the Month of September

By Benjamin R. Jacobs

The following is a summary of the most important provisions of the Wage Stabilization Program, as proposed under General Order No. 31 issued by the National War Labor Board.

This summary covers only the highlights of this program and no effect is made to be specific with reference to concrete examples. This summary has been prepared for me by experts in the administration of the orders of the NWLB.

The War Labor Board and the Treasury Department, independently of each other, administer the Wage Stabilization Program. The War Labor Board has jurisdiction over: (1) wages; (2) salaries of \$5,000.00 or less; (3) salaries of \$5,000.00 or less paid to executive, administrative and professional employee represented by a duly recognized or certified labor organization. The Treasury Department has jurisdiction over all salaries in excess of \$5,000.00 and over the salaries of executive, administrative and professional employees not represented by a duly recognized or certified labor organization, regardless of the amount of compensation.

Since it would seem to me that the problems arising in our industry deal primarily with those workers making salaries of \$5,000.00 or less, I shall restrict myself to a discussion of the rulings of the War Labor Board. Of course employers with eight or less employees in a single business are exempt from provisions of the Wage Stabilization Program.

General Order No. 31, as recently revised, controls the granting of merit and seniority increases *without Board approval* to those employees under the jurisdiction of the NWLB. Even where an employee cannot get an increase without Board approval under one of the provisions below (which is most unlikely), we can always present an application to the Board of approval, provided certain requirements are met. I might point out that under the "hold the line" order of the President, it is a relatively difficult task to get Board approval for an increase.

**Generally:** Employers of 31 or more may make merit, seniority, promotion and apprentice increases *without Board approval* only under a *schedule* consisting of (1) wage or salary rates or rate ranges for job classifications plus (2) a plan for individual adjustments within and between such rates and ranges.

A schedule may not increase production costs or warrant price increases nor furnish the basis for an application to correct intraplant inequities.

(1) **Rate or Rate Change:** The first thing to be done for each employer is to set up a *rate or rate range* in salaries, based on classifications similar in nature and in the required amount of knowledge, skill and responsibility. In establishing such a rate or rate range, the records of the employer on October 3, 1942, must be examined (provided permitted and approved adjustments since that date can be considered).

(2) **Plan:** A plan does not require NWLB approval if it is one under which individual adjustments are made pursuant to the provisions of (a) collective bargaining or other established agreement in effect on June 30, 1943, or (b) based on *written* statements, minutes or memoranda of the employer in existence and effect on that date or (c) approved by the NWLB or its authorized agencies or (d) the NWLB standard plan, described below.

(3) **NWLB Standard Plan:** If the employer had no plan as described above but did have rates or rate ranges (a) existing on October 3, 1942, or (b) resulting from approved adjustments after October, 1942, he may without Board approval make individual adjustments according to the following so-called Standard Plan. (Employer may, if he so desires, substitute the following plan for an already existing plan.)

(1) **Merit and Length of Service:** Merit increases are individual wage adjustments for improved quantity or quality of work. May be made only within job classifications and may not exceed for the year beginning July 1, 1943, 10 cents per straight time hour (\$4.00 per week on a 40-hour basis) or two-thirds of the difference between the minimum and maximum of the rate range, *whichever is higher*. Furthermore the total amount expended by the employer on such increases during any such year shall not exceed an average of 5 cents per straight time hour (\$2.00 if on a 40-hour week) for all the employees in the place subject to NWLB jurisdiction.

(2) **Promotions:** Promotions or reclassifications involve individual adjustments which result from moving employe into a different classification. A promoted or reclassified employe may receive a rate not in excess of 15 per cent above his former rate or the minimum of the new job, *whichever is higher*. But if the promoted employe has a particular skill, he may, however, be paid in accordance with that skill.

(3) **Apprentices or Trainees:** Increases may be made under apprentice or trainee systems which conform to a collective bargaining agreement or Federal or State Regulations.

Employers using a schedule must keep for two years records showing rates and descriptions of job classifications; statement of the plan (which may be the Standard Plan); date schedule was adopted; name, date of hiring, date and reason for adjustment and job classification and rate of pay before and after adjustment for each employe receiving adjustment.

**Employers of 30 or less:** In addition to the above, employers of 30 or less may make increases for merit (only) if the increases do not exceed 10 cents per straight time hour for any individual for the year beginning July 1, 1943, and the total of such increases does not exceed an average of 5 cents per straight time hour for all employes in the establishment. Such increases shall not (1) be made the basis of an application to correct intraplant inequities (2) result in the payment to any employe of a higher rate for a similar job than that existing between July 1, 1942, and June 30, 1943, (3) result in an increase in production costs or furnish a basis to increase prices and (4) be made contrary to the terms of a collective bargaining agreement.

Employers of 30 or less are not required to have either established rates or rate ranges or a plan for making adjustments to take advantage of the merit increase provisions noted above. I shall be glad to refer any specific questions regarding any of the above rules or their practical application to those experts or put you in touch with them, whichever you may desire.

On October 1 the War Food Ad-

(Continued on Page 10)

# Is it Good?

## The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one 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

## Spaghetti Goes to War

Westinghouse Electric and Manufacturing Company Employs Spaghetti in an Ingenious Way to Speed Production of Electronic Tubes

As a food, Americans, like their European neighbors, are beginning to appreciate more and more that spaghetti and other similar grain products—macaroni, egg noodles and such—have few, if any, superiors when measured by any of the usual gauges to determine the actual value of foods. Because of this new interest in Macaroni Products, home economists are busily seeking new ways of preparing this food in delicious and satisfying dishes to please the American taste and the manufacturers are cooperating in the trend by improving their products in keeping with study and research.

Meanwhile, scientists have been doing some experimenting with spaghetti, putting it to war use in a novel way. The accompanying illustrations with explanatory cutlines, tell the story of the new, but limited, use made of this food as a result of a recent scientific discovery—a story that has been reviewed by government authorities. The pictures were supplied by Westinghouse and are the same as those first used by *Look*



### SPAGHETTI BREAKS BOTTLENECK

William Hayes, young electronics engineer at the Westinghouse Lamp Division, has broken a production bottleneck by using ordinary spaghetti to speed the assembly of radio tube filaments 75 per cent. He is shown examining a short stick of the uncooked food which is inside the wire filament coil where it served to support the coil during a welding process. Formerly, a piece of steel was used to do this job but was difficult to remove after the welding was finished. Since spaghetti can be burned away in a flash, Mr. Hayes' idea has radically reduced the time needed to assemble tube filaments. The tubes are needed for vital war communications equipment.



### NO SAUCE FOR THIS SPAGHETTI

Confronted with his first war production order, a New Jersey manufacturer is using a special die to make spaghetti for vital Westinghouse war job. The spaghetti produced in exact size is enabling Westinghouse electronics engineers to speed the production of filaments for war communication tubes 75 per cent. Short sticks of the hard spaghetti are used in place of steel as temporary filament supports because they can be "burned out" in a flash whereas steel pieces were difficult to remove from inside the coiled filaments. "Supports" of some kind are needed to hold the coil in position during welding operation. Strings of the war-bound spaghetti are shown emerging from the die after which they will be placed on racks to dry.

*Magazine* in its August issue, and are reproduced here by permission of both concerns.

Experimenters have found ordinary spaghetti to be an excellent substitute for steel in speeding the production of electronic tubes which now play an important part in the war effort—one of the latest inventions in the wireless field.

While the manufacturers of macaroni-noodle products appreciate the good use being made of spaghetti in furthering the war effort, other than feeding the armed forces, they are seriously concerning themselves more than ever in discovering new ways of winning public favor for their products as a food on the home front. They recognize that the increased consumer acceptance of macaroni products is probably due to their being good unrationed foods, and it would be wise to do everything reasonable now to encourage the continuation of its present popularity when rationing is lifted after the war, and all foods will have to stand on their merits.

October, 1943

THE MACARONI JOURNAL

### Comments by Canadian Correspondents

There is not much fun left in the life of the macaroni manufacturer after a day at the office wrestling with priority and manpower problems and struggling to decipher the latest rulings, or amendments to existing rulings which seem to be with us all in and out of season.

Yet we gather the odd crumb of comfort from the fact that our macaroni products are filling serious gaps in general shortages of other foods, rations so badly needed by a nation calling for more energy-creating foods than ever before in American history. We concede all this with pride. Also, in supplying rations for members of the armed forces we are doing a real job of helping win the war.

But now let us stand up and really cheer! Dot down this item in your war diary! "Spaghetti Used to Speed Output of Electronic Tubes."

Yes, Sir! We have heard everything now.

Believe it or not (with apologies to Ripley), uncooked spaghetti is being put to work to speed up the manufacture of electronic tubes used for war communications. This, on the authority of the lamp division of the Westinghouse Electric and Manufacturing Company, cuts by 75 per cent the time required to assemble the delicate tube filaments and reduces the need for critical steel.

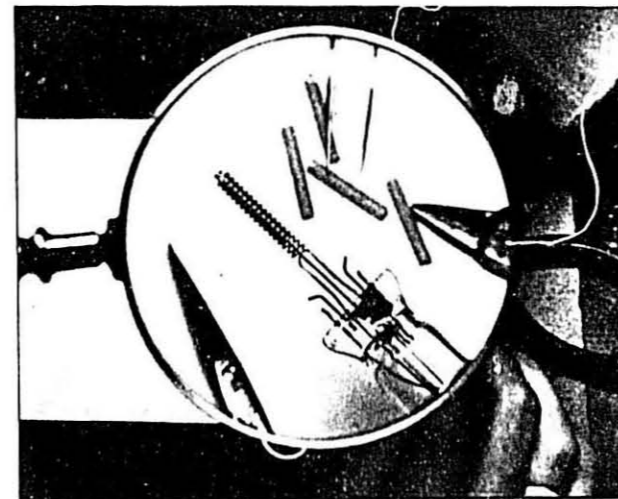
Blush with pride you members of the macaroni fraternity! This is where your product actually goes to war.

## Government to Stress Wartime Nutrition

"U. S. Needs Us Strong—Eat the Basic 7 Every Day." Under this revised theme and a new set of food rules, the Government's promotion plans for the new wartime nutrition program are making rapid headway.

A color poster, presenting the seven basic nutrition food groups in circular "target" form, has been prepared by the Advertising Council and is now at the government's printing office. It should be ready for distribution within the next two months. On the poster, each of the basic food groups is given a separate color and a number to make it easier for the homemaker to remember and identify them.

Last year there were eight basic food groups; this year there are only seven. Eggs, which were a separate group, have now been combined with Meat, Poultry, and Fish. Slight revisions in the copy for each of the seven food groups have been made, and all reference to amounts have been omitted.



### CLOSE-UP—SPAGHETTI AT WORK

Photographed through a magnifying glass, this is the filament of a radio tube with a short piece of ordinary spaghetti inserted inside the wire coil. While in this position, the spaghetti acts as a support keeping the coil in accurate alignment while it is welded to the rest of the tube mechanism. When the welding is completed, the spaghetti is burned away by electric current sent through the coil. William Hayes, young electronics engineer at the Westinghouse Lamp Division, struck upon spaghetti for this novel war use after noticing that steel pieces were hard to remove and caused time-consuming difficulty. The new method saves 75 per cent of the time which tube filament assembly formerly required. The tubes are used in war communications equipment.

### Other Promotional Material Being Produced

The Nutrition Branch of the Food Administration Division in the Department of Agriculture is also working with the Office of War Information and the Advertising Council on a folder showing industry how it can cooperate with the nutrition program. Part of the new program calls for promotion of nutrition at the point-of-sale. Plans on this will be announced shortly.

### Nutrition and Rationing

With rationing of many basic foods already under way, and with a temporary shortage of other nutritious foods a distinct possibility for many localities, the need for practicing good nutrition is more important than ever before.

A major part of the new nutrition drive calls for an explanation of how to plan and serve meals under rationing by explaining to housewives how to make food stretch, how to use alternate foods, and how to conserve foods and food values.

In addition to national publicity, local committees organized in more than 2,000 counties will continue to promote nutrition actively in their communities. One phase of this activity entails wartime food demonstrations to be sponsored by the local nutrition committees, by local gas and electric companies, or newspapers.

### Social Plans for War Workers

The new nutrition program calls for increased education efforts to improve eating habits of war workers—both at home and within the plant.

A presentation showing management and war workers how to put a sound and practical nutrition plan into effect in war plants is being prepared as well as special promotional literature for distribution to war workers and for posting within the plants. Major attention will also be focused on the need for packing lunch boxes with nutritionally balanced foods.

### "Products and Priorities"

A new publication, designed to aid businessmen and Government officials in obtaining information on all products, materials, and services handled by the War Production Board will be issued by WPI every four weeks.

The publication, titled "Products and Priorities," the first issue of which became available the latter part of September, will include all information formerly contained in "Priorities" and in "Product Assignments," both of which will be discontinued. A year's subscription of thirteen issues may be obtained for \$2.00 from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. Single issues will be available at 20 cents each.

## Training the Partly-Qualified New Worker

The macaroni manufacturer will not be able in the present, nor at least for some time in the future, always to secure a fully experienced worker to replace the employe who has been called into the country's service, or who has left this industry for some other reason. While every effort should be made to get some one with the proper background and training for the particular job he is to fill, the macaroni manufacturer must more and more often be satisfied with new workers who are only partly qualified and who indeed "still have a lot to learn about the business."

To choose between applicants for a position, and then to train the one selected so he reaches his highest efficiency in the shortest time, is a problem for the macaroni manufacturer who previously may have been able to pick his new workers from experienced or fully-qualified persons. However, even some very elementary planning will do much to remove doubt and mistakes when another employe must be found and trained quickly for his new position.

"Job analysis" sounds technical and complicated, but for the macaroni manufacturer it doesn't need to be difficult. In its simplest form, it consists of a detailed list of the various tasks making up the position to be filled. Then the employer can discuss these points with applicants for the job, making sure nothing of importance is overlooked, and finally deciding which person to hire on the basis of his qualifications for each part of the work. Without such a check list, it is surprising how a very important detail can be forgotten until the new employe has been selected and it's too late to change. The more complete the list, the less chance for errors of judgment in trying to find the best of the available workers.

After hiring the new employe, the same list gives complete information on the tasks where he will require special help and training, as well as those details in which his past experience or native ability qualify him to proceed with very little instruction. With such facts for a background, no time will be wasted in repeating what he already knows. Meanwhile, devoting all the time available to the matters on which he is only partly qualified, will turn him into a well-rounded and fully efficient worker just that much sooner.

Knowing just exactly what the partly-qualified new worker must be taught, is a great advance in successful management of personnel, and the

results can be made even more swift and certain by laying out a specific course of action for giving the required additional training. For example, the new employe may have experience to prepare him for all except three points connected with the job he will now fill. So the same list of tasks and qualifications is again used to decide on the definite methods by which he will be trained to make up for these shortcomings in his previous experience.

The first point may be something the macaroni manufacturer himself is best able to teach, such as the relationship of this job to others in the plant, and the cooperation the worker is expected to extend to others. So the item is properly marked for this special attention as soon as the manufacturer has time for personal supervision of this part of the training. (In this particular example, the matter should be taken care of very early, so the new worker does not get off to a bad start.)

The second point will possibly demand a better knowledge of machinery and equipment fundamentals, beyond the routine of operation. Such facts may be gathered easily from printed advertising material, so the manufacturer gives him everything available on the subject, including recent advertising of the supplier in THE MACARONI JOURNAL. By careful selection, much of the early training of the new employe can be handled by this method, and done quite satisfactorily if some personal discussion and explanation goes with the printed matter. Incidentally, all helpers would benefit from more of this background knowledge, regardless of how well they already understand the routine mechanical details of their work.

There may be still a third point, perhaps a task which can be learned only by experience at the actual work, such as preparing records and reports. One of the other workers can be assigned this part of the training, at the beginning doing most of it himself, and then gradually turning more and more over to the new employe. When this new worker can handle the job alone, it should be reported to the macaroni manufacturer that the training period has ended, and the employe is now fully qualified for such tasks. Then responsibility for errors can be placed where it belongs.

A program for training the partly-qualified new worker is essential to meet manpower problems. The more limited the available selection becomes, the more the macaroni manufacturer

must depend on training right in the plant to replace the experience he can no longer demand of applicants for jobs. He will be repaid in extra profits for every practical means he adopts in securing the best worker from the present small supply, and then increasing efficiency on the job by intelligent training.

Any macaroni manufacturer who will take on this sort of job analysis, may still find his problems difficult, but certainly not so hopeless as attempting to hire completely experienced workers in the current labor market. While it will no doubt be necessary to accept some workers with qualifications below peacetime levels, the employer who sets up a system for the increasing of efficiency in such workers, has done a patriotic duty at the same time that he solves at least a part of his own manpower problems.

Avoid concentrating on the faults and shortcomings of the new employe. He will have them, of course. But if you will look for his good points, and then train him where he falls short of your standards, the partly-qualified worker may bring greater opportunities than you expected. With so little choice in the matter, it pays to make the best of the situation.

### Report of Director of Research for September

(Continued from Page 6)

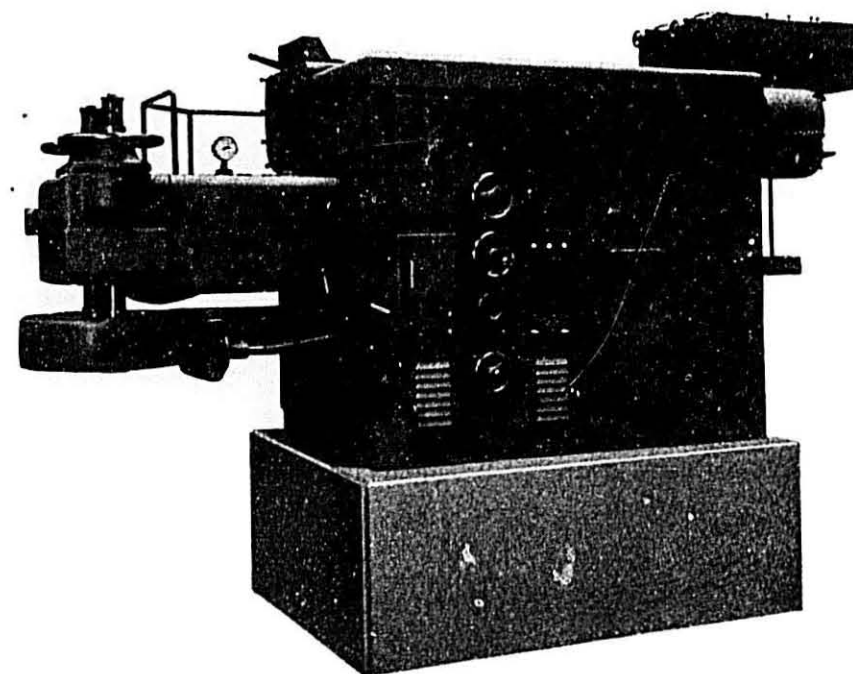
ministration issued an invitation for bids on 1½ million pounds of dehydrated whole eggs which it has in storage in various warehouses scattered throughout the country. It had also announced that it has 7 million crates of shell eggs in storage which it is anxious to sell. There is no doubt that the Government Purchasing Agencies have purchased eggs as well as other foods, way beyond their requirements and that these purchases have had the effect of not only creating a scarcity but of raising prices. Although the macaroni and noodle manufacturers were given a maximum price last spring this has not been enough to take care of the increased cost of production including the increased cost of ingredients for which the Government is at least in part responsible.

The Washington office of the Association has requested every manufacturer of macaroni and noodles in the country to help it in a survey it is making on the use of cellophane and other packaging material.

The questionnaire sent out should be returned as soon as possible to the Washington Office so that they may be analyzed and turned over to the Government Agency which requested the survey. It is my sincere hope that every manufacturer will cooperate in this job.

## THE MODERN PRESS FOR THE MODERN PLANT

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



### Continuous Paste Goods Press

Type TPJ

For Long Goods  
For Short Goods  
Fully Automatic

1000 Pounds  
Capacity  
Per Hour

1860



1943

Thorough Mixing  
All Working Parts  
Completely Enclosed

Ask for  
Literature  
and Full Data

## BUHLER BROTHERS

INCORPORATED

NEW YORK

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

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

## Rossotti Travelogue



Mr. Charles C. Rossotti, executive vice president of Rossotti Lithographing Co., North Bergen, New Jersey, who with his wife has just completed an extensive tour of the country that took him from coast to coast, reports that the macaroni-noodle industry is in a most flourishing state. It was a combined business and pleasure trip that began about the middle of August. Briefly, here are the comments of Mr. Rossotti on his long transcontinental trip:

"Both Mrs. Rossotti and I spent a month touring the country from Coast to Coast and visiting many macaroni and egg noodle manufacturers in all sections of the country. Mrs. Rossotti, who is known in the trade as Betty V. Ossola, Vice President of her father's importing and wholesale grocery concern, J. Ossola Co. of New York and Pittsburgh, visited many canners and packers of food products on a buying tour for her firm, which also included macaroni and noodle manufacturers.

We contacted Joseph Cuneo of LaPre-miata Macaroni Corporation in Connellsville, and W. Boehm Company in Pittsburgh, also A. Palazzolo & Co. in Cincinnati on our way through the Midwest.

We saw numerous manufacturers while in Chicago, including Irving Grass, Frank Traficanti, Peter Viviano from Louisville, Glen Hoskins, Albert Ravarino in St. Louis, Jack Luehring of Milwaukee, and a host of other manufacturers throughout the Midwest region.

On the Pacific Coast we visited Mr. S. E. Mountain, West Coast Regional Director of the Association at the Fontana Food Products Co., in South San Francisco, as well as the California Macaroni Company and others in the Northern California area.

We also visited the Golden Age Corporation and the Sunland Biscuit Company in the Southern California area as well. Altogether, we made quite a comprehensive tour of the manufacturers, and I am pleased

to report that most of them advise that business is good and that many are ready or have planned for modernizing and improving their plants by the addition of new presses, drying equipment and packaging equipment. At this time macaroni and spaghetti items are retailing at close to 20 cents per pound on the Pacific Coast.

I am also pleased to report that we were received enthusiastically by all manufacturers we visited and we are optimistic about the future progress of the macaroni and noodle industry in America. All along the line I did my best to increase interest in the National Macaroni Manufacturers Association, and I am confident that those progressive firms who are still not members will fall in line in due time.

We also find increasing general interest in the fine work being done by the National Macaroni Institute and all are anxiously awaiting the promised Macaroni Products VICTORY Recipes promotion which is viewed as a timely and needed cooperative action. I predict that products promotions of this kind to educate consumers on the true value of quality macaroni products properly prepared in many recommended combinations, will become the outstanding industry action and be supported more generally and more liberally than ever. Macaroni, spaghetti and egg noodles will soon attain their rightful places in the menu of all Americans because it is a most pleasing and nutritious food—economical and satisfying."

## War Stimulates Tests Of Insect Poisons

Wartime dislocation of the sources of supply of some insecticides has intensified research on substitutes. But some promising substitutes already worked out in laboratories are not on the market because they have not been tested widely enough to warrant commercial production. To cut down this lag, R. C. Roark of the U. S. Department of Agriculture, is now writing a series of mimeographed reports to entomologists—not to the general public—on "Some New or Little Used Insecticides Worthy of Further Testing." The chemicals he mentions are not, as a rule, on the market, and so are not practical even for experimental use by farmers and gardeners. Roark is offering these reminders with the idea that as soon as the chemicals have been tested widely enough, industry will supply the best of them.

Delay in getting insecticides into action is an old story. Derris, says Roark, was mentioned as an insecticide as early as 1848. A 1919 report was favorable. But it did not come into quantity use in the United States until 1931. Now the rotenone insecticides—manufactured mainly from derris—are widely used, and with much of the supply cut off, the WPB has restricted use of rotenone to the more essential food protection purposes for which there is no substitute. The very fact that shortages now exist will stimulate

wide testing of promising substitutes, Roark believes.

In the first papers of this series for entomologists, Roark reminds them of recent research in the Bureau of Entomology and Plant Quarantine that has developed a whole series of copper and arsenic compounds closely related to Paris green. Paris green is made with the aid of acetic acid. By substituting some of the other similar acids, F. E. Dearborn has created related "greens," some more poisonous to certain insects than the original poison. Also in combination with some of the oily acids—from peanut, soybean, tung, and fish oils—the "greens" have been highly effective against some insects.

## Pittsburgh District Club

At an informal meeting of the manufacturers from the Pittsburgh area in attendance at the Wartime Conference in Chicago, there was organized a Pittsburgh District Club that has accomplished a great deal in bringing about understanding and cooperation between members in the area covered.

Charles Bonadio was named chairman of the club and reports that it has made some wonderful progress, sponsored some very interesting meetings and that there exists a much better feeling today than ever before among manufacturers in Western Pennsylvania and Eastern Ohio.

Chairman Bonadio recommends the formation of district clubs in every important manufacturing area, believing that much good can result, not only locally, but nationally through the exchange of experiences. "Our Association is doing some fine work nationally, but there is urgent need for greater local effort by manufacturers to help themselves. With proper leadership there, this industry can be and will be one of the greatest food industries in the world. Our experience in the Pittsburgh area is that the National Association would do well to foster such organizations where the need is urgent as it was in our area."

Charles Bonadio, who is manager of the Cheswick Macaroni Co., Cheswick, Pa., will be pleased to give all interested parties full information of how to organize similar clubs elsewhere, believing that such "closer-to-the-roots" clubs will be invaluable in solving both local and national problems. Properly controlled, local clubs can become most helpful in organizing national policies.

## Pay Taxes Willingly

The war has got to be paid for and it will be harder to pay for after the war boom is over. Taxes help pay for the war now. Using our money this way is better than putting it into the market and raising prices by competition.

# ONE HAS WHAT IT TAKES



To meet the stepped-up demands of victory production, packaging equipment must show plenty of fight. But it's certainly poor economy—and unpatriotic—to draft bantam weight or even welter weight equipment for a heavy weight packaging bout. Now more than ever expert and unbiased advice is required on every packaging problem.

St. Regis promotes no particular one of their three championship packaging systems. All are decisive "winners" in their separate fields. Each has demonstrated its ability to deliver the final knockout to the specific packaging problems it was designed to solve. If you pack in 25 to 100 lb. units, baggable in custom-built Multiwall Paper Bags, one of the following packaging systems can save you time, money and manpower.

**VALVE PACK—Maximum Production With Minimum Labor** is assured with the St. Regis Valve Pack System. Automatic Packing Machines (Belt, Screw or Impeller type) pre-weigh your product and propel it into self-closing, valve type Multiwall Paper Bags. For free-flowing products Gravity Type Packers are used.

**SEWN PACK—Economy, Efficiency and Speed** are the principal features of the St. Regis Sewn Pack System. Automatic sewing machines,

applying a bound-over tape and filter cord, sew through all plies of the bag. Uniformly excellent, sift proof closures recommend this system.

**TIED PACK—Economy Closure for Moderate Production** best describes the St. Regis Wire Tied Pack System. No automatic machinery is required with this system, enabling open mouth bags to be closed efficiently and quickly. A hand twisting tool

constitutes the entire equipment for effecting the securely tied closure around the neck of the bag.

For the correct answer to any paper bag packaging problem consult a St. Regis Packaging Engineer. His technical background and familiarity with the packaging requirements of your industry equip him to give expert assistance in the selection and installation of the packaging system best suited to your needs. Such a consultation can be easily arranged today by phone, wire—or letter.



St. Regis Bags have 3 to 6 independent walls of tough kraft paper fabricated in tube form, one within the other, so each bears its share of the load. Chemical and physical properties of product determine number and weight of kraft and special sheets.

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Seattle, Wash.  
Toledo, Ohio



## Safety in Foremanship

By W. H. Scates of National Safety Council's Food Section.

One of the most important qualifications of a good foreman is the ability to carry out the policies of his Company with respect to the safety program. He appreciates the importance of safety, because the prevention of accidents keeps his working force complete, maintains production, prevents waste thereby making him a more important factor in the success of his company. Then, there is the self-satisfaction of knowing that the prevention of accidents eliminates unnecessary pain and suffering among workers and their families.

Perhaps three phases of his job which contribute most directly to the prevention of accidents are—(1) good housekeeping, (2) job training, and (3) accident investigation.

With respect to good housekeeping, it produces good work habits. It reflects in the attitude toward work. "A place for everything and everything in its place" slogan is an important step toward maintaining a safe, healthful works place for the employe and it prepares him for the acceptance of the accident prevention program, because in this he sees physical evidence of the employer's sincere interest in the work itself.

"With respect to job training, the foreman who is getting ahead today knows the proper way to perform the duties for which he is responsible. He realizes that the employe, too, must understand his job in order to work safely. He may transmit his knowledge of the job as follows:

1. By showing the employe—telling him.
2. By letting the employe try the operation.
3. By repeating the procedure, correcting mistakes made by the employe on his trial.
4. By encouraging questions from the man, conducting himself so that employes will not be afraid to ask them.
5. By giving clear, detailed instructions.
6. By pointing out the hazards encountered on the job, explaining how they can be avoided.
7. By telling the man to take his time and to do a good, safe job, as he will be judged on the quality of his work, and not the quantity.
8. By follow-up, through frequent contact, especially during the first weeks of employment.

As regards accident investigation, after it happens, the very best precau-

tion against recurrence is to find out "why" and then eliminate the cause. The foreman approaches this task of determining the cause with the realization that 98 per cent of all accidents are preventable since the cause can be controlled. The 2 per cent which are nonpreventable result from Acts of God. He will get the best results from the investigation by—

1. Acting promptly. Conditions may change quickly, and details are soon forgotten. Further, promptness demonstrates to the men that the management attaches a great deal of importance to this work. Completely avoid the idea of fixing blame. Otherwise the "cover-up" attitude is apt to develop making it difficult, if not impossible, to get all the facts.
2. Looking for the physical hazards. Was the layout proper? Was guarding standard and adequate? In other words, what can our company do to make the operation safer for the workmen?
3. Looking for the unsafe act. Did the employe understand his job? If not, why not? Investigation may lead to the need for determining whether there are domestic difficulties, or grievances against the Company. Here the foreman wants to know why the employe committed an unsafe act, and he will avoid the use of the word "carelessness."
4. Conclusions that are reasonable and satisfactory with definite recommendations for corrective action.
5. Following closely to see that corrective action is taken.

Yes, the modern foreman in modern industry has many important assignments which he *must master* and among them is the prevention of accidents.



## Egg Situation Improving

With consumer and trade coöperation to prevent black markets, distribution of eggs to civilians and the equitable and nationwide consumption can be maintained at about last year's level, says the Office of War Information. The physical quantity of eggs which will be available to civilians during the next twelve months will be at least equal to the amount available in the last twelve months.

In the past year, production of eggs has increased more rapidly than have the purchases for noncivilian uses (including military and lend-lease). Egg production in 1943 is expected to be 13 per cent above last year and 50 per cent above the prewar average, 1935-39.

Because consumer demand is rising sharply, however, the expected record supply for civilians may not be adequate to meet all demands. This is the sort of situation that gives rise to black markets, the OWI said, and emphasized that if consumers and the trade do not actively coöperate to prevent them, civilians in some areas will have more than enough eggs, while shortages may be experienced in others.

As announced previously, civilians have been allocated seven out of every ten eggs that will be produced in the next twelve months. More of these will be in the form of fresh eggs than in previous years, although civilians will have available about one million cases of storage eggs. Last year, civilians used about three million cases of storage eggs, in addition to their fresh supplies. This year, however, most storage eggs (all except the one million cases which wholesalers are permitted to keep on hand as working inventories) have been "drafted" for military and other direct war uses.

With the supply of fresh eggs expected to be at least 13 per cent higher than last year, however, civilian "losses" of storage eggs will be more than made up through the increased fresh supply.

OWI said the government is allocating one billion dozen out of the estimated five billion dozen eggs to be produced this year for purposes of drying. Although most of the dried eggs will go for military and lend-lease purposes, bakers, noodle manufacturers and other domestic users will have as many as they used last year.

Part of the present apparent shortage, OWI said, is due to the fact that egg production is normally declining at this season of the year. Records show that the low production point is usually reached in November and the high point of production is in April.

A larger allotment of copper wire for farmstead wiring is now available, if to be used for essential food production.



## SHE IS THE JUDGE AND THE JURY

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

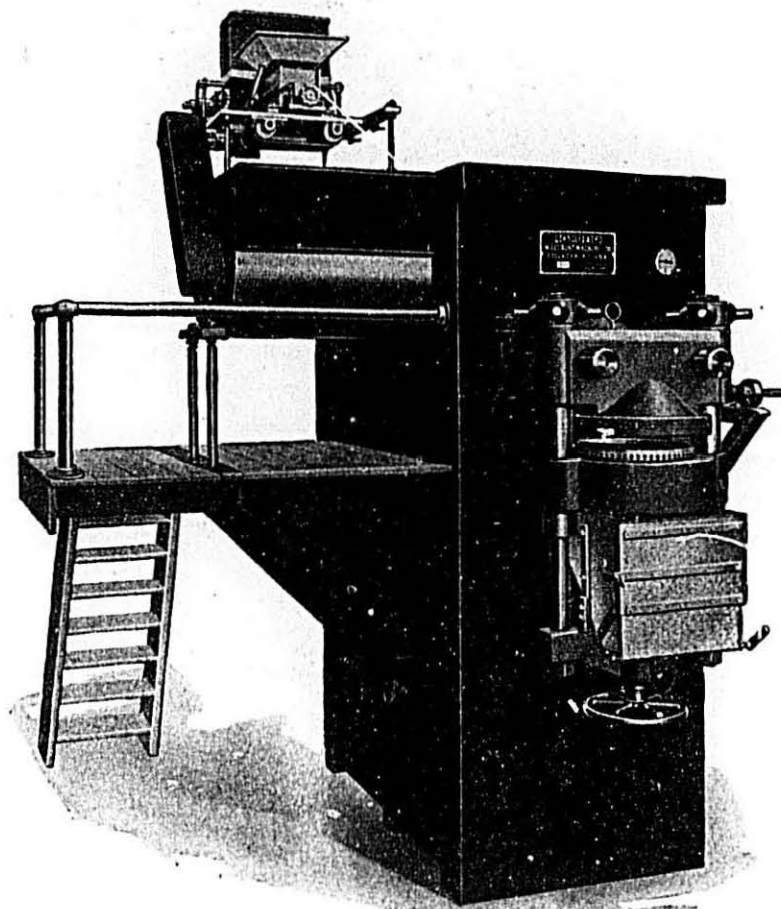
That's why King Midas Semolina is the choice of so many macaroni manufacturers. They know it helps maintain the highest standards of color, taste, and uniformity in their product . . . not only month after month—but year after year. They know King Midas Semolina provides the extra margin of safety which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

## KING MIDAS FLOUR MILLS

Minneapolis, Minnesota



## 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.

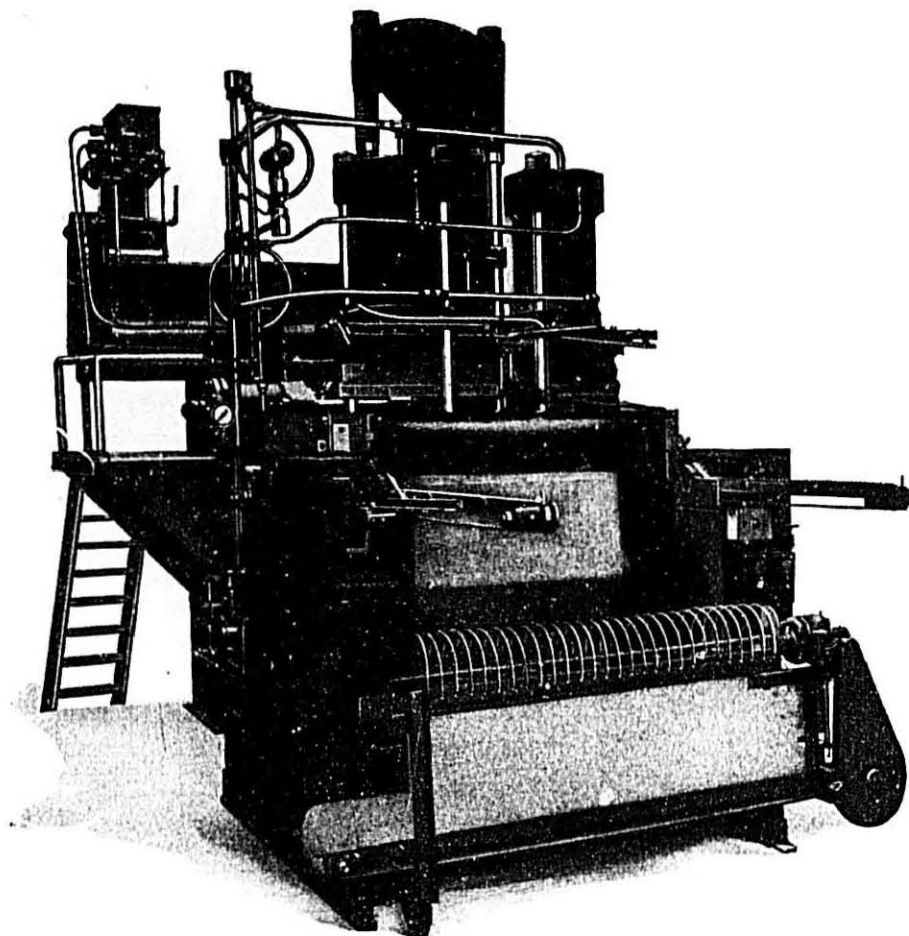
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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 900 to 1,000 pounds per hour. Recommended where long, continuous runs are required.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

**Food Men Are Gaining Confidence**

**GMA Meeting November 3, 4, 5 at Waldorf Will Feature Trade Cooperation**

"Teamwork on the part of the whole food industry and excellent harvesting weather have combined to bring about a decided improvement on the food front," according to Paul S. Willis, President of the Grocery Manufacturers of America, who announced that GMA will hold a War Conference November 3, 4, 5 at the Waldorf Astoria Hotel, in order to consolidate the gains already made toward the solution of America's knotty food problems and to increase the mutual understanding and teamwork between all segments of the food-producing and distributing industries.

He feels that the industry's difficulties are increasing daily, but there is reason now to hope that by working together the industry can soon develop practical solutions to take the place of much of the political nonsense which has hampered our efforts in the past. Total food production in 1943 probably will exceed the record 1942 production by 4 per cent, and the average for the period 1935-39 by 31 per cent. In the face of manpower and equipment shortages, and in the light of all of the restrictions under which the job has been done, this production represents a very great achievement.

Seventy-five per cent of our total 1943 food production has been allocated to civilians, about thirteen per cent to our military forces, 10 per cent to Lend-Lease and the remaining 2 per cent for shipment to our territories and for special needs. Present estimates indicate the civilian per capita for the year as a whole will be about 4 per cent larger than the average in 1935-1939, but 6 per cent smaller than the record consumption of 1941.

From a nutritional standpoint, the civilian per capita food supply compares favorably with the average for 1935-39. 1943 per capita quantities of protein, minerals and vitamin A are expected to be higher than the corresponding quantities in 1935-39, and for several nutrients will be as high as 1941-42.

A large share of credit for this production achievement belongs to the farmers of America who have done a great patriotic service to the nation by making the best of innumerable tough situations in order to grow and harvest what is undoubtedly the largest food supply ever created by such a small number of men.

Although the critical role of the food processor is understood by very few people, nevertheless the huge supplies of food raised on our farms would be virtually worthless to this nation at

war if they were not processed and packed in such a way as to retain all of their health-giving and strength-building qualities. Harrassed by restrictions, regulations and shortages of manpower, equipment and supplies, the food manufacturers have used their scientific research, management skill and determination to get the job done.

Although at times during the past months it has appeared inevitable that the American system of food distribution would break down under the strain of conflicting and confusing regulations and interruptions with their normal operations, nevertheless the distribution field as a whole has taken its losses and overcome its difficulties in such a way as to perform a magnificent service to America at war.

All of this good work has not been done independently, but all segment

of the industry have, under the pressure of wartime conditions, drawn closer together and have worked with a greater feeling of mutual respect and understanding. We expect at our GMA War Conference to cement the good feeling that now exists in the trade and make it possible for us to work together more efficiently in the future for the big tasks which lie ahead."

Egg-breakers in egg-drying plants are responsible for catching off-quality eggs; human noses and eyes are not apt to be replaced by any mechanical device for this purpose.

Australia is planning to grow twice as much vegetable foods in its summer season now approaching as it did a year ago, particularly to help feed Allied forces in the South Pacific.

**WHAT YOUR \$100 BOND WILL BUY**  
(ONE \$100 BOND COSTS \$75)

1 \$100 BOND	=	1	GARAND RIFLE
1 \$100 BOND	=	2	NAVY FRAGMENTATION BOMBS
1 \$100 BOND	=	26	LIFE PRESERVERS
20 \$100 BONDS	=	1	RUBBER COLLAPSIBLE BOAT
45 \$100 BONDS	=	1	ANTI-TANK GUN
1 200 \$100 BONDS	=	1	LIGHT TANK (INCL. ARMAMENT)
2,000 \$100 BONDS	=	1	ARMY FIGHTER PLANE
6,000 \$100 BONDS	=	1	FLYING FORTRESS
93 300 \$100 BONDS	=	1	SUB-MARINE
1,130,000 \$100 BONDS	=	1	35,000 TON BATTLESHIP

V-718

MEDIA DIVISION - CPM

**Minimum Wage Hearing October 28**

A public hearing will be held on October 28, 1943, before Administrator of the Wage and Hour Division, U. S. Department of Labor, 165 West 46th St., New York City, on the question of whether or not the recommendation of Industry Committee No. 65 should be approved.

According to the notice of hearing on the minimum wage recommendations of the committee which covers the Macaroni-Noodle Industry, the following will be the principal matter under discussion:

**Recommendation:** Wages at the rate of not less than forty cents an hour shall be paid under Section 6 of the Fair Labor Standards Act of 1938 by every employer to each of his employes in the Macaroni-Noodle Industry, among other similar trades (as defined in Administrative Order No. 213), who is engaged in commerce or in the production of goods for commerce.

**Industry Must Conserve Coal, Too**

Harold L. Ickes, Solid Fuels Administrator, declares that every coal consumer in the United States will find it necessary to cut his usual fuel consumption during the forthcoming burning season to insure enough coal for war industries, to avoid personal discomfort from lack of heat during the winter, and to provide for possible shipments to the Army in liberated territory.

"The necessity for conserving both bituminous and anthracite arises from the fact that coal production has been unable to keep pace with the expansion of war requirements, despite such expedients as lengthening the mine work week and the stocking program," Administrator Ickes said. "Since there is little hope of materially increasing production, we will have to conserve what coal is available so that all needs may be served."

"It is true that during the recent strikes we lost production amounting to more than 25,000,000 tons but that loss is by no means the principal reason why coal tonnage must be saved by economical usage if we are to have enough coal to carry on the making of ships, tanks, planes, and other essential war and civilian activities during the rest of the year.

"It was estimated before the beginning of the year that we would have to produce a minimum of 600,000,000 tons of bituminous coal and at least 65,000,000 tons of anthracite to meet 1943 requirements.

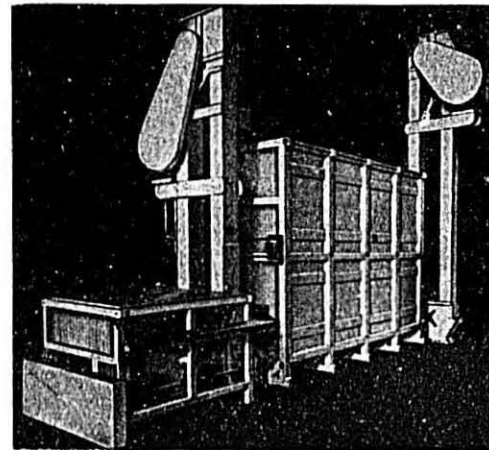
"There is a far better chance that the situation will grow worse before it

grows better, because the coal industry faces strict limitations despite any efforts which can be made to raise production levels. It faces a continual loss of manpower because of the war. The biggest trouble is lack of replacements. If a miner quits work for any cause—injury, or age, or for another occupation, there is no one to take his place of equal age and skill. In fact, the average age of all coal miners has advanced between 6 and 8 years since 1940 and there are between 50,000 and 70,000 less of them.

Coal conservation, as far as it con-

cerns those who use coal for heating space, such as homes, apartment houses, office buildings, churches, stores, consists of three definite steps, the Administrator said. One consists of putting burning equipment in the best possible condition to get the most heat with the least amount of coal. Another consists of learning to fire heating plants to get the most heat out of the least coal. The third consists of "winterproofing" buildings to be heated by installing storm doors, window strips, and other devices to keep the heat generated from escaping into the open air.

**CHAMPION**  
★ Flour Outfit and Semolina Blender ★



Your production is important to the nation's food supply. Maintain it at maximum levels with **Champion Equipment**. New Champion machines may be available in the near future through release of more materials of manufacture for essential machinery.

Meanwhile, be sure to keep your present Champion Equipment in good running order by proper maintenance and repair. We carry a stock of repair parts on hand to meet your requirements as promptly as possible.

**CHAMPION MACHINERY COMPANY**  
Joliet, Illinois

Mfrs. of Mixers, Blenders, Flour Outfits, Weighing Hoppers, Water Meters, etc.

★ For More and Quicker Victories, Buy More and More War Bonds ★

## Ration Book No. 4

War Ration Book Four, which will last approximately two years, will be issued to more than 120,000,000 persons through schoolhouse distributions during the last 10 days of October, the Office of Price Administration announced recently.

Time and places where the public may obtain the new ration book will be announced locally as Regional OPA offices complete arrangements for its distribution. The book will be used early in November.

"We have called on the schools again to distribute this ration book," OPA officials said, "because there was not enough time between completion of mailing Book Three and the date when Book Four will be used to organize the necessary facilities to handle applications by mail. Their ability to do the job quickly and efficiently, and their willingness to undertake the tremendous responsibility involved in distribution of ration books, has been proved in the past.

"Up to this time," OPA said, "we have had to issue a new ration book every four or five months. As one book has come off the presses, the next one in the series has had to go into production. We have now worked out a plan, however, which will make War Ration Book Four last at least 96 weeks.

**War Ration Book Four.** This new ration book will be distributed through the schools on days designated locally between October 20 and October 30. It contains six pages of "point" stamps—48 stamps on a page. There are 96 point stamps in each color, red, blue, and green. The book also contains two pages of numbered "unit" stamps printed in black ink. There are 72 "Spares," 12 "Sugar" stamps, and 12 stamps designated for "Coffee" which is no longer on the list of rationed foods.

The front cover of the new ration book has spaces for the name and address of the person to whom the book is issued, and the following certification appears above the space provided for the signature: "In accepting this book, I recognize that it remains the property of the United States Government. I will use it only in the manner and for the purpose authorized by the Office of Price Administration."

The "copy" on the back cover is as follows:

NEVER BUY RATIONED GOODS  
WITHOUT RATION STAMPS

NEVER PAY MORE THAN THE LEGAL  
PRICE

United States Office of Price  
Administration

## The Effect of Heat On Protein

Protein protects nearly all living cells and the surface, therefore, must represent a "denatured" protein. Our skins, hides, and hair, which protect us from the weather and from disease, all seem to be denatured proteins. Such important living functions as the clotting of blood are protein reactions, and even Death itself involves changes in protein properties. That was the crux of the message given to the Midwest Section of the American Association of Cereal Chemists, in Chicago, by Dr. Percy L. Julian, Director of Research, Soya Products Division, The Glidden Company.

One of the very few proteins whose nutritional value is improved by heating is the protein of soybeans. Most proteins have their biological value lowered by heating or toasting. Dry heat alone is not the only cause of detrimental effect, since it has been shown that cooking with water lowers the value of the protein of raw beef. When proteins are heated, many changes take place in their properties. Dr. Julian listed nineteen such important observations:

1. A reduction in solubility on heating
2. Change in viscosity
3. Gel formation
4. Coagulation
5. Decrease in swelling
6. Shift in pH of minimal swelling
7. Increase in density and increase in molal volume
8. Change in the absorption spectrum
9. Marked change in x-ray diffraction pattern
10. Loss of ability to "crystallize" in the ordinary sense of the term
11. Increase in entropy
12. Destruction of ability to undergo surface denaturation
13. Increased accessibility to enzyme attack
14. Loss in activity of all crystalline enzymes
15. The appearance of free sulfhydryl and disulfide groupings
16. An increase in amino-nitrogen
17. Decrease in percentage of dicarboxylic amino-acids
18. Decrease in tryptose, histidine, arginine, and tryptophane contents.

Launching into the theory behind these changes, including presentation of the chemical structure of the compounds, Dr. Julian went to some lengths to show the various hypotheses of investigators in these fields. Thus the hypothesis was born that denatured proteins represent the truly crystalline state, while undenatured proteins have a folded or globular structure.

The solubility of proteins and the effect of heat on that property is characteristic of certain proteins. When heat is applied to soyabean protein in oil-free soya meal there is a sharp break in the solubility curve at about 100° C., the protein becoming less soluble. With heat applied to oil-free peanut meal the denaturation appears to be directly proportional to the tem-

perature. Alaska pea meal protein shows almost no effect of heat on solubility until a certain temperature is reached and then there is a sharp drop.

A most interesting phenomenon called "seeding" was described. By transferring a trace of a protein solution in which denaturation has been induced by warming, this characteristic can be imparted to another solution which has not been warmed.

The effect of environment during heating is a factor too often overlooked in the study of effect of heat on proteins. It has been shown that there is a difference in the nutritive value of toasted oil-free soya meal and oil-containing toasted soya meal. What the effect of heating on isolated proteins will be is awaiting the outcome of feeding tests now in progress.

## Pillsbury Directors Re-elected

All members of the board of directors of the Pillsbury Flour Mills Company were re-elected at the annual meeting of the company's stockholders at Pillsbury's headquarters' offices here today.

Following the annual meeting, the board of directors of the company held a meeting at which all company officers were re-elected. They are: John S. Pillsbury, chairman of the board; Clark Hempstead, co-chairman of the board and general counsel; Philip W. Pillsbury, president; Max A. Lehman, vice president; Howard W. Files, vice president; Alfred E. Mallon, vice president and treasurer; Edward H. Mirick, vice president; Patrick J. McKenney, vice president; J. Irl Beatty, secretary and controller; Bradshaw Mintener, assistant secretary; and Cornelius O'Donnell, assistant treasurer.

Departmental vice president, re-appointed by Philip W. Pillsbury, president of the company, are William E. Derrick, regional vice president, New York City; Clifford C. Hine, vice president, Globe Mills division; Robert P. O'Brien, vice president, Feed Mills division; Alexander Parsons, vice president, grocery products sales; and Harvey J. Patterson, vice president, bulk products sales.

## WHERE THE FUEL GOES



AN ARMY LIGHT TANK may burn one gallon of gasoline a minute.

## Small Crop

According to the estimate released September 10, 1943, by the U. S. Crop Reporting Board, the durum wheat production prospect is 36,387,000 bushels. This is nearly 10 per cent below the 1942 crop of 44,660,000 bushels although well above the average of 22,992,000 bushels. Nothing was reported on the quality of the crop this year, but the feeling generally prevails in the milling trade that this year's crop will be sufficient to meet the semolina needs of the macaroni industry with something to spare.

The indicated production of all spring wheat is 301,100,000 bushels, however, compared with last year's 278,074,000 bushels, and the average of 188,231,000 bushels over a 10-year period. All spring wheat yields per acre is estimated at 18.8 bushels. This compares with 20.2 bushels for 1942 and the general average of 11.4 bushels. This insures an ample supply of farina and other flours used by the industry in processing macaroni-noodle products.

North Dakota continues to lead all states in durum wheat production, its 1943 crop being estimated at more than 32,528,000 bushels. South Dakota is a poor second, with 2,992,000 and Minnesota third with 867,000 bushels.

North Dakota is also the nation's greatest producer of spring wheat other than durum. The estimated yield of spring wheats of the class considered this year is 118,131,000 bushels. Montana ranks second in spring wheat production with an estimated crop of 51,996,000 bushels. South Dakota follows with 28,728,000 bushels, then Washington with 25,088,000 bushels.

## Radio Time

More and more radio time is being purchased by macaroni-noodle manufacturers who are testing the value of radio advertising and those who have been using the airlines regularly. Some idea of the enormous increase in this sort of advertising is gained from the following releases in September by *Broadcasting* of Washington, D. C., and *Radio Daily* of New York City:

New York City.—Ronzoni Macaroni Co., Long Island City, through its newly-appointed agency Emil Mogul Co., New York, will devote its entire advertising budget to radio. Firm has purchased time in several eastern markets in the past and plans to augment its schedule shortly.

Portland, Ore.—Ruth Forbes, KGW-KEX staff artist, has begun a three-a-week commercial quarter-hour for Porter-Scarrelli Macaroni Company. Show features her songs and piano playing. Dick Rand, also of the KGW-KEX staff, takes part in the show. . . . Betty Taylor, wife of a former KGW-KEX announcer now in the

Army, has joined the stations' continuity department.

Des Moines, Iowa.—American Beauty Macaroni Co., Kansas City, 10¢ *tu, 2 per wk.*, over station WHO, through R. J. Potts-Calkins & Holden, Kansas City.

Bridgeport, Pa.—Kurtz Bros., manufacturers of spaghetti products, has scheduled a test campaign on WIP Philadelphia to start September 6. This is first use of radio by the sponsor, and if test is successful, Kurtz will expand use of radio to other markets in the East. In the interests of Kurtz Complete Spaghetti Dinner, new product, sponsor will launch *Guess the Tune* on Monday through Friday from 12:45 to 1 p.m. Placed through Harry Feigenbaum Agency, Philadelphia.

Jersey City, N. J.—C. F. Mueller Company has renewed "Morning Market Bas-

ket" for 52 weeks on the Blue Network effective September 14, featuring Isabel Manning Hewson. The program is heard in behalf of Mueller's macaroni Monday, Wednesday and Friday on 36 Blue stations. Duane Jones Company, New York, handles the account.

Home economist and raconteur who combines household hints with a "story for dinner tonight," Miss Hewson carries thousands of stories in her head and scores of domestic tricks up her sleeve. Leading off with a menu for tonight's dinner, she switches to a housekeeping trick and concludes with a story designed for dinner conversation.

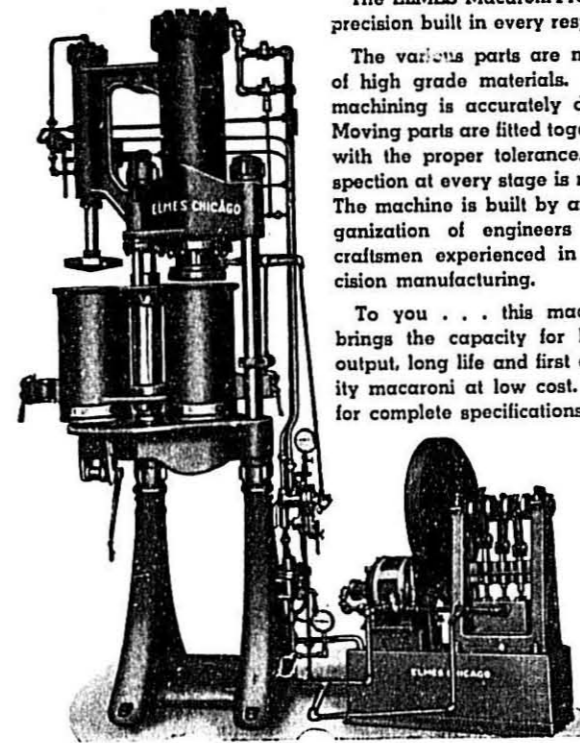
Miss Hewson conceived the idea for her program years ago when a fellow dinner guest bet her ten dollars that "you can't build romance around a potato."

## A PRECISION BUILT MACARONI PRESS

The ELMES Macaroni Press is precision built in every respect.

The various parts are made of high grade materials. The machining is accurately done. Moving parts are fitted together with the proper tolerance. Inspection at every stage is rigid. The machine is built by an organization of engineers and craftsmen experienced in precision manufacturing.

To you . . . this machine brings the capacity for large output, long life and first quality macaroni at low cost. Ask for complete specifications.



SINCE 1851  
**Elmes**  
MACHINE WORKS

CHARLES F. ELMES ENGINEERING WORKS  
OF AMERICAN STEEL FOUNDRIES

213 North Morgan Street • Chicago, Illinois

**H**UNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

**COMMANDER MILLING CO.**  
Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**



### Food Is Plentiful

Food is plentiful both in Germany and Japan, and Philip W. Pillsbury, president of Pillsbury Flour Mills Company, believes there is no hope of starving the enemy into submission.

"There is no use kidding ourselves," the flour mill executive said. "It is merely wishful thinking to believe that Germany or Japan can be starved out. Germany began canning food for the 'next war' in 1934. They finished the last war with each soldier getting about 2,000 calories a man per day. They started this one with a ration of 3,000 calories per man and have since raised this to 4,000.

"Their field rations compare favorably in taste, appearance and nutrition with ours. The German soldier is well fed.

"Japan has enough food already stored away so that if every source was immediately cut off, the main islands of Japan wouldn't starve for three months. As long as they control Manchuria, Korea and Formosa they are producing an excess of 25 per cent in food supplies which they have stored away in safe places.

"The only way we can beat the enemy is meeting them face to face and beating them down, by airpower and with troops."

Pillsbury, who only recently returned from Washington where he at-

tended a meeting of industrial and labor leaders, as well as representatives of the press and radio, said the Army—their hosts at the conference—thought it would be 1945 before the Germans would be whipped. "That is," he added, "if every German move is made correctly at the right time."

The correct answer, Pillsbury said he believed, lay somewhere between the wishful thinkers' "tomorrow" and the Army's 1945.

The outlook for food in the United States is favorable, he said.

"There will be plenty of good plain food available," he said, and added that requirements for the armed forces would be considerably less because their stockpiles now were complete.

### Liquid and Dried Eggs

August, 1943

For the first time this year egg-breaking operations during August were at a lower rate than last year. This lower rate was due entirely to reduced egg drying operations. Production of liquid egg by commercial egg-breaking plants totaled 68,800,000 pounds, compared with 81,793,000 pounds in August last year, a decrease of 16 per cent. Of the total production, 50,794,000 pounds were dried, compared with 75,267,000 pounds in August last year; 15,728,000 pounds were frozen, compared with 5,636,000

pounds last year; and 2,278,000 pounds were used for immediate consumption, compared with 890,000 pounds in August a year ago.

Approximately 16,050,000 pounds of dried egg were produced by drying plants in August—29 per cent less than in August last year. The production consisted of 15,343,000 pounds of whole egg, 161,000 pounds of albumen, and 546,000 pounds of yolk. During August the War Food Administration accepted offers on 8,434,468 pounds of dried eggs. Contracts with the War Food Administration for dried eggs to be delivered from September 1, 1943, through January 31, 1944, total 118,527,406 pounds.

Liquid egg for drying produced from fresh shell eggs is now being supplemented with liquid produced from frozen and storage shell eggs. Reports shows 6,840,000 pounds of frozen eggs and 288,000 cases of storage shell eggs were used in drying during August. Increasing quantities of frozen eggs and storage shell eggs will be used for drying during the remaining months of 1943.

Storage holdings of shell eggs on September 1 totaled 7,529,000 cases, compared with 6,751,000 cases on September 1 a year ago and 6,533,000 cases the 5-year (1938-42) average. Storage holdings of frozen eggs on September 1 totaled 341,491,000 pounds, compared with 272,042,000 on September 1 last year and 174,529,000 pounds the 5-year (1938-42) average.

**140 Lbs. Net**  
**Duramber**  
Fancy No. 1 Semolina  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

**140 Lbs. Net**  
**PISA**  
NO. 1 SEMOLINA  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

**120 Lbs. Net**  
**ABO**  
Fancy Durum Patent  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

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



*"Electric fingers"*

... to do your packaging

It's pretty hard to find human fingers to do the work today, but Triangle Elec-Tri-Pak Vibratory Feed Weighers are ready to package your products in any container. The electric fingers of the Elec-Tri-Pak handle your product gently, weigh it carefully to fraction-of-an-ounce accuracy and save you time, money and headaches. Users report labor savings as high as 60%; space saving of 1/3 and more, and many other benefits.

A complete range of models is available to meet any requirements. For high speed and continuous production, completely automatic Elec-Tri-Line Systems are available.

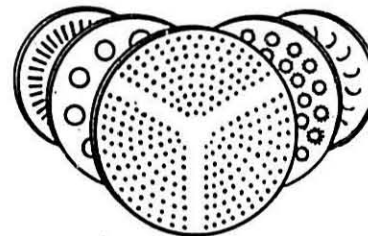
For full details, write explaining your needs.

Illustration above shows Elec-Tri-Pak at Jewel Tea Co. packaging cans.  
WRITE FOR BULLETIN

**TRIANGLE PACKAGE MACHINERY CO.**  
915 NO. SPAULDING AVENUE, CHICAGO  
BRANCHES IN PRINCIPAL CENTERS

## 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.

### Manpower Utilization

Better utilization of our work force is the primary means of getting the manpower needed to supply establishments in the nation, according to a recent statement issued by the War Manpower Commission. Labor reserves in shortage areas have been exhausted, and the common lack of community services and facilities in such areas usually makes it impossible or undesirable to bring in more workers. In shortage areas, therefore, more effective utilization of the existing labor force is necessary if vital production schedules are to be kept.

### Fitting Women to Jobs—Jobs to Women

The necessity of fitting women to wartime jobs, and fitting the jobs to women, has brought to the factory progress both in production methods and working conditions that may prove a boon in peacetime as well as now.

A study made by the Office of War Information reveals that most of the changes manufacturers have had to make are good for men as well as women and that changes necessary to fit women to plants as well as plants to women were in many cases much less drastic than employers feared. Moreover, the psychological adjustments that have been necessary on the part of employer, employe and public often have outweighed in importance the mechanical changes and job simplifications that were required.

The distinction between "man's work" and "woman's work" has faded in many industries, including macaroni-noodle making. Some plants with huge government contracts prefer women for certain jobs, the War Manpower Commission and the Woman's Bureau of the Department of Labor

are informed. Before the bombing of Pearl Harbor, many jobs that did not necessarily require male strength were traditionally barred to women. Now some of these are completely manned by womanpower.

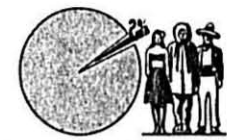
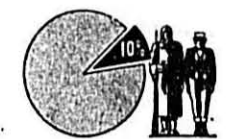
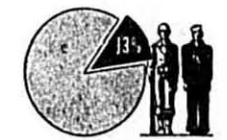
In retailing industrial jobs to women, employers have worked in three directions. On the production line there has been simplification. Jobs have been broken down to their component parts so unskilled labor could be utilized to most advantage. Technical changes relating to equipment have included the introduction of cranes and hoists and wider use of conveyor belts—to save the lifting strength of women. The Woman's Bureau says women should not lift 25 pounds more than 15 times per hour. Milling concerns, employing women, are packaging more cereals, flour and meal in 10 and 25 pound bags instead of 50 and 100. It is safe to assume that not all these weight-saving and lifting devices will be junked when men return to the production line. The third, and in many cases the most significant change, is the increased attention devoted to making the job attractive. In war industries where no women were formerly employed, sanitary facilities had to be provided and new plant services instituted.

There has been widespread assignment of women as counselors and personnel officials. This field was virtually closed to women before the war, but now employers see the wisdom of providing a counselor who is concerned with the personal welfare of the factory woman. Some big plants conduct exit interviews. Turnover and absenteeism have often decreased as a result.

Medical care, facilities for child care, and the home problems of the woman worker are of increasing concern on the part of employers. Rest rooms and lunch rooms for women workers, where provided, spell satis-

faction for the employe and ultimate profits for the employer. Reasonable working hours, proper rotation of shifts (some States limit the hours in which women may work), safety rules and mechanisms are increasingly recognized as builders of morale—and for men as well as women.

### WHERE OUR FOOD GOES



### HOLDING FIRST PLACE

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

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

## F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

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

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

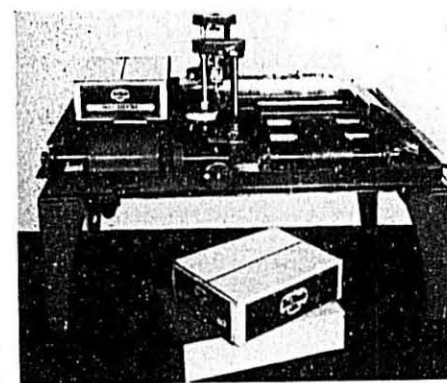


## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

### WARTIME DEVELOPMENTS ARE HELPING WIN THE WAR



#### OTHER PACKOMATIC MACHINES

Shipping Case Sealing Machines.  
Consecutive Numbering Machines.  
Carton Sealing Machines.  
Auger Packers.  
Paper Can Tube Gluers.  
Paper Can Shrinking Machines.  
Paper Can Labeling Machines.  
Shipping Case Printing Machines.  
Carton Making Machines.  
Automatic Volumetric Fillers.  
Dating Devices.  
Paper Can Set-up Conveyors.  
Paper Can Tube Cutters.  
Paper Can Label Dryers.

BUY MORE WAR BONDS

All inquiries are handled in strictly confidential manner. We invite you to take advantage of the vast experience of our packaging engineers. Phone —, wire, — write.

With the coming of the War came government specified shipping cases, weather proof heavy duty cases for export shipments, some of them requiring sleeves, and steel strapping, and some with special printing requirements, etc.

Packomatic was the first in the field with automatic Printing Machines to help essential food packers do a faster, better job of handling the new wartime specifications.

Packomatic Printing Machines will print both ends of the case simultaneously, after the case is filled. It prints from one to seven lines of type on each end, or it will print both ends and one side of the case, or both ends and both sides of the case. Operates up to 20 cases per minute, is fully automatic, no regular operator required. We can only supply equipment to essential industries who can furnish suitable priority. We are now accepting orders for postwar deliveries.

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

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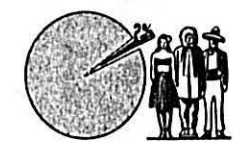
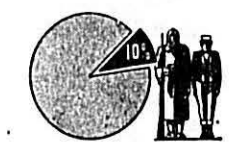
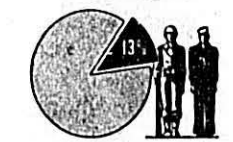
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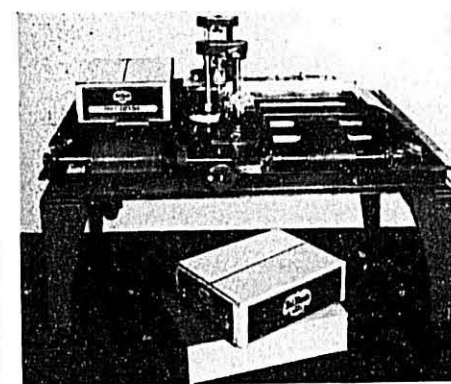
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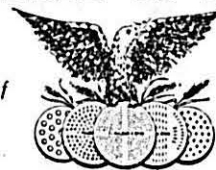
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TRADE MARK

Macaroni Dies

178-180 Grand Street

New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuous; retained in Same Family"

### 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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Joseph J. Cuneo.....Adviser  
M. J. Donna.....Editor and General Manager

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

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

Vol. XXV OCTOBER, 1943 No. 8



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

### Close Winnipeg Exchange

Semolina millers are deeply concerned over the Government action closing indefinitely the Winnipeg (Canada) Grain Exchange, one of the world's greatest. The order to halt wheat futures trading came as a surprise and shock to many operators in that market.

Though no reasons were given for the action, it is presumed that subsidies have something to do with it, as recently there have been greatly expanded speculations on Winnipeg wheat, causing prices on that market to rise 18 cents on futures, as compared with a rise of only one cent in this country. Since Canadian wheat is subsidized by the Government, speculations have forced up prices so steeply, that the Government is now compelled to pay as much as 45 cents a bushel to millers over the market price, being the difference between the ceiling which is about 77 cents a bushel.

### Public Hearing On Minimum Wage

The Administrator of the Wage and Hour Division of the U. S. Department of Labor has issued a call for a hearing on the recommendation of Industry Committee No. 65 which provides that:

"Wages at a rate of not less than forty cents an hour be paid under Section 6 of the Fair Labor Standards Act of 1938 by every employer to each of his employees in the Bakery, Beverage and Miscellaneous Food Industries (as defined in Administrative Order No. 213), who is engaged in commerce or in the production for commerce."

The hearing is to be held at 10 a.m. in Room 1001 at 165 West 46th Street, New York City, on October 28, 1943, and all interested trades, industries and businesses are invited to attend the hearing to register their views on the proposal or to submit briefs according to procedure.

In administrative Order No. 213 issued August 21, 1943, macaroni and similar products are included among the foods affected, though with reference to the hearing itself there is some question because of a further provision in the call, namely: "b—Provided, however, that the definition (of those included in the order) shall not include any product the manufacture of which is covered by the definition of an industry for which the Administrator has already issued a wage order or appointed an industry committee."

The full text of the report and recommendation of Industry Committee No. 65 may be available for inspection at any of the 31 offices of the U. S. Department of Labor, Wage and Hour Division throughout the country.

### Packaging Institute November 4 and 5

The Macaroni-Noodle Industry has been invited to attend the annual meeting of Packaging Institute to be held at Hotel New Yorker, New York City, November 4 and 5, 1943. The theme of the meeting according to the announcement will be "Using INGENUITY to Meet Wartime Restrictions."

The planned program will include a thorough discussion of the many pressing wartime problems confronting industry today. Members of the Industry with special packaging problems will find it profitable to attend the conference where leading packaging engineers and designers will be found anxious to discuss particularly perplexing problems.

Losses by fire in the United States amounted to \$315,000,000 in 1942; they threaten to reach \$400,000,000 this year.

### BUSINESS CARDS

#### Jacobs Cereal Products Laboratories

Benjamin R. Jacobs  
Director

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

Vitamin Assays a Specialty.

Laboratory  
No. 156 Chambers St., New York, N. Y.

Office  
No. 2026 Eye St. N. W., Washington, D. C.

### CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.  
JOLIET, ILLINOIS.

WANTED—Macaroni Mixer, one-barrel capacity, with Motor attached. In good condition. Write "MLC" c/o MACARONI JOURNAL, Braidwood, Ill.

WANTED—Noodle machinery. State age, make, serial number and price. Box "ANN," MACARONI JOURNAL, Braidwood, Ill.

WANTED—PRODUCTION SUPERINTENDENT: Macaroni plant near New York City. State age, experience, salary. Statement of availability required. Box "MAN," MACARONI JOURNAL, Braidwood, Ill.



PAY OFF DEBTS - DON'T MAKE NEW ONES

Blow Hot or Blow Cold

## BAROZZI DRYERS

Are Constantly on the Job,

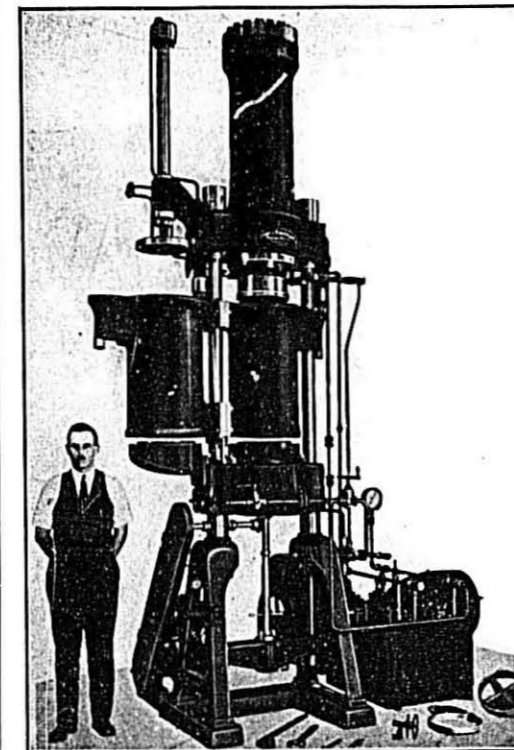
Whatever the Weather

Efficient Macaroni Products Drying Systems Are Constructed to Meet Special Plant Needs and Particular Manufacturing Conditions

Experience Counts!

Write Us About Your Drying Problems  
— Advice Given Without Obligation

BAROZZI DRYING MACHINE COMPANY  
280-294 GATES AVENUE • JERSEY CITY, N. J.



PRESS No. 222 (Special)

### John J. Cavagnaro

Engineers and Machinists

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

Specialty of  
Macaroni Machinery

Since 1881

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

All Sizes Up To Largest in Use

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



**OUR PURPOSE:**

EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**  
National Macaroni Manufacturers  
Association  
Local and Sectional Macaroni Clubs

**OUR MOTTO:**

First—  
INDUSTRY

Then—  
MANUFACTURER

**OFFICERS AND DIRECTORS 1943-1944**

C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa.  
A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill.  
JOS. J. CUNEO, Adviser.....La Premista Macaroni Corp., Connelville, Pa.  
H. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C.  
M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois

Region No. 1  
Robt. F. Sheeran, Essex Macaroni Co., Lawrence, Mass.

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.

Region No. 3  
Jack Procino, Procino & Ross, Corp., Auburn, N. Y.

Region No. 4  
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.  
Frank Traficanti, Traficanti Bros., Chicago, Ill.

Region No. 5  
Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.

Region No. 6  
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7  
S. E. Mountain, Fontana Food Products Co., So. San Francisco, Calif.

Region No. 8  
Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.

Region No. 9  
C. L. Norris, The Creamette Co., Minneapolis, Minn.

At Large  
V. Giatti, The DeMartini Macaroni Co., Brooklyn, N. Y.  
Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.  
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.  
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

**Employe Wage and Policy Survey**

Compared with other trades and business, the Macaroni-Noodle Manufacturers are bothered very little with questionnaires about their operations . . . and then only when the need is most important and urgent.

The manpower problem, and the proper wage to offer to obtain needed employes to operate plants efficiently, are problems that seriously concern every employer of labor now.

Realizing this, there should be no hesitancy or delay in making returns on the Employe Wage and Policy Survey Questionnaire distributed early this month by the Office of the Secretary of the Association—as an industry, not an Association activity.

Thirty answered questionnaires were received the first week after the forms were mailed, quite a few by airmail. This speaks well for the interest in

and the importance attached to the survey.

There is but one condition imposed. A copy of the summary, a compilation of the facts and figures gleaned from the answered questionnaires will be sent only to those whose replies have been sent for study. That's the only fair thing to do.

If you feel that it is a job to answer the questionnaire, imagine what a job it will be to the secretary to compile all the facts and figures and summarize them into comparable averages. If manufacturers will do their part—rush their answered questionnaires—this office will try to fulfill its duty. We are willing. If you have not already done so, complete and return the questionnaire immediately.

M. J. DONNA,  
Secretary-Treasurer.

★ AMERICA NEEDS YOUR HELP! ★

# FOOD FIGHTS FOR FREEDOM PROGRAM

SPONSORED BY THE U. S. WAR FOOD ADMINISTRATION



As War Food Administrator of the United States, with a profound awareness of the food job that confronts each and every one of us, I here and now urge every member of the food industry of America to enlist in the *Food Fights For Freedom* program — to take an active part in it — to give freely your support.

MARVIN H. JONES, U. S. WAR FOOD ADMINISTRATOR

**What Is The Program?**

The *Food Fights For Freedom* program is an official promotion of the U. S. War Food Administration. Its purpose is to reach every individual American — to make all aware of the fact that food is a war material of first importance. Every facility of communication will be employed to inform fully everyone everywhere of the need to safeguard our precious food resources.

**Why Is This Program Needed?**

America does not have enough food today — nor will it have enough in the months ahead — to satisfy all the demands. And demands for our food will increase with every victory — not diminish — making even greater inroads on our food supply in the months to come. This does not mean that we will go hungry. There will be enough food to provide adequate diets here at home — if every American is made to understand the situation and is galvanized into action to produce more, conserve more, waste less, and share fairly our food supply.

**What Are The Objectives?**

The all-important objectives of the *Food Fights For Freedom* program are:

1. **To increase food production:** We must put every employable acre in America to work.

- 2. **To increase food conservation:** 20% of America's food supply is now being wasted. We must sharply reduce this waste!
- 3. **To increase food sharing:** We must share our food with our armed forces and allies; and with our neighbors on the home front.
- 4. **To play square with food:** We must kill black markets, observe ration regulations, and comply with ceiling prices.

**How You Can Cooperate!**

No matter in what branch of the food industry you operate your support is vitally needed. You can help America avert a food crisis! How? Get your copy of the official booklet which is being widely distributed, "HOW THE FOOD INDUSTRY CAN SUPPORT OUR GOVERNMENT'S FOOD FIGHTS FOR FREEDOM PROGRAM." This booklet gives you all the facts, tells you how to get official posters and other materials free. Write today to: U. S. War Food Administration, Department of Agriculture, Room 249W, Administration Building, Washington, 25, D. C.



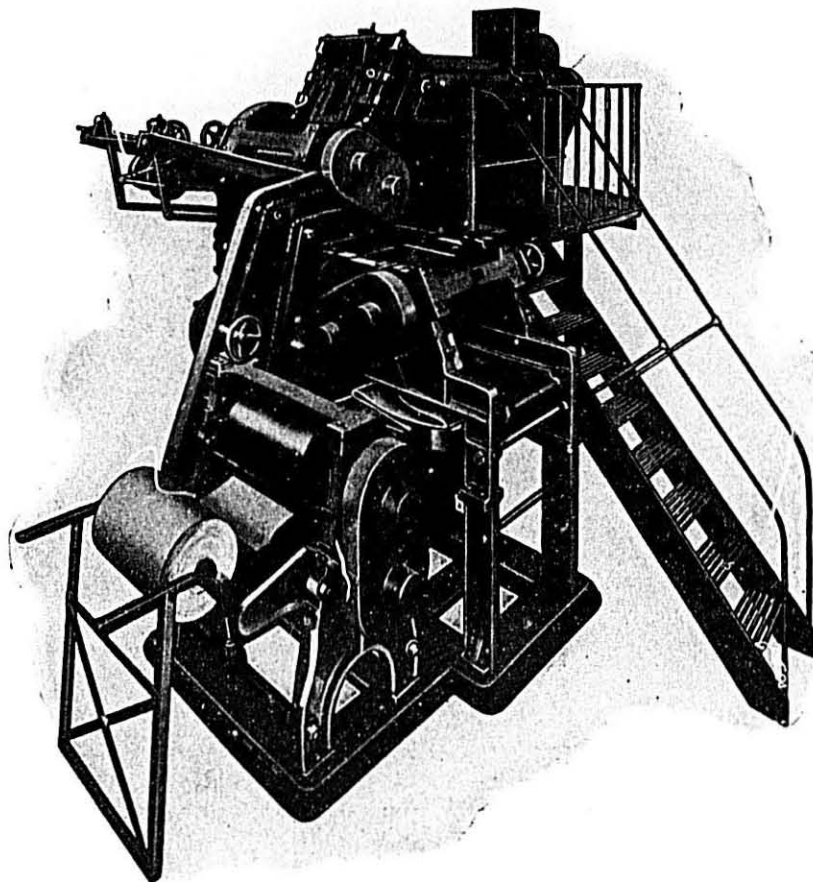
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Production contributed by GENERAL FOODS CORPORATION

# Clermont Automatic Sheet Forming Machine

*The Greatest Contribution to the Noodle Industry*

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



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

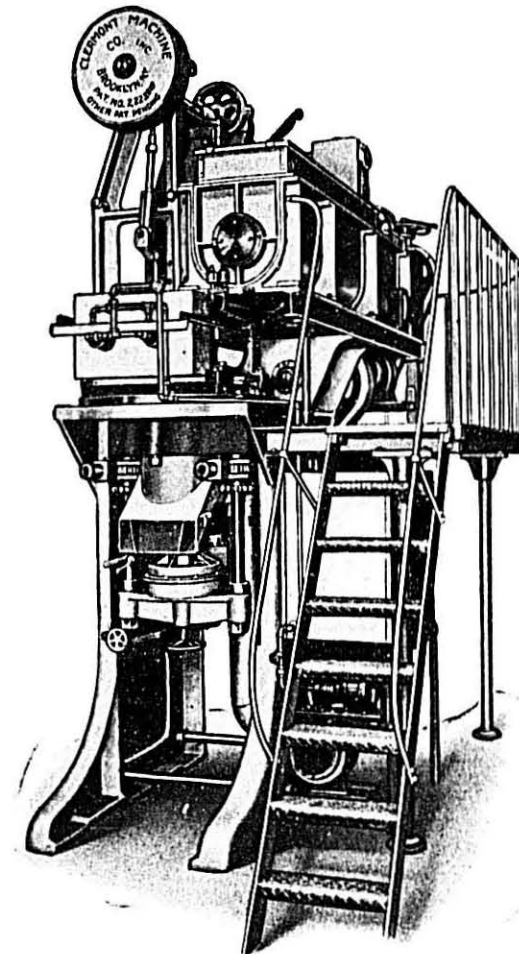
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# Clermont Automatic Macaroni Press

*The Greatest Contribution to the Macaroni Industry*

*Producing Far Better Macaroni Than Any Other Press*

BUY WAR BONDS AND STAMPS



Ingeniously Designed  
Accurately Built  
Simple and Efficient in Operation  
Production—1200 pounds per hour  
Suitable for long and short cut goods

Brand new revolutionary method

Has no cylinder, no piston, no screw, no worm

Equipped with rollers, the dough is worked in thin sheet before pressed

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What happened to the  
**DODO?**



The dodo bird flourished while conditions were favorable for him. But when settlers came on his island, the dodo was wiped out. It was sad—very sad.

There's a flourishing demand for macaroni, spaghetti, and noodles *now*. But will that demand continue when scarce foods are plentiful again?

Play safe. Keep up quality with Pillsbury's Durum Products and build a permanent demand for your goods. It's your best defense against competition later on.

## **Pillsbury's DURUM Products**

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

Pillsbury's Milano Semolina No. 1  
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Pillsbury Flour Mills Company . . . . General Offices: Minneapolis, Minnesota