

**THE  
MACARONI  
JOURNAL**

**Volume XXIV  
Number 6**

**October, 1942**



OCTOBER, 1942

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

FOR SOUND BUSINESS

*Tomorrow*

PLAN

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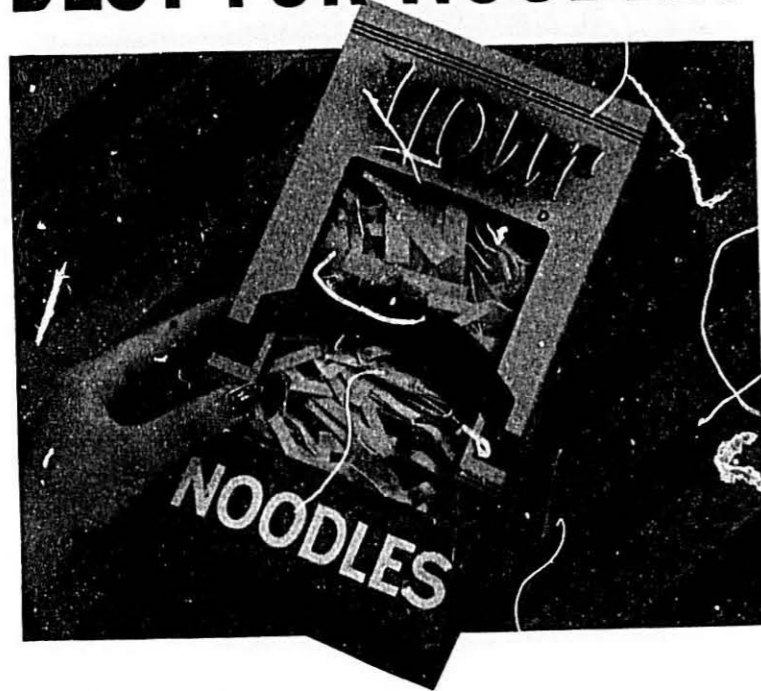
Official Organ  
of the Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV  
NUMBER 6



## BEST FOR NOODLES



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**Because**—window cartons are fast packing—whether by hand or automatic equipment, with spoilage and jam-ups reduced to a minimum.

—sturdy window cartons prevent breakage in transit, handling and selling.

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## Conserve Moisture-Proof Cellophane

President C. W. Wolfe, of the National Association, Urges All Macaroni-Noodle Manufacturers to Use Plain Transparent Cellophane as a Patriotic Wartime Measure

TO ALL MACARONI AND EGG NOODLE MANUFACTURERS.

Uses of moisture-proof cellophane have increased to such an extent to aid our war effort that the demand for it now exceeds supply. Our war effort comes first and it behooves each of us to be cooperative and cease using unnecessary materials for which we can find a substitute. Moisture-proof cellophane today is a prime war material and after war requirements have been given priority, there is not a sufficient amount remaining to fill all civilian requirements.

In our industry moisture-proof cellophane is used because of its heat-sealing qualities and not because of any moisture-protection requirements and we, therefore, have a suitable substitute in plain transparent cellophane.

Macaroni manufacturers are urged to cease using moisture-proof cellophane, and turn to plain transparent cellophane for all packaging requirements. If we do this as an industry, willingly and cooperatively, it will be a real contribution to the war effort.

Those of you who are using moisture-proof cellophane have probably been experiencing considerable delay in delivery; therefore, in changing to P.T. Film, on which service is much better, there will be an improvement from the delivery standpoint.

"Cease using moisture-proof cellophane" is a patriotic request, and it is expected that each of you will subscribe 100 per cent to the use of plain transparent cellophane for all your packaging needs. It is fully expected that your requirements will be taken care of on plain transparent film.

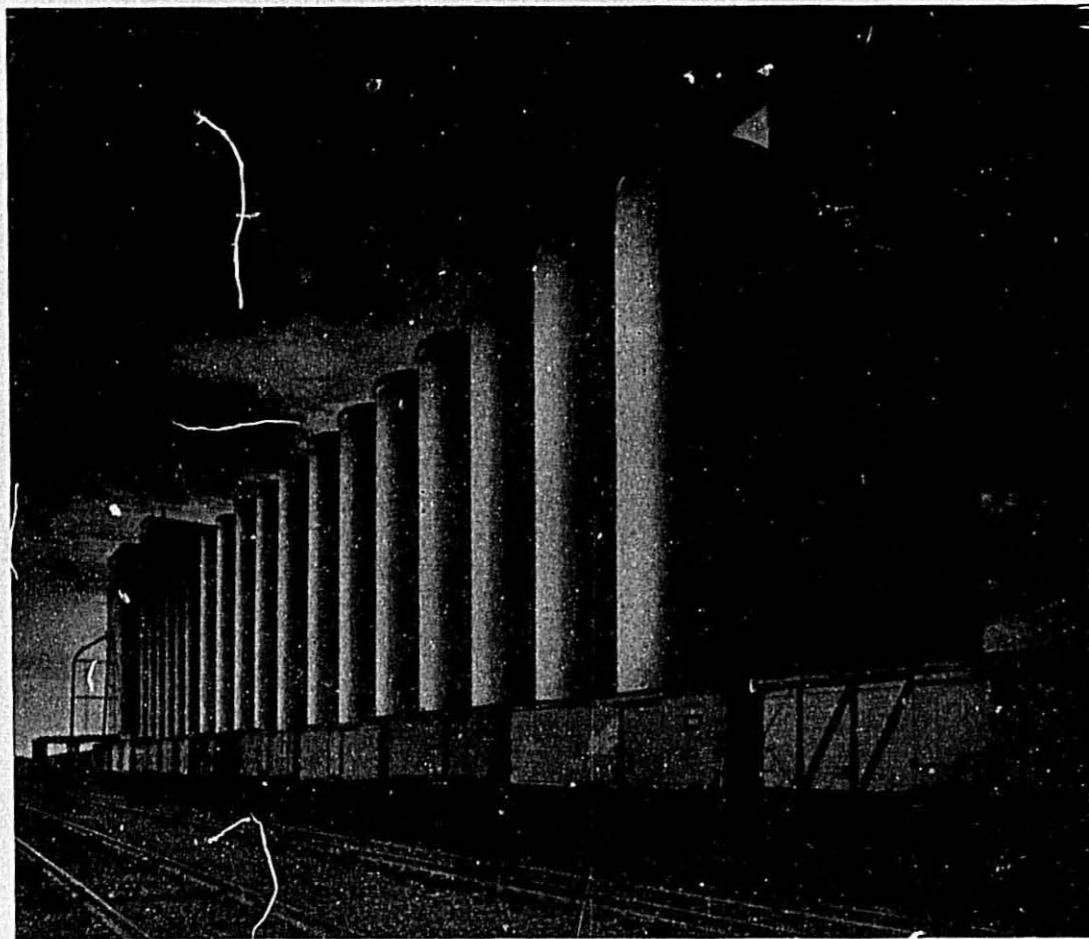
Thanks to all of you for your willing cooperation with this request.

Very truly yours,

NATIONAL MACARONI MANUFACTURERS ASSN.

C. W. Wolfe, President

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



# The MACARONI JOURNAL

Volume XXIV

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## U. S. Macaroni, Inc.

The United States Government—though it neither grows, processes nor distributes foods, except for experimental purposes, for research and study—is at once the greatest and most important factor in the food field in this country. It buys and distributes more macaroni products, for instance, and other commodities as well, than does any other agency.

In addition, it probably has more to say about how food should be grown, processed, packed and eaten, not only for the reason that it is the food trade's biggest customer, but for the added reason that it makes and enforces laws governing every phase of the food growing, processing and distributing business.

Yes, the United States Government is in the macaroni-noodle business, though indirectly. Through its Food and Drug Administration, it sets up definitions of standards of identity and of quality for this food, for all good foods, for that matter. It has something to say about the proper nomenclature; gives or withholds privileges of enrichment as it sees fit; enforces rulings and regulations without fear or favor, and plays no favorites.

Through several agencies in its Department of Agriculture, it watches over the crops of the nation, including the culture of suitable durum and other wheats, in so far as the Macaroni Industry is concerned. Its grain specialists experiment with various kinds of seed to find which are most adaptable for certain soils and climatic conditions, and put forth every effort to obtain sufficient quantities of just the right kind of seed for growers in different localities where conditions are most suitable for its growth.

This Department issues crop reports and weather warnings. It keeps an accurate record of production, shipping facilities and marketing conditions.

Other agencies in this Department dispense surpluses of certain commodities under a Food Relief Stamp plan and buy some specific foods at set prices to stabilize markets to insure growers, etc., of fair returns on their labor and investment, while protecting consumers from undue increases in the cost of living.

The Department of Labor gathers statistics on prevailing prices in key centers, regulates imports and exports, watches foreign markets, studies the labor situation in field and factory and performs many other services that some businessmen find almost indispensable.

The Department of Commerce supervises the biennial census of food manufacture, including macaroni products,

providing almost the only dependable figures on production and distribution of this product. It keeps an accurate record of imports and exports of all commodities, and through its representatives in the important ports of the world, compiles information on world markets that is invaluable to exporters and importers alike.

The various purchasing divisions of our Government spend millions of dollars for foods required to supply the needs of the best-fed soldiers, sailors and airmen in the world. In addition, they purchase many more million dollars worth of foodstuff under the existing Lend-Lease program, whereby friendly people all over the world are supplied with living necessities and fighting equipment.

Many more millions are spent in feeding the starving people in conquered countries and in teaching Americans now to conserve food on the home front in order that the needy in other lands may have more of the merest necessities.

In addition to the direct help given food growers and processors, the Government helps through a well-planned campaign to teach housewives the best methods of preserving surpluses for future use. Through subsidies, allotments and other means, our Government tells us where certain foods can best be produced, when and how they should be harvested, how and under what conditions they can best be packed or otherwise conserved. The fruit growers are advised how to protect their trees and vines from insect enemies and processors are told how best to pack fruits and berries so as to get the most good out of the various varieties and grades.

Government home economists are continually studying foods of all kinds and from them consumers have learned to expect dependable information that apparently is nowhere else obtainable.

Of special concern to the macaroni-noodle manufacturers are such matters as definitions and standards of various kinds, the enforcement of said standards, and of such regulations as those affecting the egg contents of egg noodles, the shape and size of consumer packages, and the improvement of durum wheat, the basic raw material.

There is much more to be said about the Government in its relation to the macaroni business and other food trades, but from the foregoing brief review, it goes without question that the United States Government is by far the greatest and most important single factor in the food business, and is becoming daily more so as the current war progresses.



## The Quality of North Dakota Durum Wheat as Affected by Blight and Other Forms of Damage in 1940\*

By R. H. Harris and L. D. Sibbitt

North Dakota Agricultural Experiment Station, Fargo, North Dakota

Reprinted with Permission from *Cereal Chemistry*, Vol. XIX, No. 3, May, 1942

During the ripening and harvest season of 1940 the weather conditions in the North Dakota durum-growing region were very favorable for the growth of various microorganisms upon durum wheat, while incipient sprouting, weathering, and similar factors also injuriously affected durum quality. These various forms of damage combined to decrease the grade of the wheat and, in many instances, prevented Federal loans from being made because the grade fell below the minimum allowable for loan purposes. Little information is available in the literature regarding the effects of damage by these causes upon the quality of macaroni.

One of the chief sources of worry to the durum trade in respect to the effects of unfavorable weather upon durum quality is the discoloration of more or less of the surface of the kernel caused by the fungus *Helmen-thosporium*. This condition is known as "black point" in common parlance. The development of this fungus is favored by the accumulation and retention of moisture at the germ end of the kernel. Buyers of durum wheat have been convinced for some time that "black point" infection in durum wheat has caused substantial damage to quality. The tendency is for the commercial grain buyer to avoid any section in which wheat damage has been reported. The difficulty occasioned by the infection lies in effecting a clean separation in milling; the semolina contains black specks which in turn exert a degrading influence upon the macaroni. Some chemists have thought that a small degree of contamination is permissible, without injury to semolina color, but extreme care would have to be taken regarding the quantity allowed in the mix as well as in the degree of damage of individual kernels. Available information has indicated that the presence of very small proportions of completely discolored kernels is much more serious than partly damaged kernels. There is also evidence that black-tipped and black-creased kernels are about equally effective in regard to semolina color.

Brentzel (1941) found two types of damage present in the 1940 North

Dakota durum wheat crop. These were respectively classified as "black point" and "other types." Black point was discovered in many samples, and consisted of two forms of similar appearance which could not be separated by visual inspection. Cultural and microscopic examinations, however, showed that most of the black point was caused by species of the fungus *Alternaria*, while a smaller portion resulted from the presence of *Helmen-thosporium sativum*. Kernels affected by the former were often plump and heavier than unaffected seeds. There was no noticeable shriveling caused by this fungus, but germination was somewhat impaired. Kernels attacked by *Helmen-thosporium*, on the other hand, were somewhat shriveled.

The "other types" comprised all defects except black point. A little scab (*Gibberella*) was present with some bacterial infection and a number of molds. Damage due to weathering, sprouting, shriveling, etc., was also present.

To evaluate the effects of this damage upon macaroni-making quality Harris and Sibbitt (1941) conducted a preliminary investigation upon a small number of samples which were available, using a modified form of the standardized procedures described by Binnington and Geddes (1936) with the exception that a scientifically controlled drying cabinet was not used for drying the macaroni. A second small series of samples was prepared from blends of light and heavily damaged wheat mixed with the same wheat with the damage removed. Because of the time required to separate the wheat into the various portions it was not possible to procure sufficient grain for the standard durum milling and processing technique, and accordingly the micro method described by Fiheld, Smith, and Hays (1937) was employed. This method requires only 100 g of wheat, and consists essentially in milling a relatively small quantity of wheat according to the methods used in milling the customary-sized sample with slight modifications, mixing to a stiff dough, kneading by repeatedly passing the dough through a pair of manually operated steel rolls, pressing, and drying. A hydraulic press is used for the press-

ing and the disks are then dried. This method gives results which compare favorably, in respect to color, with values yielded by the standard technique.

The results obtained from the investigation showed that the chief effect of the damage was to increase the number of specks in the semolina and to decrease the semolina and macaroni color. The yield of semolina was also decreased. Heavily damaged kernels which showed extensive surface and crease injury had the greatest effect in decreasing quality, but light injury, visible only at the tip and removable by rubbing, if present in sufficient quantity, increased the speckiness and decreased the color ratings.

The conclusions derived from this tentative study convinced the authors that a further investigation should be made, using a larger number of samples which would cover a wider range of injury. It was also felt that additional information could be obtained since an experimental drier with controlled temperature and humidity was now available. Suitable assistance was secured from the WPA to separate the wheat into the different classifications desired in the investigation and the following study undertaken.

### Experimental Material and Methods

A large sample of damaged durum wheat was obtained from the territory in which wheat injury was prevalent. This sample graded (unofficially) No. 5 Hard Amber Durum and contained 28 per cent damaged kernels. As in the previous investigation the total kernel injury was divided into light and heavy damage for the purposes of the investigation. All injured kernels were calculated as per cent by weight of the total. The classification of damage was done by two operators who worked under the same source and intensity of illumination throughout the project. Before making up the blends, the various separations were thoroughly reexamined by experienced operators, and any kernels that did not appear to be properly placed were reclassified. It is felt that the separations were as truly representative of the indicated degree of injury as it was possible to obtain. The various proportions of damaged

(Continued on Page 8)

October, 1942

THE MACARONI JOURNAL

7

# Is it Good?

## The most VITAL question your products have to answer

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

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

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

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

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT  
**WASHBURN CROSBY COMPANY**  
(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois



(Continued from Page 6)

wheat included in the blends were chosen to yield as much information as possible upon the effect of the amount of damage upon the quality of the wheat, semolina, and macaroni. The percentages of infected wheat were accordingly varied from 5 per cent to 75 per cent by weight. These blends were made with a good-quality durum grown in 1939. The various samples were thoroughly mixed before sampling and milling.

The different lots of blended wheat were analyzed for moisture and protein content. Test weight per bushel and grade were determined and 3,000 g of the wheat were taken for milling into semolina. The milling was done on a double-stand Allis-Chalmers experimental mill fitted with Allis-Chalmers 19th middlings cut rolls running dull to dull with  $\frac{3}{4}$ -inch spiral. One pair of rolls contained 16 while the other had 24 corrugations per linear inch.

#### Results

The test weight and grade tended to decrease with an increase in percentage of damaged wheat included in the blend, particularly if the damage was heavy. The test weight fell from 62.2 to 58.8 lbs. per bushel when 50 per cent of heavily damaged kernels was included in the mix, while the grade decreased from No. 1 Hard Amber Durum to Sample Grade Durum. The protein of wheat and semolina tended to increase with addition of damaged wheat, regardless of whether the damage was light or heavy. This was caused by the higher percentage of protein in the damaged wheat. No consistent trend in semolina yield was evident when the proportion of damaged wheat in the blend was changed.

A study of the speck count of the semolina, semolina quality rating, absorption, and visual color score was enlightening. The increase in number of specks per ten square inches with increase in amount of damage was very clearly shown. There was little difference in absorption among the semolinas manufactured from the various blends, and apparently this property was not affected by wheat damage of this nature. The effect of percentage of damaged kernels upon macaroni color was very evident in the data, especially in the case of heavy kernel damage.

In Figure 1 the effects of the different percentages of light and heavy damage upon test weight, semolina speckiness, and macaroni color score are shown graphically. The influence of the amount of heavy damage upon these three factors is strikingly brought out and illustrates the care required to control rigidly the proportion of heavily damaged kernels allowed in a durum mix. Five per cent

of such damage seriously lowered the color of the macaroni, while 10 per cent was extremely detrimental to macaroni color as well as to semolina speckiness. It also adversely affected the test weight per bushel. The inclusion of 50 per cent of heavily damaged kernels decreased the test weight to less than 59 lbs., increased the number of specks per ten square inches to well over 200, and reduced the macaroni color score to a very low value. While no commercial mill would con-

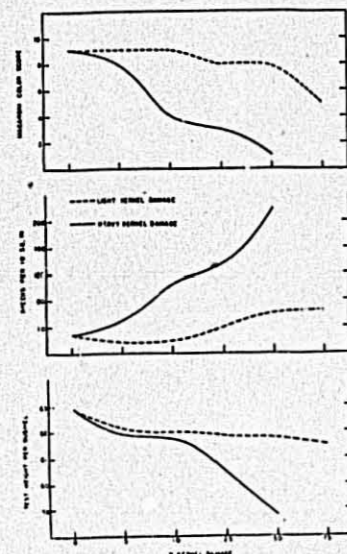


Fig. 1. Effect of heavy and light kernel damage upon test weight, semolina specks and macaroni color.

sider using a mix containing such a high proportion of this form of damage, the data are useful in showing the extremely adverse effects of the blend.

The light kernel damage had much less effect upon the three factors represented. Test weight, while slightly reduced, did not fall below 61 lbs. even when 75 per cent of light damage was present. The number of semolina specks also was increased only very slightly. The greatest effect of this form of damage was found to be upon the macaroni color, but when the percentage of damaged kernels was below 10 per cent there was apparently no effect and 25 per cent did not seriously degrade the color. When 50 per cent was present, however, the color commenced to fall off rapidly, and when 75 per cent was reached the macaroni was decidedly inferior.

Figure 2 represents the effect of the various percentages of damaged kernels upon macaroni color. The data are arranged in order of decreasing color score from left to right, and emphasize the conclusions already

reached in respect to the influence of heavy kernel damage upon this macaroni property. No degrading effect was noticeable with light damage until 25 per cent concentration was reached, but as no blends were made between 10 per cent and 25 per cent

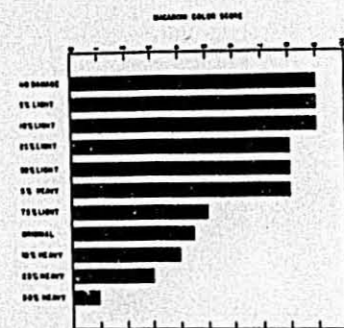


Fig. 2. Effect of different percentages of light and heavy kernel damage upon macaroni color score.

some slight influence upon color may have been exerted at a lower proportion of damaged kernels. Twenty-five and 50 per cent light, as well as 5 per cent heavy damage, gave the same macaroni color score. Seventy-five per cent light damage markedly reduced the color while more than 5 per cent of the heavy damage was extremely injurious.

#### Summary and Conclusions

The belief of many chemists regarding the detrimental effects of different degrees of damaged durum wheat in the mill mix upon semolina and macaroni quality has been largely substantiated by the present investigation. Lightly damaged kernels showing discoloration at the tip without apparent injury to the other portions of the kernel can be tolerated in as high a proportion as 10 per cent with good milling durum, while 25 per cent does not greatly lower macaroni color or increase semolina speckiness. Higher proportions than 50 per cent would be extremely hazardous to use in the mill mix.

The situation when heavily damaged kernels showing evidences of injury in the crease and other portions of the kernel are included in the blend is more critical. The presence of 5 per cent of damaged grain significantly affects the number of semolina specks and macaroni color score, while 10 per cent is very detrimental.

In milling durum wheat damaged by "black point" and other infections special care is required in respect to the degree of damage of individual kernels permitted in the mill blend. If only light injury at the tip of the kernel is present the situation is not criti-

(Continued on Page 27)

## The IMPROVED package for your Semolina

- ★ it's more sanitary
- ★ gives better protection from foreign substances and infestation
- ★ has no siftage loss, and less transit losses
- ★ makes handling and storage cleaner

## It's the St. Regis Multiwall Paper Bag!

And what an improvement this bag is! Made of from three to six separate "walls" of special, strong, tough, kraft paper—the St. Regis Multiwall Paper Bag is the modern, the saving method of packaging Semolina.

Once you've tried St. Regis Multiwall Paper Bags, you'll never be satisfied with Semolina packed the old-fashioned way. So, for better packaging at a saving—call St. Regis! Our response will be prompt.



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# Association Wages Continuous War Against "Egg Substitutes"

Report of the Director of Research for the Month of September

By Benjamin R. Jacobs

On page 18 of the September issue of THE MACARONI JOURNAL I reported last month the action that this office has taken concerning a large number of substandard and artificially colored egg noodles being offered in the market. Macaroni and noodle manufacturers interested in this work are advised to read this report.

For several months the Laboratory has been working on so-called egg substitutes which are being offered to the macaroni trade by a few mixers or manufacturers of these products. Most prominent among these are several products offered by J. A. Fine Brands, 125 Water Street, New York, N. Y. This firm apparently circularized the whole Macaroni Industry as I have received approximately fifteen circular letters as well as replies to inquiries concerning their products. It seems that they are offering to macaroni and noodle manufacturers products which can be used as egg substitutes and which will reduce the cost of production of egg noodles and egg macaroni products.

This Laboratory has examined products offered by them under the brand names of VIT-EGG, J. A. CORNFLOUR and EGSO. Examination of the samples submitted to our Laboratory by manufacturers who claim to have obtained them from the above firm, show that these products are mixtures of soy flour and artificial color.

A sample was also obtained from another macaroni manufacturer who submitted it to this Laboratory as an egg substitute offered by R. T. Vanderbilt, New York, N. Y. The analyses of this product showed that it also was soy flour artificially colored with a coal-tar dye. In this particular case noodles were made using 5.5 per cent of this product in place of eggs. The added coal-tar dye was easily detected even in samples as small as 1/4 of an ounce.

Another product also being offered to the trade under the trade name of "GOLDOO" and manufactured by the American Breddo Corporation of New York as a stabilizer is also a mixture of flour and a soy bean product.

None of these products may be used in the manufacture of macaroni or noodle products even though their presence is declared on the label.

A full report of our findings together with the circular letters above referred to has been made to the Federal Food and Drugs Administration for whatever action they may be able to take in the matter.

A full report has also been made of adulterated samples of egg noodles examined by this Laboratory and found to be deficient in egg solids and artificially colored.

There is considerable temptation at present for some macaroni manufacturers to resort to the use of these so-called egg substitutes because of the high price of eggs. This Laboratory is kept advised by manufacturers who are offered these products but refuse to use them.

Claims are usually made by the sellers of these products that they comply with the requirements of the Federal Food and Drugs Act. This may be true so far as the sale of the products themselves is concerned. However, when these products are used in macaroni or noodles they acquire an entirely different status, particularly if they are used as egg substitutes or for the purpose of adding artificial color to the finished product. It then becomes a violation of the Law to use them as no statement on the label will correct the violation.

This Laboratory will continue the examination of samples of macaroni and noodle products which are, for any reason, believed to be adulterated or misbranded under the Federal and State Food Laws. Manufacturers are again invited to submit samples in the original containers for examination by the Laboratory of the Association. These samples should be sent to the National Macaroni Manufacturers' Association, 156 Chambers Street, New York, N. Y.

The Federal Trade Commission recently issued a release concerning a stipulation against V. La Rosa and Sons, Inc., of Brooklyn, N. Y., and Andre Luotto, concerning the "La Rosa Grade A Macaroni."

"STIPULATION 63048 Food Product. Thursday, September 17, 1942

"V. La Rosa & Sons, Inc., 347 Kent Ave., Brooklyn, distributor of a food product designated 'La Rosa Grade A Macaroni,' and Andre Luotto, 30 Rockefeller Plaza, New York, conducting an advertising agency which disseminated advertisements for the product, have stipulated with the Federal Trade Commission to cease repre-

senting that La Rosa Grade A Macaroni or the protein contained therein is incapable of adding excess body weight; that the macaroni product will prevent acidosis; that the product contains sufficient protein to prevent the destruction of body tissues or to keep the body in a state of nitrogen balance; that the product through its bulk or roughage content, or otherwise, will insure proper digestion and assimilation or enable one to avoid a sluggish intestinal condition; or that the macaroni, when cooked and ready for serving, will provide per pound as much as 300 International or U.S.P. Units of Vitamin B."

## 2 Eggs Out of 15 for Lend-Lease

Here's Why Your "Noodle" Eggs Are High, Mr. Noodle-maker

Out of every 7 1/2 dozen eggs produced in the United States this year, at least one dozen will be dried to supply Lend-Lease needs. The Nation will produce between 4,200,000,000 and 4,500,000,000 dozen eggs in 1942, according to U. S. Department of Agriculture estimates, and nearly 600,000,000 dozen eggs will move into drying plants.

Purchases of the dried egg powder by the Agricultural Marketing Administration are expected to reach 200 million pounds in 1942, and it takes 3 dozen fresh shell eggs to make a pound of whole egg powder. In addition to AMA requirements for our Allies, our own armed forces will need millions of pounds of dried egg this year. This additional use may increase the proportion of eggs used in drying plants to possibly one out of each six. Whatever the exact proportion, the hens have a big job ahead of them.

## Fould's Midwest Test

Fould's Macaroni Co., Libertyville, Ill., started a 13-week test campaign about September 15 in eight Midwest markets. Musical Sonovox announcements will be used six to 18 times weekly on WMAQ and WGN, Chicago; WFBM, Indianapolis; WKRC, Cincinnati; WBNS, Columbus; WTOL and WSPD, Toledo; WOOD, Grand Rapids, Mich. Streetcar cards will be used in two other cities. Agency is Campbell-Ewald, Chicago.

—Broadcasting & Advertising

## Our Pledge To You

It has always been our determination to mill King Midas Semolina to a definite high standard of quality, and to maintain that standard year in and year out. The finest durum wheat... the most modern milling methods combine to give you in King Midas the very finest Semolina money can buy.

**King Midas SEMOLINA**

"Worth All It Costs"

KING MIDAS FLOUR MILLS

Minneapolis, Minn.





FACTS ABOUT FOOD . . . . . by HAKE

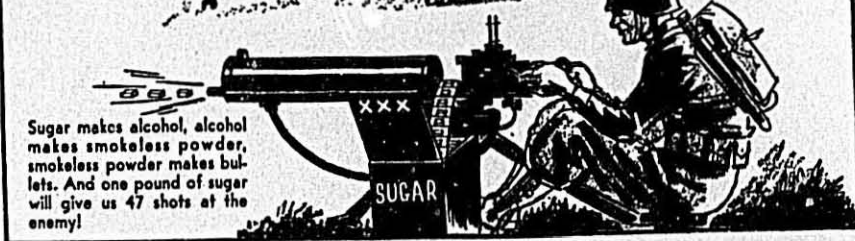
It would cost you 7c to enrich a loaf of bread if you bought the ingredients at a drug store and did the job yourself. Yet the enriched bread your grocer sells costs you not a penny extra.



Three-fifths of the coffee we drink is brought from Brazil, five thousand miles away.



Citrus waste, formerly thrown away, is now turned into cattle feed and sold at \$30 per ton. Farmers report the feed is rich in nutritive value.



Sugar makes alcohol, alcohol makes smokeless powder, smokeless powder makes bullets. And one pound of sugar will give us 47 shots at the enemy!

Courtesy Grocery Manufacturers of America

Additional Facts

The average soldier eats nearly twice as much canned goods as the average civilian. Ease of transporting and preparation are mentioned by the Army as reasons why they favor such processed foods.

The more pots and pans used in preparing meals, the more "K.P." work afterwards. That's how Army cooks feel, and so they have developed their own tricks to keep pot-washing to a minimum. Instead of using a skillet for browning meat and then transferring the meat to a roasting pan, the soldier-chefs do the braising and roasting in the same pan. And afterwards, they make gravy in it, too.

Spaghetti and Egg Noodles are about equal favorites with American fighters. American manufacturers supply millions of pounds of this high-grade wheat food—almost one of the first dehydrated products with fine keeping and satisfying qualities.

The Army Quartermaster Corps buys over 12,000,000 pounds of food every day. Not only must this supply unit feed soldiers all over the three million square miles which make up the United States, but good nutritious meals must be provided for soldiers as much as 12,000 miles away. Perhaps that's why World War. No. 2 is called a "quartermaster's war."

**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**



All-Purpose Ration Books

The first of the nation's "all-purpose" ration books, designed to provide a swift means of rationing any article or commodity almost at the instant the danger of a critical shortage appears, was sent to the printer today by the OPA.

The book is the first of four of its general type needed to provide ultimate complete flexibility in the rationing mechanism. It contains 192 coupons on eight pages, each page of separate color, and each coupon separately designated by number and letter. The design makes possible the use of the book for straight coupon rationing such as now used for sugar, or use of the point system whereby the consumer may "spend" his ration on various grades and kinds of a general type of commodity. The book is adequate for rationing of at least two major groups of commodities for a minimum of six months.

Work on the design of the other three books necessary to complete the rationing plan is underway and one of these may be put into production before the first is off the press.

One hundred fifty million of the new books will be printed to insure adequate supplies at all distribution points when they are handed over to

America's 132,000,000 people. This distribution will take place as soon as the printing job is completed, probably shortly before Christmas. The consumer will obtain his new book on the basis of his previous registration for War Ration Book No. 1, the sugar ration book. An adult representative of a family group may apply for books for all members of the family by presenting all the sugar ration books of that group. Consumers will retain their sugar ration books as their use will not be affected in any way by the new coupons.

Values will be assigned to the new books both as to commodity and unit value as new rationing programs are put into effect.

If, for example, meats should be the next generally rationed commodity, OPA, through appropriate official order, would validate one section of the book as the meat rationing coupons, at the same time publishing the exact regulations controlling their use. Subsequent rationing programs would be handled the same way.

The general plan of having four books to serve future general rationing purposes was arrived at after OPA officials became convinced that the printing and production problem involved would not permit putting all coupons in a single book for distribution within a reasonable time.

\$5.00 Favorite Recipe

Mrs. J. Sable of Ozone Park, Long Island, N. Y., was awarded a prize of Five Dollars by the *Daily News* of New York City for her favorite recipe—Apple Noodle Pudding. Noodle manufacturers will be interested in the quantity of egg noodles called for in the recipe, as well as in the goodness of the pudding and its appeal particularly to those who have a "sweet tooth."

Apple Noodle Pudding

- One pound fine egg noodles
- One teaspoon salt
- Three quarts boiling water
- Boiling time: ten minutes
- One egg, beaten light
- Two tablespoons sugar
- One tablespoon melted butter
- One teaspoon vanilla
- One-half teaspoon cinnamon
- Two tablespoons seedless raisins
- Four large green apples, peeled and cored
- Two tablespoons butter
- Oven temperature: 325 degrees F.
- Baking time: Forty-five minutes (about)
- Servings: Six.

Boil the noodles in the salted water until tender; drain thoroughly; turn them into a large bowl. Beat the egg in a small bowl; add the sugar, melted butter, vanilla, cinnamon and raisins. Slice the apples thin; add to the noodles with the egg mixture; mix. Place in a greased baking dish (8 inches); dot with butter; cover. Bake in a slow oven until the apples are tender. Sprinkle with sugar at serving time.



## Our Food Supply in Wartime

Agriculture Secretary Wickard Pleads With Grocery Manufacturers for Greater Unity of Efforts

Speaking at a huge gathering of food processors and distributors in attendance at the Convention of the Associated Grocery Manufacturers in New York recently, Secretary Claude R. Wickard of the U. S. Department of Agriculture outlined the food manufacturers' position in the wartime economy and government program saying, in part, as follows:

We are partners in a huge wartime task. It is the task of feeding the people of this country and helping feed the people of the other United Nations so that they can win the war. The job will require the combined efforts of farmers and of the people who process food, transport it and distribute it. It also will require every bit of co-operation that Government can give.

If any one of the three great groups—agriculture, the food industry, or Government—fails down on its part of the job for any reason, the task of winning the war will be harder and longer. We must put victory above everything else. This is the final showdown, the fight to the finish between the free people of the world and the Axis forces of aggression and tyranny.

Food is one of our strongest weapons in this fight. The United Nations must have food, and plenty of it in order to win. The people of this country and of allied countries need to remember their dependence on the groups who raise and process and distribute American food. And all of us who supply this food need to remember our responsibility to turn out enough to win the war. We can't even hope to meet our responsibility unless those of us in each group also remember that we are entirely dependent upon each other.

It's up to American farmers and food handlers to make food a stronger and stronger part of our war machine. I know that we can do it. It's a tougher job than we have ever tackled before, one that will take every ounce of energy and ingenuity and co-operation that's in us. But we can get it done.

Right at the start, we have to make up our minds to two things. The first is that the food supply program is not complete until we put the finished product before the soldier or civilian who needs it.

Most farmers and people in the food trade and the transportation business already have realized this and all Government agencies which have anything to do with the food supply are working together more and more closely all the time.

... In this emergency we must have a unified national food policy, and all groups must coordinate their efforts.

Second, we must not fool ourselves into thinking that our battle of food supply already is as good as won. It's not. The only thing that will decide the issue is to get enough food to where it is needed and to keep it coming.

... For one thing, I am just a little afraid that a lot of us—both officials and other citizens—have a tendency to take this country's food supply for granted. Even so, we have seen malnutrition in this country. We have seen people who were actually hungry. We have seen underfed children in the United States, and we still see them. We have seen all this not because there has been any lack of food, but because we did not have the vision and the ingenuity to prevent people from going hungry in the midst of plenty.

... That sort of thing isn't only wrong; it is wasteful and foolish. The Selective Service records are showing us now how costly it is to permit children to go undernourished.

... This philosophy of plenty is part of the new world we are fighting to build. We can never go back to the place where outworn ideas of trade will keep anyone from having enough to eat when there is enough food to go around.

... We are doing things along that line here with our school lunches and other programs. We must go right ahead, together with our extra wartime job of feeding people in allied countries so that we can win the war and preserve our freedom.

... We need to keep building up food reserves. We want those reserves ready for use whenever and wherever the need arises. Hungry people all over the world will look to us for help when the war is over. The more food reserves we have on hand, the greater voice we will have in writing a just peace. More than that, reserves of food actually will help bring victory.

... On top of all the new demands for food, there are a whole set of new obstacles to production, processing, transportation, and distribution.

... Let's take a look at our food supply situation as it is today, starting with the farmer. There is not much use in talking about processing and distributing food unless we know that farmers are going to raise enough. I am sure they are going to do their job, given normal weather.

... Farm labor is getting scarcer all the time. The Army and Navy, of course, are taking a lot of the younger farm workers. That's to be expected, of course. An even greater number of farm workers are leaving to take jobs in defense plants and other city industries.

... On the whole, though, I believe that farmers will be able to produce enough of the raw materials for food unless too many barriers are put in their way.

... If we choose to, we can produce the raw materials and the food we need. Now what about the processing and distribution of that food? This year I believe there are more bottlenecks to be broken in these phases of food production than in farming itself.

... For one thing, transportation from farm to market is a real problem. No new trucks are being made and you know how scarce tires are. In many parts of the country there are limits on gasoline too. Railroads are so crowded with other essential war goods that we can't just throw the burden of food transportation back on them without careful thought and planning.

... People who process food have a great many of the same problems that farmers have. They, too, don't find it easy to get labor any more. They, too, are affected by shortages of critical materials.

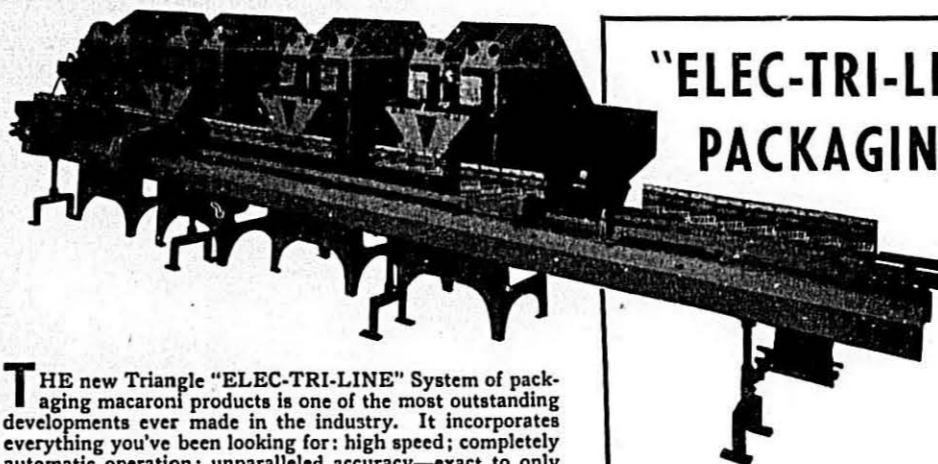
... There is only one way out. All of us—farmers, people in the food industries, and the Government—must work together more closely than we ever did before. The basic principle that must guide us is this: We must interfere with the military effort just as little as possible. It is true enough that food itself is one of our war weapons, but we somehow must supply that food without getting in the way of the supply of other weapons. Just as one example, some of the people in Washington have figured out that taking baked beans and pork and beans out of cans just changing the packaging of that one item—has released enough steel to make over 2,000 thirty-ton tanks, and also has released tin for other commodities which cannot be preserved without tin.

We must improvise on every front. That means sacrifices. It means cutting loose from many standard trade habits that we would not think of giving up in peacetime. The time may come soon when we simply will not be

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### "ELEC-TRI-LINE" PACKAGING!

THE new Triangle "ELEC-TRI-LINE" System of packaging macaroni products is one of the most outstanding developments ever made in the industry. It incorporates everything you've been looking for: high speed; completely automatic operation; unparalleled accuracy—exact to only 1 or 2 pieces plus or minus!; no breakage.

The "Elec-Tri-Line" System illustrated consists of four Triangle Elec-Tri-Pak twin vibratory feed weighers built into a continuous, automatic line. To meet the problems of rising costs and taxes with fixed prices, it will pay you to investigate the cost-reducing, labor-saving possibilities of Triangle package machinery. Write for details today.

Deliveries available on preference ratings of A-1-J or better.

**TRIANGLE PACKAGE MACHINERY CO.**

915 NO. SPAULDING AVENUE, CHICAGO  
BRANCHES IN PRINCIPAL CENTERS

Completely Automatic!

High Speed!

Economical!

Accurate!

Write Today For Details . . . .

able to ask the distribution system of this country to make available every variety and package of food to which the nation's housewives now are accustomed.

When decisions are finally made we must abide by them, even though you or I might feel that we would have decided differently. At the same time we must make sure that farmers and all of the people who handle food in any of its stages receive prices which will enable them to get the production and distribution job done. We must do all this without increasing retail prices, for at all costs we must avoid inflation. Then there is another reason why none of us must seek to profit unduly. If we do we will stir up the justified anger of the people whom we are serving now and hope to continue to serve when peace comes.

In other words, this is the time for all-out, concerted effort along all of the lines needed to bring victory. For the people who supply food, just as for those who supply munitions and other essentials, this is not time for looking backward or striving for individual advantage. If we should lose in this war we lose everything. We have to do the best we can with what we have got if we are going to win the war and win the peace afterward. In many cases the old ways just won't do. We must set up new standards, follow new methods.

### Food Curb

Civilians Allotted 20% of Salmon Pack

Twenty per cent of the total salmon pack between March 1 and October 31 is released for civilian consumption by Supplementary Order M-86-d, issued by the Director General for Operations.

The entire 1942 pack of salmon was frozen in canners' hands until further notice by Supplementary Order M-86-c, issued on September 9. This was done to assure fulfillment of Government requirements, which are at least 60 per cent of each canner's pack of steelhead, chinook, silver, red, pink and chum species.

The recent order permits any canner to deliver for civilian consumption 20 per cent of his total pack of any species of salmon canned between March 1, 1942, and October 31, 1942. However, in order to make such delivery, he must first have delivered 60 per cent of the pack of the species to the Government.

The remaining 20 per cent is to be retained by the canner until it is determined whether the pack or any part of it will be required by the Government. Otherwise, it will be released for civilian consumption.

A total of about 1,156,000 cases will be released to civilians within the next few months. This represents about

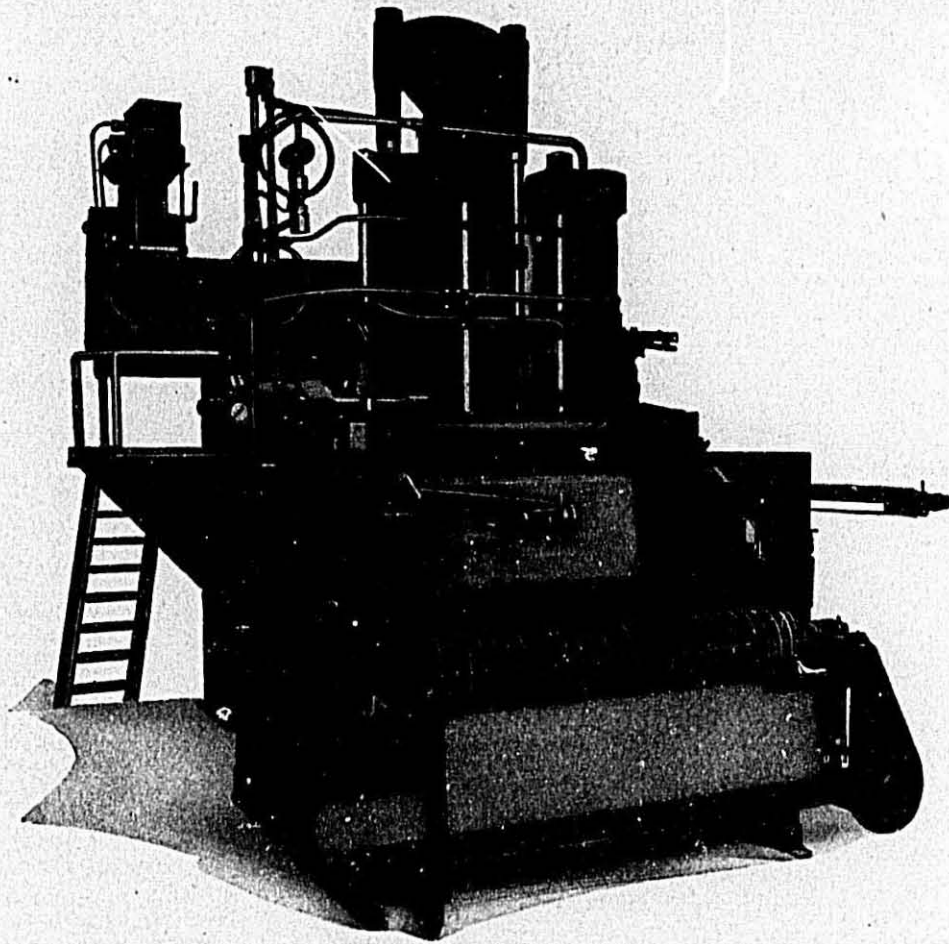
one-fifth of the total annual consumption of salmon. Annual consumption of canned salmon in the United States is 5,500,000 to 6,000,000 cases.

### Mueller Macaroni Takes Isabel Hewson Over Blue

C. F. Mueller Co. in behalf of its macaroni products now sponsors Isabel Manning Hewson's "Morning Market Basket" on the Blue Network starting September 16 over 20 stations. This represents Mueller's most ambitious radio venture to date, the largest network they've used since they entered the radio scene in 1930. An even larger network for the program is currently under consideration by Mueller & Duane Jones Co., which handles the account. Miss Hewson is heard Wednesday, Thursday and Friday from 10 to 10:15 a.m., EWT, for Mueller and will continue Monday and Tuesday as a sustainer. Originally known as the first woman news commentator and "the petticoat on the air," Miss Hewson has been sponsored by several of radio's more important advertisers. The program set a record for mail in 1940 when she received 14,324 letters during a single month. For her new sponsor she'll think up money-saving household tips and wartime food buys, in macaroni, spaghetti and egg noodles.



## 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. Trimings reduced to a minimum, due to method of extrusion as pressure is equal over whole face of die.

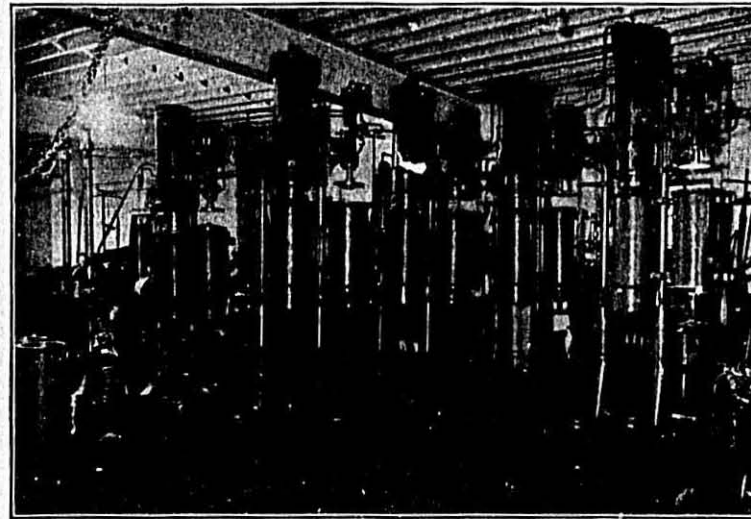
This press is not an experiment. We already have several of these presses in actual operation in a large macaroni plant in this city.

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.



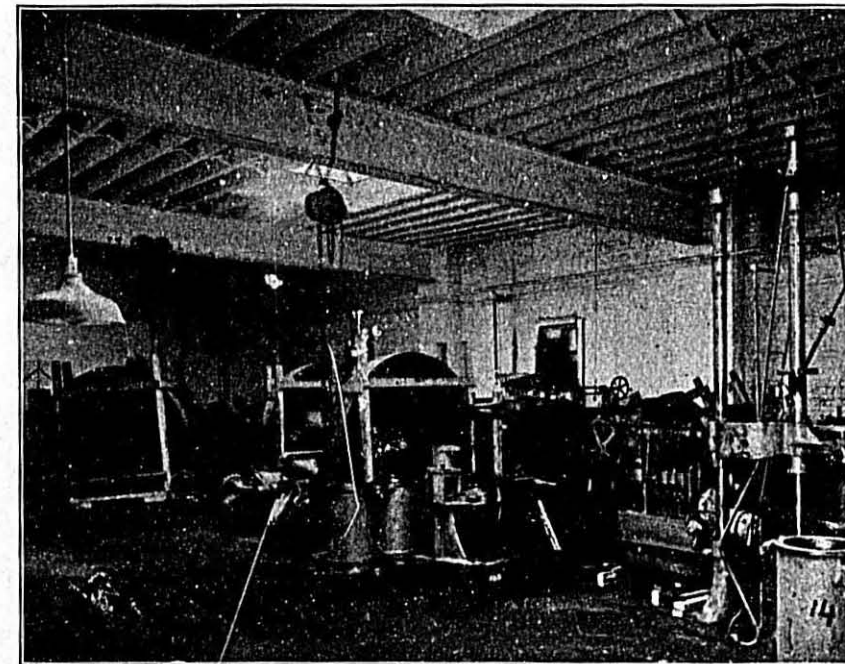
Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

### 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



## Shortages That Affect Business— Materials—Facilities—Men

By Reavis Cox, Chief Service Programs Branch  
Office of Civilian Supply

"We need to remind ourselves more of the only way in which the war can be won; not only because it will save us from the false optimism we are still deluding ourselves with, but also because it will save from a false pessimism which curiously enough afflicts many of us at the same time. Materials shortages can make us feel very blue because they point out to us the things we are going to have to do without as consumers and the ways in which business is going to be cut down. They can also, however, give us cause for cheer.

"I personally do not regard materials shortages as altogether a bad sign. Let's concede that they indicate that we don't have enough of a great many things to satisfy all the demands of war. We must also remember that they may be taken as an indication that we are rapidly moving into high gear in our production of goods for the boys at the front. I personally should feel much more pessimistic if materials were plentiful now than I do because they are scarce, and I personally hope that materials will continue to be scarce even though we greatly increase their production, because only when they are hard to get will it mean that we are making the all-out effort we need to make."

"What can you do to help win this war quickly and decisively? The answer in general terms is extremely simple. It is to see what you can give up that can be used in some way to improve the effectiveness of the boys who are fighting on the world-wide fronts. Basically, you have only three kinds of things to give up: materials, facilities, and men. It is those three things which are being pulled out and will be pulled out of your businesses directly or indirectly. That is the cause of the managerial difficulties with which you are having to struggle from day to day. All of the things that are being done to business by the war agencies are being done because of the careful judgment of the officials responsible for them that they will contribute directly or indirectly to the pulling of men, facilities, and materials from places where they contribute less to places where they will contribute more to the effectiveness of the fighting at the front.

"With ideas such as this in mind, we don't have to be major prophets to foresee the kind of business world in which you, like other businessmen,

are going to live in the immediate future.

What materials are needed more urgently on the battle fronts than in their normal uses at home? The question answers itself, and I think it would be exceedingly foolish for anyone to hope that there can be a reversal of this trend until the war has been won. Thus far, trade has benefited from a rise in prices, which cannot continue indefinitely without bringing disaster in its train, and from the fact that we have been using up inventories that are not being replaced. The pipeline from the raw materials producer to the consumers who buy the finished product is a long one and had many material goods in process and unfinished goods in it, but we are emptying it out, and it is being refilled not with consumers goods but with war goods.

"The hope dies hard that all these scarce materials will be replaced before too long with substitutes of one kind or another. If we were waging a half-hearted war, there might be substance to this hope, but we are rapidly moving into the stage where there are no plentiful materials. At first, when a few metals became scarce, we turned to other metals. There are practically no metals now for which the military demand is anything less than voracious. Then we turned to substitute materials, plastics and such. Certainly these are no longer plentiful. Then we turned to such things as wood, and now it is quite apparent that a very tight situation in lumber is upon us. And so it goes. The basic fact we have to keep in mind in dealing with materials is that war has an insatiable appetite. There is no limit to the amount of materials war can use other than the ability of the country to produce.

"Even if we had all the materials we want, all the materials we could use for war and enough left over to take care of the comforts and luxuries of peacetime civilian life, we are going to be short other things that will impede our production of ordinary civilian goods as effectively as material shortages themselves. We have gone along very comfortably thus far as regards fuel, power, transportation, but these services are becoming progressively tighter and tighter, and there is no doubt in my mind that before long they will begin to operate as real checks upon your business as well as upon business in general.

"Beyond the problems of materials and facilities and services, there is also the problem of manpower. Even if we had materials, and even if we had facilities, we are rapidly coming to the stage in our war effort where increasing pressure must be upon pushing our available manpower into the places where it will contribute the most it can to supporting the fighting on the fronts. That consideration, it seems to me, is particularly important for retailing and distribution in general. I reveal no secrets when I say that the large number of people employed in retailing and wholesaling represent a pool of manpower upon which the war effort must draw increasingly as time goes on. Some of the most difficult problems faced by those of us who are looking forward to the future of wholesaling and retailing during this war effort have to do with the question in view of the inevitable decline in the volume of goods to be distributed, how much manpower can be pulled out of the distributive trades, how can we pull it out most equitably, and where in the war effort can we use it most effectively.

"From all that I have said, you can derive little cheer as to the immediate outlook for your business or any other business not directly involved in the war effort. I have spoken to you thus frankly because I see no reason to try to deceive you or to buoy you up with false cheer. The situation is grim, and we may as well accept that fact and go on from there."

### Nature Isn't Quite Up to Raising Spaghetti Yet

Raymond P. Wheelock of Battle Creek, Michigan, got along well with his midcity rooftop farm until he tried to raise spaghetti.

Since May, 1940, he has raised onions, radishes, tomatoes, and even produced a few lemons. His fig, date and orange trees grew well in tubs, as he watered and fertilized them carefully.

So he optimistically followed the directions on the package for a "spaghetti plant" (a string-like vegetable) that whetted his appetite. He cooked the gourdlike vegetable in water for 20 minutes as directed. Not synthetic spaghetti but something that "tasted like a misguided squash" was the result.

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### Milling Executive on WPB

President Donald D. Davis, President of General Mills, Strengthens Program Coördination Division

Donald D. Davis, president of General Mills Company, Minneapolis, has been appointed Director of the newly created Program Coördination Division of the War Production Board.

Mr. Davis, who reported for work on Sept. 29, 1942, is the first of several top men in the production field who will be recruited by WPB to strengthen the staff of the office of the Vice Chairman on Program Determination.

Duties of the new division include the development and recommendation to the Vice Chairman on Program Determination, of an over-all national production program, integrated and coördinated with over-all strategic requirements, to the end that the most effective use is made of national resources. Mr. Davis will be responsible for all program recommendations by the Division.

In announcing the appointment Ferdinand Eberstadt, recently named Vice Chairman on Program Determination, said:

"Mr. Davis comes to this important job after wide experience in the production field, and an outstanding record of success in business. This experience will be extremely useful in planning the production of our munitions of war and we want to find more men of his calibre to help direct this vital work."

Donald Derby Davis was born in Wyoming, Illinois, in 1888. He spent his early childhood and received his grade and high school education in Kewanee, Illinois, and Glendora, California. His four years' study of engineering at the University of Michigan prepared him for a career devoted to engineering and production.

He was chief engineer of the Hayes Wheel Co., Jackson, Michigan, for the year ended 1912, then joined the engineering staff of Sufferin & Sons, New York. The next year he went to the Detroit Trust Company to conduct accounting, production and engineering investigation.

In 1915 he became factory manager of Hale & Kilbourne Company, Philadelphia, and a year later undertook production supervision for Hart-Parr Company, Charles City, Iowa.

After a short term as executive secretary of the milling division, United States Food Administration, in 1917 he joined the U. S. Army Air Service, United States Food Administration; in 1917 he joined the U. S. Army Air Service, serving as a major until after the World War. In 1919 he became manager of the industrial department of the Liberty Bank and the

New York Trust Company, New York.

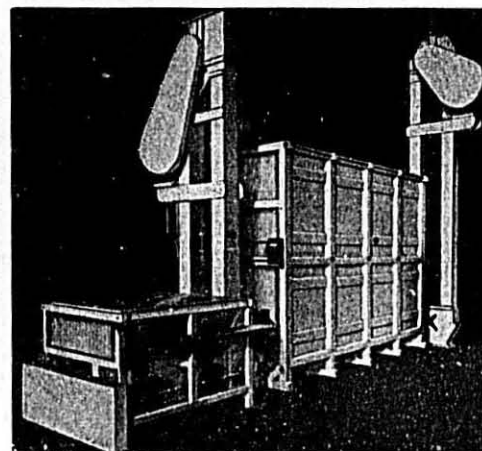
Three years later he was made secretary of the Washburn Crosby Company, Minneapolis. He held positions of secretary and treasurer of the company until being named vice president and treasurer of General Mills, Inc., in 1928. He has been president of General Mills since August 14, 1934.

Mr. Davis' home is on Lake Minnetonka, Wayzata, Minnesota. Married, he has a son in training in a Coast Artillery officers' school, one daughter

who is the wife of a naval ensign and another who is a sophomore at Smith College.

Mr. Davis is vice president of the War Chest of Minneapolis and Hennepin County and chairman of the Minnesota Civilian Advisory Committee on Naval Officer Procurement.

Most men are delayed because they can't resist the temptation to try to prove that the wrong ways of doing things can still be established as right ways.



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

REPAIRS —  
A-10, P100

GOVERNMENT  
REGULATION

## CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER

In these wartimes the Government and the armed forces have first call upon our manufacturing facilities. As far as possible under the necessary regulations we are serving our many customers in the macaroni and noodle industries.

### MAINTENANCE — REPAIR

To date we have never failed in prompt service to our customers on parts necessary to keep your Champion equipment operating efficiently and we will see that we protect you in this way.

## CHAMPION MACHINERY CO. JOLIET, ILLINOIS

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



## Your Factory Scrap Campaign

Use Your Scrap to Smash the Jap

A salvage program in a macaroni plant or a noodle factory must be based on the fact that industrial salvage and conservation from the backbone of the War Production Board's campaign to put the nation's waste back into production. Unless American industries take on the major job of making broken down, dismantled or unusable materials available for scrap, the national supply of steel for manufacture of war equipment will be endangered. For, if steel mills are not assured of an adequate supply of scrap, they cannot continue to keep up production of the steel which goes into planes, tanks, guns and ships we need to win the war.

Such factors as type of work and the size of plant partially govern the organization of a company's salvage operations. But common methods of organization of a scrap campaign, collection, segregation and disposal, are available to all.

First, the organization to operate an effective salvage collection need not be elaborate or costly. It works best when it is simple and unencumbered with extra officials and unnecessary steps. An able executive of the company should head it up as Salvage Manager. He should work with superintendents and foremen in various departments. He must be armed with ample authority to make decisions to scrap unused material.

To start the ball rolling, these men should make a survey of their departments and report to the Salvage Manager machines and equipment which are obsolete or out of active production. The Salvage Manager should make a written report of these findings, as a basis for action.

It is management's function to mark and send to the scrap heap equipment that is obsolete. After inspection, use this yardstick in coming to a decision: If a machine or other piece of equipment hasn't been used for three months, and if it can't be proved that it will be used in the next three, turn it over where it can be used . . . or scrap it. Either dispose of equipment in industry if there is a call for it, or put it to work as scrap for the weapons of war.

Once such equipment has been marked for scrap, a responsible shop man should supervise its dismantling and classification. The assortment may be made to yield valuable replacement parts for machines in operation. Cutting down the need for purchasing new parts will remove the plant from the competition for equipment.

No salvage campaign can be successful without the wholehearted co-



Throw Your  
**SCRAP**  
Into the  
**FIGHT!**



**American Industries  
Salvage Committee**

operation of every person in the plant. Remember that even the most worthwhile cause needs the proper promotion to put it across. The battle for scrap to keep our production going is dramatic enough to put over with a bang. Stunts, posters, billboards and frequent mention in company publications or house organs are excellent vehicles for capturing and sustaining employees' interest in the program. In most plants, excellent talent can be recruited for this promotion from among the employees.

Workers should be urged to contribute suggestions and ideas for increasing salvage output. These may either be cleared through the foreman or written on slips and deposited in a suggestion box. Occasional rewards and incentives for outstanding cooperation in the salvage campaign will bring out employees' initiative. Workers can make or break a program. If their enthusiasm is enlisted and maintained, they will prove collaborators who will match the efforts of management.

Bins and containers—preferably displaying a poster or a slogan—

should be placed in strategic spots throughout yards and plants. These serve as depositing places for production scrap, salvaged waste materials and contributions which workers bring from their home. Separate containers for different metals, rubber, twine, etc., will save time sorting the material.

Scrap is of use to the war effort in direct proportion to the speed with which it is gotten back into production. Arrange regular daily or bi-weekly schedules for the various departments and sources of supply. The Salvage Manager should see to it that collections are turned in on time to a central collection depot in the plant. Select definite date each week for shipment to a junk dealer or have the salvage shipped by the company to the nearest collection point.

Remember that scrap bears no label. It is old jigs, dies, castings; or it is a ten-ton machine that can't be used. Waste metal, rubber, burlap and other critical materials are valuable even in small amounts. Every pound of these materials can be salvaged by industry for war work.

Treat the factory to a house cleaning. What was junk six months ago has its place in the war effort now. Sort rubbish carefully. Salvage what can be used, and burn or otherwise dispose of the real rubbish that cannot. Keep the premises clear of debris. This is the only method by which it can be made certain that there is nothing further to be salvaged.

Every bit as important as salvaging vital materials is the need to conserve what we have. Use less by making better use of what we have. Get this message across to the workers. It will benefit our sons and relatives in the armed forces. By preventing spoilage and breakage, the material we work with can be turned against the enemy.

In order to coordinate the salvage campaign in the individual plant with the national effort, it is essential that regular reports on the amounts collected, according to classification, be delivered to the Industrial Salvage Committee set up by the War Production Board in your community.

Above all, make clear to all personnel that until the day when we have actually turned out all the war equipment we need to smash the Axis, salvage and conservation are going to remain vital phases of our production. Unless our scrap is turned into weapons *now*, America will be fighting the war with one hand tied behind its back.

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MACHINES FOR  
SETTING UP AND  
CLOSING MACARONI  
AND SPAGHETTI  
CARTONS



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

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

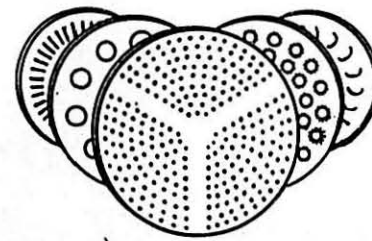
(B) The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring no operator. After the cartons are filled, they are conveyed

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

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

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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.

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To Help All  
Macaroni-Noodle  
Manufacturers

*Solve Their  
Drying Problems*

Years of Practical  
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\*

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# BAROZZI DRYING MACHINE COMPANY

21-31 BENNETT STREET  
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## No Idle Machinery — Nelson

Propose a New Liabilities Adjustment Board  
to Aid Small Business

Creation of a War Liabilities Adjustment Board to facilitate the use of all productive facilities during the war and to assure small business enterprises the opportunity to reënter a competitive economy after the war ends was suggested to the Senate Special Committee to Study the Problems of Small Business, by Chairman Donald M. Nelson of the War Production Board.

Mr. Nelson made this suggestion in a prepared statement which he gave the committee. Emphasizing that "I am not presenting a bill," he added that "I should like to see your committee develop the possibilities along these lines because, by so doing, it seems to me that a great service can be done for the war effort and for the ultimate best interests of the nation."

In his suggestion that the committee study the proposal for a War Liabilities Adjustment Board, Mr. Nelson urged it to give attention to steps designed—

1. To help small business enterprises adversely affected by the war take care in an orderly fashion of overhanging liabilities which under normal conditions they would have been able to discharge.
2. To provide effective mechanisms for financing small business after the war.
3. To provide effective means for giving small business technical and other assistance at the end of the war.
4. To provide a mechanism for giving to small business enterprises broken up by the war a priority in the acquisition of machinery and equipment when the war is over.

The needs of the war program, Mr. Nelson stated, will force the country to cut civilian production and civilian activity to the bone, because we shall need to use in some way for essential purposes all the management ability we have, all the manpower we have and all the materials we have.

For this reason there should be no action by Government administrative agencies or by Congress that would tend to immobilize or freeze into a nonproductive state any of the elements of productive capacity—management, materials, labor, machinery, buildings or land. Wherever possible, he said, war work will be taken to the plants that are now in existence; but he warned that in many cases it will be necessary to move both men and

machinery to other places, and that in no case can useful equipment be allowed simply to lie idle until the war ends. Machinery that cannot be put to work for essential purposes, he said, can be made a source for spare parts for machinery which is in use; failing that, it can be used as scrap for the production of steel.

"The one thing we must not do is to pack away permanently, in grease or in any other way, machinery and equipment against the end of the war," Mr. Nelson said. "On the contrary, we must in some way know that every existing piece of machinery and equipment, regardless of whose hands it may be in, regardless of whether it is owned by a large corporation or a small shop, is available for use to win the war."

## Food Page Editors Appreciate Macaroni's Opportunity

Stress "Spaghetti With Cheese" as a Meat Substitute—Macaroni and Milk—Buttered Egg Noodles As Excellent "Extenders"

"Present-day headlines give new importance to spaghetti—wholesome, inexpensive, and, when augmented with cheese, a fine meat substitute," says Jane Holt, food editor of the *New York Times*, September 10, 1942, in an interesting article on the subject of macaroni products generally, but spaghetti particularly. . . . "And when it—spaghetti—becomes a bit tiresome through over-familiarity, it may be varied in almost limitless ways."

For spaghetti—it costs as little as 19 cents for two one-pound boxes—is but a single member of a family, known generically as "macaroni" and so large that it cannot be described accurately in one column. A representative of a local company reports, for example, that his concern manufactures no less than 145 sorts! All of these—except for the egg noodles and the wholewheat kinds—are of the same composition, though differently formed. They are prepared from semolina (a hard winter wheat of comparatively high protein content) and water. These two ingredients are mixed to form a dough, which is then converted into the desired shapes, and carefully dried.

### It's a Nutritious Dish

The products that result from this process are, our informant painstakingly

explains, more nutritive than you might guess. For example, a sixth-of-a-pound (about one serving) of this particular macaroni furnishes a tenth of the daily requirements of protein, carbohydrates and iron. Too, it is not so girth-giving as one might suspect.

You have to visit a grocery that makes a specialty of Italian food—we know a good one that is fairly centrally located—to realize the astonishing sizes and shapes in which macaroni is sold. You will see maruzze, for instance, that is reported to have been originated in Naples. This sort is made into small shells that are excellent when boiled and then baked with a meat sauce—or used as a canape base. You will come upon products that resemble butterflies (farfallone), shells (stellini) and one kind that looks almost precisely like the bishops in a chess game.

All of these are economical in price, and each may be prepared in the way that is most appealing to you. In this connection, it is useful to remember that the long thin "strings" like vermicelli and spaghetti are best with sauce, that the medium-sized types (like the shells and butterflies) are good when baked, and that the small sorts (the stars and such) are suited to soups.

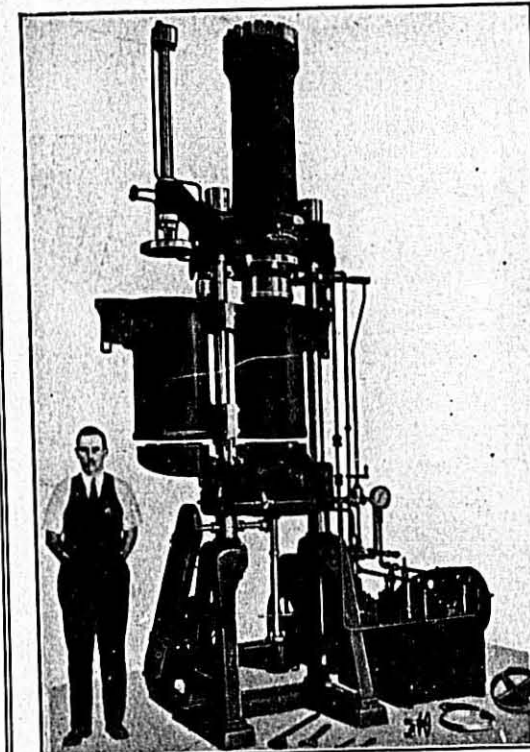
Warning word on the subject is this: Cook all macaroni products "al dente"—sufficiently firm to be noticed "under the tooth"—and use just enough briskly-boiling, salted water so when properly cooked the food will have absorbed practically all the water—conserving all vitamins and minerals. Then do with them what you will—serve them cold in salads, hot with a favorite sauce, en casserole with broccoli. You can even make a cheese noodle cake. Or so we are told.

## Meatless Meals

### Spaghetti Cheese Timbales

2 tablespoons butter  
2 tablespoons flour  
1 cup milk  
1 teaspoon salt  
¼ teaspoon pepper  
3 eggs  
1½ cup grated American cheese  
2 cups cooked spaghetti  
2 tablespoons chopped pimiento  
¼ cup sliced mushrooms, cooked

Melt butter, blend in flour; add milk and stir constantly until the white sauce thickens; add seasonings. All a small amount of hot sauce to the beaten egg yolks and mix. Stir egg mixture into remaining white sauce; remove from heat, add cheese and stir well. Add spaghetti, pimiento, and sliced mushrooms. Fold in stiffly-beaten egg white. Fill buttered timbale molds three-quarters full of mixture. Bake in a pan of hot water in a moderately slow oven (325 degrees F.) about 40 minutes. Turn out on a hot platter. Top each with a spring of parsley and serve at once with broiled bacon or a tomato sauce. Serves six.



PRESS No. 222 (Special)

## John J. Cavagnaro

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and Machinists

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

Specialty of  
Macaroni Machinery  
Since 1881

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Kneaders  
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All Sizes Up To Largest in Use

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N. Y. Office and Shop New York City

## Food-For-Victory Drive

Over 800,000 grocers and clerks are expected to be reached by the Food-for-Victory program being launched by the National Grocers' Institute of Chicago. The object is to teach them the essentials of nutrition through circulars and local meetings, to better acquaint them with the respective food values of the groceries they handle.

To aid in this program the institute has prepared a short course in nutrition as a 24-page mimeographed manual. Subjects covered include: Need for Nutritional Intelligence at Point of Sale; Kinds of Food the Human Body Needs; Vitamins—What They Are and What They Do; Calories—What They Are and Sources; Enriched Foods—Their Place in Nutrition.

With each outline are questions calculated to induce discussion. The institute believes that "grocers can obtain a thorough grounding in this wartime essential for the patriotic food retailer."

"National Grocers' Institute has always stressed the need for nutritional knowledge at point of sale," said Edwin P. Geauque, executive director of the institute, in commenting on the program. "Comprehensive studies in the subject are an important part of the institute's courses leading to the degree of Graduate Grocer. However, the war, with the attendant problems of feeding a people for health and morale in times of uncertainty, demanded that we should increase the emphasis on it and enlarge the numbers reached. We feel that we must make intensive training in nutrition available to all grocers, to fit them as speedily as possible to serve their customers wisely in any eventuality."

## The Source of Our Supply

The finest Amber Durum grown in the United States is raised in what is known as the "Devils Lake (N. D.) Area." From more than 100 affiliated local elevators in this area comes the Amber Durum which we grind into:

Pisa Duramber Abo

No. 1 Semolina Fancy No. 1 Patent Flour  
Semolina

We have first choice on the best of the Amber Durum. That may explain why consumer demand for our products continues to increase.

Amber Milling Division of  
FARMERS UNION GRAIN  
TERMINAL ASSOCIATION

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



## Grocery Manufacturers Will Meet in November

Extraordinary Session Will Discuss Industry-Wide War Problems

The Grocery Manufacturers of America will meet in extraordinary session November 18, 19 and 20 at the Waldorf-Astoria Hotel in New York City, according to Paul S. Willis, President of the Association.

There is no such thing as "business as usual" in the grocery industry today, Mr. Willis said. Every phase of production, processing and distribution has been profoundly altered by the industry's all-out participation in the war effort.

The problems of finding containers, of meeting price ceilings, and of getting food delivered to the Army, Navy, Lend-Lease and civilians are not going to be solved by one company acting alone. The war effort requires the combined ingenuity and executive ability of the entire industry. It requires a free interchange of vital information which will make it possible for the food industry to meet the unprecedented responsibilities brought on by the war.

Details of the program for the November meeting will be announced later.

## School Cafeteria Managers' Conference

The Food Service Directors have announced the dates for their next conference, which is scheduled to be held November 5-7, 1942, at John Marshall Hotel, Richmond, Va.

The conference is for school cafeteria managers, persons employed in industrial, institutional college dormitory and private school lunchrooms, and hospital dietitians.

The keynote of the meeting will be—"Ways in Which Food Service Directors Can Help to Maintain Normal Nutrition in Wartime and in the Face of Scarcities, Rationing, Price Increases and Shortages of Equipment and Personnel."

Macaroni-noodle manufacturers interested in supplying their products to institutions and schools are being invited to attend.

## New York's Spaghetti Specialists

New York City is noted for its many "spaghetti houses" where the food is cooked by experienced chefs in plain sight of consumers. Even macaroni-noodle manufacturers from the hinterland look on with amazement when passing the windows of these "spaghetti houses," and with great delight in seeing the almost endless lines of hungry men and women who file into those eating places for

lunch and later in the day for dinner.

Several of these special food shops have now added a special service that is highly appreciated by housewives and bachelor girls of the great metropolitan area. They specialize in spaghetti dishes to take home, as nicely put by Staff Writer Jane Holt in a recent issue of the *New York Times*—part of which reads as follows:

### Spaghetti "to Take Out"

Spaghetti devotees whose culinary activities are limited through choice or necessity may visit any one of three city restaurants, which are owned by the same company. Thirty-five cents will buy a lavish portion of hot, freshly cooked spaghetti "to take out." Evidently intended for one extraordinarily hungry person or two with less wolfish appetites, this spaghetti is accompanied by a container of sauce and an envelope of grated hard cheese.

If you hurry, reach home within twenty-five minutes after leaving the restaurant and dine without ado, you may not have to re-heat the stuff. If,

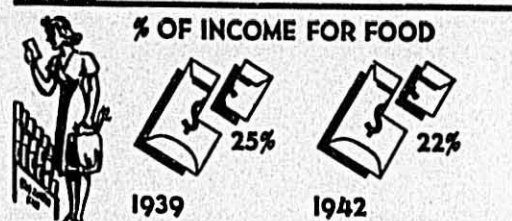
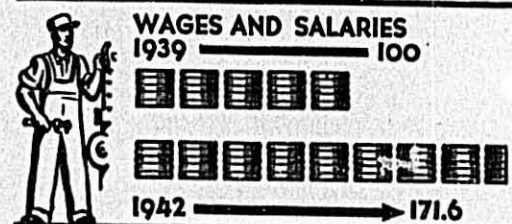
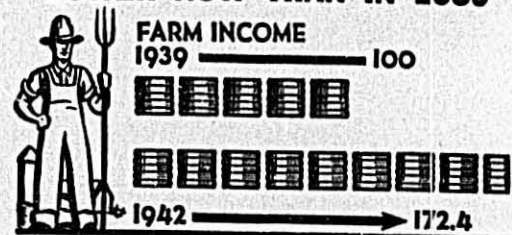
on the other hand, some hours are to elapse between purchase time and supper-time, it seems preferable to us to cook your own spaghetti—at its best when boiled and drained and straight-way eaten—and serve it with some "boughten" sauce.

The restaurants we have in mind make three kinds—each available for 30 cents a pint (enough for three or four)—and all most suitable for an informal, sit-on-the-floor party at which spaghetti is to be the one and only dish. There is a meat sauce, a mushroom sauce and a sauce said to be in the "Neapolitan style," a thick, henna-hued mixture of tomatoes and olive oil, seasoned—just to our taste, at least—with thyme and parsley and a coupon of garlic.

### Earnest Prayer

Asked to pray for warm weather so that her grandma's rheumatism might pass away, a five-year-old girl knelt and said: "Oh, Lord, make it hot for grandma!"

## % OF INCOME SPENT FOR FOOD LOWER NOW THAN IN 1939



QMA  
Figures just released by Price Administrator Leon Henderson reveal that estimated 1942 farm income will increase 72.4% over 1939, while wages and salaries will show an increase of 71.6%. In sharp contrast are food prices, which are always forced up by rising farm and labor costs. Latest figures from the U. S. Department of Labor show that food prices have been kept down to 21.6% over the 1935-1939 average, thanks to the food manufacturing industry's aggressive fight to keep the cost of living as low as possible. In 1939 for example, the average American housewife spent 25% out of every income dollar for food. That figure has since dropped to 22%.

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



## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

### Administrator's Work Described

Speaker Facetiously Portrays a Government

Executive "On the Job"

Before a notable gathering of food manufacturers at the Waldorf-Astoria Hotel, New York City, recently Mr. A. E. Staley, Deputy Chief, Food Branch of the War Production Board, speaking unofficially, presented the impressions of an unknown author on the work of some newly appointed executives to the "alphabet" section of the government. His quotations, in part, are:

"To do administrative work in the Government at Washington all you need is an office, a desk with two oak boxes and three buzzer buttons on it, and a secretary in the next room. As soon as you have gotten seated at your desk in the office three huge porters appear to move two strangers in with you, and you sit around awhile and silently hate each other. Finally they get your telephone connected. By this time you have learned your secretary's name. They then change the number on your office door. As a result of this and because all the offices and all the secretaries look exactly alike, you get into another office by

mistake when you come back from lunch and you work there several days before you discover it isn't yours. Eventually you get back into your own office. By this time you have a new secretary with a name that sounds like Zrrshvt, and you are now ready to go to work, which leads you to glance at the two oak boxes on your desk. People come into the office periodically and put papers into one of the boxes. It is your job to get them out of that box and into the other one, whence they will go to someone else.

"Put the junk in two piles on top of your desk. Try each day to get most of it changed over from one pile to the other; then you can go home. Next day get most of the stuff back into the other pile, dripping a little into the wastebasket, and dribbling some into the outgoing box. Be sure to check your name off on the list or they will bring it back to you. By this time a new accumulation will be found in the incoming box.

"In time the piles get so high you decide to report sick and stay home a few days hoping a lot of the junk will somehow vanish during your absence. It won't. When you come back the pile is two feet high, and you have a new secretary; the position of your buzzer buttons is different, and your telephone number has been changed, three more desks have been moved onto your desk, and your name is no longer on the door. There is a note on your desk addressed to Joe. It reads: 'It's on my desk, but I haven't had a chance to read

it yet. I'm swamped.' You open a lower desk drawer and a squirrel hops out. The place where your building is was a park six weeks ago. At this point there is nothing you can do but hold on or get into a conference. A conference is a slightly organized method of wasting time. Habitual conferees have unhappy home lives and would rather sit in the office and jaw each other than go home and be jawed. During the average two-hour conference there is a lot of: 'I'll contact Joe on that,' and—'My thought is we'd better table that for a week.' Finally, the chairman says: 'Let's get together tomorrow for two hours,' and you stumble back into your office blind with the poison gas you have been breathing. The pile on your desk has grown still further. The building has only two stories so you can't leap to your death from it. Your secretary would probably shoot you, if she were there and you asked her, for she is well trained. Anyway, it's already ten o'clock so you curl up in the desk drawer and sleep fitfully until dawn when it starts all over again."

Really it isn't as bad as that. As one begins to understand the relationship of the work of the various individuals and to obtain an understanding of the entire machinery of the War Production Board in action, he acquires a real respect for the job that is being done under very difficult circumstances. The men in the War Production Board are imbued with only one objective and that is to do anything in their power in the winning of the war. All other considerations must be and have been placed aside.

The job that is being done is a gigantic one and the organization carrying it on is newly created. Obviously, under these conditions, there is bound to be red tape and delay, but I sincerely believe that those have been minimized and a really practical basis of work is being established.



### "Meat Rationing" Spells Opportunity

The attached chart—"U. S. Wartime Meat Supply"—has been prepared by the Office of War Information.

It shows in a most graphic manner the grand opportunity being offered indirectly to the Macaroni-Noodle makers by the Government as a war measure—but truly the Industry's chance of a lifetime.

Wide-awake manufacturers are anticipating the effects of meat rationing on the nation's diet, and are rushing to the rescue of the bewildered housewives of America who are ready to be convinced that there are excellent substitutes for meats and that Macaroni Products lead in that category.

Through the National Macaroni Institute it is planned to tell the

housewives of this country just how Macaroni Products will help meet the food deficiency caused by meat rationing and how to extend the smaller portions of meat now recommended into full and satisfying meals.

The Government has provided the opportunity as a war measure. The Macaroni people should capitalize it to the fullest possible extent. They have the product that will fill the niche—and the stomach, too . . . all they need is a general, united desire to grasp the opportunity, not individually, but cooperatively, as an industry.

Study the chart. Check your production capabilities—and then determine to join with your fellow manufacturers to make the most of an opportunity thus thrust into your lap.

#### U. S. WARTIME MEAT SUPPLY

Last Year (July 1, 1941, to June 30, 1942)

We produced 20 billion pounds of meat.

This Year (July 1, 1942, to June 30, 1943)

We are producing 24 billion pounds of meat.

Our allies and our armed forces must have at least 6 billion pounds of meat.

This will leave 18 billion pounds of meat this year for U. S. civilian use.

Belgium—5 oz.	Weekly Rations
Germany—12 oz.	
Britain—1 lb.	
United States—2½ lbs. (Civilian supply per person per week)	

This means an average of 2½ lbs. per person per week. We had about this same amount of meat per person on the average during the ten-year period of 1931-40. Because we must provide meat for our fighting men and our allies, civilians will have somewhat less meat this year than last year.

### LaRosa Drive in Dailies

V. LaRosa & Sons, Inc., Brooklyn, started its first major newspaper campaign in New York City and the metropolitan area on October 2. The drive also takes in New York State, Philadelphia and New England. The advertisements, promoting LaRosa Grade A macaroni products, will appear weekly on the food page. The newspaper campaign will be supported by sectional magazines, women's service radio programs and car cards. M. H. Hackett, Inc., is the agency.

### FLOUR OUTPUT GAINS IN SEPTEMBER

A 1.5% increase in flour production in September boosted total crop year output of flour to a point moderately above that of the corresponding three months of last year, a possible indication that increased general food consumption is beginning to be felt in flour milling as it has been in other food industries.

September production reached 6,334,511 bbls. among the mills reporting to *The Northwestern Miller*. These plants account for about 65% of the total flour production. The 1942 figure for September was the best for that month since 1939. Production last year amounted to 6,230,126 bbls. and two years ago output amounted to 6,037,290 bbls.

Gains over a year ago were recorded in all section except the Pacific Coast, which dropped from 556,446 bbls. to 488,132. Proportionately the largest gain was in the southeastern states, where production was up 13% over last year, which was a rather poor September for that area.

Durum mills also experienced a better September than last year, producing 330,644 bbls. against 317,483 last season.

A detailed table appears below:

#### Total Monthly Flour Production

(Reported by mills producing 65% of the flour manufactured in the U. S.)

	September, 1942		September, 1941		September, 1939
	Previous month	1941	1940	1939	
Northwest .....	1,510,109	1,363,594	1,508,389	1,506,178	1,821,968
Southwest .....	2,421,342	2,262,653	2,370,318	2,121,995	2,662,372
Buffalo .....	913,772	804,863	867,675	873,831	1,062,491
Central West—Eastern Division .....	588,168	598,063	551,410	517,877	568,248
Western Division .....	295,126	271,640	272,271	237,731	380,770
Southeast .....	117,862	99,144	103,597	129,510	200,330
North Pacific Coast .....	488,132	609,969	557,466	614,168	698,924
Totals .....	6,334,511	6,009,926	6,230,126	6,037,290	7,395,103

\*Partly estimated.

#### TOTAL MONTHLY PRODUCTION OF DURUM PRODUCTS†

September, 1942	August, 1942	September, 1941
330,644	297,587	317,483

†Nine mills.



You cannot see it—you cannot taste it—you cannot smell it—you cannot feel it.

Yes, this is carbon monoxide gas. You have all heard about it, and much has been written and said about it; but every year thousands of lives are lost because of carelessness on the part of the victims protecting themselves against it.

Do these things:

Always leave your garage doors open when the motor of your car is running.

Always have a car window open while driving.

This gas is so deadly that the amount produced in three minutes by an ordinary car motor running in a closed single car garage will prove fatal to the occupants.

Be careful!

### August Dried Egg Production

Egg drying for Lend-Lease purposes is now the principal activity of egg-breaking plants. Production of dried egg in August totaled 20,944,883 pounds compared with 2,854,909 pounds in August, 1941. Frozen egg production in August was 5,636,000 pounds compared with 9,848,000 in August last year. The amount of liquid eggs produced for immediate consumption totaled 890,000 pounds compared with 1,842,000 a year ago.

Liquid egg for drying produced from fresh shell eggs is now being supplemented with liquid produced from frozen and storage shell eggs. Reports showed that 5,900,000 pounds of frozen eggs and 313,000 cases of storage shell eggs were used in drying operations during August. Increasing quantities of frozen eggs and storage shell eggs will be used for drying during the remaining months of 1942.

Storage holdings of frozen eggs on September 1 totaled 272,231,000 pounds compared with 194,006,000

pounds on September 1, 1941, and 152,173,000 pounds, the (1937-41) average. Holdings of shell eggs totaled 6,759,000 cases compared with 6,131,000 cases on September 1, 1941, and the September 1 (1937-41) average of 6,860,000 cases. These holdings included 2,660,000 cases of shell eggs and 97,466,000 pounds of frozen eggs earmarked for drying against commitments on dried egg contracts for delivery to the Federal Surplus Commodities Corporation.

The Agricultural Marketing Administration accepted offers on 9,033,785 pounds of dried eggs in August. Offers accepted September 1 to September 17 totaled 7,842,700 pounds.

#### Frozen Egg Production 1940-42

Month	1940	1941	1942 <sup>1</sup>
	Pounds	Pounds	Pounds
January	707,000	915,000	3,075,000
February	733,000	8,140,000	13,626,000
March	29,481,000	39,386,000	42,686,000
April	44,029,000	46,826,000	59,001,000
May	53,662,000	53,303,000	57,090,000
June	41,283,000	46,560,000	52,750,000
July	12,749,000	26,555,000	17,755,000
August	5,115,000	9,848,000	65,636,000
September	1,249,000	2,845,000	
October	249,000	1,951,000	
November	216,000	588,000	
December	105,000	265,000	
Total	189,578,000	237,182,000	

<sup>1</sup>Preliminary.

#### Dried Egg Production, August 1941-42

Commodity	August, 1941	August, 1942 <sup>1</sup>	Per cent change in 1942
	Pounds	Pounds	Per cent
Whole	2,370,406	20,645,417	+771
Albumen	249,252	216,374	-13
Yolks	235,251	83,092	-65
TOTAL	2,854,909	20,944,883	+634
Firms reporting	61		

<sup>1</sup>Preliminary.

### HOLDING FIRST PLACE

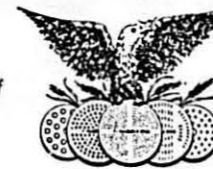
MALDARI Macaroni Dies have held first place in the field for over 39 years. The leading macaroni plants of the world today are using Maldari Insuperable Dies.

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"



## The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1901

Trade Mark Registered U. S. Patent Office  
Founded in 1901  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

### PUBLICATION COMMITTEE

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Joseph J. Cuneo.....Advisor  
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### SPECIAL NOTICE

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

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

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

### ADVERTISING RATES

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

Vol. XXIV OCTOBER, 1942 No. 8



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

### PREPARE FOR TOMORROW!

Fly your old plant flag gaily  
Aloft in the wartime breeze,  
Though tidings may circulate daily  
Of further priorities!

Spread your trade name through the papers,  
On billboards, in magazines;  
Though peacetime publicity capers,  
Are not what this counsel means!

Victory may come ere we know it;  
Be ready! Your product should be  
Remembered because you now show it  
Where future consumers can see!  
—Rheinart Kleiner

### Under the Knife

J. Harry Diamond, President of Gooch Food Products Company and Past President of the National Macaroni Manufacturers Association, was a patient at Mayo Brothers' hospital, Rochester, Minnesota, having undergone two serious operations, August 20 and 24.

Reports from Mrs. Diamond, who accompanied him, were of the effect

that as of September 16 he was "still very, very ill and unable to take care of any correspondence."

His many friends in the industry wish him a speedy and complete recovery—a wish in which the editorial staff of THE MACARONI JOURNAL and the executives of the National Macaroni Manufacturers Association are in full accord.

### Fire Damages Gioia Plant

The roof of the Gioia Macaroni Company's plant at 71 Parkway, Rochester, N. Y., was damaged by fire of undetermined origin the night of September 24, 1942. Repairs were quickly made with no interruption of business.

### Smile—A Business Asset Nobody Respects or Perpetual Grouch, Particularly in Business

There is an expression in common usage now, which while not very elegant, does describe with brutal accuracy a condition met with too often in stores.

This expression is used for the person who looks and acts as if he had never learned how to smile. In terms of the new lingo, such a person is a "sourpuss."

Nobody would ever choose to be known as a sourpuss, yet many people are referred to by this uncomplimentary designation.

No one likes to talk to a sourpuss. No one likes to transact business with a sourpuss.

As a matter of fact, a sourpuss is in grave danger of having that sourpuss expression become a permanent feature. If he keeps on being a sourpuss he will soon have good reason to keep on being a sourpuss. Figure that one out for yourself.

Maybe you are a sourpuss. Unfortunately, if you are, even your best friend will not tell you.

But there is one way to be sure that you are not being called a sourpuss behind your back—just smile.

Smile when you greet your customers. It will not hurt you. Your customers are paying you a compliment when they pick you and your store when they buy. A smile helps to show them that you appreciate their patronage. A sourpuss expression makes them sorry they came in.

Smile while you are transacting business. A smile creates confidence. People who try to do business with a sourpuss are apt to wonder if the sheriff is about to lock up the business.

Smile when you take the customer's money. If you can't smile naturally

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FOR SALE—14 1/2" Hydraulic Press; kneader, mixer, dies, trucks and sticks. Two scales—1 Howe Vitagraph, 1 Exact, Exhaust fans. No dealers. Roth Noodle Co., Pittsburgh, Pa.

when the cash register jingles, you must be a charter member of the sourpuss lodge.

Smile when you complete a transaction and send the customer on her way. People like to come back where there is a cheerful atmosphere. Remember that you can attract more flies with sugar than you can with vinegar. So, don't be a sourpuss—Smile!

Too many confuse jumping at a conclusion with jumping at a chance.

# FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



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Then--  
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**"Herring and Point" and "Kiss the Cheese"**

While it is improbable that American families will ever reach the "herring and point" or the "kiss the cheese" stage, it is imperative that even in this country of bountiful harvests, all our notorious wasteful habits be banished for the duration. Already meats are on a voluntary rationing basis and will be placed on a compulsory basis by January 1. Plainer foods will be the order of the day and the less popular cuts of meats will be the only orders filled by the butcher.

Just what kind of a meal is "Herring and Point"? What kind of a repast is "Kiss the Cheese"?

"Herring and Point" is said to have originated in Ireland during the famous famine days when potatoes were almost the only food available to the poor. According to the story a smoked herring would be placed in the center of the table, and the family was allowed to point their potatoes at it in order that the potatoes might acquire some of the pungent flavor, the same herring doing duty for weeks.

Out of famine-stricken Greece comes the "Kiss the Cheese" story. It, too, is a food conservation story. Handed a rather large portion of bread and a wee bit of cheese, the Grecian children are admonished by their mothers to "take a large mouthful of bread and

to just nibble or "kiss the cheese bit," to flavor the mouthful.

While the food needs of the American fighters and those of the allied nations are being met out of the plentiful supply in this country, civilians will be called upon to do more or less "Herring and Point" and "Kiss the Cheese." They will find new ways of extending their rationed meat supplies, extending meat flavor. There is no better "extender" of meats than macaroni, spaghetti and egg noodles. Manufacturers of this food would be derelict in their duty to the consumers of this country, and to the country itself, if they failed to educate the former on the practicability of using macaroni products to make meat portions "go further."

A few dollars spent in such educational work now will bring returns that are immeasurable in future acceptance of this wonderful grain food. If the macaroni-noodle manufacturer grasps the opportunity thus thrust upon them, no American will ever need to resort to the "Herring and Point" or to the "Kiss the Cheese" sacrifices that, unfortunately, are compulsory in so many parts of the world today.

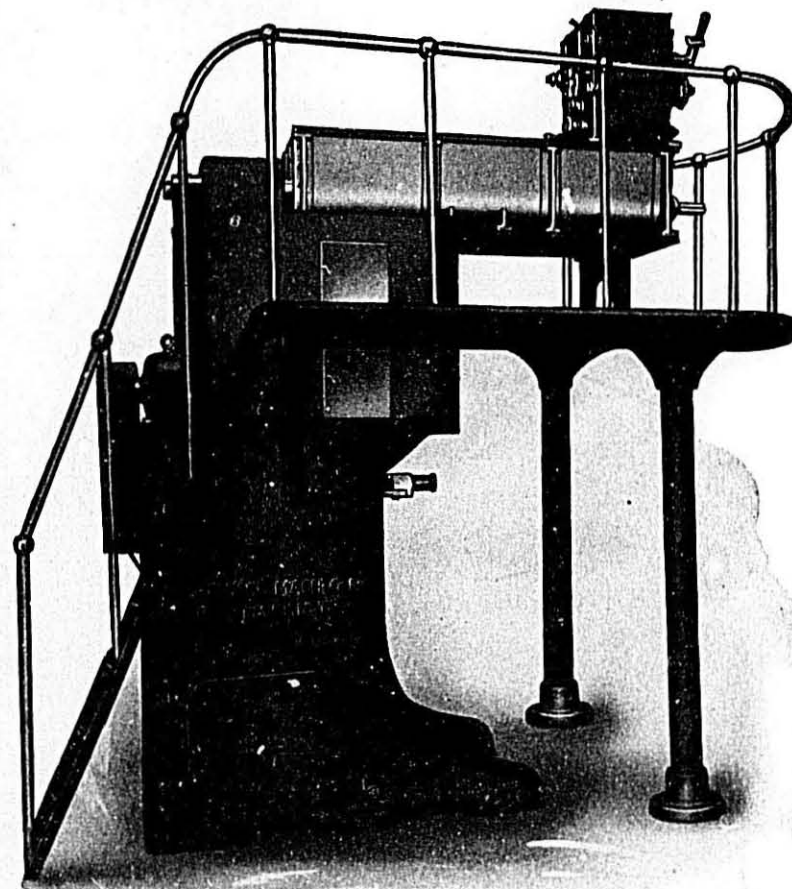
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One family that uses a lot of your spaghetti or macaroni is worth two or three that use it only occasionally. Many families will use lots of it if it's so good that Pop, Mom, and the kids enjoy eating it often. Pillsbury's Durum Products help to make it that way.

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