

**THE
MACARONI
JOURNAL**

**Volume XXVI
Number 1**

May, 1944

MAY, 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Good Men to Know Better

The average Macaroni-Noodle Maker is a Regular Fellow, with whom you should fraternize more intimately, more often—to know him better.

At the Second Wartime Conference of the Macaroni-Noodle Industry in Hotel New Yorker, New York City, June 15 and 16, 1944, you will meet scores of these regular fellows.

The leaders will be there—so will the faithful followers—all motivated by two objectives: the promotion (1) of their own business and (2) that of their industry.

Plan to attend this business Conference of your Industry, to confer with and to cooperate with your fellow manufacturers to solve both war and postwar problems.

meet and greet us

at the Second War-Time Conference
of the Macaroni-Noodle Industry.
Hotel New Yorker, New York, N. Y.
JUNE 15-16, 1944

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Sales Representative

T. SANICOLA
Sales Representative

J. TORIA
Sales Representative

P. PAPIN

W. SCHAUMANN

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Secretary-Cumtroller

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Vice-President

ALFRED ROSSOTTI
President

CHARLES ROSSOTTI
Sales Manager

N. RAPPA
Assistant to Sales Manager

ROSSOTTI takes pleasure in having this opportunity to introduce to those attending this conference, our executives and sales organization who are ever ready to serve the Macaroni-Noodle Industry under all conditions.

Rossotti LITHOGRAPHING CO., INC. Main Office: NORTH BERGEN, NEW JERSEY

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520 North Michigan Ave., Chicago 11, Ill.

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★ P. PAPIN - SALES PROMOTIONAL MANAGER - Military Service
★ W. SCHAUMANN - SAN FRANCISCO MGR. Unable to Attend

Tentative Program

Second Wartime Conference

Macaroni-Noodle Industry of America

Hotel New Yorker, New York City
June 15 and 16, 1944

Thursday, June 15

- Morning Session—Grand Ball Room**
- 9:00 a.m. **Registration**.....Foyer of Grand Ball Room
Registration fee—\$10, entitles registrant to badge, admission to General Sessions, tickets to banquet, entertainment and all social functions.
- 10:00 a.m. **Opening Ceremonies**.....Patriotic Director V. Giatti, presiding (Welcome)
Appointment of Convention Committees
President's Message.....C. W. Wolfe
Secretary-Treasurer's Report.....M. J. Donna
Washington Representative's Report..... B. R. Jacobs
- 11:30 a.m. **The National Macaroni Institute**
Report of Managing Director.....M. J. Donna
Address—Speaker still to be selected.
Outstanding authority on publicity.
- 12:15 p.m. **Noon Recess**
- Afternoon Session—Grand Ball Room**
- 1:45 p.m. **General Meeting**.....President C. W. Wolfe, Presiding
General Topic—Causes of Current Adverse Conditions
a—Winning Public Favor
b—Eggs—Availability and Refrigeration Limitations
c—Containers—Limitation Order No. 317
d—Slack-Filled Packages—85 Per Cent Flowing, 80 Per Cent Nonflowing
e—Priorities and Deferrals
f—Employe Welfare
g—Export Regulations
h—Postwar Products Promotion
- 5:00 p.m. **Adjournment**
- Evening—in North Room**
- 6:00 p.m. **Reception, Cocktail Party and Buffet Dinner**
Honoring M. J. Donna's 25 Years of Association Service
Sponsored by Albert and Charles Rossotti, Executives Rossotti Lithographing Company, North Bergen, N. J.
- The Government Panel
James F. Driscoll, Macaroni Buyer, Quartermaster Depot
Speakers:
Lieutenant Robert R. Mikus, Subsistence Research and Development Laboratories, Quartermaster Depot
Lee Marshall, Director Food Distribution Administration
Question and Answer Period
- 12:00 noon **Election of 1944-45 Board of Directors**
- 12:15 p.m. **Noon Recess**
Directors' Luncheon -East Room
Election 1944-45 Association Officers
- Afternoon Session—Grand Ball Room**
- 1:45 p.m. **General Meeting**.....President C. W. Wolfe, Presiding
Reports of Committees
Report of "Macaroni-Spaghetti-Egg Noodle Industry War Council"—By War Food Administration Government Chairman
Open Forum on Industry Conditions, Needs and Plans
Announcement of 1944-45 Association Officers Elected
- 4:30 p.m. **Final Adjournment**
- Evening**
- 6:30 to 7:30 p.m. **Reception and Cocktail Party**—In North Room
Compliments of Clermont Machine Co., Brooklyn; C. Surico, President; John Amato, Manager
- 7:45 p.m. **Grand March to Grand Ball Room**
- 8:00 p.m. **Association's Annual Dinner Party**
Dinner and Dancing
Floor Show and Music
Compliments of Consolidated Macaroni Machine Corp., Brooklyn; C. Ambrette, President; N. J. Cavagnaro, Secretary
Invited: All macaroni-noodle manufacturers and allies and friends.

Saturday, June 17

- 9:30 a.m. **Golf Tournament**—Englewood Golf Club, across George Washington Bridge in Jersey
Sponsored and directed jointly by Consolidated Macaroni Machine Corporation, Brooklyn, and Rossotti Lithographing Company, North Bergen. Directors: C. Ambrette, N. J. Cavagnaro, Alfred Rossotti, Charles C. Rossotti
Open to all golfing enthusiasts among manufacturers and allies. Please register with any of the directors.

Friday, June 16

- Morning Session—In Grand Ball Room**
- 9:30 a.m. **Registration** (Continued)
- 10:00 a.m. **General Meeting**.....President C. W. Wolfe, Presiding
Report of Director of Research.....B. R. Jacobs

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The MACARONI JOURNAL

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Number 1

A Substitute for What?

Since meat rationing was made necessary because of economic conditions growing out of the war effort, there have been more than the ordinary number of suggestions that now is the time to push macaroni products as a substitute food. Fortunately, the greater portion of the processors of this nutritious and economical grain food never think of macaroni, spaghetti or egg noodles as a substitute for any other food, but rather as an accompanying food, which it really is.

This food, in any of its many shapes and sizes, is a wheat food that "goes nicely" with all other foods enjoyed by mankind, a food that stands on its merits, blending tastily with meats, fish, eggs, vegetables and fruits. It is not a perfect food; no food is. It contains many essential food elements, lacks others. Even milk is not a complete food for humans over a year old.

So, the honest and thoughtful manufacturer of macaroni products will never speak of any of his products, fortified or plain, as good substitutes for another product, but rather one that complements others—a food that is nutritious, economical and capable of being served in numerous appetizing ways with almost every other food.

A leading macaroni-noodle manufacturer has for years exemplified this line of reasoning in his advertising. His suggestion, that macaroni products be served "as a change," has won many converts in the trade and much good will among producers of competitive foods. Men, more than any other living thing, crave variety. Because of their excellent blending qualities, macaroni foods provide almost endless ways for varying dishes to meet all bodily needs and human tastes.

People, even nations, have their food preferences. The British are called "beef-eaters"; Americans like their meat and potatoes; the Italians their spaghetti; the Germans their noodles; the Chinese their rice; the Slavs their cabbage. But even with these preferences, they do not depend on any one product for their health and sustenance. No one lives on meat alone, however nutritious it may be. Fruits are about the only foods that are so eaten, but who wants to gorge himself full of oranges, or apples, or bananas, alone, for more than one meal?

As comparisons are odious, macaroni-noodle manufacturers wisely refrain from boasting too much about the superiority of certain food elements in their products, knowing, as they do, that they lack elements that many think are vital to good eating. They are substitutes for no food, but are superior to many as accompaniments to almost all others. Let's continue extolling their natural merits, their excellence "as a change" and their wonderful blending qualities, and there will be enough possibilities, without antagonizing any competitive food.

This thought was beautifully and sensibly portrayed by Dr. Wesley Hardenbergh, President of American Meat Institute, in a letter to the editor accompanying a portfolio of promotional pieces on bacon, taking advantage of the one-point per pound rationing on bacon. He said, in part:

"Our purpose in bringing this material to your attention is to point out that macaroni is listed in many of the recipes aimed at adding variety and taste appeals to meals. This material is being distributed to conductors of radio homemakers hours, newspaper food page editors, home economics writers, and others who are in a position to inform the public about food products. We are sure that in helping the sale of bacon we also are helping the sale of those products which we mention along with bacon. As you will note, the recipes point out that bacon is a fine accompaniment for other foods and we are urging its use in combination with these other foods."

This type of promotion follows one of the basic themes of the Institute's approach to all types of food promotion, namely, that a food product can be promoted on its own merit and not as a substitute for some other product. In following this theme, it often is possible to build good will for many other foods as accompaniments, rather than as competitors.

While point rationing may cause macaroni-noodle manufacturers to prefer the promotion of recipes of the "no-point, low-point" classification, as do competitive foods, it would seem wise never to think of their products as "substitutes." They are basic foods that stand on their own merits—that blend appetizingly and nutritiously with almost every food consumed by mankind.

Trade Groups Do a War Job

By W. J. Enright

On a hot Wednesday afternoon in July, 1942, the telephone rang in the offices of the American Iron and Steel Institute. On the wire was an executive of the War Production Board in Washington.

"We're holding a meeting here a week from Saturday," the WPB man said. "We would like to have your alloy steel committee present a new series of alloy steels which can be made entirely from scrap and can replace steels now being used without any change in design of the parts."

The institute man immediately phoned top-flight metallurgists in five prominent alloy steel-producing companies, outlined the problem and passed along to them certain technical information, which the WPB had provided. . . . Within a few weeks, the new steels, thoroughly tested, had been officially approved for war use and were in full commercial production.

AMERICA'S trade associations, the National Macaroni Manufacturers Association included, have tied in with practically every phase of the war program from surveying raw materials, to selling war bonds, digging out statistics on manpower and developing new products for the use of the Army and Navy.

This is one of myriad examples of the war work which the country's thousands of trade associations have been quietly doing. That work has been summed up in a report recently compiled by the American Trade Association Executives. . . .

Based on replies from 72 associations in the manufacturing field, 24 in distribution, 16 in service and 16 others for a total of 128, the report is intended primarily for members of ATAE and is thorough and detailed.

Some of the leading associations through the pressure of work were unable to answer. Others, because of the necessary secrecy of their efforts in the war program, could not do so. It is likely that the war must end before associations are given thorough and full credit for their efforts.

Reprinted from *Nation's Business*, May, 1944, issue.

The ATAE report, however, demonstrates that the associations have been tied in with practically every phase of the war program from surveying raw materials, to selling war bonds, digging out statistics on manpower and developing new products for the Army and Navy.

They have cooperated with every agency involved in the war effort, including the War Production Board, Office of Price Information, War Manpower Commission, Office of Defense Transportation, Food Distribution Administration, War Labor Board, War Food Administration, Office of War Information, Reconstruction Finance Corporation and all the others.

Here are a few of the liaison activities of associations with WPB alone:

1. Dissemination and explanation of WPB regulations to industry.
2. Establishment of councils for war production.
3. Providing assistance in procurement and development of new sources of materials.
4. Recommendation of simplified procedure in administrative and productive operations.
5. Information as to how use of industry's product will aid war program, shorten processing time.

These activities are exactly one-third of those listed in the survey. An equal number of statistical contributions are listed, including:

1. Provision of complete statistical service giving a picture of production, consumption, distribution and trends.
2. Checking questionnaire and report forms which the Government expects to issue.
3. Surveys of military demand for products.
4. Location of idle equipment and plants.
5. Surveys of labor supplies, wages, manpower productivity and labor bottlenecks.

The associations have also cooperated with WPB in conserving, standardizing and developing substitute materials. Some of them started converting to war long before this country actually joined the hostilities. . . .

Although much of the associations' work for the Army and Navy is high-

ly confidential, the report does give general classifications, such as:

1. Expediting production of war materials.
2. Developing new products.
3. Recruiting skilled workers and trained personnel.
4. Establishing communications systems for civilian defense.
5. Raising funds for Army and Navy Relief Societies.

The trade associations have applied themselves wholeheartedly to the particular problems of each individual agency. Where the labor and manpower agencies have been involved, for example, the associations have arbitrated labor disputes, streamlined production activities in cooperation with the War Manpower Commission to conserve labor, prepared training time tables and job dictionaries for WMC, prepared studies on effects of selective service on war production.

Programs to Help Victory

A number of association activities have tied in definitely with the health and welfare of the American people. Take food, for example. Associations have made surveys of equipment needed by industry to produce additional food supplies; have stimulated home canning and victory gardens; have sponsored the preparation and dissemination of booklets, reports and bulletins devoted to food and appliance conservation.

In cooperation with the ODT and other agencies, they have developed programs for conserving tires, gas, oil and other vital fuels and materials. They have cooperated in enforcing rationing regulations and have done a tremendous job in disseminating information about rationing and price control.

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At the very moment that the Macaroni-Noodle Industry was experiencing its great demand for macaroni, spaghetti and egg noodles, when every press and noodle brake was running to capacity, early in 1943, the telephones rang almost simultaneously in the office of B. R. Jacobs, Washington Representative of the National Macaroni Manufacturers Association, that of C. W. Wolfe, at Harrisburgh, Pa., president of the Association, and that of M. J. Donna at Braidwood, Illinois, secretary of the Industry's organization. On the wire was a telegrapher reading a telegram from an executive of the War Food Administration, which read something like this:

"Our successes in Sicily and elsewhere focus attention on the obligation of this country and other allied nations to feed millions in occupied lands until they are able to provide for themselves. We have plans to supply a fortified spaghetti as one of the prominent foods for this purpose. We are going to ask for bids on this fortified spaghetti (formula—88 pounds of durum flour, 10 pounds soy flour and 2 pounds eggs), and will appreciate anything that you can do to get favorable action on supplying our needs. We realize the need of doing some experimenting and some research work, hence this advance notice. It will be several weeks before specifications for bids will be distributed."

The National Macaroni Manufacturers Association was on the job, and when the War Food Administration was ready to ask for bids on the new spaghetti, manufacturers overwhelmed the government agency with offers of products that met every specification, and filled a serious food need.

In answer to one question, associations listed in the order of their importance their services to members, which, in their opinions, aided members' contribution to war effort. Here are the eight major items of assistance given members in connection with government agencies:

1. Informed government agencies of the position and importance of members' products and facilities available for output of war goods.
2. Arranged meetings between members and government representatives on specific problems dealing with members' raw material needs and priorities.
3. Helped members in their individual problems with government agencies, such as priorities.
4. Established Washington office to assist members in obtaining materials, expediting contracts, conferring with government officials, and getting answers to their individual problems.
5. Helped members in the filing of appeals to avoid individual hardships caused by certain orders and regulations.
6. Informed members of the location and procedure of procurement agencies.
7. Provided members and non-members with inspection services acceptable to government agencies.
8. Arranged regular meetings between government representatives and members.

Fifty-eight different projects are listed under various headings, such as "assistance to members on government regulations; statistics, surveys, research; labor; production, procure-

ment, priorities; associations, equipment, materials; and miscellaneous." That miscellaneous list has some interesting items, such as instructing members in packaging methods to conserve gasoline and rubber, and helping develop solutions on war contract termination problems. Associations have assisted members in obtaining passports, flying priorities, ocean bookings, as well as recovering insurance funds on lost cargo. . . .

Savings Through Associations

The final question in the survey: "Have you any suggestions for increasing the contributions of trade associations to the war program?" really stirred some interest.

Here are the committee's own words on that question:

"This question was perhaps the most fruitful in the entire inquiry. While opinion ranged from the belief that, if associations should do their job well, their positions in the economy would be assured, to expressions that an aggressive publicity campaign of association contributions to the war effort to secure greater recognition should be instituted, there seemed to be agreement on one important point.

"Practically all believed that the association's contribution to the war effort could have been greater had government agencies utilized these tools to anything like their full potentiality. Much waste of time and duplication of effort could have been avoided in organizing the economy for war. Too frequently the experience of association executives was not called upon, and costly mistakes and delay in reaching a desired objective resulted."

All trade association executives agree that out of their war experience they have developed new and better methods of serving their industries.

They expect to be of as much, or possibly more, service to the public in the postwar period because of what they have learned about dealing with government agencies.

The conversion job will be an emergency, but, after all, good trade associations thrive on emergencies.

Labor Turn-Over Facts

The Office of War Information reports that latest industrial turnover figures show that for every 1,000 workers employed:

- Forty-three quit each month.
- Five leave to enter the armed forces.
- Six are discharged.
- Fifty-one are hired, and
- Nine are laid off.

These figures are based on December reports of the Bureau of Labor Statistics of the Department of Labor and the November reports of the War Manpower Commission, the latest information on turnover available.

December was the first month since the United States entered the war that industry suffered a net loss in its working force. Excluding layoffs, 54 workers quit, were drafted or were discharged for every 51 hired. Thus, industry suffered a net loss of 3 workers per thousand in December, 1943, the first overall loss since Pearl Harbor. If layoffs are included, the net loss would be 12 per thousand.

Fewer workers left manufacturing for military service during December than left in any month since the war began. The quit rate was also the lowest of any month in 1943. In contrast, the layoff rate was the highest reported since July, 1942. The rate of new hiring was the lowest reported since 1941.

The quit rate in manufacturing was higher during every month of 1943 than in the corresponding month of 1942. It reached an all-time high in August, 1943. The winter decline in quitting between September and December, 1943 was 32 per cent, somewhat more than the 28.5 per cent decline reported during the same period of 1942.

Vitamins

Vitamins normally present in all ingredients used in making white bread may be counted by commercial bakers in meeting requirements of WFO 1, under amendment 1 issued this week by WFA and effective May 1. Enrichment provisions of the order applicable to all white bread also will apply to white rolls effective May 1. Enrichment of yeast-raised sweet rolls and doughnuts is not required under the amendments.

"Who Knows" Arouses Industry

President C. W. Wolfe Reveals Some Pertinent Replies to Fifteen Timely Questions Asked in March Macaroni Journal

The whole industry may not be "aroused" as fully as it should by the fifteen questions under the heading "Who Knows?" in the March, 1944, issue of THE MACARONI JOURNAL, but I'm pleased to know that many who have heretofore given little thought to the problems outlined have been set to thinking, to meditating, pondering, speculating, reflecting — yes, even brooding over the adverse situation in which the industry generally, finds itself, a condition over which neither individuals nor Association had any control.

Some replies have been received direct, and reports from other Association executives and directors tell of written and spoken statements indicating the trend referred to. To encourage further consideration of the problems that vitally concern our present and may seriously affect our future, I take the liberty of quoting, anonymously, a few of the opinions and suggestions, thinking that they may lead to further contemplation of the broad question, so many will be able to enter a general discussion of the "cure for the ills" that do or will affect us all.

Most of the comments are by serious-minded manufacturers; some chose to treat the whole matter more facetiously, thinking thereby to arouse others to more sober thinking. All make their point, even though some may appear as pointed darts. In this sense, please study the replies quoted. Who Knows The Answers? I wish I did.

Rationing . . . (?)

Dear Mr. Wolfe:-
You asked for an answer to your editorial in the March JOURNAL.
We all probably think that business is not going to be any worse than it has been since the beginning of the year and that when the rationing is stopped on the foods that people cook and eat with spaghetti and macaroni, they will just naturally start eating spaghetti and macaroni again. How do we know they will?
The government certainly has the public back on a potato diet and the government will keep them there if there are enough potatoes. The government will sell a spinach diet, a bean diet, a corn diet, an apple diet, or any other food that does not have to be processed between farmer and consumer, if there is a surplus of a particular thing. Our government depends upon blocs of votes and when the present administration or any other administration can make the farmer feel they are moving the crop of which the farmer has plenty, they are making a play for the farm vote and they will probably get it some time.

Macaroni and spaghetti have no fairy god-father in a beneficent government promotion of eating macaroni and spaghetti because it is plentiful. And, oh boy, how plentiful it is right now!
I think we will have to do something ourselves about macaroni and spaghetti being plentiful. I think the Macaroni Association should take the lead. You are having a June convention in New York and I think you should bring the matter up.
Very truly yours,

Education . . . (?)

Dear Mr. President:-
I have read the article you had printed in THE MACARONI JOURNAL asking "Who Knows" a lot of things about the macaroni business.
I may not know but I have an opinion. The lack of demand for macaroni products (as well as egg noodles) has been caused by things seemingly beyond the control of manufacturers at present. However if the same manufacturers had had a forward looking plan of education of the public as to the value and use of macaroni products, as well as egg noodles, in the past, they wouldn't find themselves in such a helpless spot now.
Macaroni products as macaroni products have to be brought to the attention of the public through a course of education and not depend solely on brand advertising. Brand advertising becomes merely comparative boasting of the brand advertised as against other brands.
What the macaroni and egg noodle industry needs most in my opinion is a program of education about macaroni and egg noodles, and until they have such a program the industry is going to go through successive periods of heavy demand followed by very slow demand, at an average profit operation of not a sufficient return on the investment of the industry.
This educational program is not just the burden of a few—but the burden of all. Mr. President, I would like to see you institute some kind of educational program to be submitted to the industry.
Very truly yours,

Competing Foods . . . (?)

Dear Mr. Wolfe:-
I liked your questions in the March JOURNAL and it seems that most of all of us can answer them ourselves.
You seem to put some emphasis on what causes lack of demand. I don't think you would have asked the question about whether competition of other foods affect the demand for our products, if you didn't feel that way yourself and I agree that this is so.
We as an industry or an organization or a group of manufacturers don't do enough advertising of our products, through Mr. Donna's Macaroni Institute, or some other agency. Some of us take a free ride on the price angle of selling for less than the advertised brands, and those that do advertise, advertise just their own brand. We don't do enough about macaroni products advertising generally.
Yours truly,

Conceit or . . . (?)

President Wolfe:
Just what is wrong with our industry? Seems a wise thing to do, to put us through a clinic for self check-up.
Here are some thoughts—musings, perhaps:
—Are there not among us some who are ashamed of the business that provides them with their bread and butter? They act that way, sometimes.
—Are there not some who feel that they are bigger than their industry and fail to play ball for selfish reasons?
—May it not be, too, that many of us are too "close-sellers," leaving us too profits to play with in the American game of unceasingly selling the merits of our products?
It may be a good thing while making this clinic examination, if all of us would look at ourselves in the mirror to see wherein we may be defective. None of us are without blemishes.
Believe that were this question of yours—"WHO KNOWS?"—the only subject considered, there would be good reason for holding the coming conference in New York City. Will be interested in knowing the thinking of others in this very timely question.

Hogging the Market . . . (?)

Dear Jack:
Yes, WHO KNOWS!
No one knows all the answers . . . but here's one that seems serious. Are there too many "hogs" amongst us?
Example: The government has been the biggest buyer of macaroni products in recent years. It does its buying, or practically all of it, on a competitive basis, and because of regulations is almost compelled to accept the lowest practical bid.
Say it asks for bids on 100,000 pounds of "liberty" spaghetti for lend-lease, or what have you. Immediately there is a desire to "hog" the entire bid by a few price-cutters . . . those who have not yet seen fit to change their selling practices, even though they know that the government is willing to pay reasonably well for good food—pay prices that will yield the manufacturer a fair profit. Do they act sensibly or do they cut their own throats? Everybody knows!
Some day, we macaroni and noodle fellows will begin using our noodles, and realize that if our food is to receive the coveted place on the American table, we must take it out of the "too cheap," the "hog-food" class, envelope it in a little glamour, give it the standing it merits as a real nutritious food. How? Figured on its caloric or food value, good macaroni and fine egg noodles are worth at least one cent an ounce of any housekeeper's money . . . retail. Out of his share of this, the sensible manufacturer will divert a quarter of his share to a fund for promotion and increased good will.
That's what is wrong? We have a nice house but never spend a cent for its upkeep. We have modern factories, but provide little or nothing for their rehabilitation and constant improvement.
Have been hoping that the war would pound some sense into some of us. I'm wondering!

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● Your product is a "natural" for meeting the needs of Mrs. America today. Just point out the advantages of macaroni as a wartime food — be sure your product is good macaroni — and Mrs. America will do the rest!



NOT RATIONED! Get the consumer to think of macaroni as one of her standbys in war-time. Here's a food that is point-free, and may be used in many ways to extend a variety of scarce foods. Ask your General Mills man for recipes prepared by Betty Crocker and her staff.



EASY ON WARTIME BUDGETS! The "little woman with the purse strings" is spending her money carefully. She'll appreciate the real economy of macaroni. Give her quality value for her money. And show her how macaroni helps to make a simple meal satisfying, at little cost.



CONVENIENT, QUICK TO PREPARE! The convenience of your product is one of its best assets today, so why not emphasize it in your selling? Point out that macaroni is always ready to cook, cooks quickly, and may be cooked either on top of the stove or in the oven. Also, suggest macaroni one-dish meals as convenient to serve at odd hours.



IT'S AN ENERGY FOOD! Most homemakers realize that folks need extra food energy to keep up with their wartime activities. Nutritionists say, "Get 35-40% of the day's food energy from cereal foods." Tell the consumer that macaroni is an energy-rich cereal food, should be included in menus frequently.



GENERAL MILLS, INC. Durum Department
CENTRAL DIVISION • CHICAGO, ILL.

The entire industry knows and respects the unyielding quality standards of Gold Medal "Press-tested" Semolina. Count on it to give your products something extra in quality, uniformity, and consumer satisfaction. Mrs. America wants quality!

Report of the Director of Research for the Month of April

By Benjamin R. Jacobs

For the past two or three months the macaroni and noodle business has been down, considerably below the same period for 1943 and even below the same period for 1942. Manufacturers of our products have been wondering what has caused this reduction in consumption and many reasons have been attributed to it, foremost among which are the restrictions that have been passed on the ingredients which make up macaroni and noodle recipes. Tomatoes and cheese as well as meat are the principal ingredients used in the preparation of macaroni and noodle dishes. Tomatoes and meats were recently removed from the point requirements by OPA but at the same time it extended the period through which red points will be valid. This may not increase the consumption of cheese but it will certainly help the use of tomatoes and meats of the types that are usually used in macaroni and noodle dishes. Another item on which points have been reduced is spaghetti sauce. This was listed officially as "Tomato Sauce" but now it has been divided into two classes because of differences of composition and the points have been materially reduced so as to stimulate its movement.

Spaghetti sauce, labeled as such and containing fats and vegetables, in 8-ounce containers had a point value of 5 and has now been reduced to 2, or a decrease of 3 points.

Spaghetti sauce, in combination packaged with cheese, in 8-ounce containers had a point value of 6. It has been reduced to 3 points or a reduction of 3 points. These reductions should stimulate materially the movement of these products which in turn should stimulate the consumption of macaroni and noodle products.

There is no doubt that the above restrictions referred to have been an element in reducing the consumption of our products. Just to what extent this has happened no one knows definitely but certainly they have been material elements in reducing the consumption of our products. With these restrictions removed consumption should increase. Another element that has contributed to the decrease in consumption of our products is probably the publicity that Government Agencies have given to the use of other foods, particularly potatoes. We are now entering into a season of normal low consumption of our products and if the removal of the above restrictions has

affected the consumption there is no doubt that our sales will increase.

Government Purchase of Macaroni Products

The War Food Administration, Office of Distribution, on April 25 announced the following purchase of macaroni products: U. S. Macaroni Company, Spokane, Washington, Type A Class A Elbow Macaroni, 24 one-pound packages, 30,000 lbs. @ \$0.91; U. S. Macaroni Company, Spokane, Washington, Elbow Macaroni, 72,240 lbs. @ \$0.885; and Golden Grain Macaroni, Seattle, Washington, Elbow Macaroni, 30,000 lbs. @ \$0.95.

Slack-filled Packages

The Food and Drugs Administration has recently picked up macaroni and noodle products of a large number of manufacturers, for alleged shipment in interstate commerce of slack-filled packages. A number of hearings have been held at the various field offices of the Food and Drugs Administration where individual manufacturers have been called in to explain the reason for their packages being slack-filled.

As a result the Association has requested the FDA for a hearing in Washington, on this subject. This hearing will be held May 12 where a number of the interested manufacturers will appear.

It will be remembered that in 1940 this matter was up before the FDA and hearings were held at that time. Much work was done by the Laboratory of the Association in collaboration with the technical experts of the FDA and certain conclusions and agreements were reached. Among this was an understanding that free-flowing macaroni products should not be less than 85 per cent filled and that long goods should be not less than 80 per cent filled. It was also understood that the FDA in determining whether or not macaroni and noodle products complied with the above should measure not less than 24 packages for each test. Since 1940 a great improvement has taken place in the packaging of macaroni and noodle products to comply with the above requirements. All products have not, however, been made to "fit in" but a large part of this has been due to restrictions that other Government Agencies have imposed on the Macaroni Industry. Among these may be cited restrictions on packaging material, restriction on the purchase of

packaging equipment and also the difficulty in obtaining new dies or repairs on old dies. This last item is probably the most serious because as the die wears the product becomes thicker and, therefore, occupies considerably less space per unit of weight. This has been demonstrated at various hearings recently.

The outcome of the hearing, which is scheduled for next week, will be reported in the next issue of the MACARONI JOURNAL as well as to the Macaroni Industry War Council in New York next month.

Export of Macaroni Products

Since business has been so slow in the past few months a number of macaroni manufacturers have tried to stimulate their business by accepting export business. This, however, has been largely restricted because of the difficulty of obtaining export licenses.

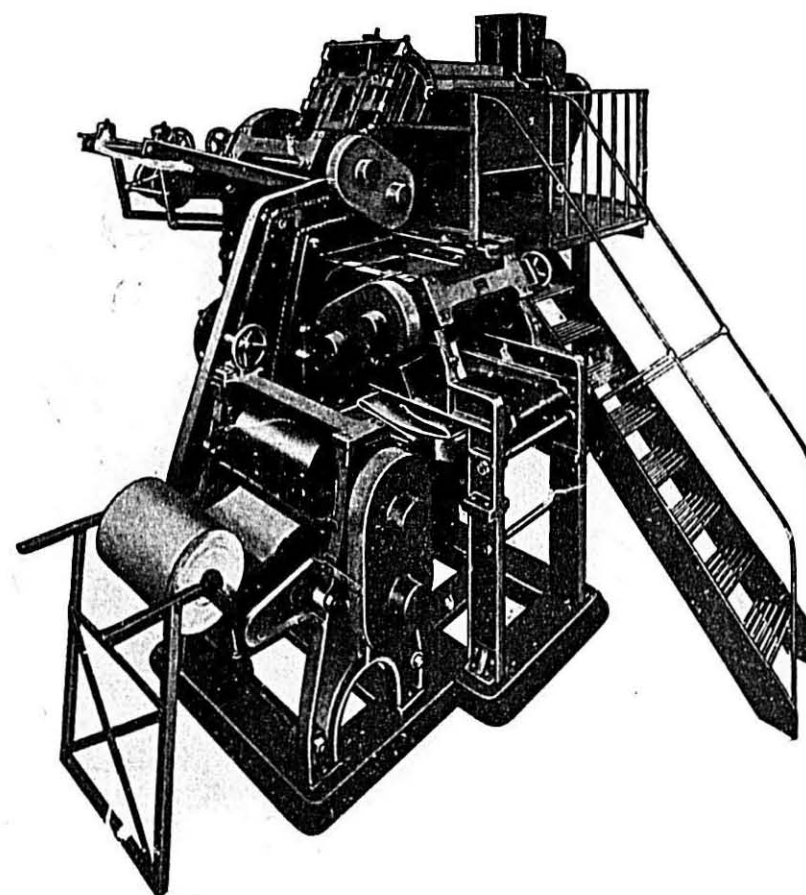
I am advised by one of the Government Agencies that it has on hand applications for more than 400 tons of macaroni products and that the available shipping space is only for 100 tons for the third quarter of 1944. It is evident, therefore, that these manufacturers cannot deliver the products that they have sold. Export licenses are controlled entirely by the foreign governments where goods are shipped. Allotments of shipping space and tonnage are made by our government, but it is left entirely to the foreign governments to determine how this space shall be used. If the foreign government feels that it prefers machinery rather than food it can use its space for that purpose, and regardless of whether or not export licenses have been approved for foods, food will not move. It is therefore, evident that until more shipping space is available our industry cannot sell much macaroni to foreign governments. I will have more on this for the next issue of the JOURNAL.

From 20 per cent to 30 per cent of all the food produced in this country is wasted somewhere between the plow and the plate.

Equipment once used for curing Italian spaghetti is now drying the freshly-laundered clothes of America's fighting men in southern Italy.

All Manufacturers, Allied and Friends Are Cordially Invited to Attend
Our Cocktail Party and Reception
Friday Evening (6:30 to 7:30) June 16, 1944
Immediately Preceding the Annual
Dinner Dance sponsored by the National Macaroni Manufacturers Association at Hotel New Yorker, New York City
Honoring
1st—The 1944 Wartime Conference of the Macaroni-Noodle Industry of America,
2nd—The 25th or Silver Anniversary of our firm.
C. SURICO, President
Clermont Machine Co.

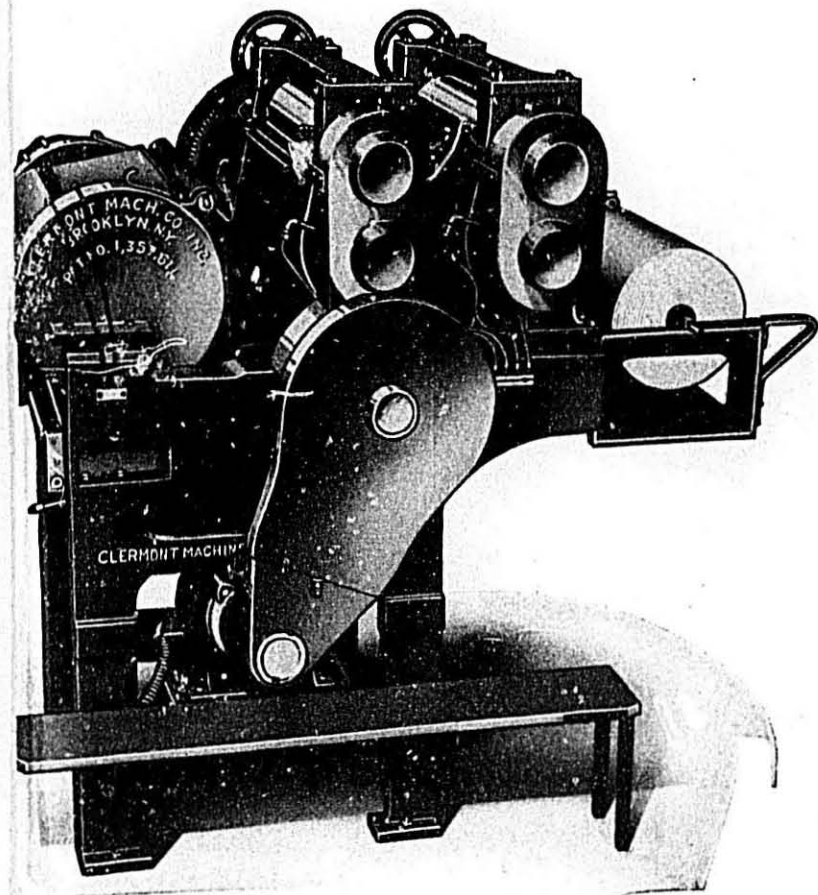
PRESENTS ITS GREATEST
THE RAW MATERIAL TO



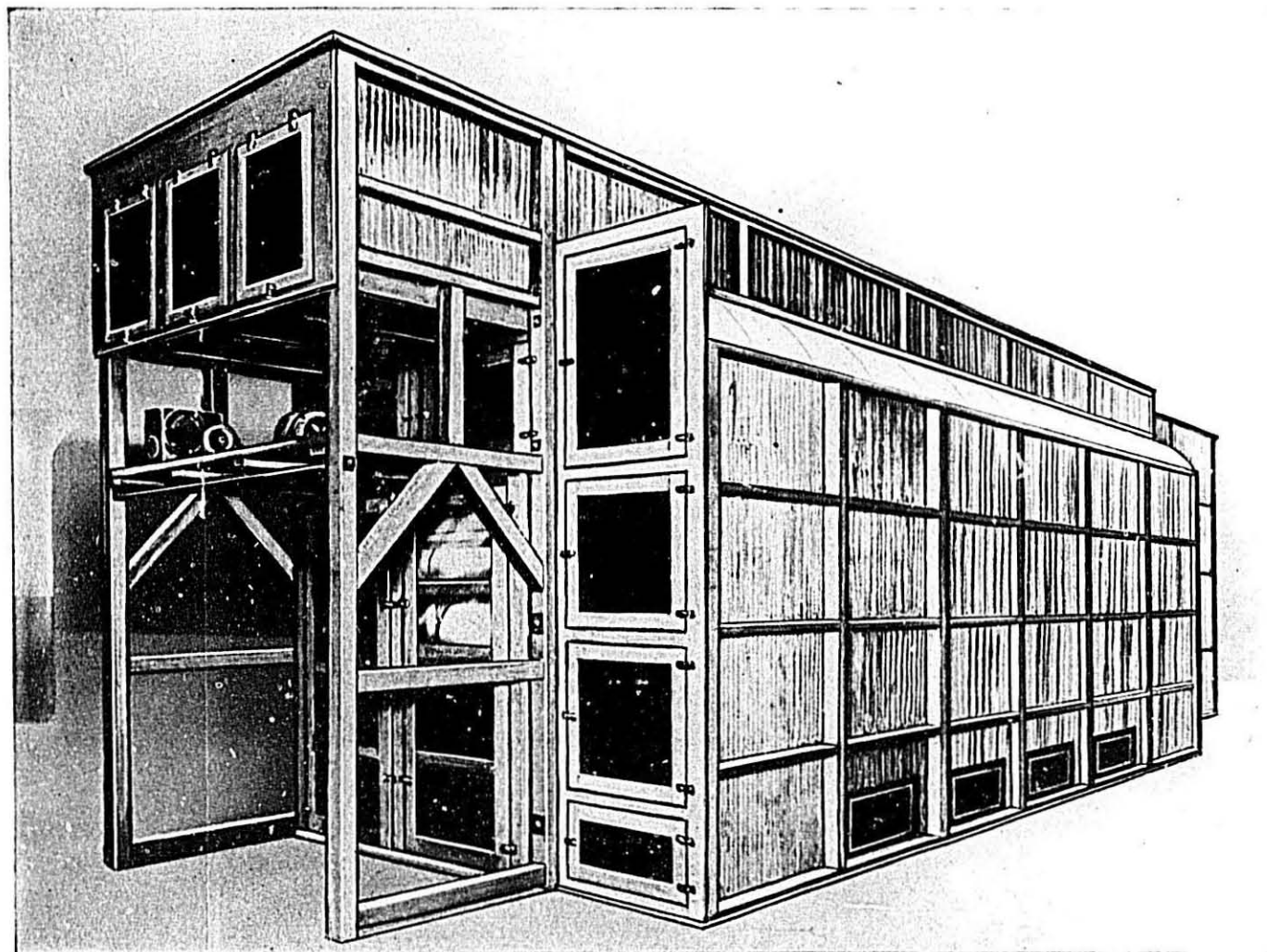
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ITS CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE MACHINES CONVERTS
DUMPLING DOUGH TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS AUTOMATIC PROCESS



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BROOKLYN, NEW YORK

We'll be seeing you at our Silver Anniversary Cocktail Party at Hotel New Yorker, New York City—Friday, June 16, from 6:30 to 7:30 p. m., immediately preceding the annual banquet of the National Macaroni Manufacturers Association.

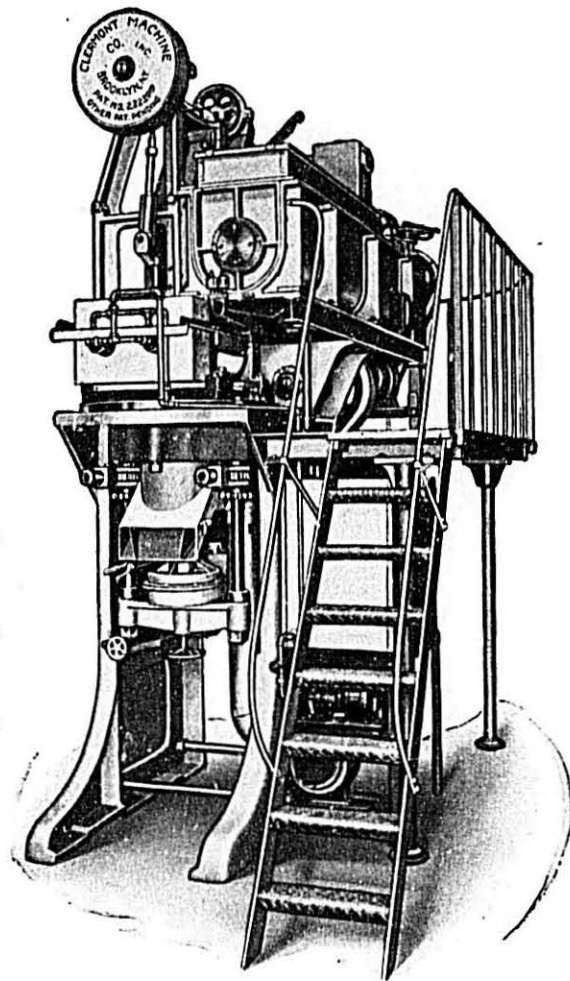
C. SURICO, President
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CLERMONT, CELEBRATING ITS 25th

*Presenting the Greatest Contribution
to the Macaroni Industry*

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Ingeniously Designed

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Production—1200 pounds
per hour

Suitable for long and short
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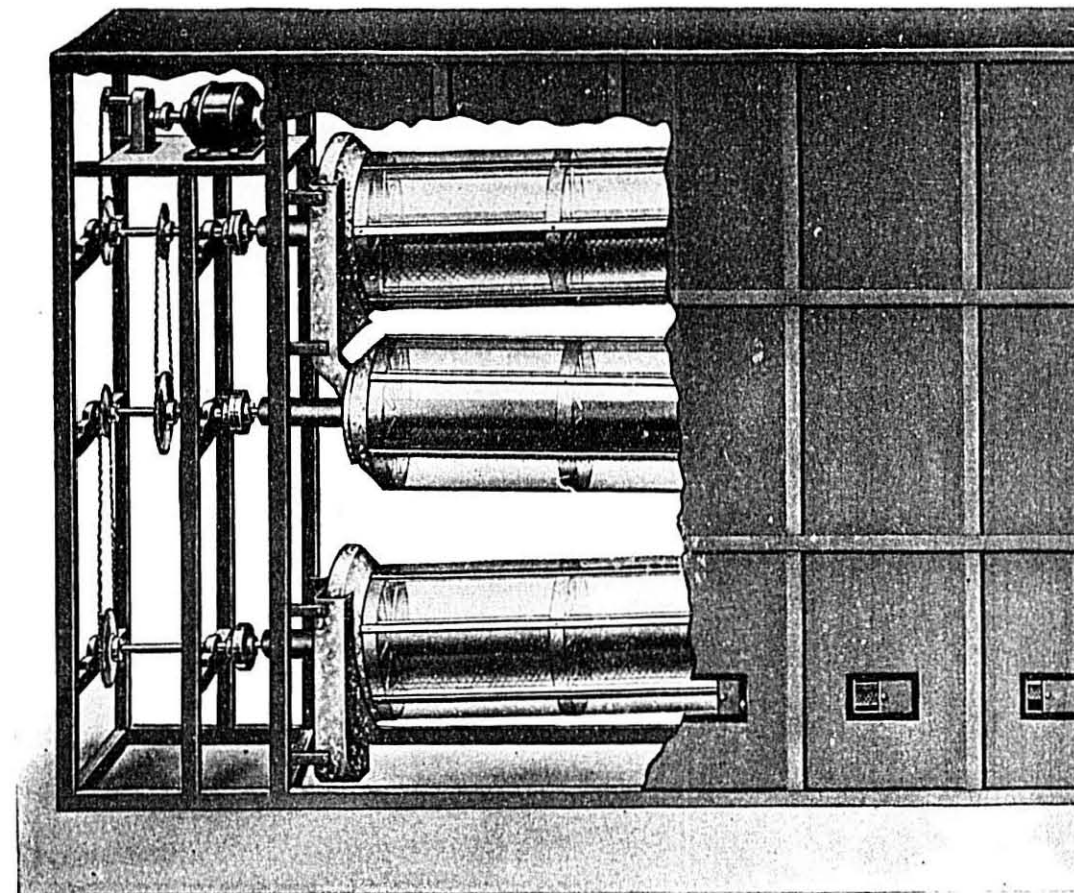
Has no cylinder, no pis-
ton, no screw, no worm.

Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a prod-
uct of strong, smooth, bril-
liant, yellow color, uni-
form in shape, free from
specks and white streaks.

INTRODUCING THE

FOR SHORT CUT NOODLES AND SMALL SOUP PASTES

CONTINUOUS IN OPER.
COMPLETE DRYING PROC
CAPACITY—MADE IN SIZES FROM



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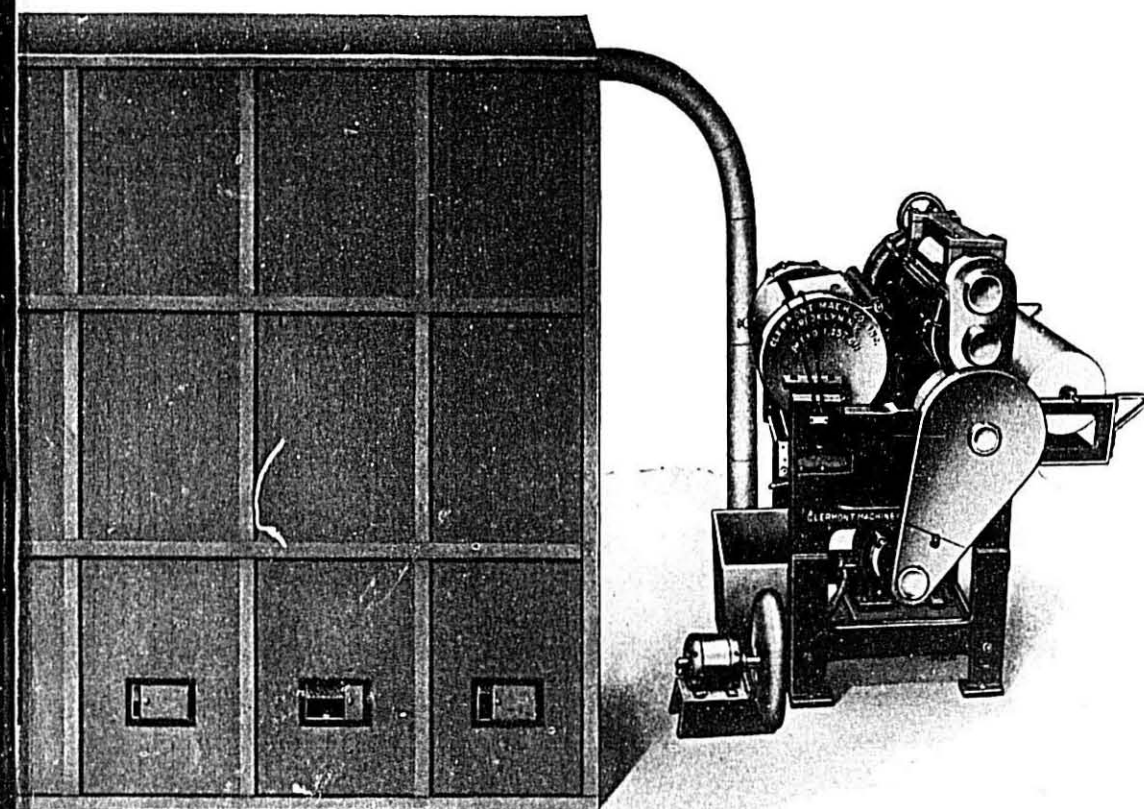
IE TUMBLER DRYER

, SUCH AS ALPHABETS, PASTINE AND SIMILAR PRODUCTS

ATION—FULLY AUTOMATIC

ESS—FROM 1½ TO 2 HOURS

A 500 TO 1000 POUNDS PER HOUR



May, 1944

THE MACARONI JOURNAL

11

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "city 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



War Bond Facts and Figures

The Fifth War Loan will begin June 12, closing July 8.

The goal will be \$16,000,000,000, of which 6 billions will be sought from individual investors.

A strong patriotic appeal, tempered with a self-interest feature, will be found in all Treasury copy. It will seek to impress upon *everybody* the need for *everybody's* cooperation over and above any other buying he is doing or has done in this war.

More than 55,000,000 Americans own at least one War Bond. That's an average of better than 1½ Bond owners for every U. S. family.

Total sales in the four War Loan drives, plus the sales of savings bonds, aggregate more than 87 billion dollars. Three weeks after Pearl Harbor it was only 2½ billions.

Individual investors purchased 32½ billions of the total—13 times more than their holdings in December, 1941.

Single "E" bonds sold—separate pieces of paper—total more than 500,000,000. That's a 38-time increase since Pearl Harbor. A half-billion "E" Bonds laid side by side would



girdle the globe 2½ times. Placed one on top of the other, they would make a pile 39½ miles high.

Sales of \$25 Bonds alone have jumped to 346 million pieces. That's 69 times the number of dollar bills now in circulation.

27,000,000 Americans are now putting almost ten cents of every dollar they make into War Bonds every pay day. They're plowing back into the war effort 475 million dollars a month.

During the War Loan drives more than 5,000,000 unpaid volunteers ring doorbells and pound pavements to get their sales.

You can buy War Bonds or War Stamps in any one of one million places during the Fifth War Loan drive.

More "E" Bonds—the smaller ones for the small investors—were sold in the Fourth War Loan than ever before—69,900,000 individual transactions that brought in \$3,187,000,000.

To reach this total sales of "E" Bonds averaged \$63,740,000 every working day, \$7,967,550 per working hour.

Putting it another way, sales of "E" Bonds during the Fourth War Loan averaged \$24.56 for every man, woman and child in the nation. This was \$5.35 more than the average for the Third War Loan.

Bonds are the best advertised product in history but it hasn't cost the government a cent. Private business and publications contributed the space, the time and the manpower—more than 240 million dollars worth.

Because so many people contribute their time, office space and other assistance, War Bond sales' cost to the government is only one cent for every thirty-three dollars raised.

Of every \$100 Americans saved in 1943, they loaned forty-four to the government to help pay for the war.

One-eleventh of the total amount of food grown in the United States last year came from Victory Gardens.

Depreciation Is a Postwar Problem—NOW

No one knows when the war will end but we do know that the postwar period is drawing nearer with the days. Many plans are being laid now so that when they sound the last "all-clear," the businessman will have some sort of a program to put into operation immediately. The macaroni manufacturer is no exception. He must start thinking of postwar operations NOW and also take steps to adjust his present operating system so that he can bridge the duration and postwar period to best advantage. One important factor is depreciation and he must consider certain phases of it in relation to postwar operations before the war is over because then it may be too late to effect favorable results.

Even in peacetime, depreciation has been a troublesome problem. The fact that it is, at best, an estimate, plus the fact that users of depreciable assets have based their estimates on general averages, has created the confusion. The Treasury Department reports that depreciation gives them more trouble than any other business transaction. Either a taxpayer takes too much, too little, or none at all. Our war economy has increased its complexities, necessitating a clear understanding of all angles of depreciation. To this end, we offer these suggestions:

How have macaroni manufacturers been computing their depreciation charge-offs? On the basis of general averages determined by years of use. But depreciation is not entirely a matter of AGE. It is caused partly by wear and tear which differs with the user; consequently, users of depreciable assets get themselves into a bad foxhole because their computation is off center. For example, machinery as well as nonmechanical equipment, working at full capacity production will depreciate twice as fast as machinery working at 50 per cent capacity; consequently, depreciation should be higher on the former. The wide divergence in the use of equipment explains why it is difficult to get definite data on depreciation, even from equipment manufacturers. Tax books will tell you that machinery depreciates from 2 to 20 per cent yearly. Rather indefinite for accurate computation—and if the computation is below actual depreciation, you lose tax-dollars and you cost your sales too low. You must use better than general-average figures when appraising depreciation of your working equipment these days—but where will you get a yardstick?

In a letter the Treasury Department advises that "you should base your deduction for depreciation upon your

own experience." Here you have an authoritative yardstick. The Treasury Department, which passes on your depreciation deductions, tells you to use your own experience figures, not "guesstimates" or general-average figures based upon many different assets with varying degrees of wear and tear used by many different manufacturers. Many macaroni manufacturers have lost money in the past by using average figures when their own experience figures disclosed higher wear and tear. We have known cases where average figures were 30 per cent over or below actual life. Most macaroni manufacturers have been in business long enough to have acquired experience figures on depreciable assets. Determine your estimate on this factual basis.

Now, we come to the question of what to do if you have taken no depreciation or inadequate depreciation in prior years. Check the unrecovered cost on your books against its reasonable value and enter the differential as a credit to a reserve for depreciation and a charge to net worth, but you can't deduct this difference on your tax return. You are NOT permitted to take advantage in later years of prior failures to take any depreciation, or an allowance inadequate under the known facts of prior years. This restriction has cost macaroni manufacturers many tax-dollars in the past, and, with top-flight rates today, they must minimize the defect or such losses will be greatly increased. Short-change yourself on depreciation and you lose out in two ways. You pay more tax. Your costs do not include adequate depreciation so your selling prices are reduced proportionately. You can't retrieve prior losses of this kind. You can prevent future losses by estimating useful life more accurately, which is most important in the postwar period when much equipment will be replaced with new.

What can you do if an analysis of your depreciation schedules shows that the rates are inadequate? The original rate may be increased if you find that the remaining useful life of the asset will not equal the original estimate and you can justify the increase. Review your depreciation recordings now to determine whether they may be increased so as to reduce tax and probably increase profits by an upward revision of costs and selling prices, thus putting you in a better position financially to modernize in the postwar period.

Another consideration is accelerated depreciation on equipment used more today than anticipated when the rate

was set originally. When an overload is not considered when setting depreciation rates, the government will usually grant an increase. In some cases, authorities state that such increase should run as high as 50 per cent, that night work is harder on machinery and equipment than day work. Repairs that cannot be made due to war restrictions also increase depreciation and an increased deduction may be allowed if you can justify it.

Now we come to another phase of depreciation—obsolescence. This involves AGE, because the march of time touches the factors that create it: economic changes, improved equipment, new inventions, inadequacy of existing equipment because a business outgrows it, prohibitory laws, loss of trade, shifting of business centers, normal progress of the business arts and sciences. Few macaroni manufacturers consider obsolescence. From now on, its omission is costly. You may take a reasonable deduction for normal obsolescence if you can pre-determine it when fixing the life span. Include with wear and tear in the one rate.

During past years we have noticed that equipment manufacturers in all fields have introduced improved products for processing with greater frequency, increasing obsolescence on equipment in use, yet, users have clung to old general averages when determining the useful life-span of a unit. Obsolescence moved faster in the 1930's than in the 1920's, yet, the general averages remained the same. We wrote off production, drying and packaging machinery in 15 years during the 1920's and the general average life-span is still 15 years, yet, equipment gets obsolete faster today. We believe that, if used, general-average figures should be reduced at least 10 per cent to cover the increase in normal obsolescence resulting from normal progress. And incidentally, don't ask us where these general-average figures came from. Like Topsy, they just "grewed" and have been barnacles for years. It never was desirable to adopt them "as is" without adjusting them to your own experience figures and operating conditions. Many macaroni manufacturers have clung to general-average rates as though they were fixed percentages set by some authority, some even think so, as indicated in conversation with us. Few make check-backs against their own experiences. Now is the time to revise this practice so that you can salvage as great profits and tax-savings as possible today than anticipated when the rate

(Continued on Page 30)

Soy Flour

WE NEVER stop learning. Especially when you're working with a subject like the soy bean. Our research laboratory and our field staff are constantly discovering new things about soy flour and its uses. What you hear about soy flour today may be already outdated to-

morrow. We are never through finding new ways that soy flour can improve products, add extra nutritional values, and save you money in time and material.

So you can see it pays to keep closely in touch with latest developments in this constantly-broadening field. If you have questions concerning a possible application of soy flour, even though the answer in the past may have been, "It can't be done"—write in about it. The answer today may be, "We've just found a way!"

Use the coupon below to send for informational material covering the general uses of soy flour in your field, and use the blank space to mention any special applications you are interested in. No obligation at all.

How Soy Flour is Used in the Paste Goods Field

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



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Decatur, Ill.

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

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(Continued on Page 30)

The Critical Container Situation

A Government Review of Industry Interest

Donald M. Nelson, Chairman of the War Production Board, has made public the following review (in part) of container supply, prepared by Harold Boeschstein, acting director of WPB's Forest Products Bureau:

The problem of producing enough containers to take care of military and essential civilian needs is one of the most serious questions facing the country today. Overseas shipments will be greatly expanded in 1944 as the size of our Army overseas increases, and as we help to meet the subsistence needs of the countries we free from enemy occupation. These shipments mean more and more containers. To enormous war requirements, needs of our own civilian population must be added . . . for few types of goods can reach the consumer without aid of a container, and current production of shipping containers is considerably less than total demand. The difficulty is sometimes shortage of factory facilities, more often shortage of raw materials, always shortage of manpower.

The darkest outlook is for wood and paper shipping containers. Basically these containers are critical because of the shortage of manpower in the woods to produce the needed raw material. Since 1941, there has been a decline in lumber production and a sharp increase in rate of consumption. The largest rise in consumption has been for container and shipping uses . . . boxing, crating and dunnage. In 1941, the estimated over-all production of lumber was 36,540,000,000 board feet, of which 5,500,000,000 went into boxing, crating and dunnage. In 1942, total production amounted to 36,300,000,000 board feet, but the quantity of it for boxing, crating and dunnage jumped to 9,546,000,000 board feet. The 1943 estimated lumber production figure is 34,630,000,000 board feet and of this 16,500,000,000 board feet was required for crating and dunnage. First quarter lumber stocks for this year, approximately 7,000,000,000 board feet, are contrasted with much more than twice that amount for the first quarter of 1942. The 1944 figure may be considered generally an irreducible working minimum, and on certain species and grades there is no inventory cushion. Favorable weather in the Pacific Northwest helped production during the first quarter, but in the South weather conditions were generally unfavorable.

As to paperboard containers, the greatest problem is again one of raw

material—pulpwood production and wastepaper collection—to provide the necessary pulp for paperboard mills. Inventories of raw material on hand in the box plants are down substantially from the estimated 360,000 tons on January 1, 1939, to 257,000 tons on hand January 1, 1944. The production of paperboard for containers so far this year is running at about the same rate as last year, but the demand for this type of container has greatly increased for the same reasons that requirements for all types of containers have grown—military demand added to civilian need.

Furthermore, overseas shipments both in wooden and fibreboard containers require much heavier and sturdier packing than domestic shipments in order to assure the arrival, in usable condition, of all types of ammunition, materiel and food. The same amount of raw material will make fewer containers in 1944 than in 1943 because of increase of these sturdier types for shipments abroad. In most cases, it is out of the question to return used containers from overseas either for further use or salvage.

A great deal depends on the success of the Southern pulpwood cutting campaign since most of the woodpulp used in making fibreboard for containers comes from the South. Of equal importance will be the success of wastepaper campaigns, as wastepaper pulp is a necessary ingredient in the manufacture of most types of paperboard for containers.

It is obvious that the maximum re-use should be made of all types of shipping containers. The Containers Division of the War Production Board is at present sponsoring a Container Re-Use Program and giving it national publicity. Meetings have been held throughout the country and wide publicity has been obtained from trade associations, trade publications and through many other channels. The response indicates that a substantial contribution will be made to the solution of the container problem through the maximum re-use of all types of shipping containers, wherever possible, and the practice of economy and conservation in their design and original use.

The American people should be fully aware of the seriousness of the container situation. Commodities are of little use if containers are not available to move them from manufacturer to consumer.

Stocks of Wheat in Interior Mills, Elevators and Warehouses April 1, 1944

Stocks of wheat in interior mills, elevators and warehouses on April 1, 1944, are estimated at 66,759,000 bushels by the Crop Reporting Board. These April 1 stocks are lower than in any year since the 1935-37 drought period. They amount to but little more than one-third of the record stocks of 181,099,000 bushels on April 1, 1942, and the 176,591,000 bushels on April 1, 1943. They are about three-fourths of the 8-year (1935-42) average for this date of 89,712,000 bushels in these positions.

The positions covered by this survey, as usual, do not include commercial wheat stocks at the 46 terminal markets reported by the Food Distribution Administration, wheat in Merchant Mills reported by the Bureau of the Census and that owned by the Commodity Credit Corporation and stored off farms in their own steel and wooden bins. Stocks of wheat in unusual locations, such as distilleries and feed plants where wheat had not been stored in significant quantities previously, were included in the reports of operators of storage concerns and are included in these estimates.

April wheat stocks are higher than a year ago in only a few States, mostly along the Atlantic seaboard and in the western Mountain region, all of which are deficit feed-producing States that hold stocks of feed wheat. In the major wheat producing States of the North Central and Great Plains areas, April 1 stocks are less than one-fourth as large as a year ago in Kansas and about one-third as large in the Dakotas and Minnesota. They are even smaller in comparison with last year in the Southwest, but are nearly half as large in Pacific Coast States. In nearly all these States where stocks are lower than last year they are also lower than the 8-year average.

The sum of the mill, elevator, and warehouse stocks added to farm stocks April 1, 1944, is 284,443,000 bushels. This total is 43 per cent below the comparable combined stocks on April 1, 1943, which were the largest on record. It is 37 per cent below stocks of April 1, 1942, and 13 per cent below the April 1, 1941, total, but exceeds the sum of stocks in any other year of record.

Nearly 5,000 workers from the Bahama islands helped on American farms in 12 states last year; about three-fourths of them remained for winter work on Florida truck farms, and additional workers are now arriving.

You get both with
CLOVERBLOOM FROZEN YOLKS!

What do you want in the eggs you use for your noodles? That's easy: fine, deep golden color and uniform solids content!

That's why it's wise to standardize on Cloverbloom Frozen Yolks.

You see, every canful of Cloverbloom Frozen Yolks is carefully picked for the rich, natural pigment that means more sales appeal in your product.

And every canful of these yolks that's packed for you noodle manufacturers must pass the Zeiss Refractometer test... to make sure the solids content is 45%!

There are other mighty good reasons why so many noodle manufacturers use Cloverbloom.

For one thing, we use only breakfast-fresh quality shell eggs . . . graded, pre-cooled, candled and painstakingly inspected . . . then broken in an air-conditioned room by skilled, experienced workers . . . and laboratory tested to make sure of outstanding quality in every can you buy.

But don't forget: for fine color, for uniform solids content, count on Cloverbloom!

ARMOUR CREAMERIES

ARMOUR AND COMPANY * CHICAGO 9, ILLINOIS

Machinery Maintenance "Must" Methods

By Ernest A. Dench

The essential basis of any wartime machinery maintenance policy is close and constant attention to the smallest details. Never was "prevention rather than cure" a more vital matter than now. In normal times plant maintenance concentrated on the obvious or glaringly apparent things. When, for example, there was something evidently wrong with the power, heat, light or ventilation, it was quickly rectified. If any such equipment was too far gone to be salvaged, it was a simple matter to install the newest and most modern on the market. And if it could be fixed, there were no shortages of spare parts or skilled labor.

Today, as in other days, it is human nature to pay little or no attention when a mechanical device runs smoothly. Sometimes a machine gives no outward warning that anything is the matter with it. The operator, especially if of the inexperienced wartime type, needs to be coached to give the machine careful handling. The machine cannot steadily take the punishment as when it was nearly new.

The considerate Macaroni-Noodle manufacturer will realize that any machinery at least five years old needs to be treated with the care of a baby. It will be the first in the plant to go on the rampage. Careful handling, coupled with frequent and thorough oilings, will prolong the final deterioration as long as possible. Machine users in this country might well profit from the experiences of industry in England where speed-ups and bombings have materially added to the problem of natural wear and tear. "My wartime problem," declared a British factory engineer, "is to have each newly-trained man accept full and conscientious responsibility for the day-to-day condition of his or her machine. Lubrication is often by the hit or miss system—spattered at random. The seasoned operator knows, of course, every hole of the machine—and make sure of complete coverage with the oil can. He also knows how much oil to use.

In one British plant the rule is for each worker to report any faulty machinery to the foreman directly after it is discovered. Forgetful employees are tactfully but firmly reminded that one such unreported incident, if not caught and corrected right away, may subsequently lead to a partial or full shutdown of the plant for a few days or more, to the financial loss of both employes and employer.

Machinery needs a periodic overhaul. When part of a regular weekly routine, it should not exceed fifteen minutes. Far better to set aside this short period each week than later to have the equipment idle for days or weeks.

The engineer who makes the weekly inspection in one British plant does not rely on his memory. He is armed with a "log book," in which he enters notes on the present condition of each piece of mechanized equipment. He compares notes the next time he makes the rounds. If any evident defects have taken place in the interim, immediate action follows. By thus catching a flaw in good time, many a major breakdown is delayed or obviated.

The soundness of such a "log book" depends on its compiler. If the duty is not done by an engineer, the man or woman chosen should know or love machinery, and also have an analytical mind. What is observed, and how it is written down, will give the answers on later visits. Perhaps the foremost questions are the following: Is it properly oiled? Are rust and corrosion present? Is it coated or crusted with dust and dirt; and, if so, at what points?

In Britain today, as in this country, there are many thousands of people (particularly women) working with machinery who have no love or appreciation of the delicate mechanism in their wartime care. They have to be constantly reminded that the machine won't keep on going if they abuse it—and when it comes to a prolonged stop, there will be one Less operator on the job. Some of the sloganized reminders posted in conspicuous locations in British plants are as follows:

It Won't Run Forever Without Attention.
One Machine in Use is Worth Fifty Under Repair.

The Useful Life of the Best Machine is Reduced by the Lack of Care.
Minor Repairs Prevent Major Breakdowns.

For Lack of Attention, Urgent War Production Work Was Lost.

Better Be Sure Than Sorry.
The Best Remedy for Scarcity is the Wise Utilization of What We Have.

Britain got a 2½ years' start of us in this war, with the result that a vast amount of machinery has been forced out of commission through the pangs of old age. This condition will become more serious in the U. S. A. every month longer the war lasts. British businessmen and industrialists are bridging the gap by the purchase

of secondhand machinery. Whether in Britain or the U. S. A., this needs a keen horsetrading sense to get the best of a bargain, particularly in a seller's market. Machinery is offered with such honest yet vague statements as "repairs are needed in several vital places," or "a thorough overhaul is advisable." An experienced mechanic is as good as the materials at his command. Like the magician, he cannot produce rabbits out of a hat unless there are rabbits concealed elsewhere on his person. He may, in fact, get the machine repaired in two of the three vital places—and be held back on the third because the machine, an ancient model by a maker since defunct, needs a now unobtainable spare part. Or the spare part may need a high priority to get it quickly. Obviously, it is important for the buyer to know his models and whether spares are readily available.

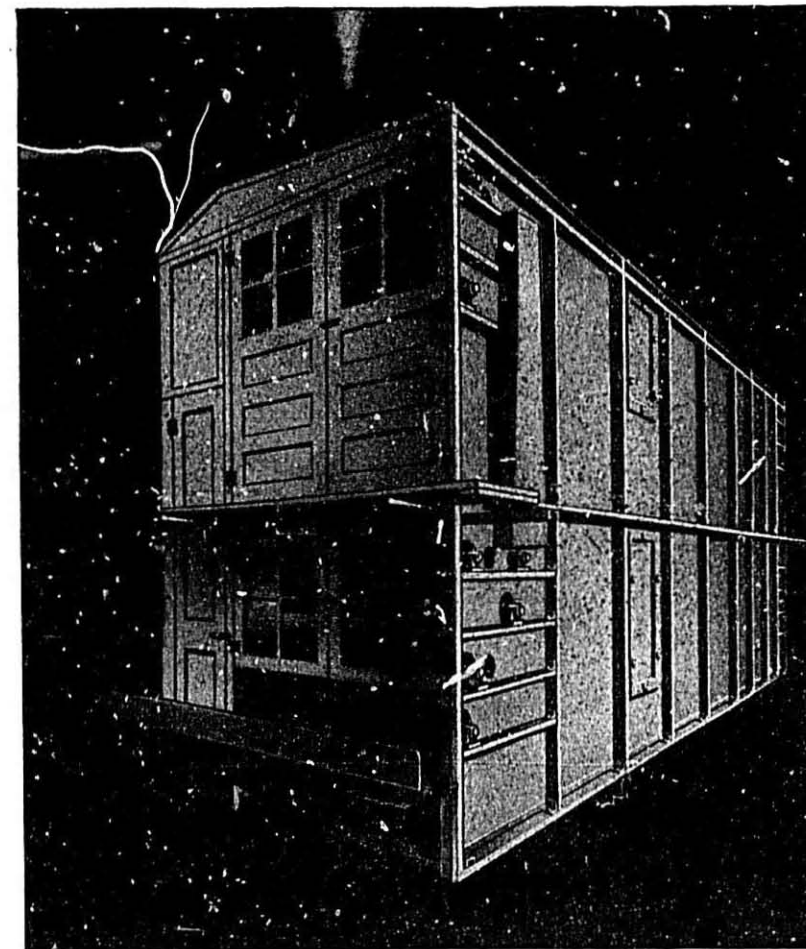
The buying of used machinery is full of pitfalls. In Britain some of the gyps are operating with an eye to big profits. They doctor up a piece of mechanized equipment so that it will run perfectly for a short time. Then follows the inevitable breakdown. The technique is that of our used car sharks of years back.

In Britain severe criticism has been aroused by a lot of machinery finding its way into scrap metal salvage. It is claimed that had this machinery been reconditioned in time, it would have proved more valuable both to the war effort and civilian production. A British scientific welding engineer proposed the following remedy: "There is no metal part of a machine that cannot be welded. That means its original strength can be restored fully, if it has been broken. When the trouble is wear, then new metal can be invisibly welded in the defective places, and, after machining in a scientific welding shop, the item so treated is at least equal to a brand new part which will cost about ten times as much, if it can be obtained at all."

Fortunately, the macaroni-noodle industry in this country, like other mechanized businesses, has been able to get new machinery under priorities after much red tape. Builders of machinery for this industry have been most helpful in providing replacements, even new units, when the War Production Board is convinced of their need for the public good, but more and more of the operators of these food plants are appreciative of the fact that—

Every piece of machinery is becoming more PRECIOUS each working day. Even if the war should abruptly end, it will be months—maybe longer—before the production of new machinery can meet the abnormal demands, both domestic and foreign, for it.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

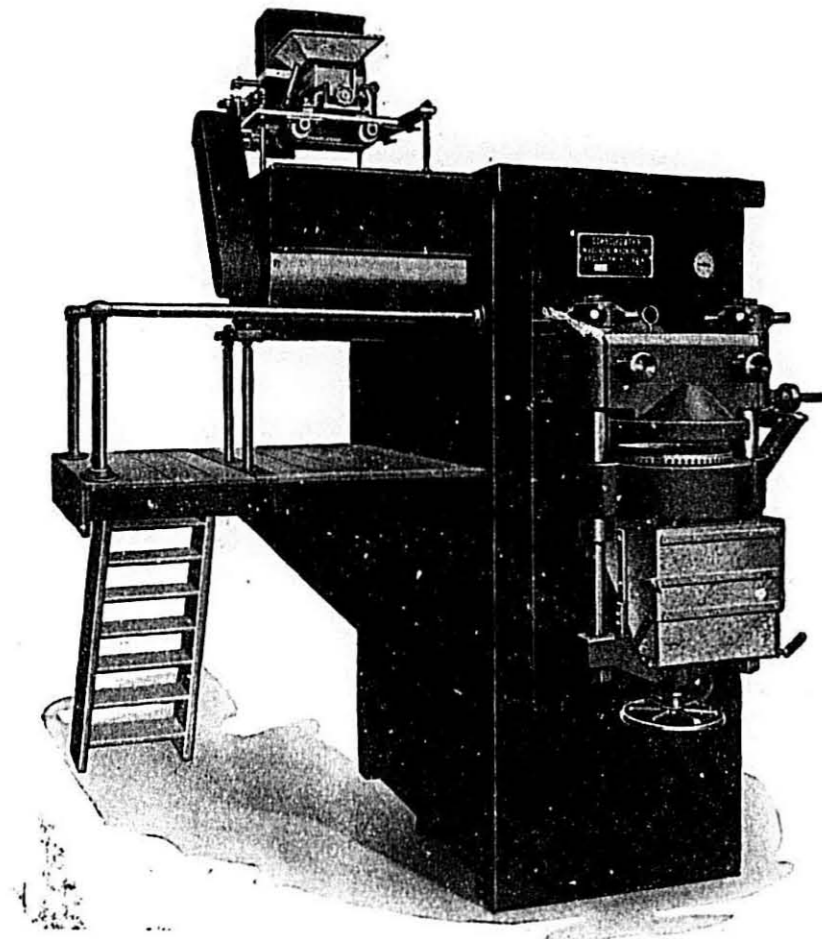
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

IMPORTANT. We have a very choice selection of second hand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

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.



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.

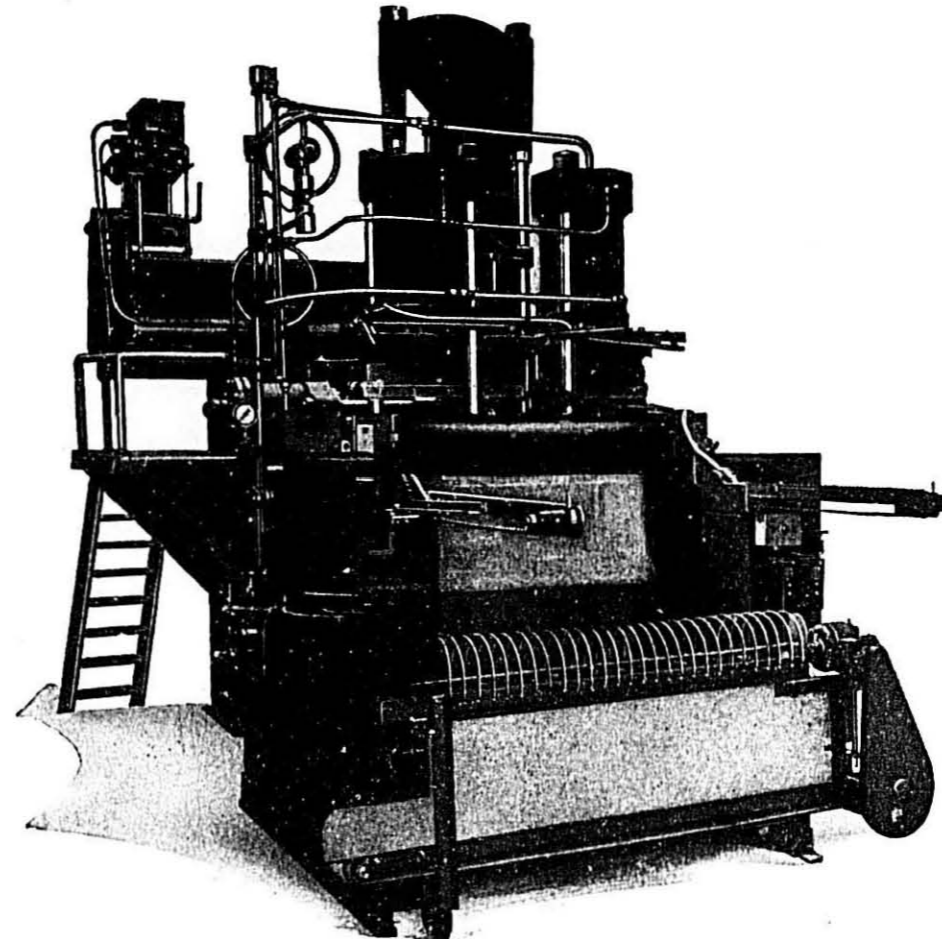
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

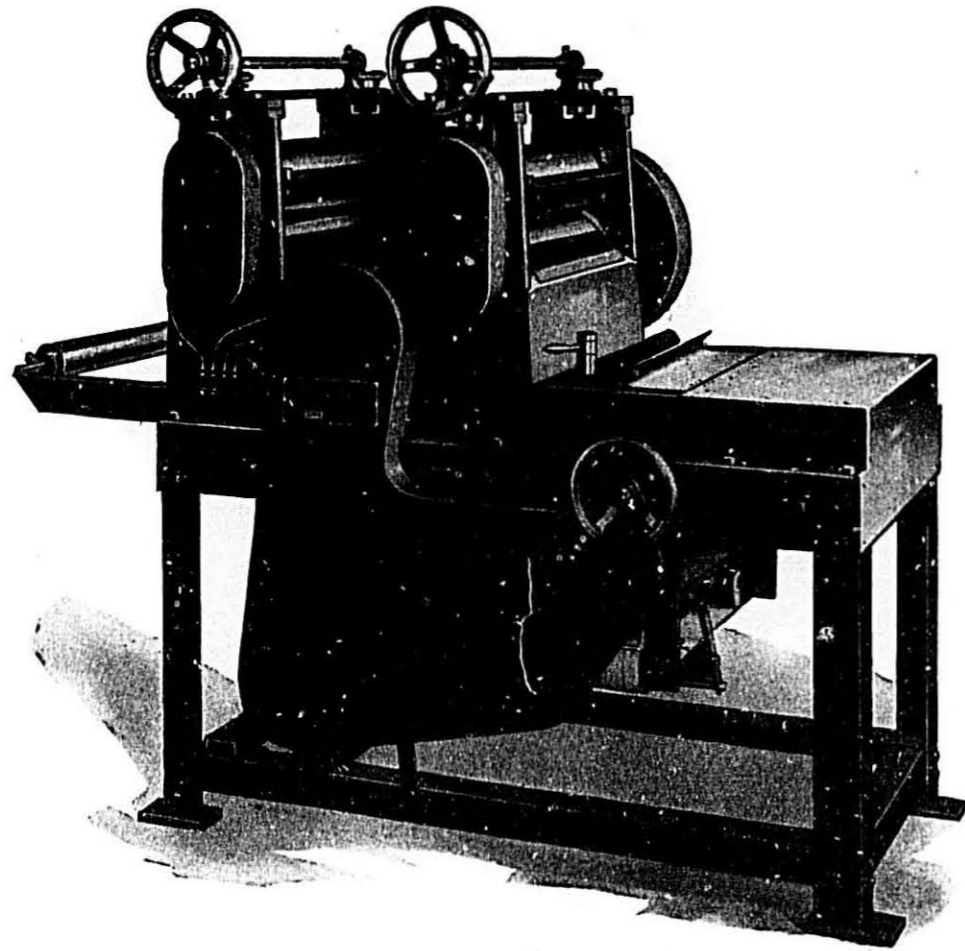
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct 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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Double Calibrating Brake

THE machine shown above is our very latest model noodle cutter and has been specially designed for plants requiring a very large production. It has been designed to facilitate and expedite the changing of the cuts with the least loss of time. All the cutting rolls are mounted in a single frame and the change of cuts can be made instantaneously. All that is necessary to effect a change is to depress the locking attachment and rotate the hand wheel, which will bring the proper cutting roll into cutting position.

Any number of rolls, up to five, can be fur-

nished with this machine. This assortment will take care of all requirements, but special sizes can be furnished, if desired.

It has a length cutting knife and a conveyor belt to carry the cut noodles to the collector for conveyance to the noodle dryer or to the trays.

All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

Machine is direct motor driven and motor and drive are furnished with the same.

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

Write for Particulars and Prices

Food Items

War Food Administration

More pork, beef, and veal—by 547 million pounds (mostly pork)—has been added to civilian allocations for WFA for the first allocation period. Reason is greater production than was anticipated. Increased quota has been available to civilians since January through use of special ration points and will continue on through March. Meat supplies this summer will be smaller than at present because of seasonally lighter slaughter—but *light slaughter* does not mean "acute shortage." Enough meat then for essential needs is anticipated. Total meat production this year expected to reach 25 billion pounds (dressed weight); 1943 production was 23.2 billion; 1935-39 production 16 billion.

Cheese Assemblers, effective March 1, will operate under revised conditions in handling Cheddar cheese set aside for delivery to Government agencies, through changes appearing in amendment 2 to FDO 15. Those wishing to assemble cheese, for delivery to designated Government agencies, subject to FDO 15, will have to obtain new authorizations after February 29 since all existing authorizations will be terminated on that date. New authorizations granted will be for periods specified by the Director of Food Distribution, and may be issued upon reapplication. Revised order permits a contractor to deliver Cheddar cheese in accordance with his contract and to credit it against his set-aside obligation at the rate of 95 pounds of Cheddar cheese for each 100 pounds of process Cheddar cheese, but no person may convert set-aside cheese into process cheese without having contracted with a designated agency for the delivery of such cheese. As amended, FDO 15 also limits an assembler's stocks of set-aside Cheddar cheese to the quantity set aside that month and during the preceding month.

Corner Grocers who take their war job seriously are going to get proper recognition from the WFA. A "Merchandising Award of Merit" will be given to food dealers who make effective use of store display material prepared for the "No-Point—Low-Point Food Program" sponsored jointly by the WFA and the Office of Price Administration. Awards will be made on the dealer's certification that display material has been used and actual displays of "No-Point—Low-Point Foods" have been made in their stores. As a part of the Food Fights for Freedom program, the plan is expected to help promote the sale and use of more plentiful foods to relieve the pressure on foods that are rationed or scarce.

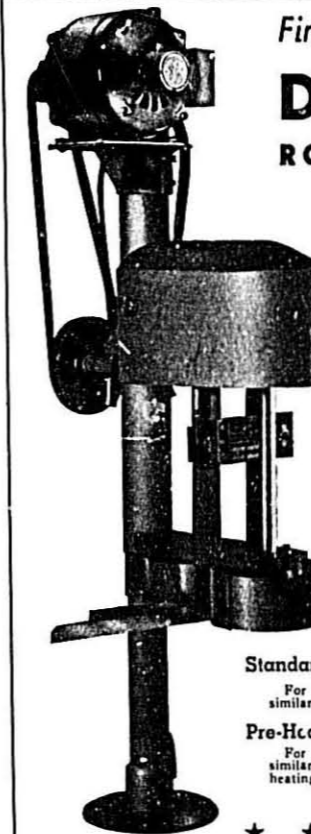
More Cheddar cheese is in sight for

civilians despite a recent increase in set-aside for military and war service requirements to 45 per cent of production in March and 55 per cent in April. Greater production of Cheddar is the answer—the rate being sufficient to continue to give civilians about 30 million pounds for these 2 months. Increase in set-aside now permits Government to start to obtain bulk of requirements during months of heavier production and, at same time, provides fairly constant supply for civilians. Increase in set-aside percentages may be

expected each month this year as production works toward seasonal peak in summer.

Motorized War

Every soldier who fought in World War I remembers that he was hauled in a truck to the zone of action; then he proceeded on foot to the trenches. Today all divisions are motorized, and each division has 3,000 vehicles of all types ranging from the jeep, really a baby truck, to 2½ ton cargo trucks. Competing with the jeep in popularity on all fronts is the handy three-quarter ton truck called the "Toad" because of its low-slung appearance.



First Choice of the Leaders

DOUGHBOY ROTARY HOT KRIMP SEALER

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

Seals 240 inches per minute!

LOOK at these
LOW PRICES

Standard Model\$199.50

For cellophane, plicofilm and similar materials.

Pre-Heater Model\$235.00

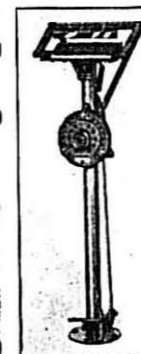
For kraft-foil laminated and similar materials requiring pre-heating.

F.O.B. Factory

★ ★ Also NEW

DOUGHBOY TOGGLE-JAW SEALER

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



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Please send complete information on:

Doughboy Rotary Hot Krimp Sealer
 Doughboy Toggle-Jaw Sealer

Attn. of
Firm
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..... Seal small and large cartons
in small or large quantities—ECONOMICALLY

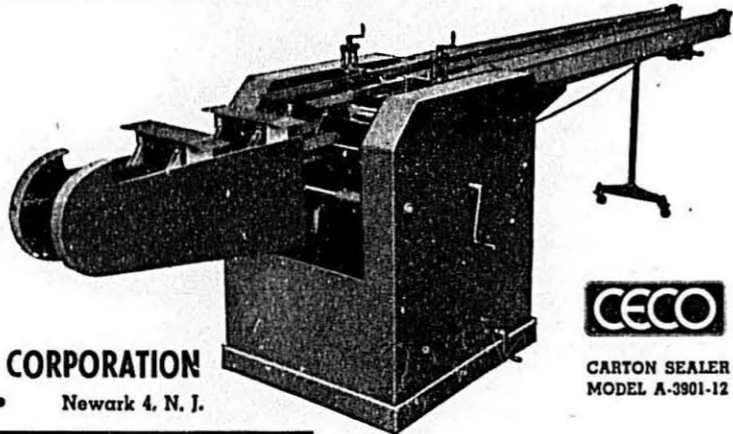
The smallest manufacturer can enjoy the same benefits of mechanical carton sealing as the large concern, with a CECO Adjustable Carton Sealer. This machine is instantly adjustable, without special tools, for any size package. It is so simple in construction and operation that even an unskilled operator can maintain it. Let us send you facts and figures which show what a CECO Adjustable Carton Sealer can do for you.



ADJUSTABLE CARTON SEALER

Features--

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Makes better-looking cartons



CARTON SEALER
MODEL A-3901-12

CONTAINER EQUIPMENT CORPORATION

210 Riverside Avenue • Newark 4, N. J.

Liquid, Frozen and Dried Egg Production

March, 1944

Egg breaking and drying operations during March were at record high levels, the Bureau of Agricultural Economics reported. In March, egg breakers and dryers produced 191,393,000 pounds of liquid eggs—the largest production of any month of record. Production was 28 per cent larger than the production of March, 1943 and 29 per cent above the production for the entire year of 1938. Of the total March production, 111,620,000 pounds were dried compared with 84,864,000 pounds in March last year; 74,793,000 pounds were frozen compared with 59,760,000 last year; and 4,980,000 pounds were used for immediate consumption compared with 4,698,000 pounds in March, 1943. Dried eggs produced in March to-

total 31,060,000 pounds, the largest of record for any month. Production was 30 per cent above the production of dried eggs in March last year. Production consisted of 29,368,000 pounds of whole dried egg, 278,000 pounds of dried albumen and 1,414,000 pounds of dried yolk. From January 1 through April 18, the War Food Administration has accepted offers on 123,008,000 pounds of dried eggs. Contracts amounting to 87,107,000 pounds were accepted in March alone.

Production of frozen eggs in March continued at record levels. The 74,793,000 pounds produced in March was 25 per cent larger than the production during March, 1943. Production for the first three months of this year totaled 125,069,000 pounds compared with 81,068,000 pounds during the corresponding period last year—an increase of 54 per cent. Storage

holdings of frozen egg on April 1 were also the highest of record for that date. They totaled 148,420,000 pounds compared with 98,779,000 on April 1 last year and 74,934,000 pounds, the April 1 (1938-42) average.

When the war is over camouflage in reverse will be used to make factory and other roofs conspicuous and attractive to the airplane-traveling public.

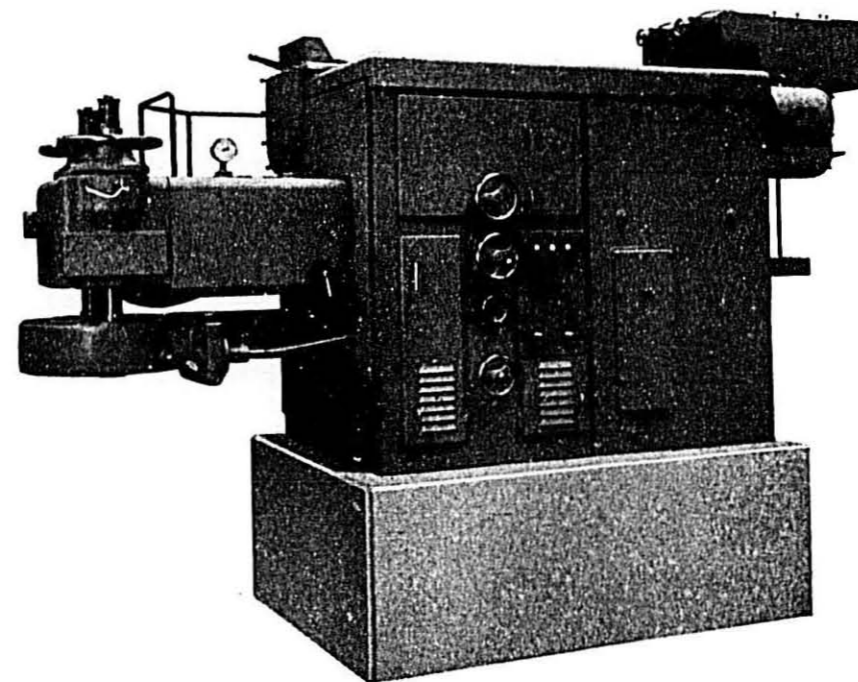
CHEDDAR CHEESE set-aside in May and June will be increased to 60 per cent of production. (For the same 2 months last year the set-aside was 70 per cent.) Due to heavy production of milk for these months, however, output of Cheddar is expected to be large enough to provide civilians with greater quantities than at any time since last July, in spite of the increased set-aside. Civilian allocation of Cheddar for the April-through-June quarter calls for 120 million pounds—30 million more than for previous quarters. May-June set-aside this year is 10 per cent lower than for the same months in 1943, indicating heavier Cheddar production, and a better stock position of Government agencies this year. Such agencies, including WFA, the armed forces, and war services, are supplied entirely through the set-aside.

Dried Egg Produced in March—Thousand Pounds

Source	Whole		Albumen		Yolk		Total	
	1943	1944	1943	1944	1943	1944	1943	1944
Produced from fresh shell eggs	22,347	28,663	209	251	1,284	1,410	23,840	30,324
Produced from storage shell eggs	0	147	0	1	0	4	0	152
Produced from frozen eggs	45	558	0	26	0	0	45	584
Total	22,392	29,368	209	278	1,284	1,414	23,885	31,060
1943 Revised.	22,392		209		1,284		23,885	
1944 Preliminary.		29,368		278		1,414		31,060

THE MODERN PRESS FOR THE MODERN PLANT

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



Continuous Paste Goods Press

Type TPJ

For Long Goods
For Short Goods
Fully Automatic

1000 Pounds
Capacity
Per Hour

1860



1944

Thorough Mixing
All Working Parts
Completely Enclosed

Ask for
Literature
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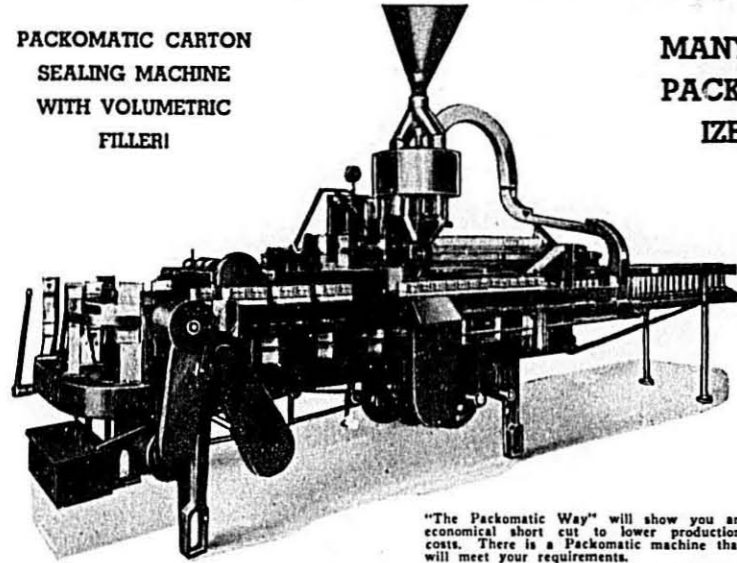
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**PACKOMATIC CARTON
SEALING MACHINE
WITH VOLUMETRIC
FILLER!**



**MANY LEADING MACARONI
PACKERS HAVE STANDARD-
IZED ON PACKOMATIC**

Many special new features have been developed in Packomatic Carton Filling and Sealing Machines to meet fast-moving War Food Production demands.

This machine is equipped with an Automatic Volumetric Filler, fills two cartons simultaneously. Or it may be equipped with an Automatic Multiple Bucket Scale for handling other types of products. Both bottom and top cartons sealed on the same unit. A compact floor space saving machine.

Brand new effective, smooth-running principles are used in operation of the Automatic Carton Feed synchronized with the Carton Sealer. No operator is required except to replenish carton supply magazine when necessary.

With the exception of carton feed, it is convertible for a wide range of carton sizes. Operates at speed of 60 or more per minute.

"The Packomatic Way" will show you an economical short cut to lower production costs. There is a Packomatic machine that will meet your requirements.

We can only supply equipment to essential industries who can furnish suitable priority. We are now accepting orders for postwar deliveries.

OTHER PACKOMATIC MACHINES

Carton Sealing Machines	Serial Numberers
Case Sealing Machines	Paper Can Tube Gluers
Case Printing Machines	Paper Can Shrinkers
Net Weight Scales	Paper Can Tube Cutters
Volumetric Fillers	Paper Can Labelers
Auger Packers	And many others
Dating Machines	

PACKOMATIC
PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

REPRESENTED IN ALL PRINCIPAL CITIES

Editor, The Macaroni Journal
Braidwood, Ill.

April 22, 1944

Gentlemen:

We herewith acknowledge our appreciation for the very generous contribution of space which you have accorded the Food Fights for Freedom program since its inception last fall. As further evidence, we are sending you this Certificate of Appreciation from Judge Marvin Jones, War Food Administrator.

You and other trade magazine publishers have rendered outstanding service to this program. Your efforts have familiarized thousands of trade factors with the

importance of Food as the Number One Weapon of War.

In view of the tight paper situation and the generous contribution of space you have already made, we are suggesting in the future that you devote only a page every other month to this program. We hope you may be able to go along with us in the future on this limited basis, because we need your support if the program is to continue successfully in the future.

Cordially yours,

J. SIDNEY JOHNSON,
Director of Advertising

Enclosure

IN RECOGNITION OF
OUTSTANDING SERVICE TO THE

War Food Administration

PROGRAM OF EDUCATION

MACARONI JOURNAL

IS AWARDED THIS CERTIFICATE OF APPRECIATION

Marion Jones
WAR FOOD ADMINISTRATOR

J. Sidney Johnson
DIRECTOR OF ADVERTISING



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



Civilian Food Supply Found More Favorable

Willis Says Government Meat Takings Will Average About 30 Per Cent of the Allocable Supplies

Civilian food supplies for the next few months appear to be more favorable than for the same period last year, although the total supply for the year as a whole is expected to be about the same as in 1943, declares Paul S. Willis, president of the Grocery Manufacturers of America, in summarizing the industry's efforts to meet 1944 requirements of military, lend-lease and civilian needs.

Government procurement of food in 1944, he pointed out, will account for about one-fourth of total U. S. production for the year, with current allocations indicating the following breakdown:

To civilians: about three-fourths of the butter supply, which represents about one-fourth less butter than the 1935-1939 average; about the same number of eggs as in 1943; less of some fruits, but the decrease should be partly offset by larger supplies of citrus fruits; stabilization of civilian fluid-milk consumption at about the level of last June, although fluid-milk consumption has increased steadily since the beginning of the war; pork, lamb, mutton, beef and veal for civilians will be about 4 per cent greater than the average for 1935-39 and about the same as in 1943.

To military use and export: All the dried eggs; substantially all the dehydrated vegetables; more than half the dried fruit and dehydrated soups; nearly half the canned fruits and canned juices, excluding citrus; nearly half the dry beans; nearly two-thirds the dry peas; and about half the rice to be milled. Armed forces, lend-lease and other exports will also get the larger share of the dried milk, about half the evaporated milk, and nearly half the cheese. As for meats, the war program calls for about one-third of the pork, lamb and mutton to be produced, about one-fourth of the beef, and one-fifth of the veal. These takings will average about 30 per cent of the total allocable supplies of such meats.

While part of the increase in civilian food supply for the next few months is expected as a result of the greater than usual seasonal increase in output of eggs, citrus fruits, winter truck crops, meat, butter and lard, it is pointed out that the food industry's production efforts have enabled the War Food Administration to pile up sizeable storage stocks of canned meat,

canned fruits and vegetables, evaporated milk and frozen eggs.

One result of the food industry's all-out production effort, aimed at processing crops of record proportions, is that cash income from marketings of American farmers exceeded \$19,000,000,000 for the first time in 1943. This represented a rise of 25 per cent over the year previous and of almost 70 per cent as compared with 1929. Consequently farmers have the cash today with which to buy more goods of every description than ever before, a condition which augurs well for industries that produce these products as well as for retail establishments serving agricultural areas.

Although meat supplies for civilian consumption were liberal for the January-March period, the usual out-of-storage movement is expected to begin next month when there is a seasonal decline in meat production. Even with a sizeable carryover at the end of March, civilian supplies of meat in the April-June quarter probably will be somewhat smaller than in the first three months of this year.

Despite a record slaughter of meat animals in 1943, requiring full-scale operation of the food industry's processing facilities, the continuation of the upward trend in livestock holdings was indicated by the inventory of animals on farms at the beginning of 1944. Cattle numbers at that time had reached a new peak of 82,200,000 head, or 4 per cent larger than the number on farms at the same time the year before. Hog numbers were 83,800,000 head, or 14 per cent greater than the previous year.

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	1944	1943	1942	1941
January	694,356	855,975	711,141	561,940
February	609,046	885,655	712,770	603,964
March	612,799	963,387	680,224	565,917
April	737,855	793,866	528,308	519,277
May		750,963	523,110	453,997
June		723,733	501,168	499,392
July		648,356	591,338	531,119
August		758,903	583,271	511,366
September		713,349	648,062	622,267
October		791,054	876,363	782,734
November		839,778	837,792	642,931
December		801,487	923,014	525,795

Includes Semolina milled for and sold to United States Government.

The civilian per capita consumption of all dairy products will be slightly lower in 1944 than in 1943, calculated on the basis of allocations recently announced by the War Food Administration. At present civilians are receiving the entire benefit of the seasonal increase in butter production so that total supplies in the first quarter of 1944 will be larger than those of the fourth quarter of 1943. All non-civilian requirements in the current quarter are being filled from reserved stocks. Government and commercial cold storage holdings of creamery butter on January 1, 1944, were 130 million pounds above the comparable 1943 holdings.

The set-aside of canned vegetables from the 1944 pack, recently announced by WFA, would more than offset an increased 1944 pack based on acreage goals and average yields. Civilian per capita supplies available for consumption in 1944-45 would be about 15 per cent less than in 1943-1944, and 10 per cent less than the five-year (1935-39) average.

In the case of citrus fruit production for 1943-44 this is expected to be about 6 per cent above 1942-43 and about 52 per cent above the average annual production in 1935-39. WFA recently reserved 36 to 37 million cases of the major canned fruits and pineapple juice from the 1944 pack to meet government war requirements. Even with the possible 20 to 25 per cent increase in the canned fruit pack over the 1943-44 season, he explained, civilian supplies of canned fruit for consumption in 1944-45 may be only 80 to 85 per cent of those in 1943-44. However, the civilian supplies of canned fruit juices are expected to be about the same for the two periods.

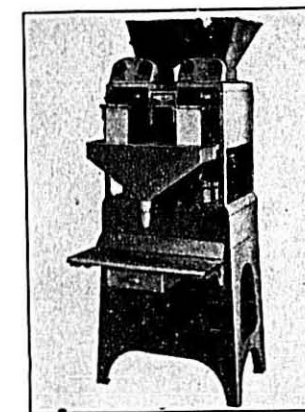
Wartime Transportation

Transportation in this war has been in magnitude far beyond that of World War I. The resources and energy of the trucking industry "provided the margin between failure and achievement," according to Brig. Gen. Robert H. Wylie, deputy chief of transportation, U. S. Army.

A COMPLETE LINE OF PACKAGING EQUIPMENT

...Keyed to the Macaroni Industry

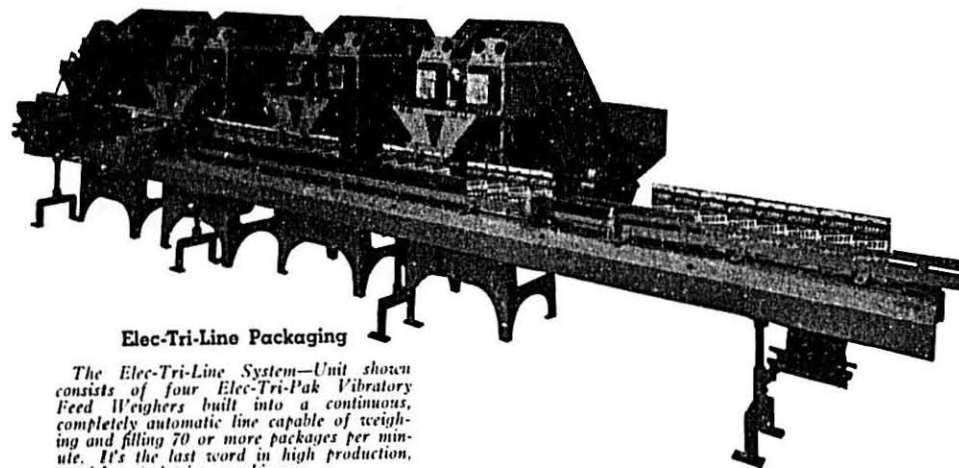
For years Triangle has pioneered in the development of packaging machinery specially to meet the requirements of the macaroni industry. Because of this, Triangle machines enjoy a reputation as "standard" for packaging many macaroni products. Development and refinement of Elec-Tri-Pak Vibratory Feed Weighers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



Model N2A Elec-Tri-Pak

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

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



Elec-Tri-Line Packaging

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

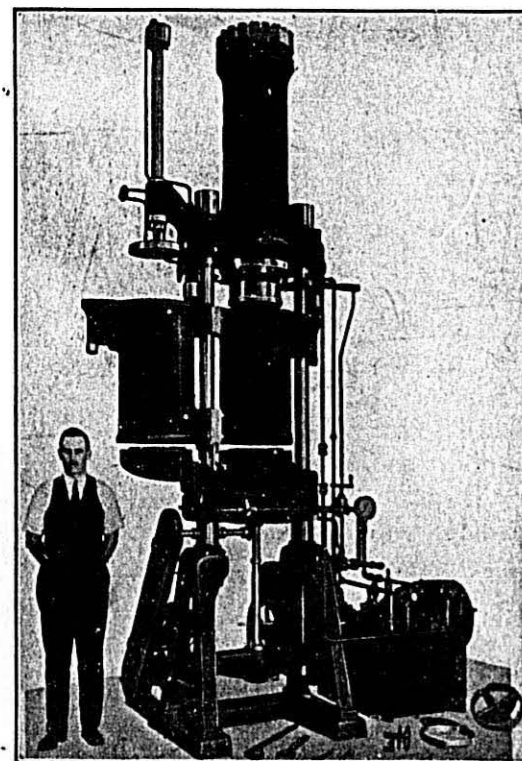


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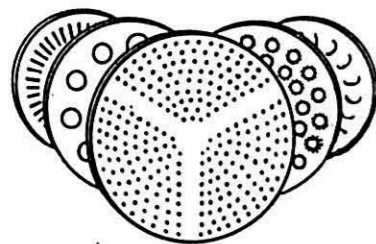
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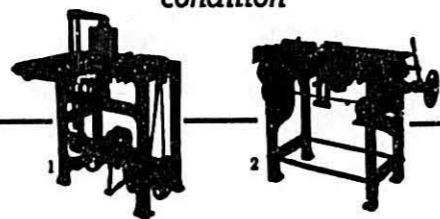
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in first class operating
condition



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

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

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What a day that will be. No ration stamps, no priorities, no restrictions or shortages of this and that... just "Fill'er Up" and let's go! * The point is, will you be ready to go? Going places entails plans... preparations. And getting ready for the brutally severe competition of the postwar era is a job that

cannot be started too soon. * This organization is ready to work with you now on the new, better designed, more dynamic packages you will require to keep your product on the "go" during the months ahead when you must reestablish your beachhead in the fight for consumer markets. A consultation involves no obligation.

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SPECIALISTS IN DISPLAY PACKAGE DESIGN AND DEVELOPMENT

Depreciation Is a Postwar Problem—Now

(Continued from Page 12)

sible for postwar period investment.

The conditions that create obsolescence are of two kinds: predictable and unpredictable, making it necessary to split obsolescence into two classifications—normal or predictable, forced or unpredictable. You can, for example, include a definite estimate for normal obsolescence if you buy equipment that you feel reasonably sure your business will outgrow in 5 years. Even though you estimate 10 years as the span of usefulness based on wear and tear, the 5-year obsolescence factor should be considered, too. The line between normal and forced obsolescence is sometimes finely drawn, and the former was seldom considered by taxpayer. Today, it must be considered. Abnormal conditions, such as exist, create forced obsolescence. The war has produced an economic upheaval that is creating more obsolescence than any prior period in our existence. Macaroni manufacturers will lose many tax-dollars unless they "up" their depreciation estimates to cover forced obsolescence when apparent. You can appraise it only when it becomes apparent. From that time to its termination, you may adjust your depreciation rates upward to include it.

Why is forced obsolescence a big liability today? War begets tremendous technological advances. Technicians in all fields have improved production equipment, drying and packaging equipment and operating units used in distribution and they are destined to be "sprung" in the postwar period—improvements that normally would have taken years to develop; hence, obsolescence will be forced before its time. Macaroni manufacturers with equipment not written off at war's end and who scrape it prematurely to take advantage of new devel-

opments in mechanical and non-mechanical devices, may lose heavily on depreciation if they do not "mend their fences" now. If a radical economic change or unforeseen factors materially shorten the useful lives of assets, you may increase the annual depreciation deduction, an increase that will effect tax-savings and may justify higher prices, further increasing profits. Your objective is to get that unrecovered cost, the balance to be depreciated, off your books before postwar equipment is marketed, otherwise, you do not get enough deduction for depreciation up to the time you modernize and that means you pay more tax and earn less profit.

From the foregoing, you have three ways to increase the depreciation rate: accelerated depreciation, an increase due to under-estimating wear and tear, and obsolescence. Tax savings affected thereby and increased profits on sales will help swell modernization funds in the postwar period and when you do invest in new equipment, see that you compute depreciation more accurately than heretofore. You must be ready to justify changes in rates if the Treasury Department requests this information so see that your records are clear and complete on this deduction.

Exchange of Orders to Conserve Containers

Some ten thousand persons who manufacture and distribute 36 essential types of containers and pulpboard are encouraged by two War Production Board officials to cooperate in a voluntary exchange of orders for containers and pulpboard where possible so as to avoid unnecessary transportation.

Edward J. Detgen, Director of the Containers Division, and G. G. Otto, Director of the Paperboard Division,

of the War Production Board, said in a joint statement:

"It is absolutely necessary to eliminate all wasteful and unnecessary transportation immediately, and producers of containers, pulpboard, including paperboard, boxboard and containerboard, are urged to take advantage of the conditions created by WPB Haulage Request TR-7 and Certificate No. 93, which are approved by the Attorney General of the United States."

Under the provisions of the Haulage Request, persons who arrange to purchase, sell, exchange or loan materials listed in Schedule X, or engage in common transportation and storage facilities, will not be prosecuted under the Anti-Trust Laws of the United States during the war or in a period of six months thereafter.

The WPB container and paperboard officials are most interested in seeing to it that producers, distributors and users of containers take advantage of the exchange of orders permitted under the regulations. Such voluntary action, they said, will not only conserve transportation facilities by bringing the point of origin nearer ultimate destination, but will actually effect more prompt delivery of orders, without disturbing customer relationships, all of which is necessary to the successful prosecution of the war.

Food for Work

As employment has increased, the demand for many food products has increased even more rapidly. I think there is every reason to believe that the number of employed workers will continue to go up and that the demand for food will move up right along with it. And don't lose sight of the fact that there is a great awakening going on these days in the matter of nutrition, with emphasis on protective foods, the foods which are rich in minerals and vitamins. As our knowledge of nutrition principles has increased the last quarter of a century, the American people have gradually changed their eating habits, to include more milk, more fruits, and more green and leafy vegetables. I think this trend offers new opportunities for agriculture in many parts of the United States.—Secretary of Agriculture Wickard.

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

W. W. Schaumann Joins Rossotti

Rossotti Lithographing Company of North Bergen, N. J., announces the appointment of Mr. Werner W. Schaumann as Vice President and Sales Manager of its West Coast Division.

With this addition to its organization, Rossotti hopes to bring to its many West Coast friends the personalized man-to-man service they so well deserve. Mr. Schaumann has over fifteen years of technical and executive experience in the lithographing field. We are sure you will find him understanding and helpful where your packaging problems are concerned.

Established in 1898, Rossotti already enjoys a nationwide reputation for creative food packaging. Our labels, package wrappers and folding cartons are admittedly among the finest available. Our modern facilities encompass every stage of package production from idea to finished package.

Heinz's New Officers

A. L. Schiel has been elected executive vice president, a newly created office, and J. G. Bennett has been elected a member of the board of directors of H. J. Heinz Company. H. J. Heinz II, president, announced recently. Mr. Schiel is a director of the company and for three years has served as assistant to the president. He was elected a vice president in 1943. Mr. Bennett, in addition to being elected a director, was made head of the Purchasing Department, succeeding E. P. Goetz, who retired from that position and also as a director because of his health.

Spring Skies Grow Brighter

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

Duramber **Abu**
Fancy No. 1 Semolina Fancy Durum Patent

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

Amber Milling Division
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FARMERS UNION GRAIN TERMINAL ASSOCIATION

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

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

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

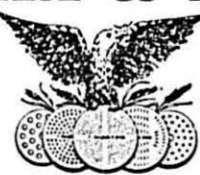
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Makers of

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

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1905

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A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
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SPECIAL NOTICE
COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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

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

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Vol. XXVI MAY, 1944 No. 1



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

Food Technologists To Confer

Military specialists will join a veritable "Who's Who" of food processing technologists in addressing the fifth annual meeting of the Institute of Food Technologists to be held May 29, 30 and 31 at the Edgewater Beach hotel in Chicago.

This was revealed in the announcement of the tentative program for the three-day session which is expected to attract the interest of upward of 5,000 technologists in all sections of the United States and Canada engaged in the processing, packaging, handling, transportation and storage of food products and designed to appeal to food chemists, physicists, biologists, engineers and production executives.

Technologists in virtually all phases of the food-processing industry will descend on the Midwest metropolis to present authoritative views on many wartime and postwar problems.

Macaroni Press Notes

The New York Market

The demand for macaroni and noodles was slightly improved this week following the recent dullness, and reflected post-Passover replenishing of depleted stocks. Prices were fully maintained.

A CCC inquiry for small lots was in the market and included 63,000 pounds of macaroni, 12,000 pounds of vermicelli and 14,000 pounds of noodles.

The Army opened bids early this week on 2,000,000 pounds of spaghetti and elbow macaroni, export pack.

There was considerable trade interest in a nation-wide sales campaign to be inaugurated shortly by Wilson & Co. on their "BV" product. Each purchaser of "BV" will be permitted his own selection of up to an 8-ounce package of a macaroni product.—*N. Y. Journal of Commerce*, Apr. 21.

On the Air

(From *Broadcasting*, Washington, D. C., April 17)

The Atlantic Macaroni Co., Long Island City, N. Y., 312sa, WOV New York, through Pettinella Advertising Co., New York City.

Keystone Macaroni Manufacturing Co., Lebanon, Pa. (San Georgio Macaroni), KYW Philadelphia, 2 sa weekly, 39 weeks, through James G. Pamb, Philadelphia.

Food Allocations for 1944

Through food allocations for 1944, taking into account unallocated foods, it is expected that civilians will receive 75 per cent of available supplies and about 13½ per cent will go to meet requirements of U. S. military and war services. Food shipments to England, Russia, and the other United Nations will total about 11½ per cent—4 per cent to Great Britain, 3½ per cent to Russia, 1 per cent for shipment to U. S. territories and commercial exports, and 3 per cent for use in fulfilling

Dried Eggs

Dried eggs in the future will be bought by WFA from dryers on a "cost-plus" basis as a means of making certain that egg producers receive WFA support prices from dryers for the shell eggs they process. Dryers were so advised last week in a wire by Lee Marshall, Director of Distribution. Under the new purchase plan Commodity Credit Corporation, instead of FSCC, will buy the dried eggs for WFA from dryers at prices which will yield them returns covering (1) cost of the shell eggs, (2) cost of operation, and (3) approximately 5 cents profit per pound of powder—which varies, however, with the quality of the product.

Jacobs Cereal Products Laboratories INC.

156 Chambers Street
New York 7, N. Y.

Benjamin R. Jacobs
Director

Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

Vitamins and Minerals Enrichment Assays.
Soy Flour Analysis and Identification.
Rodent and Insect Infestation Investigations.
Macaroni and Noodle Plant Inspections.

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GIVE US A TRIAL
NATIONAL CARTON CO.
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WANTED: Experienced Macaroni Spreaders. Work in sunny Florida. 48 hrs. weekly, guaranteed, preferably women. State experience and salary desired. Tampa Macaroni Corp., P. O. Box 1481, Tampa 1, Fla.

WANTED: Mixer, barrel capacity; dryer for cut macaroni and short cuts, 15 bbl. capacity complete with trays, motor, etc. Also two 2 h.p.-3 phase induction electric motors, 2 macaroni scales, 2 warehouse trucks. Address E.P.T., c/o Macaroni Journal, giving full particulars, price, etc.

emergency requirements for liberated areas and other special purposes. The average American's diet, although differing somewhat in composition, will be little different in both quantity and nutritive value from that of 1943 and from the average pre-war diet.

Wheat cereal is reported used in Mexico in a sand-blasting machine to clean airplane engine parts; the starch is removed by boiling and the residue ground with steel cutters which leave sharp corners on the particles.

During 1943, in industries in the United States, 18,400 workers were killed, 1,700 totally and permanently disabled, 108,000 permanently crippled, and 2,225,000 others temporarily laid up an average of 15 days each.

Lawrence E. Cuneo Dead

Former Treasurer of National Association Succumbs to Heart Attack

Lawrence E. Cuneo, for many years manager of the Connellsville Macaroni Company plant at Connellsville, Pa., and once the Treasurer of the National Macaroni Manufacturers Association, died Thursday night, May 4, 1944, at his home in Squirrel Hill, Pittsburgh, of a heart attack. He has been ailing for several months.

He was born in Connellsville, Pa., and was educated in the schools of his home city. He early identified himself with the macaroni manufacturing business, first as an employe and later as manager of the plant now being operated as the La Premiata Macaroni Corporation, serving as manager from 1919 to 1931. During all those years he represented his firm at all conventions and meetings of the National Macaroni Manufacturers Association, serving as the national treasurer from July 1, 1927, until that office was combined with that of the Secretary of the organization in 1928.

He was active also in the civic affairs of his home city, being a member of the Kiwanis Club and once grand knight of the Connellsville Council, Knights of Columbus. Several years ago he moved with his family to Pittsburgh where he enjoyed a most promising brokerage business.

He is survived by his wife, Cleo Cuneo; four children, Irene, wife of Lieutenant Edward McFarland of Escondido, Calif.; Lawrence, Jr., with the United States Navy; Eleanor, at home, and Alberta, serving the Government in Washington. Also by his mother, Mrs. Antoniette Cuneo, Connellsville, three sisters and four brothers, namely, Miss Jennie, Mrs. James DeOre of Connellsville, and Sister M. Anita at the Sacred Heart Convent, Butler, Pa.; Joseph J., past president of National Macaroni Manufacturers Association and president manager of La Premiata Macaroni Corporation, Frank, Vincent and Raymond.

The funeral took place Monday, May 8, from Pittsburgh to the Immaculate Conception church, Connellsville, where a requiem high mass was celebrated in his honor at 9:30 a.m. Burial was in the family lot in St. Joseph's Cemetery, Connellsville, Pa.

"Larry" Cuneo, as he was popularly known, has a wide circle of business and personal friends, and stood high among the leaders of the several communities that he called home during his short life. *The Courier* of Connellsville, Pa., said editorially:

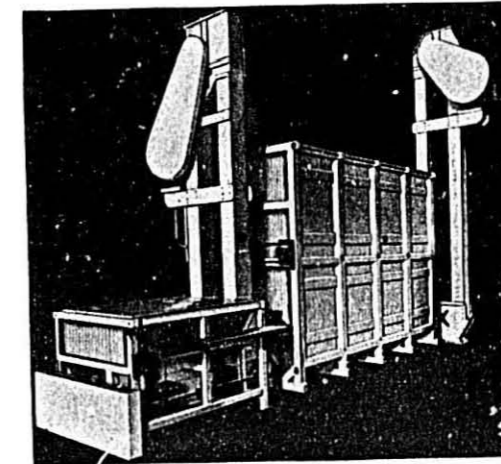
"The passing of Lawrence E. Cuneo removes a former Connellsvillian who

did much to provide an industry that stands today as one of the city's stable employers and that manufactures a product that favorably advertises the community.

Receive WFA "A" Award

Thirty-three food processing plants were named recently to receive the WFA Achievement "A" Award—highest honor that the Federal Government bestows for outstanding accomplishments in food processing. Ranking officers of the armed forces and WFA officials will appear on many presentation programs to be held soon. No Macaroni-Noodle plant is listed in the current release.

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Wartime Obsolescence
the Biggest Obstacle to Post-War Profits



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<p>OFFICERS AND DIRECTORS 1943-1944</p>		
<p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUNEO, Adviser.....La Premiata Macaroni Corp., Conellsville, Pa. D. E. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
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<p>Region No. 3 Jack Procino, Procino & Ross, Corp., Auburn, N. Y.</p>	<p>Region No. 8 Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.</p>	
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<p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>		

Secretary's Message

★ ★ ★

Competition Will Be Keener

Never before has the potential production capacity of the Macaroni-Noodle Industry been as great as it is now. Probably the same is true of every natural competitor of macaroni products. Therefore, many look forward to postwar competitive conditions that will surpass any previously experienced.

It seems high time to start planning for this competitive condition that will seriously handicap those that are unprepared. This is but one of many good reasons why every macaroni-noodle manufacturer who is seriously concerned over his industry's future—over the immediate future of his own business—will make it a point to attend this year's conference in New York City, June 15 and 16.

Who is eligible to attend? Why, every manufacturer, every allied interested in making a comprehensive, first-hand study of conditions, present and prospective; all who are willing to discuss the suggested cures and preventatives; all who are ready to join solidly behind any action that meets with the greatest favor.

Members! Of course, they are eligible to attend. It's their obligation.

Nonmembers! They certainly should be there. They have Industry interests, if not Association obligations, and should attend ready to do their respective parts.

This is primarily an Industry conference, a wartime get-together to study current problems and to discuss postwar plans to gain even greater consumer good will for Macaroni, Spaghetti and Egg Noodles—foods universally noted for their nutrition, economy and all-around goodness.

Will be glad to greet you at the 1944 Wartime Conference in New York City, June 15 and 16.

M. J. DONNA, Secretary



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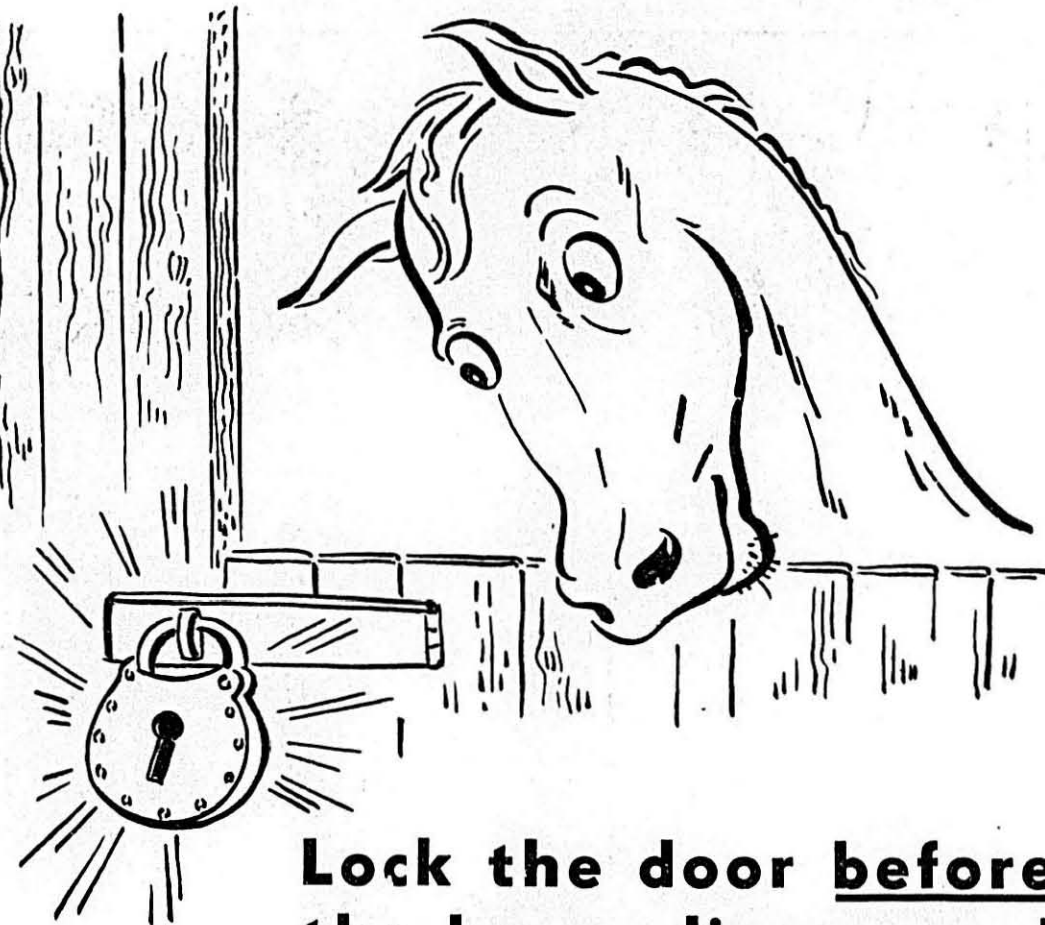
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Lock the door before the horse disappears!

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

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

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