

**THE
MACARONI
JOURNAL**

**Volume XXV
Number 4**

August, 1943

AUGUST, 1943

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Be Proud of Your Industry

For
It Is Playing An Important
Part In the War Effort

A recent Government release testifies to the following cheering facts:

- 1—The Nation's No. 1 Meat Stretcher, unrationed Macaroni Products.
- 2—Wartime consumption of this fine food is 9 pounds per capita—double its pre-war use.
- 3—The production outlook is one of the brightest spots in the wartime food picture.

Official Organ
National Macaroni Manufacturers Association
Beverlywood, Illinois

Printed in U.S.A.

VOLUME XXV
NUMBER 4

Wise packers plan ahead!

THE FALL AND WINTER—THE BEST
SEASON FOR MACARONI PRODUCTS—LIES JUST
AHEAD. WHAT ABOUT YOUR PACKAGING?

FALL AND WINTER—the colder months—are traditionally big months for the macaroni industry.

During these months more macaroni products than ever will go to market. More packaging will be needed. Rossotti will be asked to produce more cartons. Rossotti has been working at top speed to satisfy the requirements of the many macaroni and egg noodle manufacturers who have converted to folding cartons. Naturally, it is physically impossible for us to handle all the requirements of all manufacturers.

Rossotti will endeavor to fill orders for folding cartons—either with or without windows—to the best of its ability. Please observe, however, that many of the conditions and restraints which affect other businesses, also involve us. Materials do not flow to us as formerly. We are constantly losing materials to the Armed Forces. Long-term commitments to our old customers (whom we naturally strive to serve first) and a lengthening backlog make it difficult for us to manufacture and deliver folding cartons as promptly as in normal times.

TO PACKERS who are planning to order cartons, the following suggestions might prove helpful:

1. Let us know of your requirements as far in advance as possible. This may enable us to work your order into our production on a staggered basis. It frequently takes us over three months to manufacture the average carton order. Also remember that transportation requires much longer.
2. Use small, compact cartons wherever possible to conserve materials, reduce shipping weight and space, and incidentally lower your costs.
3. Use Rossotti Stock Cartons, Stock Labels and Gummed Stickers, to fill in production until you obtain your own package. Send for samples and price lists today.



ROSSOTTI LITHOGRAPHING COMPANY, INC.

Main Office and Plant: North Bergen, N. J.

Sales Representatives in Principal Cities

Heavier Government Buying Expected

Overlapping of Purchases for Regular Consumption and for Relief and Rehabilitation Operations May Produce Unfavorable Conditions in the Industry



C. W. Wolfe

Is there any possibility that the Macaroni-Noodle Industry may have entirely too much business to maintain its present satisfactory situation?

There are many in the trade that feel that such a condition may arise unless something is done to create a better understanding on the part of producers and Government buyers. Lack of understanding may disrupt the steady progress which the industry has been enjoying and the steady supply of food for home consumption, for feeding those who are in the armed services and the hungry people of occupied countries.

Officers and other leading members of the National Association warn both processors and buyers to take immediate steps to level off purchases to meet increased demands that are sure to result as armed victories increase our responsibilities. The Government is asked to help relieve the situation by increasing its purchases to normal use during the summer months when consumption is at sub-normal levels so as to clear the way for the heavier purchases contemplated during the heavy consumption periods.

President C. W. Wolfe has been in touch with the several government agencies seeking their cooperation and has appealed to the manufacturers to cooperate more definitely in leveling-off purchases to avoid a situation that may bring the Government into the production status as has been the case in other industries. He fears the effects of "too much demand at one time," and hopes to prevent this by inducing judicious Government purchasing during the normally slack period. His statement follows:

"Manufacturers who attended the Wartime Conference in Chicago last June will recall that I then stressed the need of inducing the Chicago Quartermaster Depot and Lease-Lend to make purchases ahead during June, July and August when our industry is not in full production, to avoid too much demand at one time.

"That the warning was timely is proven by reports that come out of Washington as a result of our recent victories on the battle fronts. During my visit to the nation's capital in July, Washington Representative Benjamin R. Jacobs and I were told what was in the wind. We can expect heavier demands for our products when our industry is at peak production next winter. In support of my warning last June, I submit the following:

"The Office of Foreign Relief and Rehabilitation Operations (OFFRO), headed by former Governor of New York Lehman, has arrived at 100,000,000 lbs. of spaghetti, fortified with soy flour and whole eggs, as being the quantity of this food they will purchase during the next twelve-month period, for shipment to North Africa and Italy.

"They will probably want at least 25,000,000 to 30,000,000 lbs. of this spaghetti by January 1, 1944. The only thing holding up buying right now is satisfying all the various nutrient advisers, et cetera, as to the formula.

"I wish to stress the necessity of all manufacturers participating in supplying government requirements, so that at no time will the government be inclined to take over any macaroni factories or conceive the idea of constructing some additional capacity. In this connection, I want to quote some facts of government participation in other

industries, from the *Washington Review* of the Chamber of Commerce of the United States of July 31, 1943.

"Steel production has been expanded to such an extent that the government at the end of the year will own as much as 10 per cent of the total capacity of the country. It owns a \$190 million complete steel mill in Utah; a \$100 million plant in Pennsylvania; one costing \$85 million in Illinois, and 120 smaller plants scattered over several states. Most of them are operated by private companies for the government, which built them at a cost of more than \$1 billion."

"Aluminum will be produced in nine plants and fabricated in 45 plants built by the government at a cost of \$76 million. The annual aluminum producing capacity of the government plants will be greater than that of all plants owned by private industry."

"Magnesium production by government costing \$430 million will account for 92 per cent of total capacity of all government and private projects."

"Synthetic Rubber in an annual amount one-third greater than ever was used in peacetime will be produced in government-owned plants costing \$625 million."

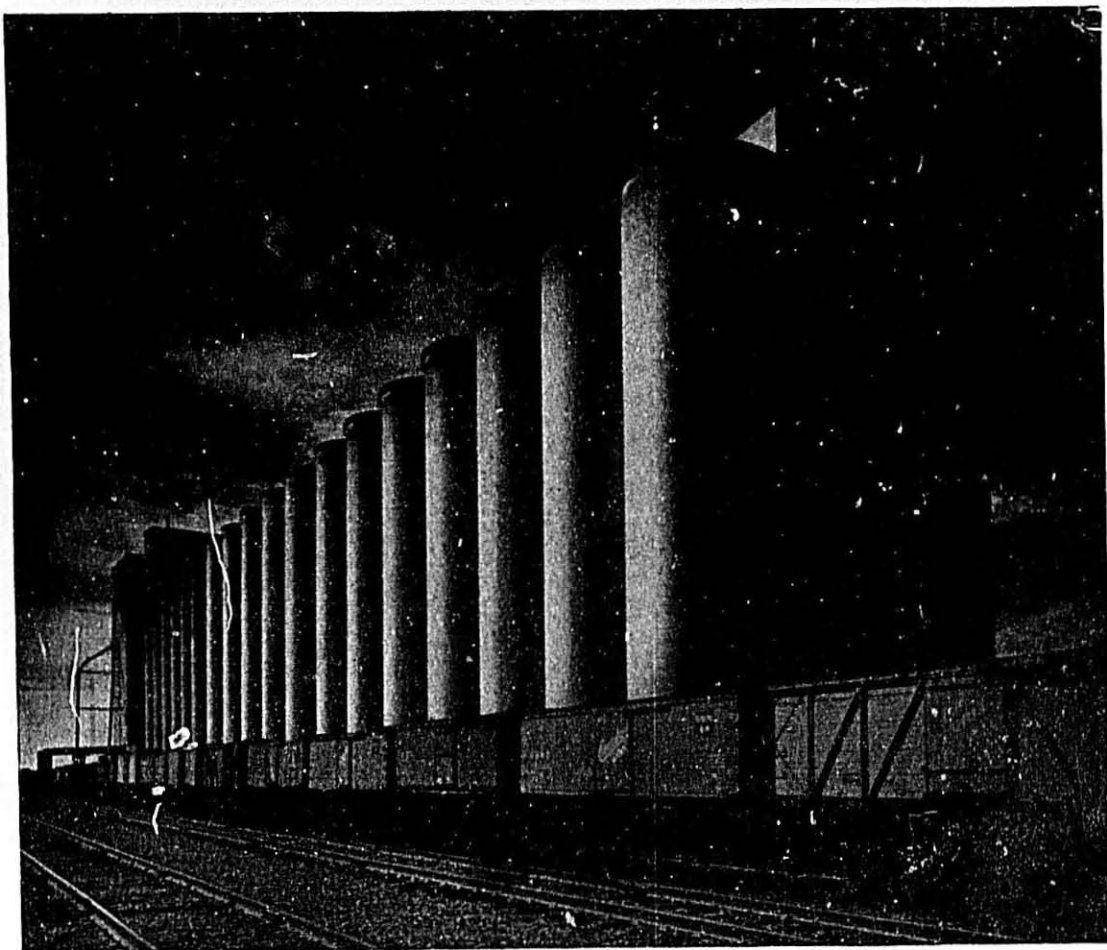
"Machine Tool plants representing almost one-half of the country's facilities will be owned by the government."

"Aviation investments of the government total \$2.7 billion, ten times the value of the privately owned industry. The government owns 521 plants for the production of aircraft, aircraft engines, parts and accessories."

"In each of these and other industries the government's postwar policy may cause serious injury to private enterprise, or, if properly directed, may be helpful to it."

C. W. Wolfe, President, NMMA.

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.



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Containers - Labor - Suggestions

It would be most helpful to business if executives could be informed in advance of contemplated action by Government agencies—before such proposed programs have been translated into definite action. There is a plan on foot to do just that according to advanced information from the Office of War Information.

Take the matter of containers, for instance. Macaroni-Noodle manufacturers may be given limited preferences because food is a necessity, but the predictions are that the container stringency will continue to increase, until even food processors will feel the pinch.

There is the matter of the glass container. When wood and paper and cans were restricted before and immediately after Pearl Harbor, many made use of glass containers. Recently there was issued a plea to all house owners to search attic and cellar for old bottles, jars, etc., and to return same for re-use. In the case of bottles for beverages, the metal cap was the scarce article and many substitutes were resorted to. . . . But now the Government wants every domestic bottle re-used on an average of 30 times in order to meet a glass stringency situation. It is reasoned that all glass bottles used in shipping drinks and food to army and navy, to lend-lease, are "expendibles"—that is, are forever lost; therefore, it is more urgent than ever that the bottles on the home front make more frequent trips from filler to dispenser.

What about the re-use of macaroni and noodle containers? Well, this presents difficulties, other than those confronting bottlers, but things are shaping in such a way that re-use of containers may become necessary. Notice of what may be expected is contained in a recent release by the Office of War Information. It reads:

"The desperate need for shipping containers to carry materials to our fighting fronts threatens serious consequences to our civilian distribution machinery. Unprecedented demands from Army, Navy, Lend-Lease and other war agencies for finished containers, added to the increasing scarcity of the raw materials to make them, may make it extremely difficult for manufacturers to market the consumer goods they are still permitted to make. As a constructive means of easing this critical situation, the Container Division of the War Production Board is soon to launch a "National Container Re-use" program. Business organizations will be asked to use their ingenuity to find ways to use shipping containers more than once. Informative releases, setting forth data regarding present container shortages, suggesting means of carefully handling, opening, and re-using every existing container, "case histories" of what certain companies have

already accomplished in container re-use programs of their own, will be made available to the business press.

Then there is the labor problem—one that affects every kind of business. Living costs are on the upgrade and skilled men are drained from essential places in vital food and other trades to defense work where higher wage standards prevail. This causes unrest, dissatisfaction and slowdowns in production. How is this affecting macaroni-noodle manufacturers? The seriousness of the whole situation is referred to in a recent dispatch from the Office of War Information which reads, in part:

"Labor grievances are coming before the National War Labor Board at a rate that is greatly overtaxing its facilities. In the week ending June 25, 141 dispute cases were referred to regional offices of the Board. On that date the Board had a backlog of 1,564 disputes awaiting settlement. Enactment of the Smith-Connally law may prompt employers to bring even more cases to the Board. In the opinion of Chairman William H. Davis, many strikes could be eliminated by a grievance procedure set up within the plants. Settlement by arbitration of contract disputes would prevent interference with production of supplies badly needed by our men at the front. A number of leading companies have already set up simple in-plant arbitration machinery with excellent results."

On the brighter side, is reference to the contributions of suggestions by employes that have greatly aided in the increased production aimed at in the all-out war effort. Commenting on this, WB says:

"Employ suggestions for production short-cuts to speed the winning of the war are pouring in on Labor-Management Committees by the thousands every week. It has been estimated that, since Pearl Harbor, more than 400,000 such suggestions have been received. A large percentage of these have been put to use, thereby greatly helping American industry reach its great production goals.

"To spread this 'know-how,' the War Production Drive Headquarters has instituted a new service. Practical suggestions which have been tried out in the shop and certified are being broken down into industry groups. Both specific suggestions and those of wide application will be welcomed and passed on to those who can put them to the best use."

Macaroni-Noodle manufacturers will welcome all ideas and suggestions that are applicable to their business, as all are desirous of cooperating fully with the country's requirements and maintaining the most pleasant employer-employee relations while so doing.

Oppose General Enrichment at Mills

Association Executive Makes Straightforward Statement
on Government Proposal to Enrich All Flours

With no attempt to discuss the merits of flour enrichment as proposed by the Government in its planned nutrition campaign, President C. W. Wolfe of the National Macaroni Manufacturers Association in a studied and frank statement has made known the position of his organization and of the thinkers in the industry. In his opinion, and from the viewpoint of encouraging the increased production of the better grades of macaroni-spaghetti-egg noodles, the proposal is impractical.

The feeling prevails generally in the trade that the enactment of the government proposal to require the enrichment of all flours at the mill would result in the lowering of the quality of macaroni products, because of the very nature of the semolina and farina from which the better grades are processed. The coarse, granular consistency of semolina and farina prevents the even distribution of the enriching ingredients as experiments prove that unavoidable separations will occur, despite every precaution.

To avoid possible prosecutions for unintentional and unavoidable violations that would result from attempts to use mill-enriched ingredients, it is proposed that the regulations to be finally promulgated, so that macaroni-noodle manufacturers may be permitted to add the enriching ingredients in their own plants where the blending could be more easily and directly supervised.

President Wolfe's statement follows:

"Manufacturers of macaroni, spaghetti and egg noodles use south-west flour, spring flour, flour made from wheat grown in the Pacific Northwest, durum flour, semolina and farina. If the government, by regulation, directs that all flour shall be enriched, those manufacturers of macaroni, spaghetti and egg noodle products using flour in the production of their products will be provided with the raw material from which they will be able to manufacture and sell enriched macaroni, spaghetti and egg noodle products.

"It is not feasible to enrich semolina and farina due to the nature of these products which are coarsely ground, because there will be a separation between the enriching agents and the semolina and farina when the semolina and farina are dumped in large bins, and the products manufactured therefrom will become unevenly enriched; it is not fair and equitable to rule and direct that all flour shall be enriched without providing the authority and regulation that all macaroni, spaghetti and egg noodle prod-

ucts be enriched at the time of manufacture when the raw materials being used are farina and semolina.

"Macaroni and spaghetti manufactured from semolina and farina are considered to be higher quality products than those manufactured from flour, and the promulgation of a regulation enriching all flour will automatically grant a privilege of enrichment denied higher quality products.

"All manufacturers of macaroni, spaghetti and egg noodles do not buy in solid carlots at one time. Many small manufacturers buy from jobbers, and when they buy flour these small manufacturers would be buying enriched flour.

"If by regulation it is directed that all flour be enriched, the tendency may be developed that all macaroni, spaghetti and egg noodle products will be made from flour, and what are considered the highest grade products, made from semolina and farina, will definitely be decreased."

O.P.A. Regulations

Point Values on Returned Goods

Wholesalers of processed food must deduct the point value of returned merchandise from the total amount of merchandise transferred by them in computing their allowable inventory for any reporting period, the Office of Price Administration has announced.

A wholesaler's allowable inventory is figured by multiplying his processed food transfers during a specified period by a "factor" fixed by O.P.A. Since food returned to him during the period is not actually disposed of, but

is still in his stock, it must be deducted from his transfers when his allowable inventory is figured.

This change in reporting is made in Amendment 49 to Ration Order 13, Processed Foods, effective July 31, 1943.

Flour Prices

Jobbers of flour, except those selling to retailers, were placed permanently under the provisions of the regulation covering flour from wheat, semolina and farina, the Office of Price Administration recently ruled. Previously they had been temporarily under the provisions of this regulation.

Those jobbers selling to retailers must establish their maximum prices under Regulation No. 421 (Ceiling Prices for Sales of Certain Foods at Wholesale).

The flour regulation is No. 296 (Flour from Wheat, Semolina and Farina). Today's action was taken through Amendment No. 6 to this regulation. The amendment becomes effective July 31, 1943.

Purchase Only What You Need

Goods and services in the United States this wartime are enough to keep everybody going if everybody buys just what he needs. Unnecessary spending upsets fair distribution—pushes prices up too, because we can't make more to fill an added demand.

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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



The Government Panel—The Presiding Officer and the Government Panel for discussion of Industry-Government Cooperation at Warlike Conference in Chicago, June 25, 1943. Left to right: C. W. Wolfe, Industry Leader; Col. John N. Gage, Chicago Quartermaster Corps; Wallace P. Studencki, Bureau of Manpower Utilization, War Manpower Commission; V. L. Bushman, Government Chairman, Macaroni-Spaghetti-Noodle Industry Advisory Committee; Donald S. Payne, Chief, Soya Products Section, Food Distribution Administration.

Some Convention



Rose Sarli, Vivacious Kansas Cilian, Official Hostess at Rosotti Lithographing Company's Reception Honoring President C. W. Wolfe.



C. J. Travis, right, Chairman of Association's Future Activities Committee and his partner George B. Johnson of Keystone Macaroni Co., Lebanon, Pa.



Peter Le Rosa and Joseph Giordano, an Association Director and His Able Assistant.



An entertaining Foursome—Supervisors of Reception by the Rosotti Lithographing Co. in Honor of President C. W. Wolfe. Left to right, Mr. and Mrs. Charles G. Rosotti, and Mrs. and Mr. Alfred Rosotti.

Interesting Highlights



James T. Williams—"Jay Tee," President, The Creamette Co., Minneapolis, Association's World War I President.



A Regular Attender from Canada, Miss Madeline Constant, General Manager of the Constant Products Co., St. Boniface, Manitoba, Canada.



Benjamin C. Jacobs and Mrs. Jacobs, Association's Chief Government Representative, and his Secretarial Assistant.



Legionnaires—The Foursome that Presented the Second Annual Patriotic Ceremonies at Conference Opening. Standing, left to right, Nicholas Traficanti, Parly Carzone, John Patrone; seated, A. Maloni.



James F. Driscoll, Chief Macaroni Buyer, Chicago Quartermaster Corps



Henry D. Rossi of Peter Rossi and Sons, Braidwood, Illinois, youngest representative at the organization meeting of the National Association at Pittsburgh, Pa., April 19, 1934, and a regular attendee of National Conferences of the Industry ever since.



John Amato of the Clermont Machine Company, Brooklyn, N. Y., who substituted for his father-in-law, C. Surico, the firm's president, as host at the cocktail party and reception tendered the macaroni makers and guests on June 26 preceding the annual dinner-dance sponsored by the National Association. He was assisted in his pleasant duties by Mrs. John Amato and his sister-in-law, Miss Surico, a younger daughter of the host firm's president.



N. J. Cavagnaro (left) and C. Ambretto, Consolidated Macaroni Machine Corp., Brooklyn, N. Y.

President's Statement to Directors

President Wolfe of the National Association, presented the following report to the final meeting of the 1942-43 Board of Directors, immediately preceding the Wartime Conference June 24, 1943:

To the Directors:

The National Macaroni Manufacturers Association can only succeed to the extent that we interpret the will of our members. The only way we can have influence with Washington Bureaus and Agencies, which is so important today, is to speak with an authority that comes from representing a loyal and strong membership. We must have influence with members of the Association as well and the only way we can have such influence is to demonstrate to them that the association is fitted with the qualities of leadership—that the officers can see the United States as a whole and not by sections, that they can mentally encompass our entire economy and not merely its segments, and that they have an awareness of what will happen after "the duration." Peace has a habit of lasting longer than war.

If anyone thinks it was important to have representation in Washington last year, particularly when relief from GMPR was desired, it will be doubly desirable and important that strong representation be maintained the coming year, as this is going to be the most important food year in the history of the United States.

I am repeating some recommendations which I made previously that I still think you as a Board of Directors should act upon to build a stronger association.

First: That each of you rate yourself with respect to your competitor in your region, and rate your regional competitor with respect to yourself, and set up four classes of membership and dues payment, none of which shall be less than \$50 per year. That every manufacturer be a member on the basis of his rating and not be allowed to set up his own rating and dues payment. That a committee from this Board of Directors draw up a resolution to the above effect, introduce it on the floor of our War Conference and speak for it whole-heartedly and put it over to the membership.

Second: That after properly rating each manufacturer in your region, we here as a Board of Directors ascertain those that are members of our association and report the amount of dues income our association will have.

Third: That after we have ascertained the amount of dues income we have we shall here and now decide what and how much representation we desire to have Dr. Jacobs do for us in Washington, and if not Dr. Jacobs who we desire to represent us in Washington, and for how much money.

Fourth: If we retain Dr. Jacobs, we should pay him enough money so that he will refrain from representing any macaroni manufacturer or allied tradesman who is not a member of our association in any manner, or on any occasion.

Fifth: The above recommendations are made because of instances where outside paid representatives of one manufacturer or a small group of manufacturers represents that the National Macaroni Manufacturers Association is not qualified to represent his or their clients. There is no reason for competitive representation of the same members of an industry, especially when the minority members so represented are members of the Association. Government in the food business the coming year is going to be so strong that we will need a representative in Washington practically 100 per cent of the time. Let us have a representative who is capable, honest to all and will interpret what is best for the entire industry when peace comes again. If some manufacturer or group of manufacturers who are members of our association feel that they desire a representative of their own choosing to go to Washington on some particular matter, wouldn't it be better if the representative of the Association were consulted about the matters this representative was working on and even be invited to go along and visit the agencies to be seen and thereby put forth the representation of a united industry rather than a divided industry, each fighting for his share, sometimes getting more or less, because of competitive representation?

Don't Ask More in Prices or Wages

This is a tough one. Everybody wants to get money when he can. But if the other fellow gets more, it raises prices for you, and if you get more, it raises prices for him and he pushes up prices on you.

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St. Regis MULTIWALL Paper Bags at the

HERE IS THE SILVER LINING IN THE SACKING EMERGENCY

IMMEDIATE SERVICE OF THE MILLING INDUSTRY AVAILABLE — in any size, type and quantity

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3 to 6 walls of tough kraft paper

fabricated in tube form, one inside the other, each bearing its share of the load, protect your product and deliver it in the same fine condition you sacked it.

Technical training and long experience with the packaging requirements of your industry enable a St. Regis Engineer to specify the type of bag best suited to *your* needs. At the same time, he can suggest the most economical way to change-over your packaging equipment to handle these inexpensive, one-trip paper sacks. Your inquiry will receive prompt attention.



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Yes, We Have Macaroni

Food Trade Letter, Issued July 7 by the U. S. Department of Agriculture, Stamps Macaroni Products as the "Nation's No. 1 Meat Stretcher". Estimate Per Capita Consumption at About Nine Pounds

Macaroni, spaghetti and noodle manufacturers will be very much interested in the official status given their products by the War Food Administration, its review of the development of the industry through the years and why it is deserving of greater consumer acceptance.

The war has cut into civilian supplies of beef, pork, and other meats, but we still have plenty of the Nation's No. 1 meat stretcher—unrationed macaroni products.

They're going over the counter in the largest volume on record . . . macaroni, spaghetti, vermicelli, noodles. Housewives are using them as never before to stretch the meat or cheese . . . and coming back for more.

Most of the sales are the customary packages and cartons . . . the hollow tubes of macaroni, and solid rods of spaghetti and vermicelli. Noodles usually contain 5 per cent or more of whole egg powder or egg yolk solids. Macaroni products differ widely in shape and size, but all stem directly from northwestern durum wheat—one of the top-flight energy foodstuffs in the grain family.

Although bulk sales are the uncooked products—purchased as in normal times for meat stretching, homemade noodle soup, salad fillers, and so on—the war is working a minor revolution in the pre-cooked products too. Macaroni is a natural ringer for the wartime trend toward glass jar packing. Seen full view, in bright, clean-looking glass, the colorful, mouth watering meat and tomato sauces in which macaroni products are packed, have a merchandising appeal that few customers can resist.

It didn't all happen yesterday. The American taste for macaroni products was growing steadily before the war began. American-made macaroni got started nearly 90 years ago. By the turn of the present century the domestic industry had built up a substantial market, over the competition of French and Italian imports. The demands of the World War I period brought a much larger market; and it has kept on growing since then, stimulated by new techniques, improved quality, wider sales appeal.

The principal centers of macaroni production are located along the Atlantic Coast and include New York, Philadelphia, Boston and adjacent areas. Considerable amounts, however, are also produced at interior and West Coast points. Altogether, the industry has more than 300 factories. Before

the war it was turning out three-quarters of a billion pounds of macaroni products annually, with a sales value of about \$50,000,000.

Macaroni Goes to War

Then came Pearl Harbor. The macaroni manufacturers association wired Washington that the industry would double production, if necessary, to augment wartime food supplies. This was no exhibition of two-penny patriotism. From a peacetime consumption of about 5 pounds per capita, supplies of macaroni products available to civilians this year amount to nearly 9 pounds per capita—with an even more liberal allowance left over for the men in the Armed Services. To your 9 pounds per person of dry, uncooked macaroni, add the needed amount of water, meat sauce, cheese, or other cooking ingredients, and . . . well, it's a lot of macaroni.

In making sales to customers, don't let any of them get the idea that macaroni is merely something that holds the meat together. Macaroni products have food values in their own right.

Here's why. Out in that section of North Dakota and adjoining areas where hard-grained durum wheat grows best, the rainfall and moisture is less than in most grain-growing regions. As if by way of compensation, nature endowed Durum wheat with just about one of the highest carbohydrate contents to be found among the grains. The carbohydrates, of course, are the food substances that provide heat and energy for the body. From Durum wheat, macaroni gets a carbohydrate content of nearly 74 per cent—and you'll have to do quite a bit of looking among grains and flour products to find one that's higher.

With so many of your customers doing heavy war work, more women employed in industry—and more of them in the home doing their own housework—they need more of the foods with high energy contents. Macaroni is not only one of the most efficient energy foods, but also one of the least expensive.

Macaroni also has proteins—is 13 per cent protein in its dry uncooked state . . . about as large a protein percentage as in graham flour, bran flakes or oat meal . . . considerably more than in straight white flour. Protein, of course, is the food substance necessary for continuous building of body tissues, and repairing wear and tear in the body—for adults as well as children.

Why Macaroni Is An Efficient Stretcher

Of course, proteins from all grains and most other plant foods are considered to be incomplete—are not, by themselves, sufficient for building body tissues and repairing wear and tear, as animal protein products are capable of doing. But protein which comes from plant and animal sources is necessary for an adequate diet. About one-third the proteins should come from animal sources, such as from meat, poultry, fish, eggs, and dairy products.

Since macaroni products are seldom served alone but with some animal protein food such as cheese, meat, milk, or eggs, these combinations serve as a source of protein foods.

In short, a pound of meat or cheese will not make much of a meal for a lusty family, but add to it macaroni or spaghetti, and you have—what thousands of American housewives are doing to "stretch" them through the meat scarcity.

The production outlook of macaroni products is one of the brightest spots in the wartime food picture. Fortunately, production of Durum wheat has increased steadily over the past few years—to a new record-high in 1942. The 1942 milling production was more than a million barrels of Durum wheat flour, the largest of any year for which records are available.

At a recent meeting of the Macaroni, Spaghetti, and Noodle Food Industry Advisory Committee, representatives told the War Food Administration that production would be ample to meet anticipated government and civilian requirements in the months ahead.

Obviously, there are wartime problems. Among these are the manpower situation, the elimination of production bottlenecks, and the packaging problems in connection with the preparation of industry products for export under the Lend-Lease program. Army and Navy export packaging specifications are being used in supplying large quantities of macaroni products for the Allied nations.

It is interesting to note that the per capita consumption of macaroni products in Italy was estimated at 30 to 50 pounds, even in normal times. This relatively high per capita consumption is probably largely the result of relatively short supplies of other foods.

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SHE IS THE JUDGE AND THE JURY

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

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

KING MIDAS FLOUR MILLS
Minneapolis, Minnesota



Macaroni, Spaghetti, Egg Noodle Advisory Committee . . . and YOU

Why an Industry Advisory Committee? They make no decisions, can enforce no orders, yet are almost indispensable in the government plans to keep the nation well fed and vigorous. The Macaroni, Spaghetti, Egg Noodle Advisory Committee is interested only in affairs involving the government and the production of needed macaroni products. Mr. V. L. Bushman of the War Food Administration has been appointed as the government chairman and a group of manufacturers representing a cross-section of the industry, large and small firms, bulk and package manufacturers, spaghetti and noodle producers—have been named as consulting members of the Advisory Committee concerned in macaroni making and distribution. Its first meeting was held in Washington, D. C., April 27, 1943. Its next general meeting will be called when the need arises.



V. L. Bushman

The purpose and function of this and all the other 50 Advisory Committees appointed to keep the Food Administration in touch with all the important sources of food supply, are explained in the following article taken from the July 7, 1943, Food Trade Letter, Marketing Reports Division, Food Distribution Administration, U. S. Dept. of Agri., Washington, D. C.

There are now more than 50 Food Industry Advisory Committees working with the War Food Administration to obtain the maximum utilization of wartime food resources. Organized by the Food Distribution Administration over the past few months, these representative industry groups are helping the government meet crucial military and civilian requirements for processed foodstuffs.

It is to your advantage, as a food processor, wholesaler or retailer, that close relationships be maintained between the War Food Administration and the various food industries. In this way food trade problems may be brought more quickly to the government's attention, and the trade's experience and assistance utilized most effectively by the government in keeping food supplies moving. To this end, duly-authorized industry advisory committees have been set up—one for food retailers, another for wholesalers, still others for cheese manufacturers, bakers, canners and so on—to provide a continuous channel of government industry contacts and cooperation in the war food effort.

It is important that food firms and executives working with these commit-

tees, or contacted by them, understand their scope and purpose. They are officially organized and appointed by the Director of Food Distribution.

Furthermore, the activities of Food Industry Advisory Committees, as conducted by WFA to further the war effort, have been approved by the Attorney General of the United States with reference to conformity to Federal antitrust laws.

In a recent letter to the War Food Administrator, the Attorney General recognizes the food industry advisory system used by WFA as being similar to the advisory committees of the War Production Board. The Attorney General states that the authorized functions of the Food Industry Advisory Committees will not be viewed by the Department of Justice as constituting violations of Federal antitrust laws.

This understanding is part of a program to safeguard industry members in the performance of their authorized committee functions, and also to safeguard the government against an over-extension of committee activities. The members of the Food Industry Advisory Committees act in a voluntary and advisory capacity; they do not have powers to make the decisions on government food program, nor to enforce food orders and regulations. As it is important that they do not exceed their authority, committee meetings are held only in the presence of a representative of the War Food Administration who is chairman of the committee.

In some instances "task" groups composed of one or more members of

a committee are formed for the purpose of securing specific information at the request of the government chairman. In such cases members of the "task" groups are instructed in writing not to go beyond the specific request made by the government chairman, and are warned against calling meetings of industries, circulating questionnaires or making any agreement or understanding with other members of the industry which might be construed as a violation of Federal antitrust laws.

Keeping in mind these precautions, members of the Food Industry Advisory Committees have a real place of leadership and responsibility in the war effort. They do not need to wait until calls come from Washington, but are encouraged to ask for committee meetings when important developments are foreseen. They should take the initiative in presenting ideas and recommendations which result from their contacts with other firms and industry executives. In this way they act as a two-way street, presenting industry's best ideas to government, and carrying the thoughts of government back to industry.

Company executives throughout the food field may effectively relay their suggestions to Washington by means of these committees. Of course, where a firm has a complaint under a particular food order, the matter is taken up directly with the Food Distribution Administration according to a definite procedure outlined in each order. However, on matters of general industry significance, every company executive in the food field is urged to give advisory committee members full cooperation and assistance when specific requests are made, and also to take the initiative in contacting committee members to bring suggestions and recommendations to the attention of the government. Membership lists of all committees have been published and copies may be obtained by writing to the Food Distribution Administration, Washington, D. C.

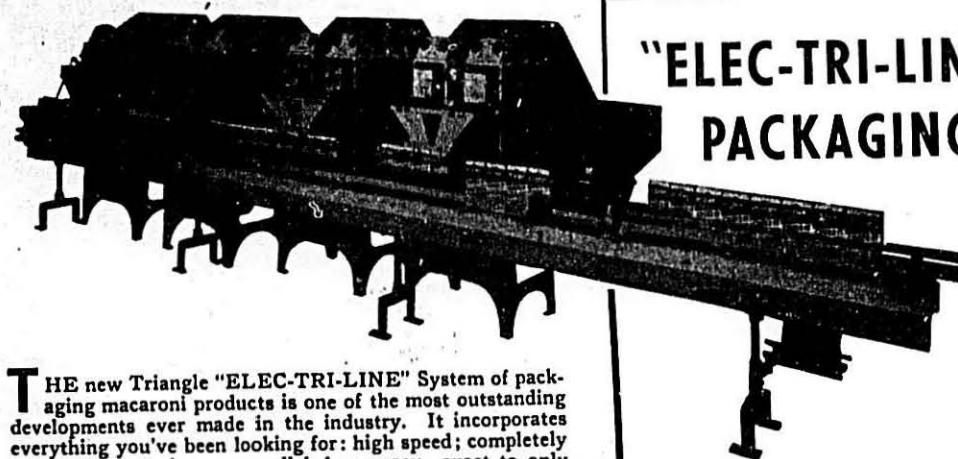
Pillsbury's 65th Consecutive Dividend

The board of directors of Pillsbury Flour Mills Co. declared a dividend of 25¢ per share on common stock payable September 1 to stockholders of record August 12, President Philip W. Pillsbury announced. The dividend declared is the 65th consecutive dividend paid by the company.

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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 1; 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.

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO
BRANCHES IN PRINCIPAL CENTERS

Completely Automatic!

High Speed!

Economical!

Accurate!

Write Today For Details

Work As Usual Labor Day

WPB Executive Vice Chairman Charles E. Wilson today called for full schedules of work in all war plants on Labor Day, September 6, and asked labor and management to work together on that day to top all previous records.

Mr. Wilson also said that the Army, Navy and Maritime Commission joined in this request.

Mr. Wilson's statement follows: "To get out the munitions our men need in the battle areas, it is imperative that all producers of war materials operate full schedules of work on Labor Day, September 6.

"I am therefore asking management and workers to devote labor's traditional holiday to the job of hastening the downfall of the Nazi and Nipponese enemies of free labor and free management.

"This request is made with the unanimous approval of the Production Executive Committee, consisting of Army, Navy, Maritime Commission, and War Production Board officials.

"About 2 million members of organized labor are now in the fighting forces, and most working families have sons, brothers, fathers or husbands in the armed forces. In tribute to them and to the traditions of free

labor, we must aim at and achieve 100 per cent production of munitions of all sorts on September 6.

"The fact that we have begun to dent the armor of the Axis is added reason for harder work on the production line. We must get enough munitions to our men so that they can push through whenever they open any cracks on the Axis front. The more we can produce now, the smaller will be the cost in American lives.

Large Salmon Pack

Despite war difficulties and the nearness of actual battles the greatest red salmon producing section in the world, the Bristol Bay area of Alaska produced five and a half times as much canned salmon by July 10 as for the same period last year.

The pack reported by July 10 amounted to 759,000 cases. By the same date last year only 133,573 cases had been packed. In the pre-war year of 1941 only 370,000 cases had been reported by July 10.

Half of the canning season still remains in the Bristol Bay section and the run which is still going strong will apparently reach its peak this week, it was announced. Bristol Bay, which lies north of the Alaska peninsula, is a branch of the Bering sea.

Combined Food Board to Survey Food Data

The Department of Agriculture announced on July 12, 1943, that the Combined Food Board has made arrangements for a survey to be made of the available statistical records and other data concerning food supplies and consumption in the United States, the United Kingdom, and Canada.

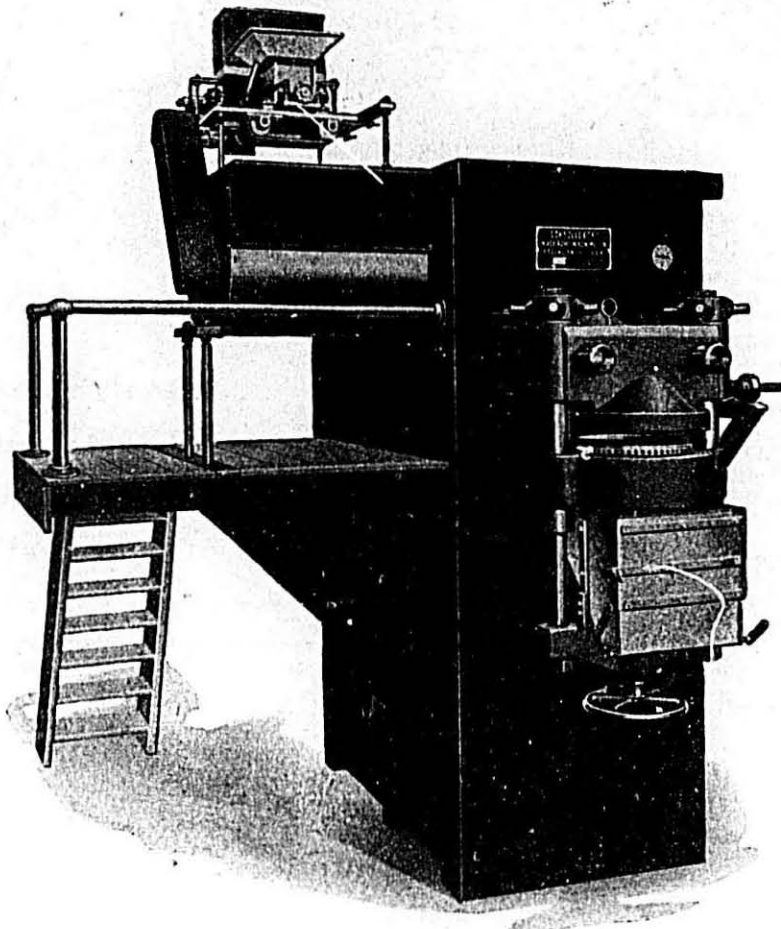
The primary object of the survey, the Combined Food Board stated, is to take steps to put food data of these countries on as near a comparable basis as possible.

Three United States Department of Agriculture officials have arrived in England and shortly will begin discussions with officials of the British Ministry of Food. They are John Cassels, of the Food Distribution Administration; L. A. Maynard, of the Agriculture Research Administration; and Montell Ogdon of the Office of Foreign Agricultural Relations.

The Canadian Government is also participating in this inquiry, and Ian McArthur, of the Canadian Dominion Bureau of Statistics, already has arrived in England.

These personal discussions will supplement the full exchange of information on food matters which is already taking place through the regular channels of the Combined Food Board.

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

In addition to our Automatic Continuous Press for Long Pastes, we also manufacture a Continuous Press for the production of Short Pastes of all types and sizes.

The raw material and water is automatically fed by the blending device into the Mixer and no handling or attention is necessary as all operations are automatic and continuous.

Guaranteed production of not less than 1,000 pounds per hour. Finished goods uniform in length. It is sanitary and hygienic as the product is untouched by human hands.

This press is not an experiment. Already in operation in the plants of well-known manufacturers.

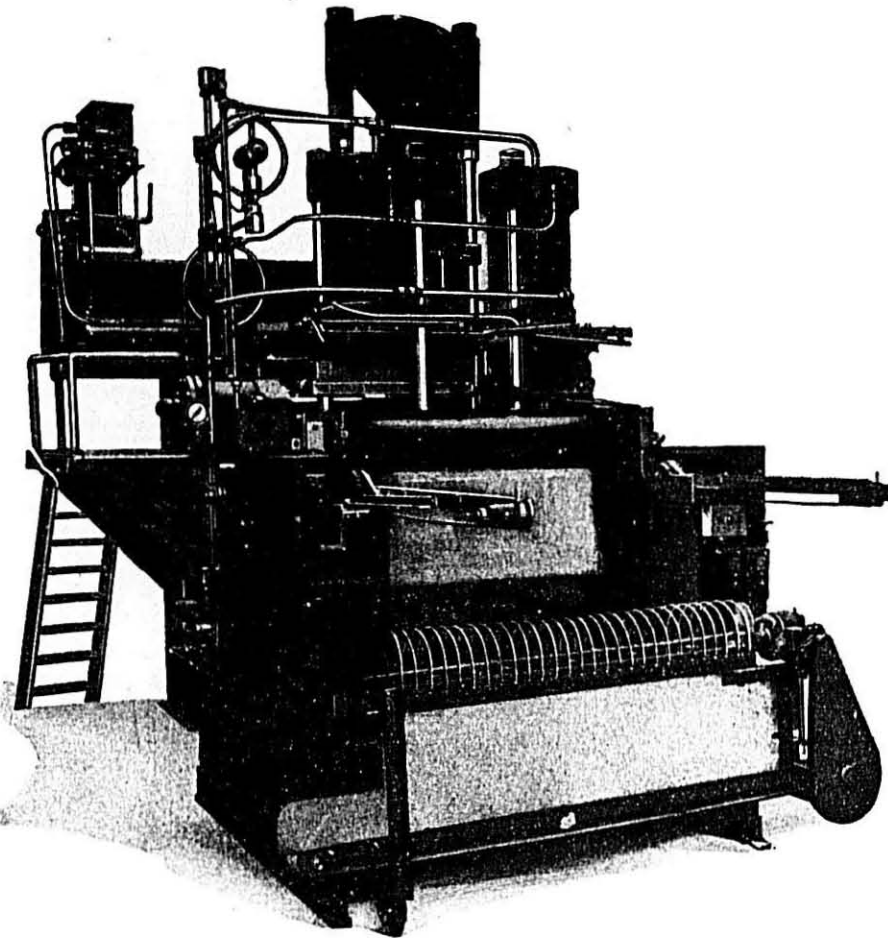
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

Due to Government Regulations, we are restricted in the construction of these machines for the duration, but same can be furnished with the proper priority.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

The machine above shown is the only continuous press in the world which has a positive spreading attachment and is fully automatic in every respect.

Do not confuse this press with those being offered by several competitors. It is the only continuous press that is guaranteed to automatically spread macaroni, spaghetti or any form of long paste as soon as the machine is installed. No experiments necessary after installation.

In offering this machine to the trade, Consolidated adheres strictly to its policy of offering only equipment that has been

tried and proven in every particular. The purchaser is therefore assured that the machine will fulfill each and every claim as soon as it is put into operation.

From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct hydraulic pressure. Production from 900 to 1,000 pounds per hour. Recommended where long, continuous runs are required.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Interesting Macaroni Profits Test

"Turnover" and "Profit"—the Motto of Successful Merchandising,
Reveals Survey by Grocer Service

Because of the many demands on his reduced time, the American grocer is inclined to give more and more attention to items that produce adequate profits in quick turnovers. Where does macaroni stand in this picture of the immediate future of food distribution? The conclusions reached after a complete survey by Cook Publications, New York, N. Y., concerning the degree of movement of different brands, produce some interesting facts. The résumé prepared by Howard Keck is reproduced herewith, by permission:

Turnover and Profit Test on Macaroni Shows He Profits Most Who Sells Well-Known, Fast-Turnover Brands

By Howard Keck

Meat and cheese have been added to the government's growing list of rationed foods. This means that items, such as macaroni, which require no ration points, are going to appear much more frequently on the shopping list of the average housewife, and that grocers are going to be more vitally interested in where the profits lie in retailing nonrationed foods.

In view of this condition, a test conducted by The Self-Service Grocer in Indianapolis, Indiana, during the second week in March proved not only timely, but produced interesting results. It was a turnover and profit test in which a well-known, fast-turnover brand of macaroni was pitted against an attractively packaged distributor's brand carrying a highly patriotic, but not nationally advertised distributor's label.

During the week's test the well-known quick-turnover brand sold 9½ times as fast as the distributor's brand. Actual sales were 171 packages of the well-known, fast-moving brand of macaroni, and 18 packages of the macaroni carrying the distributor's label. Thus the well-known brand showed a profit 619% greater than the long-margin, slow-moving, lesser-known brand.

The store selected for this test was the Stop and Shop Market, largest and busiest independent self-service market on Indianapolis' north side. Located near the northwest edge of

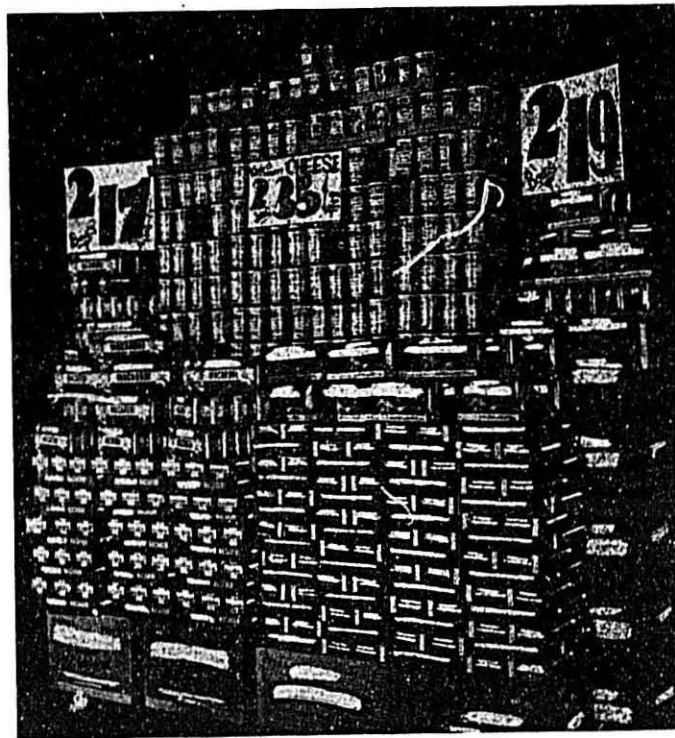


Illustration shows display used to make the test, with identifying brand names obliterated. Note that cheese was included in the display as a related item.

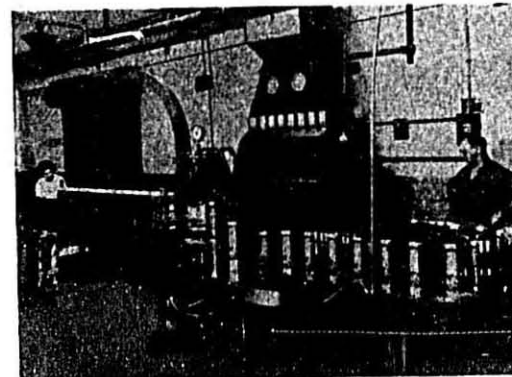
the city, this market enjoys a rural and suburban as well as an urban patronage, serving regular customers who live at distances up to 10 miles.

For this test, Manager Larry Knight of Stop and Shop arranged an attractive display in which 240 packages (10 cases) of each brand were set up, side by side, against a background exhibit of Kraft Cheese. The display was

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Other Macaroni Packers Using Packomatic Equipment

Kansas City Macaroni Co.
American Beauty Macaroni Co.
I. J. Grass Noodle Co.
Kentucky Macaroni Co.
Illinois Macaroni Co.
Peter Rossi & Sons
The Creamette Co.
The Quaker Oats Co.
John B. Canepa Co.
C. F. Mueller Co.
Stokley Bros. Co.

Macaroni Packaging "The Packomatic Way"

Illustrated here is installation of Packomatic Carton Sealer with automatic carton feed and multiple unit automatic net weight scale, at the Skinner Manufacturing Co., Omaha, Nebraska.

These machines are completely automatic, applying adhesive to cartons, filling and discharging finished package into compression, at speed of 60 or more per minute. Occupy minimum floor space and are convertible for various sizes.

We Will Furnish Complete Details Upon Request Without Obligation

BUY MORE WAR BONDS

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

given the best possible location at the point near the entrance where incoming customers pause to get their self-service basket carts.

While each stack in the display was identical in arrangement, number of packages it contained and size and type of price placards, the distributor's brand was favored in every other respect. The stack containing this brand was so placed that customers entering the store would see it first. In addition, the distributor's brand was placarded to sell 2 packages for 17c while the well-known, fast-moving brand was priced to sell 2 packages for 19c. Even more significant was the fact that the 8-ounce package of the distributor's brand was used against the 6-ounce package of the well-known, quick-turnover brand.

The distributor's brand, marked to sell at 8½¢ per package, cost \$.0558 per package at wholesale. The well-known, fast-turnover brand, costing \$.0729 at wholesale, was sold for 8½¢ per package. This meant that the margin of profit favored the distributor's brand, 34.35% as against 23.26% for the quick-turning brand, while the gross return per dollar invested also was more for the distributor's brand, being \$1.523 as compared to \$1.303 for the fast-turnover brand.

But, as this test demonstrated so

convincingly, he profits most who sells most. Although the distributor's brand showed Stop and Shop a profit per package, based on selling price, of 33% more than the well-known, fast-turnover brand, the volume of the well-known, quick-turning brand exceeded that of the distributor's brand so much that the well-known brand showed the market a profit of 619% more than the long-margin, slow-turnover, distributor's brand of macaroni.

The test showed further that the

| Brand | (24 pkgs.) Case Unit Turns Per Week | Margin | Cross Return Per Dollar Invested | Week's Volume Dollar Margin |
|---|--|--------|---|--------------------------------------|
| Well-known, fast turnover brand of macaroni | 7.125 | 23.26% | \$1.303 | \$3.776 |
| Distributor's brand of macaroni | 0.750 | 34.35% | \$1.523 | \$0.525 |

The above figures carried out on a per annum basis would read as follows:

| Brand | (24 pkgs.) Case Unit Turns Per Year | Margin | Cross Return Per Dollar Invested | Year's Volume Dollar Margin |
|---|--|--------|---|--------------------------------------|
| Well-known, fast-turnover brand of macaroni | 370.5 | 23.26% | \$1.303 | \$196.35 |
| Distributor's brand of macaroni | 39.0 | 34.35% | \$1.523 | \$27.30 |

The retailer's volume dollar margin on the well-known, fast-turnover brand of macaroni per annum would exceed that of the distributor's brand by \$169.05. This would give the well-known, fast-turnover brand a gross profit of approximately 619% greater than that of the distributor's brand.

Movies Teach Factory and Home Safety First-Aid Lessons as Life-Savers and Time-Savers

By Lyne S. Metcalfe

Among the vast and ever-growing number of slide films and motion pictures being made and used in the war training and war industries programs, official and unofficial, an increasing percentage of subjects are of direct interest and use to manufacturers and processors in the food industry. Some of these available pictures have to do with safety first, first-aid instructions, morale building, etc. The macaroni industry has been slow to utilize the picture screen for training and personnel pur-

each having a running time of approximately eleven minutes. The first is titled "A Safe Day." This film shows how "Bill Jones" thinks safety at all times, going to and from the plant, on the job and at home. The second is titled, "Factory Safety," and pictures and describes basic safety measures in any up-to-date, well-managed

films were made in cooperation with the Bureau of Medicine and Surgery, of the Bureau of Aeronautics, of the U. S. Navy, and are a special version for industry of the films used by the Navy.

It is not the purpose of either the movies or slide films to provide, alone, a complete course in safety practice or first aid. The films are designed to save the time of the instructor by more quickly giving the student or plant employe a general understanding of basic principles and procedures followed, in the case of first aid, by actual physical demonstration and practice.



First-Aid Training Kit

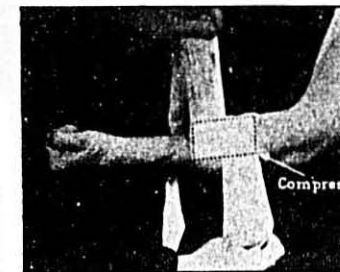
Safety Begins at Home—from the Movie "Safe Day"

plant, including fundamental principles of workers' safety habits which apply in any and all plants. These two films fit into any safety education program a macaroni-noodle plant may be using; but they are not intended to supplant the program but to augment or supplement it. Their purpose is not so much to show workers all the little safety rules that prevail but rather to inspire them, by example, to think and act safely at all times.



Proper and Safe Handling of Switches—from the Movie "Factory Safety"

First Aid: This is a series of nineteen sound slide films, each of which is the basis of a visualized lesson in approved first-aid procedures in the macaroni-noodle plant. Each slide film (or film strip) is accompanied by a synchronized lecture on disc record, and a printed study or text book. The



Care of Injured Arm in First Aid



Bandaging Head Injuries

The power of the picture screen to more rapidly create an understanding of the principles of a subject has been proved for years in thousands of schools, colleges and in industry, where they are rarely used to teach a subject completely by themselves.

Procedure in conducting visualized first-aid classes in a plant is usually as follows:

1. Introduction of the subject by the leader of the meeting or the instructor.

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2. Projection of the film covering the day's subject.
3. Questions and answers.
4. Re-showing of the film with pre-arranged pauses for actual first-aid physical demonstration on a live model—and trial by students under supervision.
5. General discussion and summation by the leader.
6. Text-book study.
7. Exams.

Of course, the macaroni or noodle factory training employes in first-aid procedures is not only reducing the losses of time and suffering by a quicker recovery of the injured, but is doing something to benefit its community. In wartime, first-aid knowledge should be general, and where a plant drills employes the benefits are felt in all parts of its community through giving this emergency knowledge.

These nineteen slide film subjects total over 1,000 individual pictures—photographs, drawings, charts, diagrams and exhibits. They may be obtained from the Jam Handy Organization, 2900 E. Grand Blvd., Detroit, Mich. The subjects are: (one subject to a lesson or session):

- The Purpose of First Aid—55 pictures
- The Body—Part 1—45 pictures
- The Body—Part 2—51 pictures
- Shock—31 pictures
- Unconsciousness—62 pictures
- Common Emergencies—56 pictures
- Minor Injuries—62 pictures
- Wounds—Part 1—49 pictures
- Wounds—Part 2—57 pictures
- Dressings and Bandages—Part 1—75 pictures
- Dressings and Bandages—Part 2—77 pictures
- Artificial Respiration—32 pictures
- Burns—39 pictures
- Poison—39 pictures
- Fractures—Types—59 pictures
- Fractures—Treatment—56 pictures
- Fractures—Splints—64 pictures
- Moving the Injured—Stretchers—47 pictures
- Moving the Injured—Carrying—63 pictures

Mess Sergeant Meets Relatives

Brooklyn Soldier Gets Spaghetti in Sicily

Many stories of American soldiers meeting unknown relatives in Sicily reach this country through the various press services, because in the American expeditionary forces are many men of Italian descent who had never even thought of going to the land of their forefathers. Here's one from the Allied Headquarters in North Africa through the United Press:

The story of how an American sergeant in Sicily went for some spaghetti and sauce for the troops and met his aunt and uncle, whom he had never seen before, became known today. He is Staff Sergeant Salvatore Noto, twenty-four years old, of 328 Sackett Street, Brooklyn, mess sergeant of an air squadron.

"I was going into town to buy some local food for the mess, and thought I'd try to find some resident who could cook real Italian spaghetti for the squadron," Noto related.

"I stopped one farmer and asked him if he knew of any one, and he took me to a house where a family from Palermo lived. The man there and I got to talking, and I showed him a snapshot of my dad feeding chickens in his garden back home.

"Well, he took one look at the picture and shouted: 'That's my brother-in-law!' He called his wife and showed her and, sure enough, it was her sis-

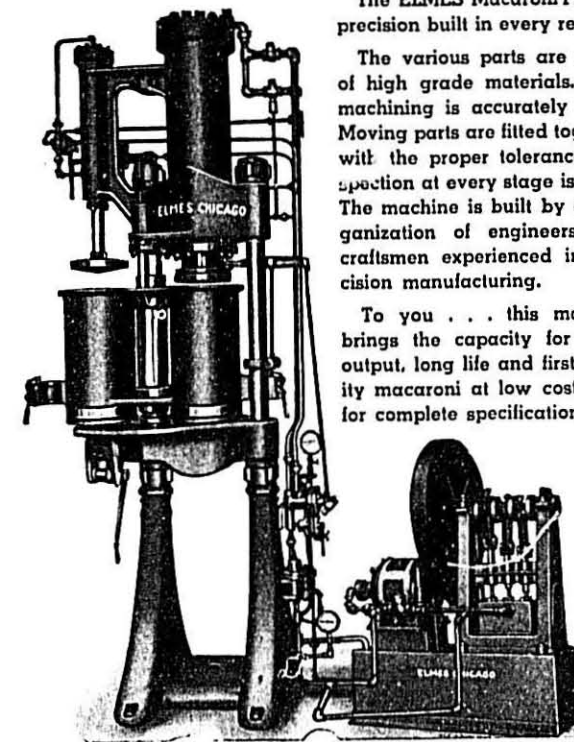
ter's husband. They hadn't seen each other since my mother left Palermo thirty-eight years ago."

Now Noto gets plenty of bread and spaghetti, and his uncle visits the squadron to supervise the preparation of the spaghetti and make the sauce for it.

Put All You Can Into Life Insurance Savings

Life insurance and savings take up money that otherwise would only go into pushing up prices. The best part of it is that insurance and savings mean money for you or your family later on when money may be harder to get.

A PRECISION BUILT MACARONI PRESS



The ELMES Macaroni Press is precision built in every respect.

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

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

ELMES SINCE 1851

CHARLES F. ELMES ENGINEERING WORKS OF AMERICAN STEEL FOUNDRIES

213 North Morgan Street • Chicago, Illinois

HUNDREDS 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



Sylvania Industrial Corporation Awarded Army-Navy "E" for Second Time

As of July 24, Fredericksburg Plant Wins White Star Citation

In a letter from the War Department to the men and women of the Sylvania Industrial Corporation, Fredericksburg, Virginia, Under Secretary of War, Robert P. Patterson states . . .

"I am pleased to inform you that you have won for the second time the Army-Navy Production Award for meritorious services on the production front. You have continued to maintain the high standard that you set for yourselves and which won you distinction more than six months ago. You may well be proud of your achievement. The White Star, which the renewal adds to your Army-Navy Production Award flag, is the symbol of appreciation from our Armed Forces for your continued and determined effort and patriotism."

The Sylvania Industrial Corporation manufactures Sylvania Cellophane, a transparent sheeting for the protection of foods, for essential packaging and for special military requirements. They are also the manufacturers of "Ceglin"—a finish for textiles. This, too, is also being produced for essential and military purposes.



C. Fred Mueller

Resigns OPA Office

The Macaroni-Noodle Industry is without a practical man as a representative on the staff of the Office of Price Administration. Fred Mueller, senior business specialist in the package specialty section, having completed what he considered was the immediate task assigned, severed his connections

with the Government agency last month and resumed his duties with the C. F. Mueller Company, Jersey City, N. J.

Mr. Mueller was one of the several food specialists drafted by the Government when the Office of Price Administration was planning its complex setup of price control. He aided in preparing and promulgating Regulation No. 326, covering macaroni and similar products, and also regulations concerning other foods.

He has resumed his duties as assistant sales manager of the firm of which his uncle, Henry Mueller, is president.

Repair Fire Damage

The Liberty Macaroni Company's plant at 119 Wilkeson Street, Buffalo, N. Y., is in full operation again after making repairs following a fire last month that caused damages estimated at \$2,000. The cause of the blaze was attributed to an over-heated motor.

Buy as Many War Bonds as You Can

War bonds are an anchor against the cost of living because they put money away where it can't wear out its value competing for our limited supply of goods; because they help the Government finance the war safely. Also they bring you back money later when you may need it more—with interest.

Liquid and Dry Egg Production

June, 1943

Egg breaking operations during June continued at a relatively high rate. Production by commercial egg breaking plants, on a liquid basis, totaled 177,711,000 pounds, an increase of 32 per cent over production in June last year, but 11 per cent less than May breakings of this year and the lowest monthly production since last February. Of the total production, 92,336,000 pounds were dried—16 per cent more than in June last year; 83,172,000 pounds were frozen—58 per cent more than last year, and 2,203,000 pounds were used for immediate consumption—19 per cent more than in June last year.

About 25,884,000 pounds of dried egg were produced by drying plants in June—16 per cent more than in June last year. The production consisted of 24,383,000 pounds of dried whole egg, 259,000 pounds of dried albumen and 1,242,000 pounds of dried yolk. During June the War Food Administration accepted offers on 32,770,036 pounds of dried egg. From January 1 through July 16 of this year, offers accepted have totaled 225,167,922 pounds—33 per cent more than were accepted during the same period in 1942.

Of the total liquid eggs used for drying in June, 86 per cent were whole egg, 8 per cent albumen and 6 per cent yolk. Practically all of this liquid was produced from fresh shell eggs. From January to June, inclusive, 497,064,000 pounds of liquid eggs were used for drying. About 97 per cent of this liquid came from fresh shell eggs, 1 per cent from storage shell eggs and 2 per cent from frozen eggs.

The production of frozen egg during the first half of this year was 338,840,000 pounds compared with 228,228,000 pounds during the same period in 1942. The into-storage movement during June was 70,856,000 pounds, bringing the July 1 stocks to 322,382,000 pounds—16 per cent more than holdings a year ago and 82 per cent above the 5-year (1938-42) average. Most of the frozen egg now in storage will be used for drying to fill government contracts. As the season advances the backlog of frozen eggs for drying becomes larger compared with the corresponding months last year. Storage holdings of shell eggs on July 1 totaled 8,995,000 cases—13 per cent more than a year ago and 28 per cent above the 5-year average. The case equivalent of total eggs in storage on July 1 was 17,592,000 cases compared with 15,362,000 cases a year ago.

Raspberry canes should be cut out immediately after fruiting to reduce pests and permit new canes to make better growth.

Lauds Industry Salvage

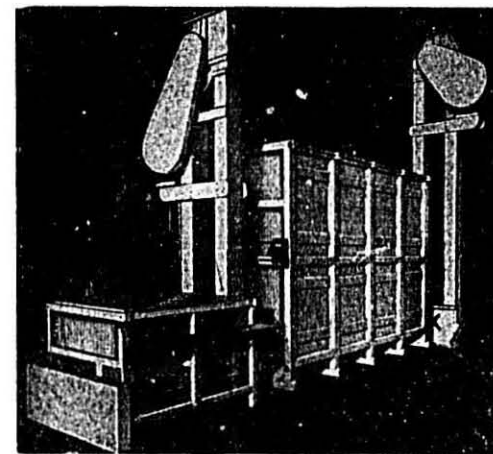
The newspapers, particularly those in the eastern part of the country, have been running this short story of deep interest to macaroni manufacturers:

You may eat your macaroni in a different shape for the duration because the National Macaroni Manufacturers Association, in a move to wrap that well-known product around three Fascist necks, has voted to eliminate a number of sizes and shapes of macaroni, making available ap-

proximately twenty-six obsolete dies for scrap. These dies, made of steel, copper and manganese alloys, will supply the mills of the nation with a large volume of these critically-needed materials.

Pay Off Your Debts—Don't Make New Ones

Smart people pay off their debts when money is plentiful, rather than waiting till money is scarcer. An added incentive now is that money used to pay debts is money that can't get out to spiral up prices on our adequate but limited stocks of things to buy.



CHAMPION

FLOUR OUTFIT AND SEMOLINA BLENDER

PROTECT YOUR PROFITS WITH CHAMPION EQUIPMENT, and let us figure on your requirements when the War emergency is over and we are again permitted by the Government to supply domestic needs without priorities.

MAINTENANCE—REPAIR

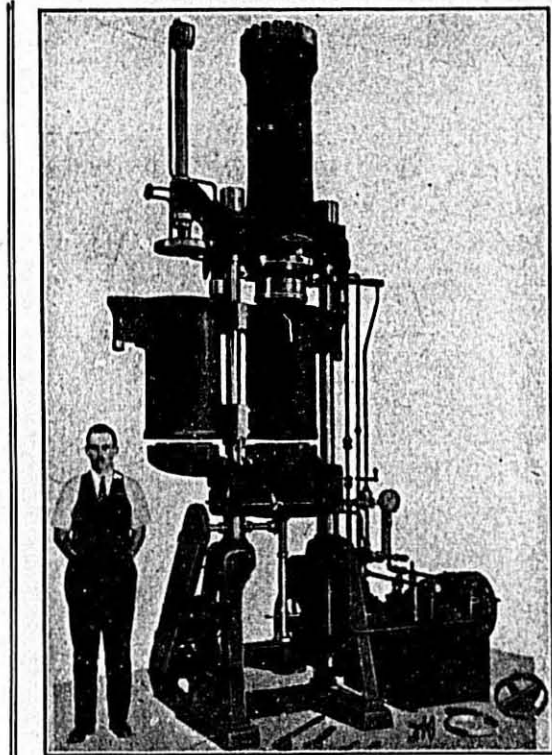
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20 Million Bushels Durum

According to a statement prepared by the Crop Reporting Board for release July 23, the total stock of durum wheat in interior mills, elevators and warehouses as of July 1, 1943, was over 19,428,000 bushels.

This is about 5 million bushels more than the high of 1942, and nearly three times as large as the 1935-1941 average.

Stocks of old wheat in interior mills, elevators, and warehouses on July 1, 1943, are estimated by the Crop Reporting Board at 102,446,000 bushels—second largest stocks on record for this date. July 1 holdings of old wheat were 40 million bushels below the record stocks of July 1, 1942, of 142,336,000 bushels held in these positions but nearly three times as large as the 7-year (1935-41) average of 34,408,000 bushels. These estimates do not include commercial stocks in 46 markets reported by the Food Distribution Administration nor stocks in merchant mills reported by the Bureau of the Census. The estimates also exclude wheat owned by the Commodity Credit Corporation which is stored off of farms in their own steel and wooden bins.

July 1 stocks of old wheat remain at near record levels for this date in the hard red winter wheat States. In these

STOCKS OF WHEAT IN INTERIOR MILLS, ELEVATORS, AND WAREHOUSES COMBINED WITH STOCKS ON FARMS JULY 1

| Class | Average | | |
|----------------------|---------|---------|---------|
| | 1935-41 | 1942 | 1943 |
| Thousand bushels | | | |
| Hard red winter..... | 32,080 | 104,525 | 132,346 |
| Soft red winter..... | 16,805 | 30,076 | 23,900 |
| Hard red spring..... | 26,919 | 116,847 | 93,497 |
| Durum..... | 6,781 | 21,784 | 19,428 |
| White..... | 12,174 | 29,834 | 23,309 |
| Total..... | 94,759 | 306,066 | 292,480 |

States some wheat is still held in the temporary and emergency storage facilities brought into use to provide space for the 1942 crop in addition to the large carryover. In the Dakotas and Montana, stocks are 23 million bushels below the record holdings of last July, but are the third largest on record. These States hold about one-third of the United States stocks in this position, with approximately one-fifth located in North Dakota. Stocks in Minnesota are the second largest on record. In Iowa, record stocks reflect the heavy shipments of feed wheat. Stocks in the important soft red winter wheat States of Ohio, Indiana, Illinois, and Missouri are much lower than the record holdings on July 1, 1942, but are well above the July 1 average. In the Pacific Northwest, stocks were below the record holdings of a year ago but more than double the average for July 1.

Stocks of old wheat in interior mills, elevators, and warehouses, together

with stocks held on farms July 1, 1943, total 292,480,000 bushels, exceeded only by the record combined stocks of 306,066,000 bushels for July 1, 1942. The 7-year (1935-41) average is 94,759,000 bushels. The table below shows July 1 stocks in these positions by classes.

Spaghetti Ration Cut

Again the Government of Italy has found it necessary to reduce the per capita allowance of spaghetti, bread and other cereal foods. As of July 15, several weeks before the actual invasion of Sicily, the Italian Ministry of Agriculture, according to dispatches from Berne, Switzerland, announced a new low allowance for August. Bread has been reduced to 140 grams daily, spaghetti or macaroni rations to 50 grams. Milk will be held to about a fluid ounce a day.

"Cheerioats" In Court

A court test is to be made on whether or not the producers of "Cheerioats" can properly advertise that cereal as a ready-to-eat oatmeal cereal.

This cereal is a product of General Mills, Inc., and several processors of breakfast foods have joined in a suit to restrain the former from producing and selling the food under that category. Harry A. Bullis, president of General Mills, Inc., recently released the following statement regarding the action:

"This is a suit brought by Quaker Oats Co. and three other manufacturers of rolled oats to prohibit General Mills, Inc., from using the trademark 'Cheerioats' on a product consisting of 75 per cent ground oatmeal, 20 per cent corn and rye flours and 5 per cent malt, sugar and other flavoring ingredients and to restrain the company from advertising and promoting this product as a ready-to-eat oatmeal cereal.

"The complaint alleges, among other things, that application was made by complainants to the Federal Trade Commission and the Food and Drug Administration of the Federal Security Agency seeking similar action by these agencies against the product. Both of these agencies have declined to institute proceedings.

"The labels, advertising and promotion material on this product have always indicated exactly what the product is, how it is made and what it consists of.

"Public acceptance of the product has been phenomenal and it is probably this fact which has motivated the filing of the suit."



Frank Traficanti

Distributors to Confer

The National Food Distributors Association will sponsor a Special Rationing Conference and Exhibit at Hotel Sherman, Chicago, Illinois, August 18 to 21. Among the problems of interest to food processors and distributors to be discussed by outstanding executives are: Wartime Transportation; Food Rationing and Control; Wartime Selling; Food Processing and Dehydration.

Frank Traficanti of Traficanti Brothers, Chicago, Ill., a Director of the National Macaroni Manufacturers Association, will lead in the discussion of "Egg Noodles Distribution."

Many of the country's leading macaroni-noodle manufacturers will enter displays of their products at the exhibit, which is always a feature event of the Distributors' conferences.

Emmett J. Martin is the Secretary-Manager of the sponsoring association, John E. Cain is President and A. A. Kirchhoff is Treasurer.

Buy War Bonds With Spaghetti Profits

Besides running his spaghetti restaurant as usual, the patriot referred to in this story spends eight hours daily at war work and every cent he earns for war bonds. As released by a Philadelphia reporter, the story reads:

Topping the records of numerous Americans who convert their entire salaries into war bonds is a Quaker City shipyard worker. Agostino Lucciano invests all his wages as a gasket maker at Cramp's Shipyard and about \$10 in addition, for an average of three bonds every week since last Armistice Day. The tasty spaghetti and other dishes that Lucciano conducts at his restaurant make it possible for him to buy the bonds, which in his own mind he has dedicated to building up a three-ocean navy.

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

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

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

Vol. XXV AUGUST, 1943 No. 4



"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."

Do Your Part to Enforce Price Ceilings
 Know the ceiling and refuse to pay more. Careless buying gives the black marketer an advantage and makes it hard for your honest merchant to keep prices down. If you're overcharged, ask for a receipt and go to your War Price and Ration Board.

New Members—Welcome

Two new Active Members were welcomed into the ranks of the National Macaroni Manufacturers Association last month. Several other firms have stated that they have under serious consideration the Association's invitation to join the organization.

The two new member-firms are:
 Ray State Macaroni Company, 7 Charlton Street, Everett, Mass. Joseph Scarpaci is president.
 La Vita Macaroni Company, 941 W. Polk St., Chicago, Illinois. R. J. Alghini is general manager.
 Alba Macaroni Manufacturing Co., Inc., 16 Flushing Ave., Brooklyn, N. Y. Representative, Anthony Mistretta.

Fine in Themselves

Macaroni and all members of that family are other food items that are valuable in their own right, as well as for their use as meat extenders. As a high source of carbohydrate they become a wonderful energy food—unrationed and inexpensive. You can use the American made macaroni products packaged in the familiar boxes and cartons, or you may prowl the markets and specialty stores for the Italian types sold in bulk.—BETSY CASWELL, Women's News Editor, *Washington (D. C.) Star*.

Correction

In connection with the list of contributors to the Macaroni Standards Fund, Director of Research B. R. Jacobs states that the contribution by Clermont Machine Co., Brooklyn, N. Y., should have read \$100 and not \$25. This correction is made in fairness to the contributor who has always been a liberal and willing donor to all industry protection and promotion activities.

BUSINESS CARDS

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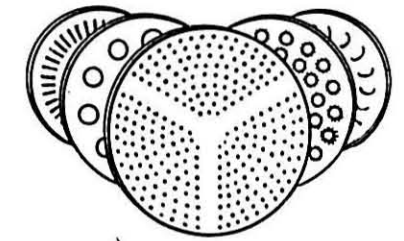
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| <p>OFFICERS AND DIRECTORS 1943-1944</p> | | |
| <p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....J. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUNEO, Adviser.....La Premiata Macaroni Corp., Connellsville, Pa. B. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p> | | |
| <p>Region No. 1 Robt. F. Sheeran, Essex Macaroni Co., Lawrence, Mass.</p> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Jack Procino, Procino & Ross, Corp., Auburn, N. Y.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p> | <p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 S. E. Mountain, Fontana Food Products Co., So. San Francisco, Calif.</p> <p>Region No. 8 Guido P. Merlini, Mission Macaroni Mfg. Co., Seattle, Wash.</p> <p>Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn.</p> <p style="text-align: center;">At-Large</p> <p>V. Giatti, The DeMartini Macaroni Co., Brooklyn, N. Y. Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p> | |

A Pleasant Industry Duty

War economy has made for major changes in the lives of millions on the home front. Those in the armed services must get the best of everything; their supporters back home must be satisfied with what is left—and there is plenty of that in America as compared to other countries. Yet, despite everything that has been done to stem the tide the cost of living is constantly rising.

There is some sunshine in this picture for the macaroni-spaghetti-noodle manufacturers because their product has not been rationed, raw materials are still plentiful, and more and more of their products are being accepted by old and many new users.

Though required to give more than ordinary attention to production and packaging problems, the macaroni-noodle industry might well concern itself more to wider distribution, now that conditions are seemingly so favorable.

Individually, many are doing their part in winning and holding new users of their food, but the industry as a whole, can and should do much more. What is contemplated to show Mrs. America how macaroni products can help solve her wartime food problems? Most of the plants are operating profitably, so why would it not be a good investment to undertake some serious cooperative,

but not too expensive, products promotion and consumer education now that consumers are so anxious to know more about different foods?

The National Macaroni Institute is planning something along this line—and already appeals have been made to solidify opinions on—(1) the best recipes to recommend for combining macaroni-spaghetti-noodles with Victory Garden produce in which there is no nation-wide interest; (2) the most practical recipes for macaroni products in casserole dishes to conserve all the vitamins and minerals in the prepared dish.

The Macaroni Industry has an interesting, yet important story to tell—equally important to processors, to grocers and to consumers. So it would be timely for all manufacturers to give the matter of increasing the number of regular consumers of their product some serious consideration, to submit suggestions to the Institute on how this can be accomplished, and to cooperate unstintingly in any program that may be instituted for the common objective.

There's a pleasant, yet profitable duty to perform now that the "go" signal is flashing. It's the manufacturer's move now.

M. J. DONNA, Secretary.

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trademarks

WHAT PRICE REPUTATION?

by

H. A. Toulmin, Jr.

(Reprinted from Printers' Ink)

A manufacturer's general business reputation is infinitely more valuable than his trade-mark, which is simply one hall-mark of it. And when the trade name or corporate style of an organization, which are only parts of the machinery for identifying a business, become so widely known that they are synonymous with the company's business reputation generally, the courts will take a hand in case of piracy.

It is not necessary for a name to be registered as a trade-mark or even to be used technically with a trade-mark in order to be thus generously protected. The real question is whether the name has acquired such an association with the company as to stand for the company's methods of doing business and its general reputation, irrespective of the particular products with which it has been used.

Furthermore, to incur the ire of the courts it is not even necessary for one appropriating this name to use it on the same line of goods as that of the company that has built up the business reputation.

In short, the law will protect the name of a business which has acquired a wide reputation against the use of the same name on lines of manufacture which may never have been merchandized by the company and are never expected to be merchandized by it. The courts hold that one who has built such a reputation is entitled to the protection of it and that the reputation so built would be injured if another is allowed to use it without regulation or control.

Fountain Pens and Razor Blades

The recent case of the L. E. Waterman Company, manufacturer for fifty years of fountain pens and similar articles under the name "Waterman," is in point. The L. E. Waterman Company has never manufactured razor blades. But a company calling itself the Waterman Blade Company started selling razor blades under the name "Waterman."

"It is now well settled," said Judge Learned Hand, "that a trade-mark protects the owner against not only its use upon the articles to which he has applied it, but upon such other goods as might naturally be supposed to come from him."

"Airliner"

The trade mark of Max Ams, Inc., New York, N. Y., was filed June 1, 1943, for use on spaghetti and egg noodles. The applicant is the owner of three other registrations. Applicant claims use since May 18, 1943.

"College Inn"

The trade mark of the College Inn Food Products Co., Chicago, Ill., was filed April 19, 1943, for use on noodle soup mix. The applicant is the owner of four other registrations. Applicant claims use since February 10, 1943.

Effects of Gas Rationing

American automobile users consumed nearly 20 billion gallons of gasoline during 1942, a decrease of 17 per cent under 1941, according to gasoline tax collection records compiled by the Public Roads Administration of the Federal Works Agency.

The 1942 total on which gasoline taxes were levied was four billion gallons less than in the preceding year, according to reports of State agencies to the Roads Administration.

Total State gas-tax collections, plus receipts such as inspection fees, dealer's license fees, fines and penalties aggregated \$845,803,000 for 1942, compared with \$958,013,000 in 1941. Taxes on aviation gasoline—\$948,000 in 1942 and \$701,000 in 1941—are included, but refunds for non-highway use amounting to \$63,264,000 in 1942 and \$57,214,000 in 1941, are excluded from total receipts.

The average gasoline tax per gallon for all states was 3.99 cents in 1942, the same as for the previous year. Rates of State taxes ranged from 2 to 7 cents per gallon.

The greatest decrease in gasoline consumption, based on amount taxed, was reported by New Hampshire, with 31 per cent fewer gallons in 1942 than in 1941. Eastern seaboard States where gasoline rationing began May 15, 1942, reported declines of 17 to 31 per cent for the year.

In the area rationed beginning December 31, 1942, Missouri, Montana, New Mexico, Oklahoma, and Wyoming also had reductions of 18 per cent or more. In the other states in this area there were smaller decreases.

Tax refunds in 1942 were made on 1,561,000,000 gallons for the Nation as a whole, compared with 1,405,800,000 gallons the preceding year. Tax exemptions increased in 1942 to 2,273,700,000 gallons, compared with 1,276,500,000 in 1941.

Col. Cuneo Welcomed



Brig. General Early E. W. Duncan, Commanding General of the Lincoln Air Base, greets Col. Thomas A. Cuneo, Commanding the 64th Training Wing, AAF Technical Training School, Lincoln, Neb., June 4, 1943.

AAF TECHNICAL TRAINING SCHOOL, Lincoln, Neb., June 4, 1943—Officials of the Lincoln Air Base opened the doors of welcome to the personnel and administrative officers of the 64th Basic Training Wing early this week.

Col. Thomas A. Cuneo will be in command of the 64th Training Wing. In civilian life, Colonel Cuneo was head of the Mid South Macaroni Company, Memphis, Tenn. He is also a director of the National Macaroni Manufacturers Association.

Colonel Cuneo saw 16 months overseas service with the "Old Hickory" Division in World War I. He was recalled to active service in 1942 and has commanded various Basic Training Units since that time.

The Basic Training Wing is a new activity of the Army Air Forces Technical Training Command's School here. The unit will train recruits in the basic elements of military training.

To the ambitious man all seasons are spring.

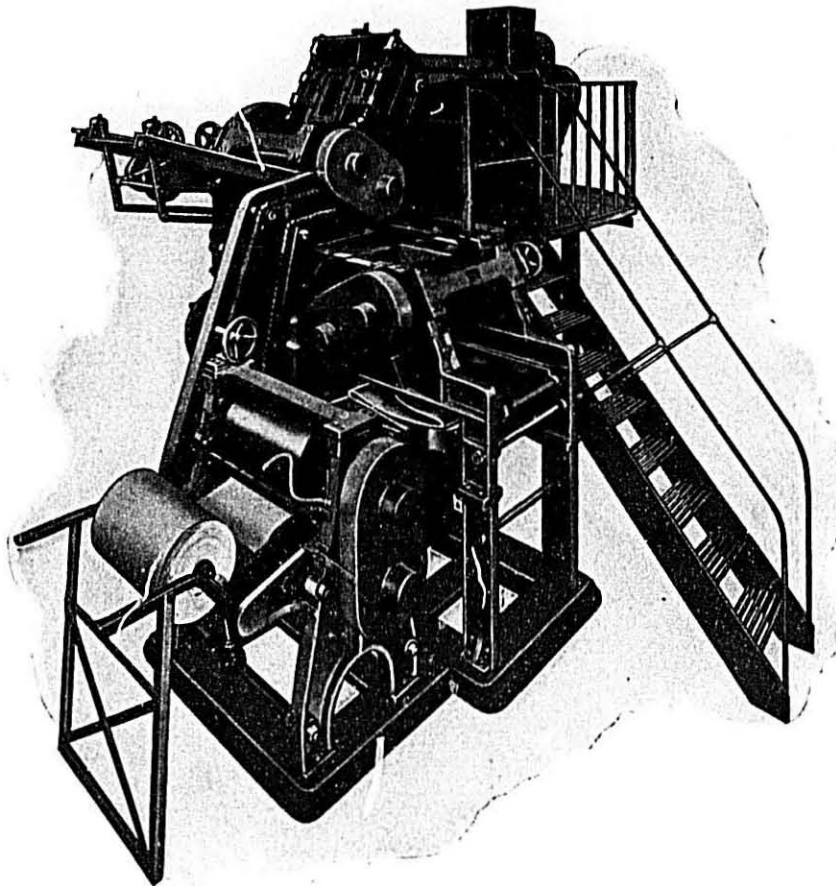
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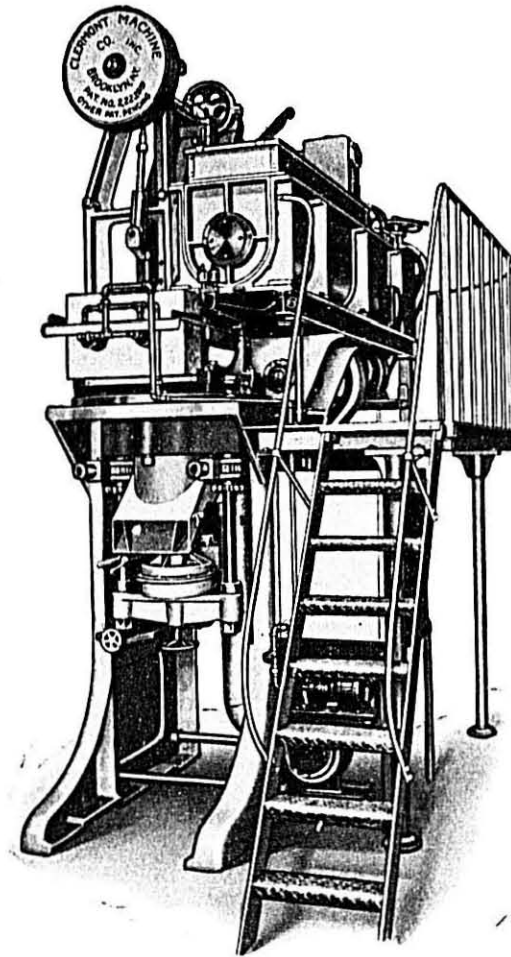
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Simple and Efficient in Operation
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Suitable for long and short cut goods

Brand new revolutionary method

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

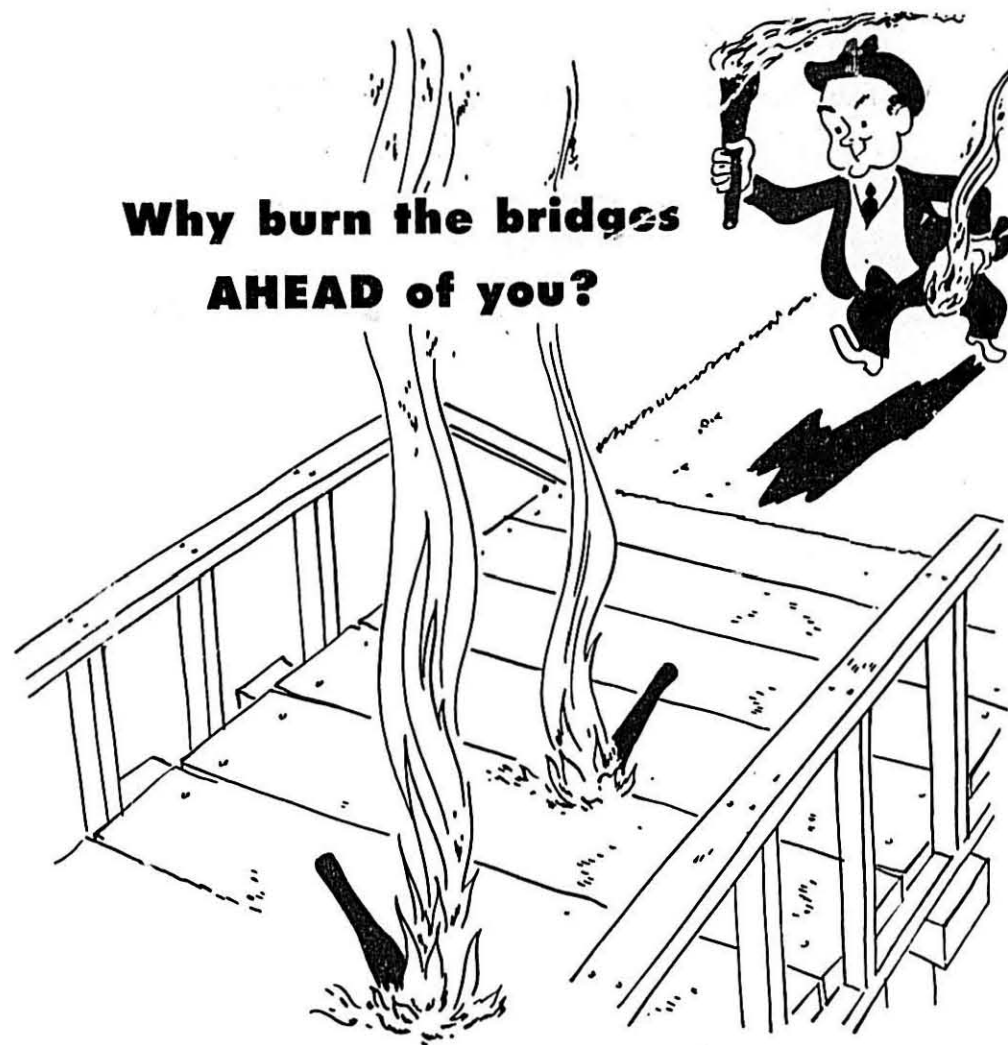
Equipped with rollers, the dough is worked in thin sheet before pressed

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AHEAD of you?**



- There's a smooth road ahead for spaghetti, macaroni, and noodle manufacturers who *hold* the new consumers that wartime conditions have swung over to these products. But the going will be tough for those who don't!
- Taking chances on quality—thus risking loss of patronage—is like burning the bridges ahead of you. Safeguard the quality of *your* products by relying on Pillsbury's Durum Products!

PILLSBURY'S DURUM PRODUCTS

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- ★ PILLSBURY'S MILANO SEMOLINA NO. 1
- ★ PILLSBURY'S FANCY DURUM PATENT
- ★ PILLSBURY'S DURMALENO

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