

**THE  
MACARONI  
JOURNAL**

**Volume XXIV  
Number 3**

**July, 1942**



JULY, 1942

*The* MACARONI JOURNAL



Macaroni  
Journal



## MACARONI Branches Out!

Enterprising manufacturers—here is your opportunity to grow with the industry!

There's nothing static about the macaroni business.

It takes a world emergency to reveal that macaroni is one of man's great foods, and American macaroni manufacturers men of vision and imagination. Witness how some of the leaders in the industry have taken the rudimentary form—simple macaroni—and from it developed many profitable new products.

As always, Rossotti's knowledge of packaging has proven invaluable to the manufacturer in establishing the proper container for these new products. The history of the Rossotti organization is the record of solving new problems. We'd like to help you plan your packaging—find you the best carton or label you've ever had—place your product in the field in its most sales-effective form. Our staff includes specialists in all phases of packaging design, construction, and application. They and the facilities of a modern plant are at your service.

Why not call in our nearest representative to discuss the advantages Rossotti packaging can give your product.

**Rossotti Lithographing Co., Inc.**  
Main Office & Plant North Bergen, N. J.  
Boston . Philadelphia . Chicago . Pittsburgh . Tampa . Los Angeles



Have you joined the swing to SOUP MIX?  
It's going great guns all over the country!  
Add it to your line now. Try SAUCE and GRATED  
CHEESE, too. It's a natural!

BRANCH PLANT . SAN FRANCISCO

## Convention Exhibits, Premiums, Souvenirs and Special Entertainment

The interest in this year's convention of the National Macaroni Manufacturers Association by the aliels who enjoy the privilege of serving the many fine firms that constitute the industry, was manifested in many different ways—and all appropriately appreciated by the manufacturers whose stay at the convention was thus made so pleasant.

Room entertainment between and after sessions was provided by

Capital Flour Mills—Clifford W. Kutz, Paul M. Peterson, Oreste Tardella, L. A. Viviano and Fred T. Whaley.

Commander-Larabee Corp.—Thomas L. Brown, Louis J. Boucher and Frank Voiello.

King Midas Flour Mills—Wm. Steinke, George L. Faber, David Wilson and W. I. Dougherty.

North Dakota Mill & Elevator Co.—E. J. Thomas.

Pillsbury Flour Mills Co.—H. J. Patterson, R. C. Benson, C. F. Larson, Paul V. Baer, Samuel Regalbuto, W. J. Warner.

Washburn-Crosby Co.—G. C. Minter, E. J. Cross, H. H. Rader, R. G. Ryan, Harold Burgess, Louis Petta and R. C. Attridge.

Rossotti Lithographing Co.—Alfred and Charles Rossotti.

### Special Entertainment:

... In addition to sending the ladies of the convention beautiful bouquets of seasonal flowers, Alex G. Graif of King Midas Flour Mills sponsored the firm's annual luncheon, complimentary to the ladies of the convention. This was a fine social event, staged in the North Room.

... The President's Honorary Reception in the North Room on Monday evening, sponsored by Rossotti Lithographing Company, was a new and most pleasant entertainment. Alfred and Charles Rossotti, executives of the firm, together with their gracious wives, were splendid hosts. There was music, cocktails and a buffet dinner—anything and everything that was pleasing to the 250 guests that enjoyed this firm's hospitality and paid their respects to President C. W. Wolfe, in whose honor the affair was given.

Souvenirs were distributed during the convention, as follows:

... Armour & Co., Chicago, Lapel Liberty Buttons by C. D. Wilbur.

... Clermont Machine Co., Brooklyn—fine statuettes of General MacArthur, by Frank Lazzaro and H. G. Pierretti.

... I. J. Grass Noodle Co., Chicago—very serviceable Magli Rulers, by A. Irving Grass, Vice President of NMMA.

... Midland Chemical Co., Dubuque, Iowa—long pencils by Lee S. Jacobi.

Small, but very interesting exhibits were placed in the rear of the convention room by the following supply firms:

Rossotti Lithographing Co., North Bergen, N. J., with Harry Watson in charge.  
National Macaroni Institute, Braidwood, Ill., with Managing Director M. J. Donna in charge.

Milprint, Inc., Milwaukee, Wis., with T. W. Koch in charge.  
DuPont Cellophane Co.—E. I. DuPont de Nemours Co., Wilmington, Del., with I. S. Gardiner and M. C. Pollock in charge.

Stella Cheese Co., Chicago, Ill., with D. V. Pinkerton in charge.

Ten War Bonds totaling \$300 were distributed as prizes by Consolidated Macaroni Machine Corporation, Brooklyn, by Conrad Ambrette, President, to holders of winning registration tickets.

The drawing was held at the Association's annual dinner in the ballroom of the Edgewater Beach Hotel on Tuesday evening and was supervised by Secretary M. J. Donna and Thomas A. Cuneo.

Winners were as follows:

First Drawing—Prize \$50 Bond—Registration Ticket No. 9, held by Antonio Palazzolo of A. Palazzolo & Co., Cincinnati, O.

Second Drawing—Prize \$25 Bond—Registration Ticket No. 61, held by Wm. Steinke, King Midas Flour Mills, Minneapolis.

Third Drawing—Prize \$25 Bond—Registration Ticket No. 2, held by H. G. Pierretti, Star Macaroni Dies Mfg. Co., New York, N. Y.

Fourth Drawing—Prize \$25 Bond—Registration Ticket No. 99, held by Lucille M. Krahulec, Registration Clerk, Berwyn, Ill.

Fifth Drawing—Prize \$25 Bond—Registration Ticket No. 43, held by John Amato, Clermont Machine Co., Brooklyn, N. Y.

Sixth Drawing—Prize \$25 Bond—Registration Ticket No. 19, held by Theodor Schmidt, Schmidt Noodle Co., Detroit, Mich.

Seventh Drawing—Prize \$25 Bond—Registration Ticket No. 42, held by C. J. Travis, Keystone Macaroni Mfg. Co., Lebanon, Pa.

Eighth Drawing—Prize \$50 Bond—Registration Ticket No. 64, held by C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport, Iowa.

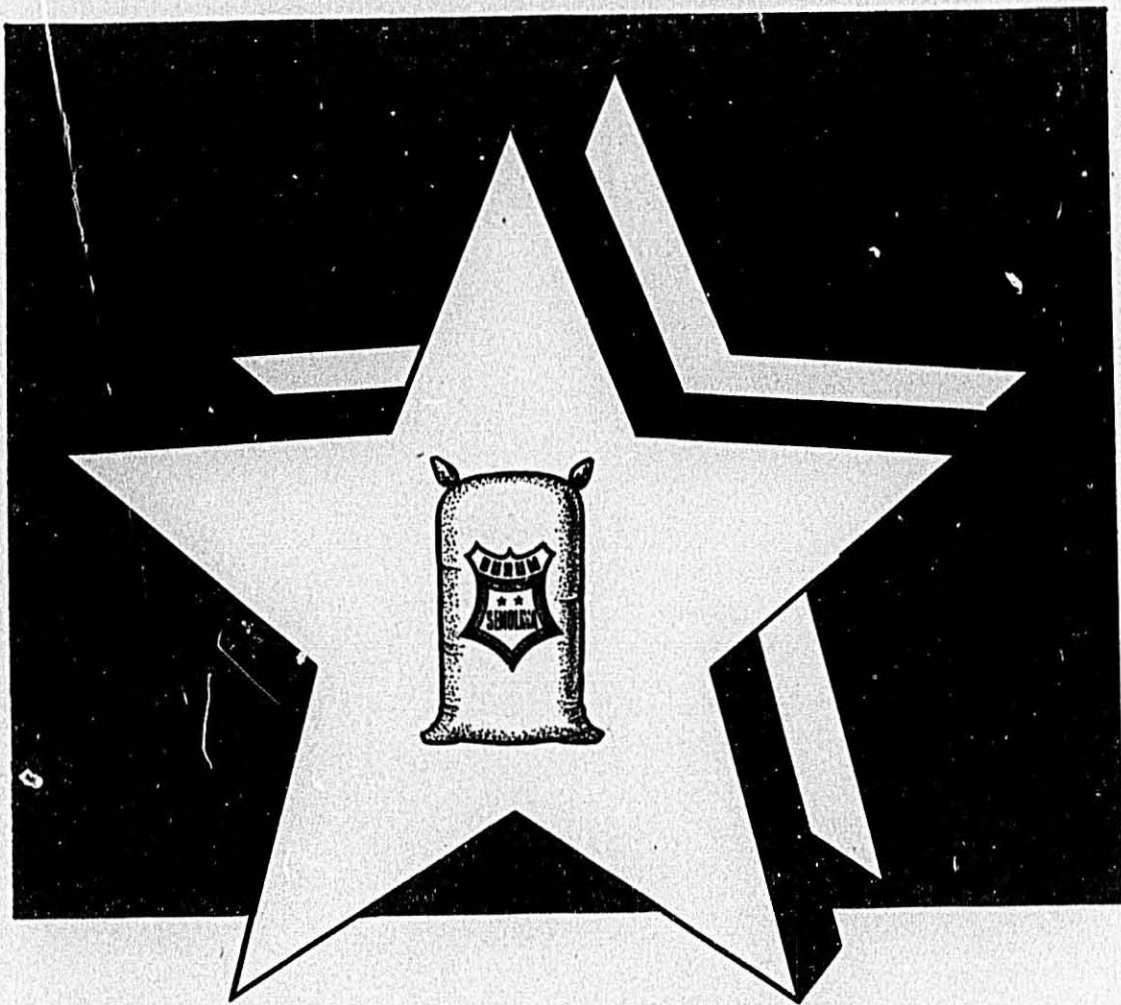
Ninth Drawing—Prize \$25 Bond—Registration Ticket No. 74, held by Ralph J. Conte, Milwaukee Macaroni Co., Milwaukee, Wis.

Tenth Drawing—Prize \$25 Bond—Registration Ticket No. 1, held by M. J. Donna, Secretary, Braidwood, Ill.

On the announcement of his name as winner of the first drawing, Mr. Palazzolo of Cincinnati arose and asked that the donor send the cash value of his bond as his contribution to the fund of the National Macaroni Manufacturers Association; his generous action was followed by Lucky Winners—Wm. Steinke, John Amato, C. J. Travis and Ralph J. Conte. Thus was the Association's general fund increased by \$112.50.

On finding himself the winner of the last drawing, Secretary M. J. Donna asked that the money represented by his winnings be turned over to the National Macaroni Institute fund, an action in which he was supported by H. G. Pierretti. Winner C. B. Schmidt instructed the Consolidated Macaroni Machine Co. to make the bond out in the name of Mrs. Lucille M. Krahulec to whom he had given his ticket.





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

# The MACARONI JOURNAL

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JULY, 1942

Number 3

## UNITED WE STAND! Nation and Industry

An illustration of the most beautiful flag in the world adorns the front cover of this issue—July, the month in which Independence Day falls, a day that all loyal Americans cherish.

The use of the American Flag on the cover of this issue is not an accident. It is by design, being in keeping with the suggestion made by the National Publishers Association, Inc. to the press of the country in connection with its American Flag Cover Program for July.

The almost spontaneous response to the suggestion assures the appearance of Old Glory on the front cover of several hundred of the country's leading magazines and trade papers, having a combined circulation running into the millions.

The appearance of Our Flag on the cover of this issue of THE MACARONI JOURNAL is not only a patriotic gesture, but truly expressive of the spirit of loyalty and of cooperation-to-the-hilt with our Government in its war efforts as expressed in words and manifested by the action taken at the recent convention of the Macaroni-Noodle Industry of America.

In so far as the patriotic manufacturers and allied who predominate this field of food production are concerned, there need be no flag waving. They are proud of being citizens of this country—one in which they can still enjoy the privilege of doing business with only limited restrictions.

Expressive of this attitude and of the high regard of the leading operators in this field towards our country was the patriotic ceremony that marked the opening of the annual convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel, Chicago, June 22, 1942, and the unanimous action taken by the conference.

Gathering promptly at the hour set for the patriotic ceremony, one hundred forty manufacturers and allied stood at attention while the colors were posted by the color guard of Paul Revere Post, American Legion of Chicago, joined reverently in the singing of the national anthem and the reciting of the Pledge to the Flag, and saluting our country's emblem as the colors were retired.

In this patriotic manner the convention opened and in that same spirit it continued throughout the sessions of the two days. This patriotic spirit prevailed in the reports of the several officers who urged the fullest possible cooperation with Government officials and with the armed forces, attempting to speak for both the organized and unorganized elements that make up this important food producing trade.

It was shown when the several Government speakers delivered their respective messages and helpful suggestions. To the Office of Defense Transportation they agreed to heed the admonitions to load and unload cars quickly, to keep the rolling stock moving, to reduce the number of trips by trucks and distances covered and to restrict deliveries, all within reason and within specific regulations.

To the speakers representing the Office of Price Administration, the Industry through those assembled pledged their fullest support to its program of price control, asking but one important favor, from the industry angle—protection against any possible squeeze from below due to the fact that a price ceiling has been placed on finished macaroni products without one being placed on essential raw materials.

Manufacturers present pledged to keep the price of macaroni products within the limits set by the regulations, not only as a patriotic duty, but as an obligation to dealers and consumers.

To the spokesman for the War Production Board, the convention's reaction was expressed by the several resolutions unanimously adopted in favor of conserving packaging materials and metals by voluntarily reducing the number of styles of products manufactured and practicing uniformity as far as it is practical in sizes of cartons and containers.

In keeping with this same spirit, the National Association offered the facilities of the Macaroni Laboratory to Federal and State officials for testing raw materials and checking finished products.

The entire action of the convention was in line with the statement made by a speaker who said, in part: "All macaroni-noodle manufacturers, all businessmen, all good Americans—should bear in mind that any sacrifice made or inconvenience experienced, will be, after all, but a very small price to pay for the preservation of free enterprise and the American way of life in our country."

Thus has spoken that portion of the American Macaroni-Noodle Industry that was fortunate enough to be represented at this important, patriotic gathering—represented personally or by proxy—estimated at about 70 per cent of the trade's producing capacity. There is every reason to feel that those who were unable to be represented will fully concur in the thinking and the stand for all-out cooperation.

The Flag on the front cover is symbolic of this spirit of loyalty and cooperation. May it ever wave!

UNITED WE STAND—as a Nation, always, and as an Industry, too!



## Enthusiastic Conference Studies Industry's War Problems

Seek Relief Under Ceiling — Find Wheat Surplus a Blessing — Will Eliminate Many Bulk Styles — Favor More Uniform Packaging as a War Economy — Re-Elect All Officers at Chicago Convention, June 22-23

War conditions and the many problems growing out of needed adjustments therewith attracted a most representative attendance at the thirty-ninth annual convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel, Chicago, June 22-23, 1942.

Outstanding problems considered include: price ceilings and possible relief; conservation of materials—machines, containers and equipment; transportation—raw materials to and finished products from plants; priorities affecting needed repairs and replacements; reduction in number of styles or products produced for the duration; supplying the armed forces with adequate quantities of nutritious, nonperishable, practically dehydrated foods; and the proper publicizing of the real value of macaroni products to all consumers.

Briefly, this is a review of the convention action. Details will appear in the complete reports that follow:

The convention's formal opening was preceded by a timely and patriotic ceremony—posting of the colors, singing of the national anthem, welcome by Vice President A. Irving Grass, group singing of appropriate songs and the retiring of the colors—a ceremony supervised by Association Director, Frank Traficanti, of Traficanti Brothers, Chicago.

In his remarks officially opening the first business session of the convention, President C. W. Wolfe, Harrisburg, Pa., emphasized the importance of all food industries in the nation's all-out war efforts, and the need for a stronger, a more united Macaroni-Noodle Industry for its protection and betterment.

The annual report of Secretary-treasurer, M. J. Donna, showed sixty-four manufacturing firms as Active Members of the Association and fifteen Associate Members . . . with a treasury practically balancing the budget.

Director of Research Benjamin R. Jacobs gave a full account of the activities of the Washington office and laboratory, including a review of the Federal hearing on Standards of Identity for Macaroni Products held at Washington, D. C., last fall and winter. He stressed the fact that in preparing for these hearings much valuable data on vitamins and products enrichment has been accumulated for the Association's archives for use when needed.

President Henry Mueller of C. F. Mueller Co., Jersey City, N. J., past president and present director of the National Association, sent a written report on contacts made by him officially with executives of the War Department concerning specifications and

bids for macaroni products for the armed service and with officials of the Food and Drug Administration relative to fairer tolerance in packaging as a war economy measure.

The summer consumer education and products promotion campaign as now being undertaken by the National Macaroni Institute was explained by Managing Director, M. J. Donna. Said the *New York Journal of Commerce*, June 26, in commenting on the presentation: "Support was enthusiastically endorsed for the consumer educational campaign begun six months ago and which has proved to be one of the best promoters of wider use of macaroni and egg noodles the Industry has ever attempted."

Government representatives were present to discuss three of the Industry's outstanding problems growing out of war-time regulations:

Transportation as affecting shipments of raw materials to and finished products from plants was discussed from the tire and truck conservation angle by Frank Purse, Interstate Commerce Commission. He asked manufacturers to take the needed regulations more seriously, as the prime purpose was to save the country by winning the war through the conservations expected.

Price ceilings on macaroni products and possible relief in the event that a squeeze from below might develop were discussed by Philip R. Winebrener, former president of the National Association, now an official of the Food Products Section of the Office of Price Administration with headquarters at Baltimore, and by J. F. Gismond, newly appointed head of the Packaged Food Specialty Division of OPA, Washington, D. C. They

felt that some satisfactory adjustments will be made in cases where need exists and upon formal application for relief properly presented through the National Association or as individuals.

Foods made from wheat are practically as essential as tanks in carrying on the war, and the surplus of wheat, some of which is durum, is a blessing, according to James M. McConnell, production and industry analyst of the War Production Board. Priorities are necessary in preparing for a long, hard war; so there may be delays and shortages, but it is the Government's intention to take all possible care of worthy needs. He recommended that manufacturers become acquainted with their local WPB officers, so that when parts or materials are needed, it will be easier to be served.

From an Industry angle, the following additional action was taken in keeping with the necessary conservation program: (1) Manufacturers of bulk styles of macaroni products in attendance after a conference lasting several hours unanimously volunteered to discontinue the manufacture of twenty-five of the rarer styles and shapes, thus conserving metals for the dies that are used only occasionally and paper needed for over-size packages and containers; (2) a request for standardization of a year round cellophane, preferably the winter weight, as a means of conserving packaging materials and protection of contents; (3) more frequent regional meetings under the supervision of an Association officer or director to keep manufacturers in closer touch with developments affecting their business; (4) offering to place at the full disposal of the Government and particularly the Quartermaster's Department, the lab-

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oratory service of the National Association, and (5) renewing the invitation to nonmembers to volunteer their affiliation with the National Association in order to present a more united front in any action necessitated by war and other outside developments.

As a war (?) measure, it was unanimously agreed to retain the same officers for the new term and to give them even more determined support. The business program was praiseworthy as measured by current needs and the social affairs were in keeping with the times, but ample in every respect. All in all, the 1942 convention will be recorded as one of the most outstanding in the organization's history now entering its thirty-ninth year.

## The President's Report

C. W. Wolfe, Harrisburg, Pa.

As I look over this fine group of people assembled this morning, it is difficult to realize that this could be your last assembly on American soil. It is almost impossible to realize that today we, The United States of America, are fighting on the skirmish line of every battlefield of the world, moving with tremendous rapidity toward major responsibility, facing the greatest fighting machines that have ever been on this earth, built for our destruction.

Everything we have is in peril, our

businesses, and the opportunity of our remaining free. It is hard to realize that there is the possibility—keep your seats, I do not say probability—that your nation and my nation could join the list of those countries whose freedom no longer exists.

Victims of our colossal egotism, we



C. W. Wolfe, President Re-Elect

## Welcoming Remarks

A. Irving Grass of I. J. Grass Noodle Co. Chicago, Illinois Vice President of NMMA



A. Irving Grass, Vice President

ninth Annual and consecutive convention. I am pleased to see so many new faces in attendance this morning. It has come to my ears through the grapevine system that our Allied friends have actually done some leg work in behalf of the Association, and I publicly thank them at this time. A very fine business, as well as social program has been arranged by our good friend and hard-working secretary, Mr. M. J. Donna. Your prompt attendance at all our sessions and your entering into the spirit of the meetings, will make it that much more enjoyable for us all.

It is my sincerest hope that when the music is ended on Tuesday night, that all will say—"This is the finest convention ever, and the best city in which to hold it." In keeping with the times we have arranged a Patriotic Ceremony in conjunction with this opening. This part of the program will be in charge of my good friend and co-director, Frank Traficanti.

## Colors Posted and Retired

In keeping with the patriotic spirit that prevailed the convention of the Macaroni Industry in Chicago last month, it was opened by a flag ceremony, the posting of the colors of the nation and the singing of the national anthem.

The colors were posted at the opening of the ceremonies and retired at the close by three members of World War No. 1, Paul Revere Post No. 623, American Legion, namely: John Rago, Past Commander, John Petrone, Americanism Chairman, and Nicholas Traficanti, Past Commander and Medal Award Chairman of the 5th District of Illinois. He is an executive of Traficanti Bros., Chicago, well-known noodle manufacturing firm. His brother, Frank Traficanti, NMMA Director, had charge of the ceremony.

As a resident of your host city, I extend you greetings and hope you have an enjoyable time during the next few days. I have talked to the weatherman, but it is a military secret what he will provide. You are meeting in perhaps the most beautiful hotel—The Edgewater Beach—(plug), that we have in Chicago. If you like it, tell us, but if not, tell the manager, but good.

Generally a public official extends these greetings and turns over the keys to the city. Well folks, we couldn't find a public official available today—Arlington Race Track opens, and furthermore, Kelly-Nash have locked up the city and thrown the keys away. Due apologies to the Mayor. As Vice President of the NMMA, I bid you welcome to this our thirty-

must now start from behind "scratch." Egotism breeds lack of caution and lack of caution results in such tragedies as Pearl Harbor. We did not think Pearl Harbor could happen to us. We did not think there would be any shooting until we shot first. We did not think that any Nation would have the nerve to shoot at Uncle Sam first. We did not think it possible that our Flag could be lowered at Corregidor, in surrender to the Japs. We did not think that its brave defenders would ever appear in vain to us, even for food; and that our proud ships would lie at the bottom of Pearl Harbor, as impotent to respond to battle as this nation was impotent to get wood, hospital supplies and re-enforcements in men to the relief of Bataan and Corregidor.

As a nation we are still thinking, "It could not happen to us." The quicker we realize it could happen to us and unitedly act accordingly, the less the chance of its happening. Lack of a realization of our common, all encompassing danger has robbed us of the solidarity, singleness of purpose and strength, which a common sense appreciation of our actual danger would have given to us.

I make these statements as to what has happened to us not to recall tragic experiences, but because they warn us of the extreme folly of the repetition of their basic causes. Far better we magnify our dangers, if that were possible, and prepare to meet greater dan-



gers than we have, than to minimize our dangers and discover when it is too late that they are greater than those we have prepared to meet.

This is no usual time, fellow travelers. This is the real thing we face now. This is one of those rare, interesting, fascinating, terrible times which come rarely through the centuries when things get ripe, when the books are balanced, and when nations and civilizations stand at the bar of judgment and must answer under the philosophy of the talents. Examine your history. This is that sort of time when only a great people who can demonstrate their fitness to survive, have a chance to survive. This will be one of the highest points or one of the lowest levels in human history.

I wish to interject here a brief report rendered yesterday to the Board of Directors and which I repeat to you, and make same part of this convention report:

#### Fellow Directors:

My report to you as President of your Association is not going to be based on accomplishments of the past year. It is made in the form of recommendations to you of actions which I think you should take for the furtherance of the work of your Association for the coming years.

FIRST, The Budget of your Association is too small to take care of the work and expense it will be necessary for the Association to have to fully represent your industry. I recommend that a Rating Committee or Budget Committee be appointed by the President to properly rate each noodle and macaroni manufacturer on some basis they think fair, either on a proper production basis or on a dollar and cents basis of business done for a given year; that no manufacturer be given the privilege, as now, of determining how much he should pay for membership.

SECOND, That we make more use as individuals of Dr. Jacobs as a Washington representative, in contacting departments of the Federal Government, opening doors as it were, for macaroni and noodle manufacturers and doing general leg work and service work for members.

THIRD, That Dr. Jacobs be paid enough money for research work, and as Washington representative that he will have sufficient income from the Association so he can exclusively work for macaroni and noodle manufacturers who are dues-paid members of the Association, and that he be compelled to give up representing macaroni and noodle manufacturers who are not dues-paid members of the Association on a fee basis. In this way, we should get some additional dues-

## Report of Secretary-Treasurer 1942 Convention

M. J. Donna, Secretary-Treasurer



M. J. Donna, Sec.-Treas.

Starting with the St. Louis Convention, June 1919, following the close of the first World War and continuing through the years of peace that intervened, it has been my great pleasure to render to this body an annual accounting of my stewardship. This, my twenty-fourth consecutive report, is being made with our country at war and conditions uncertain. Our

paying members to help bear our additional cost.

FOURTH, That we subscribe to such services as may be appointed by our Executive Committee that will give us information on pending Federal and State laws that affect our industry and also that the Federal Register be subscribed for, both the service and Federal Register to be sent to Dr. Jacobs and he to advise dues-paid members of things of interest in these publications every two weeks.

FIFTH, That we raise enough money to pay our just debts up to date.

SIXTH, That the Budget Committee include in the Budget \$200 per annum for expenses for the President of the Association.

With this prologue I now proceed to the business of our Convention, asking you to examine yourselves individually, know your weakness as well as your strength, and pledge yourselves to do everything possible to best serve your country.

Association, like those of all other trades, will undergo the acid test during this war, and the attitude of the individual firms composing our Industry and that of our Association and Industry, as a whole, will determine how well we will stand the test.

The National Association weathered the ravages of World War Number One because of the fine leadership that prevailed in 1917-1918, and the cooperative spirit shown by an aroused industry. Our Association will survive this war, if the same spirit is shown.

The need for a trade association is a matter for the operators to determine, while the value of conventions and conferences will always be measured by the usefulness to the Industry and to Society, as well.

There are even some who question the need for holding conventions in wartime.

Conventions will survive as the American way of business life, because they are practically an American institution. They will survive in war and in peace because of the usual fine purpose that prompts the occasional get-together of people of one mind, of one trade or of a profession.

Successful Macaroni-Noodle Manufacturers, like all other good businessmen, value the opportunity of working together in an organized way, sharing each other's knowledge and experience, developing good will for the business and for their products while protecting their natural rights to do business in the American way. They know that this can be accomplished best in an organized way and through frequent conferences.

Tradesmen, businessmen and professional people representing practically every branch of American Society are meeting almost every day in different parts of our country, mobilizing their ranks for war and, like us, offering their all for the country.

There are meetings, too, in the Totalitarian countries, but there businessmen assemble to receive or follow orders as to what they must do, when and where they must do it—but not why. The votes in all those meetings are always all "Ja"!

In our assemblies we have voluntary, not compulsory, attendance, freedom of speech and the right to vote as our conscience directs. The Totalitarian countries have associations

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## The most VITAL question your products have to answer

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

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

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

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

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

**WASHBURN CROSBY COMPANY**

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois



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too, perhaps even stronger organizations than ours, but the executives of their organizations are not required to answer to the membership, but rather to the dictators. They meet to take orders from the top. In this country we have no top; we are all on the same level, enjoying equal privileges, substituting voluntary cooperation for compulsion and regimentation.

Therefore, in this war, as in peace, American business has a heritage to preserve. We need a trade Association more than ever now, and we should hold conventions regularly. We should always accord our Government our fullest cooperation, insist on the continuation of the American way of life and the standard of living in keeping with our country's needs, in peace or in war.

In that spirit our Industry our Association should carry on, doing our respective jobs well, so that when peace comes we will have protected our rights, saved our business and can say truthfully that through sensible cooperation we have helped to win this great war that has as its biggest stake the retention of our American way of life—unhindered and unregimented.

With this introduction on the need for organization and the usefulness of trade conventions, as Americans realize them and profit from them, let's look at the National Macaroni Manufacturers Association, particularly its activities and prospects.

President C. W. Wolfe has gone into detail on activities directly under his observation. He painted a true picture of what has been done and what should be done. Director of Research, B. R. Jacobs, will tell of the work done at the Washington office in the way of enforcement of existing regulations, his analytical work and the maintenance of friendly contacts with State and Federal officials. So the balance of this report will deal with facts and figures on the work done at the Association's headquarters, and of necessity, will be dull and dry to many of you, yet interesting I hope.

#### History

The National Macaroni Manufacturers Association is now in its 38th full year as an organized entity for the general promotion of the welfare of our Industry. It was organized April 19, 1904, at Pittsburgh, Pa. History records no previous national convention of the Industry that was then finding its place in America's business life.

Eighteen firms were represented at this historic convention. Six of them are still in business today, and what is more significant, all six are still members of this Association.

Fourteen additional firms joined as Charter Members in the months im-

mediately following when the Association's Charter remained open. Of these, only three remain in business today, and two of them are on our membership roll.

While only eight of the Founders retain their Association membership as of this date, it is curious to note that of the twenty-four that are not now members of the Association they helped to found, twenty-two have discontinued business for one reason or another. Of the two others, one is still in business, the second in business in name only.

#### Charter Member Firms Still on Association's Membership Roll June 21, 1942 1904 Representative

Crescent Macaroni & Cracker Co., Davenport, Ia.—Oswald Schmidt.  
Faust Macaroni Co., St. Louis, Mo. (Successors to Maul Bros.)—Charles Maul.  
Minnesota Macaroni Co., St. Paul, Minn.  
C. F. Mueller Co., Jersey City, N. J.—Christian F. Mueller.  
The Pfaffman Egg Co., Cleveland, O.—Fred Becker.  
Peter Rossi & Sons, Braidwood, Ill.—Henry D. Rossi.  
Tharinger Macaroni Co., Milwaukee, Wis. (Successors to Lorenz Bros. Mac. Co.)—Frank L. Zerega.  
A. Zerega's Sons, Inc., Brooklyn, N. Y.—Thomas H. Toomey.

The Association's membership throughout the thirty-eight years of its existence has averaged generally under fifty. It was highest during the years of regimentation under the NRA—1933-34—and also very high during the national advertising campaign of 1929-1930. The present membership—June 20, 1942—is as follows:

Active Members Class	Dues Paid to		
	Total	End of 1942	June 30 Dec. 1941
A .....	10	9	1
B .....	11	5	1
C .....	19	12	2
D .....	12	9	1
E .....	12	5	4
Associate .....	15	11	4
Totals .....	79	51	8
Active Members .....			64
Associate Members .....			15

#### Finances

Financing a voluntary organization like ours is always a big problem. As an attraction dues are set reasonably low. We set up our organization activities on the basis of collectible dues rather than on the more solid foundation of work that might or should be done. Stipulating a scale of dues,



high, low or medium, whatever may be our plan, is easy, but collecting them is always a problem. It is so easy to overlook dues payment, so the problem of income remains with us throughout the years. Here's the financial story since the annual audit by Wolfe & Co. to December 31, 1941:

Cash Balance in General Fund, June 20, 1942...\$4,113.04  
This balance includes \$2,400.00 for dues paid in advance for the last half of 1942.

#### The Journal

THE MACARONI JOURNAL, besides being a valuable means of exchange of views, news and such about our trade, is also a good source of income for the National Association. Established over twenty-three years ago as the official organ of the Association, it is widely read by operators and allies and appreciated by the supply firms that find it the proper medium for advertising their products or services.

The 23rd Anniversary Edition, April, 1942 was a great success, both from an editorial and income angle. It speaks for itself. It might have been bigger in every way—in advertising carried and in factual editorial material—had more friends taken a keener interest in its promotion.

I wish to take this opportunity to again express my appreciation as JOURNAL Editor to those Directors and other members who helped so willingly and effectively in getting their supply firms to advertise in this feature edition and in supplying editorial material and needed advice. Hope that their good work will be an example for many others to emulate when we sponsor our next Birthday Edition, April, 1943, and subsequent ones, too.

It has been a pleasure to work for the good of the whole Industry and particularly for the loyal members of the Association. I wish to commend the able way in which President C. W. Wolfe took hold of things a year ago and managed the Association's activities to the entire satisfaction of the rank and file. He made it very easy to work for him and with him. For his helpful cooperation and timely advice, I'm most grateful.

Wish also to express my appreciation of the kindness, patience and understanding of the Directors and other Members shown on every occasion.

It is a continuing pleasure to work with Director of Research B. R. Jacobs in matters that mutually concern our respective offices and the general welfare of our organization.

The membership has been most responsive. The allies have been most cooperative. All in all, I am most thankful for the opportunity given me to work in their interest, for a stronger National Association and for an ever-improving industry.

## Report of the Director of Research

By Benjamin R. Jacobs

### Hearing on Standards of Identity

Last August, almost a year ago, the Food and Drug Administration announced a hearing for the purpose of establishing Standards of Identity for macaroni and noodle products. This was to take place on September 29, at Washington, D. C. At the suggestion of the Association, the hearing was postponed to October 6, to give the industry an opportunity to engage counsel to represent the views of the industry. During the week beginning September 29, the FDA requested a further postponement to November 3. This was agreed to and the hearing started on that date.

The FDA proposed Standards of Identity for macaroni, spaghetti and vermicelli, as well as for noodles, egg noodles and other noodle products. In the first proposal, it invited the industry to present evidence concerning the use of optional ingredients as well as the fortification of macaroni and noodles with vitamins and minerals. It proposed that macaroni should be made from semolina, durum flour, farina or flour, in any combination of two or more of these ingredients with water and with or without salt for seasoning. It also proposed to fix the range of total solids between 87 per cent and 89 per cent. It further proposed that macaroni should be in tubular shape and not more than 0.25 inches in outside diameter.

Its proposal for the Standard of Identity for spaghetti was to conform to the requirements as prescribed for macaroni in composition, except that the units were to be cord-shaped (not tubular) and not more than 0.06 inches and not more than 0.11 inches in diameter.

Vermicelli was to conform to all the requirements prescribed for macaroni except that it was to be in units in tubular shape and not more than 0.06 inches in diameter.

All other products which conformed to the prescribed requirements for macaroni in composition but did not conform to prescribed requirements as to size, were to be designated as macaroni products.

Noodles and egg noodles were to be considered as synonymous terms and the product prepared and designated as such was to be made from semolina, durum flour, farina or flour in any combination of two or more of these with liquid eggs, frozen eggs, dried eggs, egg yolks, frozen yolks, or dried yolks, in any combination of two or more of these with or without salt for seasoning. The product was to be



Benjamin R. Jacobs

ribbon-shaped and to contain not less than 5.5 to 6.5 per cent of egg solids calculated on a moisture-free basis. The total solids were to be fixed within the range of 87 per cent and 89 per cent.

All other products conforming in composition to noodles, egg noodles, but differing in shape, i.e., being other than ribbon-shaped, were to be designated as noodle products, egg noodle products, egg macaroni products.

The industry also was invited to present evidence for the establishment of Standards of Identity for other foods of the same class as the aforementioned, to which are added in the process of preparation in such significant amounts as to characterize such other foods, such ingredients as vitamins and minerals, whole wheat flour, soya bean flour, gluten flour, milk and vegetables.

The President of the Association called a meeting of manufacturers in Philadelphia, for September 21, to discuss the proposals of the FDA and to make such recommendations as might seem desirable.

Another meeting was held on September 25, in Chicago, for the same purpose. At these meetings the proposals of the government were thoroughly discussed, and arrangements were made to employ an attorney to represent the interests of the industry.

At these meetings, recommendations were presented by me and adopted by the Association, concerning the counter proposals which were to be made by the industry. These were in the form of a resolution. This resolution follows, to wit:

"BE IT RESOLVED, That the macaroni products industry file appropriate amendments to the proposals of the FDA to the end that in the labeling of

these products the manufacturer be given the option to use the names "macaroni," "macaroni products," or "spaghetti" for all of these products with or without appropriate subordinate labeling to indicate size and shape in accordance with established custom.

"BE IT FURTHER RESOLVED, That Section 16.000 as proposed be amended as follows:

"Macaroni product, macaroni, spaghetti is the food prepared from dough made from semolina, durum flour, farina, or flour, or any combination of two or more of these, with water and with or without salt as seasoning, by forming the dough into units and drying the units. Such food contains not less than 87 per cent of total solids."

"That item (b) under Section 16.000 be eliminated.

"That Sections 16.001, 16.002, and 16.003 be eliminated from the Standards of Identity.

"AND BE IT FURTHER RESOLVED, That Sections 16.010 and 16.011, as proposed, be amended to read as follows:

"Sec. 16.010. *Noodles, Egg Noodles—identity.* Noodles, egg noodles is the food prepared from dough made from semolina, durum flour, farina, or flour, or any combination of two or more of these with liquid eggs, frozen eggs, dried eggs, egg yolks, frozen yolks, or dried yolks, or any combination of two or more of these, with or without water, by forming the dough into ribbon-shaped units and drying the units. The dough may be seasoned with salt. Noodles contain not less than 87 per cent of total solids. The total solids of noodles contain not less than 5.5 per cent of egg solids.

"Sec. 16.011. *Noodle Product, Egg Noodle Product, Egg Macaroni, Egg Macaroni Product, Egg Spaghetti—identity.* Noodle product, egg noodle product, egg macaroni, egg macaroni product, egg spaghetti is the food which conforms to the definition and standard of identity prescribed for noodles by Section 16.010, except that it is in units which are not ribbon-shaped."

The Association recommended permission for the inclusion of optional ingredients and vitamins and minerals, for both macaroni products and noodle products.

It will be noted that these Standards of Identity, as recommended by FDA and by the industry, make no provision for the inclusion of plain or water noodles, or any macaroni product containing less than 5.5 per cent of egg solids.

The amounts of the various ingredients recommended as optional ingredients vary as follows: For vegetables, not less than 3 per cent on a moisture-free basis, for soya flour not less than 10 per cent on a 13 per cent



moisture basis, for glutinated macaroni products not less than 20 per cent protein on a 13 per cent moisture basis, for di-sodium phosphate not less than .5 per cent, and for enriched macaroni and noodle products not less than 2.2 milligrams of vitamin B<sub>1</sub>, not less than 10.0 milligrams of nicotinic acid and not less than 6.0 milligrams of iron.

As optional vitamins and minerals, the Association recommended not less than 2.0 milligrams of riboflavin, not less than 300 U.S.P. units of vitamin D and not less than 600 milligrams of calcium.

When the hearing started on November 3, the FDA put on its first government witness, who was Mr. Lepper. He stated that the Administration had consulted members of the consuming public, as well as members of the industry, concerning the popular meaning of the terms "macaroni," "macaroni products," "spaghetti," "vermicelli," "noodle" or "noodles," as applied to size and shapes. He had, through inspectors of the FDA, consulted retailers, editors of women's pages in newspapers, dietitians and hospital superintendents, who expressed opinions as to the significance of the various terms.

No details of this investigation were put in evidence. The number of such persons acquainted with the names employed in the labeling of products for the "foreign" trade was not shown, despite the fact that this class of the public consumes more than half of the products. It is obvious that few Italians were represented in the group that was consulted.

Under this indefinite and, to us, wholly inadequate factual showing, the witness expressed the opinion that the general public differentiates between these products according to the classification set forth in the government proposal.

The statement was also made that "macaroni products" is a name that is used for shapes and sizes other than the foregoing classification, and that "noodle products" is used to differentiate between ribbon-shaped noodles and other shapes of this product.

The witness offered no evidence with respect to the proportion of the production of these products that were labeled in accordance with the classification as proposed by the FDA. Furthermore, there was not offered in evidence a single label showing that any manufacturer used the term "macaroni product" only on sizes and shapes excluded from the proposed specification for "macaroni."

The government witness stated that the proposed classification which would require the use of the term "macaroni product" to differentiate from the tubular 1/4 inch diameter macaroni, was consistent with the la-

bel practice of the industry. But not a single example of such labeling practice was introduced in evidence.

The uncontroverted fact is that the terms "macaroni" and "macaroni product" are synonymous and interchangeable as used by the industry in its labeling. Some manufacturers use one term as a generic name and some use the other, but there is no evidence that any one manufacturer has ever differentiated the sizes and shapes by using "macaroni" exclusively on tubular shapes of a diameter up to .25 inch and the term "macaroni product" on all other shapes and sizes.

The government offered no evidence that consumers used the word "product" to differentiate between the tubular shape up to .25 inch and all other shapes and sizes.

The proposal of the FDA requiring that spaghetti shall be cord-like in shape and within the diameter of 0.6 and 0.11 inches, is also shown to have no basis as manufactured and labeled in the trade. Evidence produced by myself and many manufacturers present, showed that spaghetti as produced and labeled is of a diameter as high as 0.13 inch and that approximately 23 per cent of the spaghetti sold by macaroni manufacturers is tubular in form and not cord-shaped, that this practice has existed since 1896 by manufacturers who cater almost entirely to the American trade, that the annual production of tubular spaghetti labeled and sold as "spaghetti," as reported by several manufacturers, reaches many millions of pounds, and further that "spaghetti" is the common and usual name of the product in this form.

There was agreement between the government witness and the recommendations of the Association concerning the amount of moisture which was to be permitted in macaroni and noodle products. This probably will be established at 13 per cent or 87 per cent total solids. There also was agreement concerning the percentage of egg solids in egg noodles. This probably will be established at not less than 5.5 per cent, which is the present requirement under the administrative standards of the FDA. There also was agreement concerning the amounts of optional ingredients.

No effort was made by the industry to present any evidence concerning the enrichment of macaroni products with vitamins and minerals, because right in the beginning, the government submitted affidavits and recommendations by the National Research Council concerning certain objections to which the Association was not prepared to make reply. However, the Association is now prepared to request a reopening of the hearing for the purpose of submitting evidence for the enrichment of macaroni and noodle products with vitamins and minerals. The details of these objections have already appeared

in the JOURNAL as well as in circulars from my office, and it would be useless to go over them at this time.

I next would like to take up the subject of Federal specifications for macaroni products. Last June, the Federal Specifications Board issued new specifications for macaroni, spaghetti and vermicelli, for the guidance of Federal purchasing agencies. These specifications included six types of macaroni products, that is, six sets of ingredients from which macaroni products could be made. It also included specific diameters for macaroni, spaghetti and vermicelli. It further included a method which, by the way, was recommended by our laboratory for the determination of added salt in macaroni products. This has been the subject of much confusion, as well as resulting in rejections, because there was no definite means provided for determining added salt. The specifications also included a new basis for computing ash.

It will be noted that ash is calculated not on a 12 per cent moisture basis, but on a moisture-free basis. This apparently increases the ash content. This should be taken into consideration by manufacturers who bid on government contracts, to see that the ash content as required is complied with. An ash of .75 on a 12 per cent moisture basis is equal to .85 on a moisture-free basis, and a protein requirement of 11.0 on a 12 per cent moisture basis is equal to a protein content of 12.5 on a moisture-free basis. Our office sent out a circular on this subject to all members of the Association some time ago, as these specifications did not become universally effective until three or four months ago.

Some of the Federal purchasing agencies have additional specifications which they require. For example, the Veteran's Bureau has a score card which takes into consideration the color, the workmanship, and the cleanliness of the product, and even though your product may comply with the Federal specifications, it may be rejected on a low score of the special requirements. A number of manufacturers have had difficulty with the Veteran's Bureau on this score. The Veteran's Bureau has eliminated the score card within the last month, but still clings to the idea that products sold to it must be clean, they must be of good color, and they must be well manufactured products, having no streaks, no chalky or checked appearance, and no smears of dirt or foreign matter.

Recently, the Army has added requirements to subsistence items that it purchases for overseas use. The following instructions govern overseas shipments of macaroni products; to wit:

(Continued on Page 14)



#### List of Insects Covered in

#### PRACTICAL ENTOMOLOGY SERIES

1. (a) *The Granary Weevil* (b) *The Rice Weevil*
2. *The Broadnosed Grain Weevil*
3. *The Lesser Grain Borer*
4. *The Angoumois Grain Moth*
5. *The Cadelle*
6. (a) *The Confused Flour Beetle* (b) *The Rust-red Flour Beetle*
7. *The Sawtooth Grain Beetle*
8. *The Mediterranean Flour Moth*
9. *The Indian Meal Moth*
10. *The Silverfish*
11. *The American Cockroach*
12. *The Drugstore Beetle*

**MILLO-Cide**  
LINE OF FOOD INSECTICIDES

# No. 3

## On Your

# "BUG PARADE"

THIS is the last of a series of informative advertisements dealing with those insects most prevalent in the Macaroni Industry.

There have been coupled with these advertisements a series of Entomology Cards which were mailed regularly to your Trade.

IF—for any reason we have failed to include you on this mailing,

OR—if you feel that you would like the complete set of twelve (that includes MOST of the insect pests which plague the Food Industry),

OR—if you would like duplicates of any one of the cards already sent you,

A penny postcard carrying your request will be promptly handled.

THIS year, Midland is not only offering practical information to aid your control of food insects—it is offering an improved, more powerful line of insecticides, made possible through the use of a stronger, super-activated pyrethrum. If you want "Kill," Insist on



(Continued from Page 12)

"Alimentary Pastes (spaghetti, macaroni, noodles, vermicelli)

**Packaging:** 20 lbs. in a bag consisting of an inner ply of laminated glassine with not less than 5 lbs. (basis weight) waxy laminating agent, or moistureproof cellophane, and an outer ply of not less than 40 lbs. basis weight natural kraft paper, bag closed after filling and completely folding over top with a metal tie, heat seal, or gummed kraft paper tape; sealed bag inserted in snugly fitting, end opening, 125 lb. test, corrugated container, of one piece slotted construction with all flaps meeting.

**Packing:** 2 20-lb. containers, side by side, in nailed wooden box, lined with an asphalt laminated or asphalt impregnated kraft paper bag, the bag sealed by a full fold held tightly in place by the pressure of the nailed top of the box."

On March 4, last, I received a letter from the Navy Department, requesting information concerning containers which might be developed for the packaging of macaroni products, which would be water-proof and which could be substituted for the tin containers then in use by the Navy.

The April issue of THE MACARONI JOURNAL contains a description of samples of water-proof materials submitted to the War and Navy Departments for the packaging of macaroni products. The June issue also contains material submitted to these departments and the instructions issued on April 25 by the War Department appeared to be based on the material submitted by me as well as by the manufacturers of these products to the various government purchasing agencies.

#### Law Enforcement

The laboratory of the Association recently examined a large number of samples of so-called egg noodles and a number of these have been found to be artificially colored as well as deficient in egg solids. These samples have all been reported to both State and Federal law enforcing agencies by both myself and the President of the Association. Certain conditions have been found to exist with enforcing agencies, which have made it difficult to proceed with prosecutions, but it is anticipated that these will be overcome by the enforcing agencies themselves, and that when this is accomplished, these products will be eliminated from the market. It is very discouraging to find, for example, that noodles in pound cellophane bags are being sold as low as 85c a dozen, because manufacturers have been able to cut the amount of eggs used by one-half.

It is very easy to determine just why some manufacturers, who do not have the required amount of egg solids in their products, can sell noodles in cellophane at 85c per dozen and come out better than manufacturers who comply with the egg solids requirements and sell at \$1.15 per dozen. On

May 29, a purchasing agency of the Government bought 5,800,000 pounds of dried eggs at an average of \$1.00 per lb. It also bought on the same day 30,000 cases of shell eggs at 29c per dozen, which also figures at approximately \$1.00 a pound based on the egg solids content of shell eggs. Twelve pounds of standard noodles contain approximately 6/10ths of a pound of egg solids. At \$1.00 per pound, these cost 60c. A manufacturer who reduces the egg content one-half is saving 30c on each dozen packages of noodles that he sells; therefore, he can afford to sell a product containing 2.75 per cent of egg solids at 85c per dozen and come out much better than another manufacturer selling a standard product at \$1.15 per dozen.

Now that the Office of Price Administration is establishing maximum prices for macaroni and noodles, it is of the utmost importance that sub-standard noodles should be eliminated from the market since these ceilings are established on standard products. Those manufacturers who show low ceilings will have difficulty in selling their product if it is made in accordance with the standards.

There is no doubt that enforcing agencies are much pre-occupied at this time with other matters than the prosecution of manufacturers for deficiency in egg solids, but this can be accomplished by personal contacts and by cooperation between the laboratory and the manufacturers. In the Middle West there are only two or three manufacturers who make it a practice to send in samples of products which are sold in their territory and which are low in egg solids. The manufacturers have only themselves to blame for lack of enforcement, since they do not cooperate with the laboratory in these matters. It is only when they find that they are being very much hurt that they see fit to submit samples and then they usually send in material which does not give the information desired and which has been requested on numerous occasions by the laboratory.

#### Washington War Agencies

The Washington office of the Association has cooperated with members of the industry in handling matters which they had before various other government agencies such, for example, as the War Production Board in the matter of priorities, and the Office of Defense Transportation in the matter of the use of their trucks for delivering their products.

On a recent visit to one of the government agencies for the purpose of obtaining material for replacement of dies, I was advised that the information that that office had concerning the production capacity of the macaroni

industry did not justify priority ratings for either new machinery or replacements. Apparently macaroni manufacturers had been boasting about the large capacity in their plants, not realizing that such extravagant statements could be used against them when requests were made for new machinery and replacements. In this particular case, I stated that more than 90 per cent of the material used in dies went back again to the government or to the authorized purchasers of this metal, and I also stated that based on the actual wear and tear of dies, each pound of the metal was capable of producing many thousand pounds of macaroni products. The application was allowed and the manufacturer will have an A-1-K rating or better, so that he will be able to obtain the metal he wants for his customers.

We also have had numerous contacts with the Federal Surplus Commodities Corporation in the matter of establishing specifications for the purchase of their macaroni and noodle products, as well as making recommendations in the packaging of these products which are sent overseas for distribution among the civilian population.

This office can accomplish much in Washington, as the contacts that it makes are in the interest of the industry as a whole and not solely in the interest of one individual. The only thing that it asks is more cooperation by the members of the industry in all matters that refer to cooperate effort between the numerous government agencies and the industry.

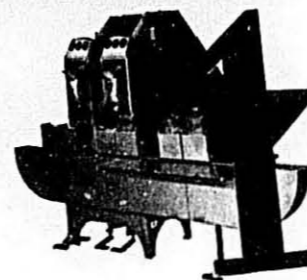
#### New Director



Guido P. Merlino, Association Director and President of Mission Macaroni Co., Seattle, Washington

# a 3 Point Program

To help you meet Wartime Packaging Problems!



**Priority Packaging.** Companies that can secure priorities for packaging machinery to handle dry materials can get prompt delivery on most models of Triangle automatic and semi-automatic Weighers, Fillers, Carton Sealers Auger Packers and other equipment. Producers of dehydrated vegetables, egg powders, chemicals and many other strategic products are making use of their priority ratings to get packaging equipment that will speed up production and release workers for other tasks. If you fit this picture, don't fail to consult Triangle on equipment for the job.



**Non Priority Packaging.** Some plants must of necessity forego for the duration the benefits of packaging equipment. But if this is your situation, you may not have to go completely without new packaging machinery. You can still get, without priorities, certain models of Triangle equipment including small fillers, carton gluers and various accessory equipment which will greatly aid in stepping up production, lowering costs and saving labor. These units are low in price (\$200.00 or less), use an extremely small amount of metals and are available without priority as long as our supply of material lasts.



**Munitions Packaging.** Triangle, with long experience in developing newer, better labor-saving machines is now busily engaged producing machines for Munitions Packaging for the U. S. Army. At the same time facilities are available to maintain production of the normal line of equipment which is in many cases equally important to the war effort.

WHAT'S your packaging situation? There's a good chance Triangle can help you. Write today.

## TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO



## The National Macaroni Institute

A Review of Past Activities, and a Preview  
of Current and Future Needs

M. J. Donna

About five years ago there came into being an activity of the National Macaroni Manufacturers Association—the brain child of one who dreamed beautiful things about its future.

Its founder saw in it great benefits to the Macaroni Family of Foods, if the activity was properly nurtured by its foster parents—those Macaroni Noodle manufacturers of America who sincerely believe that the increased consumption of their products in this country will come through the education of the American consumer to the true value of this fine wheat food as a daily need, rather than as an occasional treat.

The idea caught on. Leading manufacturers and friendly allies evidenced interest and lent financial support to the upbringing of the promising plan of Products Promotion through Consumer Education.

This brain child grew into quite a lusty youngster but really never matured because of the lack of those elements so vital to its development. Promises of financial support, unfortunately, have a tendency to peter out in transit, with the result that at each subsequent feeding time, the financial food became more scarce, more inadequate, even in the years of peace.

Its lone progenitor is not discouraged, just a bit disappointed; but the steadily decreasing interest and number of its godparents convinces him that unless there is a radical change in parental care and support, the grand idea may soon become but a memory.

But, while there is life, there is hope. This promising youngster is well-founded and can easily develop into the lusty aid expected, when it is agreed to supply it with the necessary sustenance.

It takes more than a whistle to start production, more than a promise to put into effect any plan of trade promotion where the benefits are general, rather than specific. What is every one's job is often no one's obligation.

This brain child, this dream, this hope, brought about the formation of The National Macaroni Institute, an affiliate of the National Association. Let's review briefly the short life of the plan to date, its accomplishments under the strictest kind of rationing.

Its name or title was registered in the U. S. Copyright Office—The National Macaroni Institute—having as its objectives the three-fold purposes of Research, Analysis and Promotion.

To date its attention has been concentrated on products promotion.

The National Macaroni Institute started doing business in 1937 having been registered on July 13 of that year. It started with not so much as one cent in its treasury and now completes its five years in the same financial position.

It based its hope for continued existence and gradual development on expected, free-will contributions by far-seeing, publicity-minded manufacturers and allies, plus such profits as could be earned through the development and sales of advertising and promotional Posters, Recipe Folders, Booklets, etc.

It made progress slowly, keeping its activities within the bounds of the financial support it might attract. Its first promotion was National Macaroni Week, October 10-16, 1937. Very suitable posters were prepared, also appropriate recipe folders—86,000 of the former and 260,000 of the latter being distributed.

Supporting publicity to National Macaroni Week was given through the release of the Institute's first nationwide story entitled, *The Energy Trio—Macaroni, Spaghetti, Egg Noodles*, with six very attractive photographs of recommended dishes of macaroni products being sent to the metropolitan newspapers for making their own cuts to illustrate; also mats for use by the smaller papers and multiliths for distribution through the radio stations, domestic science schools and similar sources of promotional publicity.

Through our clipping service, we got proof that 660 newspapers used our material, that their combined circulation was 16,080,707.

In further support of the promotion, four special holiday releases were prepared and used, Labor Day, Halloween, Thanksgiving and Christmas. Use of these brought the number of newspapers running our various stories that fall to 1,937; circulation—20,075,847.

To this coverage must be added the unknown number of students and listeners served by schools and radio stations. Figures covering this group are hard to compile with any accuracy.

And so the story goes. Lent was publicized each year as the ideal season for the consumption of macaroni products, showing new and different ways to prepare tasty dishes of this fine food. We sponsored Spring re-

leases and Fall publicity, seldom overlooking any holiday or great occasion for pounding home the message that for health's and satisfaction's sake, Americans should eat macaroni products more frequently.

The form of our promotion was changed to meet conditions, but not the general plan of educating Mr. and Mrs. America. We have every reason to believe that during the five years since its foundation, its promotional material has been used in more than 10,000 newspapers and magazines, having a combined circulation in excess of 225,000,000.

Here are some financial facts about our 5-year promotional work that are interesting:

Year	Contributions	Material Sales	Expenses
1937	\$ 589.39	\$ 2,267.42	\$ 3,152.35
1938	22.81	7,184.10	6,911.37
1939	2,591.50	262.77	2,825.98
1940	378.00	1,541.91	1,834.18
1941	1,380.00	712.39	1,530.25
1942*	520.00		1,193.90
Totals	\$5,481.70	\$11,968.59	\$17,450.03

(\* to June 30.)

As you will note, we have been living up to our income. In the current summer campaign launched in May this year, we practically "shot our wad."

Summer and the war are combined in our present release, titled—"The Macaroni Family and its Place in War-Time Menus."

We had money enough only for four photographs to illustrate our timely story with its four seasonal dishes:

- Macaroni Elbow Salad.
- Braised Short Ribs with Butter Crumb Spaghetti.
- Meat Loaf-Noodle Pie.
- Chicken and Macaroni Casserole.

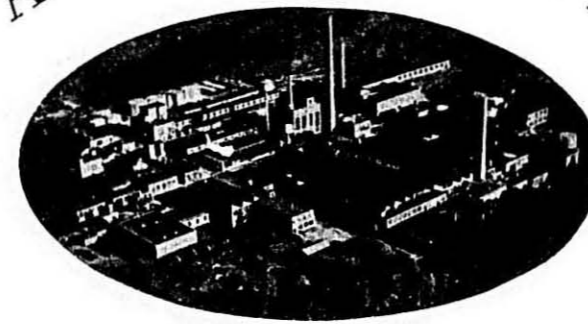
It is interesting to note that in this particular release we emphasized the new method of cooking macaroni products so as to eliminate the need of constantly pouring off of surplus water, with all its dissolved vitamins, salts, minerals, etc., by using just enough water to insure proper cooking and complete absorption, thus retaining in the prepared dish all the natural minerals, vitamins, salts, etc. This is in line with the Government's and the Industry's vitamin-saving program.

For use by domestic science teachers, home economists and such, and for distribution to hundreds of radio stations that have asked for such releases, we put our story into multilith form agreeing to supply up to 25,000 copies to radio stations for redistribution by them to radio listeners who write in requesting copies.

It will be interesting to note what

(Continued on Page 18)

# SYLVANIA\* CELLOPHANE



PLANT—FREDERICKSBURG, VA.

## for Conservation

Waste to-day is a very serious problem.

Improper packaging of foods and products subject to change through loss of flavor or moisture content may result in a considerable volume of waste through spoilage and rejection.

At the same time there is no need to sacrifice the quality appearance of the product. It must still attract customers.

SYLVANIA cellophane is in the war against waste and doing a war-time job.

SYLVANIA cellophane not only gives

adequate protection, but it gives a definite quality appearance to the package.

It is in itself of highest uniform quality and designed for economy.

Packaging is an increasingly complex problem in war-time production of perishables. We are constantly developing new types for new uses.

Keep in touch with our Technical Service Division for ideas regarding new packaging.

**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



reception this promotion gets under war-time conditions that prompted this release.

So much for the present—but what of the future? Our funds are exhausted, as you will note.

Very many other good foods are being pointed out by writers, food authorities and Government bureaus as contributing to the nutritional need of our people, but it is quite noticeable that in most of these stories about foods that will make and keep our people strong and healthy under the war strain, very little specific mention is made of macaroni products, as an essential.

The Committee on Foods and Nutrition of the National Research Council at Washington, D. C., barely mentions our products as among the basic foods that meet its requirements in its nutritional program. However, the National Red Cross does mention this food in its official publication, a publication which is used as a manual by the various Red Cross units throughout the country in their educational work on nutrition. As we all know, the Red Cross does use our food in its most worthy relief work. This speaks highly of its suitability and of its nutritional value.

This is no time for lying down on a most essential job—perhaps the most important of the many now confronting the Industry—a job whose effects will be felt for years to come.

If some constructive promotional work is not done now when our Government is planning great things to make people more food conscious and better acquainted with foods that meet our nutritional requirements, there may be a seriously adverse effect that will take years to overcome.

We have the organization setup ready to function. The Institute in its short life-time has made invaluable contacts and accumulated experience and materials that are equally valuable. Are all these to be shelved because of the lack of the little financial fuel that is needed to keep the Institute functioning? Should we take advantage of the splendid opportunity created for planting the right thoughts about our products in the minds of consumers that are becoming more and more food conscious?

The answer, gentlemen, is in your hands. Supply the Institute the meagre financial support it requires and it will continue to do for the Industry a most worthy job.

Are You a Member in  
Good Standing?

## Henry Mueller Contacts Government Bureaus

Report to the Macaroni Association on Visit to the War Department and the Food and Drug Administration in Washington



Henry Mueller

On May 4, Mr. Jacobs and I called at the Office of the Quartermaster Corps, in Washington, to discuss with that Government Purchasing Agency, the specifications under which they purchase macaroni products.

As you know, in sending out invitations for bids, the War Department specifies five different grades of products, each made from a different ingredient. The award usually goes to the lowest bidder who naturally bids from the lowest grade raw material. The purpose of my visit was to discuss with the War Department a system of differentials which might be included in the Invitation for Bid, depending upon the grade or type of macaroni product desired.

The suggestion was made that the first three types, that is macaroni products made from semolina or from farina, or from a mixture of these two, should have a differential of not less than 1/2c per pound above macaroni made from hard wheat flour other than durum, which is Type 5. Macaroni made from Type 5, which is durum flour, of practically the same ash content as semolina, should have a differential of not less than 1/4c above macaroni made from hard wheat flour. These differentials appear fair and would result in giving an opportunity to all manufacturers to bid, and not place a premium on the exclusive purchase of the lowest grade product.

This proposal would also have the effect of permitting a certain latitude to the Government Purchasing Agency in accepting other than the lowest

bid, because it would be on a product of a better grade. The officer with whom this matter was discussed seemed favorably impressed with the suggestion made and it is a matter of keeping after them to determine whether it will be accepted.

We also called on the Food and Drug Administration to discuss the subject of slack filled packages. We, and other manufacturers, have been requesting the Food and Drug Administration to permit us more leeway in determining when a package is slack filled.

At the present time the requirement is that with flowing goods, such as elbows, etc., the package must be not less than 85 per cent full, and with nonflowing products, such as long macaroni, spaghetti or egg noodles, the package shall be not less than 80 per cent full. However, in taking the measurements to determine slack fill, the chemist removes the inside wrappers and linings, and determines the cubic content of the container without any interior lining. He again inserts the macaroni in the container and measures the empty space at the top of the container, as well as at the end.

I have suggested that the FDA allow us 1/2 inch at the end of the carton for all long products, which will not be included in the slack fill, in order to permit us to fill the carton with reasonable efficiency, less danger of breakage, and also make allowance for the volume occupied by the inside lining or wrapper, as the case may be.

Another important reason for asking for this tolerance is that it is impossible to control the manufacture of long products so they are the same length at all times. There are a number of variables that occur during manufacture, which make the product either a little shorter, or a little longer.

Samples of products have been submitted to the FDA and will be considered by it at the earliest possible date. The FDA appears very willing to make this concession and it is only a matter of making the proper representations to obtain it.

KEEP 'EM FLYING!

## Price Ceilings and You

Philip R. Winebrener, Food Products Section  
Office of Price Administration  
Baltimore, Md.

This is a very pleasant assignment. It affords me the unexpected opportunity to visit with a group, which, in addition to having been agreeable competitors, includes some that I like to regard as my most sincere friends. It is also a unique assignment. This is probably the only time that anyone from the OPA has attempted to explain price control and ceiling prices to an industry who had long before even the conception of a Price Administration, voluntarily, if not willingly, accepted ceiling prices which amazed, as well as pleased, even those to whom they sold.

All will recall when, not so long ago, we gathered in this same hotel for the purpose of finding a way to prevent sales below cost, as defined by NRA. Should you be of like disposition now as you were then, Mr. Henderson will have found his favorite commodity. It might have been more appropriate had a macaroni man gone to the OPA. When it comes to holding prices down, it would be my appraisal that one macaroni manufacturer's ability is equivalent to 3.7 professors.

That suggests a question that is always asked and I am sure will come forth here, if not during the question period at least later on when the occasion becomes more convivial: "What about the professors?" Well, I did it too. Till several months ago, I was asking that question frequently.

Here's the lowdown on the professors as I see it. My position is so far removed from those responsible for policy making and directing, that my contacts with the "tops" have been very limited. However, the quantity of professors has been sufficient to distribute them down through the State Offices. There is little likelihood that the supply will necessitate rationing. The question is understandable. Here was a gigantic task with little precedent. Could the theoretical devise and carry it through to a practical conclusion?

The job is not yet finished, but the question has been answered. At least that's the opinion of one who had been skeptical and it is concurred in by most of those who came from business into OPA. Don't forget the large number of us so-called practical businessmen who make up the larger part of OPA's staff. They will be your principal contact with OPA and OPA's principal contact with you. If the professors run off with the show,



Philip R. Winebrener

then our business training hasn't been what it's cracked up to be.

It has been my observation that the professors seek and welcome practical experience. They have not invaded our field to the extent that some of us have assumed the rôle of economists. My association with the professors has been not only highly satisfactory, but entirely agreeable. From what I have seen, I'll give odds that a number of the very professors that have been the butt for wisecracks won't ever get back to the classroom. Business will be too smart not to use their proven talents.

By requesting that I be OPA's representative at your convention I believe you indicated the kind of a session you wanted. I am sure you don't want to listen to an academic thesis. Rather, I take it to mean that our mutual confidence allows a frank, friendly and sympathetic discussion. On such a basis, I will not hesitate to admit faults for fear that to do so might be taken as implying that all is wrong. Nor will I refrain from mentioning any weakness that I might see in your position for fear it might be regarded as impertinent.

Naturally, you are most concerned as to how emergency price control will affect your individual businesses. Individual problems can best be considered during the question period a little later on. I hope this will also become an answer period. Frankly, I don't know all the answers, but if necessary I will be glad to get the answers and send them to you.

It is important that we keep in mind that with induction into OPA no transformation takes place. The only

reason I am here is that I have had more time to consider the Regulation.

The dividing line between information, interpretation, and speculation is difficult to define. Should anything I say appear too profound it would be well that it be disregarded, as probably my enthusiasm will have jumped the boundaries of information to which I am officially confined.

Before attempting individual questions, it would be well to consider the whys and wherefores. During war-time the government is able to increase taxation sufficiently to offset only a small part of its increased expenditures. Consequently, it is necessary to borrow large sums from the banks. This money never existed before. It is created either through crediting the government with deposits or by printing currency. The amount borrowed is an addition to the normal supply of money. When this money is spent for war materials and services the consumer's income is increased. Because production capacity is devoted to military purposes, the consumer finds that just when he has more to spend there is less to buy. More buyers look for goods than goods look for buyers. Even this year, more than 60 per cent of our total output will go into war goods. The tendency is for prices to rise until there is a balance between supply and demand. This creates that much-discussed vicious cycle.

Approximately 45 per cent of the cost of our last war was represented by inflated prices. To put this another way, thirteen and a half millions of the cost represented a needless hike that never fed a soldier nor fired a shot, but on which we still pay interest. The rise in prices since September, 1939, has already increased the prospective cost of this war by more than the total cost of the last. One day's earnings out of seven is roughly what the average family has already been losing because of higher prices. And that is just the beginning.

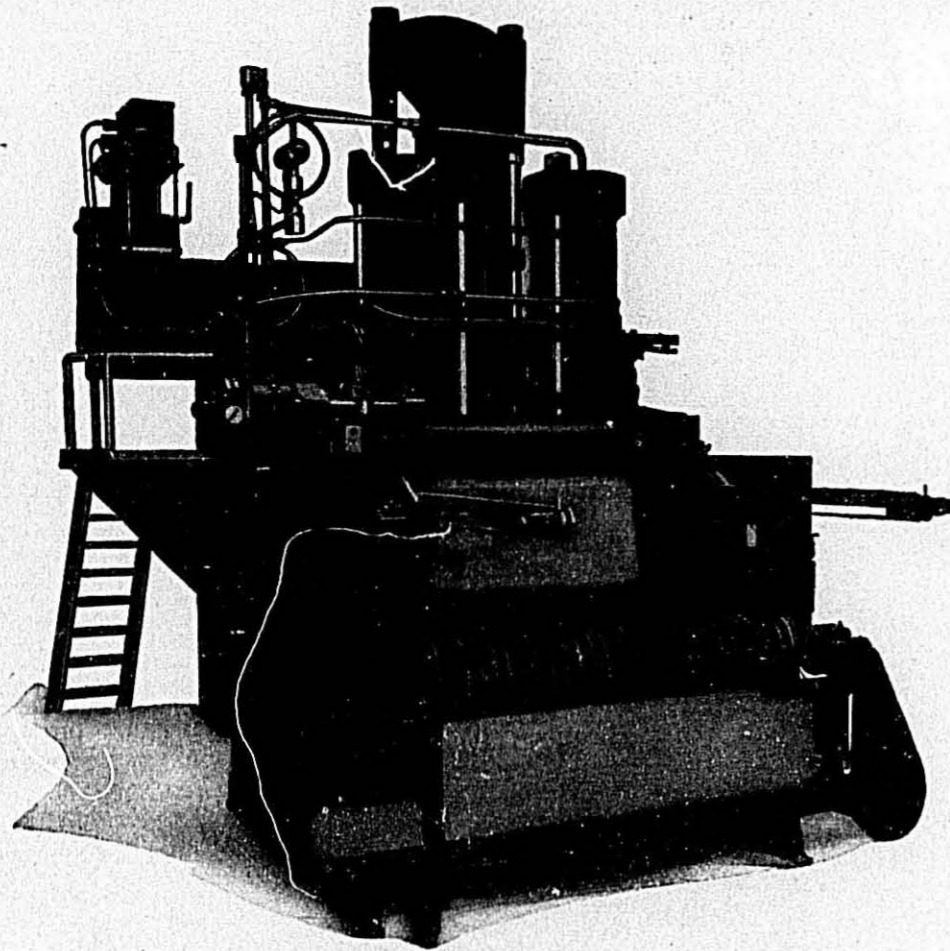
Most of us recall, all too vividly, the cruel deflation that followed World War One when thousands lost their lands and homes—when millions lost their jobs—and business bankruptcies more than doubled. If we are to win the peace that must never happen again.

Uncontrolled inflation would likely bring about a collapse far worse than anything we have yet known. To prevent this, the President adopted a 7-point war program. These steps are a unified effort to take up excess buying power which has been pushing prices up. Price control is but one of the means to be employed. It is not to do the job alone. Its function is to stop unwarranted price increases. This will prevent defense appropriations from being dissipated by excessive prices, provide protection for per-

(Continued on Page 22)



## 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.

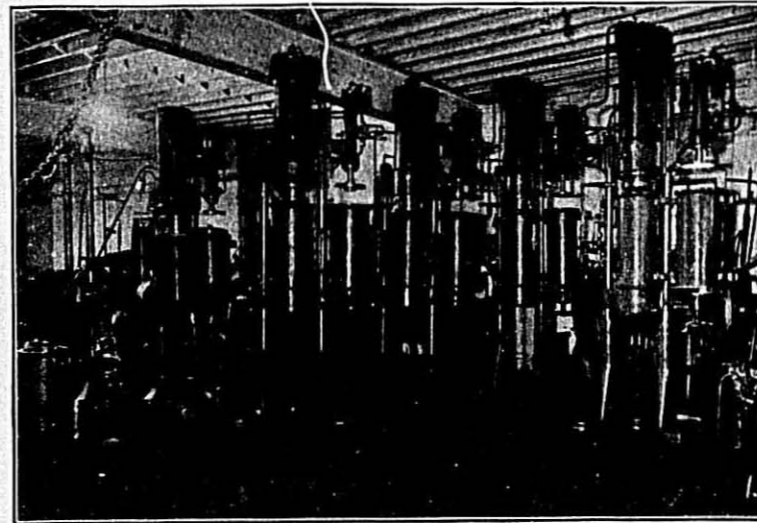
This press is not an experiment. We already have several of these presses in actual operation in a large macaroni plant in this city.

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.



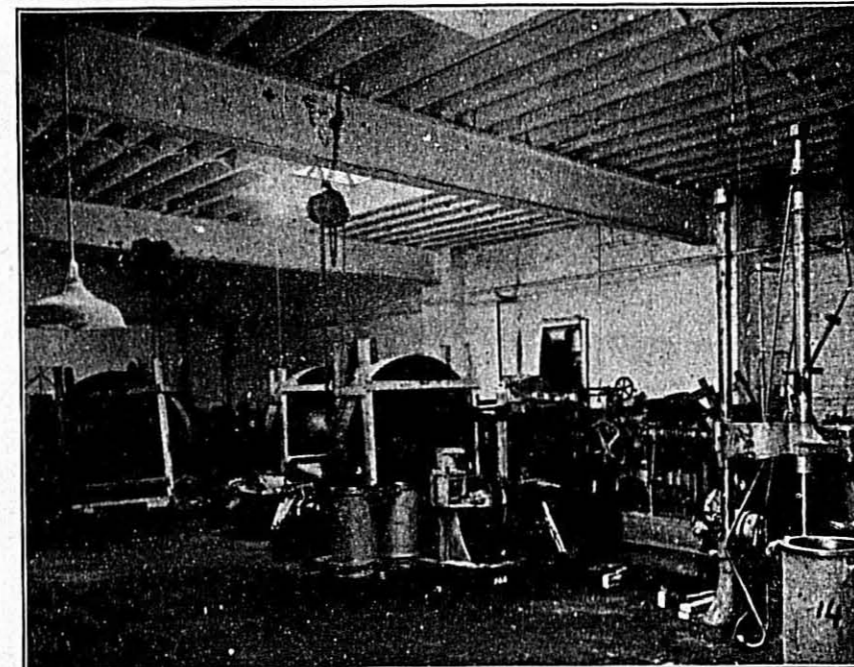
Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

### REBUILT

*Presses, Kneaders and Mixers*

Photograph of Mixers Kneaders Presses being rebuilt in our plant.

All rebuilt machines carry full guarantee as our new machines.



Write for particulars

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

Address all communications to 156 Sixth Street



(Continued from Page 19)

sons with fixed and relatively limited incomes and lessen the hazards of deflation.

"But after all, the necessity of some form of price control is not even a point in question. It is so obvious as to be admitted by all. As yet no voice has been raised to oppose emergency price control as such. The only points on which opinion does differ are as to type and method. Price control cannot be a pleasant thing and any plan that attempts to put the "bee" only on the other fellow won't work. The burdens of war must be distributed equitably.

About a year ago the OPA began a program of selective price fixing—that is, it placed ceilings over selected commodities where a run-away situation threatened to develop. Soon came the time when price increases were no longer spotted, but general. This began to involve all commodities and at all stages in the processing and distributing system. At this point, OPA moved from selective to simultaneous price fixing as a war measure. The interdependence of prices when prices are rising generally prohibits any possibility of piece-meal control. I personally think that certain of our present difficulties would have been avoided had this step been taken sooner.

The principal requirement of the General Maximum Price Regulation is that each seller charge no more than the prices he charged during the base period, March 1-31, 1942. By this approach the Regulation accepts the level and relationship of prices which had been worked out by the buyers and sellers at different economic levels. Certainly this is a reasonable basis for a price stop which is subject to future refinements, and allowances for gross inequities. At some point there must be a beginning. The halt had to be called somewhere, even if it meant pressing harder on some than others. What we can all be sure of is that no one will be hurt as much as if prices had been allowed to run wild.

The keystone of price control is the maintenance of the base period retail ceilings. The ceiling does not rigidly freeze prices at these maximum levels. It sets only the upper limit. While prices cannot rise above, they may fluctuate below. The necessity of defending retail ceilings is apparent. It is at the retail level that the consumer comes in contact with the price structure and it is here that the cost of living is finally determined. When the retailer's spread between cost and ceiling price becomes too thinly narrowed, a "squeeze" results. The so-called "roll back" is employed to relieve this "squeeze." It is no problem to roll back the "squeeze" to the wholesaler, provided that if the "squeeze" for him is intolerable it can be further rolled back to the producer. Where a sur-

vival spread exists between production cost and the retail ceiling this technique corrects any inequities in the division of the complete spread at the various levels and preserves the retail ceiling. So long as certain of the producer's costs remain unregulated some industry may become caught between a fixed price and rising production costs. As injustices and undue hardships are to be corrected, it appears elementary that with such a situation the pressure will have to be relieved either at the top or bottom. At the top it means puncturing the ceilings at retail, which defeats the purposes of the Regulation, or at the bottom reducing costs and expenses and frills wherever possible. In some cases even this may be insufficient, so other solutions are being investigated.

Now let's take a look at what is required of you by the Regulation in addition to freezing your maximum prices as the base period found them. You must keep and make available for examination by the OPA, records of the same kind as you customarily kept relating to prices charged after the effective date, which for you was May 11. In addition, you must have records showing the basis upon which you determined your maximum prices. Besides these current records, you must preserve for examination by OPA all existing records relating to prices charged for deliveries in March, 1942, and your offering prices for delivery that month. So far, you are only required to continue those records which you have always had, and there is only one additional requirement: Before July 1, you are to prepare—on the basis of all available information and records, and thereafter keep for examination by any person during business hours—a statement showing the highest prices you charged for delivery during March and offering prices for delivery during that month, with an appropriate description or identification of each commodity. This should include all of your customary allowances, discounts, and other price differentials. Should you claim that substantial injury would result from making such statement available to any person, you may file this statement with the appropriate field office of OPA. The information contained will not be disclosed unless it should be determined that the withholding would be contrary to the purposes of the Regulation. That is the requirement so far as records.

The maximum price at which you can sell is the highest price which you charged during March, 1942. This means the highest price charged for an actual delivery. If you did not make a delivery during March, then you take the highest price at which you offered to make a delivery during March.

If you neither made a delivery nor offered to make delivery of a commodity then you take the highest price charged for a similar item most nearly like it. There are three tests to determine whether a commodity is similar:

It must have the same use.  
It must give the purchaser equivalent serviceability.

It must belong to a type which would ordinarily sell in the same price line as the article delivered.

For your commodity, I don't believe you will have to go beyond these steps at arriving at a maximum price. However, if your maximum price cannot be determined because you did not deal in the same or a similar commodity during March, then you may take the highest price charged during March by your most closely competitive seller of the same class for the same commodity or similar commodity. If your maximum price cannot be determined by these methods, then you must secure specific authorization from the Office of Price Administration under Section 3B.

There are exceptions to the general price ceiling. These are enumerated in Sections 9 and 10 of the Regulation. For some of the exceptions no "organized markets" existed to serve as a basis for the ceiling price. The price control law specifically exempts others. Of considerable concern to you is that the law requires farm prices to reach a level of at least 110 per cent of parity before they can be placed under a ceiling. To some it appears that the exceptions are the Regulation's weakness. Although OPA cannot directly control all the components of your costs, it opposes in principle any cost increase which would necessitate an upward revision of the price ceilings. The causes for cost increases have been lessened by major price control.

Should increases in your costs occur, the OPA is going to ask you to do your best to absorb them. This is with the full realization that you are being asked to make a sacrifice. Should you be in the relatively favorable position of having your March prices represent a normal relationship to your existing cost levels and your buyer has a "squeeze" problem, you will be asked to voluntarily share his "squeeze."

There is the probability that costs for this industry will increase. Even for the most efficient, the problem will be serious. Should the condition materialize to the point that your position is clearly untenable, consideration for relief will be given. In my judgment, the greater part of any relief will be of your own making rather than OPA's. I would serve you poorly if I led you to believe otherwise. It will be well to clearly understand the cause from which your problems arise. OPA

will be concerned only with those which originate with the Regulation. Difficulties which would have been yours in any event will still be yours to solve alone. Of this I am sure: It will serve no purpose to request relief before first employing every means to correct the situation yourself.

There are many obvious economies which you can make. Standardization and simplification provide a good starting point. Others will likely have to be found. The combined ingenuity of your entire industry is needed as never before. I urge you to make the most of this convention, but don't make the mistake of trying to find a trick panacea. Your only hope is to step up efficiency, prune your costs and work like hell!

Many claims have been made for your product. Even when enthusiasm is discounted, you still have a food that I believe is a "natural" for the times. Yours offers economy—ease and convenience in preparing—can be combined with nearly any other food, or served alone. With a scarcity of meat predicted and many of the canned competitive foods disappearing from the market, your potential volume seems unlimited. The economy provided by capacity operation is yours for the asking. Why not let the public know what a grand product macaroni really is? You have kept the secret long enough.

Let me dissipate any idea that price control can be compared with the NRA code. There is a great deal of difference. That code attempted to put a floor under the price. General Max puts a ceiling above. The unscrupulous buyer profited by non-compliance with the code. He becomes an effective instrument for enforcement under General Max. The code relied upon industry to self-impose regulation. An adequate full-time personnel will check compliance with General Max and in addition a multitude of careful shoppers will be on the look-out for any finagling. The greatest difference is that General Max is a war effort.

There is always a bright spot. For years your industry has been plagued because quality standards put the honest manufacturer at a price disadvantage. Lack of enforcement gave the edge to the manufacturer who would cut quality. From here in, it will be cheaper to label properly. This is your golden opportunity to get rid of the quality chisler. A debasement of the quality can be the equivalent of a markup of the price. The lowering of quality below the March basis is a violation of the General Maximum Price Regulation. Can you imagine the alibi that the delivery in March was in violation of the Federal or State Pure Food Law? OPA is determined that quality changes not be

permitted to defeat the purposes of the Regulation. A Standards Division is now being set up.

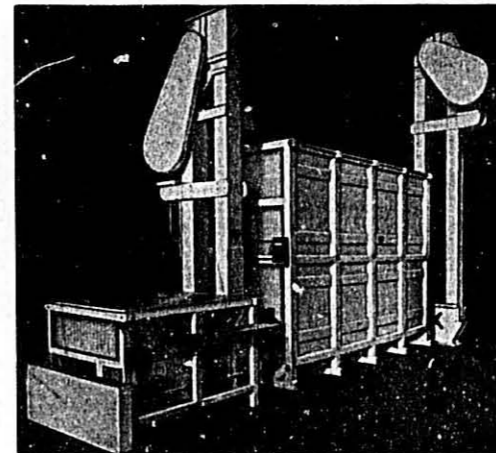
The discussion of penalties has purposely been omitted. Only those who intend to violate the Regulation need be concerned. They are severe but no penalty can be too severe for one who willfully violates a Regulation which is part and parcel of his country's successful prosecution of the war.

Price control will not be easy. There will be hardships. There is no easy way out for there must be a guarantee

to the American people from this point on that their living costs will remain stable, that even though goods grow scarcer, prices will not rise. When a nation is fighting for its very existence, businessmen can reasonably ask only for a survival price.

Price control is distinctly a war effort—it would not have been attempted except for the war. It will be discontinued when peace comes.

Until the rise in war expenditures has lifted consumer purchasing power to its peak, while at the same time reducing the supply of consumer goods,



THESE MACHINES  
ARE AVAILABLE  
ON PREFERENCE  
RATINGS OF A-9  
OR BETTER

REPAIRS —  
A-10, P100

GOVERNMENT  
REGULATION

## CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER

During these trying times, the first call on our manufacturing facilities is reserved for the government.

Due to the war emergency our many customers, must of necessity, take second place.

One of these days the war will be over—then please keep Champion in mind and let us figure on your plans for rebuilding.

**CHAMPION MACHINERY CO.**  
JOLIET, ILLINOIS

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



there should be no complacency about the threat. However, preliminary results are reassuring. On May 9, a few days before the wholesale price ceiling took effect, the Department of Labor Index covering nearly 900 wholesale commodities, stood at 98.6. On June 7, the figure was 98.7. The rise of one-tenth of one per cent was due to changes in prices of certain agricultural products exempted from the ceilings. This is significant when compared with the advance from May, 1941 to May, 1942. There has hardly been time to observe the effect of retail ceilings. Of interest, however, is the special survey made June 2, which showed a slight decline since May 15. This is the first time since February, 1941, that no increase has been registered.

Nothing I have said is to be taken as an apology for OPA. No vindication is needed. To promulgate and effectuate a plan having such intimate and far-reaching effect on the economic welfare of an entire nation is a gigantic task. Mistakes have been made—others will be made—but the job is being done. I am proud of my association with an agency which not only distributes equitably those supplies which have become scarce, but assures that their price will continue within the reach of those who customarily enjoy them. Such an agency is a public benefactor.

The President has said, "We cannot have all we want if our soldiers and sailors are to have all they need!"

American business, large and small, has accepted that statement with its implication that there must be an adjustment of our living standards to the realities of a war economy. They agree that no group is exempt and no group can claim as a matter of right to be exempt. They understand that if one group by increasing its income succeeds in maintaining its present standard, it will force some other group to take a cut which is larger than its share. The restraints imposed by price control will be made effective by the voluntary discipline of a free people who accept restraints because they understand the terrible necessities of the time.

I do not question the ability of willingness of the American people to stand the sacrifice required of an all-out war effort when they understand that it will be limited to the duration. They have determined that not only are the boys on the firing line to come first—but also that they will preserve something for them to return to.

Cynics may dismiss confidence in a democracy at such a time as mere superstitious faith—but realists will recognize that a democracy with sincere inner convictions in its own basic ideals, can adjust itself to the situation and emerge stronger than before.

## John F. Gismond Heads Packaged Foods Specialty Section, OPA

The 1942 convention of the Macaroni-Noodle Makers of America was honored by the appearance thereat, last month, of John F. Gismond, newly appointed chief executive of the Packaged Specialty Section, recently formed within the Food Branch of the Office of Price Administration with headquarters at Sixth and Independence Avenue, S. W., Washington, D. C.

The honor was all the greater as this was the first convention of the food trade attended by the new executive who is desirous of making all possible contacts and learning first-hand the problems of those with whom he is to work in effectuating the policies of his bureau.

The Packaged Specialty Section, he said, was formed to handle the problems of manufacturers of various commodities, as they occur under the General Maximum Price Administration. He listened intently to the dis-

cussions and took a part in the lively question-and-answer period that followed the address of Philip Weinbrener on the general subject of price ceilings as they affect the macaroni industry.

Mr. Gismond took occasion in his brief talk to the convention to announce officially the appointment of Mr. C. Fred Mueller of the C. F. Mueller Co., Jersey City, N. J., as a member of his Section, charged among other things, with the handling of the macaroni manufacturers' pricing problems. The latter took over his new duties the middle of June.

In closing his extemporaneous remarks to the convention, Mr. Gismond stated that his appearance was solely for the purpose of meeting the fellows with whom he is to cooperate and to assure the members of the National Association that they are not to be forgotten in the administration of price ceiling regulations.

## Effect of the War Production Board's Orders on the Macaroni Industry

James M. McConnell, District Director  
Interstate Commerce Division, WPB

I would like to ask everybody to recall the thinking, twelve or eighteen months ago, about our manpower. We all said, "Well, whatever else happens, there is one thing we don't have to worry much about, and that is manpower." On all sides of us, we could see vast pools of unemployed men; but they're going fast now. It takes four men in industry at home for each man in the armed forces. At the beginning of 1942, we had 2,000,000 men under arms—that meant 8,000,000 in industry, or 10,000,000 in the direct war effort. Today, there are in round figures 3,000,000 men in the Armed Forces, with 12,000,000 working for them, or 15,000,000 in the direct war effort. By the year's end, 4,000,000 will be actually fighting and 16,000,000 supporting them in industry. There's a real conversion from a little over a year ago—20,000,000 men—most of them in new war jobs. And during this period, we had reserves of consumers' goods to draw on to cushion the conversion, but these are fast being used up. For the remainder of the year, you can expect to feel the real pinch that's surely coming in consumers' goods.

This is all very clear to us now, but

we couldn't see it a year ago. You know, we feel pretty much the same today about our surplus food supply as we did a year ago about our surplus manpower.

The surplus of wheat in this country is one of our big assets. It also has kept Priorities away from wheat, for there is enough to go around. Many of you haven't had much experience with priorities for this reason. You may or you may not have used P-100 (A-10) Rating for repairs, maintenance and operating supplies for your plant. Many of you are wondering what you can do to replace a bronze bushing when your supplier says, "Nothing doing, unless you have an A-10 or higher rating." There is nothing for you now except file a PD-1A Application, or if it means a shutdown, put on your hat and go down and see your Local War Production Board Field Office. But let's get away from these "bread and butter" problems for a minute, and let's look at the food problem from a few steps back.

Any food that is imported is, of course, under direct control of the War Production Board. To mention a few, coffee, tea, cocoa, sugar and

## A Bargain?

Yes Sir! Considering the inherent quality, Capital's AA-No. 1 Semolina is unsurpassed in value.



THE TRADE MARK OF EXCELLENCE

## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

spices—these foods are controlled by "M" orders that are usually easy to read. Some of them, either due to the nature of the material with which they're dealing, or the many conditions the order must regulate, are somewhat complicated, but the food orders to date at least are easily understood. Sometimes it looks as though an order is not needed, or let us say premature, but I can assure you that the men running the Bureau of Priorities for Mr. Nelson are, on the whole, hard headed experienced businessmen. Some of the food orders are necessary to conserve the commodity itself, and others are necessary to reduce shipping tonnage. Few of us as individuals have suffered from our reduced sugar rations. Yet, some lives have probably been saved, and much needed shipping space filled with essentials of war by cutting down the shipments of sugar.

We all wish we knew how long this war would last. One guess is as good as another. Since the age of prophecy is closed, we want to manage our food and materials the way you would if you were starting out to cross an unknown desert with just the food and water you could carry. You would cut yourself down to the minimum. You would think twice before throwing anything away, and you would get the ultimate use from everything.

More "M" orders are coming on

## Convention Action

In addition to the activities reported in the various committee reports that follow, the manufacturers in attendance at the convention took the following unified action:

(1) Roma Macaroni Manufacturing Company, Chicago, Ill., which was represented by Charles Presto at the conference, was enrolled as an Active member of the National Association, and an invitation extended to several

foods. The use of fats and oils will probably be controlled before the end of the year. Everyone in the food business today, whether priorities have touched his business or not, should be preparing himself for the seven lean years of possible wheat shortages, or shortages of material for packaging, or of an almost certain labor shortage.

Your product is one of our best foods. You are indeed fortunate not to have to convert your factories to war work as have many other businesses. WPB must keep your wheels turning. Good macaroni—good spaghetti—all good things made from wheat are as essential as planes, tanks and ships.

other nonmember firms present to join up, a suggestion which they have taken under serious consideration.

(2) Recommended that as a means of increasing the Association's income to meet new war demands, the Active Members of the Association be asked to voluntarily reclassify themselves, if their status has changed recently. The present scale of dues is based on average daily capacity of member firms. Those whose daily production capacity is under fifteen barrels pay annual dues of only \$15—as Class "E" members. If the capacity of a member is over fifteen but under twenty-five barrels, the dues payable are \$25, as Class "D" members. Firms with a capacity over twenty-five but under fifty barrels a day are in Class "C" with dues at \$50 a year. Those whose capacity is over fifty but under one hundred barrels pay \$100 a year as Class "B" members. Firms producing over one hundred barrels daily are in Class "A," paying \$200 dues annually.

(3) Since distant traveling in large numbers will probably be prohibited as a war measure, and there is perhaps greater need than ever for more frequent get-togethers, it was unanimously agreed that more regional meetings



be held under the supervision of the National Association, particularly in sections where manufacturers demand that such meetings be staged.

(4) The National Association has long retained the services of Director of Research Benjamin R. Jacobs whose head offices are in Washington, D. C., and of the macaroni laboratory at New York. His services are free to Association members in all matters pertaining to organization matters and industry protection. Therefore, it was urged that both the members, as individuals, and the Association make greater use of his valuable service in trade protection and contacting government officials.

(5) Conventions went on record as favoring the adoption of winter weight cellophane as the all-year-round wrapping material instead of the summer and winter grades now produced. Appeal was to be directed to the proper authorities to effectuate this policy as a matter of conserving materials and contents.

(6) A petition for relief against a possible "squeeze" under the present price ceiling setup was ordered presented to the Office of Price Administration by the Association representing the organized portion of the industry, supported by individual petitions by interested members and other manufacturers through appeals to Senators and Representatives.

(7) Action by resolutions is as follows:

We, your Committee on Convention Resolutions, beg leave to report as follows:

We have considered all Resolutions referred to us and wish to recommend the following for your consideration as expressive of the feelings of this group and the policies of our Association:

#### Resolution A

WHEREAS, the President of our Association has given of his valuable time and his wide experience in conducting the duties of the Chief Executive of our Association, and

WHEREAS, this service was rendered at the expense of his firm and for the honor and glory of the organization and of the Industry, therefore be it

RESOLVED, that we tender our President, C. W. Wolfe, the sincere thanks of the Association and the full appreciation of this assembly for a fine job, willingly rendered.

#### Resolution B

WHEREAS, for more than twenty-three years our Secretary-Treasurer, M. J. Donna, has served this organization honestly, efficiently and always to the best of his ability, and

WHEREAS, he has always shown extreme ability and every possible consideration in planning our convention programs and our personal comforts and pleasures while we confer for the Association's advancement and the Industry's welfare, therefore be it

RESOLVED, that we extend to Secretary-Treasurer, M. J. Donna, our heartfelt thanks for a fine job well and cheerfully done.

#### Resolution C

WHEREAS, our Director of Research, Benjamin R. Jacobs, has served the National Macaroni Manufacturers Association as its technical adviser for a score of years, and

WHEREAS, he has always been most courteous and considerate, though stern in his decision, always with the best interests of the fair-minded manufacturers at heart, therefore be it

RESOLVED, that to Director Jacobs the assembly extend its appreciation of faithful service, cheerfully rendered, without prejudice.

#### Resolution D

WHEREAS, the National Macaroni Institute during the few years of its helpful existence as an affiliate of National Macaroni Manufacturers Association, has fulfilled a needed service in the form of Consumer Education, Products Promotion and Retailer good will, and

WHEREAS, it is a necessary promotion that we are morally compelled to support through voluntary contributions, the sums requested being very reasonable and within the easy reach of all manufacturers and interested allies, and

WHEREAS, managing Director M. J. Donna has made almost phenomenal use of very limited funds in promotional and educational publicity that is of immeasurable value to our Industry, therefore be it

RESOLVED, That this assembly reiterate its faith in the work being done; its confidence in the policy of the Institute and its appreciation of the earnestness of its Director, and be it further

RESOLVED, That the work of the Institute be continually and enthusiastically encouraged and liberally supported through more generous contributions and wider use of its services.

#### Resolution E

BE IT RESOLVED, that the President of the National Macaroni Manufacturers Association offer the services of its laboratory facilities to the Quartermaster General for the purpose of making test checks of macaroni, spaghetti, and noodles supplied on Government bids. Also, that copy be sent to the Office of the Quartermaster General, Washington, to the attention of Colonel Logan.

BE IT RESOLVED, that a list of all Government agencies, with proper addresses, buying macaroni and noodle products, should be made available to

(Continued on Page 28)

"The Highest Priced Semolina in America  
and Worth All It Costs"

The  
Golden  
Touch

# King Midas Semolina

## Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

**KING MIDAS FLOUR MILLS**  
MINNEAPOLIS, MINNESOTA



### HOLDING FIRST PLACE

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

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

## F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

New York City

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



(Continued from Page 26)

all members of the National Macaroni Manufacturers Association in good standing.

**Resolution F**

WHEREAS, we have been highly honored with the following very excellent speakers: Mr. Frank Purse, Dist. Mgr. Interstate Commerce Commission, Chicago, Ill.; Philip R. Winebrenner, Executive of Food Products Section, OPA, Baltimore, Md.; J. F. Gismond, Acting Head Packaged Food Specialty Department, OPA, Washington, D. C.; James M. McConnell, Priorities District Office, WPB, Chicago, Ill.

WHEREAS: They have contributed very valuable information to us during their most interesting discussions,

BE IT RESOLVED, that this Association express to them our sincere and heartfelt thanks for the time which they have graciously allotted to us.

**Resolution G**

WHEREAS, a firm that supplies our packaging needs has voluntarily and generously contributed to our enjoyment at their expense, in the nature of a cocktail party and reception in honor of the Association's president, C. W. Wolfe, and

WHEREAS, Charles C. and Alfred Rossotti of Rossotti Lithographing Company, North Bergen, N. J., voluntarily assumed this responsibility, therefore be it

RESOLVED, that the thanks of this convention be herewith conveyed to the Rossotti brothers for pioneering and sponsoring the affair.

**Resolution H**

BE IT RESOLVED, that Dr. Jacobs as the Director of Research of the National Macaroni Manufacturers Association, point out to the proper Government Agencies making purchases of food, that macaroni and egg noodle products are "Dehydrated Foods" for the reason that moisture is removed in

**Convention Committee Reports****Program and Credentials**

Your Committee recommends the adoption of the splendid printed program as the official program of this convention and commends those who had any part in obtaining the renowned speakers and important Government officials to address this convention.

We further recommend that the representative of the member-firms of NMMA in good standing who are in attendance constitute the working body of this convention, with all the power, rights and privileges under our laws and customs.

ALBERT S. WEISS *Chairman*,  
G. GUERISSI,  
WILLIAM FRESCHI.

*Report unanimously adopted.*

the process of manufacture to the extent of retaining only a maximum of 10 to 13 per cent, and in the cooking process its volume is increased two- or three-fold. Therefore, Macaroni and Noodle Products should be considered in the Government Program of the purchase of these items.

WE FURTHER RESOLVE, that the National Macaroni Manufacturers Association as a body ask relief on ceiling prices of macaroni and egg noodle products, and the Resolutions Committee suggests that each manufacturer ask for relief individually.

Respectfully submitted,

JOS. J. CUNEO, *Chairman*  
B. A. KLEIN  
EDWARD NEVY  
AL WEISS.

*Moved by Jos. J. Cuneo, seconded by Jas. T. Williams, Sr., that report of Resolutions Committee be approved and adopted as the consensus of this convention—carried.*

**Auditing**

Your committee had in its possession a copy of the official audit of the Association's finances by Wolf & Company, CPA, for the Calendar year ending December 31, 1941.

This has been studied by the Board of Directors and it is submitted as part of this report to any who are interested in detailed figures.

Also have an income and Expense report prepared by Treasurer Donna showing money received and expended from January 1 to June 20, 1942.

Purpose of this was to give us some idea of the funds to date, the balance on hand being \$5,875.54 in the General Fund and \$1,762.50 in a special fund which has been ordered liquidated in payment of bills for attorney hire and special vitamin work for which the special fund was solicited on the basis of a 50 per cent special assessment. In this connection, we strongly urge all Association members who have not paid this special assessment to do so as soon as possible in order that this unexpected and extraordinary expense be liquidated with credit to our Association and ourselves, as members.

Respectfully submitted,

AL RAVARINO, *Chairman*  
S. AVENA  
WALTER F. VILLAUME.

**Future Activities**

Your Future Activities Committee realizes that under the war conditions that prevail, it behooves our Association and our members, individually and collectively, to do all in their power to aid our country to win the war and to protect our rights as individuals and as a group in line with the above duty and obligations.

We feel that any program which we may adopt outlining specific activities

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.  
Minneapolis, Minnesota

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



to be sponsored should be flexible and readily changeable to meet any new regulations or industry requirements under conditions that are difficult to predict in advance.

On this basis of reasoning, we recommend for your consideration the following program of Association Activities for the coming year, with the suggestion that the Executive Committee be empowered to alter the program to meet changed needs and to bend backwards where it is needed to coordinate our group actions with the wishes of our Government and those of our membership.

**First**—That we continue to pursue the normal activities of the Association in so far as this is possible under ever-changing conditions.

**Second**—That no change be made in our present Association setup, except that our Executives be urged to be on the alert for needed united action to protect the Industry's interests while providing for Association advancement and Government cooperation.

**Third**—That means be taken to increase the Association's income so as to insure the minimum money requirements to carry on the normal services of the Association and to enable it to continue to be the nucle-

us for any special activity that may arise under current and unpredictable conditions.

**Fourth**—That the classifications of the Active Members of the Association be reviewed by the proper Executive and that full authority be given him to suggest higher membership classifications based on known facts and mutual agreements.

**Fifth**—That our Membership Committee, aided by the Secretary and the Director of Research, stage a concerted drive to enlarge the supporting membership of the Association, both as a war need and the means of giving wider service and greater protection.

**Sixth**—That as individuals and as an organization, we make more use of Director of Research B. R. Jacobs' services as our Washington Representative, contacting departments of the Federal Government, opening doors, as it were, for macaroni and noodle manufacturers, and for doing general leg-work and service work for members.

**Seventh**—That with the approval of the Executive Committee, Research Director Jacobs be authorized to subscribe for such services as may provide him with more information on pending Federal and State legis-

lation affecting our business, and for the Federal Register . . . that he plan to mail twice monthly a brief bulletin to members only, giving the high-lights gleaned from these services, his contacts and experience.

**Eighth**—That there be budgeted the sum of \$200 per annum for the expense of the President of the Association.

**Ninth**—That the splendid work done by Managing Director, M. J. Donna of The National Macaroni Institute with very limited means, be highly commended and the activity continued. . . . That our members give more serious consideration and more liberal support to his infrequent appeals for financial contributions on which he depends for this very necessary activity . . . that we should consider all such free-will support to Donna's Products Promotion and Consumer Education work as a good investment of immediate good and immeasurable future return.

**Tenth**—Finally, that plans be made for the holding of more frequent Regional or Sectional meetings in lieu of the present trend to restrict travel and for the purpose of keeping the rank and file more closely acquainted with things that are hap-

**EASTERN SEMOLINA MILLS, INC.****Baldwinsville, N. Y.**

Seymour Oppenheimer  
President

Howard P. Mitchell  
Vice-Pres. & Sales Manager



pening, making our membership more closely united for the advancement of the interests of our Association, our Industry and our country. . . . That all such meetings be held with the previous approval of the Executive Committee of this Association, and that whenever possible such meetings be presided over either by a Director of the Region in which they are held or by an Association Officer or Executive.

Respectfully submitted,  
C. J. TRAVIS, Chairman  
PETER LA ROSA  
A. IRVING GRASS  
FRANK TRAFICANTI  
TIOS. A. CUNEO.

Moved by Weiss, seconded by Marino that the report of the Committee on Future Activities be approved and their recommendations be adopted as the policies of the Association for the coming year.—Carried.

### King Midas Luncheon for Convention Ladies

The North Room of the Edgewater Beach Hotel, Chicago, was the scene of a most delightful social affair in connection with the convention of the Macaroni Industry at noon, Tuesday, June 23, 1942. It was the occasion of the annual treat to the convention ladies, sponsored by the representatives of King Midas Flour Mills.

Twenty-two ladies enjoyed a delicious luncheon and an appropriate program of entertainment amidst surroundings that were most pleasant. Acting as co-hostesses were: Mesdames Graif, Faber, Ewe and Wilson.

Those in attendance were:

Mrs. L. S. Vagnino, St. Louis, Mo.  
Miss Rose Sarli, Kansas City, Mo.  
Mrs. Charles Rossotti, No. Bergen, N. J.  
Mrs. J. H. Diamond, Lincoln, Nebr.  
Miss Madeline Constant, St. Boniface, Man.  
Mrs. B. R. Jacobs, Washington, D. C.  
Mrs. Glenn G. Hoskins, Libertyville, Ill.  
Mrs. A. Palazzolo, Cincinnati, Ohio.  
Mrs. Peter Palazzolo, Cincinnati, Ohio.  
Mrs. Wm. Gaynor, Chicago, Ill.  
Mrs. Fred Larson, Chicago, Ill.  
Mrs. Lucien Constant, St. Boniface, Man.  
Mrs. Alfred Rossotti, No. Bergen, N. J.  
Mrs. Donald T. Nixon, Chicago, Ill.  
Mrs. David Wilson, New York, N. Y.  
Mrs. Wm. Ewe, Minneapolis, Minn.  
Mrs. Geo. L. Faber, Chicago, Ill.  
Mrs. Galioto, Chicago, Ill.

### Discontinuance of Manufacture of 26 Italian Style Products

Perhaps the most outstanding action taken by the Convention as affecting the manufacture of bulk macaroni products was the voluntary elimination of 26 of the less popular styles, for the duration, as an economy measure, to save dies, packaging, etc. The War Production Board is to be advised of this action and all manufacturers urged to follow this patriotic example.

Styles to be eliminated as listed on the La Rosa chart (used as a guide) are:

Capellini  
Farfallini  
Farfallone  
Fettucce  
Jolanda  
Linguini di Passero  
Linguini Fini  
Lumache  
Lumachini  
Maccaroncelli  
Maccaroncelli Tagliati  
Malfaldini  
Maruzze  
Maruzzini  
Mezzanelli  
Mostacciolini  
Pennette

Seme di Mellone  
Spaccatelli  
Tubetti  
Tubetti Fini  
Tufoli Rigati  
Vermicelli  
Whole Wheat Linguini  
Ziti Tagliati  
Zitoni

(The Conference recognizes the fact that different names are used for the same styles by different firms. The Conference also took into consideration the fact that the diameter of styles or items vary considerably, depending on the manufacturer, the condition of his dies, etc.)

Note: Manufacturers who agree to discontinue the manufacture of the above-named styles should file with the Association Secretary, on their firm's letterhead, a statement of their intentions. The Government authorities will be presented a portfolio of these pledges as proof of industry's and individual's readiness to cooperate fully in country's conservation program. This applies to all whether they were represented at the convention or not.

Mrs. L. Caravetto, Chicago, Ill.  
Mrs. Peter J. Viviano, Louisville, Ky.  
Miss Mary Catherine Sheridan, Braidwood, Ill.  
Mrs. John Krahulec, Berwyn, Ill.

### Convention Sidelights

Even the weatherman was kind. Cool and sunny weather was on tap for the entire three days that the macaroni boys rested from their many business worries while attending convention duties.

President Wolfe received many earnest congratulations from his friends over his masterly handling of a really heavy and involved program. No rushing or "pushing-it-through" tactics. Every question was open to calm and deliberate study before final disposition. The only hitch was the usual one—conventioners could have been more prompt for the opening hours of the sessions, but could hardly have been more attentive.

Past President Philip R. Winebrenner was given a deserving ovation on his appearance before the convention in the capacity of a Government official. He knows the industry's problems from the inside and spoke kindly, advised wisely, as was expected.

Directors Frank Traficanti and A. Irving Grass of Chicago did their us-

ually fine job at seating the boys and their gals at the banquet. Result—not even a semblance of a squawk.

Henry D. Rossi was there, and so was his new conundrum which he directed to his old-time friend, the sage of Iowa, Carl B. Schmidt. He asked—"If a bachelor is a fellow who has been crossed in love, is a married sap a guy who has been double-crossed?" The transcript does not record the answer.

Howard P. Mitchell, executive of Eastern Semolina Mills, represented his firm at the convention.

Frank J. Tharinger, former president of the National Association while at the head of Tharinger Macaroni Co., Milwaukee, was absent; too busy with new duties, it is said. Frank has recently been serving as a U. S. Government official in the capacity of Acting Manager of the Milwaukee office of the War Production Board.

"Bill" (H. G.) Pieretti of Star Macaroni Dies Manufacturing Co., New York City, was the utility man at the registration desk for part of the time and his infectious smile made it easier to separate the registrants from their Ten Dollars registration fee.

There were several fathers and sons present. Among them were Glenn G. Hoskins and son Bob; Henry D. Rossi and son Henry, Jr.; Erich Cohn and son Junior Cohn, who by the way was en route to the University

## Registrants — 1942 Convention

### Macaroni Manufacturers

American Beauty Mac. Co.	A. S. Vagnino	Denver, Colo.
V. Arena & Sons, Inc.	S. Arena	Norristown, Pa.
Constant Macaroni Products	Lucien Constant	St. Boniface, Can.
The Creamette Co.	C. L. Norris Jas. T. Williams C. B. Schmidt	Minneapolis, Minn. Davenport, Iowa
Crescent Mac. & Cracker Co.	Edward Nevy	Cumberland, Md.
G. D'Amico Macaroni Co.	Carl D'Amico	Steger, Ill.
Faust Macaroni Co.	L. S. Vagnino	St. Louis, Mo.
Gooch Food Products Co.	J. H. Diamond	Lincoln, Nebr.
A. Goodman & Sons, Inc.	Erich Cohn	New York, N. Y.
I. J. Grass Noodle Co.	A. I. Grass	Chicago, Ill.
Illinois Macaroni Co.	B. C. Ryden	Lockport, Ill.
Kentucky Macaroni Co.	Peter J. Viviano	Louisville, Ky.
Keystone Mac. Mfg. Co.	G. Guerrisi C. J. Travis	Lebanon, Pa. Chicago, Ill.
F. L. Klein Noodle Co.	B. A. Klein	Chicago, Ill.
LaPremiata Mac. Corp.	Jos. J. Cunco	Connellsville, Pa.
V. La Rosa & Sons, Inc.	Peter La Rosa Jos. Giordano	Brooklyn, N. Y.
Megs Macaroni Co.	C. W. Wolfe	Harrisburg, Pa.
Mid-South Macaroni Co.	Thos. A. Cunco	Memphis, Tenn.
Milwaukee Macaroni Co.	Ralph J. Conte	Milwaukee, Wis.
Minnesota Macaroni Co.	Eugene J. Villalume Walter F. Villalume	St. Paul, Minn. Seattle, Wash.
Mission Macaroni Mfg. Co.	Guido P. Merlino	St. Louis, Mo.
Mound City Macaroni Co.	Wm. Freschi	St. Louis, Mo.
A. Palazzolo & Co.	Antonio Palazzolo	Cincinnati, Ohio
The Pfaffman Co.	R. L. Silas	Cleveland, Ohio
Philadelphia Macaroni Co.	Louis Roncace	Philadelphia, Pa.
The Quaker Oats Co.	Donald T. Nixon	Tecumseh, Mich.
Ravarino-Freschi, Inc.	Al Ravarino	St. Louis, Mo.
Roma Macaroni Mfg. Co.	Chas. Presto	Chicago, Ill.
Ronzoni Macaroni Co., Inc.	E. Ronzoni, Jr.	Long Island City, N. Y.
Peter Rossi & Sons	Henry D. Rossi, Sr.	Braidwood, Ill.
St. Louis Mac. Mfg. Co.	Vincent J. Marino	St. Louis, Mo.
Schmidt Noodle Co.	Theodor Schmidt	Detroit, Mich.
Stokely Bros. & Co., Inc.	Fred L. Smyth	Indianapolis, Ind.
Traficanti Bros.	Frank Traficanti	Chicago, Ill.
Weiss Noodle Co.	Albert S. Weiss	Cleveland, Ohio
A. Zerega's Sons, Inc.	John P. Zerega, Jr.	Brooklyn, N. Y.

### Allies

Amber Milling Company	J. Spagnol	Pittsburgh, Pa.
Armour & Company	C. D. Wilbur	Chicago, Ill.
Barozzi Drying Machine Co.	G. E. Barozzi	Jersey City, N. J.
Buhler Bros., Inc.	P. W. Kohler O. R. Schmalzer	New York, N. Y. New York, N. Y.
Capital Flour Mills, Inc.	Clifford W. Kutz Paul M. Petersen Oreste Tardella L. A. Viviano Fred T. Whaley Frank A. Motta	Chicago, Ill. Minneapolis, Minn. Chicago, Ill. Plainfield, N. J. Boston, Mass. Joliet, Ill.
Champion Machinery Company	John Amato	New York, N. Y.
Clermont Machine Company	Frank Voiello Thos. L. Brown Conrad Ambrette	New York, N. Y. Minneapolis, Minn. Brooklyn, N. Y.
Commander-Larabee Milling Co.	Ulysses De Stefano H. C. Meining	New York, N. Y. Chicago, Ill.
Consolidated Mac. Mache. Corp.	Ralph H. Barter	Louisville, Ky.
Crookston Milling Company	I. S. Gardiner M. C. Pollock H. P. Mitchell	New York, N. Y. Wilmington, Del. Wilmington, Del.
Decatur Box & Basket Co.	Louis Petta Glenn G. Hoskins W. J. Dougherty Geo. L. Faber Wm. Steinke David Wilson	New York, N. Y. Chicago, Ill. Philadelphia, Pa. Chicago, Ill. Minneapolis, Minn. New York, N. Y.
Eastern Semolina Mills, Inc.	Pat Crangle Arthur W. Quiggle Frank Lazzaro D. Maldari	Minneapolis, Minn. Minneapolis, Minn. New York, N. Y. New York, N. Y.
General Mills, Inc.	Lee S. Jacobi	New York, N. Y. Chicago, Ill.
King Midas Flour Mills	T. W. Koch Louis J. Boucher	Chicago, Ill. Minneapolis, Minn.
H. H. King Flour Mills	E. J. Thomas H. S. Pearlstone Paul V. Bear R. C. Benson C. F. Larson H. J. Patterson Samuel Regalbuto W. J. Warner Frank R. Prina Alfred E. Rossotti Charles C. Rossotti J. H. Huse	Chicago, Ill. New York, N. Y. Chicago, Ill. Minneapolis, Minn. Chicago, Ill. Minneapolis, Minn. Philadelphia, Pa. Minneapolis, Minn. New York, N. Y. North Bergen, N. J. North Bergen, N. J. Chicago, Ill.
F. Maldari & Bros., Inc.	E. L. Rhoades H. G. Pierretti	Dubuque, Iowa Chicago, Ill. New York, N. Y.
Midland Chemical Company	D. V. Pinkerton Marino Tanzi H. H. Raeder R. G. Ryan E. F. Cross G. C. Minter	Chicago, Ill. Chicago, Ill. Buffalo, Ill. Philadelphia, Pa. Chicago, Ill. Chicago, Ill.
Milprint, Inc.		
Minneapolis Milling Co.		
N. D. Mill & Elevator Co.		
Pillsbury Flour Mills Co.		
Rossotti Lithographing Company		
S. Ilmar Products Company		
Soy Flour Association		
Star Macaroni Dies Mfg. Co.		
Stella Cheese Company		
Mario Tanzi Co.		
Washburn-Crosby Co., Inc.		

of Wisconsin where he has entered as a student.

One convention—two cocktail parties and no one groggy. What a fine record!

Pat Crangle of Chicago, representative of H. H. King Flour Mills, a rare Scotchman associated with the macaroni business, told of the young Scot who, true to the characteristic of his race, joined the army just so he could write to his lassie free.

There is no one more "broke" than a man who has lost his connection

with the macaroni industry and is looking for another job. Therefore, one who has experienced this quandary suggests that a "Job Wanted" column should be opened in the MACARONI JOURNAL and that only a nominal charge be made for "listing" therein.

### An Army Visitor

One of the visitors at the National Macaroni Manufacturers Convention was Lieutenant Ellis W. Ericson, who was en route to his assignment at Army

Air Force Technical Training Command, Lowry Field, Denver, Colorado.

Lieutenant Ericson has been associated with Eastern Semolina Mills, Inc. at Churchville, N. Y., mill. The Churchville plant had been leased by Eastern Semolina Mills and with Lieutenant Ericson's induction into the Armed Forces, the mill has been taken on lease by the Coöperative Grange League Federation.

The Baldwinville Mill of Eastern Semolina Mills, Inc. is now adding to their capacity enabling them to pro-



duce Durum Flours in addition to their present semolina capacity.

John F. Diefenbach who has for years attended conventions as the executive of Amber Milling Company, Minneapolis, was missed at the convention by old-time friends.

Another absentee noted by many was Joseph Freschi of Mound City Macaroni Co., St. Louis. His son William was an effective pinch-hitter for his highly respected dad.

Canada was well represented. Miss Madeline Constant, chief executive of Constant Macaroni Products, St. Boniface, Manitoba, brought along her brother, Lucien, as usual. An unusual thing was that Lucien, in turn, brought along his new wife, Christina. It was the latter's first visit to macaroni conventions in the States; it won't be her last, she avers.

James T. Williams, World War One President, and still head of The Creamette Co., Minneapolis, was there, spunkier than ever. Chided about the passing years, he said—"I can still take it . . . and give it, too, if need be."

**Giuseppe Russo**

Giuseppe Russo, well known in the macaroni manufacturing circles in Cleveland, Ohio, had planned to celebrate his eightieth birthday on June 16. He died June 15, at his home, 2648 E. 123rd St., after an illness lasting about three weeks.

Mr. Russo founded the Ohio Macaroni Co. in 1910, a year after coming to this country from Termini Imerese, Sicily, Italy, and had conducted the business since.

He is survived by his wife; four sons, Dr. Peter; Pharmacists John and Leo; and a younger son, Ignatius, who is head of the Russo Wine Co. Also surviving him is a daughter, three brothers and twenty-two grandchildren, three of whom are in the Armed Forces.

Funeral services were held on June 18 at Our Lady of Peace Catholic Church, Calvary Cemetery, Cleveland.

**Alghini Creditors Meet**

Creditors of Richard Alghini and Anna Alghini, copartners, doing business under the name and style of Alghini Macaroni Mfg. Co., Chicago, Ill., held their first meeting "after adjudication in bankruptcy" in the court of William L. Sullivan, Referee in Bankruptcy, July 2, for the purpose of proving their claims, appointing a trustee and a committee of creditors to examine the bankrupts.

All claims against the firm must be filed not later than the 2nd day of October, 1942, according to the law as explained by Referee Sullivan. The firm formerly operated a plant at 941 W. Polk St., Chicago, Ill.

**Alice Ambrette Weds Edward King**

President Conrad Ambrette of the Consolidated Macaroni Machine Corporation, Brooklyn, N. Y., and Mrs. Ambrette announce the marriage of their daughter, Alice, to Edward James King, son of Mr. and Mrs. James J. King of Brooklyn, N. Y., and Bradley Beach, New Jersey.



Mrs. Edward J. King  
Née Alice Ambrette

The wedding took place Saturday, June 20, 1942, in the Shrine Church of St. Bernadette, Brooklyn, with Rev. William Moran of St. Ambrose parish officiating. Miss Ambrette was given in marriage by her father and was attended by her cousin, Miss Gloria De Martini as maid of honor. The Misses Ruth Dalton, Paula Walker, Dorothy Waters and Josephine Maloney served as bridesmaids and Ann Marie Leucks, as flower girl.

The groom was attended by his brother, James J. King, Jr. Ushers were Philip King, another brother of the groom, Paul Ambrette, brother of the bride, Patrick Curley, uncle of the bridegroom, and Richard C. Currier of the U. S. Marines Coast Guard.

The bride, who is president of the Berkeley Institute Alumnae, attended National Park Junior College, Visita-

tion Academy and Berkeley Institute. The bridegroom is a graduate of St. Francis Preparatory and St. Francis College.

A reception was held at the Ritz Carlton in New York City. Following a trip to Lake Placid, the couple settled in their new home at 9115 Ridge Blvd., Brooklyn, N. Y.

**Egg Production, May 1942**

Commercial egg breaking plants during May produced 95,233,000 pounds of liquid eggs, which was larger than the production during May last year by 36,878,000 pounds, or 58 per cent. Of the total production 57,090,000 pounds were frozen compared with 53,303,000 pounds in May last year and 3,714,000 pounds were used for immediate consumption compared with 2,567,000 pounds a year earlier. From the remaining 34,429,000 pounds, plus the eggs broken out by strictly egg drying plants, 20,969,431 pounds of dried egg were produced—approximately 38 times the dried egg production in May last year. The May production of dried eggs was 744,927 pounds less than the production in April, reflecting the passing of the peak in shell egg production in April. But, the present high rate of dried egg production will probably be maintained throughout the remaining months of 1942 by additional drying facilities and the use of storage shell and frozen eggs.

Storage holdings of frozen eggs on June 1 totaled 223,316,000 pounds, the largest of record. Storage holdings of shell eggs on June 1 totaled 6,904,000 cases compared with 5,375,000 cases on June 1, 1941, and the June 1 (1937-41) average of 5,927,000 cases. Reports from all but a few egg dryers showed that 2,818,000 cases of shell and 59,099,000 pounds of frozen eggs were earmarked for drying.

The plants that reported stocks of dried eggs on June 1 showed that out of a total of 18,276,091 pounds only 1,158,584 pounds remained unsold. The Agricultural Marketing Administration accepted offers on 27,360,690 pounds of dried eggs in May. Offers accepted June 1 to June 18, totaled 15,435,860 pounds. Since the first of the year, the government has accepted offers on 154,988,470 pounds of dried egg.

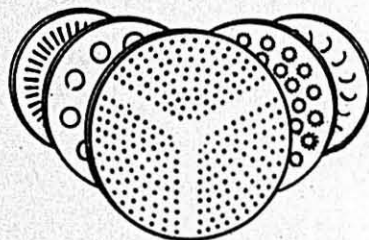
Dried Egg Production, May 1941-42

Commodity	May, 1941	May, 1942	Per cent in change in 1942
Whole	Pounds 478,450	Pounds 18,253,869	+3715
Albumen	642,399	499,070	-22
Yolks	1,735,888	2,216,492	+28
TOTAL	2,856,737	20,969,431	+634

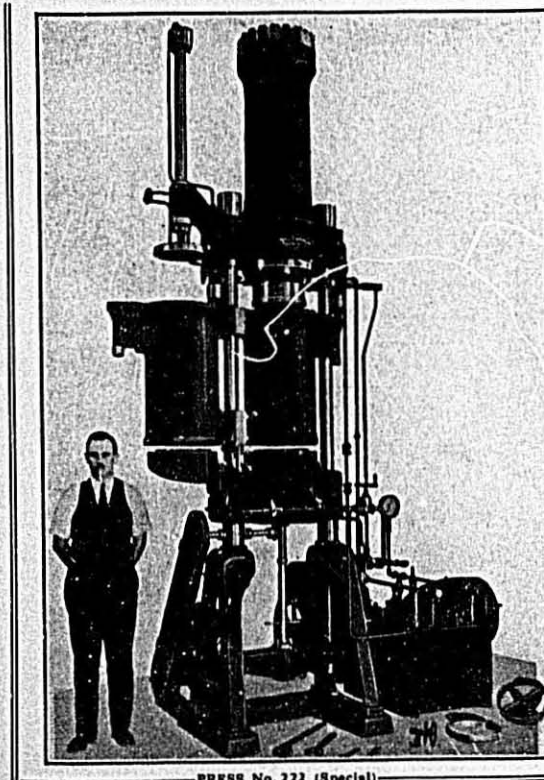
Firms reporting, 57.

**STAR DIES WHY?**

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



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



PRESS No. 222 (Special)

**QUALITY SEMOLINA**

**DURAMBER**

EXTRA FANCY NO. 1 SEMOLINA



**PISA**

NO. 1 SEMOLINA



**ABO**

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EXCLUSIVE DURUM MILLERS

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Specialty of  
**Macaroni Machinery**  
Since 1881

- Presses
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- 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



*Fool the Weather*

*with*

## BAROZZI DRYERS

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

*Write for  
Suggestions*

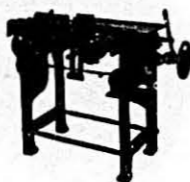
## BAROZZI DRYING MACHINE COMPANY

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

### MACHINES FOR SETTING UP AND CLOSING MACARONI AND SPAGHETTI CARTONS



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



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

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

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

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

### Fully Equipped Plant For Sale

Property, situated at Reynoldsville, Jefferson Co., Penna., consists of a Two-Story Brick Building — 21,900 Square Feet Floor Space, with a Railroad Siding and Completely Equipped for the Manufacture of Macaroni Products.

Has the Barozzi Drying System, 3 Large Hydraulic Presses and 40 Assorted Dies. Also Die Washer, Flour Elevator, Stoker, Boiler and Heating System — Scales, Motors and Miscellaneous Equipment.

Prefer to sell Factory and Equipment as a Unit, but will consider offers for all or part of the Equipment, or for the Building alone.

THOMAS D. STAUFFER

Liquidating Trustee

For

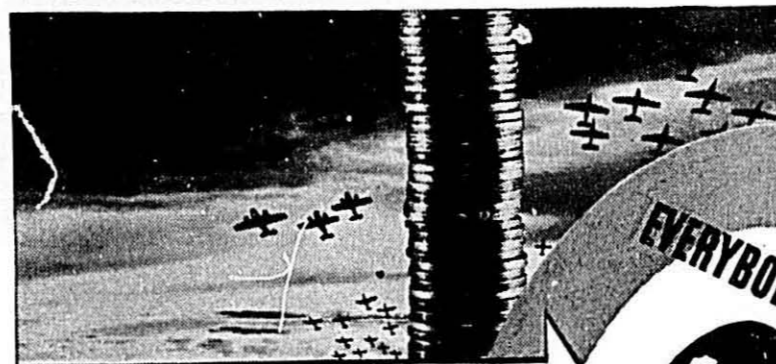
**JEFFERSON MACARONI CO.**  
BROOKVILLE, PA.

### Ten Per Cent of America's Payrolls for War Bonds

JULY has been designated as the appropriate month for every macaroni-noodle manufacturing plant that has not as yet adopted the 10 Per Cent Payroll Diversion Plan to put it into effect for any of

the many good reasons that prompts this patriotic and economic action.

Our Government wants industry to divert at least 10 per cent of America's payroll into U. S. War Bonds. CAN WE GET IT?



*New Target for Industry:*  
More Dollars Per Man Per Month in the  
PAY-ROLL WAR SAVINGS PLAN



TO WIN THIS WAR, more and more billions are needed and needed fast—AT LEAST A BILLION DOLLARS A MONTH IN WAR BOND SALES ALONE!

This means a minimum of 10 percent of the gross pay roll invested in War Bonds in every plant, office, firm, and factory in the land.

Best and quickest way to raise this money—and at the same time to "brake" inflation—is by stepping up the Pay-Roll War Savings Plan, having every company offer every worker the chance to buy MORE BONDS.

Truly, in this War of Survival, VICTORY BEGINS AT THE PAY WINDOW.

If your firm has already installed the

Pay-Roll War Savings Plan, now is the time—

1. To secure wider employee participation.
2. To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings—because "token" payments will not win this war any more than "token" resistance will keep the enemy from our shores, our homes.

If your firm has not already installed the Pay-Roll War Savings Plan, now is the time to do so. For full details, plus samples of result-getting literature and promotional helps, write, wire, or phone: War Savings Staff, Section E, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



## U. S. War Savings Bonds

This space is a contribution to America's all-out war program by

**THE MACARONI JOURNAL**



**The MACARONI JOURNAL**

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

Trade Mark Registered U. S. Patent Office  
 Founded in 1903  
 A Publication to Advance the American Macaroni Industry  
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
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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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Vol. XXIV JULY, 1942 No. 3



"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."

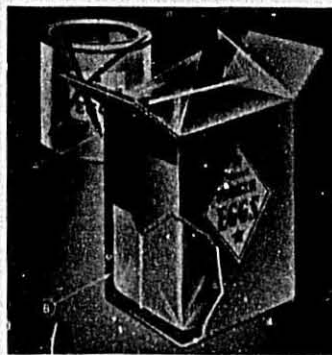
**New Frozen Eggs Container**

Confronted with the restriction of tin for cans, users of eggs, especially frozen yolks, have been wondering how this needed ingredient would be safely and satisfactorily transferred from the breakers' cold storage plants to the production rooms in the factories of egg noodle and egg macaroni manufacturers.

Millprint, Inc. of Milwaukee, Wis., announced the answer at the convention of the Macaroni-Noodle Industry in Chicago last month, when representatives of the firm showed samples of the new package specially designed to transport egg yolks without deterioration.

The package consists of a specially designed corrugated shipping container and a special cellophane pouch. The latter is placed in the box at the top, and the cellophane pouch expanded by slowly pouring in of the liq-

uid eggs, expanding the bag to fully line the container. The ears of the flaps of the pouch are sealed in with the ends of the container to support and to make the cellophane pouch an integral part of the unit.



The package is highly moisture-proof, siftproof, and will prove a most satisfactory substitute for the tin container, thus allowing tin to be used for purposes more directly connected with war equipment and materials.

This special frozen egg container and others recently developed by this firm are termed "Victory Packaging" and they are very appropriately presented in a beautiful brochure just issued by the firm, copies of which are available to all who request them. Its contents will prove interesting to macaroni-noodle manufacturers because of the direct tie-in with the war effort and also the suggestions and information provided in connection with the puzzling problem of replacement packages.

One electric dry shaver will keep one man well-groomed, but the copper in a hundred electric dry shavers would make a smoketank for an airplane—a smoketank which, by throwing a screen around a fighting ship, might save many American lives.

**For Sale**

Used Machinery and Equipment in Good, Serviceable Shape

- 1—Cevasco, Cavagnaro & Ambrette 10" Horizontal, Hydraulic Press With Cutting Attachments.
- 1—Cevasco, Cavagnaro & Ambrette 13 1/2" Vertical Hydraulic Press.
- 1—Consolidated Macaroni Machine Corp. 1 1/2 Bbl. Mixer, belt drive.
- 1—Elmes Kneader, tight and loose pulley.
- 1—P. M. Walton Kneader, tight and loose pulley.
- 25—Bronze and Copper Dies, 13".
- 25—Bronze and Copper Dies, 10".

Steve Busalacchi  
 1429 N. Van Buren St.  
 Milwaukee, Wis.

**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. 1 1/4 Chambers St., New York, N. Y.  
 Office  
 No. 2028 Eye St. N.W., Washington, D. C.

**Used Machinery For Sale**

- (1) Complete Set Macaroni Dies, 13 1/2".
- (5) Presses (Consolidated) 13 1/2" Complete.
- (1) 300 lb. Mixer, 5 h.p. Watson Electric Motor, Safety Guards and Switches.
- (1) 300 lb. Kneader.
- (1) Read Flour Scale, Complete.
- (1) Champion Flour Scale, Complete.
- (1) Read Water Scale.
- (1) Champion Water Scale.

All in good condition. Write for prices.

**Gioia Macaroni Co.**  
 71-105 Parkway  
 Rochester, N. Y.

A single minesweeper contains enough lumber to build twenty average civilian homes and an average chair represents the wood needed for an army bunk.

**Tarpaulin Fumigation—A New Method**

The development and marketing of a new plastic-coated tarpaulin has solved a problem of long standing for seedsmen, warehouse men, feed dealers, grain millers and food processors—that of fumigating insect-infested material not located conveniently to adequate fumigating facilities. It is a highly satisfactory solution to the problem of eliminating infestation from used bags.



**A NEW METHOD OF TARPULIN FUMIGATION**—A plastic-coated tarpaulin covers the material which is to be fumigated with Methyl Bromide. The "tarp" conforms to the contours of the stock pile, thus eliminating waste space. Time and labor savings effected by this method are important factors.

Grain mills which do not possess a fumigation vault may now fumigate more economically than those using the most efficient vault. There is no waste space under a tarpaulin, since it automatically adjusts the size of the space fumigated to the space occupied by the material it covers. Moving material into a vault involves time, labor and money. The Dow Chemical Company has developed this new method of fumigation as a result of the discovery that cloth treated with one of their plastics was impervious to Methyl Bromide.

The new tarpaulin is made of a light duck fabric and is heavily coated on one side with Ethocel, Dow ethyl-cellulose, a plastic material impervious to Methyl Bromide. On the reverse side, the coating is lighter. Such a treatment makes the tarpaulin highly flexible and strong. It is impervious to ultra violet, does not crack or become brittle with age and is extremely light. A regular sized 30' x 30' tarpaulin weighs only 56 pounds, less than half the weight of the same tarpaulin in rubber. In addition, rubber coatings tend to oxidize, while Ethocel surfacings remain stable, are fire resistant and flexible, even at low temperatures.

Tarpaulin fumigation may be performed in any place where there is a concrete floor or other air-tight surface on which to stack the material. Products to be fumigated should be stacked in a square area to a height

of five or six feet, allowing for complete tarpaulin coverage with an additional margin of at least two feet on all sides. Four sacks should be centered upright on top of the pile to form the gas expansion dome, and the products should then be covered with the tarpaulin and sealed at the edges by laying bagged materials completely around it or through the use of canvas "snakes," which are nothing more than canvas tubes filled with sand.

A line of copper or Saran plastic tubing is run from the center of the dome out under the sealed edge of the tarpaulin and is attached either to a Methyl Bromide cylinder or to a Jiffy can puncturing device. The one pound can package is most convenient for this application, since usually only two or three pounds of the fumigant are required. Cans placed in the opening device, empty themselves in less than one minute. Care should be taken to place the end of the tube in such a manner that liquid gas does not come in contact with the tarpaulin, because of possible damage to the plastic coating. This may be done by placing a few old used bags over the tube opening.

From fifteen to eighteen tons of seed, grain, flour or milled feed may be fumigated at one time under a 30' x 30' tarpaulin. Proportionately larger amounts may, of course, be fumigated under the larger 40' x 40' tarpaulin. Because there is no waste space, the fumigation is very economical, which may be illustrated by the fact that fifteen tons of material will occupy approximately 2,000 cubic feet

and would require three pounds of fumigant, which would cost about \$2.25, or \$.15 per ton for the material fumigated.

Because of the greater penetrating power of Methyl Bromide, infestation existing in materials so treated is completely eliminated. The gas has the penetrating property which will permit it to penetrate completely the largest size bags of flour or milled grain. Insect eggs as well as other insect stages are killed with a single fumigation.

After the tarpaulin is removed, it will be found that aeration of the load is very rapid. A Halide leak detector torch, such as is used by Frigidaire refrigerator repairmen, may be used to determine the speed of aeration, so that a standard elapsed time may be established before workmen are allowed to move the fumigated material.

**Leaves Durum Business**

P. H. Hoy, Vice President and General Sales Manager of Amber Milling Co., Minneapolis, announces his resignation from the office he has held for two years.

He has assumed a position in the oil business in his home city which necessitates little or no travelling.

Mr. Hoy was associated with the Amber Milling Co. for ten years and as a result of his many contacts and fine personality he has made many lasting friends among leading macaroni manufacturers from whose business he is now disassociating himself.

**FLOUR PRODUCTION HIGHER IN JUNE**

Flour production increased during June 88,139 bbls. over the previous month but was 171,237 bbls. lower than during the same month of 1941, according to reports received by *The Northwestern Miller* from plants representing 65% of the total national output.

Total production during June was compiled at 5,417,415 bbls., compared with 5,329,270 bbls. during the previous month and 5,588,652 bbls. during the same month a year previous.

Northwestern production, set at 1,163,502 bbls. for June, registered a decrease of 9,936 bbls. from the output of the previous month, and the total was 56,065 bbls. below the 1941 figure for the same month.

In the Southwest, production totaled 2,119,195 bbls. during June, 10,538 bbls. higher than the output of the previous month but 17,669 bbls. below the figure for the same month last year.

Buffalo mills reported 795,113 bbls. produced during June, 19,590 bbls. below the output of the previous month but 59,098 bbls. above the figure for the same month a year previous.

Production of durum products by nine reporting mills totaled 255,698 bbls. during June, compared with 266,893 bbls. during the previous month and 254,792 bbls. during the same month in 1941.

A detailed table appears below:

	TOTAL MONTHLY FLOUR PRODUCTION (Reported by mills producing 65% of the flour manufactured in the U. S.)			
	June, 1942	Previous month	1941	1939
Northwest .....	1,163,502	1,173,438	1,219,567	1,131,798
Southwest .....	2,119,195	2,108,657	2,136,864	2,030,510
Buffalo .....	795,113	814,703	736,015	812,485
Central West—Eastern Div. ....	327,742	398,430	476,068	468,840
Western Division .....	249,692	248,614	228,432	241,200
Southeast .....	*80,057	91,173	98,278	75,354
North Pacific Coast.....	*682,114	494,261	693,428	525,812
Totals .....	5,417,415	5,329,270	5,588,652	5,076,534

\*Partly estimated.

TOTAL MONTHLY PRODUCTION OF DURUM PRODUCTS		
June, 1942	May, 1942	June, 1941
255,698	266,893	254,792



<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> <i>National Macaroni Manufacturers Association</i> Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First-- INDUSTRY — Then-- MANUFACTURER</p>
<p><b>OFFICERS AND DIRECTORS 1942-1943</b></p>		
<p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa.  A. IRVING GRASS, Vice president.....I. J. Grass Noodle Co., Chicago, Ill.  JOS. J. CUNEO, Adviser.....La Premiata Macaroni Corp., Conestoga, 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>		
<p>Region No. 1 G. La Marca, Prince Macaroni Mfg. Co., Lowell, Mass.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p>	
<p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J.  Peter LaRosa, V. LaRosa &amp; Sons, Brooklyn, N. Y.  C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p>	<p>Region No. 7 E. De Rocco, Jr., San Diego Mac. Mfg. Co., San Diego, Calif.</p>	
<p>Region No. 3 Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.</p>	<p>Region No. 8 Guido P. Merlini, Mission Macaroni Mfg. Co., Seattle, Wash.</p>	
<p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.  Frank Traficanti, Traficanti Bros., Chicago, Ill.</p>	<p>At Large Thomas A. Cunto, Mid-South Macaroni Co., Memphis, Tenn.  Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.  Louis S. Varano, Faust Macaroni Co., St. Louis, Mo.  Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>	
<p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>		



## A Message from the Secretary

"Congratulations on as fine a program as was ever presented at a conference of our Industry, on the way it was conducted and generally managed."

That is the tenor of the expressions made personally and in writing by those privileged to partake. This satisfaction is appreciated.

It was most pleasing to note the spirit of understanding that prevailed among the scores of manufacturers who attended the thirty-ninth annual convention of the National Association in Chicago last month.

They seemed to realize that much was expected of them individually and collectively by a Government that is bent on winning the greatest war in which it has ever been engaged, and also winning the peace by acting now to prevent the usual after-war effects, such as depression and bankruptcy.

It is unfortunate that many manufacturers were unable to attend, but this should not prevent them from coming to the support of their Government, our In-

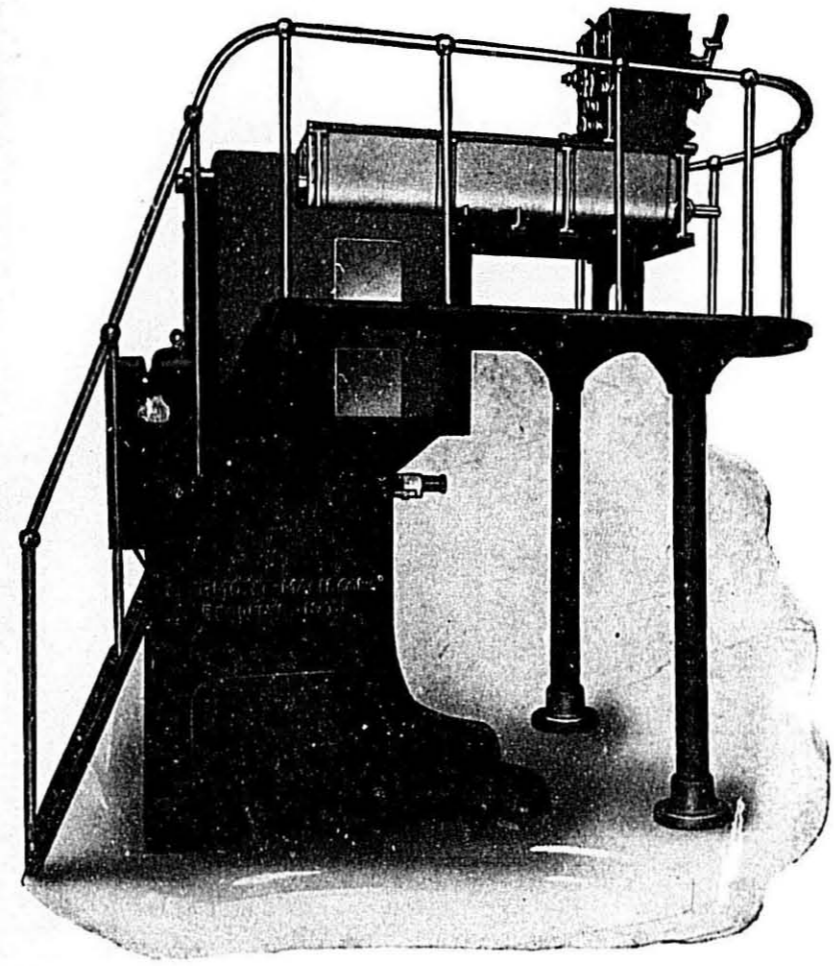
dustry and National Association, as the country seems to expect of them. All are under real hardships—and while some are not cooperating as willingly as they should, we like to believe that they are neglecting this duty because they do not yet realize their obligation in this economic and social crisis.

But, by and large, the Macaroni-Noodle Industry can be rightly proud of the part it is playing, either individually or through the National Association, in this emergency. If but ten or a dozen of the good firms that are not now enrolled as members of their trade Association will offer their membership and cooperation—if only as a war measure—the Industry will do its part even more fully, and with even more determination.

In this generalization, we have no particular firm or firms in mind. All are welcome. We need their cooperation. The officers want their help. The country expects a united Industry.

MODESTO J. DONNA, Secretary

**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.

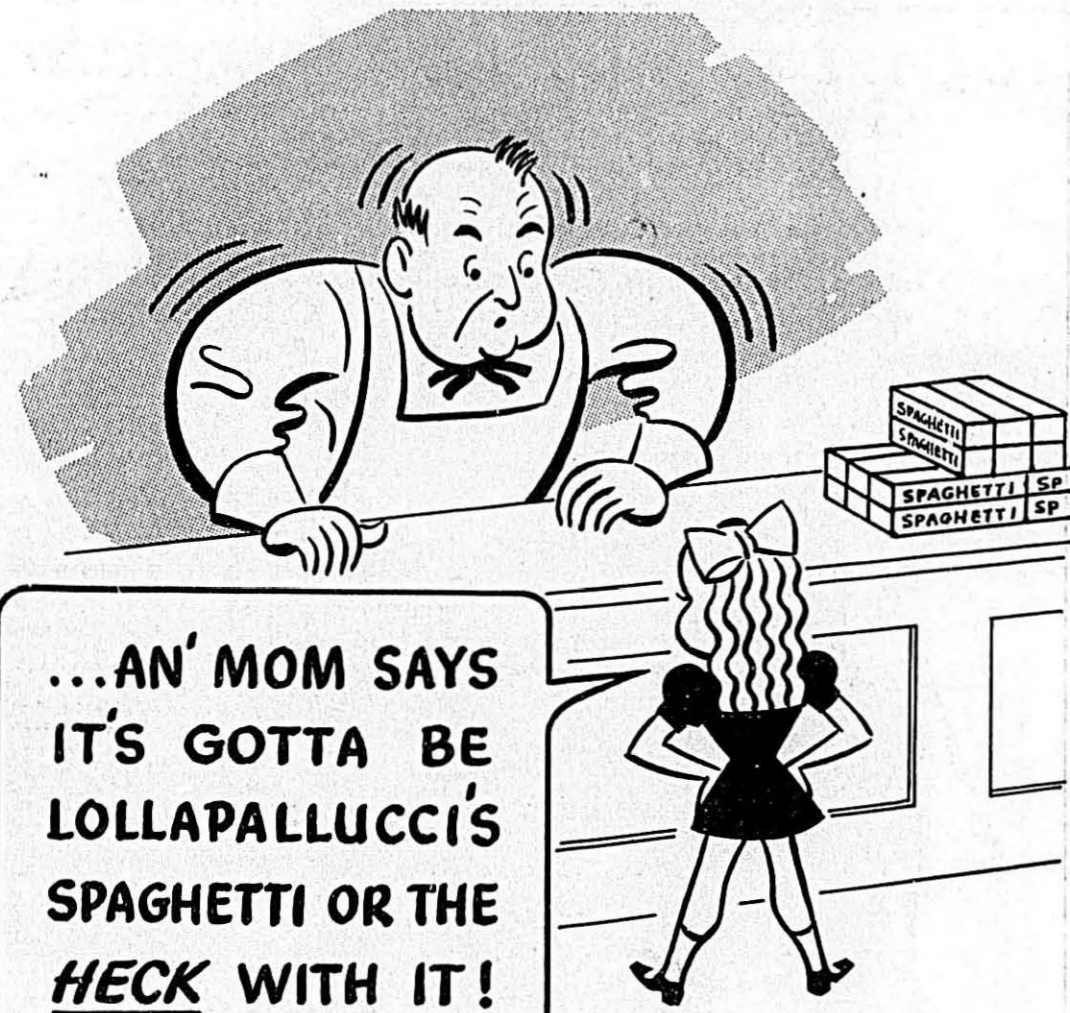
Suitable for short and long goods.

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





When you can get people to demand your products by name, you've got the makings of a steady, profitable business. Pillsbury's Durum Products help to give your products—month after month—the color, flavor and cooking quality that win loyal patronage.

**PILLSBURY'S NO. 1 SEMOLINA • PILLSBURY'S MILANO SEMOLINA NO. 1**  
**PILLSBURY'S FANCY DURUM PATENT • PILLSBURY'S DURMALENO**

PILLSBURY FLOUR MILLS COMPANY

General Offices: Minneapolis, Minnesota