

**THE
MACARONI
JOURNAL**

**Volume XXIII
Number 12**

April, 1942

APRIL, 1942

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Anniversary Edition

Commemorating

23rd BIRTHDAY
of the Journal
1919 - 1942

38th BIRTHDAY
of the Association
1904 - 1942

*"On the Victory
anguard"*

IN WAR . . . IN PEACE

For Country and for the Macaroni-Noodle Industry

Official Organ
National Macaroni Manufacturers Association
Bradwood, Illinois

VOLUME XXIII
NUMBER 12

Printed in U.S.A.

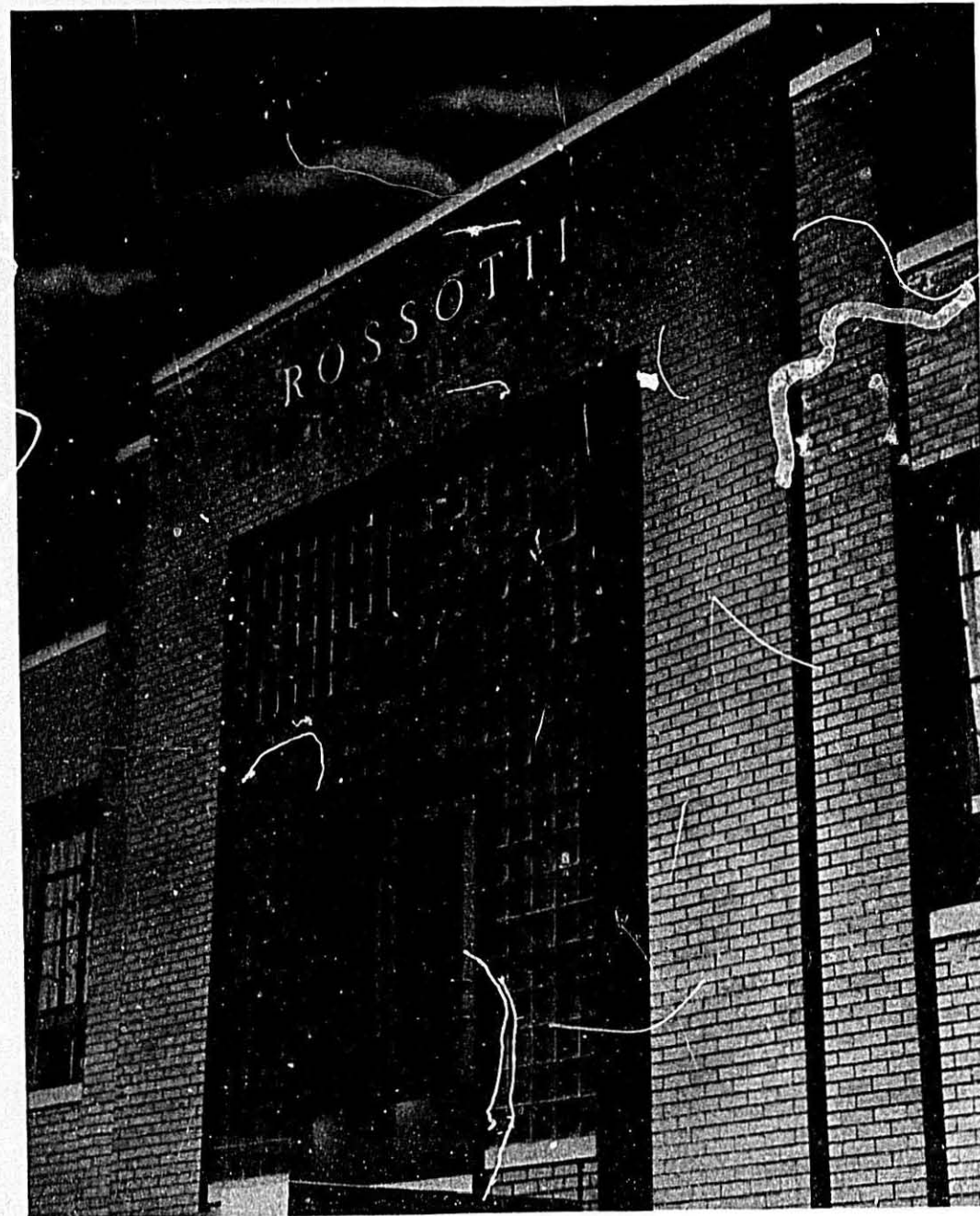
There is no priority
on CRAFTSMANSHIP

Changing conditions bring problems to every industry. We believe every organization worth its salt should be prepared for these problems. More than that, every good organization should welcome an occasional emergency as an opportunity to prove its mettle.

Since 1898 Rossotti has specialized in the production of labels and cartons that are attractive, appealing, distinctive—yet thoroughly practical and suited to the needs of the simplest packing plant. The next year or two will not be easy. Conditions have changed. Materials are restricted. Vital manpower is called to the colors. We are fully aware of the implications. Yet Rossotti looks into the future with a confidence that never was stronger. We stand ready to tap the deep reserves of our ingenuity.

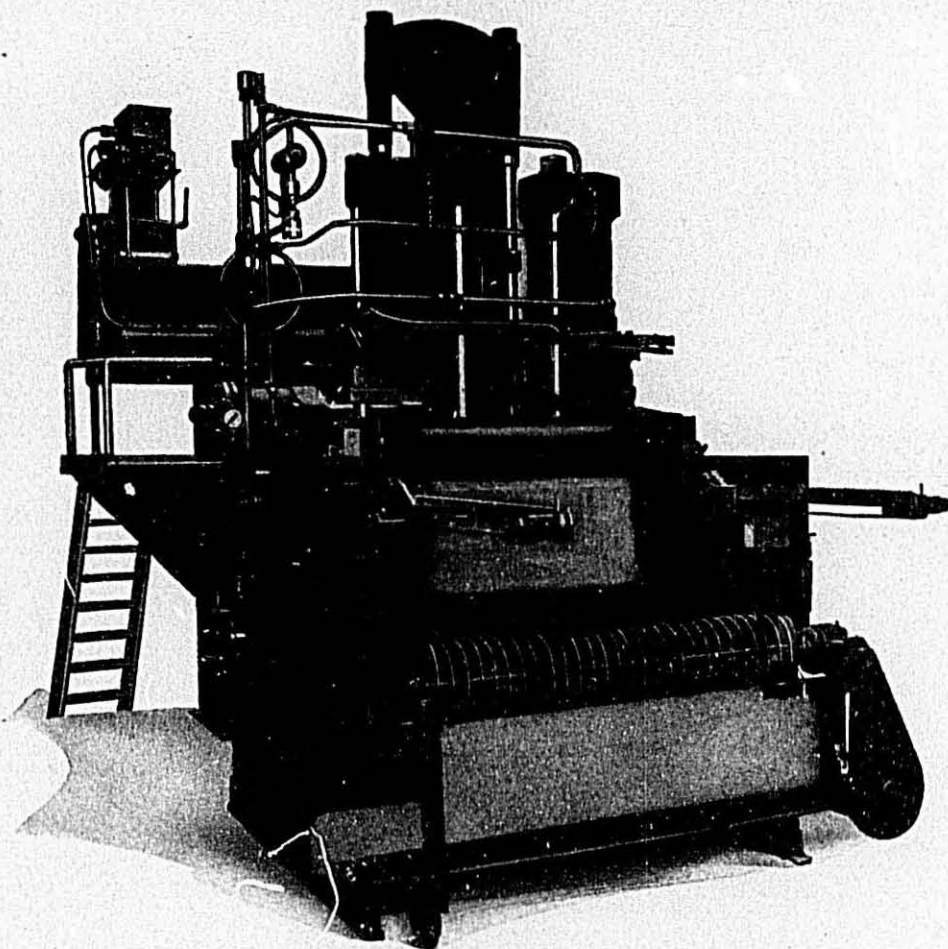
Whatever tomorrow brings, the quality of Rossotti craftsmanship will remain unchanged. Forty-four years of rugged achievement are in back of that statement.

ROSSOTTI LITHOGRAPHING CO., INC., NORTH BERGEN,
BRANCH PLANT: SAN FRANCISCO, CAL. • BOSTON • PHILADELPHIA



N. J. ★ COAST TO COAST PACKAGING SERVICE
CHICAGO • BALTIMORE • PITTSBURGH • TAMPA

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

The only continuous Press that is fully Automatic in all its operations.

From the time the raw material is fed into the receiving compartment until it is spread on the sticks, no handling or attention is necessary as all operations are continuous and automatic.

Not an experiment, but a reality. Produces all forms of paste with equal facility. The paste produced is superior in quality and appearance.

Manufacturing costs greatly reduced.

Sanitary, hygienic. Product untouched by human hands.

Production from 900 to 1,000 pounds net per hour. Trimmings reduced to a minimum, due to method of extrusion as pressure is equal over whole face of die.

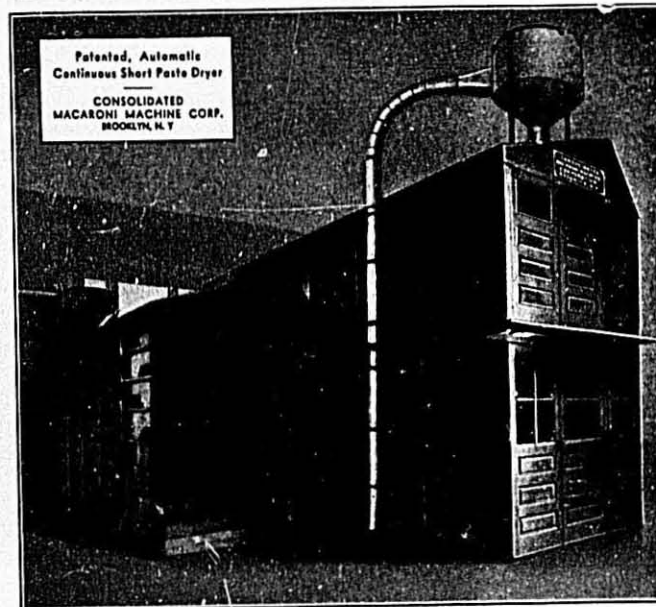
This press is not an experiment. We already have several of these presses in actual operation in a large macaroni plant in this city.

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.



We show herewith some of our latest equipment designed by men with over thirty years experience in the designing and construction of all types of machines for the economical production of Macaroni, Spaghetti, Noodles, etc.

The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

All the equipment shown has been installed in various plants and is now in actual operation.

Specialists for Thirty Years

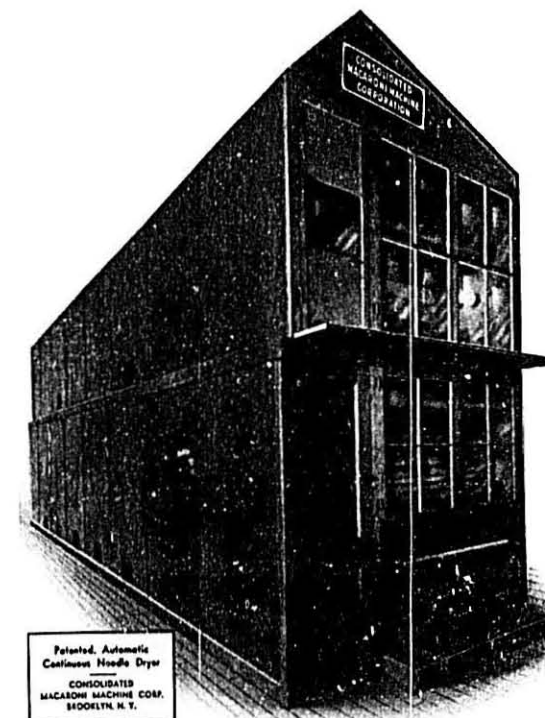
- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles
For Short Pastes

We do not build all the Macaroni Machinery, but we build the best.

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

Address all communications to 156 Sixth Street



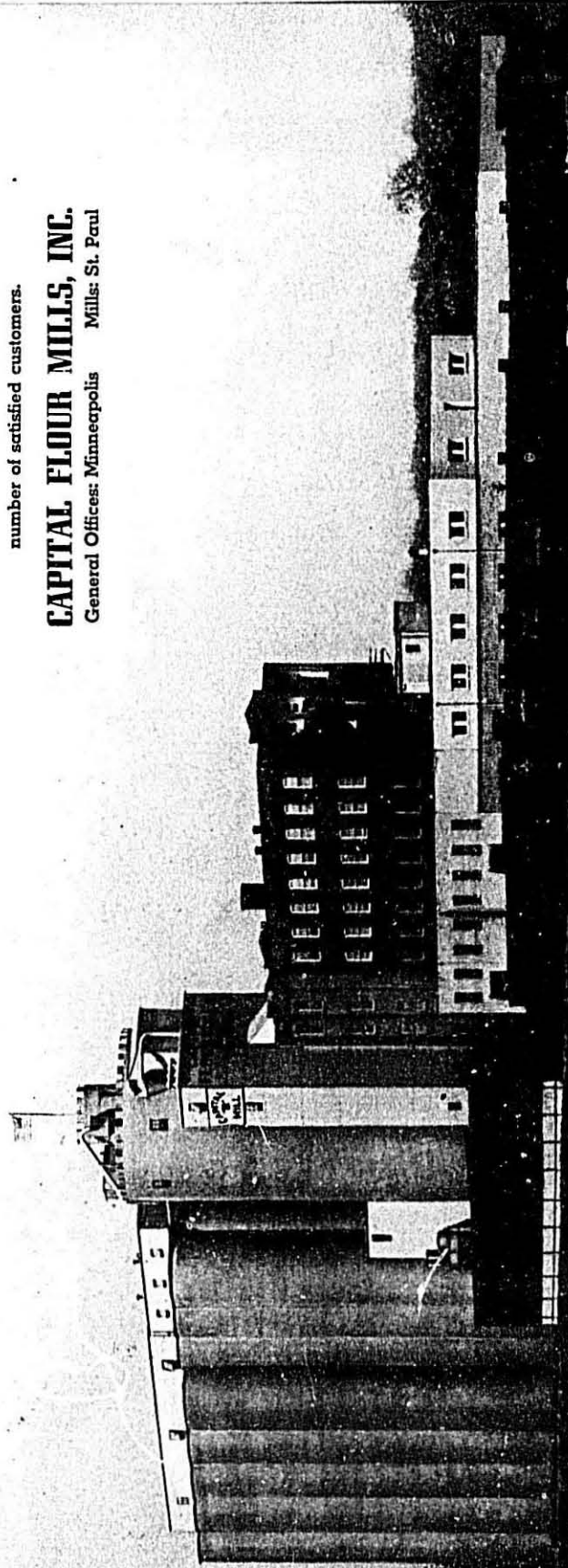
Patented, Automatic Continuous Noodle Dryer
CONSOLIDATED MACARONI MACHINE CORP.
BROOKLYN, N. Y.

CAPITAL "B" MILL

A constructive business policy and consistent plant development have resulted in a large number of satisfied customers.

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis Mills: St. Paul



April, 1942

THE MACARONI JOURNAL

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Note: This is the first of a series of three advertisements dealing with insects and pests plaguing the Macaroni Manufacturer—the means of recognizing and how to abolish them.



Quite a fellow—Sitophilus Oryza (Rice Weevil do you?) Likes warm climes and makes his wife do the drilling job. Considers mill cereals, such as flour, a great delicacy but will lay eggs only in the whole kernels of rice, wheat, oats, corn, barley and macaroni. It is unable to survive the milling process of Semolina for macaroni, even though the wheat is heavily infested; neither can it survive the manufacturing processes of macaroni or spaghetti. But, Oh Boy, does it love to make its home in it after it has been processed! What has about its first cousin, Gramary Weevil, and few but qualified entomologists can tell them apart. Both are reddish-brown in color and about one-sixth of an inch long. A lot of stout provides them with a means of livelihood. Their average life span is seven to eight months (unless killed with MILL-O-CIDE).

BOYS!

meet

CAPABLE MACARONI
INFESTATION
EXCESS PROFITS ELIMINATED

MR. SITOPHILUS ORYZA

"Sales Labeled While You Wait"

ALL
WORK
GUARANTEED!

ADDRESS
ANY CARELESS MACARONI
MANUFACTURER
ANYPLACE, U. S. A.

PRECAUTIONARY measures include proper ventilation and stacking of stored Semolina, sweeping of plant and storage rooms regularly and inspection of all incoming shipments. In cases where macaroni products are packed in small containers rather than shipped in bulk, it is essential that the packing take place as soon after the processing as possible, for once packed in good, airtight containers the chances for infestation are reduced.

Preventative and Exterminating measures indicate the regular use of nothing but a good FOOD insecticide, as the delicate flavor of macaroni products is extremely susceptible to foreign tastes and odors. MILL-O-CIDE is one of the oldest FOOD insecticides on the market that can claim to be "safe to use around foodstuffs." In the 1942 MILL-O-CIDE you get the new Activated Pyrethrum, imported from British Kenya, plus American Synthetics that have been proven to contain plenty of things a well-bred insect does not like. And remember, it's SAFE—safe for humans, safe from fire hazard, safe for your macaroni—safe for everything but bugs.

MILL-O-Cide

LINE OF FOOD INSECTICIDES

CHEMICAL LABORATORIES, INC.
DUBUQUE, IOWA

Sylvania* Cellophane

FOR CONSERVATION

SYLVANIA cellophane solves many packaging problems arising from present day conditions.

To-day it is absolutely essential to protect and conserve the nation's supply of perishables.

Foods lose their original freshness and flavor, tobaccos their aroma and moisture content; they also become contaminated with odors, etc. This all results in spoilage.

SYLVANIA cellophane not only gives full protection to all packaged merchandise, thereby effecting maximum conservation, but because of its perfect transparency and display value, it is a strong factor in building sales.

Write us if you have a special packaging problem. Our Technical Service Division is maintained to be of assistance to you.

SYLVANIA INDUSTRIAL CORPORATION

General Sales Offices: 122 E. 42nd Street, N. Y.

Works: Fredericksburg, Va.

Branches or Representatives:
 ATLANTA GA. . . 78 Marietta Street
 BOSTON, MASS. . . 201 Devonshire St.
 CHICAGO, ILL. . . 111 N. Canal Street
 DALLAS, TEX. . . 809 Sante Fe Building
 PHILA., PA. . . 260 South Broad Street



Pacific Coast:
 Blake, Moffit & Towne
 Offices & Warehouses in Principal Cities
Canada:
 Victoria Paper & Twine Co., Ltd.
 Toronto, Montreal, Halifax

*"SYLVANIA" IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION.



Check THESE ADVANTAGES WHEN YOU USE KING MIDAS SEMOLINA

✓ A network of country elevators, strategically located in the heart of the durum wheat region, enables us to buy and store the *cream* of the durum crop—*every year*.

✓ Our modern Durum mill, conveniently located on the shores of Lake Superior, is fully equipped to turn out the highest grade Semolina and Durum flours obtainable.

✓ A determination to adhere to the highest standards of quality through good years and bad has won us the confidence and respect of our customers.

King Midas

SEMOLINA

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA





1. Tested for Rich Color—Cloverbloom Yolks are checked against a scientific color guide to be sure they give you the maximum, rich *natural* egg color. These yolks are packed especially for noodle makers because we know how important deep, uniform egg color is for making noodles that *sell*. You can make richer colored, finer noodles by using *color-tested* Cloverbloom Yolks.

2. Tested for High Solids Content—The Zeiss Refractometer accurately tests the solids content of Cloverbloom Yolks — guaranteed not less than 45% solids. This is a standard we insist on for every can we pack. There's no guesswork about it! You can count on exactly the solids content you need every time you order Cloverbloom.

ARMOUR'S CLOVERBLOOM YOLKS

(Special Color and High Solids)

For information, write to
THE FROZEN EGG DEPT., ARMOUR AND COMPANY
UNION STOCK YARDS, CHICAGO



COMPLETE PACKAGING SERVICE TO INDUSTRY

"call on **Shellmar**"

That's the decision discerning executives are making

wherever packaging problems confront them. The ability to solve

tough problems is a SHELLMAR tradition backed up by years of

experience and service to the MACARONI INDUSTRY ☆ Whether your need is one

of designing or the planning of economical production SHELLMAR can help

YOU. Do as others are doing . . . CALL ON SHELLMAR

WIRE, WRITE OR PHONE the office nearest you, or consult
the SHELLMAR man who calls on you.



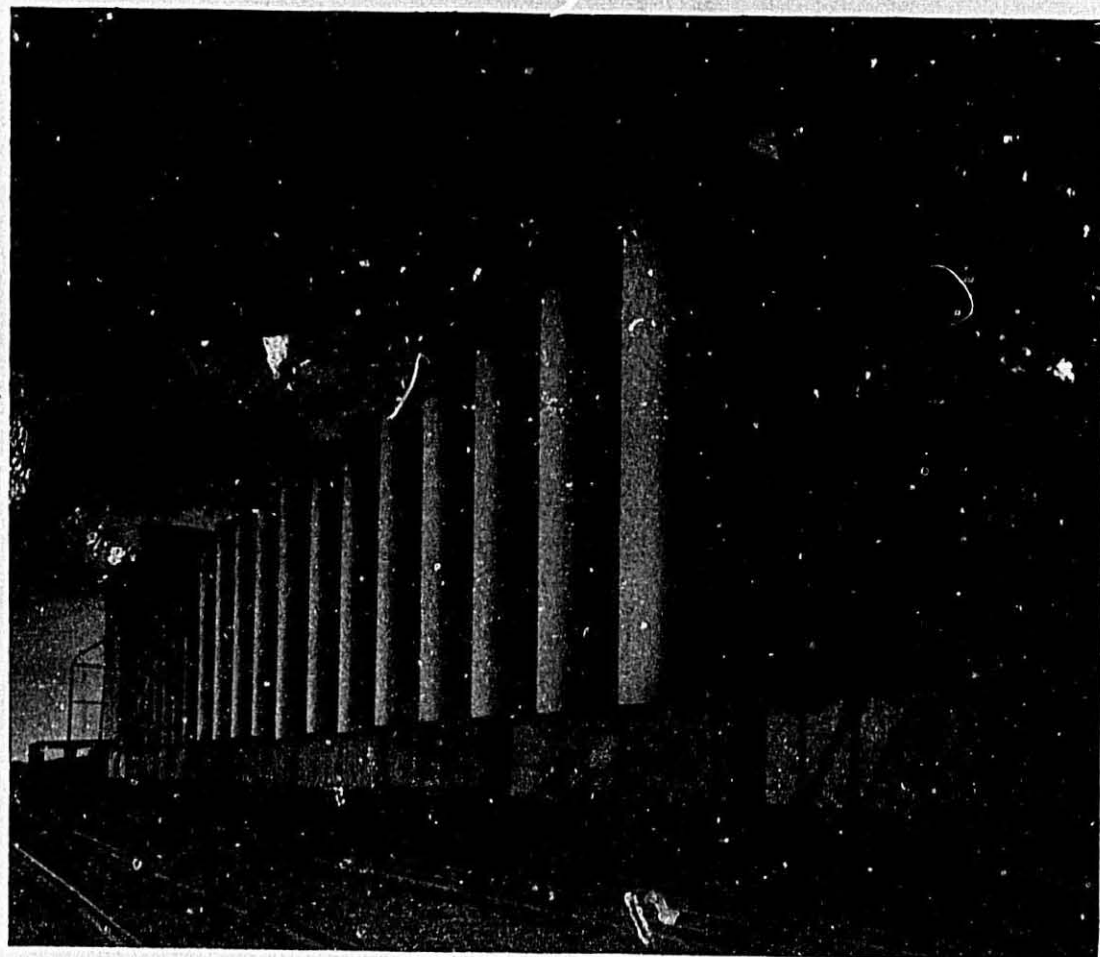
SHELLMAR
PRODUCTS COMPANY

224 South Michigan Avenue
CHICAGO, ILL.

MOUNT VERNON . . OHIO
PASADENA . . . CALIFORNIA

3115 Empire State Bldg.
NEW YORK, N. Y.

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



The MACARONI JOURNAL

Volume XXIII

APRIL, 1942

Number 12

A Two-Way Celebration

APRIL, from a national standpoint, is historic, since most of the wars in which the United States has been involved, started in that month.

APRIL, from the viewpoint of the Macaroni-Noodle Industry of America, is also historic because that month marks the beginning, not of wars, but of two peaceful activities of direct interest to an adopted industry that now forms an important part in the food trades of this country.

It was on April 19, 1904, that a far-seeing group of pioneer macaroni-noodle manufacturers met at Pittsburgh, Pa., for what was the first national convention of an infant industry, to consider jointly the many problems that confronted the operators of that day. That was just thirty-eight years ago.

The first convention was attended by more than a score of leading manufacturers, several of whom are still active in a greatly improved industry. They came from the industrial states east of the Great Plains, all with one great hope. After a two-day conference, that hope was realized by the organization of the first nationwide association of the Industry, known as the National Association of Macaroni and Noodle Manufacturers.

Without one dissenting voice, every firm represented signed a membership card, and during the next six months, while the charter remained open, a score of new firms that had not sent delegates to the Pittsburgh conference, lined up with the pioneers to form the predecessor of the present trade association representing a greatly enlarged industry.

As organized thirty-eight years ago, the new association had no permanent headquarters. The ruling body consisted of an executive committee of which the President was Chairman. There was a convention secretary whose principal duties between sessions were the collection of dues and the payment of minor between-meeting bills.

Under its plan of management, most of the problems were permitted to accumulate throughout the year—excepting for the most pressing ones which the Executive Committee disposed of—awaiting action at conventions where they were solved as best they could be during the two and later three days of the annual conferences.

As it did to many other things, the World War No. 1 brought about progressive changes. So heavy were the demands of the war and the Government that the members of the Executive Committee in 1917 and 1918 found it expedient to recommend a permanent organization with a paid Secretary who would handle the Association routine between conventions, permitting the members of the Executive Committee to devote more time to their individual businesses.

By resolutions unanimously adopted at the Minneapolis Convention in 1918, the Executive Committee was authorized to develop ways and means of setting up a permanent organization. A permanent organization meant a full-time secretary and a small staff at headquarters and a reasonable allowance for travel and office overhead. Where was the money for this purpose to come from? Dues were increased from the nominal sum of \$5.00 and \$10.00 a year to the almost exorbitant figure of \$25.00 for all member-firms, irrespective of size.

Still the National Association was considerably short of its financial goal. Why not establish a trade paper or journal for the Industry, thought Mr. James T. Williams of the Creamette Company, Minneapolis, Minn., then president of the N. M. & N. M. of A.? The income would go a long way toward paying the increased expense of the permanent setup, and the Secretary, who was also to act as the Editor of the proposed publication, would thus earn part of his salary.

No sooner said than attempted. President Williams immediately called on the leading manufacturers and friendly suppliers, with the result that co-incidental with the appointment of a full-time Secretary on March 1, 1919, plans were completed for the publication of Issue No. 1 of Volume I of THE MACARONI JOURNAL on May 15, 1919. Incidentally, M. J. Donna has been the full-time secretary and the managing editor during the twenty-three intervening years.

From the very first edition, THE MACARONI JOURNAL found itself among friends, not only among manufacturers whose interests it has consistently promoted and continually advanced, but also among a group of friendly suppliers who have always done their best to make the manufacturers' lot a happier one, to aid in improvement of products and enlarging the circle of consumers of the fine American wheats and eggs converted into edible macaroni-noodle products.

So, that is the reason for this double celebration in April. During the thirty-eight years of its useful existence, the National Macaroni Manufacturers Association has never enrolled all the manufacturers who constitute the industry in this country. It probably never will, for reasons best left to each one's thinking; neither has THE MACARONI JOURNAL been paid for by all to whom it has been sent during the past twenty-three years. Both have served the industry well; both are deserving better at the hands of those whom they seek to serve. No better time for extending felicitations and expressing appreciation than the present, by sending birthday presents in the form of volunteer memberships to the National Association in commemoration of its thirty-eighth anniversary celebration and a paid subscription to THE MACARONI JOURNAL on the completion of its twenty-third birthday . . . timely, and . . . well, just the decent thing to do.

Grow From Within

Through Mutual Understanding, Unselfish Consideration and
Friendly Conferences Will Come the Industry Progress
So Desired by Progressive Manufacturers



C. W. Wolfe
President—N.M.M.A.

While this month we proudly celebrate two historic events in the annals of macaroni-noodle making in this country—the 38th Birthday of the National Macaroni Manufacturers Association, and the 23rd Birthday of THE MACARONI JOURNAL as the Industry's spokesman—the thinking and considerate operators who constitute the backbone of our Industry are studying current and after-the-war problems and cooperating unselfishly towards the fulfillment of our country's war-winning efforts.

The books on the first governmental experiment in "social engineering"—Arthurdale, West Virginia—are now closed. This undertaking, launched back in 1933, was to serve as a sort of pattern for an ideal community. Vine-clad cottages were erected on garden plots. A modern school house and community center were provided. Householders were supplied with garden tools and seeds and even cows to make them partially self-sustaining. Social diversions were encouraged.

The government invested \$2,646,000.00 in the experiment. The Farm Security Administration has now announced that the property will be turned over to the householders at a valuation of approximately \$175,000. They now have the option of buying for from \$1,000 to \$1,500 homesteads which cost about \$16,000 or occupying them on a rental basis.

The householders have been slow to take advantage of the offer. The industries which were to have afforded them employment have not materialized. Some of them have gone to work in the mines and war industries. Some of the vine-clad white cottages are boarded up. They stand as weatherbeaten reminders

that communities GROW FROM WITHIN and cannot be set up from without to accomplish whimsical purposes.

The above is not written just to take a crack at a mistake but to point out again to you manufacturers of essential food products, with advantages today that few industries have, that your business must GROW FROM WITHIN.

Our industry is going to have another annual convention June 22-23 at the Edgewater Beach Hotel in Chicago. We are all going to have opportunities again to do some constructive thinking about our industry and thereby GROW FROM WITHIN.

One of the topics for discussion which we will dwell upon will be Conservation. Just what our Uncle Sam right now is asking or compelling (whichever way you want to look at it) us to do. If you want to win this war we have to win, Uncle Sam is asking you; and if you take the attitude you are being compelled to conserve, well, you apparently aren't concerned about preserving this great American Way of Life we have, with the opportunities it offers us. You must admit we still have a great many opportunities which we refuse to take advantage of.

Let's make our National Association stronger by the volunteer enrollment of every manufacturer earnestly concerned in the future development of our business, and by each doing his part in a cooperative way as a matter of self-protection and industry advancement.

Don't you fail to take advantage of the opportunity of meeting with a lot of other manufacturers June 22-23 in Chicago. You will miss opportunities to GROW FROM WITHIN.

C. W. WOLFE, President

Twenty-Three Years of Progress

By James T. Williams

In reviewing history, it is always interesting to go back to the beginning, and as I prepare this message my thoughts turn to the first issue (Volume 1, Number 1) of THE MACARONI JOURNAL. On the editorial page I found this comment:

"Every association of consequence finds it necessary to have some means of communication, some method of presenting new ideas and developments to its members between such times as the members may meet personally. What better means of talking to each other and of advancing our ideas, of making inquiries, of registering objections, or of applauding well-directed efforts to advance the macaroni industry, could be imagined than an official publication such as this whose columns are open to its subscribers and supporters?"

That was the beginning of THE MACARONI JOURNAL, the first issue being published May 15, 1919. Because of the fact that I happened to be president of the National Macaroni Manufacturers Association at that time, it was my privilege to materially assist in launching this publication which has grown to be one of the outstanding trade journals of the nation. It has performed its service well in accomplishing objectives for which it was founded.

In the first place, THE MACARONI JOURNAL has done much to bring about a better understanding between all factors in the industry and a definite appreciation of what could be accomplished by close cooperation.

Secondly, it has been a mighty educational force and a constant source of information on manufacturing and packaging and in selling plans and methods.

Thirdly, THE MACARONI JOURNAL, I sincerely believe, has been the best single force in building pride in the minds of the executives who run these institutions. From that building of pride has evolved the higher standards which have characterized the development of the industry.

It has also exerted great influence in stimulating interest on the part of men in the industry to work out with the state and federal governments, sets of standards which were dependable and uniform.

And, as this transition was gradually brought about, the consuming public in every section of the country gained confidence in the macaroni products which were offered them through the retail stores and likewise a dependence upon the integrity of



James T. Williams
President—The Creamette Company,
Minneapolis, Minn.
National Association's President during
First World War—1917-1921

the institutions producing these products.

It is this growing confidence on the part of the public that has been constantly increasing business in a definite, healthy trend upward. So, in no small measure do I give credit to THE MACARONI JOURNAL, as it now celebrates its 23rd anniversary, for the constructive good it has brought about in the macaroni manufacturing industry. It is a strong, virile publication, respected by all.

It is appropriate also at this time that tribute be paid to our editor, M. J. Donna, who has done such a noble job in keeping up the editorial standards and being alert to the new ideas and changes which have been brought about in the industry. It was he who actively cooperated in publishing the first issue and it is he who has been the editorial pilot of THE MACARONI JOURNAL all these 23 years. We are fortunate indeed in having a man of this high caliber who has been capable of holding our group together and in keeping up the high standards of our publication.

To the fine officers, past and present, may I also add a word of commendation because each and everyone has contributed his share in building THE MACARONI JOURNAL into the industry which it serves.

The Macaroni-Noodle Industry's War Convention, Chicago, June 22-23, 1942.

Macaroni Industry Convention Cities

It was at Pittsburgh, Pa., that the organization meeting of the National Macaroni Manufacturers Association was held on April 19 and 20, 1904,—just 38 years ago—as it was in the same city just 37 years later that the last Industry convention was held under the auspices of the faithful old association—June 23 and 24, 1941.

This year the convention for many good reasons returns to the most popular convention city, Chicago, where the leading macaroni-noodle manufacturers and suppliers will spend a few days in friendly conference on the shores of Lake Michigan, at the Edgewater Beach Hotel. This year's convention is scheduled for June 22 and 23.

The East and the North Central States have entertained the macaroni makers regularly and almost alternately, with but one exception, when the convention was held furthest South—at Memphis, Tenn., May 11 and 12, 1909. Oddly enough, the convention of the National Association has never been held at Washington, D. C. Here are dates and places of annual gatherings from 1904 to date:

Conventions	Places	Dates
1904	Pittsburgh	April 19 and 20.
1905	New York	May 9 and 10.
1906	Chicago	May 8 and 9.
1907	Cleveland	May 14 and 15.
1908	Niagara Falls	June 16 and 17.
1909	Memphis	May 11 and 12.
1910	St. Louis	May 17.
1911	Detroit	June 13 and 14.
1912	Atlantic City	June 11 and 12.
1913	Milwaukee	June 10 and 11.
1914	Chicago	June 16 and 17.
1915	Minneapolis	June 8 and 9.
1916	New York	June 13 and 14.
1917	Cleveland	June 14 and 15.
1918	Minneapolis	July 8 and 10.
1919	St. Louis	June 10 and 12.
1920	Niagara Falls	June 22 and 23.
1921	Detroit	June 9 and 10.
1922	Niagara Falls	June 22 and 24.
1923	Cedar Point	June 12 and 14.
1924	Niagara Falls	July 8 and 10.
1925	Atlantic City	July 7 and 9.
1926	Chicago	June 8 and 10.
1927	Minneapolis	June 13 and 14.
1928	Chicago	June 19 and 21.
1929	New York	June 18 and 20.
1930	Niagara Falls	June 24 and 26.
1931	Chicago	June 16 and 18.
1932	Niagara Falls	June 14 and 16.
1933	Chicago	June 19 and 21.
1934	Chicago	June 12 and 14.
1935	Brooklyn	June 17 and 19.
1936	Chicago	June 15 and 16.
1937	Cleveland	June 28 and 29.
1938	Chicago	June 20 and 22.
1939	New York	June 26 and 27.
1940	Chicago	June 24 and 25.
1941	Pittsburgh	June 23 and 24.
1942*	Chicago	June 22 and 23.

*Dates and Place scheduled.

A War Convention

Program to Give Special Emphasis to Industry Needs Under All-Out War Planning

Should we or should we not hold a national convention, as usual, during this war year? That question is puzzling the minds of not only the executives of the National Macaroni Manufacturers Association, but those of every other trade organization and business group.

Feeling that problems will grow out of the nation's all-out war program that will require the combined thinking of the leading manufacturers in the business, —an interchange of views and opinions on the spot—The Board of Directors voted unanimously to hold its annual convention, not as usual, but an extraordinary session to attend to extraordinary business that is developing.

June 22-23, in Chicago

The 1942 convention of the Macaroni-Noodle Industry is to be held at the Edgewater Beach Hotel, Chicago, June 22-23; every interested manufacturer of macaroni, spaghetti and egg noodles, and all allied interested in supplying this industry's production and distribution requirements, is particularly invited to attend this convention and to confer openly with fellow businessmen on problems that are wholly their own.

The Program Committee has been specifically instructed to include in the agenda of subject matters for discussion, the more acute problems concerning the manufacturer and the War. Toward this end, the views and suggestions of all who are interested are sought.



Edgewater Beach Hotel

What is your most pressing problem that results from the country's and the industry's war effort?

How far are you willing to go in matters of stricter regulations, restrictions and new legislation?

What can the organized industry do that individuals cannot, in meeting emergencies that are sure to grow more frequent and more threatening as the war progresses?

Help Plan Program

It is the wish of the promoters to make the 1942 convention program exactly what the interested manufacturers wish it to be. Suggestions are welcome. Each will be studied in relation to others and to the whole industry. Make known your wishes along this line by writing direct to the Association's headquarters, Braidwood, Illinois, before May 10.

Many reservations have been made for rooms at the headquarters hotel. It would be wise to make these as early as possible, if this has not been done already. We repeat:

The dates—June 22 and 23, 1942.
The place—Edgewater Beach Hotel, Chicago, Ill.

All are welcome.

Learn from English Business in War

Trade Associations Trusted. Play Important Part

Trade organizations similar to the National Macaroni Manufacturers Association can be expected to play an important part in the war efforts of this country if the experiences of the British nation are given the consideration they deserve. None know better than the trade associations the needs and the capabilities of the individuals who compose an industry or of the industry itself than does its official, self-appointed organization. In this light, the following statement is of immediate interest, not only to members of the Macaroni-Noodle Industry, but the government officials with whom the former are willing to work in the successful prosecution of this country's war effort.

H. Gordon Selfridge, Jr., son of the famous American merchant who built London's most famous department store and became leader of English retailers, in a recent address before the Philadelphia Chamber of Commerce reviewed the experiences of British business under war conditions, with a

view to emphasizing some of the lessons learned which may be of value in this country, at the same time that he acknowledged that essentially different conditions in the United States will make unnecessary here the adoption of some of the measures taken to deal with emergencies in England. His address also contained pertinent comments concerning a number of aspects of interest to business, including government sponsorship of concentration of small businesses into single establishments to make factories and labor available for war purposes, industrial relations management, collective bargaining, etc.

Of direct interest to trade associations is his comment relating to the manner in which English business groups have cooperated with government in prosecution of activities necessary to the war effort. Speaking of regulations imposed upon business, he says:

"A great deal of the organizing work connected with the measures I

have been discussing, was undertaken by the trade associations, who were called in for the purpose by the government. While they were not given statutory authority in any way, they drafted out the schemes that would enable the measures to be put into effect with the least hardship. The system worked well. It meant that industry managers dealt in the main with individuals they were already acquainted with, and whose motives they trusted. It was not a question, for instance, of a bureaucrat from London telling the shoe manufacturers of Northampton that they must consolidate fifteen factories into five, and exactly how they should do it; the procedure was for the shoe trade association to appoint a committee to visit the government department, be told the main features of what it was desired to accomplish, and then itself draft out the best ways of doing it. Under this procedure, the association secretary became a very important cog in the machinery of government; in effect, it was frequently he who became the real controller of the industry."

Dine with us at Industry Banquet—June 23 at Edgewater Beach Hotel.

Nutrition Program for the Duration and Beyond!

A Job for the Macaroni-Noodle Industry Which the National Macaroni Industry Will Help Do, Manufacturers Willing

By M. J. Donna, Managing Director of the National Macaroni Institute

Here are your orders from your Commander-in-Chief:

"Efficiency and stamina depend on proper food . . . the task is to translate our abundance and variety of food into reality for every American. . . . Without good food, properly prepared, and sanitarily served, there can be no great American Army . . . there can be no great industrial products . . . there can be no great American VICTORY . . . there can be no proper rebuilding of the world being destroyed by WAR."

Knowing all about the merits of macaroni-noodle products and failing to pass on this knowledge to millions of eager Americans who crave more information about the foods they eat or should eat and about approved methods of preparing such food as ours in appetizing, inexpensive combinations, is the exact reverse of the orders of the Commander-in-Chief "to translate our abundance of food into health for every American."

Some deep-down changes are taking place in the thinking of the American people, according to Director H. C. Siekman of the American Restaurant Institute, that is solidly behind the Government's nutrition program. These changes are having and will long continue to have a vital effect upon every part of the food industry.

From a nation which had practically no knowledge of food in its relation to health, this country is now rapidly changing into a people who are learning much on the subject of nutrition. Government agencies, newspapers, radio stations, general magazines, school rooms, women's clubs and other avenues of public education are devoting more and more time and space and study to nutrition. So, it seems that this is the opportune time to supply to all of these education agencies, the right kind of information about macaroni products that the manufacturers of good quality products want the public to know and to use.

The Macaroni-Noodle Industry is an important public feeding service. It must take a leading part, a greater part in the new national movement toward better health through a better understanding of food . . . particularly our food. While America's awakening to the importance of nutrition is perhaps somewhat tardy, it is no more tardy than the willingness of many food producers, like ourselves, to lend the cooperation which the movement must



M. J. DONNA
Managing Director
National Macaroni Institute

have if it is to be successful from our industry's viewpoint. It is nevertheless, in true American style, a thunderous awakening . . . and its effect upon every producer and processor will be far-reaching and permanent.

The food industry that fails to take the fullest advantage of this "yen for food knowledge" will suffer irreparable loss. Manufacturers, as individuals, have long been engaged in campaigns of consumer education through their many fine laboratories, their test kitchens, etc. in gathering and proving data which are of value to all who are interested . . . but it is in cooperative, unselfish efforts under the supervision of an unbiased organization like the National Macaroni Institute that the Macaroni-Noodle Industry will do its full part in the present nutrition program by "Teaching The Millions" the real facts about this fine wheat food that should be eaten more regularly by a nation that seeks health and strength.

The Food Industry of America, and with it, of course, the Macaroni-Noodle Industry, stands today at the beginning of a new era . . . an era in which a more intelligent, public demand for both nutritious foods and nutrition facts will have to be intelligently satisfied. Certainly, there is no more direct route to the food interests of American adults than through the consumer education and products promotion campaigns which the National Macaroni Institute has so successfully sponsored since its organization less than five years ago.

The National Macaroni Institute completes an industry triumvirate that

progressive manufacturers should willingly and unselfishly support . . . the National Association and the JOURNAL being the other two members of the trio dedicated to the unification of the members of the industry, the dissemination of useful information and the promotion of their readier acceptance by Americans of American-made foods prepared from American-grown wheat, with our own eggs and other ingredients.

"Call it malnutrition, call it undernourishment, call it dietary deficiencies, or what you will . . . when men and women fail to eat the foods that give them full life and vigor . . . they are in fact starving," says M. L. Wilson, Chairman of the Nutrition Advisory Committee. On them does not lie the full blame, though. Those who know the truth about foods and withhold this knowledge from the public, either because of their indifference or through stinginess, are contributing to the fate that our people with their abundance, their willingness to learn, should not be allowed to suffer.

Thomas Parran, Surgeon General of the United States Public Health Service, totalled the results of nutrition education when he said: "We have the power to build here in America a nation of people more fit, more vigorous, more competent . . . a nation with better morale, a more united purpose, more toughness of body, and a greater strength of mind than the world has even seen."

Paul V. McNutt, Director of Health, Welfare and Related Defense activities, says: "New and startling truths about nutrition have become known facts, vital to the strength, health and security of America." He means that these known facts should be presented to our people in a language that they will easily understand . . . that this duty devolves not only on the Government but very heavily upon those interested in producing or processing good foods for good nutrition.

Summing up, our President Roosevelt says: "The full energy of every American is necessary. . . . We do not lack, as we will not lack, the means of producing food in abundance and variety. . . . Our task is to translate this abundance into reality for every American family."

Thus do our President and our nutritional leaders, place a heavy empha-

sis upon the work which the progressive macaroni-noodle manufacturers should do to translate our abundance of food, our knowledge of the qualities of the products we make, and of the many economical ways in which they can be served for economy, health and strength to practical use. Do we accept this challenge? Should any individual or any group, for any real or imaginary reason, refrain from taking part in the important program of improving the na-

tion's health and raising its morale?

Failure to obey a commander's orders in war is unpardonable insubordination. Failure to do so in industry or in line with public health and safety, means the passing up of the very opportunity for which the Industry has long waited. Just as the Macaroni-Noodle Industry is at the service of our country, in war as in peace, so is the National Macaroni Institute always at the service of the industry it is pledged to foster.

nection with the cooking of any one of "the energy trio" of wheat foods—macaroni, spaghetti and egg noodles—it is essential to follow faithfully one basic cooking rule, no matter which recipe is used.

Conserve Vitamins and Minerals

Macaroni products are ideal foods because of their 100 per cent wheat content and the lack of waste incident to their preparation for the table. There is one mark of caution that must be observed. Wheat contains certain natural vitamins, some of which are soluble, and these may be lost in over-cooking. Here's one cooking rule the homemakers will never violate:—Never throw away the surplus liquid in which macaroni products have been cooked. This contains valuable vitamins, minerals, et cetera that are too valuable to be wasted. Use

Macaroni Products and Homemaker Morale

Proper Cooking of Good Foods for Better Home Defense

What is the relation between good macaroni products and their proper cooking for the betterment of public morale under the stress of war? This subject of deep interest to progressive macaroni-noodle manufacturers has been discussed at length in the public press, recently. Here's what appears to be the most popular view:

The relationship between good cooking and good morale becomes apparent when we understand in simple terms the meaning of "morale." We all know what a trainer of athletes has in mind when he tries to get his men into good "condition." He outlines a training regime to regulate the habits of eating, resting and exercising. Given a proper dietary schedule, plus drill, plus rest, he can be sure that he has furnished a foundation for the right state of mind, or in other words, "good morale." Morale is condition; it is a state of will in which one can function efficiently—do more with less fatigue and depression, and hold out for the longest time.

As homemakers, we are subject to the same mechanical factors that are required to build up an army.

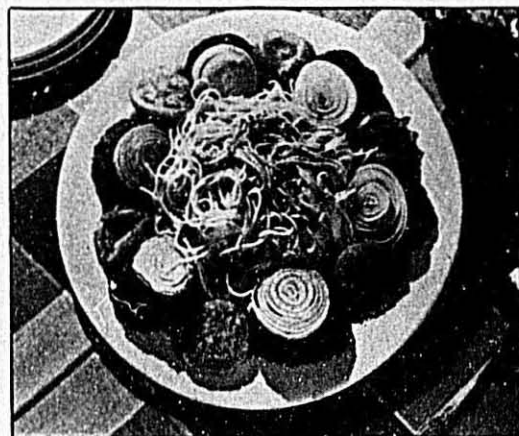
We must find "time" to attend the many classes and lectures that give reliable information on food and food values. At the same time, we must resolutely school ourselves to the fact that many ordinary foods will be "rationed" or not available at all. We should see to it, that our families not only secure plenty of food—properly cooked—but also that our menus are balanced, wholesome and appetizing. Then, we must do our utmost to acquire skill in the selection and preparation of food, and take pride in our important role—the homeline of defense. Finally, let us think of our soldier boys as splendid examples of the "morale" we are striving to attain.

Today, as never before, we are becoming aware of the value of macaroni products as "the ideal food." Dietitians and food experts are unanimous

in their approval of this economical and nutritive wheat product. The reasons are apparent. It is a 100 per cent wheat product. It keeps almost indefinitely. It is wasteless, every piece edible and nutritive. It is economical. It is easy to prepare in hundreds of appetizing combinations with other foods. It is easy to digest and readily absorbed into the system to build sturdy bodies, to replace worn-down tissues and to supply the energy that an active body "burns up" at work or play.

Authoritative sources supply the following comparison of the calories in macaroni products and other foods: One tablespoonful of macaroni baked with cheese equals four eggs, or four glasses of milk, or two ham sandwiches, or three entire chicken sandwiches, or 1½ dozen raw oysters, or three slices whole wheat bread.

The proper preparation of any food is the homemaker's task, a particularly pleasant one if they are as interested therein, as they should be. In con-



Broiled Hamburger Steaks With Spaghetti and Vegetables

this liquid as stock in preparing other foods, or in gravies, et cetera.

Better still, do not cook the vitamins and minerals out of macaroni products, by following this very simple rule, involving just a bit more of cooking care:

Instead of using 3 quarts of water in which to cook a half pound of macaroni or spaghetti, try using only ONE QUART or less, and you'll discover that very little, if any liquid need be "poured off" when the macaroni is done. Have ONE QUART of water boiling briskly. Add slowing the half pound of macaroni or spaghetti so as not to reduce the water temperature too much, add salt to taste. Then stir the spaghetti constantly to prevent "catching." When the spaghetti or macaroni is fully cooked, you will find all the water absorbed and all the soluble vitamins and minerals retained.

Simple, isn't it? Just a little more care, some judgment, then serve in accordance with your preferred recipe.



MACARONI JOURNAL

and the industry it serves!

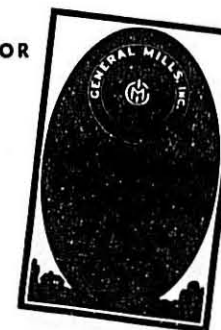
★ This month marks the 23rd year of achievement for the Macaroni Journal. We salute you gentlemen, upon this anniversary and extend our heartiest wishes for continued success and service to the great Macaroni Industry.

Perhaps never before in the history of Macaroni products has the position of the Industry as a whole been as important to the country as now. This 23rd anniversary marks a new high in achievement. With the entire resources of America being converted to the war effort, the Macaroni Industry assumes a vital role in the contribution to America's drive to Victory.

Victory demands energy. Men in the service and in the factories are keyed to a higher pitch than ever before. Their demands for energy-building foods are being met in part by Macaroni products. This increased emphasis on Macaroni products and its resulting increased consumption are at once a challenge and a salute to the Industry.

We of General Mills are more than proud of the part we play during these times as one of the Industry's largest suppliers, and pledge to our many friends in the Industry our continued "all-out" cooperation.

A COMPLETE DURUM SERVICE FOR



MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

GENERAL MILLS, INC.

CHICAGO, ILLINOIS

Report of Director of Research for the Month of March

By Benjamin R. Jacobs

Note: Because of the interest of various government purchasing agencies in providing water-proof packaging material for macaroni and noodle products purchased, it has been thought advisable to postpone the third installment of the article referring to the hearings on Standards of Identity for Macaroni Products.

In a recent communication from the War Department, I was advised that circular letter No. 264, 1941, which permits the purchasing agencies to choose their purchases of macaroni products from Types I, II, III and IV, has been revised to permit the purchase of Types I, III, IV and V, which eliminates Type II and adds Type V.

This information has not as yet been communicated to all the purchasing agencies, but the change has been made at the Office of the Quartermaster General in Washington, and any of the purchasing agencies may obtain it if they so desire.

The subject of improved containers for the packaging of macaroni products which are sold to the Army and Navy has been discussed with these departments and an effort is being made now to provide container and packaging material which is water-proof and which will be used as a substitute for the tin container required by the Navy and by the Army for insuring the proper packaging of our products when they are shipped for export.

Under recent specifications sent out by the War Department in invitations for bids (negotiated contracts) it is provided that macaroni products shall be packed in the following type containers:

"The water-proof paper manufactured by the Reynolds Metal Company described as follows will be acceptable for the wrapper mentioned under Items 1b, 2b and 3a.

"This is a hermetically sealed envelope composed of minimum 30 lb. dense Kraft paper laminated with not less than 8 lbs. asphaltum per ream, softening point minimum 175° F., to a metal foil of not less than .00035" gauge, then laminated on the foil side to a rubber hydrochloride film minimum .0012" thickness, combined material to be securely laminated into one integral sheet. Said material to be formed into a flat envelope with rubber base film inside and securely sealing seams, then opened into rectangle, and inserted in carton. The carton shall be of the same net inside dimensions as the rectangular opened envelope. Product is to be hermetically sealed in after filling."

The above water-proof packaging material has only a limited application because it contains rubber hydrochloride which is restricted material. It is probable that this type of pack-



Benjamin R. Jacobs
Washington, D. C.

LONG, FAITHFUL SERVICE

For practically twenty-three years he has served the National Macaroni Manufacturers Association as its official Chemist and Technical Adviser, Washington Representative, Government contact man. He now bears the title of Director of Research with manifold duties.

age will not be long permitted by the War Production Board. Therefore, an effort is being made to find some packaging material on which there will be no restrictions and the following material has been submitted to the Army and Navy Departments for their consideration:

"Enclosed are sample pouches, showing three different materials which we suggest for the Government packing of macaroni, spaghetti, etc., in different constructions.

"All of these pouches will, we believe, satisfactorily pass tests normally given at Edgewood Arsenal for mustard and other corrosive gases, when properly heat sealed across the top.

"The materials submitted are:
"(1) 45 lb. laminated Glassine and No. 450 MSAT 'cellophane' laminated together. The No. 450 MSAT 'cellophane' is on the inside of the pouch, which is constructed with a turned over bottom and heat sealed sides. The alternative construction is with the heat sealed sides folded back and cemented to the main portion of the pouch for greater strength of seal.

"(2) This material is a special No. 600 DuPont pined film, heat sealing. The construction of these pouches would be the same as in No. 1 above. This material will, we believe, prove under test to be considerably more moisture-proof and water-proof than No. 1 above. While we believe you will find its tensile strength and resistance to puncture adequate for the purpose, this can be measurably improved, of course, by

laminating it to the 45 lb. Glassine or similar paper as in No. 1 above.

"(3) 25 lb. Kraft laminated to 300 MSAT Cellophane with a special adhesive to add to its pliability and moisture-proofness. These pouches are of special construction—made of two sheets, the larger sheet turned over the smaller and cemented to it on both sides and the bottom of the pouch and then heat sealed through this turn over.

"The Cellophane used in each instance is DuPont Moisture-proof, heat sealing, anchor type, regenerated cellulose.

"The method of using these case liners is to open the liner over a mandrel somewhat smaller than the inside measurements of your carton, and then place the carton, with the bottom sealed over the liner, withdrawing the liner and the carton simultaneously from the mandrel. The spaghetti or macaroni would then be loaded into the lined carton and the top of the liner heat sealed by one of the usual crimping machines manufactured by the Wrapade Machine Company in Newark or the Amso Machine Company in Long Island City and various other manufacturers. This sealed top would then be folded over flat against the package, the dog ears of the pouch folded in and the carton sealed in the customary manner."

The above materials are offered by the Shellmar Products Company.

"The following are minimum specifications:

"All boxes shall meet the requirements of the Consolidated Freight Classification for solid fibre board boxes, and in addition 10" x 6" test specimens cut from finished boxes (after the boxes have 'seasoned' to a moisture content of not over 9 per cent) shall comply with the following moisture resistance requirements:

"(a) After immersion in water at a temperature between 60° and 80° F for 2½ hours.

"1. Mullen test must be not less than 50 per cent of the minimum specified for normal atmospheric conditions. (The tests are to be made at least 2" from edge of sheet.)

"2. The weight of the board must not exceed 105 per cent of the weight under normal atmospheric conditions.

"(b) After immersion in water at a temperature between 60° and 80° F for 1 hour.

"1. The component plies of the board must not separate beyond a distance of 2" from the edges of the sheet.

"Caliper and Mullen Test by gross weight of box.

Type	Minimum Gross Wt.	Minimum Caliper of Board	Minimum Mullen Test (Normal Atmospheric Cond.)
FCS-A1	42 lbs.	.080	275 lbs.
FCS-A2	56 lbs.	.090	325 lbs.
FCS-A3	70 lbs.	.100	375 lbs.

(Continued on Page 22)

"LA ROSA"

a new member of Empire's
Macaroni Package Family



Empire is proud of the part it has played in the development of fine cartons for the macaroni field.

We take pleasure in announcing the addition of "La Rosa"—another prominent macaroni brand, to the extensive list of fine macaroni brands for which

Empire cartons perform an outstanding packaging and selling job.

We'd like to have the pleasure of rendering the same outstanding service for you as we do for others of our large macaroni clientele. May we submit suggestions—and quotations?

Empire BOX CORPORATION
OFFICES: GARFIELD, N. J. • PALMOLIVE BLDG., CHICAGO, ILL.
Plants: Garfield, New Jersey and South Bend, Indiana
Mills: St.oudsburg, Pennsylvania

REPORT OF DIRECTOR OF RESEARCH

(Continued from Page 20)

MULLEN TEST

"For all tests 6 punctures shall be made, 3 from each side of the board. Only one puncture is permitted to fall below minimum test required. Board failing to pass the foregoing test will be accepted if in a re-test of 24 punctures, 12 from each side of board, not over 4 punctures fall below the minimum test required.

"In addition to the Consolidated Freight Classification certificate stamp, all boxes for FSCC use must also be stamped or printed by the box manufacturer in block letters at least 3/16" high. This box complies with FSC Specification No. 1663, Type FSC—

"All boxes are to be made in the regular slotted construction, with all flaps of equal length.

"All boxes are to have the flaps sealed by stitching or by gluing; all flaps throughout entire area of contact (preferably with an insoluble glue) or by a combination of these methods.

"Boxes of all types are to be properly strapped with at least two metal bands placed girth-wise around the box. The bands may be either flat or round, but must have a minimum joint breaking strength of not less than 290 lbs."

This material is offered by the Container Corporation of America.

It is recommended that the boxes be sealed with glue No. 225 or No. 55A made by the National Adhesive Company, both of which will seal these cartons satisfactorily.

It is not a difficult matter to obtain water-proofing materials, but it is a matter which requires considerable care to seal the package after it is filled so that it will be "water-proof."

The government is not particularly interested in the kind of material that is used but it is interested in obtaining a package that is water-proof; therefore, the problem becomes one of considerable importance to the manufacturer as he must not only provide a material which in itself is water-proof but should pay particular attention so that when the package leaves the plant it is sealed in such a way that water will not enter the package and come in contact with the product. This probably requires heat sealing.

Much of the macaroni that is purchased for export goes to destinations where there are no landing facilities. The transfer from the boats to the shore must, therefore, be made in baskets which receive a number of immersions in the water before the landing on the shore, which necessitates containers of material that will not become impregnated with water and which will not permit water to come in contact with the product.

The industry will be kept advised of developments which take place in the requirements as well as in any final decision that is made by the various purchasing agencies in Washington.

United we win—divided we lose—That's true of Industry and War.

Good Food Will Help Win This War

Gallup Poll Shows Heavy Losses on the Production Front Due to Faulty Diets

America's loss in one month: 2 heavy cruisers—or 448 medium bombers—or 3,200 light tanks. Lost to America because they were never produced! These are the offensive weapons America could have had if our national health permitted it! But in one month American industry lost 24,000,000 man days, largely because of poor eating habits.

These startling facts were revealed in a recent survey made by the American Institute of Public Opinion. In one month, America's war industry alone lost 3,200,000 man days of work due to illness—or enough time to have produced the striking weapons above.

Bad food habits are today the greatest single factor to be conquered on the "home front"—without this conquest we can never hope to achieve all-out productive war effort, we can never hope to be a really strong, competent, vigorous people, strong in morale, strong in resistance.

One-half of the adult population is ignorant of the relation between diet and health. Symptoms of malnutrition are evident among the rich and poor alike. Symptoms express themselves in reduced energy, both mental and physical, lack of courage, of endurance, of resistance, and unreasoning irritability.

Science has made great strides in its discoveries of food values. Agriculture and industry have expended vast sums of time and money to utilize those discoveries—in the enrichment of foods. And now our federal government under the aegis of President Roosevelt and Federal Security Administrator McNutt, is asking the public's cooperation in this new national drive for better health.

Cooperating closely with the government in this vital work are many of the leading food manufacturers working both individually, and collectively through the newly formed Nutrition Foundation.

This nationwide drive for better health must be accomplished—to assure us of victory now, and to assure our children's children of their rightful American heritage: strength of mind and body. Right food will build a STRONG America!

Allies Hoard Food

In a telephoned dispatch to the *New York Times*, G. H. Archambault pointed out that the growing intensity of the European battle for food may well decide the issue of the war. All available food resources in Continental

Franklin D. Roosevelt on Health

"During these days of stress the health problems of the military and civilian population are inseparable. Total defense demands manpower. The full energy of every American is necessary. Medical authorities recognize completely that efficiency and stamina depend on proper food. Fighting men of our Armed Forces, workers in industry, the families of these workers, every man and woman in America, must have nourishing food. If people are undernourished, they cannot be efficient in producing what we need in our unified drive for dynamic strength."

Europe are being drained to supply the millions of men in the Axis armies, so that the soldiers—and the soldier alone—may continue to be well fed.

The Ukraine has not proved to be the fertile granary which it was expected to be, because fields cannot be tilled while a battle rages. An Italian source states that last year's wheat production fell from 450,000,000 to 375,000,000 quintals, and other crops are believed to have been proportionately reduced. Livestock is being slaughtered ruthlessly to provide meat for the Army. Farmers' production is lagging through their fear that crops may be requisitioned, lack of fertilizer, agricultural machinery, and draft animals. Farmers are reported to be hoarding for their families and their friends, and the black markets are doing a flourishing business in Germany, Italy, and France.

New Concern in Jersey

According to a certificate filed with the County Clerk of the County in which is located Jersey City, New Jersey, there has been organized a new macaroni manufacturing firm to be operated as the Capitol Macaroni Manufacturing Company. The certificate bears the names of Joseph I. Glaviano and Josephine Glaviano, 39 Canterbury Avenue, North Arlington.

The new firm will operate the plant located at 40 Brook St., Jersey City, formerly occupied by the Campanella, Glaviano and Favaro Corporation until it went into bankruptcy several months ago.



THE SIGN OF
QUALITY CARTONS

USED BY

NATIONALLY KNOWN MANUFACTURERS

*We bow
to the wave of
critical approval*



The wide acclaim which has greeted these packages is but the due of so excellent a display of good taste and correct practice in packaging.

With all due modesty . . . they are products of Atlantic. As carton constructionists, as printers, as carton makers, we have labored to produce the finest cartons yet seen. But our labor has not been any harder, our efforts no more intensive and our results no more praiseworthy than those of any other job which has gone through our hands.

We aim to be . . . and we believe we succeed in being . . . amongst the best in the carton making field. Call on us when standards are rigid and cartons which sell are wanted.

ATLANTIC CARTON CORPORATION

NORWICH, CONN.

SHELLS

WINDOW CARTONS

PRINTED CARTONS



PROMISE BACKED BY PERFORMANCE

Over-All Food Agency Planned

Federal Control Over Food Production, Processing and Distribution, Including Macaroni Products, Expected Soon

Food growers, processors and distributors are now surer than ever that this country will soon have a plan of Federal control and reports from the nation's capital encourage that thinking. Everything appears to be ready for the establishment of an over-all food control agency as soon as it is definitely settled what department or Government Bureau will be put in charge.

War Production Board Chairman Donald Nelson intimated last week that something of this kind was brewing in Washington, the only question being whether a control board should be set up within WPA or in some other agency which can handle it better. Preliminary conferences between government officials and food industry representatives have already been held and a tentative order has been drafted, which likely will provide the most stringent food controls yet promulgated.

How will this affect macaroni-noodle manufacture and distribution? Details are not available at press time, but it seems certain that this food will be considered in any regulations adopted to control production and to keep prices within reason. Those who seem to be "in the know" predict that primary action will affect retailing, with curtailment of retail store expansion and the probable stoppage of new store openings as a starter.

On Convention Program

Over-all food price control is estimated to be a matter of a few months only, but officials of the National Macaroni Manufacturers Association are already planning an industry-wide discussion of all phases of the control plan. It is one of the definite subjects selected for study and discussion at the 1942 National Conference of the Macaroni-Noodle Manufacturing Industry scheduled to be held at the Edgewater Beach Hotel, Chicago, June 23 and 24.

Special committees will be appointed to study any and all developments of magnitude to the food trade which seem imminent. Among the regulations that seem most probable at this writing are: over-all price ceiling on different grades of macaroni, spaghetti and egg noodles; the prospects of stricter rationing of raw materials or output and closer inventory control of output with directional disposition, and the probable reduction in the number of grades and shapes, package sizes and other things tending towards stream-lining business with government needs as the primary consideration.

Producers and distributors of foods of all kinds are strengthening their organizations in order to be in a position to better protect rights and interests and it behooves the macaroni-noodle makers not to be lax in this matter. Trouble is brewing, stricter regulations are imminent, and closer control of manufacturing and selling. All of this emphasizes the need of closer cooperation for industry protection.

Plan to discuss these problems with fellow manufacturers and with Government officials who will be asked to explain them at the Industry Conference in Chicago next June. It's a duty that manufacturers need to perform willingly, because it's your business—yours to protect and to nurture.

"Prepared Foods" Affected by Tin Restrictions

Canned macaroni and kindred products will be among the many foods affected by the Government's tin conservation program. While but a very small portion of the Macaroni-Noodle Industry's annual output reaches the consumer in a prepared state, several firms have been quite successful in marketing this processed food in cans and jars. Perhaps the restriction on cans will cause many of them to revert

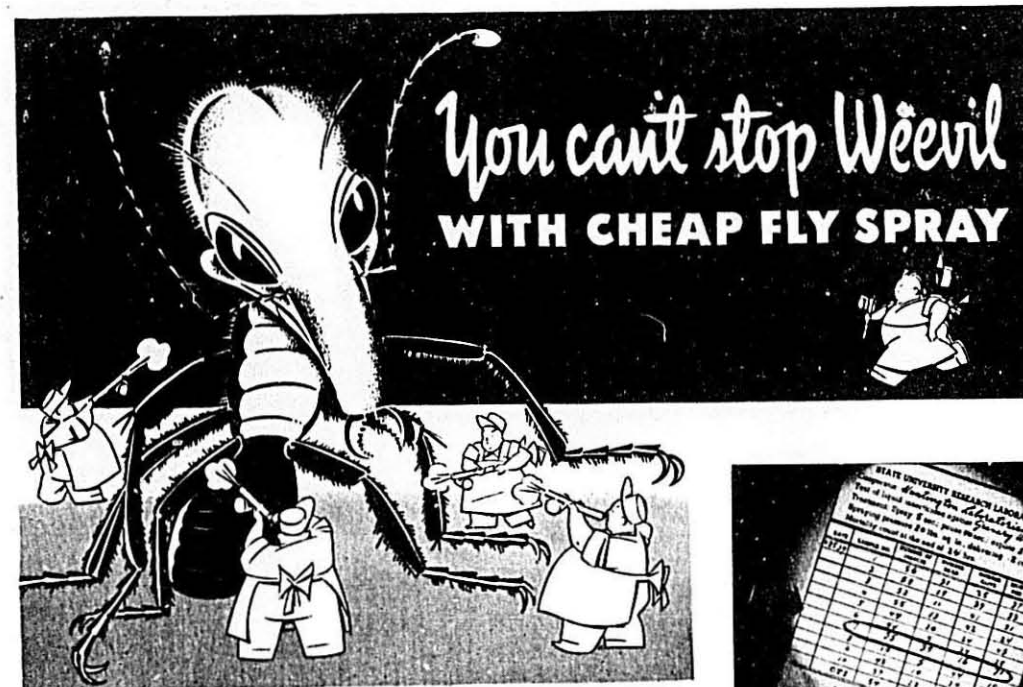
to glass. There is some question as to the availability of that material as a substitute container, because tin usually is used for closure tops.

If the "meals in cans" are on the way out, housewives will have to learn to cook as did their mothers and grandmothers. Macaroni products for instance will be available in dry form. Learning to prepare this food in its many possible combinations is not a difficult task, and reports are that housewives have already experimented to the satisfaction of the household. Therefore, there devolves

on the food manufacturer a "teaching" duty that he should willingly perform.

Then, again, new uses for a product may be developed, to replace the reduced consumption due to the elimination of prepared foods. On this possibility, *Packaging Parade* in its recent issue, says:

"I read this one; still unconfirmed: With white metal, tin and other basic materials unavailable for costume jewelry, because of restrictions, a large company in this field has devised a range of bracelets, necklaces and other apparel pieces made from spaghetti and macaroni. Well, if spaghetti as a food has to beg for packages, this conversion seems on the up and up."



IMPARTIAL TESTS BY A GREAT UNIVERSITY PROVE:

Many insecticides made to kill flying insects are highly ineffective against weevil and flour beetle!

Dr. Loebel's—made especially for this particular job—is 40% more powerful.

DO YOU REALIZE that when you use a cheap fly spray against weevil and beetle, you kill only the weakest bugs? Actually, you are working against your best interests, for by permitting the stronger bugs to escape, you are helping to develop a breed of "super-bugs"—more highly resistant to insecticides, and harder to kill than ever!

Remember, the crawling insect is a tough bug to kill. It takes a double-acting, powerful, combination spray and contact insecticide like Dr. Loebel's to

clean out these mill pests—an insecticide that is built to do the job in a flour mill—not designed to kill flies in a restaurant or in a dairy.

Dr. Loebel's has proved itself 40% more powerful against crawling insects—proved itself not only in 1100 impartial tests by a great university*, but also over 15 years of constant use under the most difficult infestation conditions. That is why you can be absolutely certain that Dr. Loebel's will kill crawling insects in all stages of development—

egg, larvae, pupae, adult. Of course, it is non-flammable, non-poisonous, odorless.

Furthermore, you can prove the effectiveness of Dr. Loebel's in your own mill, at our expense. Simply order a drum of Dr. Loebel's and use it according to instructions. If, after 30 days, you are not fully satisfied, return the unused portion and we will cancel your invoice.

Millers who know will tell you they have tried Dr. Loebel's and that it's the most effective spray insecticide they have ever used. So try Dr. Loebel's now, at our risk, and know the peace of mind that comes from being certain.

*Name and complete results on request.

MILLER'S RELIEF FOR INSECT CONTROL WITHIN MILLING UNITS

When you shoot a few ounces of Miller's Relief into milling machinery, you don't stun moth and weevil—you kill them. Used once every three weeks, the heavier-than-air gas keeps milling units insect-free. No other machinery fumigation is needed.

The HUNTINGTON LABORATORIES Inc
DENVER • HUNTINGTON, INDIANA • TORONTO

42 Years of International Trade in Macaroni Products

Decline in Imports and Rise in Exports Depicts Domestic Production Trend Through the Forty-Two Years of the Twentieth Century

With the sneak attack on Hawaii on December 7, the Division of Trade Statistics of the United States Department of Commerce orders the discontinuation of all figures concerning imports and exports. Just a few days before the declaration of war, the department had issued its figures for September. As a result, the table of macaroni, spaghetti, vermicelli and egg noodles imports and exports are figured only to September 30, 1941, in the tables that follow.

At the turn of the century, domestic production was rather small, though the industry was becoming firmly established and had succeeded in capturing a part of the lucrative market in this country from the importers of Italian and French macaroni products.

In an effort to discourage the development of the American macaroni industry, European manufacturers and their distributors in this country were so successful in selling the consumers in this country on the idea that European-made products were superior, that between 1900 and 1913, the year just preceding the first World War, the imports of this food stuff had increased nearly ten-fold—from 18,000,000 pounds in 1900 to 116,985,754 in 1911, the peak year.

While Italy and France were busy with the war in 1914-1918, the American macaroni-noodle industry made great progress and the production capacity increased so rapidly, that by the time peace was declared, it was fully capable of supplying the American demands.

When production exceeded consumption, American manufacturers began exporting their surplus to other countries in the Western Hemisphere with the result that in 1922, the Bureau of Foreign and Domestic Affairs took cognizance of the growth of the industry and the importance of its exports and started tabulating the quantities sold abroad, starting with the 1922 shipments.

The export business reached its peak in 1929, when over 10,000,000 pounds were shipped to foreign countries. Then came the depression—and a gradual drop in the export trade, reaching a sixteen year low in 1938 when only 1,163,999 pounds were exported. In 1939 this business again took a spurt upward because Italy and France, chief competitors for the foreign business, were again at war. The tables tell the story.

Imports and Exports since 1900:

Imports of Macaroni, Vermicelli, and All Similar Preparations

Fiscal Year	Pounds	Dollars
1900	18,608,037	820,163
1901	18,186,400	735,239
1902	37,964,080	1,548,230
1903	31,601,186	1,283,835
1904	47,265,171	1,889,934
1905	62,136,598	2,386,927
1906	86,407,198	3,320,895
1907	97,660,699	3,917,794
1908	88,441,998	3,747,710
1909	96,339,962	4,185,109
1910	112,865,758	4,843,850
1911	116,985,754	5,005,674
1912	105,926,968	4,798,062
1913	113,358,047	5,156,990
1914	96,141,048	4,422,339
1915	35,703,830	2,229,457

Imports of Macaroni, Vermicelli, and All Similar Preparations

Fiscal Year	Pounds	Dollars
1916	16,114,005	1,172,057
1917	1,023,386	76,196
1918	402,010	40,925
1919	902,551	101,859
1920	805,008	107,150
1921	1,587,464	166,294
1922	2,917,369	234,241
1923	3,474,713	249,981
1924	4,534,928	298,058
1925	6,408,878	494,146
1926	5,225,245	396,151
1927	3,512,512	332,289
1928	3,433,561	370,529
1929	2,856,378	263,151
1930	2,776,483	231,676
1931	2,459,200	184,381
1932	2,225,425	152,057
1933	1,647,956	113,407

Imports for Consumption

Fiscal Year	Pounds	Dollars
1934	1,340,255	112,690
1935	1,389,920	119,704
1936	1,304,955	103,631
1937	1,695,856	146,946
1938	1,163,999	108,695
1939	1,076,689	103,061
1940	874,813	76,320
1941 (Jan.-Sept.)	455,978	49,216

Exports of Macaroni, Vermicelli, and All Similar Preparations

Fiscal Year	Pounds	Dollars
1922	7,494,373	605,184
1923	7,159,864	566,230
1924	7,486,436	598,988
1925	8,557,218	726,765
1926	8,272,364	711,122
1927	8,468,264	714,274
1928	9,979,375	900,113
1929	10,740,479	925,004
1930	8,718,579	704,096
1931	4,613,284	341,098
1932	3,207,942	215,020
1933	1,931,433	135,834
1934	1,906,097	156,227
1935	1,986,761	167,197
1936	1,945,842	159,206
1937	3,048,436	256,497
1938	1,163,999	108,695
1939	4,423,276	306,605
1940	3,589,978	255,649
1941 (Jan.-Sept.)	2,581,372	182,311

Exports prior to 1922 not available.

America is on the
ALERT
to prevent waste!

TODAY Du Pont Cellophane is helping America conserve vital food supplies. Products protected by Cellophane are distributed and consumed with less waste because:

- ▶ Cellophane helps conserve the nation's food supplies by reducing waste through deterioration.
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- ▶ Cellophane stimulates self-service, saves shoppers' valuable time and helps keep selling costs down.

Thus Du Pont Cellophane is aiding the great food industries, by guarding quality and helping in the national movement to prevent waste.



*Prevention of waste
is a national need*

E. I. DU PONT DE NEMOURS & CO. (INC.)
WILMINGTON, DELAWARE

We Must Lick the Weevil Menace

Labor Scarcity, Restricted Transportation Facilities and Unusual Conditions Increase Manufacturers' Insect Control Problem

Summer is coming—the "Weevil Months"—which all food manufacturers dread most. Why, for instance, should macaroni makers expect greater weevil infestation this year? If it happens, as predicted, how much is the war to blame for the increase? How much of it can be prevented?

These questions are puzzling the macaroni-noodle industry because they realize that millions of dollars' worth of good food is lost annually through insect infestation, plus the loss of countless dollars' worth of firm and trade good will which naturally follows . . . losses that can be greatly reduced by ordinary care, thorough plant cleanliness and other preventative acts that are too often and too long neglected. Avoid "Too little and too late."

Macaroni-noodle manufacturers do realize that infestation can ruin the perfectly good reputation of producer, distributor and retailer alike, if the infested product reaches the consumer, and that heavy financial losses will result from seized shipments, when grounds for such seizures arise irrespective of who is to blame—processor or distributor.

Plan your "Weevil Prevention Program" early and follow it through even more religiously this year, because all indications are that this is to be a big weevil year. If you fear an unusual weevil infestation this summer, consult your weevil expert now. After the summer arrives, it may be too late. Drop for the duration, at least, the controversy as to who is to blame for the existence of the destructive weevil—the miller, the railroad, the processor or the distributor. It's a plain case of all agencies working together to eradicate the weevil under conditions that seem ideal for the propagation of this expensive insect.

No attempt will be made to give any preference to any of the accepted means, methods or ingredients that have and must be used in this unending fight to rid food products of this costly pest. Almost anything attempted will have some degree of effect. But there are approved ways and means of controlling this insect infestation that destroys national wealth and particularly robs the macaroni makers of valuable good will and reasonable profits.

The first prerequisite is a thorough study of your particular problem. It may be a job for gas, for fumigants, sprays or insecticides. Call in the en-

gineers who have given many years of their life to the study of weevil eradication and then follow their instructions religiously, not only during the season when the infestation is at its height, but during the months when they are congregating on their all-out attack.

There are several outstanding firms that have studied the macaroni products weevil problems and have benefited from years of experience in factory, in mill, in railway cars and storage rooms. Interest any of them in your problem and it's half licked.

Without any attempt to select any out of many that have had much successful experience, mention is made of two or three that are best known to macaroni-noodle manufacturers in the east and central states: "Dr. Loebel's Mill Spray Insecticide," manufactured by The Huntington Laboratories, Huntington, Indiana, has been used with great success by many of the macaroni-noodle factories in the central states. Then there is "Larvacide," a chemical invented by Innis, Speiden & Company and used extensively by manufacturers in the East. It claims that this is a chemical that can be easily applied to any particular job.

Very popular also throughout the eastern half of the country is the "Mill-o-cide" line of food insecticides recommended by the Midland Chemical Laboratories of Dubuque, Iowa, whose representative, Fred "Bugs" Somers, warned macaroni and noodle manufacturers as early as the June, 1941, convention that they would be in for a bad weevil year in 1942. We quote from a recent article on the subject especially prepared for publication in the insect control section of the *American Miller*. He explains why 1942 will be a fearsome Weevil Year:

"I am not crying 'Wolf!' when I say that 1942 will see untold insect damage to macaroni-noodle products, especially in the late summer and early fall months. The 22 states that I personally cover in the interests of insect control have all borne out this prediction, which is based upon conditions that last year were nebulous but are now becoming hard and real.

These conditions started in 1940, increased in 1941, and will be much worse in 1942. The first of these conditions is undoubtedly the long-stored wheat of those 'surplus years' now coming on the market. This wheat stands a 50-50 chance of reaching your mill uninfested.

During the past year a great many mill and factory employes have been drafted to service. Others have obtained employment in munitions or defense plants at higher wages, and you cannot compete with War

Industries paying \$10 to \$15 wages per day for labor whose duties consist only of sweeping, spraying and cleaning around your mill, factory or warehouses. In many cases these men have not been replaced. In the rush to get out orders, workers could frequently not be sacrificed to do the thorough job of cleaning and sweeping ordinarily required to keep a plant free from infestation. At times the floors were not swept for days. Often, no systematic spraying was done to prevent the spread of insects from infested parts of the plant to the stocks of finished goods. This condition shows symptoms of becoming worse, not better.

Granted, when plants are busy, the main thing is to get out the orders, postponing everything else to some later date. But that is just the time Mr. Bug goes to work, 24 hours a day, seven days a week, raising as large a family as he can. Being papa to several hundred weevil and grandfather to many millions, he loves his work to the extent that "overtime" does not bother him at all. 1942 will go down in history as the date of a great invasion of billions of Fifth Columnists" (weevil, etc.).

Railroad transportation is slowing down and flour moves in transit from three days to a week longer than a couple of years ago. During hot weather this gives the weevil in freight cars a chance to start work. It is the writer's knowledge that a great number do nothing but sweep out a car before loading. Many claim that they are able to obtain new freight cars or cars that never have had grain in them before. With increasing demands of transportation for war materials, such cars will soon cease to exist and before summer is over you will take what you can get and be thankful it isn't a coal car. This situation may be a trifle late in developing but it is coming.

This state of affairs gives rise to one that is equally disturbing. Dealers and wholesalers will have to carry larger stocks due to slower transportation and delays. Not wishing to run out of their regular brands they will have to anticipate future demand and carry some stocks longer than usual. This gives insects more opportunity to develop and calls for increased care in the maintenance of their storage rooms.

The answer to the multitudinous problems of pest control cannot be met by cleanliness, ventilation, proper stacking and storage alone. The logical answer, then, is increased and regular sprayings with a good food insecticide. I emphasize food insecticide to differentiate from the contaminating ordinary 'fly spray.' There are several good food insecticides on the market. It is advisable that only one of those whose reputation has been established by years of effective use is considered at this time. Cheap substitutes lack in effectiveness and show other undesirable qualities. While they may not constitute an actual danger, their use degrades insect control to a hazardous adventure with questionable result. Many substitutes arise from chemical shortages and increased prices. Because of their lower price, if these products are accepted at all, they must be received with a lifted eyebrow and plenty of reservation.

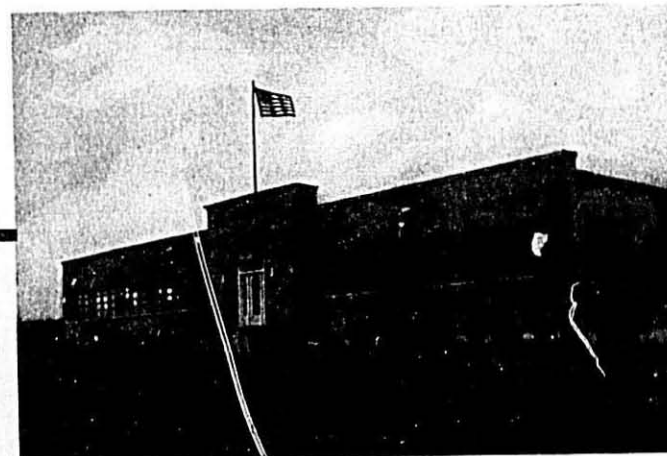
While I was in Washington, D. C., last month, I was advised that infested flour and foods will be labeled just as quickly

(Continued on Page 30)

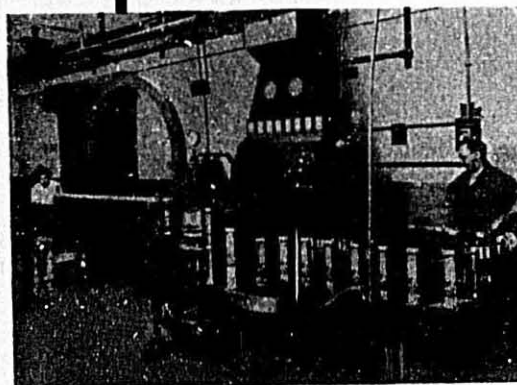
April, 1942

THE MACARONI JOURNAL

29



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A Ton of Food per Person per Year

Average American's Yearly Food Costs \$105.10. Japs Consume Less Than Half This Quantity, Costing About a Third as Much

If you, gentle reader, were stopped on the street today, observes a leading newspaper editor, and were asked what you had eaten for your last meal, you surely could describe it. Perhaps you could even remember back two or three or even four meals. Certainly you could outline your tastes in eating, describe the dishes you like best, the ones you like least and all the important details about your usual diet.

But do you know how much you eat in a week or a year? Do you know what it cost, how much you eat in comparison with people in other cities and states? Do you know what you spend most of your eating budget for or what proportion of your total expenditures this food money is?

Probably you don't. Such questions can be answered only by surveys. And surveys can be answered only by thousands of people. One survey showed that the average American citizen eats a ton of food a year at a cost per person of \$105.10 a year.

Now another survey has been completed. A survey covering the eating habits of families in 42 cities. Conducted by the United States Department of Labor, it is the first survey since 1919 of how average families live and spend. In the North Atlantic area alone more than three thousand families were questioned. They were questioned in Philadelphia and Pittsburgh, in the smaller Pennsylvania cities of Scranton and Lancaster and Johnstown, in Manchester, New Hampshire; Rochester and Buffalo, New York; Portland, Maine and Boston and Springfield, Massachusetts. And from their answers came the food facts that placed Philadelphia at the top of the eating list.

Philadelphia's Leadership

In all the North Atlantic cities the moderate income families spend more for food than for any other item of current expense. But in proportion to the total budget more food dollars flow from Philadelphia pocketbooks than those of any other city surveyed. Over 36% of the average Philadelphia income goes for food. In Rochester, which stands at the other end of the eating list, the percentage is just a little more than 29. Boston, Scranton and Springfield fall just below Philadelphia with percentages of about 35%. And the remaining cities range from 31% to 34% in the proportion of family income spent for food.

Translated into dollars, these figures showed that the average Philadelphia family spends \$580 for food each year, while Johnstown spends only \$376. The Philadelphia group ranked first both as to average income and average expenditure for food. The Boston group ranked second; the Springfield group third and the Manchester, Lancaster and Johnstown groups eighth, tenth and eleventh.

Naturally there are numerous factors to be considered in making such a list. Large family expenditures for food do not necessarily mean large food expenditures per person, for example. The family's size and income and the level of food prices at the time must be considered.

When family size was taken into account it was found that Buffalo, which had the smallest families, actually spent more per person for food than any of her sister cities. Next came Springfield, Boston and Philadelphia in that order. Here again another factor must be considered—that a large family may be fed just as well at a lower cost per person than a small family. Bulk buying and preparation of food obviously lowers its cost per person.

How Dollar Is Spent

Digging a little deeper the Department of Labor discovered just how the average food dollar is spent. They broke down the average weekly expenditure of \$2.68 per person for food into nine parts. Of this amount a little more than one-quarter goes for meat, poultry and seafood. A little more than a fifth goes for vegetables and fruits. Grain products, including bread and cereals, take almost one-sixth of the food dollar. Milk, cheese and ice cream take one-ninth; eggs, one-fifteenth; butter and cream about the same amount; other fats, one-twenty-sixth or almost four cents out of each food dollar; sugars and sweets another four cents and miscellaneous foods about one-fourteenth.

Favorite dishes like Philadelphia's pepper pot and Boston's baked beans didn't even make a dent in the regular food pattern. In all the cities except Scranton, milk took first place. It is the single item of food for which most money is spent. In Scranton alone it was squeezed out by that famous food team, bread and butter. Both of these items ran ahead of milk in Scranton and well up among the leaders in the other cities. Eggs ranked third in

Philadelphia and Boston, fourth in the remaining cities.

Foods such as flour, macaroni, rice, etc., decreased slightly as regards both average quantity purchased and average expenditures among the families studied in both Spring and Winter except in Boston, Philadelphia and Lancaster. This suggested to investigators that as economic resources permitted,

Macaroni—5 lbs. a Year

America loves to eat and eats well. Its ton of food per person is in sharp contrast to the average 905 pounds of food which keeps a Japanese gentleman going. It's slightly less than five and one-half pounds a day. It's about 183 pounds of potatoes a year, not to mention the gravy. It's 172 pounds of white flour per person per year and 22 pounds of cornmeal and 68 pounds of apples and almost 20 pounds of oranges. That's what the surveys say you eat as an average person, though as an individual you may lean toward macaroni with tomatoes and cheese, spaghetti with meat balls or egg noodles with pot roast.

THE WEEVIL MENACE

(Continued from Page 28)

during the war as it has been in peacetime; that if anything, this vigilance would be increased. I sincerely feel it to be the patriotic duty of those in charge of food storage to regard their duties as a sacred trust—to protect American food and keep it free from infestation against the time when scarcity demands a reckoning. If you want to feed the bugs—let's not do it during wartime."

So, whether you use gas, fumigants, sprays, or other insecticides, all of which are good for some particular job of insect eradication, do a thorough job of it. If you find that one ingredient or method succeeds better than others, don't keep the matter a secret. Tell other macaroni-noodle manufacturers, because weevils that may develop in their products may invade yours if they happen to be in reach.

The more cooperative work that can be done by the Industry, as a whole, and the leaders in particular—by collaboration with other manufacturers, with millers, railroads, wholesalers, retailers and storage people—the better will be the results. Individual efforts are worthy and necessary, but it is in cooperative action the "sure-cure" of the weevil problem lies.

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OFFICES AND REPRESENTATIVES IN ALL PRINCIPAL CITIES

Lieutenant Robert B. Brown, Jr., Killed in Air Crash

Lieutenant Robert Bowen Brown, Jr., 24, second son of Mr. and Mrs. Robert B. Brown, Gambier, Ohio, formerly of Winnetka and Chicago, Ill., was killed March 24 in a plane crash, 25 miles northwest of San Antonio, Texas, while on a routine flight from Duncan Field where he was engaged in pilot test work.



Lt. Robert Bowen Brown, Jr.

For almost a week, army officials searched for the missing plane, and aiding the group that finally located the crashed plane was his older brother, Harry W. Brown II, Chicago businessman, who rushed to the scene when fears for the worst were reported by field headquarters.

Lieut. Brown was well-known to many of the midwestern Macaroni-Noodle manufacturers, having frequently attended Chicago conventions of the Industry with his father, Robert B. Brown, for many years a Director of the National Macaroni Manufacturers Association and Chairman of the Board of Advertising in the Industry's big cooperative publicity campaign of a dozen years ago. The father was for many years connected with The Foulds Milling Company of Libertyville, Illinois. Previously he was the Western Sales Manager for A. Zerega's Sons, Brooklyn, chief executive of the Fortune Company, Chicago, starting his macaroni career with the Foulds-Briggs Co. of Cincinnati, Ohio. A year ago the bereaved father gave up his connections with the Macaroni Industry to become the Secretary and public relations director of Kenyon College, his alma mater, at Gambier, Ohio.

At about the same time his parents moved from Winnetka, Ill., the family

home, Lieut. Brown, who had graduated from Kenyon in June, 1940, volunteered his services to his country, and at the time of his untimely death he was considered as one of the most important men in the air-training field. He received his training at Tulsa, Randolph Field and Kelly Field, where he received his wings and commission October 31, 1941. He was assigned to the Transport division and flew in that until the middle of January this year, when he was made a test pilot at Duncan Field, Texas.

On March 24, he took off at 8:00 a.m. to test an Airocobra which had been rebuilt to produce unusually high speed. He never returned from that flight.

The body was taken to the home of his uncle, Bruce Whiting Brown, Glendale, Ohio, where funeral services were held on Saturday, April 4, 1942, in Christ Church at 10:00 a.m. Burial was in Spring Grove Cemetery, Glendale.



Robert B. Brown—A Bereaved Father

The deceased was to have been married on Easter Sunday, April 5, to Miss Betty Havalsen, Tulsa, Oklahoma. He is survived by his parents, his brother Harry, two sisters, Antoinette, school teacher in Cambridge, Mass., and Frances, student at Bryn Mawr College.

Replying to the expressions of sympathy by the Secretary of the National Macaroni Manufacturers Association, speaking for his many friends in the business, Robert B. Brown, the heartbroken father, made the following statement that is symbolic of the patriotic spirit that fills the hearts of true Americans who realize the many sacrifices that must be made, personally and in every other way, in this horrible conflict:

"In our great sorrow at the loss of a beloved son we cannot but feel proud and happy to have 'laid so costly a sacrifice on the altar of freedom.'

"We are proud, too, that a son of ours who was so keenly sensitive to the things of nature—buds, flowers, trees—could have accepted so difficult an assignment without faltering and executed it courageously. These thoughts mitigate our sufferings and dedicate us even more strongly to the unfinished task of winning this war and doing our utmost to banish the scourge of war from the earth."

Nutrition-minded Women

Food Processors Watch Consumer Trends for Signs

Like all suppliers of food products in raw or prepared form, Pillsbury Flour Mills Company, Minneapolis, Minn., is carefully noting the nation's changing eating habits, particularly since Mr. and Mrs. American have become more than ordinarily interested in enriched foods. Here are a few excerpts from a letter by H. J. Patterson, vice president, Bulk Products Sales, to the Secretary of the National Association, March 26, on this point:

"To date we have not much to offer in connection with the increased use of vitamins, and especially about macaroni products, that you do not know, but our Company has conducted experiments and will continue conducting them. If we arrive at anything constructive, we will certainly pass it on to the National Macaroni Association.

"We did hear at one time that possibly a powdered product containing the vitamins, especially B-1, could be added to the water remaining after boiling spaghetti. This thought was in conjunction with the idea that perhaps spaghetti could be cooked with considerably less water. Recently we heard that this probably would not be practical but we do think that continued experiments should be made.

"There are many classes now being held on nutritional matters and women everywhere are learning more about nutrition and all of us are going to hear a lot more about Vitamin B-1. For this reason, if something could be worked out and it would be sanctioned, we believe the Macaroni-Noodle Industry would profit by being able to feature B-1 in some way."

Friend meet friend—competitor, supplier and distributor at Chicago convention, June 22-23, 1942.



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HOW IS paper boxboard adding to our merchant marine? How are folding cartons helping answer the challenge of stealthy torpedoes on the sea lanes of Democracy? They're doing it by "enlarging" the ships already in service. By helping every ship carry a larger load of food, weapons, ammunition, supplies to our allies and fighting outposts.

Think how many more thousand "square meals" a single ship can pack in its hold . . . when bulky foods

are powered or dehydrated, then packaged in folding cartons that stack and pack as snugly as those on your grocer's shelves.

Paper boxboard has enlisted for hundreds of war uses—from space-saving cartons for food and medical supplies to moisture-proof tubes for giant shells. And research in the boxboard industry goes on, night and day, seeking new ways to serve, new ways to hasten the day of victory.

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Package Products Preferred

The Milwaukee Journal's Consumer Analysis for 1942 Shows That Three out of Four Families Use Macaroni

"Reversing a downward trend, package macaroni is used by three out of every four families in the Greater Milwaukee area this year," says Mr. C. R. Conless, Production and Research Manager of the *Journal*, Milwaukee's leading newspaper, who supervised this year's survey of food brand preferences. "The top brand shows a loss in popularity while the number two brand comes up . . . lower income families are the largest users of package macaroni."

Although *The Milwaukee Journal's* Consumer Analysis is the oldest survey of its kind in the country, it is not "old fashioned," by any means. It reveals annually significant information on hundreds of items—useful, factual, reliable information that manufacturers and distributors will find useful in planning to meet distributor demands and consumer needs. This year's survey is based on a carefully checked, personally turned-in questionnaire from 7,500 housewives, or better than 3.5 per cent of Greater Milwaukee's family population.

In the current Consumer Analysis consisting of 126 pages, one whole page is given over to a report on consumer reaction to package macaroni brands that are most popular in this city, universally renowned for its fine beers. The information contained is of general interest, showing as it does, not only brand preferences, but consumer use compared with buying habits and changes in buying habits.

The 1942 survey, for unannounced reasons, did not include package spaghetti or egg noodles. With reference to the dry soup mixes that are becoming popular favorites in many homes throughout the country, the survey says: "The use of dry soup mixes increased by nearly 50 per cent this year and the two leading brands really went to town on the Greater Milwaukee Market. Mrs. Grass, a strong first, added some 20,000 families, and Continental increased by almost 100 per cent. The balance of the report on Package Macaroni follows:

PACKAGE MACARONI

Package macaroni decreased in consumer favor through 1941, but this year gained popularity. From 72.3 per cent in 1941, the popularity of this product advanced to 75.5 per cent this year. This product has about the same consumer preference among families of all income groups although the greatest favor is found among families of the lower bracket.

Included under this heading is all dry macaroni which must be cooked before eating. Macaroni and cheese and other combination dinners are not studied in the 1942 Consumer Analysis.

First place among all brands of package macaroni goes to White Pearl with a consumer preference of 39.2 per cent this year as compared with 44.2 per cent in 1941. White Pearl Macaroni may be purchased in 62.5 per cent of Greater Milwaukee's independent grocery stores and in the stores of both grocery chains.

Ann Page is in second place with a

substantial gain in popularity from 16.2 per cent in 1941 to 21.9 per cent in 1942. Ann Page is a private label of the A. & P. food stores and thus has no independent grocery store distribution.

Third place goes to Red Cross with a consumer favor of 9.3 per cent this year as compared with 10.8 per cent in 1941. Independent grocery stores distribution on this brand is 39 per cent. Red Cross may also be purchased in the National Tea stores.

Creamettes moved from thirteenth position in last year's brand chart to fourth place this year by virtue of a gain from 1 per cent to 5.7 per cent. The actual number of families preferring Creamettes moved ahead during this period from 1,425 to 9,657. Independent grocery store distribution advanced from 4.3 per cent to 46 per cent. This brand is also offered for sale in the stores of both grocery chains.

Roundy's appears in fifth place, being preferred by 3.2 per cent of all buyers. This brand is offered for sale in 10.8 per cent of Greater Milwaukee's independent grocery stores. Six other brands are listed in the chart with popularities of 1 per cent or more. The remaining 97 brands are included under the miscellaneous heading with a combined popularity of 13.2 per cent.

Total Number of Brands in Use in Greater Milwaukee

Year	Number
1942	108
1941	110
1940	130
1939	136
1935	108

Divisions of All Families into Users and Non-Users

Users—			
Class	Per Cent	Number	
1942	75.5	158,902	
1941	72.3	152,540	
1940	76.1	149,987	
1939	78.0	150,209	
1935	77.8	143,780	
Non-Users—			
1942	24.5	51,564	
1941	27.7	54,611	
1940	23.9	47,105	
1939	22.0	42,367	
1935	22.2	41,027	

By Income Groups

	Users	Non-Users
	Per Cent	Per Cent
A	73.7%	26.3%
B	71.8	28.2
C	76.3	23.7
D	77.7	22.3

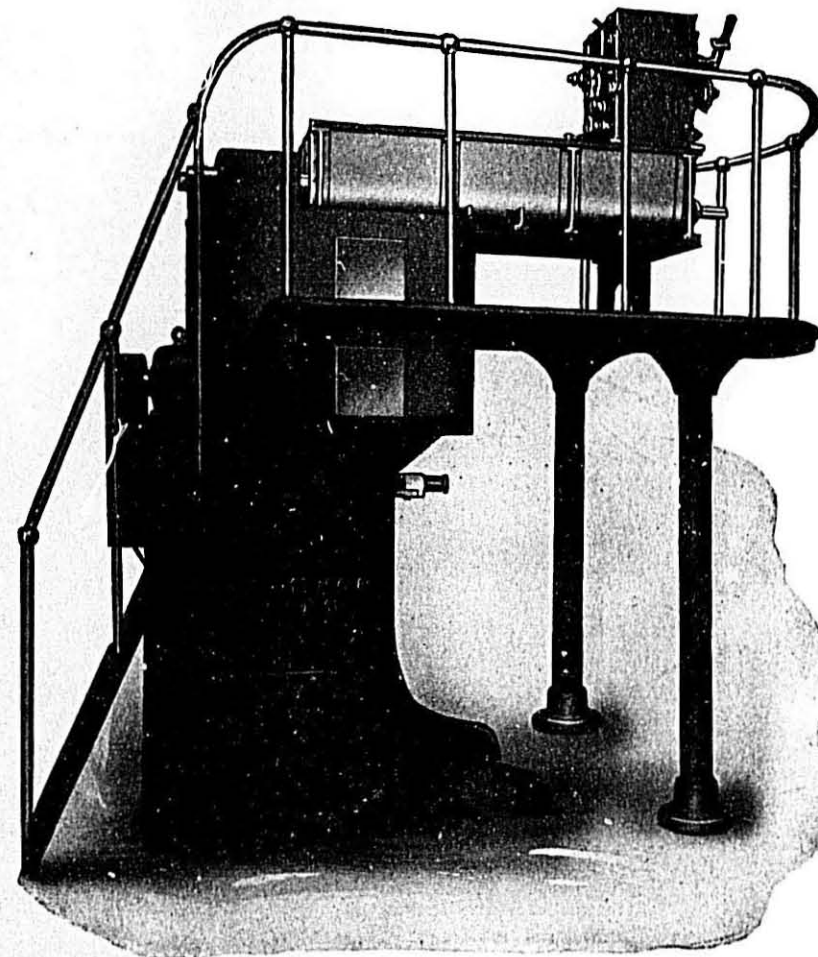
Consumer Preference and Dealer Distribution of Leading Brand in Greater Milwaukee

Brand	Per cent of All Families Buying This Type of Product Who Use Each Brand.				Total Number of Greater Milwaukee Families Using Each Brand.				Dealer Distribution By Brands, Indep. Groc. Chain Groc.				
	1942	1941	1940	1939	1942	1941	1940	1939	1942	1941	1942	1941	
White Pearl	39.2%	44.2%	42.7%	46.6%	62,290	63,003	64,044	69,997	62.5%	59.0%	A	N	A
Ann Page	21.9	16.2	4.7	3.2	34,890	23,091	7,049	4,807			A	N	A
Red Cross	9.3	10.8	10.2	11.6	14,778	15,394	15,299	17,424	39.0	41.0	A	N	A
Creamettes	5.7	1.0		1.0	9,057	1,425		1,502	46.0	4.3	A	N	A
Roundy's	3.2	3.2	4.1	3.0	5,085	4,561	6,140	4,506	10.8	11.3			
National	2.2	1.3	1.4	1.0	1,496	2,138	2,100	1,502					
Red Arrow	1.7	2.4	1.9	3.4	2,701	3,421	5,849	5,107	3.3	5.0			
Monarch	1.7	1.5	1.9		2,701	2,138	2,850		9.0	7.5			
Silver Buckle	1.3	1.2			2,068	1,710			5.0	3.5			
Pagliacci	1.1	1.0	1.5	1.1	1,748	1,425	2,250		2.0	2.3			
Hyway	1.0			1.5	1,589		1,650	2,253	7.3				
Miscellaneous	13.2	17.9	29.3	29.3	20,973	25,515	43,947	44,012					

FOR THE MACARONI OF TOMORROW

Clermont Introduces

An Original Type of Continuous Automatic Macaroni Press
Has No Piston, No Cylinder, No Screw, No Worm



Operation as simple as it appears.

Is a rolling process; will work with soft or firm dough.

Suitable for short and long goods.

Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

For Details Write to

CLERMONT MACHINE COMPANY, INC.
268 Wallabout Street
Brooklyn, New York

Divide and Conquer

Excerpts of Current National Interest From a Recent Release by the Office of Facts and Figures, Washington, D. C., "The Story of Nazi Terror"

Soon after Pearl Harbor, a Nazi broadcaster to America shouted: "British naval circles are finding encouragement in the defeat suffered by the United States!"

Calculated to create distrust of our allies, this Nazi lie, like all Nazi lies, was part of a vast strategy of terror. Hitler knows that in order to conquer the world he must first enslave the mind of man, and toward that end he is carrying out a program of propaganda, blackmail, and death. Because he fears truth, he has tried every means of wiping it off the face of the earth.

"Mental confusion, indecisiveness, panic," Hitler once said, "these are our weapons." The United States is now subject to a total barrage of the Nazi strategy of terror. Hitler thinks Americans are suckers. By the very vastness of his program of lies, he hopes to frighten us into believing that the Nazis are invincible. In carrying out that program he takes it for granted that decent people here—as they have elsewhere—will say: "Such evil cannot be." But Hitler is wrong. For Americans, reading the story of the Hitler terror, will neither be blinded nor afraid. As free men, they will say to Hitler, "Don't pull any of your tricks on us. We're wise to them."

Before Pearl Harbor

For several years before Pearl Harbor, Hitler propaganda in this country attempted to paralyze our thinking—to give the impression that the war was none of our business; that no one would dare to attack us; that our two oceans would protect us; that, anyway, Hitler had no interest in the Western Hemisphere; that if we would only refrain from doing anything Hitler didn't like, Hitler would leave us alone; that anyone who warned us that Hitler meant what he said was a warmonger; that anyone who urged us to gain time for our own defense by helping those who were already opposing Hitler was trying to lead us into war.

The line is familiar enough. It didn't fool the American people. But it was picked up and repeated by many groups of Americans—people who would have been shocked to learn that they were carrying the Nazi message.

Today most of these Americans have recanted publicly or in private. A few mumble, "I told you so"—and

hope no one will remember what it was they really said.

What Hitler Wants Us to Believe

To destroy our national unity, create unrest in all groups of the population, and deflect us from our major purpose—the defeat of the Axis—Hitler is trying to set capital against labor, white against Negro, Catholic against Protestant, Christian against Jew. He knows that prejudice, in any form, plays his game. Controlling the sources of news in every occupied country, and often in neutral nations, he releases only such news as he wants us to read. He will try to play upon our fears, raise our hopes, confuse and bewilder us. Through statements from "authoritative sources" he will present false and misleading pictures, often leading us to believe that he is weak when he is strong, napping when he is preparing to spring.

His strategy will follow no set pattern. One line will be pursued today, another tomorrow. But always his broad aims will be the same: to separate us from our allies by arousing distrust of them; to create friction within the United States in order to divert us from our true enemy—the Axis; to paralyze our will to fight.

Hitler wants us to believe that:

Democracy is dying.
Our armed forces are weak.
The "New Order" is inevitable.
We are lost in the Pacific.

War Production Board

Statement of Donald M. Nelson
Chairman, War Production Board

The War Production Drive is a voluntary effort. Its success is up to the men and women, labor and management in the plants.

The plan provides for joint committees representing labor and management in each plant to stimulate war production.

This drive is designed to increase the production of weapons now and not to further the special interests of any group. It is not a plan to promote company unions. It is not a device to add to or tear down the power or posi-

Our West Coast is in such grave danger there is no point in fighting on.
The British are decadent, and "sold us a bill of goods."
The cost of the war will bankrupt the nation.
Civilian sacrifices will be more than we can bear.
Stalin is getting too strong, and Bolshevism will sweep over Europe.
Our leaders are incompetent, our Government incapable of waging war.
Aid to our allies must stop.

Our real peril is the Japanese, and we must join Germany to stamp out the "Yellow Peril."
We must bring all our troops and weapons back to the United States, and defend only our own shores.

The Chinese and the British will make a separate peace with Japan and Germany.
American democracy will be lost during the war.

To spread these and other lies, Hitler will pull every trick in his black bag. But Americans will not be fooled. We know that Hitler, who acts like a terror, is really the most frightened man on earth. The up-raised arm, the shouting voice, the mighty bluster, all mask a mortal dread of the weapon that makes men free: the truth. We are armed with the truth, and we will crush the tyrant.

tion of any union. It does not interfere with bargaining machinery where it exists. It is not designed to conform to any plan that contemplates a measure of control of management by labor.

It does not put management in labor or labor in management. It is not a management plan, a labor plan, or any other plan. It is the War Production Drive plan. It is a perfectly simple, straightforward effort to increase production.

The plan calls for greater plant efficiency through cooperation. That means if anyone has a suggestion as to how we can do our job faster and smoother, that suggestion must be passed along to where it will do the most good—the most good for our country and for free men and women everywhere.

CIVILIAN AMERICA TOO... MUST BE HEALTHY AND ALERT TO WIN THIS WAR!

MACARONI · SPAGHETTI · EGG NOODLES ARE A "MUST" IN THE NATION'S WARTIME DIET!



**MILPRINT PRINTED CELLOPHANE AND
REVELATION BAGS FOR MACARONI PRODUCTS**

*They'll do a BANG-UP merchandising job for you
Try Your Products in these sample bags*

SEE FOR YOURSELF!

BY THE



THE

Clown

BRAND

PURE

EGG NOODLE

Made from the Heart of the
Finest Amber Durum Flour
Salt and 5½% Egg Yolk Solids

FILLING BUT NOT FATTENING

NO ARTIFICIAL COLORING
MORE THAN 13% MOISTURE (CONT)

ONE POUND NET WEIGHT

MILWAUKEE MACARONI CO. INC., MILWAUKEE
MAKERS OF THE FAMOUS PASTICCINI AND RED ARROW PASTA

Clown
EGG NOODLE

ROSEMARY



PURE
Egg
NOODLES

MADE FROM
DURUM WHEAT

GUARANTEED PURE & SOFT
SALT ADDED: NONE FROM ALL
ARTIFICIAL COLORING

DISTRIBUTED BY
SPRAGUE, WARNER & COMPANY
CHICAGO, ILL. U.S.A.

NET ½ LB. WEIGHT

MACARONI



THE

Clown

BRAND

PURE

EGG NOODLES

Made from the Heart of the
Finest Amber Durum Flour
Salt and 5½% Egg Yolk Solids

FILLING BUT NOT FATTENING.

NO ARTIFICIAL COLORING
MORE THAN 13% MOISTURE CONTENT

ONE POUND NET WEIGHT

MILWAUKEE MACARONI CO. INC., MILWAUKEE, WIS.
MAKERS OF THE FAMOUS PAGLIACCI AND RED ARROW PRODUCTS

Clown

BRAND
EGG NOODLES

GOOD, NOURISHING, ABUNDANT FOOD BUILDS A HEALTHY, ALERT PEOPLE!

**MACARONI . . . SPAGHETTI
AND EGG NOODLES . . .**
build strong, sturdy bodies

Postage Will Be Paid by Addressee

Good Meals

Budget

Postage Will Be Paid by Addressee

Your macaroni products will get "up front" display space, will command attention and stir appetites . . . will get wider distribution and be served in more homes . . . *more frequently* when you package them in Milprint's eye-appealing, sales-compelling printed revelation or Cellophane bags.

Better packaging will increase demand for your products — will help you help the nation through more consumption of your goods.

Act now for stepped-up production, increased sales, better profits! Fill in the attached card and mail it

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 1017, 510 P. L. & R. Milwaukee, Wis.

MILPRINT, INC.
431 W. Florida St.
MILWAUKEE, WIS.

HERE



YOU'LL WIN { New Customers
New Outlets
More Sales, More Profits

WITH PACKAGES BY
MILPRINT, INCORPORATED
MILWAUKEE • PHILADELPHIA • LOS ANGELES
"Proven Leaders in the Packaging Field"

MILPRINT, INC., BAG DIVISION
431 W. FLORIDA ST., MILWAUKEE, WIS.

DATE _____

GENTLEMEN:

Supply us, without obligation, complete information on

CELLOPHANE BAGS REVELATION BAGS

for packaging _____ oz. Macaroni Spaghetti Noodles

Firm Name _____

Individual _____

Address _____

City and State _____

GOOD, NOURISHING, ABUNDANT FOOD BUILDS A HEALTHY, ALERT PEOPLE!

**MACARONI . . . SPAGHETTI
AND EGG NOODLES . . .**
build strong, sturdy bodies

Make milk consumption dishes, too!

Get your products on more tables, with more people strong to eat!

But you'll have to command attention to your products, and induce impulse buyers to select your packages.

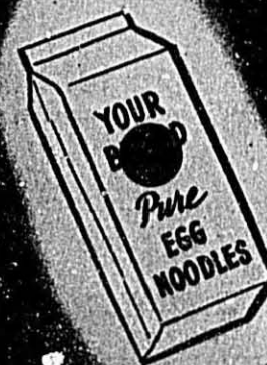
V...

Your macaroni products will get "up front" display space, will command attention and stir appetites . . . will get wider distribution and be served in more homes . . . *more frequently* when you package them in Milprint's eye-appealing, sales-compelling printed revelation or Cellophane bags.

Better packaging will increase demand for your products — will help you help the nation through more consumption of your goods.

Act now for stepped-up production, increased sales, better profits! Fill in the attached card and mail it right away.

HERE'S HOW!



YOU'LL WIN

{ New Customers
New Outlets
More Sales, More Profits

WITH PACKAGES BY
MILPRINT, INCORPORATED

MILWAUKEE · PHILADELPHIA · LOS ANGELES

"Proven Leaders in the Packaging Field"



V
FOOD IS ONE OF AMERICA'S
MOST IMPORTANT DEFENSE
INDUSTRIES. *Milprint*
BAGS PLAY A VITAL ROLE
BY MAINTAINING QUALITY
AND PREVENTING WASTE
OF YOUR PRODUCTS

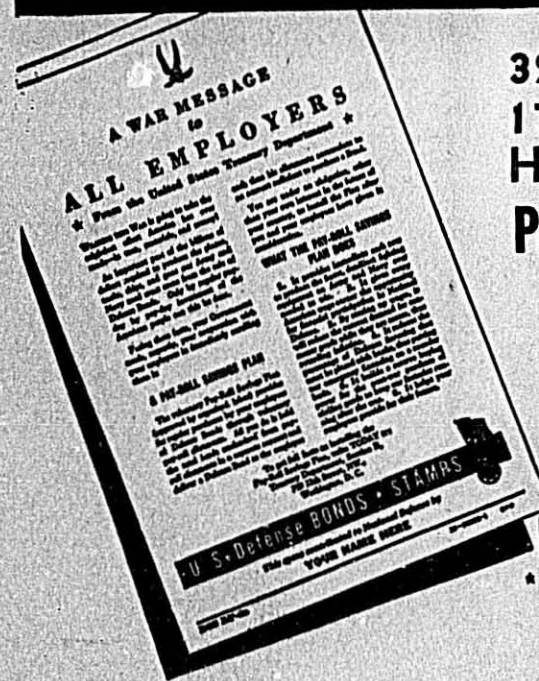
*Exceptional Merchandising
Performance Demands Packages
of Superlative Quality and
Character*

Milprint, Inc.

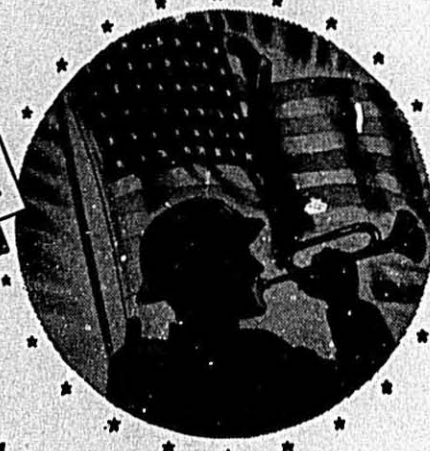
MILWAUKEE • PHILADELPHIA • LOS ANGELES

*Packaging and Merchandising in All Phases
Printing, Lithography, Rotogravure*

INDUSTRY ANSWERS THE CALL!



**32,145 Firms With Over
17,700,000 Employees
Have Installed the . . .
PAY-ROLL SAVINGS PLAN**



Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

But time is short! . . . More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces must have. The best and quickest way to raise this money is by giving every American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every pay-day in an ever-rising flood.

Do your part by installing the Pay-Roll Savings Plan now. For truly, in this war, this people's war, **VICTORY BEGINS AT THE PAY WINDOW.**

Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

MAIL THIS COUPON NOW

Treasury Department, Section C
709-12th St., NW.
Washington, D. C.

We want to do our part. Please
rush full information regarding
the Pay-Roll Savings Plan.

NAME.....
POSITION.....
COMPANY NAME.....
ADDRESS.....
NUMBER OF EMPLOYEES.....

MAKE EVERY PAY DAY BOND DAY!
U. S. Defense BONDS * STAMPS

Spring Wheat Planting Estimates

According to the April 1, 1942, estimates by the Crop Reporting Board of the U. S. Department of Agriculture, the prospective acreage of spring wheat to be seeded in 1942 is 15,287,000 acres, which is a decrease of 8.7 per cent from the 16,741,000 acres seeded in 1941. This is 30 per cent less than the 10-year (1930-39) average of 21,762,000 acres and the lowest since the beginning of seeded

spring wheat acreage estimates in 1919. The spring wheat acreage appears to be restricted by the fact that the full intended acreage of winter wheat was seeded last fall in most areas where both are grown, by the decrease compared with 1941 in wheat acreage allotments under the farm program, and by the competition of feed grains and other goal crops for use of the acreage.

Decline in Durum Acreage

According to March intentions, the acreage of both Durum and other

spring wheat will be smaller than last year. The greater decline is in Durum, with prospective acreage at 2,201,000, a 15 per cent drop from last year's 2,597,000 acres, and the lowest since 1934. The indicated 13,086,000 acres of other spring wheat is 7.5 per cent under last year's 14,144,000 seeded acres, and the lowest year in the record beginning in 1926. There is a relatively greater decline in Durum than in other spring wheat acreage in States that grow both.

In spite of somewhat adverse weather conditions for winter wheat seeding last fall, it now appears that in most of the States the intended acreage was finally seeded, minimizing the occasion to add to spring wheat acreage from that cause. In Illinois, Iowa and Missouri, however, wet weather prevented completion of seeding some of the intended winter wheat acreage. Normally, there is very little spring wheat grown in this area, and there appears to be no shift to spring wheat to offset the heavy reduction in winter wheat, since other crops needed in the war program are expected to take up that acreage. Adjusting the winter wheat seeded acreage as published last December downward by about a half million acres to allow for failure to seed up to intended acreage in these three States and adding to it the intended spring wheat seedings give a total of 54,100,000 acres seeded for the 1942 crop. This does not allow for such volunteer wheat as may be harvested as a result of the recent ruling of the Agricultural Adjustment Administration affecting volunteer wheat. The amount of such acreage may not be fully known until shortly before harvest.

If the abandonment of spring wheat is about the same as the average of the ten years, 1930 to 1939, excluding the two abnormal years, 1934 and 1936, the acreage of spring wheat for harvest this year would be about 12,918,000 acres. If the abandonment of winter wheat is about the same as indicated in the Board's December, 1941, report, the total wheat acreage for harvest in 1942 would be approximately 49,200,000 acres. The acreage of all wheat harvested in 1941 was 55,831,000 acres, and the 10-year (1930-39) average is 55,884,000 acres.

Convention Sets Record

All records of attendance and interest were broken by the 1942 joint convention of the National Sand and Gravel Association and the National Ready Mixed Concrete Association recently held at Washington, D. C. The meeting had the largest registration list in the history of the two associations. This gives some indication of the interest being currently shown by manufacturers in the trade meetings under war conditions.



HOW RESOURCEFUL... IS YOUR PACKAGE MANUFACTURER?

Growing daily is the responsibility of the paper package. And this increasing responsibility is placing a greater test on the resourcefulness of paper package manufacturers. They are faced with the necessity of developing satisfactory packages for products that must now, for the first time, go into paper containers, and of effectively using substitute materials to replace those no longer available.

Curtailments affecting printing plates, printing inks, and raw materials used in making paperboard means that your package requirements should be entrusted to a package manufacturer with foresightedness and with ability to achieve satisfactory results under all kinds of conditions.

Sutherland Paper Company started business with ten employees in the same year that America entered World War I. This month, Sutherland marks its 25th anniversary with 2180 workers. Producing successful packages for spaghetti, macaroni, vermicelli, and egg noodles has been right down Sutherland's alley in peacetime... and will continue to be during wartime.

Cartons for the popular Skinner line, shown above, exemplify the merchandising possibilities of "family relationship" in design.

SUTHERLAND PAPER CO., Kalamazoo, Mich.

MARK H. CORLEY, PRESIDENT
JOHN P. CORLEY, VICE PRESIDENT
H. E. CORLEY, SECY.-TREAS.



"MILLER" AND
"CORLEY-MILLER"
PACKAGING MACHINES

MILLER WRAPPING AND SEALING MACHINE COMPANY
Modern wrapping machines for up-to-date packages

CABLE CODE "MILWRAPCO"

TELEPHONE RANDOLPH 1883-4

18 SOUTH CLINTON STREET
CHICAGO

April 1942

Dear Friends in the Macaroni Industry:

Please let us take this opportunity of thanking you, our many friends in the industry, for the business you have given us; we cordially invite you and all your friends to call on us with problems relating to wrapping, packaging, and bag making.

It is a pleasure for our company to participate in the Celebration of the 23rd Anniversary Edition of the Macaroni Journal, and the 38th Birthday of the National Macaroni Manufacturers Association.

Our very best wishes!

Sincerely,

MILLER WRAPPING & SEALING MACHINE COMPANY

Mark H. Corley, President.

P. S. Do you know about the new big savings with a Simplex Bag Maker in making labeled bags? Write for details.

PACKAGING MACHINES FOR
WRAPPING • SHEETING • BUNDLING • BAG FILLING • HEAT AND GLUE
SEALING • BANDING • BAG MAKING • BAG CLOSING • CRIMPING

Mechanical Cleaning of Macaroni Sticks

"Messy" Job Done Quickly and Thoroughly by Simple Machines Now Operating in Most Modern Plants

Of more than ordinary interest to macaroni manufacturers is the new method of cleaning macaroni sticks through the use of automatic belt sanders, thus eliminating what has always been considered a "messy" job to be put off as long as possible.

Most macaroni manufacturers realize what a lot of work is entailed in keeping their macaroni sticks clean and what a tedious task it really is to properly clean these sticks. There are various methods now employed in cleaning these sticks and it seems that no two manufacturers use the same procedure, but the most generally used process is to have a number of girls designated to this task at different intervals during the year. Using small sheets of sandpaper they laboriously clean the sticks by running the sandpaper up and down the length until they show some semblance of being clean.

Besides being costly, this hand operation of cleaning sticks is extremely sketchy and can almost be termed as hit or miss because to really clean macaroni sticks properly, it is necessary to subject the sticks to both a coarse and fine sanding, so as to remove the deposit and discoloration with the coarse sanding and polish the sticks smooth with the fine sanding.

A stick when properly cleaned should present a white, smooth finish, free as possible from discoloration, similar to what the stick was when first purchased. Doing this by hand is not only unsatisfactory from a quality standpoint but is also objectionable when labor costs and the cost of the sandpaper used is considered. The dough and flour fill up the paper very quickly and it must, therefore, be discarded when this filling up takes place.

This hand process of cleaning sticks is not exactly an enjoyable task to look forward to; therefore, when it is done through tedious and messy methods, there is a tendency to postpone the task as long as possible, which is not conducive to a sanitary condition of the stick nor speaks very well for its appearance when visitors go through the plant. It is, however, possible to clean macaroni sticks automatically and accomplish this operation with a minimum amount of labor and expense, the cost being so reasonable it eliminates any excuse whatsoever for not cleaning sticks at frequent intervals. A number of macaroni manufacturers are now doing this operation

automatically with a double belt sander in the following way and are extremely well pleased with the results and labor savings.

The automatic sanding machine which enjoys the greatest popularity has two sanding belts, 5" wide, running from pulleys on a ceiling mounted countershaft assembly down to the sand belt pulleys of the machine. This ceiling mounted countershaft assembly also contains two pulleys which carry the drive belts which run down to the drums of the machine for the purpose of revolving the drums, thereby actuating the enclosed gear arrangement which produces the feed action on the rollers and revolves the macaroni sticks through the machine. The macaroni sticks contact two sand belts which are running at 5,500 feet per minute, as they are drawn through the machine, removing all the flour, dough and discoloration, thereby putting them in a clean, wholesome condition.

The sand belts are two grades of grit, consequently allowing the first belt, which is of fairly coarse grit, to remove the accumulated material from the sticks and then sand below the surface discoloration. The second belt, being of finer grit, has a tendency to polish the stick and make it very smooth.

It is extremely simple to operate this machine as all the operator has to do is feed the sticks into the feed end drum of the machine where feed rollers grasp them and carry them through against the sanding belts without further attention from the operator and the stick is automatically ejected from the tail end drum of the sander. The operator maintains a continuous flow of sticks and sanding can be accomplished at the rate of 50 lineal feet per minute. Should the sticks be badly soiled, it is comparatively simple to re-insert them thereby giving them a second sanding operation. This, however, is very seldom necessary as one insertion through the machine usually does a very satisfactory job of cleaning up macaroni sticks.

Therefore, if automatic means are used to sand macaroni sticks, there is no excuse for postponing this operation and it can be done whenever deemed necessary.

The machine occupies only a small amount of floor space and can be kept in a separate room or section thereby isolating it from your other depart-

ments. The sander will then be ready at all times to either clean a few sticks or a large quantity.

The maintenance of this double belt sander is negligible and a set of belts will give extremely long service. It is the same type of machine which is considered standard throughout the United States, Canada and foreign countries for the sanding of all types of handle stock and has been used for the past forty years.

Plant Conversion(?)

Government Seeks Transfer of Idle Capacity in Food Plants to War Work

Two executives of leading manufacturers of macaroni products in the East attended a meeting at Hotel Roosevelt in New York City on March 31, 1942, sponsored by the Associated Grocery Manufacturers Association, to hear Col. Paul Logan, in charge of food procurement for the U. S. Army Quartermaster Corps, urge that idle capacity of food plants be put to work producing war goods—to do it voluntarily, without waiting for a formal request from Washington, D. C.

Food trade executives from all parts of the East were on hand to hear the message, including Henry Mueller, president of C. F. Mueller Company, of Jersey City, N. J., and for years also president of the National Macaroni Manufacturers Association and B. C. Ohlandt, president of Grocery Store Products Corporation of New York City.

Colonel Logan outlined the mechanics of the Quartermaster Corps' food procurement program, and the work of the Corps' subsistence research depot in Chicago, which has cooperated with food processors in the development of several new ration types—specifically rations "C," "D," and "K," for the Army field service.

Food plants whose operations are wholly or partially suspended by shortages of raw materials, priorities, or conservation orders, he said, should immediately contact Washington to arrange conversion of their plants to war work without awaiting formal requests from the capital.

Paul S. Willis, president of the Associated Grocery Manufacturers of America, introduced Col. Logan. In his presentation remarks Mr. Willis pledged the continued cooperation of the food trades in the war effort.

New York Spaghetti

New York leads all other states in the manufacture of macaroni, spaghetti and vermicelli. In 1939 well over one-quarter of the total U. S. production of 173,245,800 pounds was produced there.

FROM CAN TO CARTON!



SOUP MIX
SPAGHETTI
MACARONI

SOUP MIX • SPAGHETTI • MACARONI

BEEF
CHICKEN
VEGETABLE

TOMATO SAUCE
ITALIAN STYLE

WITH CHEESE

ALL IN DRY FORM

SPECIAL COMBINATION RUNS • 3 COLOR AND VARNISH • STOCK DESIGNS
ON CARTONS AND DISPLAYS

ATLAS-BOXMAKERS INC.

Blow Hot or Blow Cold

BAROZZI DRYERS

Are Constantly on the Job,

Whatever the Weather

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

Experience Counts!

Write Us About Your Drying Problems

— Advice Given Without Obligation

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

Dried Egg Production-1941

Industry Enlarged 500 Per Cent and Still Growing

At the "turn of the century, dried eggs were used almost exclusively in egg macaroni and egg noodle making, aside from the fresh eggs which were then "tops" in this infant industry. With the development of the freezing method within the last decade or two, the manufacturers of egg noodle products found it expedient to use frozen yolks and frozen whole eggs, with the result that the need for dried eggs decreased materially in many plants, though currently, the trend is towards the increased use of dried eggs or yolks.

The dried egg industry was expanded sharply during the past year to supply the large quantities of dried eggs required by the Department of Agriculture under its Lend-Lease program. Production of dried eggs totaled 45,279,486 pounds—6 times the output in 1940, and 4½ times the previous high record in 1939. About half of the 1941 output was produced during October, November and December, a period when ordinarily most of the driers are closed for the season and production is usually very small. About 112,212,000 pounds of liquid whole eggs, 32,052,000 pounds of liquid albumen, and 21,708,000 pounds of liquid yolk were used in the production of dried eggs last year. Ten years earlier—in 1931—the production of dried eggs totaled only 553,000 pounds, and utilized but 1,350,000 pounds of liquid eggs.

Production of dried eggs during the first 4 months of 1941 followed the usual seasonal trend with the various classes of dried egg products produced in normal proportion. Through May the production of dried whole eggs was relatively small compared with the dried albumen and dried yolk produced; but beginning with June, the production of dried whole eggs increased sharply, while that of albumen and yolk showed a seasonal increase. Because of this, total production of all dried egg products in June was larger than that of May instead of showing the usual seasonal drop. Production continued to expand until December

when the total was 8,268,774 pounds, exceeding in one month by almost 1 million pounds the total for the year 1940. From June to December the production of dried albumen and dried yolk followed the usual downward trend, with all of the increase in total production being made up by an expansion in the output of dried whole eggs.

Prior to 1941, there were about 16 egg-drying plants in the United States operating more or less regularly. Practically all the full year's production was during the 5 months of heaviest shell egg production—February to June, inclusive. During the remainder of the year most of the plants were closed, but shortly after the Department announced its dried egg purchasing program in April, 1941, many new plants were planned, and by the fall of 1941, many of these were in full operation. At the close of the year about 70 plants were producing—or in construction to produce—dried eggs the year round.

To obtain the quantities of liquid eggs needed for drying during the latter months of 1941, driers had to use large quantities of storage eggs. During the season of flush shell egg production this spring, large quantities of eggs will be placed in storage either in shell or in frozen form to be used for drying during the fall months. Stocks of both shell eggs and frozen eggs at their peak this year, therefore, may be the largest for several years.

The dried egg industry is being geared to produce about 20 million pounds a month. Preliminary estimates for the first 3 months of 1942 showed a production of 40,000,000 pounds. This compares with a production of only 3,192,187 pounds during the like period in 1941.

Prior to 1938, a large proportion of the dried eggs used in this country came from the Orient. In 1937 imports totaled 8,871,000 pounds—practically all from China. But Japanese invasion of China practically wiped out the Chinese dried egg industry, and in 1938 United States imports

totaled only 1,261,000 pounds. In 1939 imports were about the same, but in 1940 imports increased to 2,831,000 pounds—principally from Argentina. Import figures for 1941 are available only for the period January to September, inclusive. Imports during this period totaled 1,778,240 pounds, compared with 2,018,515 pounds during the corresponding period in 1940.

From March 15, 1941, through March 20, 1942, the Department of Agriculture bought 89,870,800 pounds of dried eggs, primarily for shipment under the Lend-Lease Act. This amount is equivalent to approximately 8,627,597 cases of shell eggs. Since contracts are entered into for future deliveries, some of these purchases have not yet been delivered. Most of the dried eggs bought by the Department have been dried whole eggs, a form not used to any appreciable extent in this country. Dried eggs are highly concentrated—practically all of the moisture being removed—and because of their powdered form can be shipped in barrels and held for a long time without refrigeration. They require little shipping space in proportion to their food value. This is becoming an increasingly important consideration in view of the need for utilizing to the best advantage the shipping facilities of the Allied Nations.

Heads New Ad Firm

Duane Jones, vice president of Maxon, Inc., advertising agents, recently announced his resignation and the setting up of his own agency to be known as the Duane Jones Company, 570 Lexington Ave., New York, N. Y. His agency will specialize in advertising and merchandising package products. Among the nationally known firms whose advertising he will handle according to an announcement in the *New York Journal-American*, March 6, 1942, is the C. F. Mueller Company of Jersey City, N. J., manufacturers of Mueller Macaroni Products.

Salthe With Nutrition Foundation

Ole Salthe, formerly deputy administrator under the Macaroni Code in the middle thirties, has been named executive secretary of the recently organized Nutrition Foundation, Inc., according to an announcement by George A. Sloan, president of the foundation. Mr. Salthe is well known to bakers and allied tradesmen through his work as a government consultant during the early days of the enriched flour and bread program.

DRIED EGGS PRODUCED—1941

Month	Whole Pounds	Albumen Pounds	Yolk Pounds	Total Pounds
January	955	22,244	49,601	72,800
February	79,460	104,030	496,585	680,075
March	126,276	999,460	1,413,576	2,539,312
April	243,491	1,031,979	2,242,489	3,517,965
May	478,450	642,399	1,735,888	2,856,737
June	1,021,145	329,286	1,502,907	2,853,338
July	2,313,583	300,507	684,701	3,298,791
August	2,370,406	249,252	235,251	2,854,909
September	3,148,271	225,041	280,261	3,653,573
October	6,441,699	259,068	525,906	7,226,673
November	6,824,683	173,047	458,809	7,456,539
December	8,193,036	54,203	21,535	8,268,774
Total	31,241,461	4,390,516	9,647,509	45,279,486

Compliments of

THE CHICAGO LABEL AND BOX COMPANY

312 North May Street

Chicago, Illinois

Telephone: Monroe 5094

CONGRATULATIONS!

Macaroni Journal 23

Frank Lazzaro
 55-57 GRAND STREET NEW YORK, N.Y.
 HYDRAULIC PRESSES
 NOODLE MACHINES
 DOUGH BRAKES...
 DIE WASHERS
 KNEADERS...
 MIXERS...
 WALKER 5-0096

National Macaroni Manufacturers Association 38

the army and navy **MUST** come first

A UNITED NATION

With Progressive Macaroni Manufacturers Willing to Dovetail Individual Aims with Industry Promotion Through Their Trade Association, Journal and Institute.

Oriental Vermicelli and Noodles

By A. C. Redfern, Famous Tourist

Because of the war wherein China is fighting Japan on the side of the United States, this article on macaroni products in both China and Japan, as observed and reported upon several years ago by a famous writer, is timely and interesting. . . . Though rice is still the mainstay of the Oriental—the soldier, sailor and civilian—millions of pounds of vermicelli and noodles are consumed on both sides of the firing lines.—EDITOR.

Vermicelli and noodles are two of the favorite foods in Japan and China where variety is limited. Most foreigners think that the natives of these two countries live on rice. True, they do consume large quantities of rice, but the very poor coolie cannot afford rice, whose price has been constantly increasing through the destruction and abandonment of some of the most productive fields. On the other hand, these people, like all humans, crave a variety and as a change eat grain foods whenever they are available.

In either China or Japan one can get a large bowl of vermicelli or noodles, steaming hot from any one of the thousands of dispensers, and covered all over with "shoyu" sauce for three cents a bowl. And for a



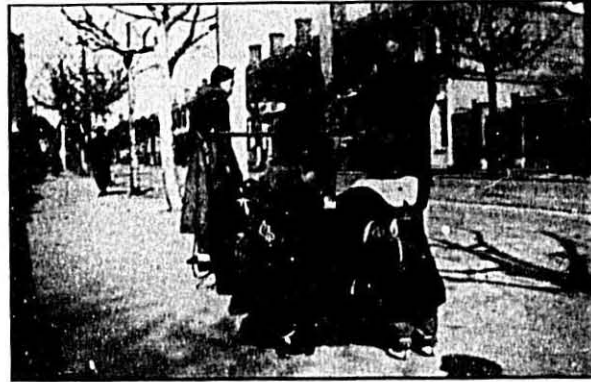
The "Walking" Restaurant, common sight in China.

and supplies while on the other side are the cooking kettles where the cooked food is kept steaming hot over charcoal fires, awaiting customers.

The food cart is more popular in China than in Japan where congested streets make it impossible to operate even a food cart. Japan's "walking" restaurant is a familiar sight. The restaurateur carries his food in two boxes suspended from either end of a bamboo pole, balanced over one shoulder. The obliging merchant is eager to set his shop down wherever a customer desires food.

In Japan, where considerable machinery is used, vermicelli and noodles are now made by machine.

(Continued on Page 46)

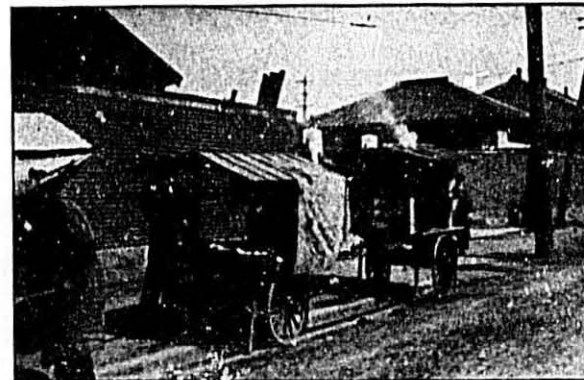


The Chinese Coolie's eating place, by necessity, not by choice.

penny more, some fish and vegetables will be placed a-top the steaming bowl, giving the buyer a substantial meal to top off with a cup of tea.

The Oriental restaurants are vastly different from ours. Some are open shops with a couple of kettles set on charcoal fires, wherein the cooked foods are prepared. Dried fish, vegetables and pastry are strung on bamboo sticks for display. The customer stands with his bowl of food in one hand and his chopsticks in the other, eating his food with gusto.

The popular eating place for the coolie, or working man of the lower class, is the traveling cart. It is just a two-wheel, box-like conveyance pushed by hand. Small drawers on one side contain dishes, chop-sticks



"Skemonia," a Japanese noodle cart waiting for customers.

THE FOUNDATION OF YOUR NOODLE BUSINESS
Depends on the Right Source of Egg Yolks

"DO NOT GAMBLE WITH IT"

USE "FRIGID YOLKS" FOR MAXIMUM RESULTS

"Frigid Noodle Yolks" are selected especially from eggs gathered in the heart of the *Corn Belt* of the country where the hens can't help but peck at the proper feed that give the Yolks a deep rich color.

Other essentials of good Noodle Yolks are:

- | | |
|--------------------------|----------------------------|
| 1. Purity | 6. Proper Refrigeration |
| 2. Quality | 7. Low Bacterial Count |
| 3. Uniformity | 8. High in Nutritive Value |
| 4. Cleanliness | 9. High in Solid Content |
| 5. Good Flavor and Color | 10. FROZEN STRICTLY FRESH |

You will find these essentials in "Frigid Yolks" packed exclusively by

FRIGID FOOD PRODUCTS
INCORPORATED
DETROIT, MICHIGAN

Reading Corrugated Container Corporation

Reading, Pennsylvania

Manufacturers of Corrugated Cartons and Paper Products

In China, the method of manufacture is still ancient, with only the crudest and most simple machines being used for some of the product processes.



A Street Restaurateur Besieged by Children for Food.

Another common food, very reasonably priced, yet one whose "social standing" is as good as any, is "soba" or "udon." It is a kind of macaroni buckwheat, made from a wheat flour and cut into strips thicker than vermicelli. It can be served in a great variety of ways and can be eaten hot or cold. Cold "soba" is known as "mori" and is usually dipped in "shoyu" sauce and flavored with seaweed. Hot "soba" or "udon" is called "kake." It is served in small bowls with a side dish of ground chili peppers and chopped onions for seasoning. There are eighteen different dishes of "soba" served in one restaurant at prices ranging from 10 sen to 45 sen (5 to 23 cents). About six thousand orders of "soba" are served in this one restaurant daily. "Unki-soba," or lucky soba, a more elaborate dish, is more popular on holidays, and frequently the orders amount to ten thousand daily.

Nothing like the well-known chop suey dish enjoyed by Americans in this country can be found in either China or Japan.

In the higher class tea houses of Japan, a meal of Japanese food is more expensive than a course dinner of foreign food. But the Japanese like the American style of preparing foods and they feel quite swagger when given dinner parties at foreign hotels.

Before the war no traveler in the Japanese cities needed go hungry if he had the ready cash. He found places of "Eats" every few hundred feet, with variety to satisfy the inner man. Tokyo, the capital of Japan, boasted of one eating house for every one hundred and fifty people. Many of them specialized in one dish, like beef and rice, called "gnu-nabes"; others served eels, a very popular food in Japan.

Table d'hote dinners were very elaborate, consisting from seven to fifteen courses. According to time-honored custom, dishes representing the "5" different tastes—sweet, salt, bitter,

sour and acid—were served; also products from the sea and the mountains.

Because labor is cheap and plentiful, the coolies do the work of horses, enduring long hours and terrific strain, with but little food due to dire poverty. Life in China today is very tragic and pitiful.

What Happens When Advertising Stops

You remember the old story of the doctor who reported "Operation was successful, but the patient died." Too many businesses are flirting with that kind of an operation today—cutting off advertising because their plants are tied up for Defense.

As a reminder of the high fatality rate of such operations, we quote from Raymond Moley, who told in a recent series of articles in *Newsweek* what happened to seventeen businesses which decided in the last war to discontinue advertising for the duration. He gives the clinical results of the experiment as described by Mr. Walter H. Gebhart:

"Of the seventeen major companies which discontinued advertising in the last war, he found that six sold out or were absorbed by competitors. One failed and went out of business. One was deflated 97 per cent in terms of personnel. One lost 81 per cent of its sales volume. One ended with only two customers. Three lost their leadership in their fields. One was operated by the banks for five years. Two found that competitors had grown at their expense."

Now is the time to save the patient—with a good dose of advertising applied regularly.

The NMMA welcomes your Membership—your cooperation, at least.

Macaroni - Noodles Trade Mark Bureau

A review of Macaroni-Noodle Trade Marks registered or passed for early registration

This Bureau of the National Macaroni Manufacturers Association offers to all manufacturers a FREE ADVISORY SERVICE on Trade Mark Registrations through the National Trade Mark Company, Washington, D. C.

A small fee will be charged nonmembers for an advanced search of the registration records to determine the registrability of any Trade Mark that one contemplates adopting and registering. In addition to a free advanced search, Association Members will receive preferred rates for all registration services.

All Trade Marks should be registered, if possible. None should be adopted until proper search is made. Address all communications on this subject to

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Public Notice of Patent

Tenderoni, Inc., Joliet, Illinois, through its Secretary-Treasurer has filed with the headquarters office of the National Macaroni Manufacturers Association, Braidwood, Illinois, the following notice:

"As a matter of record, wish to call to your attention that the use of egg whites in connection with a thin wall, quick cooking spaghetti or macaroni product is covered by U. S. Patent issued to us in 1933."

PATENTS APPLIED FOR "Royal Scarlet"

The trade mark of R. C. Williams & Company, Inc., New York, New York. Applicant is owner of Trade Mark Registration Nos. 30,399 and 305,097. Application for this mark was filed on October 30, 1940. The owner claims use since 1897.

For use on canned vegetables, fruits and especially macaroni, spaghetti and egg noodles.

More Copper for Macaroni Dies

Macaroni manufacturers who are concerned about the supply of copper that is chiefly used in the manufacture of dies for shaping the wheat dough from which their products are made, will be interested in the following announcement:

Two lots of copper sheet, totalling 78,000 pounds, the property of J. M. Katz, 261 Broadway, New York, were seized, April 6, for war purposes at Allentown, Pa., and Peru, Ill., by order of the Inventory and Requisitioning Branch.

Mr. Katz, who had previously refused an offer by Metals Reserve Corporation to purchase this copper, is a supplier of bathroom accessories. The material taken over represents inventories, in excess of requirements to fill rated orders, which he could not otherwise dispose of because of the terms of the copper conservation order.

"WE'RE PROUD OF HER"

MRS. SOPHIE GRASS, Originator of
MRS. GRASS' Noodles and
MRS. GRASS' Noodle Soups

We're proud of her because her wisdom and foresight laid the foundations for a business that, from small beginnings, has grown to nation-wide proportions.

We're proud of her because her insistence on maintaining the high quality of her products has made their reputation secure.

We're proud that, in Mrs. Grass' Noodle Soup, she has originated a delicious soup which saves the American housewife time, money and effort.

And last but not least, we're proud of her because she's our mother.

Irving Grass
Sidney Grass

I. J. GRASS NOODLE CO., CHICAGO



Mrs. Sophie Grass

CONGRATULATIONS!!

TWENTY-THREE YEARS YOUNG and IMPROVING WITH AGE!

Like THE MACARONI JOURNAL, we, too, are helping the Macaroni Manufacturing Industry to Improve by Supplying Particular and Painstaking Manufacturers with

STAR ★ DIES

That LAST LONGER with LESS REPAIRING, and Produce Smooth and Properly-Shaped Products.



The Star Macaroni Dies Manufacturing Company

57 Grand Street

New York, N. Y.

Living Standard Facing Big Drop

What May Macaroni Men Expect?

As a macaroni maker, the following editorial has started a train of thought that might well be taken by all food producers. Rationing has started. . . . Where will it end? How soon will we be told *What to Eat*, now that we are told *What to Use*, *How to Use*, *What to Do*, *What to Wear*? If others will read into editorials of this nature my thinking, the macaroni men may as well plan now for restrictions, regulations and at least partial elimination of their business . . . but we must follow orders patriotically . . . let's be ready, whatever comes.

(Contributed)

The War Production Board has ordered discontinued the manufacture of a long list of metal consuming products from automobiles and radios to oil burning furnaces and toothbrush holders. That means that this country is approaching a sweeping change in its standard of living. The war has headed it toward the standards of England, Germany and Japan. How far in that direction it will go will depend upon the length of the war.

This war is a tough one. It is being fought "for keeps," and all the wealth of the nation, human and material alike, is dedicated to winning it. Consider its drain on the nation's man power.

There now are slightly more than 2,000,000 men in the American army. There are 1,000,000 more men in the navy, and about 500,000 in the air force. That marks an immense change from a few years ago, when the army was down to around 150,000 men, and the other military branches also were negligible, so far as numbers were concerned.

But the change that will take place in the future, according to current plans, will be infinitely greater—and will have a tremendous effect on the mode of living in this nation.

Top military men believe that the army will have to be increased to 8,000,000 men and perhaps still more—that the navy will have a personnel of around 2,000,000—and that the air force also will reach the 2,000,000 mark. In short, if this war continues, between 12,000,000 and 13,000,000 men will be required for military service.

That will mean that every man under 40 without dependents, and without a job considered vital to the war effort, will be inducted, and before long. Men with minor physical dis-

abilities will be taken and placed in non-combat work.

The reasons for planning so vast a military establishment are obvious. We must figure on a long war which may not end until there is a land invasion of the Axis countries. All hope an invasion will not be necessary and that Germany and Japan will collapse. But it would be the height of folly to plan on that. We must, instead, plan on doing it the hard way.

What will be left for civilian production, civilian life?

The answer is clear: "The barest minimum of what is needed." If this war lasts long enough, the drain on our human resources will be as great as in Germany, England, Japan or anywhere else.

Buy Coal Now

Macaroni - Noodle manufacturers who use Coal in any quantity should heed the advice of the Government as contained in the following release of the Consumer Division of the Office of Price Administration—April 7, 1942:

Added emphasis to the Government's "Buy Coal Now" drive came from Price Administrator Leon Henderson today in a statement urging every home owner who burns coal to purchase next winter's supply immediately.

"The advice to buy coal now may develop into a 'now or never' appeal for many coal users," declared Mr. Henderson. "Transportation now is available to haul coal from the mine to consumers' coal bins but by fall our railroad and truck lines will be loaded to capacity hauling war shipments."

Mr. Henderson pointed out that many coal dealers are cooperating with the Government's drive by offering summer prices to consumers who buy now.

With Mr. Henderson's statement, the OPA has joined two other Government agencies—the Office of the Solid Fuel Coordinator, and the Bituminous Coal Consumers' Counsel—in getting the public to avert the possibility of heatless days next winter by buying coal this spring.

Gifts Replace Losses

The American Booksellers Association, Inc., New York, N. Y., recently advanced a suggestion of a member that bookstores take all books usually offered in sales at a great loss and

make a gift of them to the various camps of the armed forces. The suggestion not only became popular but booksellers found it most practical. Old and slow-selling books not only disappeared from crowded shelves to make room for the "live" ones, but it was a profitable venture otherwise in that the actual cost of such books is deductible in their income taxes as charity.

Executives of the Macaroni-Noodle Industry should not lose sight of the fact that all moneys paid for Association dues and towards cooperative services are equally deductible when making income tax returns, as are the expenses involved in attending conventions, conferences and trade meetings. Charity and cooperation pay big dividends when properly applied.

Army Gets Bakers School

The American Bakers Association of Chicago has turned over the civilian staff, buildings and equipment of the American Institute of Baking to the Army for the duration of the war to train enlisted men as baking instructors. The present training program calls for approximately 72 enlisted men to be trained every six weeks in both field and post baking methods.

Skillet Spaghetti

2 tsp. shortening 1 cup spaghetti,
½ lb. meat, ground broken in 1" piec-
1 small onion, finely es (uncooked)
chopped 1 cup catsup
1 tsp. salt ½ cups strained to-
¼ tsp. pepper matoes

Melt shortening in skillet, add ground meat and onion, then spread evenly over the bottom. When this is browned on one side, turn and cook on the other. Add salt, pepper, cooked spaghetti, catsup and tomatoes. Place lid on skillet. Cook on full heat until the steam escapes freely, turn to low simmer and cook for 45 minutes. Do not take cover off until time is up.

No Black Bread or Wheatless Mondays

Philip W. Pillsbury, President of Pillsbury Flour Mills Co., made a prediction in Minneapolis on April 11, 1942 that "There will be no wheatless Mondays or dark war bread" in this war because "America has an abundance of wheat. Canadian elevators are bulging, and a new wheat crop is on its way."

"The problem is not one of rationing, but that of storage, and the most effective use of food values in the wheat. American housewives will be able to buy peacetime, high-quality wheat products for the duration."

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



UWANTA BRAND Frozen and Dried Egg Products

FROZEN EGG YOLK
Whole Egg, Sugared Yolk and Whites

DRIED
Albumen, Pan Process
Yolk and Whole Egg, Spray Process

We invite your inquiries through our local representatives
or direct to the

HENDERSON PRODUCE COMPANY

General Office
Monroe City, Mo.

Boardwalk Display for Lent

Effective Cooperation with the National Macaroni Institute's Lenten Promotion by E. I. du Pont de Nemours & Co., Inc.

A special Lenten promotion of cellophane-protected macaroni products was held at the du Pont Exhibit on the Boardwalk, Atlantic City, New Jersey, during the Week of Febru-

tion to the many appetizing and nourishing types of macaroni products displayed.

The purpose of the display was to impress on the public the varieties of



ary 23 to March 2. The feature window was sponsored by the Cellophane Division of that company, and many macaroni manufacturers participated.

Chief "attention-getter" of the showing was an attractively colored background illustrating the proper method of eating spaghetti. This novel feature proved a "stopper" to passing crowds and helped to draw atten-

tion to the many appetizing and nourishing types of macaroni products available, the ease with which they can be prepared, and the energy-value of macaroni in the daily diet. Also stressed was the fact that the brands wrapped in cellophane could be depended upon for freshness, cleanliness, and quality.

The Du Pont Exhibit personnel reported enthusiastic interest in the showing by the public, and it is felt

that some very worthwhile publicity for the macaroni industry resulted from the promotion.

When the display had served its purpose, it was dismantled, shipped to Wilmington, Delaware, and re-assembled for exhibition in the lobby of the Du Pont Hotel in that city.

The National Macaroni Institute, Braidwood, Illinois, cooperated with the Du Pont "Cellophane" Company in obtaining original prints of the beautiful young lady demonstrating the correct spaghetti-eating technique—in line with its products promotion and consumer education activities for Lent, 1942.

Adapt "Coffee" Song

The Pan American Coffee Bureau of New York City is adapting the song "Let's Have Another Cup of Coffee" to the coffee trade. It will be used in radio where music will be an important part of the coffee publicity program. Further publicity for coffee as a national breakfast drink will come through retailers, newspapers and trade papers in the music field and the magazine of the record manufacturer.

Will Hold "Shoe Fair"

To counteract the erroneous impression that future shows would not be conducted by the National Boot and Shoe Manufacturers' Association and the National Shoe Retailers Association, announcement has been made that plans are under way for the November Shoe Fair as originally conceived and in keeping with usual practice.

The Date: June 22-23, 1942 . . . The Place—Edgewater Beach Hotel, Chicago . . . The Purpose—a Friendly Industry "Confab."

Use The Convenient Order Coupon Below!

Fill in—Detach—Mail Immediately

THE MACARONI JOURNAL

P. O. Drawer No. 1

Braidwood, Illinois

Please enter my subscription for the term checked:

One Year—U. S. A. \$1.50 One Year—Canada \$1.75
 One Year—Foreign \$3.00

Name Address

Company City - State

Wrapping Machines essential to our War Effort

Our wrapping machines already in the field are playing an important part in supplying our armed forces . . . The well-known FA model, for example, is now wrapping bandages for the army . . . Tons of hard candy for rations are being individually wrapped on our 22-B . . . And the candy-bar wrapper (CA-2) is being used to enclose first-aid packages of sulfanilamide in an easy-opening, sanitary wrap.

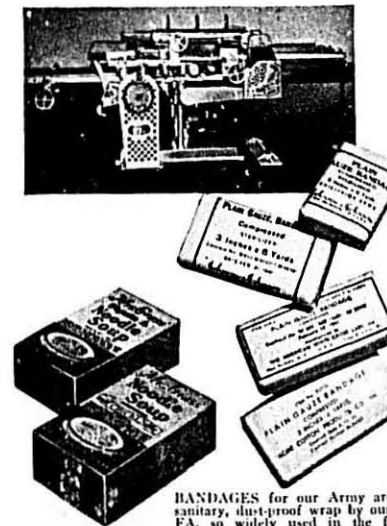
If machine wrapping will assist you in stepping up the output of goods that are important to our nation's program, call on us. We have over 70 different models which meet practically every wrapping requirement.

Getting the most out of Present Machines

You can also count on us to give you every assistance in keeping your present wrapping equipment in high gear, and in finding substitutes for methods or materials which may have to be discontinued.

Get in touch with our nearest office

PACKAGE MACHINERY COMPANY, Springfield, Mass.
 New York Chicago Cleveland Los Angeles Toronto



BANDAGES for our Army are given a sanitary, dust-proof wrap by our versatile FA, so widely used in the food field.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Bags, Wrappers
 Printed Rolls
 of
 du Pont "Cellophane"

Excellent quality and service

DIAPHANE BAG CORPORATION

OF PENNSYLVANIA

J. G. MEMBRINO, PRESIDENT

CHESTER, PA.

Our Greetings and Best Wishes
 to the

Macaroni Journal

On the Occasion of Its
 23rd Birthday

and

National Macaroni
 Manufacturers Association

On the Occasion of Its
 30th Birthday

THE EMULSOL CORPORATION

59 E. Madison St. Central 4285

CHICAGO, ILLINOIS

Manufacturers of high quality
 frozen and dried egg products

The Scorched Earth in Business

By Frank Farrington

Staff Writer and Business Analyst

"Scorched earth" was only a writer's phrase prior to today's war. It described the ground in drouth, the desert under a tropical sun, the plains after a prairie fire had passed. For most of us, it was only a condition to read about. We do not really think the day will come when enemy trans-oceanic attacks will make it necessary for the earth to be scorched in the military sense right where we live. We may be right.

But some of us who think our only connection with a scorched earth policy is through its effect in retarding or handicapping an enemy advance, may be doing a little scorching ourselves in business.

There is the macaroni manufacturer's salesman who, after getting his order signed, scorches the earth for the salesman to come along later selling some other type of product, by saying, "I'd go pretty slow on buying such-and-such products. There's talk the government's going to requisition all the semolina that's in the hands of the trade." That statement might be true, though probably it is not, but it might better be left to official announcements.

Or the noodle salesman who may not make a sale himself and may act to keep others from selling by saying, "Well, perhaps you're wise to go slow about buying now. I'd like to sell you, but nobody knows what's going to happen and a man is probably wise to play pretty close to his vest. By the time I get here again, I'll probably have some inside dope and be able to help you handle the situation."

With buyers intensely susceptible to any hint or suggestion, it takes only a word to scare some of them into a moratorium on buying. They say a hint is as good (or as bad) as a kick and it is true in the present situation. We are more frightened by some insinuating suggestion let drop in an undertone than by the loud voiced declaration of someone whose assertive manner arouses us to take the opposite view.

The salesman on the road, the executive at his club, the office employe lunching with acquaintances, make a subtle suggestion based on nothing more than gossip or guess, and that guess becomes a positive assertion when it is repeated by hearers. No one of us, from office boy to executive secretary, perhaps even to company president, but enjoys being able to

create a sensation with what we intimate is inside information about business conditions, new restrictions, priorities, ceilings or rationing. That love of appearing to have inside information is just as natural as the love of admiration.

Passing along inside information which probably never came from inside and is not information, is one way of scorching the earth for business that otherwise would come along successfully.

Another common way of accomplishing a scorched earth effect is that of the businessman who does not hesitate, when asked for a product he cannot supply, to say, "All that's off the market now. You might as well make up your mind to get along without for the duration."

Well, that statement may be correct, but not always. Not long ago I had an order for some Fancy Products of a shape I have sold for years. The manufacturers I have patronized ceased making it and turned to war orders. That is what they should do and I find no fault with that or with the fact that such fancy products are going to be hard to get. But when I had an important order I wanted filled, with no priority claim possible, a manufacturer's representative told me I was out of luck, for no products in that line could be had. I still thought the "scorched earth" might yield something somewhere and by writing all the advertisers in a trade journal, I uncovered a house that was still making and shipping promptly the things I wanted. And I found another house that had on hand some of the items. I filled my orders.

It may well be that the buyer with urgent need, should not take at its face value any one man's statement that his wants cannot be filled. Somewhere the products wanted may be obtainable. Even with the earth scorched, dig around in the apparently bare ground and see what can be found. There are apt to be sheltered corners to which the scorching has not penetrated.

It is possible we may come to put too much emphasis on the "for the duration" phrase. I do not belittle the importance of giving up everything that helps the war effort, for the duration, be that even the ten years some pessimists suggest. I do not wish to suggest the elimination of the phrase in connection with what ought to be

done. I merely suggest that we are falling into the habit of using it in a lot of cases where it is not necessary, where the duration of certain scarcities will not be the duration of the war, but only the duration of the time needed to provide substitutes or to develop production to a point where it will take care of civilian as well as military needs.

There is some advertising that tends at least to parch the earth a little, if not actually to scorch it. It is the advertising of the big companies that have entirely ceased making their normal lines and give the impression through their advertisements that nobody is making anything of the sort. There are manufacturers whose products are off the market less because of lack of essential raw materials than because they have turned to war work. They ought not to give an impression that no one is making such products. Small business concerns may be producing them because it is not practical for them to turn to war work.

"Business as usual" has become an utterly discredited slogan, but that does not mean it is to be replaced by "War business or none." There are thousands of manufacturers whose products are not needed for the prosecution of the war, whose plants cannot practically be turned over to war material production. These business enterprises are to go on because business not directly connected with war effort needs to be continued to supply people with what they need in common use and even for some of the luxury goods that bring the government large war tax revenues.

It is to be remembered that if the business earth is scorched too severely, it will be impossible to glean from it the tax moneys that are as essential as scorching out of existence a lot of non-essential industries. You cannot kill the goose that lays the golden eggs and still get eggs.

It is all important that we win the war and, failing that, we shall not even own our part of the earth, whether it is scorched or not. Nevertheless there is no harm in at least bearing in mind that when the war is over, we are going to want to start raising crops again and any unnecessary scorching will make it that much more difficult. Nobody thinks the Russians would be so foolish as to start scorching the earth of Siberia while the Germans are still west of the Ural mountains.

April, 1942

THE MACARONI JOURNAL

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And no businessman should scorch the earth for his own or others' business when no war advantage is to be gained by it.

Some scorch the business earth by ill-considered advertising, prepared with only the advertiser's interest in mind. Some scorch it by a narrow gauge selling policy or by yielding to vanity motives. It is scorched by labor's sometimes shortsighted selfishness, by any means that has no longer forward look than immediate selfish advantage. These things can only make the going tougher than necessary now and tougher than that when we have finally consigned that unholy trio, the hell-hound Hitler, the contemptible Tojo and Me-too Mussolini to the ash-can and dumped them on the garbage heap where they belong.

James A. Farley Heads USO Committee

Popular Business Executive and Former Government Official Accepts Chairmanship of National Corporations Committee in \$32,000,000 War Fund Campaign

James A. Farley, former United States Postmaster General and Chairman of the Board of Coca-Cola Export Sales Co., has accepted the chairmanship of the National Corporations Committee of the USO War Fund Campaign, it is announced by Prescott S. Bush, National Campaign Chairman.

This places him in one of the key units of USO's nation-wide appeal for \$32,000,000, to be launched May 11 and to continue until July 4.

Assuming his new duties, Mr. Farley said:

"I welcome this opportunity to serve a cause so closely linked with the welfare of our armed forces. Those responsible for the conduct of the war, from President Roosevelt to the men in the ranks, have testified to the necessity of USO as a vital part of the job of winning this war.

"The program of USO, to meet the war needs, will require \$32,000,000—or an average of 66 cents per man a month—to pledge to every one of the 4,000,000 fighters some measure of friendly and home-like hospitality in those moments of leisure when the best soldiers and sailors in the world want a little comfort, a place for relaxation, and a touch of home.

"It's little enough to give these men, in view of the great issues at stake, and all the experience of the past year shows that at least \$16,000,000 of the USO budget must be given by American corporations.

"American business has never been found wanting in backing up men and women in the nation's fighting forces, and industry in the United States will

show its mettle once again in the USO campaign."

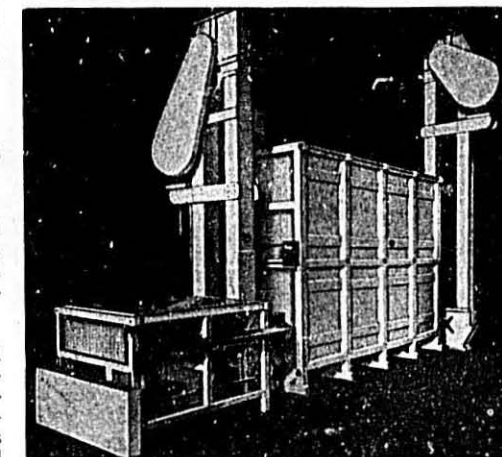
The roster of Mr. Farley's National Corporations Committee has not yet been completed. It was indicated, however, it will draw its membership not only from New York City but from other key industrial centers as well.

Mr. Farley further indicated there will prevail a policy which provides that all gifts obtained through the direct or indirect efforts of the National Corporations Committee will be credited to the cities in which the contributing corporations are located.

April Semolina Prices

Experiencing a slight lessening in semolina demands by macaroni manufacturers with the close of the Lenten rush, millers found shipping orders hard to obtain on the opening April prices quoted at Minneapolis as follows:

No. 1 Semolina, bulk, f.o.b., Minneapolis, \$6.25 to \$6.36 a bbl.
Standard—\$5.95 to \$6.05.
Granular—\$5.85 to \$5.95.



DON'T LET
OBSOLESCENCE
STEAL YOUR
PROFITS

INSTALL THIS MODERN

CHAMPION

Flour Outfit and Semolina Blender

—It Pays for Itself from Increased Profits

YOU can Save Money and Increase Profits by dispensing with old worn-out equipment and installing this modern Champion Flour Handling Outfit and Semolina Blender and Sifter. Compact and sturdy in construction... automatic in operation.

Sifts flour to a uniform fineness, removing all lumps and foreign substances... improving products and eliminating the primary cause of scorched dies. Furnished with or without blending bin for any plant capacity.

Priced reasonably and sold on a convenient payment plan that places it within reach of every manufacturer.

CLIP AND MAIL COUPON FOR ALL DETAILS

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Also mfrs. of

- Dough Mixers
 - Noodle Brakes
 - Weighing Hoppers
 - Water Meters
- All Automatic and Accurate in operation.

Gentlemen: Please send me Bulletin of Champion Equipment and complete details regarding your CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER, prices and terms; also tell me about your Easy Time Payment Plan. Am likewise interested in learning about equipment checked at left.

NAME

COMPANY

ADDRESS

CITY..... STATE.....

QUALITY SEMOLINA

DURAMBER

EXTRA FANCY NO. 1 SEMOLINA



PISA

NO. 1 SEMOLINA



ABO

DURUM PATENT



Amber
MILLING COMPANY

EXCLUSIVE DURUM MILLERS

J. F. DIEFENBACH PRESIDENT MINNEAPOLIS P. H. HOY VICE PRESIDENT

MACHINES FOR SETTING UP AND CLOSING MACARONI AND SPAGHETTI CARTONS



(A) The PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable to set up several carton sizes.

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

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

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

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

Country and Industry



"Now is the time for all good men to come to the aid of their country!"
Millions, yea, billions of times this line has been written for practice by typewriting students to improve their typing ability. Never had this sentence the deep meaning that it now has to every true American. Our nation has been stabbed in peace by a ruthless enemy. The country needs the aid of every lover of liberty and of the American way of life. Let's give to the limit.

"As an Industry, Let's Roll Up Our Sleeves, too, and Fight Together Instead of Each Other"

War is also having its effect on industry. The Macaroni-Noodle Industry, for instance, is being regulated and properly so, in the interest of our fighting forces and of the civilians on whose support the army, the navy, the air force—yes, our very country—depends.
The opening statement might well be paraphrased into—"Now is the time for every earnest manufacturer and friendly ally to come to the aid of his Industry." Our country wants a united, cooperative industry—one in which every important firm in the business is willing to do its part in voluntarily supporting the national program even at some sacrifice of policy, expenditure of some time or money.

In that spirit, the National Macaroni Manufacturers Association extends a cordial invitation to all non-member firms, large and small, wherever located, to volunteer their membership application now. Welcome!



**AN ALL OUT EFFORT TO DO OUR BEST
WE PLEDGE OURSELVES
TO GIVE SERVICE**

BAGS WITH SALES APPEAL
SYLVANIA CELLOPHANE—VISUALIZED WINDOW BAGS

MADE BY

PARAMOUNT PAPER PRODUCTS CO., INC.
1601 GLENWOOD AVE.
PHILADELPHIA, PA.

INSECTS and RODENTS

Effectively Controlled

LARVACIDE (Chlorpicrin) Fumigant has been used for more than seventeen years in Macaroni Plants, Semolina and other Flour Mills . . . and in all industrial fields where pests are a problem.

EASY TO APPLY in conveyors, blenders, elevator legs and hoppers; in vaults and for general fumigation.

PENETRATES to kill egg life and larvae, as well as adult insects; and to reach remote spots which might afford refuge from gases less potent.

DRIVES RODENTS OUT to die on open floor, without carcass nuisance. For Rodents only, light dosage, such as 2 or 2 1/2 lbs. per 1,000 square feet of floor area, is effective.

PROTECTIVE TEAR GAS WARNING
NO FIRE OR EXPLOSION HAZARD

Larvacide INNIS, SPEIDEN & COMPANY
Established 1916
117 Liberty St.
NEW YORK

is a tear gas chemical, shipped in liquid form in cylinders 7 1/2, 180 lbs. and convenient 1 lb. dispenser bottles (fine for small jobs), 8 or 12 to wooden case. Write for folders on EFFECTIVE, ECONOMICAL Pest Control.
CHICAGO • CINCINNATI • CLEVELAND • PHILADELPHIA • PITTSBURGH • ST. LOUIS • WASHINGTON • OMAHA

RIGHT IN YOUR LAP



Not Planned That Way
But It's Working Out That Way
The Can Shortage for Liquid Soups
Means a Greater Demand for
DEHYDRATED SOUPS

THIS IS YOUR LINE

Consider Our Noodle Soup Mixes
With Vegetables—Chicken Fat—Beef Extract
in Bulk or Handy Packed Bags.

For Complete Information Write Us
PURITAN FOOD PRODUCTS
311 N. DESPLAINES • CHICAGO, ILL.

To Punish Willful "Rationing" Violators

Willful violators of rationing orders and rationing regulations issued by the Office of Price Administration now face direct prosecution and severe penalties under provisions of the Second War Powers Act, 1942, warns the Acting Price Administrator.

The Act, which became effective Saturday, March 28, 1942 when signed by President Roosevelt, pro-

vides a maximum penalty of \$10,000 fine and imprisonment for one year for willful violation of priority orders of the War Production Board or of rationing orders or regulations of OPA, whether already in effect or issued in the future.

The Price Administrator disclosed that OPA, working in close cooperation with the Department of Justice, has adopted a comprehensive plan of action for investigation and criminal prosecution of those persons who flout the rationing rules. This plan will be

pursued vigorously, he said, with the object of making illicit trafficking in rationed articles an expensive business.

"Until passage of the Second War Powers Act, enforcement of the rationing program has been severely handicapped by the fact that the law provided no criminal penalties for even the most flagrant violations of rationing requirements," Mr. Hamm stated. "Dealers who had made misrepresentations to the government of facts concerning their supplies could be prosecuted for such misrepresentation under existing statutes, but the open and notorious violator could be reached only by suit to enjoin further violations."

"Those who connive to get more than their fair share of any rationed article are equally as guilty as those who traffic illicitly in rationed goods for profit. Public condemnation of these practices now will be supplemented by criminal prosecution."

Joliet Plant Sold

The macaroni manufacturing plant located at Joliet, Illinois, was recently sold according to an announcement made April 2, by B. S. Scotland, president and founder of Tenderoni, Inc. The plant has been in successful operation for more than twenty years, first as the Joliet Macaroni Company and then under its present name, under the executive management of those who engineered the sale reported in the following statement:

Tenderoni, Inc. advises that for its Van Camp's Division, the Stokely Bros. Company of Indianapolis, Indiana, has purchased the trade name "Tenderoni," the trademark "Tenderoni" and the patent thereon, together with all the other brands of macaroni and soup mix products and the business and goodwill thereon, and the macaroni manufacturing plant for making these products.

The old owners of the macaroni factory will continue to operate the unsold portion of the plant across the street, manufacturing for sale such products as "Jellum," "Q-Jel," "Be-Won Jel," "Mirror" brand plain gelatine, and "Q Freezing Mix," etc., under the name of *Jellum, Inc.*

The name was adopted because the principal product will be "Jellum" the prepared fruit pectin for making jelly and jam.

The Van Camp's Division, new owners of the macaroni plant, will continue its operation, and will sell the output nationally, with the support of general advertising in line with other products made and sold by Stokely Brothers.



ALERT!

The winged bombers of America are constantly on the alert. Naturally war brings rapid changes. The use of new and substitute materials throughout industry means new adhesive problems.

Because Manhattan is on the alert to these changes, we have the answer to these problems as we have had for three decades.

Manhattan case seal, carton and non-moisture-proof cellophane glues are **QUALITY ADHESIVES**. They're **CUSTOM-MADE FOR YOUR GLUING OPERATIONS**.

MANHATTAN PASTE & GLUE CO., INC.

Lion Brand Adhesives

425 Greenpoint Avenue, Brooklyn, N. Y.



Boston Chicago Cleveland Rochester Philadelphia

War's 13 Commandments

Here are some commandments that are of interest to every good American, because they have to do with the citizen's role in this war:

- 1—Thou shalt keep thy mouth shut.
- 2—Thou shalt stay out of Washington, both thee and thy conventions and thy car and thy family and all thy correspondence and thy personal problems; none of these shalt thou bring to Washington for they clutter up the works.
- 3—Thou shalt not harrass thy son because he hath not a commission; neither shalt thou make him to feel the service of an enlisted man is beneath his college education and thy Colonial background; neither shalt these things be held against him by other enlisted men if thou does not make of them an abomination.
- 4—Thou shalt not hoard; only the squirrel hoardeth, and this he doeth because he is a squirrel.
- 5—Thou shalt not get ants in thy pants to put on a uniform only because thou art vain and hast no courage to hoe the row in the place where thou art most needed.
- 6—Thou shalt walk, even thus shalt thou aid in saving gas and rubber; thus shalt thou redeem the price of thy girllie and thy doctor's bill and thy very hide.
- 7—Thou shalt not strike; neither shalt thou walk out; neither shalt thou look out; neither shalt thou sit down on the job—this that thy days may be long in the land that the Lord thy God hath given thee.
- 8—Thou shalt not in thy confidence measure the seas, for verily, they who have thought to hide behind the seas are full of prune juice.
- 9—Thou shalt not fret because of evil doers, for thou hast not done so hot thyself.
- 10—Thou shalt not lose faith; thou hast lost nothing beyond recovery if thy faith be not lost.
- 11—Thou shalt not complain because of tire, sugar and other commodity rationing, nor of the sacrifice of thy time spent in civilian defense classes; neither in the drills incidental thereto—thou must realize that thou art part of thy nation's defense.
- 12—Thou shalt ever remember that thine own self and thy neighbor and thy neighbor's neighbor—yea, verily, all of us must tap some sap from a Jap—then when his days are numbered, thou shalt hear one long, loud YAP meaning OUCH.
- 13—Thou shalt buy plenty War Bonds and Stamps and pay thy taxes until it hurts thy pocketbook—for then, and only then, with these taxes, shalt we tick the Axis.

Culled from the writings of the Ventner City, New Jersey, Defense Council by Todd Hunter, noted news analyst and broadcast over the Columbia Broadcasting System—WBBM, Chicago, March 23, 1942.

Jap-Slapping

Here are a few of the reasons why you and I must buy defense bonds, and then buy more defense bonds. These are the costs of a few of the things we're using to slap the Japs—and the Nazis:

M-1 Garand Rifle.....	\$ 80
Machine guns of various types and calibres....	\$500 to 3,000
Heavy case demolition bombs.....	\$100 to 500
37-mm. anti-tank guns.....	6,500
37-mm. anti-aircraft guns....	20,000
90-mm. anti-aircraft guns....	50,000
75-mm. guns.....	10,000
Light tanks.....	40,000
Medium tanks.....	75,000
Pursuit plane.....	55,000
Light bombardment plane..	210,000
Heavy bombardment plane..	335,000

Those aren't toys—but the American boys who are using them aren't little tin soldiers, either.

—The Modern Millwheel

Noodle Yolks!

Fresh Frozen

Dark Color

High Solids

♦ ♦ ♦

"IOBEST BRAND"

♦ ♦ ♦

Anamosa Poultry & Egg Co.

ANAMOSA, IOWA

W. H. Oldach

American and Berk Sts.

Philadelphia, Pa.

CONTINUITY

For Your Packaging Problem

- Create
- Design
- Manufacture

"Our BG-Three Service"

USE OUR
FRIENDLY SERVICE DEPARTMENT
Suggestions Without Obligation

Bradley & Gilbert Co.

INCORPORATED

Louisville, Kentucky

Sugar Use Drops Without Rationing

Federal sugar rationing won't be too big a blow to the average American, commissary officials of The Pullman Company predict.

Evidence that diners already have begun to cut down on sweets was seen in reports from Pullman's fleet of 400 commissary cars in operation daily over the country's railroads, L. C. Armfield, commissary head, said. He announced that customers have voluntarily, without any system of individual rations, "materially reduced" sugar consumption since Feb. 10.

At that time, he disclosed, the company decided to attack the sugar problem in its kitchens, but not to institute quotas for the public. A brief reminder was printed on menus, which read, "For defense, conserve sugar for manufacturing alcohol used in producing explosives," but attendants were instructed to keep sugar bowls on the tables.

Meanwhile, Pullman chefs devised new breakfast and dessert dishes where honey or plain syrup is substituted for sugar. Thus, honey nut sundaes have replaced the hot fudge concoctions; corn syrup is used in glazing fruits and vegetables. Sauces made with honey or syrup are used over puddings, French toast, and fritters. Many of these new dishes have elicited favorable comment, he said, with requests for the recipes.

But patriotic passengers also have determined to conserve sugar of their own accord. Bowls have had to be refilled much less frequently. "Quite clearly," Armfield declared, "the public is aware of how important sugar is to winning the war. People are rationing themselves and learning about satisfactory substitutes for sugar in cooking. I don't think the government's rationing will prove such a sudden hardship."

Something New in Macaroni Packages—Wins All-America Package Award

An entirely new concept in macaroni products packaging took a Top Award for W. Clark, Ltd., Montreal, Canada, in the 11th Annual All-America Package Competition, sponsored by *Modern Packaging Magazine*.

The attractive, hexagonal, carton package combines a multiplicity of advantages never before incorporated in the packaging of this type of product.

The patented "Loxite" closure enables the user to open and close the package with equal ease by simply lifting one tab to open and by bringing the points together and pressing

Ties Advertising to Defense



A double-barreled tie-up to defense angles is featured in current store display and newspaper advertising for Mrs. Grass' Noodle Soup.

A new series of ads, incorporated in the April schedule of advertising to appear on the food pages of papers throughout the United States, features the slogan: "Buy More Defense Stamps with the Dimes You Save When You Serve Mrs. Grass' Noodle Soup."

This dramatizes, in an extremely forceful manner, the already well-known economy of Mrs. Grass' Soup. In these days of rising food costs, the makers of Mrs. Grass' soup feel

down, to close the package. This enables the consumer to make partial use of the contents, and be assured that the remaining contents will stay sanitary, dust-proof, and guard against accidental spilling and waste.

The carton has been printed in effective bold red, black, white and yellow on a white ground to tie in with the general character of the labels on Clark's tinned goods products. The carton design is high in display value, with sharp and immediate product identification. The promotional message on the carton serves throughout the life of the package since it cannot be removed or discarded as a loose wrap or applied label might be.

The quantity is figured prominently by the message "16 oz. when packed" which is placed on a solid yellow disc against a background of red and black, so that it stands out distinctly enough for the shopper to note at a glance the weight content of the package as compared with competitive brands.

that the ads, urging women to use their savings to buy defense stamps, are performing worthwhile functions.

Along similar lines is a cartoon reproduced herewith which is being featured in store displays. There is considerable human interest in this humorous picturization of a soldier reporting to his superior officer that his buddies would like to have the same Mrs. Grass' Noodle Soup they liked so well at home.

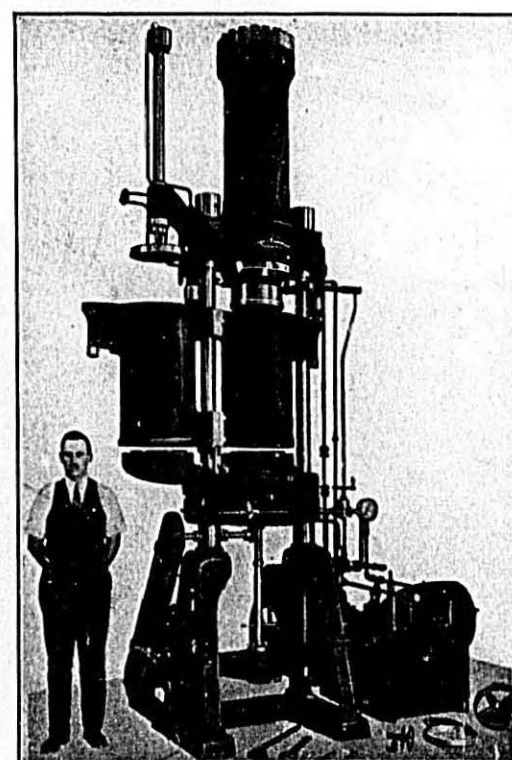
Mrs. Grass', which is the original noodle soup, has always been consistently advertised and aggressively merchandised, maintaining and increasing its dominant sales position.

The hexagonal shape of the package adds to consumer convenience by providing a firm and steady grip and the entire packaging job has been executed with ingenuity and merchandising skill.

New Santa Rosa Factory

August Bertolucci, a macaroni manufacturer of 22 years' experience in manufacturing, drying and packaging macaroni, spaghetti and vermicelli, has announced plans for opening a new manufacturing plant in Santa Rosa, California. The plant is located on Fourth Street and will be operated under the name Suni-brand Noodle and Macaroni Factory.

Owner Bertolucci says he has outfitted his plant with the most modern equipment, including dryers that will insure products of the utmost quality and satisfaction. Operations were to start April 1.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

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

FULLER ADHESIVES

For carton sealing, tight wrap, case sealing and every other adhesive application in your plant there is a quality Fuller product to do an outstanding job.

H. B. FULLER COMPANY

Mfrs. Industrial Adhesives Since 1887

St. Paul

Minn.

CORRUGATED
Fiberkraft
SHIPPING
CASES

SEABOARD CONTAINER

CORPORATION

Bell Phone: Baring 7900
Keystone: West 3434

51st STREET BELOW GRAYS AVE.
PHILADELPHIA, PENNA.



Let There Be Light!

COMPLIMENTARY TO SUPPLY FIRMS

WE ARE PLEASED TO ANNOUNCE THAT
MAY 1957

Our Appreciation

THE MACARONI JOURNAL

FOR THE MONTH OF

MAY 1957

**Timely, Consistent Advertising a
Permanent Investment**

THE MACARONI JOURNAL
PUBLISHED BY THE
MACARONI JOURNAL PUBLICATION COMMITTEE
1000 N. W. 10th St., Miami, Fla.
Subscription Price \$1.00 per Year
Single Copies 50c

THE MACARONI JOURNAL PUBLICATION COMMITTEE

Miami, Florida

Somewhere Overseas



Lieut. Albert R. Rossi, U.S.M.C.R.

Lieut. Albert R. Rossi is the son of Mr. and Mrs. Henry D. Rossi the former being president of Peter Rossi & Sons, Braidwood, Illinois.

Lieut. Rossi was graduated from Northwestern University with the Class of 1940 and commissioned in the U. S. Marine Corps May 1, 1941, upon graduation from the Officers Marine Corps School at Quantico, Va.

Since the early part of January, 1942, Lieut. Rossi has been stationed overseas with the Fleet Marine Force. His parents report he is well, and that while they receive mail they are not certain where Albert is located.



Postpone "Cellophane" Order

The cellophane order, L-20, due to expire March 17, has been extended indefinitely, the Director of Industry Operations announces.

Minor changes are made in the order, which is concerned with materials which may be packaged in cellophane and similar transparent wrappings made of cellulose.

Use of cellophane to wrap sterilized infants' garments is prohibited and its use in window envelopes is eliminated. Cellophane wrappings for drug products, chemicals and antiseptics is prohibited except where the wrapping is a protection for the product itself.

While the previous amendment and its extension was limited to 30 days, the new order specifies no time limit.

Lead Foil Wrappings Out

Manufacturers of cigarettes were ordered to cease the use of lead foil for cigarette packaging on May 1, regardless of inventories on hand. The manufacture of metal foil for this purpose had already been prohibited according to J. S. Knowlson, Director of Industry Operations, W.P.B.

DeMartini Representative

Shulmaw Bros. Co. of Boston, Mass., has been appointed as New England representative of the De Martini Macaroni Co. Inc. of Brooklyn, N. Y., according to an announcement made by President V. Giatti of that firm.

Flour Production Up in March

Flour production, according to reports received by *The Northwestern Miller* from plants representing 65 per cent of the total national output, increased during March 74,532 barrels over the previous month, but was 258,808 barrels lower than during the same month of 1941.

Total production during March was compiled at 5,543,160 barrels, compared with 5,468,628 barrels during the month previous and 5,801,968 barrels for the same month a year previous.

Northwestern production decreased 75,390 barrels from the month previous, but the 1,264,796-barrel March total represented a 64,772-barrel increase over the 1942 total for the same month.

Southwestern production, totaling 2,083,789 barrels in March, was 5,101 barrels higher than the month previous, but 75,925 barrels lower than the production of the same month a year previous.

Buffalo mills reported 852,497 barrels produced during March, 5,105 barrels more than the month previous but 21,465 barrels less than the output for March, 1941.

Production of durum products by nine reporting mills totaled 347,053 barrels during March, compared with 363,658 barrels during the previous month and 288,733 barrels during the same month a year previous.

A detailed table appears below:

TOTAL MONTHLY FLOUR PRODUCTION					
(Reported by mills producing 65 per cent of the flour manufactured in the U. S.)					
	March, 1942	Previous month	1941	March	1939
Northwest	1,264,796	1,340,186	1,200,024	1,267,928	1,271,823
Southwest	2,083,789	2,078,678	2,159,714	1,925,054	2,094,373
Buffalo	852,497	847,372	873,962	819,150	885,288
Central West—Eastern Div.	394,545	*398,797	544,449	531,120	528,777
Western Division	221,991	251,905	268,828	272,077	287,583
Southeast	133,971	*40,660	121,887	136,589	159,109
North Pacific Coast	591,570	519,800	633,104	658,184	691,438
Totals	5,543,160	5,468,628	5,801,968	5,610,102	5,919,391

*Revised.

TOTAL MONTHLY PRODUCTION OF DURUM PRODUCTS†			
March, 1942	February, 1942	January, 1942	March, 1941
347,053	363,658	362,827	288,733

†Nine mills.

GREETINGS

- Macaroni-Noodle Manufacturers of America
- Members of National Macaroni Manufacturers Association
- Macaroni Journal Staff and Association Executives

A FRIEND and WELL WISHER

IT PAYS TO BUY BY NAME!

Quality

Trade Mark Reg. U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., INC.
178-180 Grand Street New York City

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

DAVID BECKER CO.

Packers of
Fancy Quality

NOODLE YOLKS



1220 NORTH MAIN ST.
ST. LOUIS, MISSOURI
PHONE . . . GARFIELD 0219

With

Best Wishes

To The Members Of The

NATIONAL
MACARONI
MANUFACTURERS
ASSOCIATION

The Central Carton Co.
1901 East Street Cincinnati, Ohio

FOLDING CARTONS and DISPLAYS

Washington Calling George

By Bertan Braley

(NEWS ITEM: The Government is Urging Greater Production on Farm and in Factory and Expects Every Citizen to Make Great Sacrifices.)

I sing of the fall guy who labors
At desk or at counter or forge,
That butt of his wisenheim neighbors,
That goat of the chiselers,
Georgel

The smarties are clever at
Letting George do it,
They're snickering ever at
How he hops to it.
"George" they say, smirking,
While passing the buck,
"Is a hard-working,
Dumb, good-natured cluck!"

And yet, when their projects go
haywire
And all of their fingers are
thumbs,
They send out a night or a day
wire,
They keep paging George till he
comes;

George, the big, pliable,
Soft-hearted slob,
Faithful, reliable,
Handles the job.

He slams through the boulders
That clutter the road,
He bears on his shoulders
A seven-man load.
When Deeds are required
In office or shop,
George, dogged, dog-tired,
Plods over the top!

George, who is sendable
Anywhere, when
Jobs need dependable,
Trustable men—
George'll slog through it
And it's a wise plan
"Letting George do it"
When no one else can!
George at the gun and
The lathe and the forge
Gets the thing done—and
Thank Heaven for Georgel

—Courtesy of *The Nation's Business*.

A Slight Error

A man in a restaurant called a waiter and said:
"I just found a needle in my soup."
"Oh," replied the waiter, "typographical error—it should have been a noodle."

Floor Wanted— Not Ceiling

From a noodle manufacturing firm comes this little item of general interest:

It seems that the firm received a letter from OPA asking for its price list. The discussion between the two brothers who operate the plant was on the purpose of the request and the use to which the information would be put in the event that enough firms joined in supplying the information in order to give OPA a nationwide picture of the egg noodle price situation.

Said the younger brother: "What do you think this is all about?"

The older brother replied: "Well, I imagine that as long as the government is putting a ceiling on other products, they are thinking of doing the same thing on macaroni-noodle products."

Younger brother: "From my knowledge of our market and prices, it would seem to me much better if the Government would start thinking about placing a floor under prices rather than a ceiling. I never heard of anyone getting too much for this food, or of gouging the consumer."

Chicken-Noodle Soup In Picnic Cans

Tinplate-saving Program Effects
Most Foods in Cans

Amendment of Conservation Order M-81 on tinplate and terneplate to limit the packing of condensed soup in tinplate after June 30 to certain specified kinds was announced April 6 by the Director of Industry Operations, of WPB.

These soups are Chicken, Chicken Gumbo, *Chicken Noodle*, Gumbo Creole, Consomme, Bouillon, Tomato, Asparagus, Spinach, Fresh Green Pea, Clam or Fish Chowder, Scotch Broth, Vegetable, Vegetable-Vegetarian, Pepper Pot, Oxtail, Mock Turtle, Country Style Chicken, Corn Chowder, Beef, and Vegetable Beef.

The amendment specifies the percentages of solids which the above soups are to contain after June 30, 1942, in order to improve their nutritive content. In the case of Chicken-Noodle which is put in class A, the minimum content of dry solids, by weight, is 6 per cent.

The amendment also provides that only No. 1 picnic or larger cans may be used, and that canners may use 100 per cent of the tinplate used in the corresponding period of 1941 for packing forms of the soups requiring the addition of water or other liquids. Canners who packaged these soups in "ready-to-serve" form in 1941 may use only 70 per cent of the tinplate

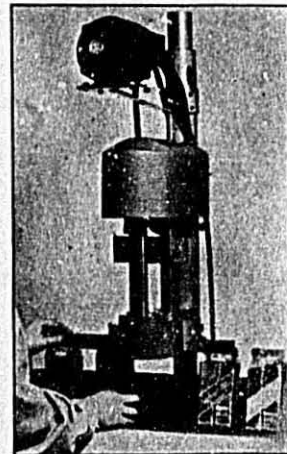
consumed for such purposes in the corresponding period of 1941.

Until June 30, canners may not use more tinplate than they did for these soups in the corresponding period of 1941.

Packaging of soups, broths, and chowders other than those provided for by the amendment may not exceed 25 per cent of the 1940 pack before June 30, after which date packing of such products in tinplate is to be discontinued.

President C. W. Wolfe, of NMMA says: Come to Convention this year with open mind—intent on helping the nation win this war.

Doughboy Rotary Hot Krimp Sealer



Doing a Swell Job in the
Macaroni Industry, Too!

Minnesota Macaroni Co.
4 Doughboys
Quality Macaroni Co.
3 Doughboys
Creamette Company
2 Doughboys
Tharinger Macaroni Co.
1 Doughboy

Doing a big-time line production job in all industries where heat-sealing bags are used—high as 6 machines in one plant.

Pack-Rite Machine Corp.
Cablecode "MARPAK"
828 No. Broadway Milwaukee, Wis.

Hearing Denied

The request of the Millers National Federation that a hearing be held on its petition to have the regulations covering the use of vitamins be made optional instead of mandatory, has been denied by the Federal Security Administration. However, it did agree to postpone for about one year from July 1, 1942 the effective date of the riboflavin requirements.

Triangle in Defense Work

The Triangle Packaging Machine Company of Chicago, which builds automatic machines for packaging macaroni products, and is a well-known builder of packaging machinery for all types of dry products, primarily foods, is now producing filling machinery for handling explosives and incendiary materials. Triangle had designed, especially for this purpose, two new machines to meet Government requirements, and has redesigned one of its standard models for the same purpose.

The company has doubled the size of its plant to take care of this additional volume, and in addition to the Government demands is also supplying all normal demands for packaging ma-

chinery as far as possible. This includes equipment for the macaroni-noodle field. It has been reported that Triangle engineers are continuing to devote a considerable amount of time to the development of new and better machinery for this field. This is a typical example of the way American industry is converting from peacetime to wartime production in the general interest, yet keeping in mind the needs of its peacetime clients so that when this war ends, in victory, as it will, Triangle will be one of the machinery firms that will be remembered by the macaroni-noodle makers.

New Manufacturing Firm

Announcement has just been made of the formation of Roybileck Products, Inc., a Florida concern that has taken over the output of the plant formerly operated by Fraterrigo & Gullo on North Albany Street near Cherry at Tampa, Florida. Listed among the executives of the new concern are W. W. Phelps, Roy M. Haley and C. H. Fekerson.

The firm will feature its F & G brand (Fresh and Good), and also offers excellent private brand service.

Annual Conference June 22-23, 1942, in Chicago.

Urge Standard Packing

The Macaroni-Noodle Industry is not alone with its packaging problems. That there must be a big reduction in the number of sizes of all foods and materials packed under conditions affecting packaging materials, is bringing about standardization even beyond the hopes of leaders in package standardization.

The United Fresh Fruit and Vegetable Association at its recent convention in Chicago went on record as favoring further standardization of fruit and vegetable packing, including the elimination of many sizes and styles not generally used by the trade.

Such a program was urged, as it could be in any business including the macaroni-noodle trade, because it would:

1. Provide uniform units of sale in all markets,
2. Reduce container inventories carried by producers,
3. Simplify processes entering into the manufacture of containers,
4. Make identifications by consumer easier and quicker,
5. Lower the cost of doing business generally.

**FIRST
BUY
DEFENSE BONDS
AND STAMPS
THEN
BUY**

Chas. Wunderlich Cooperage Co.
Saint Louis, Mo.
SINCE 1860

The
MENGEL COMPANY
INCORPORATED

✦

**Corrugated
Shipping
Containers**

✦

Louisville, Ky. Winston-Salem, N. C.
New Brunswick, N. J.

The MACARONI JOURNAL

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

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

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 THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
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ADVERTISING RATES
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 Want Ads, 50 Cents Per Line

Vol. XXIII APRIL, 1942 No. 12



"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."

Faber in New Office

George L. Faber, Chicago manager for King Midas Flour Mills, has moved his office to Room 424 of the McGraw-Hill Building at 520 North Michigan Avenue, Chicago. He represents the firm in its semolina and flour sales to macaroni manufacturers in the Chicago area.

To Members

Members of the National Macaroni Manufacturers Association were supplied with important and confidential information from Director's B. R. Jacobs' Washington Office last month, regarding the new policies set up by the United States War Department in purchasing its macaroni-noodle needs for feeding men in the armed forces.

It explained the revisions in types permissible and the experimentations being made with substitutes for standard containers now required. Members were assured that they would be kept fully and immediately advised of further developments in specifications and other regulations concerning macaroni products from the Army, Navy and Air departments.

Will Represent NMMA

Vice President and Secretary Will Attend Chamber of Commerce Convention

President C. W. Wolfe of the National Macaroni Manufacturers Association has named Vice President A. Irving Grass as National Councillor and Secretary M. J. Donna as National Delegate to officially represent the organization at the Stevens Hotel, Chicago, April 27 to 30, 1942. Councillor Grass will attend the meeting of the National Councillors on April 27. This is the official body that controls the organization, and he will be joined by Secretary Donna for the general sessions starting April 28.

The entire program features the part which American business is taking or should take to aid the country's war effort. At the "Organization Night" dinner, Tuesday, April 28, Captain Edward V. Rickenbacker, President of the Eastern Air Lines and well-known Flying Ace of World War One, will be the principal speaker.

The National Macaroni Manufacturers Association has held a membership in the Chamber of Commerce of the United States of America for many years.

BUSINESS CARDS

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

National Cereal Products Laboratories

Benjamin R. Jacobs
 Director
 Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.
Vitamin Assays a Specialty.
 Laboratory
 No. 158 Chambers St. New York, N. Y.
 Office
 No. 2028 Eye St. N.W., Washington, D.C.

Blue Stamps Buy Foods

During February 1942, families taking part in the Food Stamp program used \$9,600,000 in blue stamps to purchase, among other foods—28,250,000 pounds of potatoes; 28,000,000 pounds of flour; 8,000,000 pounds of fresh apples; 5,900,000 pounds of pork; 3,900,000 dozen eggs; 2,900,000 pounds of butter; 2,442,000 dozen fresh oranges; 600,000 pounds of fresh pears; 1,500,000 pounds of dried prunes and 5,600,000 grapefruit.

1942 Industry Conference Is Open To All Friends of the Industry.

What Is Quality??

EASTERN SEMOLINA MILLS, INC.

Is Willing To Have You Decide After Trying Our Products

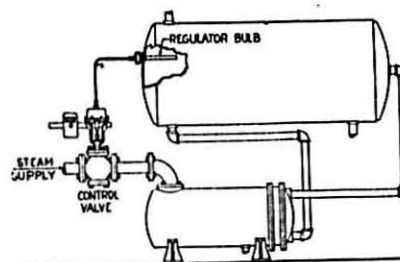
Odd but Valuable Information

By W. F. Schaphorst, M.E.

What Is the Best Way to Maintain a Supply of Steam-heated Water?

The above question is a common one despite the many hot water heating systems in existence.

cylinder that is 6" in diameter and a pressure of 100 pounds per square inch, the dotted line drawn across this chart connecting the 6 in column A with the 100 in column C shows in column B that the cylinder will have a capacity of a trifle over 2,500 pounds.



Herewith is a diagram which shows an exceptionally simple "hook-up" for a self-regulating system of dependable hot water supply. The upper tank is a storage tank in which a "regulator bulb" is shown. This bulb maintains the desired temperature in the storage tank by operating the "control valve," which admits steam into the hot water heater below the storage tank.

Thus when the temperature of the water in the storage tank becomes fractionally low the regulator bulb causes the control valve to open and admit steam into the heater. The hotter water in the heater then circulates upward into the storage tank, heating the water in that tank to the point where the bulb shuts off the steam supply through the control valve. It is a simple, comparatively inexpensive, and positive method.

Handy Food Plant Cylinder Chart. What Pressure? Diameter? Capacity?

This chart will be found convenient for solving a multitude of cylinder problems in connection with food plants and food plant machinery. It eliminates all of the longhand figuring that is usually necessary in computing the total pressure on a piston, the capacity of a pressure hoist, the pressure needed to achieve a given lift, and so on.

Thus, for instance, if you have a

Thus, simply connect the known diameter in column A with the known pressure in column C and the intersection through column B gives the capacity in pounds.

If, on the other hand, it is desired to choose a cylinder that must have a capacity of 2,500 pounds, knowing the pressure to be 100 pounds per square inch, the same dotted line gives a diameter of 6".

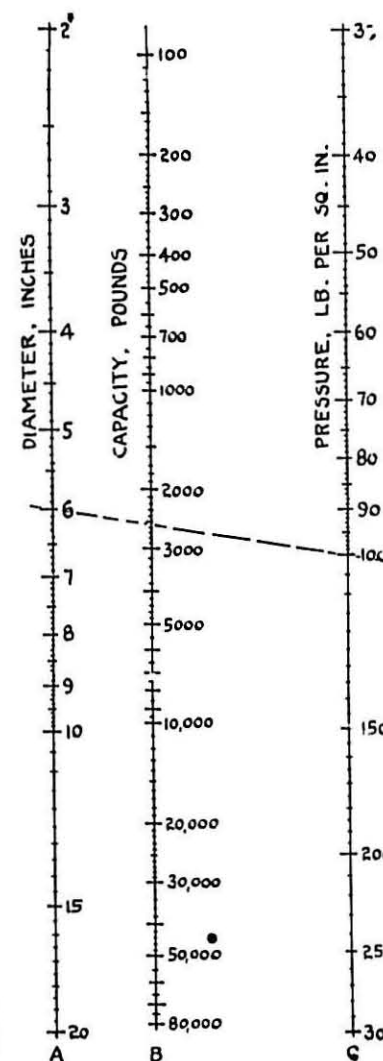
Or, expressed in other words, run a straight line through any two known factors and the intersection with the third gives the answer. Thus, again, the same dotted line would show that if you want a capacity of 2,500 pounds and you have a cylinder whose diameter is 6" a pressure of 100 pounds per square inch will be needed to produce the desired capacity.

As will be noted, the chart has a great enough range to take care of any ordinary requirements, the diameters ranging from 2 to 20 inches and the pressures from 30 to 300 pounds per square inch. The capacities, column B, range all the way from 100 pounds to 80,000 pounds, or 40 tons.

It is applicable to all of the fluids that are used in work of this nature—air, water, oil, etc.

Every cubic mile of ocean is estimated to contain 4,000,000 tons of magnesium; it is now believed the most promising source of this metal for the United States.

Entire supply of goose and duck



feathers, used for pillows and sleeping bags, has been diverted to war orders by the War Production Board.

Technical films illustrating shipbuilding skills, from laying of the keel to the fitting of deck plates, have been prepared by the U. S. Office of Education for training of novices.

<p>OUR PURPOSE: EDUCATE ELEVATE ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First-- INDUSTRY Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1941-1942</p> <p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice president.....I. J. Grass Noodle Co., Chicago, Ill. TOS. J. CUNEO, Adviser.....La Premiata Macaroni Corp., Connellsville, Pa. B. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
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Secretary's Message



To Our Readers

We especially dedicate this particular section of the Twenty-third Anniversary Edition to the many manufacturers and friends of the Macaroni-Noodle Industry of America who have "read" our publication since its first launching in May, 1919.

We urge a careful reading of the editorial material prepared for this eventful issue and a real study of the many important messages sent to the manufacturers by the advertisers in their fine advertisements.

By the way, let's start a little survey—a self-analysis. Are you a "Reader," a "Skimmer," or a "Skipper"? Smarter minds than ours have concluded that there are at least these three classes of so-called readers of any publication. In which do you belong?

The "READER" is he who peruses practically every word of every issue—every item and advertisement. This is a class of "rare birds," so the experts claim.

The "SKIMMER" is he who casually glances through each issue as received, studying the headings and then reading the items that especially appeal. He is of the largest group.

The "SKIPPER" is he who jumps from page to page, seeing only an occasional picture, and rarely reading any of the editorial matter. This group is too large for any one's good.

A copy of this special Birthday Edition is being sent to every known Macaroni-Noodle manufacturer in this country—

1. to acquaint him anew with our trade magazine that is devoted exclusively to the interests of his business;
2. to get him to join with us in celebrating this joyous occasion—the completion of twenty-three years of faithful, unselfish service to so important a food industry; and
3. to keep faith with advertisers who were guaranteed 100 per cent coverage of the industry, enabling them to extend their good-will messages to manufacturers whom they efficiently serve.

We hope that you—be you a thorough "Reader," a "Skimmer," or a "Skipper," will find it interesting. Also that you, who are not regular subscribers, will determine here and now to order a copy sent for the general use of your firm, for your chief executives and leading salesmen, at the small cost involved—only \$1.50 a year, 12 issues.

A convenient subscription form appears in this issue. Make good use of it immediately. Greetings to all on this big occasion.

M. J. DONNA
Journal Editor and
Association Secretary

Western Manufacturers Alert

Executives of macaroni-noodle plants located along the Pacific Coast are naturally more war-minded than are those located thousands of miles from the seashores. It should be expected that they would cooperate most quickly with the Government in all programs of protection and war promotion. Two excellent examples of such collaboration come from two firms in the Northwest, quoting from the press of that section.

Continues Stamp Offer

To promote the sale of United States defense stamps, the Mission Macaroni Company is continuing its offer of a 25-cent defense stamp free for 12 labels from Mission products, Guido P. Merlino, manager of the firm, announced today.

The plan, inaugurated last fall, has been an unqualified success, Merlino said. "We believe this is an exceptionally fine way for children to add to their stamp books. Letters from many of them have told us how they are saving labels and collecting them from friends and relatives."

Mission products, including macaroni, spaghetti and egg noodles, are being featured at sessions of *The Times'* cooking school this week.—*Seattle (Wash.) Times.*

Easy Saving to Aid Nation

Easy saving for its employes while helping the nation in its present war effort, is the reason given by the Porter-Scarpelli Macaroni Company of Portland, Oregon, for the installation of the pay roll savings plan recommended by the U. S. Treasury Department.

The macaroni firm is not only proud of the fact that it has one of the highest ratios of pay roll savings to total pay roll, but that its employes are co-operating 100 per cent so far in the campaign.—*Portland (Oregon) Journal.*

Confer on War and Industry Problems at Chicago Convention, June 22-23, 1942.



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Semolina*



*Rigid
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*Choicest
Durum
Wheat*



*Complete
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Control*

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NORTH DAKOTA MILL & ELEVATOR

R. M. Siangler, General Manager

Evans J. Thomas, Manager Durum Division

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- Pillsbury's Milano Semolina No. 1
- Pillsbury's Fancy Durum Patent
- Pillsbury's Durmo

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