

THE MACARONI JOURNAL

Volume XXV
Number 7

November, 1943

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NOVEMBER, 1943

The **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

LET'S BE THANKFUL!

Back the Attack!

Buy War Bonds

Back the Industry!

Buy Business Insurance

FOR—Just As Surely As Your Money Invested in Government Bonds Will BUY VICTORY for Our Country, So Will Your Money Invested in the Promotional Program of the National Macaroni Institute BUY CONSUMER GOOD-WILL for Macaroni-Spaghetti-Egg Noodle Products.

Official Organ
of the National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

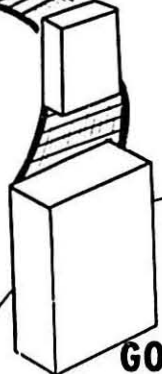
VOLUME XXIV
NUMBER 7



Why good packaging?

REASON NO. 1

—lowers costs thru efficiency in packing and handling . . .



WHY GOOD PACKAGING?

1. It lowers costs because of efficiency in packing and handling.
2. It lends itself to window, counter and mass displays.
3. It whets the appetite, stirs the consumer to impulsive sales.
4. It sells your product in the store.
5. It shows how to use your product properly in the home.
6. It encourages repeat sales through suggestions for new uses.
7. It helps make your product a household word.
8. It promotes the sale of your other products.
9. It builds prestige for your brand.
10. It represents 100% advertising, with no waste circulation.

WATCH your production line "perk up" when it is fed cartons made by a master boxmaker.

The small economies practiced by the price buyer quickly evaporate when cartons scuff, split, buckle and otherwise jam-up the line.

Aside from the important consideration of appearance and merchandising effectiveness, the package scientifically planned and manufactured is cleaner, faster, reduces production waste and delays and ultimately saves the manufacturer money.

Rossotti is not soliciting broadscale new business. However, we suggest you consult us on your packaging problems and plans with a view to post-emergency development. Your inquiries on folding cartons, labels, and package wrappers will be given individual attention.

Rossotti

LITHOGRAPHING CO., Inc., NORTH BERGEN, N. J.
BETTER MERCHANDISING THRU PACKAGING



November is "Food For Freedom" Month—and the *Food Fights For Freedom* program reaches its first dramatic peak! During this period, every one is being urged to make food fight for freedom. Are you doing your part? Are you mobilized and in action?

1. Is Every Member of Your Organization Familiar with the Program? YES NO

Are all aware of the four all-important objectives? 1. To increase food production. 2. To increase food conservation. 3. To increase food sharing. 4. To make all play square with our food supply.

2. Have You Obtained the Official Theme Posters? YES NO

Are you displaying window posters? Are you displaying wall posters? Are you displaying cashier counter cards? Are these display pieces posted in prominent positions?

3. Are You Using the Official Insignia and Messages? YES NO

In your newspaper advertising? In your circular advertising? In all other forms of advertising?

4. Have You Inaugurated a Drive to Eliminate Waste and Spillage in Every Possible Way? YES NO

In your own organization? Are you doing all you can to inform consumers and your own organization how vital it is to make every crumb and drop of food count?

5. Are You Promoting Wider Use of Unrationed Foods? YES NO

This program will help you to sell more of these plentiful foods.

6. Have You Planned a Special Drive During November? YES NO

Are you keying all advertising and promotion material into your November programs?

7. Are You Doing All You Can in Every Way to Make This Program Speed Up Victory's Time Table? YES NO

Have You Received Your Copy of This Booklet?

If you have not received your free copy of the official booklet, "How The Food Industry Can Support Our Government's Food Fights For Freedom Program," write today to: U. S. War Food Administration, Department of Agriculture, Room 219W, Administration Building, Washington 25, D. C. This booklet gives you all the facts!



FOOD THE MIGHTIEST WEAPON OF THEM ALL!
★ MAKE EVERY CRUMB AND DROP OF IT COUNT ★

PREPARED FOR THE FOOD FIGHTS FOR FREEDOM PROGRAM WITH THE COOPERATION OF THE WAR ADVERTISING COUNCIL

Space Contributed by THE MACARONI JOURNAL

Production Contributed by ARMOUR AND COMPANY



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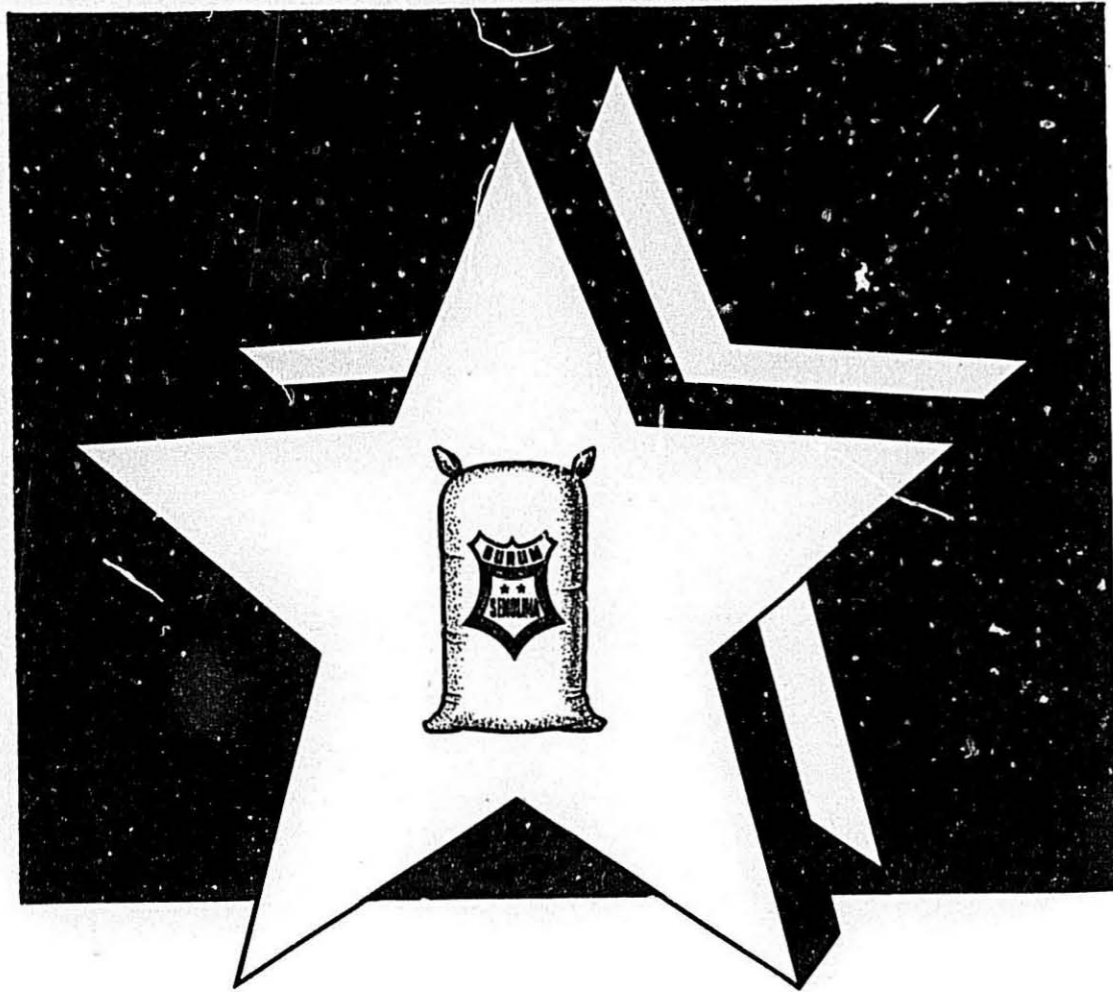


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The Two Star Semolina brand has won the confidence and good will of the macaroni industry because it symbolizes those things that mean most—unvarying high quality, dependable performance, and prompt, personal service.

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Food Fights for Freedom

There is a natural human interest in food, particularly nutritious and palatable food. From the prehistoric days when the head of the family ventured into the field, the forests and on the sea to supply the food needs of his family, unto the more recent glorious days when the housewife sauntered into her preferred delicatessen to choose from a plentiful supply of almost endless good things to eat, food—good food—has intrigued all mankind.

The war, with its priorities, its rationing and scarcities, has created food problems that are new to the modern world. Governments have rightfully concerned themselves with foods and their equitable distribution in order that all might share fairly the limited supplies that are available for feeding those in the field, the stay-at-homes, the workers, needed allies and conquered people.

In this country, an agency of the War Production Board is supporting a movement that will have far-reaching effects on the health and well-being of civilians and fighters, especially the former who will be called upon to make more and more adjustments in order that the fighters may be amply supplied with the best the nation can provide.

Trade associations, all government agencies, leading food manufacturers and distributors, employers of workers in all lines of war and civilian production, are expected to do their part in national safety and health through the education of consumers. All are asked to cooperate in a long-range program of "Good Nutrition In The Home," aimed at reaching the worker through his wife, mother and landlady.

The movement is predicated on the reasoning that the home is an excellent place for nutrition education. There the worker gets at least two-thirds of his daily food. There his food habits are formed . . . or changed. The woman who cooks his meals largely determines his diet . . . and even influences his selection of food when he eats out. So—for a complete program to increase war production and better national health through education, food producers and processors must join in a national drive to reach the home.

The general plan, into which macaroni-spaghetti-egg noodle products fit admirably, aims at giving American civilians enough food to meet basic requirements for health and strength, an end that will be attained only if every citizen gives wholehearted support to necessary

adjustments, and if food manufacturers assume their rightful share of the obligation to teach and to train consumers along approved lines.

Towards that end, the War Food Administration is pulling together all the food programs under the banner "Food Fights For Freedom." In this connection everyone is asked to "Produce, Conserve, Share and Play Square" with food. Macaroni-noodle manufacturers, producers of one of the country's best "NRF" products (nonrationed foods), can be expected to go along with the "Health for Victory" campaign that should have the unstinted support of every agency seriously concerned in the proper feeding of a hale and vigorous nation, in war or in peace.

Good food such as quality macaroni-spaghetti-egg noodles, as part of a balanced diet, are the foundation of good health—and good health for the worker means less absenteeism, greater productive energy on the home front and better fighting on the war fronts.

Governmental agencies and private concerns interested in the "Food Fights For Freedom" campaign are doing much towards making Americans more truly appreciative of the true value of macaroni products made from the better grades of farinaceous ingredients . . . or noodles made with good eggs. For instance, in a meal-planning guide for November these agencies recommend timely recipes for preparing appetizing macaroni-spaghetti-egg noodle dishes, all of a kind that will win lasting friends for this food . . . a food that has too long been overlooked in this land of plenty.

There is that American favorite—Macaroni or Spaghetti and Cheese, Spaghetti Casserole with Tomato Sauce, and Noodles with Chicken Gravy. Then there is one that seems just a little out of tune; it is called Mock Chicken Noodles, calling for the substitution of rationed veal and pork shoulder meat for chicken.

Americans, unlike peoples of many other lands, will be fed well for health and strength for the duration and for the period of rehabilitation because of the will of producers and manufacturers. In this effort we'll all have to help . . . to make sure that there's food for all. We do this as a patriotic duty. As macaroni-noodle manufacturers we'll do our share because of our pride in our food and the knowledge that it meets all the requirements of the "Health For Victory" campaign.

Report of the Director of Research for the Month of October

By Benjamin R. Jacobs

In September the Wage and Hour Division of the United States Department of Labor issued a report and recommendations concerning minimum wage rates for the Bakery, Beverage and Miscellaneous Food Industries. The Macaroni and Noodle Industry was included under the definition of these industries. These recommendations were based on reports of committees composed of representatives of the public, representatives of employers and representatives of employees. The manufacturers of the above products were defined as including those producing bread, pastries, crackers, pretzels, macaroni and other alimentary pastes, etc. The recommendation made by the committee was as follows:

"Wages at the rate of not less than 40c an hour shall be paid under Section 6 of the Fair Labor Standards Act of 1938 by every employer to each employe in the Bakery, Beverage and Miscellaneous Food Industries (as defined in Administration Order No. 213) who is engaged in commerce or in the production of goods for commerce."

The above recommendation was based on an investigation by the committee and was passed by a unanimous vote. It was further determined by the committee that extra costs will not be affected by the establishment of the recommended minimum wage rate to an extent which will substantially curtail employment or cause material dislocation in the industry as now carried on.

The above minimum rate of 40c per hour is not a basic rate but is a net rate which takes into account any incentive or other pay which may bring the hourly wage up to a minimum of 40c.

On the basis of the above recommendation the Wage and Hour Division held a hearing in New York at its headquarters on October 28, at which this matter was discussed. There were only two or three persons present who attended and among them was Mr. A. A. Myrup connected with the Bakery and Confectionery Workers National Union who presented evidence concerning employers in macaroni plants having approximately 1,900 employes who had no objections to the 40c minimum rate. This number of employes represents about 30 per cent of the total in the industry.

Since there was no objection to the

recommended rate it will probably become effective very soon and will apply to all employers in the macaroni industry whether or not they do an interstate business.

On October 11 sent out a questionnaire as Bulletin No. 132 concerning the use of cellophane. This was based on information received that the War Production Board was contemplating restricting its use as packaging material in the macaroni industry.

A meeting was held in Washington between officials of the Chemical Division of the War Production Board; Mr. V. L. Bushman, Government Chairman, Advisory Committee of the Macaroni Industry; Mr. C. W. Wolfe, President of the Association, and Benjamin R. Jacobs, Director of Research for the Association. At this meeting it was decided to submit to the War Production Board and to Mr. Bushman information concerning the use of cellophane and similar packaging material and the effect of any restrictions on the macaroni industry. Investigation shows that the macaroni industry will need approximately three million pounds of cellophane packaging material if the industry produces eleven hundred million pounds of macaroni and noodle products in 1944. These three million pounds of cellophane would be equally divided between 300 PT and 450 PT cellophane.

Investigation so far discloses that it will require not less than ten times the weight of other packaging material to perform the same function that cellophane performs now, assuming that the substitute packaging material consists of an inner sheet, a chipboard carton and outer wrapper and that the product is packed either in 8-ounce or one-pound packages. It has also been shown that users of cellophane can not go out and buy other wrapping material as the manufacturers of these products already have more customers than they can take care of and are not taking on new business.

Our questionnaire brought in 75 replies. Of these 62 used cellophane and 13 did not. The users of cellophane used 1,352,914 pounds in 1942 and will use 1,554,766 pounds in 1943. Those who did not use cellophane were about equally divided between those using cartons and those using paper bags. Forty-one of the sixty-two users of cellophane have no facilities at present for making the change and the same number would need additional machinery if a change was neces-

sary. Forty-two of the sixty-two would also need additional labor. It is therefore very evident that there would be nothing saved by prohibiting the use of cellophane as a wrapping material in the macaroni industry as the basic material (wood-pulp) is the same as that used for any of the other available packaging material. It is also evident that manufacturers of macaroni and noodle products would be placed in a very critical position if cellophane were prohibited because other packaging material could not be used without additional packaging machinery, which at present requires from eight months to one year to obtain after approval has been obtained from the War Production Board for manufacturing same and that additional labor is also difficult or impossible to obtain.

The above facts together with the replies to the questionnaire have been presented to the War Production Board and to the War Food Administration and it is hoped that in view of the findings that the War Food Administration will recommend to the War Production Board that no restriction be placed on the use of cellophane.

I have just had an interview with the War Production Board on this matter and have been advised that nothing further has been done concerning a restriction or prohibition of the use of cellophane and it is hoped that nothing will have to be done.

OPA Administrator Resigns

Prentiss Brown resigned as Administrator of Office of Price Administration on October 19 and his resignation was accepted by President Roosevelt who submitted the name of Chester Bowles for the Senate approval as Brown's successor.

Administrator Brown succeeded Leon Henderson last January. In his letter of resignation he said that the chief problem confronting him had been solved—that of halting an upward trend in the cost of living—and that from now on it was merely a question of administration.

Fats are among the earliest medicines used by man; the fat of nearly every animal was believed to have some medical value.

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Durum Crop Good

Color Satisfactory, Protein Lower

By Henry D. Putnam, Executive Secretary
North West Crop Improvement Association

The Government's durum wheat estimate for the 1943 crop, as of October 1, was 36,351,000 bushels compared to 44,660,000 last year and a ten-year average of 26,992,000. Durum receipts to date for the 1943 crop have shown the presence of less sprout-damaged, weathered and blight-damaged wheat than in the past two years, a result of better harvesting conditions where less rainfall prevailed. The quality of the wheat is better this year as indicated by slightly heavier test weight and lower moisture. Durum mills also report the color of semolina produced from new wheat to be satisfactory.

Mindum and Kubanka, the two durum wheat varieties having the most desirable color value, will supply nearly all of the milling durum this year.

Food Supply Ample

Essential Nutrients Sufficient for Nation's Health

American farmers are producing enough food this year to provide civilians with a nutritious diet and meet military and Lend-Lease requirements, the Office of War Information reports on the basis of data from the War Food Administration.

If the supply of food available for civilian use were distributed equitably and prepared without loss of value, everyone in the United States could have more nutrients than are essential for health, with the single exception of riboflavin.

A person could have on the average every day:

3,240 calories, but needs only 2,800 for energy;

93 grams of proteins, but needs only 66 to build tissues;

960 milligrams of calcium, but needs only 900 to keep teeth and bones sound (a milligram is a thousandth of a gram, and 28 grams equal one ounce);

Undesirable varieties have been largely eliminated. Carleton and Stewart, the two new stem rust-resistant varieties accepted and released last spring, will further help in eliminating undesirable varieties, and should assure durum mills and macaroni processors a satisfactory durum supply when stem rust might otherwise lead to a short crop.

Protein content of this year's durum wheat is low, as was also the case last year. The average protein content of durum wheat samples tested by the Minnesota State Grain Inspection Department during September was 13.6 per cent in 1941, 12.3 per cent in 1942 and 12.2 per cent in 1943. In 1942, millers were able to obtain limited amounts of high protein 1941 wheat with which to maintain the protein level of their wheat mixes. As stocks of 1941 wheat ran out during the spring and summer of 1943, mills were forced to deliver products of decreasing protein content.

With this year's crop showing slightly lower protein than last year, it appears that the protein level in durum products will be lower than in the past several years. This will probably create problems for some of the macaroni processors providing they are not prepared to make adjustments to overcome this adverse condition.

In discussing with durum millers the effect of protein on the manufacture of macaroni products, they advise that lowered protein to some extent

decreases macaroni processing tolerance or latitude. This, they indicate, is particularly true in the winter months when the relative humidity is low and macaroni products are usually subjected to severe or too fast drying which brings about breaking and checking. They further state that some macaroni manufacturers will probably find it necessary to adjust their processing procedure, particularly in the winter months, setting up more careful control in the handling and drying of macaroni products to eliminate the possibility of breakage losses.

14.7 milligrams of iron, but needs only 12 to make blood;

6,500 International Units of vitamin A, but needs only 4,700 to keep eyes, skin, and body linings healthy;

2.2 milligrams of thiamine, or Vitamin B₁, but needs only 1.6 for the nerves and to help the body assimilate sugar and starch;

2.14 milligrams of riboflavin, but requires 2.3 to aid the cells of the body use oxygen carried to them by the blood;

18.8 milligrams of niacin, but needs only 16 milligrams of this nutrient, which prevents pellagra, a disease of the skin and nervous system, and

95 milligrams of ascorbic acid, or vitamin C, but needs only 70 to help hold body cells together.

These comparisons were made by the Civilian Food Requirements Administration of WFA. The Branch calculated the nutritional value of the civilian food supply as bought by consumers and before being prepared for eating, because the loss of nutrients through cooking is not exactly known. It then compared those figures with the amounts of nutrients a



H. D. Putnam

person should take in each day as recommended by the Food and Nutrition Board of the National Research Council, a nonprofit institution chartered by Congress.

The table of values adopted by the Food and Nutrition Board and approved by more than 50 nutrition authorities, represented the amounts of each nutrient required daily by a person of each sex, different ages, and three degrees of activity. The Civilian Food Requirements Branch computed the total daily requirements of all persons in any category by multiplying the recommended amounts by the actual number of persons of that class as shown by the 1940 census. The branch was then able to estimate how much of each nutrient is needed by everybody every day by adding the amounts required by all the groups of people, the products of the multiplications. The amounts needed per capita were found by dividing these totals by the whole population.

Officials of the Food Distribution Administration said that proper cooking and use of food can reduce loss of nutrients in the home, and that rationing and price control help to give everyone as fair a share as possible.

SHE LEADS A



DOUBLE LIFE!

that's why she'll go for

HOME FRONT MACARONI

LEADING a double life takes some doing! When a lady is taking care of home and family and at the same time doing everything she can toward victory, she's plenty busy.

And how she appreciates help! Especially, help in juggling that food budget and those ration stamps. . . .

So count on it, Mrs. America will be mighty grateful to Betty Crocker for the new "Home Front Macaroni" recipe. When she hears that this hearty dish requires only a half pound of bulk sausage, yet feeds six people, she'll doggone near kiss the loudspeaker!

Here's a dish that takes the place of meat, potato and vegetable. It's easy to fix, also thrifty. And good! (Just take a look at the page opposite. Terrific, eh?)



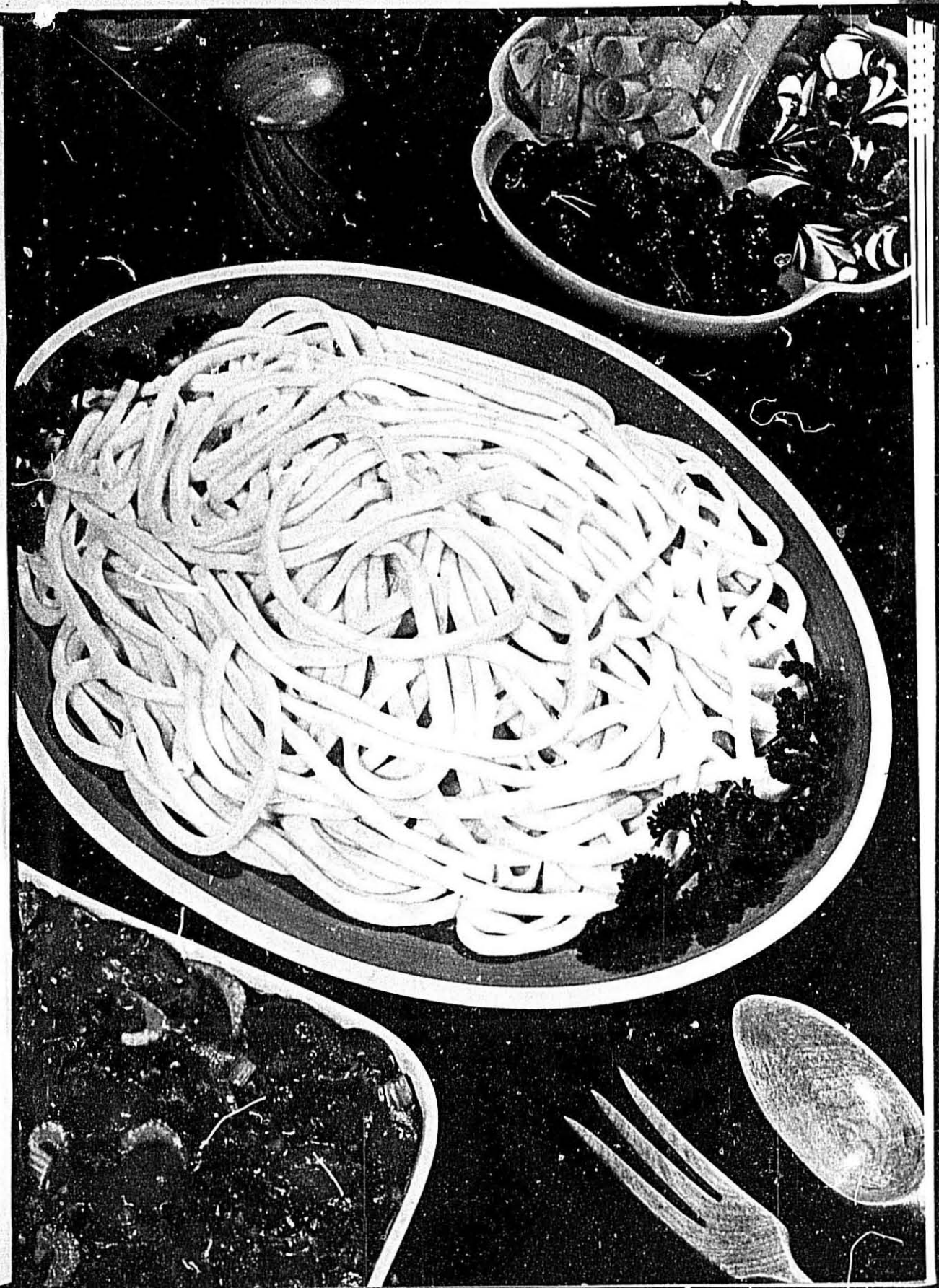
In addition to giving her millions of listeners the recipe for this "Home Front Macaroni," on November 26th, Betty Crocker will turn up the sales heat on macaroni and spaghetti products in general. She will emphasize that these Durum wheat foods are among the cereal products that Uncle Sam is urging American housewives to serve more of—more often.

Check! There'll be real action on the Home Front, November 26th. Be sure you're in on it! Let Betty Crocker and "Home Front Macaroni" make sales for you! . . . General Mills, Inc., Durum Department, Chicago, Ill.

Look for full page full color ads featuring Home Front Macaroni in January McCall's and December Woman's Home Companion! Over 7,000,000 combined circulation!

29 STATIONS, COAST-TO-COAST, NOVEMBER 26TH

"Betty Crocker" is a registered trade-mark of General Mills, Inc.



SMASH DRIVE FOR MACARONI SALES

WHEN HOME FRONT MACARONI HITS THE AIR



Betty Crocker herself sells "Home Front Macaroni" to her millions of followers from Coast-to-Coast on November 26th.

As the pinch of food-rationing tightens, more and more women are turning to Betty Crocker for advice on feeding their families. *Never was the influence of Betty Crocker as great as now!* More than 90% of American housewives know Betty Crocker and over 25% of them refer to Betty Crocker as the most helpful of all home economists.

As America's most famous food authority, Betty Crocker has played a significant part in the increased consumption of macaroni

products. She'll do another outstanding coast-to-coast sales job on Friday, November 26th—for You!

At the same time, the greatest single advertising project in General Mills' history takes the form of the fascinating book, "Your Share." The vast knowledge and information of the famous Betty Crocker staff is selected and condensed into this food encyclopedia of 48 pages. Seven million copies will be given away FREE with purchases of General Mills products! Powerful advertising will push this exciting book. Seven network women's radio programs, big Sunday supplement newspaper advertisements, lots of advertising in women's magazines . . . *Macaroni and noodle recipes are prominently featured in this book!*

Plan now to tie in, and urge your retail outlets to *display and feature* your brands. . . . Your General Mills representative will be glad to give you further details. Ask him!

GENERAL MILLS, Inc.

Durum Department

CHICAGO, ILL.



"Betty Crocker" is a registered trade-mark of General Mills, Inc.

ACTION ON THE HOME FRONT NOV. 26TH

November, 1943

THE MACARONI JOURNAL

9



15 Tons of Macaroni Products Packaged in an eight-hour day

CAN YOU AFFORD TO SAY YES

to these questions?

Are your Packaging Costs too high?
Is your labor problem complicating your
Carton Sealing operation?

Eliminate your problems and reduce your costs through the use of an Adjustable Ceco Carton Glue Sealing Machine.

Seal *all* your cartons on one adjustable, flexible Carton Sealer.

Make adjustments for *all* your carton sizes in less than a minute.

Seal both tops and bottoms of your filled cartons simultaneously.

Use the *same* machine for both long and short cut products.

Average speed 40 to 60 per minute.

Low initial investment and negligible maintenance-costs result in self-liquidation during the first year of operation.

Our suggestions and recommendations are available now for planning immediate or postwar installations.

HAVE YOU PURCHASED THAT

extra WAR BOND *today?*

Container Equipment Corporation

210 Riverside Avenue, Newark 4, New Jersey

The Name Counts in Advertising

Assign a Permanent Location to It in Changeable Copy

By E. H. Brown

A sound unquestioned reputation is the most valuable asset of any business. How the outside world—the one full of potential customers—comes to recognize it, is by the trading name. This is, or should be, a vital part of the firm's advertising.

"Our advertising message varies all the time," declared one business executive, "but our name is always in the same location—the top of the top of the advertisement. And it is a signature cut, which becomes, in time, the equivalent of a trade-mark."

Each owner of a business must, of course, decide for himself as to the actual position of his trading name in the advertising copy. A perusal of newspapers and periodicals from all parts of the country indicates that there is no consensus of opinion on the subject.

One firm, for example, has adopted the upper left-hand corner as the signature location. Nothing appears but the name of the company surrounded by a box. From the standpoint of advertising mechanics, this is the dominant position in the copy space, since we read from left to right and top to bottom. Trained from infancy, the eye instinctively seeks the upper left-hand corner of the page or the individual advertisement. This firm's signature is weak in that the location of the business is not stated. Neither is the information given elsewhere in the advertisement.

While it may be true that the majority of people who follow this firm's advertising know where to go to do business, it is equally certain that many do not. The larger the city, the more essential it is to specify the exact location of a business. The prospective customer who has to consult a telephone directory, or inquire of bus drivers, policemen and others in order to locate a firm, is likely to end up by buying elsewhere.

One firm which is nothing if not thorough, while partial to the top of the advertisement being the logical place for the signature, also duplicates the signature at the bottom of the advertisement. Moreover, the signature extends across the entire top and bottom of the advertisement. The business location, by streets, is not given; instead, definite directions aid the prospective customer by available means of local transportation. The signature also contains the firm's telephone number and the firm's opening and closing hours.

A factor in signature technique which is becoming widespread is the

use of identically the same type as that used in the display part of the advertisement.

For the purpose of uniformity, this idea of identical typefaces is excellent, but there is great danger that the signature will conflict with the merchandise or services advertised, or vice versa. In the case of one firm, this danger is eliminated by boxing the signature off from the balance of the advertisement.

In direct antithesis is the advertisement of a business concern in which a genuine signature "cut" is used. This particular signature is a survival of the days when firms employed artists to design an impressive signature calculated to identify the advertising. Many of them were weird and grotesque, but they did at least achieve their purpose. While signature "cuts" are still prevalent, most of them are considerably more artistic than their predecessors.

An admirable example of a modern signature "cut" has, by its small size, the advantage of flexibility. It can be shifted around to any point in the advertisement, thus making it possible to balance the display.

The matter of signature size is far from uniform throughout the country. However, the weight of opinion seems to favor large signatures. One business with an unusually short name—five letters—usually employs a type from two to three times as large as the biggest face used in the copy. Very few businesses use a signature type or "cut" smaller than the largest type display face. And, it should be noted, those firms that do employ a small signature typeface, invariably make up in width what they lack in depth.

With all these conflicting opinions as to size, shape and location of signatures, which is the best?

The adherents of the top of the advertisement school claim the signature is the first thing seen by the reader's eye, and whether the reader buys or not, he receives an impression of the firm's name.

On the other hand, it must be admitted that usually the signature is more important to the business owner than to the customer. The reader is primarily interested in the merchandise or service offered. If this argument is sound, then the logical place for the signature is at the bottom of the advertisement, where it will not compete with the merchandise and service for the customer's attention.

In deciding upon a signature, the

factors which should be considered are, in the order named:

1. The signature should be sufficiently prominent to attract attention—but not at the expense of the merchandise or service.

2. If other than a top or bottom position is used, the signature should be considered a balancing part of the display.

3. To eliminate the possibility of confusion, a distinctive signature is preferable to a type-set signature.

4. It is desirable that street location and telephone number be made part of the signature.

5. The size of the signature should depend upon the size of the advertisement. It should not dominate the copy space. The cost of the space occupied by the signature should also be considered.

The above five considerations are responsible for the wide difference of opinion on the subject. Each businessman must decide the question to suit himself. After all, the merchandise or service is the thing. The signature serves the useful purpose of identifying one or the other in the customer's mind, and directing him to the firm.

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Plan Better Diets For Peace

War has "put nutritionists and dietitians on the map in a big way," Secretary of Agriculture Wickard said recently in an address before the American Dietetic Association. "Especially in modern warfare, we need to develop our fighting capacity, our production capacity, and our general stamina to the highest possible level."

"But do we have to have war," he queried, "do we have to be engaged in the business of killing, to feed people properly? Are we to say that a man should be properly fed while he is a soldier—but when he becomes a civilian again it doesn't matter? Or that a worker should have the right food when he is turning out weapons—but it isn't important when he is turning out the comforts of peace?"

"I am sure," he answered, "that we are going to maintain in this country from now on that good diet is as important to the peacetime civilian as it is to the wartime soldier. And fortunately we now have the physical means to provide the better diet in either peace or war."



YOU, TOO, NEED EXTRA PROTECTION

SOMETIMES a prospective customer asks us, "Why should I pay more for King Midas Semolina than for the brand I'm using now?"

Well, we like that question. We like it because it gives us an opportunity to show that the *extra protection* you get in King Midas Semolina is actually worth dollars and cents to a buyer. It gives us a chance to cite actual case histories of customers who have benefited many times from that *extra protection*.

Not just carload after carload . . . but crop year in and crop year out the unvarying high quality, the carefully guarded uniformity of King Midas Semolina is paying *extra dividends* to many leading macaroni manufacturers. We think it can do the same thing for you.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA

Conform to Meat-Rationing Regulations

Executives of Armour & Co. Plead With Employes to Be Fair, to Customers to Be Patient

"Our country is in a life and death struggle. Victory can come only through cooperation, sacrifice and strict compliance with such measures as are deemed necessary to make our efforts most effective." When meat rationing was ordered a short time ago, Armour & Company's president, Mr. G. A. Eastwood, broadcast that message to managers of plants, offices, district and branch houses, sales forces, and subsidiaries, and F. W. Specht, vice president and general manager, circularized the firm's customers along these lines:

The government is finding it desirable to adopt unusual measures in order to assure the most effective use of the nation's meat supply in winning the war and maintaining civilian health and morale. That is the aim of the "set aside" orders for meat and eggs for the armed forces and for lend-lease, and that is also the aim of the rationing order which is intended to assure fair and equitable distribution of the meat going into civilian trade channels.

Best estimates indicate there will be about 24 billion pounds of meat produced in the nation's packing plants this year, that 10 billion pounds will be "set aside" for the government and that 14 billion pounds will be available for civilians. Controlling the flow

of that amount of meat through more than a thousand packing plants and several hundred thousand retail outlets is a most difficult task—one which calls for cooperation, tolerance, honesty and an unusual display of good judgment by all the factors in the trade.

Because there will not be enough meat and frozen egg yolks, for that matter, to satisfy completely the demand for them, opportunity is presented to chiselers, dishonest traders and unpatriotic people to attempt to get more than their fair share through bribery, or "pull" or some other means of influencing the flow of product.

It is Armour and Company's intent and desire to conform to the government regulations in every particular, and we have so instructed all members of the sales organization. We want our customers to know that there is no justification whatever for their paying money or extending favors to any Armour people in order that they may obtain their fair portion of our output. And we would certainly appreciate being advised if any of our employes so far forget their instructions as to solicit or accept favors or bribes on the pretense that they have it in their power to give one customer preference over another. We shall attempt in every way possible to effect a fair and equitable distribution of our product among all our customers, and favoritism does not enter into our plans in any degree whatsoever.

Your Post-War Customer

Quite naturally, businessmen, including macaroni-noodle manufacturers, are more vitally concerned over the present and immediate future status of their business than in long-range prediction following the war. However, more than passing attention is being given to post-war possibilities. Here's a thought passed on to trade association executives by the Chamber of Commerce of U. S. A. that is worthy of thought and study:

In considering post-war problems, business concerns are giving attention to their customers: who they will be; their age, size and type of family; their financial and income status; their anticipated acceptance of new methods, materials and products.

Most of the customers, of course, will be those with whom concerns have been dealing with for some years. Retailers and service groups can anticipate

the needs of such customers. The tendency will continue toward the small family, despite the increasing birth rate at the beginning of the war. But there will be new customers, too. Many of them will be recently married couples, whose average age will be older because of the decrease in marriages during the war. There may be a greater tendency among such couples to "settle down" because of their age. Inasmuch as they are older, they will have a more mature outlook on life and be interested in more permanent values.

At the close of the war, personal savings should be relatively large. Money ordinarily spent on many luxuries as well as durable consumer goods will have gone into savings, either institutional or government bonds. Thus, the consumers will be in a position to buy all sorts of commodities, even those requiring substantial sums.

During the war period, the population, both at home and in the Armed

Forces, will become more highly skilled. Training in war industries will have given both men and women opportunities to have much higher incomes and be more valuable to industry. The men returning from the war, especially the very young men, will have acquired a sense of discipline which comes only with a regular mode of life. Both business and government will be taking measures to provide full employment which in turn will mean steadier income. It is to be expected that wide fluctuations in farm income will also be avoided. Such prospects of regular earnings will make the American population excellent customers from a credit standpoint.

The consumers will be tolerant toward new products. The men returning from other lands will bring back ideas heretofore untried in this country. At the same time those who have served on the home front will be more willing to accept new materials as they will have become accustomed to alternates and substitutes during the war period when customary materials were not available for consumer goods.

Altogether, the prospect for American business, in so far as the customer is concerned, is good. The consumer will probably be liberal in his outlook, amenable to innovations, and yet aware of what he wants.

Fighters Eat More

A soldier or a sailor eats about one and a half times as much as a civilian. But people sometimes forget that servicemen had to eat before they went into the armed forces. Actually they reduce the supplies remaining for civilians only by the differences between what they ate as civilians and what they eat now—the difference between 5½ pounds a day compared with the 3¾ pounds they would still have eaten if they had remained in civil life.

The War Food Administration says the average weekly diet for a man in training includes: 6, 1/5 pounds of meat; 7 eggs; 3½ pounds of fresh milk; 1½ pounds of evaporated milk; ice cream once a week; at least 1 pound of butter, margarine and other fats; 4½ pounds of bread, cereal and other grains; 5 pounds of potatoes; 5 pounds of fresh and canned vegetables; 4½ pounds of tomatoes and citrus fruit; 2 pounds of other fruit.

For men quartered in this country the Army and Navy require at least a 3-month reserve supply; for men in the armed services abroad, a 9-month supply.

A FULL-FLEDGED REGULAR!

MACARONI products are now a "regular" . . . no longer just a substitute food for millions of Americans. It's true that macaroni has hit a new high in popularity by serving as an extender for rationed foods. Now it is served on millions of tables by choice, prepared in any of a thousand delicious ways! People in every walk of life have acquired a genuine taste for macaroni dishes.

This new popularity can be maintained! Intelligent promotion is an essential help, but as always, high quality is the real key. In this we can help! Cavalier and Durakota Semolina, and our Durum patent flours, will assure you success in producing macaroni products that have real eye and taste appeal. They offer all the rich, health-giving qualities . . . plus the flavor and color that will help build and maintain macaroni sales. Milled from the world's finest durum wheat, Cavalier and Durakota must be good! Scientifically milled, they are always uniform.

Together we can keep macaroni products on the first team!



Highest Quality . . . Uniformly Maintained

CAVALIER EXTRA FANCY NO. 1 SEMINOLA
DURAKOTA NO. 1 SEMINOLA

Address Inquiries to **EVANS J. THOMAS** MGR. DURUM DIVISION 919 N. MICHIGAN AVE., CHICAGO, ILLINOIS

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
Bradwood, Illinois

The New Trademark Law—Will It Pass This Session?

M. S. Meem

The new Trade Mark Bill, H.R. 82, has been passed by the House and is before the Senate, but whether it will pass this session is very doubtful. So far, we are informed by the Patent Committee, there is no schedule on their calendar for consideration of the Bill at this time.

This Bill, the result of many others proposed from time to time for the past seventeen years or more, and known as the "Lanham Bill," passed the House last June and was presented to the Senate and it was hoped by those advocating it that it would go through this time. If it should pass it will become effective one year from the date of its passage. If and when it passes, it will take some time to familiarize the public with the changes from the present law, and years after that for the Patent Office and the Courts to construe the new statute.

The hearings on the Bill have been attended by members of the Congressional committees, by representatives of many large industrial organizations and their attorneys, as well as other members of the legal profession interested in trademarks.

Following are a few of the outstanding changes proposed:

Providing for a short extension of time for filing oppositions, which now must be filed within thirty days from publication of the mark. If a registrant neglects to renew his registration at the end of twenty years, he may have a short extension for that purpose by paying an extra fee.

There is a provision for registering "Service" marks, such as used by dyers and finishers, laundries, etc., if the marks are properly used in commerce. Under this law, subject to certain restrictions, after a registrant's

mark has been continuously used in commerce for five years, it would be incontestable, provided that within the sixth year the registrant files an affidavit stating the mark is in use and has been continuously used during the five-year period, etc.

There is a "Supplemental Register" continuing the present 1920 Act, covering a wide variety of marks, for which the filing fee is the same, but the registration certificates will be "conspicuously different" from those issued for the principal register. These certificates will not be used to stop importations.

The new proposed law makes it mandatory for the registrant to notify the Commissioner before the end of six years that he is using the registered mark, or if not using it the non-use is because of circumstances beyond his control, and that he has not abandoned it, otherwise the Commissioner will cancel the registration.

These are only a few of the highlights in the new bill, and no one knows how many of these will be changed before the bill is passed and becomes a new law.

It would not be necessary to register existing registered marks, but at the end of their present terms they would be renewed under the new Act. Pending its final adoption and approval by the President, it would seem to be wise not to be stampeded into unnecessary action concerning trademarks at this time.

8 Million Fighters Eat a Ton Apiece: Victory Gardens Yielded 8 Million Tons

Twenty million Victory Gardens; 4 million acres, and 8 million Tons of food.

That, in brief, is the 1943 Victory Garden record Secretary Wickard summarized with satisfaction at the Victory Garden Harvest Festival at Chicago.

"That is a lot of food," he said, "at a time when food is one of our greatest offensive weapons in the war and one of our principal hopes for bringing about a constructive peace."

"A lot of food!" But how much is 8 million tons of food? Victory Garden headquarters in the U. S. Department of Agriculture suggests there is one easy way to get at least a suggestion of the output. It takes nearly a ton of food a year to feed a soldier. It would not be far wrong to take it that there are about 8 million men in uniform. And Victory Gardens—20 million of them—supplied roughly as many pounds of food as all the U. S. fighting men, at home and abroad, will eat in a year.

Actually, of course, the produce of the Victory Gardens would not have fed the armed forces. Their ton of food a year includes plenty of food more concentrated than the Victory Gardens supplied. But the Victory Gardens did produce far more of the protective foods than the uniformed forces would require. And home production of this quantity of food freed the transportation system from an enormous burden and left it better able to transport the supplies the fighting men needed.

New Multi-Use Sealer

A new "multi-use" sealer has been added to the heat-sealing machine line of Pack-Rite Machines, 828 North Broadway, Milwaukee, Wis.



While originally developed to answer a specific need in the meat industry to seal pinch-type and overlapping sausage bands, the scope of the new Multi-Use Sealer has been so vastly widened that it is applicable to a great many heat-sealing problems and to all heat-sealing materials.

Three sealing stations are incorporated: (1) Whisking the flat back of sealer over tops of bags, pouches, packages, materials, labels, etc. (2) Applying the flat, heated tip to heat-sealing materials, for accurate spot-sealing; and (3) Slipping heat-sealing materials under the spring clip, for pinch-type bands, ends of materials, tops of bags, envelopes, etc.

A 3-heat switch and heavy-duty heating element are provided for sealing any type of heat-sealing materials in various temperatures. Plugs into any 110 A.C. or D.C. light socket.

Light in weight, the Multi-Use Sealer can be operated all day with the ease of a paint brush. Simple to use on floor, work bench, wall or assembly line. Provided with 8 feet of cord, the sealer can be brought directly to the package.

A table or wall clamp is obtainable as optional equipment. Securely holds the sealer in any position on table, bench or wall. Equipped with wing nut for fast, easy setup and removal.



Come to ST. REGIS for specialized packaging assistance. There is no high pressure "stuffing the ballot box" in favor of any one method. Today the ever widening range of commodities packaged in St. Regis Multiwall Paper Bags requires, not only many different kinds of tailor-made kraft bags, but also varied types of filling and closing equipment. Each of the three St. Regis Packaging Systems has demonstrated its efficiency and economy in packing and shipping the products for which it was designed. So in advising on packaging problems, St. Regis Packaging Engineers are free to recommend the system best suited to your individual product—and your production requirements.

Leading firms in almost every branch of American industry, who ship in 25 to 100 lb. units, use St. Regis Systems to achieve maximum efficiency and economy in packaging their products.

Some Vote for VALVE PACK. Valve Pack is inevitably the choice of those requiring Maximum Production With Minimum Labor. St. Regis Automatic Packing Machines (Belt, Screw or Impeller type) speed production and save manpower by preweighing your product and propelling it into self-closing, valve type Multiwall Paper Bags. Gravity Type Packers are also available for filling Valve Bags.

Others Vote for SEWN PACK. Quantity users of open mouth bags select the St. Regis Sewn Pack System. Automatic sewing machines, applying a bound-over tape

and filter cord, sew through all plies of the bag. Operators recommend this System for its swiftness and uniformly excellent closures.

Others Vote for TIED PACK. Tied Pack affords an economy closure for those with moderate or intermittent production. The St. Regis Wire Tied Pack System permits the efficient and quick closing of open mouth bags without automatic equipment. A hand twisting tool constitutes the entire equipment for effecting the securely tied closure around the neck of the bag.

For expert advice in selecting and installing the packaging system to fulfill your immediate—or future—requirements, consult a St. Regis Packaging Engineer. His seasoned and unbiased recommendations are yours without cost or obligation.

St. Regis Bags have 3 to 6 independent walls of tough kraft paper fabricated in tube form, one within the other, so each bears its share of the load. Chemical and physical properties of product determine number and weight of kraft and special sheets.

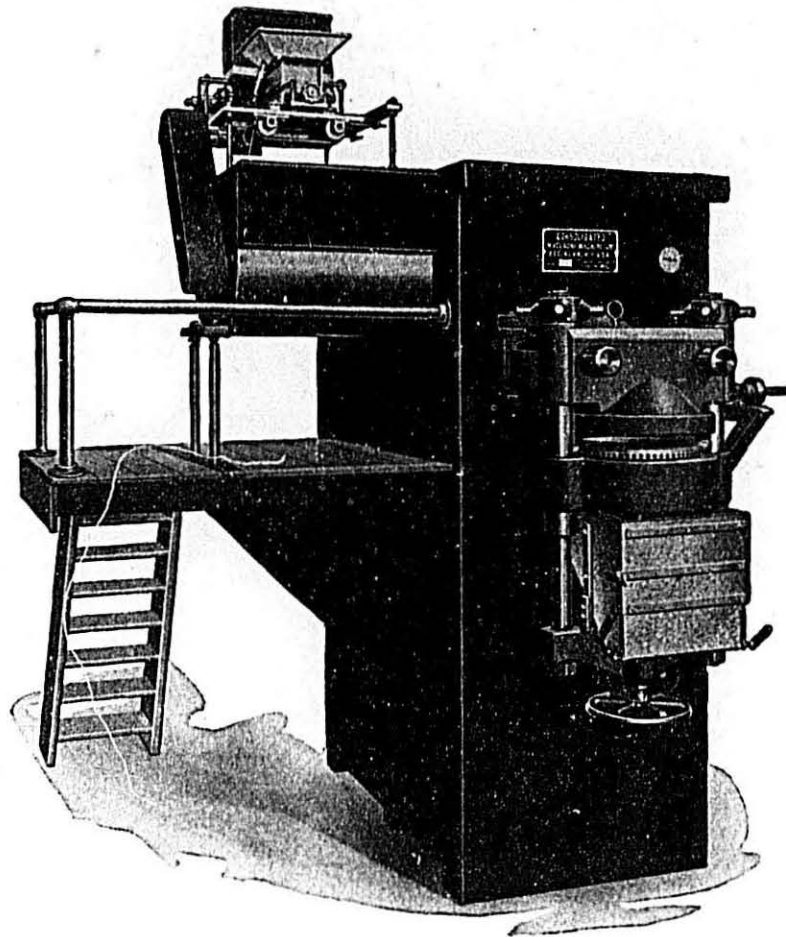


MULTIPLY PROTECTION • MULTIPLY SALEABILITY
ST. REGIS PAPER COMPANY
TAGGART CORPORATION • THE VALVE BAG COMPANY
NEW YORK: 230 Park Avenue
CHICAGO: 230 No. Michigan Avenue

IN CANADA
BATES VALVE BAG CO., LTD.
Montreal, Quebec
Vancouver, B. C.

Baltimore, Md. Birmingham, Ala. Dallas, Tex. Denver, Colo.
Los Angeles, Calif. New Orleans, La. San Francisco, Calif. Seattle, Wash.
Franklin, Va. Nazareth, Pa. Toledo, Ohio

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.

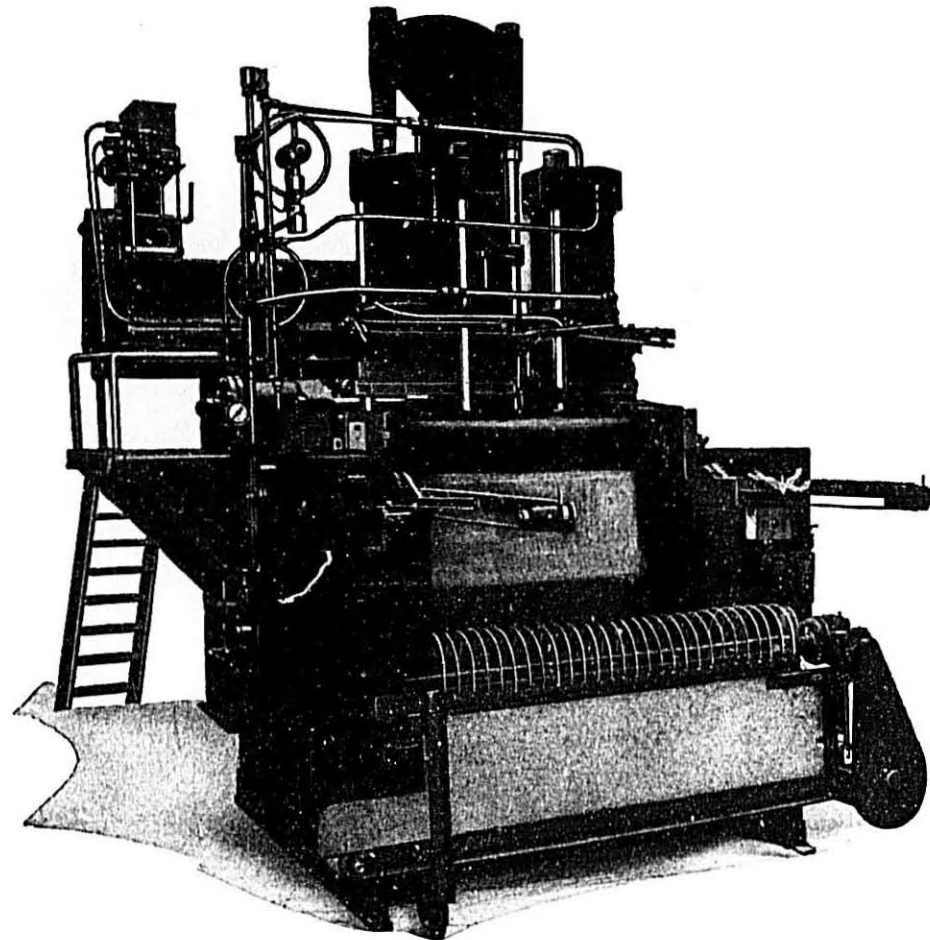
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

Americans Are Well Fed

American farmers are producing enough food this year to provide civilians with a nutritious diet and meet military and Lend-Lease requirements, the Office of War Information reports on the basis of data from the War Food Administration.

If the supply of food available for civilian use were distributed equitably and prepared without loss of value, everyone in the United States could have more nutrients than are essential for health, with the single exception of riboflavin.

A person could have on the average every day:

3,240 calories, but needs only 2,800 for energy;

93 grams of proteins, but needs only 66 to build tissues;

960 milligrams of calcium, but needs only 900 to keep teeth and bones sound (A milligram is a thousandth of a gram, and 28 grams equal one ounce);

14.7 milligrams of iron, but needs only 12 to make blood;

6,500 International Units of vitamin A, but needs only 4,700 to keep eyes, skin, and body linings healthy;

2.2 milligrams of thiamine, or Vitamin B₁, but needs only 1.6 for the nerves and to help the body assimilate sugar and starch;

2.14 milligrams of riboflavin, but requires 2.3 to aid the cells of the body use oxygen carried to them by the blood;

18.8 milligrams of niacin, but needs only 16 milligrams of this nutrient, which prevents pellagra, a disease of the skin and nervous system, and

95 milligrams of ascorbic acid, or vitamin C, but needs only 70 to help hold body cells together.

These comparisons were made by the Civilian Food Requirements Branch of the Food Distribution Administration of WFA. The Branch calculated the nutritional value of the civilian food supply as bought by consumers and before being prepared for eating, because the loss of nutrients through cooking is not exactly known. It then compared those figures with the amounts of nutrients a person should take in each day as recommended by the Food and Nutrition Board of the National Research Council, a non-profit institution chartered by Congress.

The Civilian Food Requirements Branch represents civilians in the presentation of claims for a share of America's total food supply. The share this year is 75 per cent of the total, and about the same as the average annual quantity from 1935 to 1939. To carry out its responsibility, the agency translates nutritional re-

quirements into quantities of food. Such a translation of the dietary allowances of the National Research Council was presented at the United Nations Food Conference at Hot Springs, Virginia, as an example of a minimum diet sufficient for health.

Want Freight Rate Increase Suspended

Heads of three Federal war agencies have requested the Interstate Commerce Commission to suspend freight rate increases beginning January 1, 1944, that would add more than \$300 million annually to the bills of Government, farmers, businessmen and private consumers.

Joining in the request were the Director of Economic Stabilization, the War Food Administrator, and the Price Administrator.

They said that the increases would have an immediate adverse effect on price stabilization and food production, while the increased revenue is not needed by the railroads, which "are earning unduly high returns upon their properties."

First suspended on May 15, 1943, until the end of the year, the increases would add an average 4.7 per cent to freight rates and charges.

Bumper Potato Crop Creates Storage Crisis

In urging housewives to lay in some extra potatoes for home storage, the War Food Administration makes the point that first class storage in which potatoes would be sure to keep until spring is not essential. Even short storage will help—six weeks or two months. It will help if each family that is able to will buy a bushel or two extra now and store them for even a few weeks, while the potatoes are in best storage condition.

The U. S. has commercial storage for a huge supply of potatoes under usual conditions. This space will all be in use this year. Most of these potatoes can be kept for several months, but they ordinarily begin moving out of storage in early winter. The ones that go to market early could just as well be kept later, however, and begin moving to market in midwinter instead of early winter. Ordinarily many potatoes are kept in commercial storage until early potatoes of the new crop begin to arrive. With an ordinary crop, the storage space fits the market. With this extraordinary crop there just is not enough commercial storage—and new storage could not be built for lack of war-needed materials. With an ordinary crop last year, and extraordinary demand last spring, the stored pota-

atoes were exhausted and there was a potato shortage. But if the commercial storage can be filled now and kept filled later than usual, and if the added supply from the bumper crop can be stored in homes for a month or two—until used—that will delay the out-of-storage movement a few weeks. This should help to keep an abundant supply available on the markets until the new crop comes in.

This is another example, says the WFA, of how a little extra effort and a little willingness to help, when multiplied by millions of homes, can amount to a great deal.

"E" Award to General Mills

For outstanding production of war materials, the Army-Navy "E" Award has been given to the mechanical division of General Mills, Inc., Minneapolis, Minnesota, according to an announcement by Under-Secretary of the Navy, James Forrestal.

General Mills is one of the few food concerns interested in the manufacture of war materials and the award is based on its fine record in manufacturing high precision naval ordnance, which was started in November, 1941, just prior to Pearl Harbor. This particular operation is in charge of Arthur D. Hyde, Vice President of General Mills.

Announcement has not been made of the date when the "E" Award is to be formally presented to the officials of General Mills.

Priority Rating for Paper Cups and Food Containers

As a result of war requirements the demands for paper cups and paper food containers have increased so tremendously that the available supply is insufficient even to meet the needs of the Armed Forces and war plants, says the War Production Board's Containers Division. Manufacturers of paper cups and food containers are reported unable to increase production because of a shortage of labor and machinery. They are also unable to control the distribution of products into the essential channels and, consequently, many are going to unessential uses.

To rectify this situation, the WPB Containers Division has issued Direction No. 2 to Priorities Regulation 3, so that paper cups and food containers for in-plant feeding may be obtained on blanket MRO ratings until Jan. 31, 1944. In-plant feeding covers serving employes food, drink or refreshments on the premises of a plant or business activity, it was pointed out.

Newspaper Items of Trade Interest

Bought Warehouse and Plot

Rochester, N. Y., *Times-Union*: Postwar expansion by the Gioia Macaroni Company, 71 Parkway, was being planned today with the purchase of a two-story brick building and 4.7 acres of land at 1464 Lyell Ave.

The property was sold by Rochester Trust and Safe Deposit Company for \$14,000, including a \$7,000 mortgage. The building, at present occupied by Excelsior Supply Company, will be used by the macaroni company as a warehouse beginning December 1, according to Horace Gioia, vice president.

Sather Joins Mission Co.

Tacoma, Wash., *News-Tribune*: Announcement of interest in the Tacoma grocery jobbing trade is the appointment of Howard L. Sather, well known Tacoma salesman, as sales representative for the Mission Macaroni Company of Seattle, Washington, in Tacoma and Southwest Washington.

Sather, who was identified with a large manufacturer in the Tacoma district for the past four years, is a native of Minnesota where he attended public schools and the University of Minnesota. Since leaving college he has been in the grocery jobbing business. He is married and owns his own home here.

Another Factory Planned

Sykesville, Pa., *Post-Dispatch*: A second macaroni manufacturing plant is expected to begin production within 60 days in Reynoldsville, employing about thirty-five persons.

The brick building on Jackson Street, owned and used by the Guarantee Silk Company, has been purchased by the Brockway Macaroni and Supply Company and will be converted into a macaroni manufacturing plant.

The building had been damaged by fire some time ago and present plans are to repair and reroof the structure.

Sardine Pack Higher, Civilian Share Smaller

Although landings of pilchards or California sardines were 18 per cent larger during the first two months of the current season than during the corresponding period last year, the pack of canned sardines has declined approximately 4 per cent because of a serious shortage of cannery labor, according to Coordinator of Fisheries Harold L. Ickes.

Because of the number of hand operations involved in canning sardines, the labor shortage in the canneries is more acute than in the reduction plants

where machines for the processing of pilchard meal and oil can be operated by relatively few workers.

Coordinator Ickes pointed out that San Francisco and Monterey, where a large number of sardine canneries are located, are centers of war industry and that the housing shortage makes it impossible to bring in additional cannery labor. A plan to transport cannery workers to and from surrounding rural areas so far has not proved feasible because of transportation difficulties.

California landings for August and

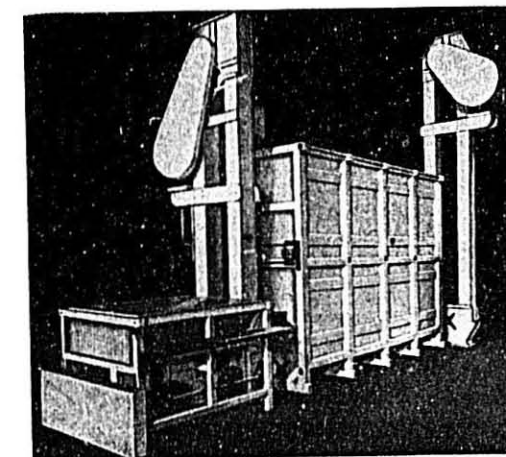
September amounted to 165,552 tons of pilchards, compared with 139,711 tons during the same months in 1942. Heavy landings at San Francisco, where the catch increased more than 50 per cent compared with last year, offset the relatively poor fishing in the Monterey area and were responsible for the increase in total production.

The two-month pack of canned sardines was 721,354 cases, compared with 748,690 cases last year. While the San Francisco pack was larger than last year, it is considered small in view of heavy landings at that port.

When Victory Comes

—Champion cost-reducing, profit-making equipment again will be available in adequate quantities to meet the requirements of progressive Macaroni and Noodle Manufacturers . . . plus new engineering improvements and simplified operating features developed in the war-school of experience . . . finer, faster machines that make possible the production of the vastly increased quantities of baked goods to meet wartime needs.

"Till Then Keep Your CHAMPIONS running smoothly by proper maintenance and repairs. FULL STOCK OF REPAIR PARTS ON HAND TO MEET REQUIREMENTS."



CHAMPION
AUTOMATIC
SEMOLINA
BLENDER—
The Key to
Economic
Production

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

Manufacturers of Blenders — Flour Outfits — Mixers
Weighing Hoppers — Water Meters, Etc.

★ INSURE YOUR FUTURE ★ BUY U. S. WAR BONDS NOW ★

Postwar Tin Cans To Extend Savings In Critical Metal

War-induced advances in the use of tin-saving electrolytic tin plate indicate that the so-called "conservation plates" will find considerable postwar application in containers for non-processed foods. K. W. Brighton, American Can Company research scientist, told members of the Electrochemical Society at the mid-October meeting in New York.

Electrolytic plate, now being used in making many wartime cans, is produced by electro-chemical processes which deposit a coating of tin on sheets of steel. It can be produced with minute quantities of critical tin as compared with the standard hot-dipped tin plate made by dipping the sheets in molten bath, and the tin coating can be varied in accordance with the specific requirements of the product to be packed.

Stating the can-makers' point of view during the three-day sessions, Brighton described the progress toward perfection of electrolytic tin plating as one of the outstanding contributions made by electro-chemists during the last decade. An idea of the magnitude of the potential field that has been opened to electro-plating is apparent in yearly tinplate production figures, he said, citing that in 1941, American mills produced enough plate to form a continuous strip 30 inches wide and well over 1,000,000 miles long—sufficient to encircle the world 40 times.

While the decision to use electrolytic tin plate in wartime cans for processed foods was inspired by the tin conservation program which was well under way before Pearl Harbor, impact of the war and subsequent loss of Singapore crystallized industry's realization that drastic reduction in the use of tin for food cans was necessary.

With countries which had provided 92 per cent of the American tin supply falling under enemy control within a few months, can manufacturers, steel makers and chemists, working in cooperation with the government, immediately instituted conservation practices for which experimentation and planning already had paved the way—and electrolytic plate became a headline item.

A four-stage program was set in motion, calling for expanded use of electrolytic and bonderized plates—sheets chemically pretreated to increase their corrosion resistance. Various steel mills went to work on electrolytic plant units and the electro-chemists pitched in to help develop the conservation plates which in practice have saved as much as 75 per cent of tin content in specific uses.

As for the place of electrolytic plate

Liquid and Dried Egg Production

September, 1943

Production of dried eggs in September totaled 19,871,000 pounds compared with 21,690,000 pounds in September, 1942. Frozen egg production totaled 4,680,000 pounds, compared with 3,050,000 pounds in September last year. The amount of liquid egg produced for immediate consumption totaled 870,000 pounds, compared with 910,000 pounds a year ago.

Several changes in Government policies affecting the general egg breaking and drying picture were recently announced. Restrictions on the use of storage shell eggs and frozen eggs as provided for in Food Distribution Orders Nos. 40 and 41 issued last spring have been withdrawn. And consideration will be given to the cancellation of 50 per cent of the future contracts for spray-dried whole eggs calling for deliveries during the months of November, December, and January. Large quantities of frozen and shell eggs in storage will now be released to relieve the existing shortages in commercial channels. Some dried egg

will also be released for commercial use.

Large quantities of liquid egg produced from storage shell eggs and frozen eggs were used for drying during September. Approximately 62 per cent of the dried egg produced in September was dried from liquid obtained from frozen and storage shell eggs—27,358,000 pounds of frozen eggs and 481,000 cases of storage shell eggs (equivalent to 17,805,000 pounds of liquid egg) were used.

During September the Food Distribution Administration accepted offers on 4,205,971 pounds of dried eggs. Offers accepted from October 1 to October 23 have totaled 1,738,789 pounds. Since January offers accepted have totaled 246,708,690 pounds.

Storage holdings of frozen eggs on October 1 totaled 306,168,000 pounds, compared with 234,876,000 pounds on October 1, 1942, and 155,163,000 pounds for the October 1 (1938-42) average. Storage holdings of shell eggs on October 1 totaled 6,012,000 cases, compared with 5,421,000 cases on October 1 last year and 5,419,000 cases the October 1 (1938-42) average.

Dried Egg Produced in September—Thousand Pounds

Source	Whole		Albumen		Yolk		Total	
	1942	1943	1942	1943	1942	1943	1942	1943
Produced from fresh shell eggs	7,699	7,305	72	8	16	30	7,787	7,343
Produced from storage shell eggs	5,988	4,812	27	0	112	214	6,127	5,026
Produced from frozen eggs	7,699	7,364	61	108	16	30	7,776	7,502
Total	21,386	19,481	160	116	144	274	21,690	19,871

1942—Revised. 1943—Preliminary.

in the postwar period, it is expected that electrolytic plates will meet wide acceptance in containers for coffee, biscuits, shortenings, and similar non-processed and noncorrosive products. Whether or not the conservation plates will be used in containers for processed foods, such as fruits and vegetables, probably depends on what further research reveals regarding the minimum weight of tin coating which will be required to give a service life equal to that of hot-dipped tin plate, and whether such coatings can be applied more economically by electro-deposition or hot dipping.

Whaley to Chicago

Fred T. Whaley who for five years served as the Eastern representative of Capitol Flour Mills Company with headquarters at Boston, Mass., has been transferred to the managership of the Chicago office of the firm, and is now located at 209 W. Jackson Blvd., Chicago, Ill.

Mr. Whaley is well known to the macaroni-noodle trade, having regularly attended all the sectional and national meetings of the Industry. He is an outstanding supporter of the National Macaroni Manufacturers As-

sociation. He will still serve as the New England representative of Capital, planning to make occasional trips to Boston and vicinity to look after its interests there.

"This is not a promotion, merely an expansion of the territory which I'm to cover," says Mr. Whaley, who, prior to his association with Capital Flour Mills, served for twenty years as the New England representative of the now dissolved Duluth-Superior Milling Co.

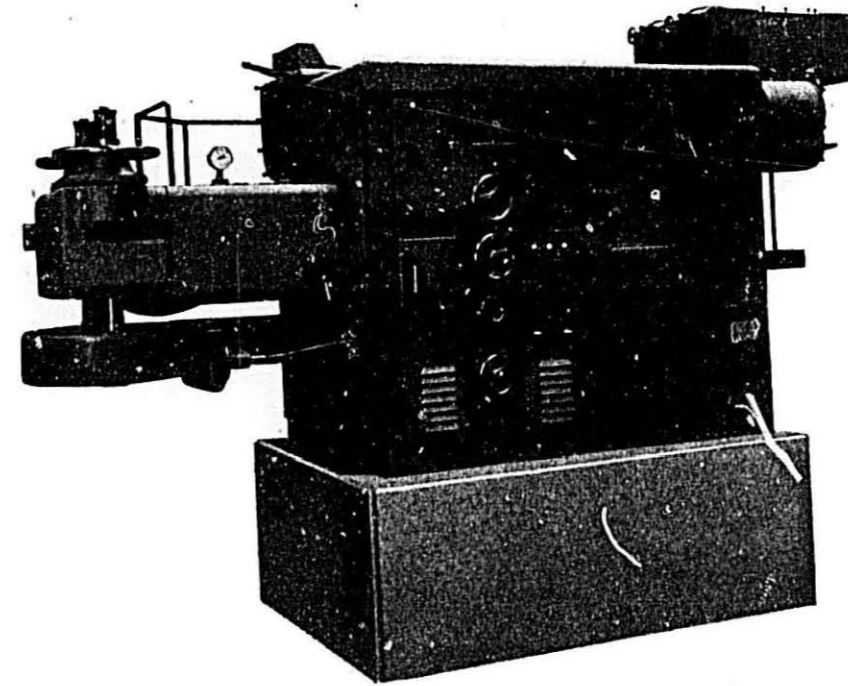
Pilchard Catch Increased 70 Per Cent

Coördinator of Fisheries, Harold L. Ickes, estimates that the percentage of the United States pilchard catch canned for food increased over 70 per cent during August 1942 under the operation of the new pilchard production plan.

The pilchard is the most important American fish in terms of pounds caught. It normally accounts for nearly one-quarter of the U. S. Food production. It is familiar to most Americans as the canned California sardine, although it also contributes largely to the nation's supply of fish meal and oil.

THE MODERN PRESS FOR THE MODERN PLANT

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Continuous Paste Goods Press

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For Long Goods
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1860



1943

BUHLER BROTHERS

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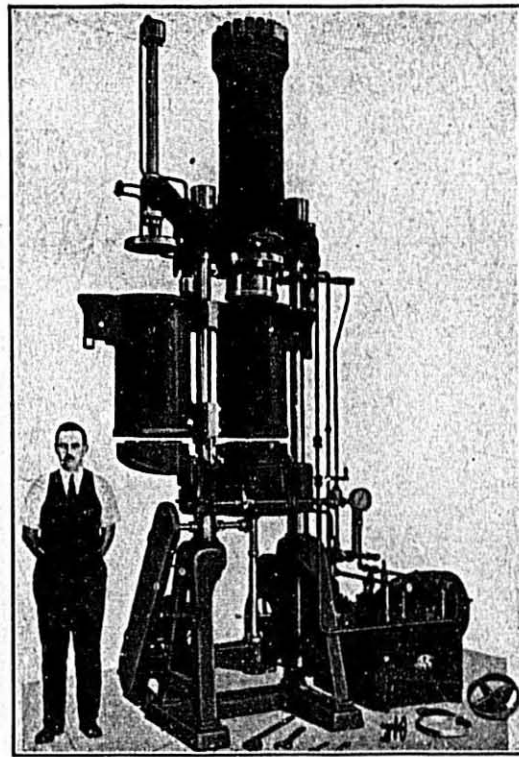
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611 WEST 43RD STREET
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Industry Doing "Postwar Planning" Now

American industry's blueprints for the giant task of converting a record wartime production back to civilian goods without loss of employment have just been summarized in "Postwar Planning Now," a new study published by the *New York Journal of Commerce*.

Much of the conversion task will depend on the government's policy of contract termination, inventory disposal and unloading the 1,753 war plants it has spent \$9,000,000,000 to construct during the war. This has resulted in government ownership of 90 per cent of all magnesium capacity and a high percentage of aluminum facilities.

Heavy industry is faced with five times the prewar steel capacity. The use of powdered metal has made it possible to turn out machine parts in 20 seconds which formerly required from one to three manhours. Yet, a midwestern plant normally employing 32,000 workers already has enough postwar projects to take care of 55,000 of the 90,000 employed there now. About 15,000 are expected to drift elsewhere and the remainder may find employment on products now in the research laboratories.

In the field of transportation air-

lines are planning for 500 transatlantic passengers a day, and domestic passenger and cargo service on an unparalleled scale. Automobile makers are set to step up their output by 50 per cent over prewar production and railroads are already ordering new lightweight freight cars and "sleepers-coaches."

Textile products in the postwar years will lean largely to blended fabrics of cotton, rayon and wool. Born of necessity, blends have caught on so well that today only five of New England's 127 so-called cotton mills are still turning out cotton goods exclusively. Carpet mills are set to reach normal capacity operations providing 30,000 jobs within five months, after having become duckmakers for the duration.

Coal is slated for a mighty comeback, probably at the expense of oil. The wartime practice of farming out work to subcontractors will continue. Chemicals and plastics will really hit their stride. In fact, postwar plans for doubling ethyl cellulose output were hastily hauled out ahead of time to fill a vital wartime plastics gap right now.

Products of typical American ingenuity are expected to open a vast potential foreign trade. One chemical producer is already doing \$10,000,000 annually in Latin America, selling

drugs and cosmetics to Germany's one-time staunchest overseas customers. Smaller packages to meet smaller spending ability, along with the right kind of promotion did the trick in this instance.

Waxed Paper Restrictions

The manufacture of waxed paper and its commercial use in wrapping, especially as overwrap or secondary cover, has been prohibited by the War Production Board order effective September 29, under General Conservation Order M-351. It is designed to bring supply and demand into balance, and is expected to reduce the rate of general commercial use of waxed paper about 45,000 tons of paper a year and save at the rate of 13,000 tons of petroleum or paraffin wax a year.

Household use of waxed paper in cutter boxes will not be affected nor will the wrapping of products for the armed services or lend-lease. The requirements apply to all manufacturers, sellers and users of waxed paper, but its use is unrestricted when less than 200 pounds per month is consumed. Cereals are specifically mentioned in the order and macaroni products will probably be included under the heading.

Macaroni's New Use

The press of America has given much space to the story recently released by Westinghouse Electric Company telling of the new use being made of macaroni in a field other than food or nutrition (see October issue of this publication) but the pioneer manufacturer chosen to make the products used in the experimentation is rightfully concerned in the proper method of preparing the food for the American table than he is in the new, but limited use to which the raw product can be put.

Peter D'Avella, president of D'Avella Macaroni Company, Belleville, Newark, N. J., was chosen by the inventor of the new idea to make the small pieces of macaroni now used by the Westinghouse Company to put inside the tiny coiled filaments to hold them in place while they are being welded. The macaroni is later burned out, leaving the filaments in position—a time-saving step in the production of new electronic tubes.

That bit of war work interests him, but it is the cooking of the product that is his chief concern, particularly as this is of current interest to millions of American housewives who are cooking and serving macaroni, spa-

ghetti, and egg noodles in ever-increasing quantities. The D'Avella family have been in the macaroni manufacturing business for 40 years. The business was established by the father, an Italian immigrant, and is now being carried on by his sons and one daughter.

"Modern ways of making macaroni products have taken the place of those brought over here from Europe by my father," says Peter D'Avella, "but the products themselves are not greatly changed."

"Do you know," remarked Mr. D'Avella, "you still could find some of the older women in this vicinity who can make many of the shapes with their fingers in their own kitchens and still do for special occasions. They are very deft about it, even twisting bits of dough about a steel rib from an umbrella to get the wanted shape."

"Just as the old methods of making the products had to give way to the more modern way, so should the old way of hours of cooking sauce which no longer appeal to the modern housewife who wants to do things in a hurry. We all hurry."

"But," he continued, "my whole viewpoint about the macaroni products is to cook them, and the sauces for serving easily and quickly. That's the modern trend. You really need no sauce at all. Eat the macaroni prod-

ucts buttered and they are excellent. I like to cook and often make a quick sauce by browning an onion in two tablespoons of oil, adding two cups of tomatoes and letting it cook a half hour or so.

"Contadina"—31 Years

Next to its macaroni products, the Chicago Macaroni Company of Chicago lists tomato paste in importance of food items manufactured and distributed.

Recently, the New York branch of the firm known as The Chicago Macaroni Co. of New York, Inc., under the direction of its president, Anthony L. Morici, celebrated the thirty-first anniversary of the founding of its "Contadina" brand tomato paste industry in the United States.

A theatre party to all the employees and office staff was given as a testimonial in appreciation of the many years of loyal and faithful service and full cooperation in making this national institution an outstanding success. They attended a grand opera performance—Verdi's immortal opera "Rigoletto"—on Friday evening, November 5 at the Brooklyn Academy of Music, under the auspices of Albert R. Purpura.

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

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



Teen-Age Girls Know Products

Survey Shows Many Cook, Plan Menus
and Suggest Brands

Teen-age girls know products, and know their own minds when it comes to purchasing, according to the survey just completed by *Calling All Girls* magazine. Questionnaires answered by a selected group of 2,000 of the magazine's estimated 2,360,000 readers, represent a fine cross-section of the magazine's readership.

When it comes to such items as movies, soda, candy, gum, magazines, phonograph records, cosmetics, and nail polish, the girls select their product and pay for it themselves. In the case of books, dresses, coats and suits, blouses and sweaters, hats, shoes, handbags, accessories, soaps, toothpaste and other toilet goods, the survey reveals that the majority of those answering select their purchases although the family pays for them.

65.8 per cent of the girls have rooms of their own and select their own furniture and decorations.

85.3 per cent know how to cook, 72.9 per cent of them suggest foods

and menus for meals, and 57.2 suggest the brand of foods that are bought.

This younger generation knows how to sew. 70.5 per cent of those answering like to whip up things at home, 53.3 per cent help to make their own clothes.

The average teen-age girl, according to the survey, is thirteen years old when she begins to use lipstick, powder, face cream and deodorants, and is only twelve when nail polish becomes a "must" on her buying list. The girls in this age group have complexions that rarely require rouge. Only 17.9 per cent of those answering use it.

Of special interest to macaroni-noodle manufacturers is that part of the valuable survey concerning the teen-age girls' interest in and use of food. Grouped under the heading "Kitchen Kwiz" are the following questions and summary of replies:

Kitchen Quiz

Do you do any cooking "on your own"?	Yes 85.3%
	No 14.7%
Do you cook with an adult's advice and direction?	Yes 55.5%
	No 37.6%
	Both 2.5%
	No answer 4.4%
Do you like to try new recipes?	Yes 85.0%
	No 12.1%
	No answer 2.9%
Do you suggest foods or menus for the family?	Yes 72.9%
	No 24.9%
	No answer 2.2%
Do you choose or suggest brands of foods that are bought?	Yes 27.2%
	No 42.6%
	No answer 2%

HOLDING FIRST PLACE

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

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

F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

New York City

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

More of such interesting information about teen-age girls is contained in the survey, titled "They're Cheezle Peezle"—meaning "They're Wonderful"—copy of which may be obtained without charge from the publishers of *Calling All Girls*, 52 Vanderbilt Ave., New York, N. Y., the largest circulation magazine for girls, 93.2 per cent of its readership in the 12-17 age-group—sponsored by *Parents' Magazine*.

Opportunity

Millions of teen-age girls in the higher grades of the common schools, in high schools and colleges are susceptible to favorable educational publicity such as macaroni-noodle manufacturers might profitably promote. Opportunity awaits.—THE EDITOR.

Second Highest Since 1909

According to the October 11, 1943, report of the Crop Reporting Board of the U. S. Department of Agriculture, the 1943 Durum Wheat Crop is the second highest since 1909.

Durum wheat production is placed at 36,251,000 bushels as compared with 44,560,000 bushels in 1942—the record breaker—and with 26,992,000 bushels, the 1932-1941 yearly average.

North Dakota leads all states with a production of 32,528,000 bushels, a yield of 19.0 bushels per acre.

South Dakota is second with 2,856,000 bushels; its acreage yield, however, is quite low, only 10.5 bushels per acre.

Minnesota is third with a total of 867,000 bushels, but with a high average of 17.0 bushels per acre.

The average yield of the three leading durum states is 17.8 bushels per acre as compared with 21.2 bushels in 1942 and a 10-year average of 10.1 bushels.

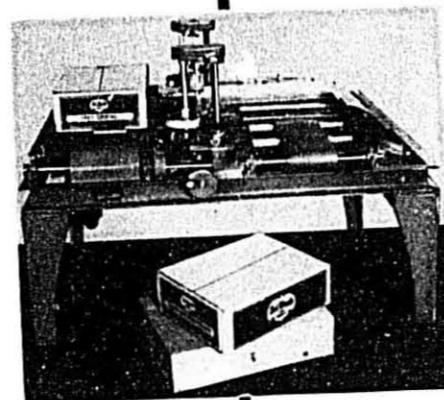
A REAL HONEST-TO-GOODNESS VALUE. YOU CAN'T GO WRONG ON CAPITAL NO. 1 SEMOLINA



CAPITAL FLOUR MILLS, INC.

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PACKOMATIC CASE PRINTER AUTOMATICALLY PRINTS CASES AS YOU USE THEM

The operation of the Packomatic Case Printer is entirely automatic. Saves warehouse space, eliminates use of stickers and saves excess handling.

It will print both ends of the case simultaneously, after the case is filled and sealed as you use them. Prints one or two colors, and from one to seven lines of type. Or it may be furnished to print both ends and both sides of the container.

Packers who use glass containers will find great economy in using these machines. No regular operator required. Adjustable for a wide range of case sizes. Operates up to 20 cases per minute.

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

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The MACARONI JOURNAL

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

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

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

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

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

ADVERTISING RATES
Display advertising.....Rates on Application
Want Ads.....50 Cents Per Line

Vol. XXV NOVEMBER, 1943 No. 7

A Civilian's Prayer

Help me, Almighty God, to be the only kind of hero I can ever be.

Help me see how important it is that I go gladly and energetically about the humdrum business of saving my tires and my fuel, of spending less and saving more, of eating less and working harder, of asking less and giving more.

Help me see that while the war may be won no matter what I do, the light we fight to keep alive may go out because of what I prove myself to be.

Help me to realize that Americans are fighting today, not to create freedom and opportunity for the ruthless and greedy, but to make it possible for kind men, men of integrity, responsible men, to work in peace, and to work for the common good.

Help me to realize that these fighting men—indeed the good men and women of the whole world—are waiting now for one small but all-important sign from me:

They know I can't join them in the blood and dirt. But they want to see if I will seek responsibility. They wait now to see if I need merely to be led to do my part, or if I must be driven. For that will tell them if their spirit is also my spirit, and their purpose mine.

Help me not to fail them. Amen.

To the Editor

Not a Macaroni Paradise

October 30, 1943

THE MACARONI JOURNAL
Braidwood, Illinois

Gentlemen:

I just noticed in the October MACARONI JOURNAL in Charles Rosetti's account of his western trip a statement that macaroni and spaghetti items were retailing at close to 20c per lb. on the Pacific Coast. I do not know anything about the situation in the Northwest but in Los Angeles the retail ceiling in class 4 stores, which do about 75 per cent of the local volume, is 14c a lb. In the class 1 store, which is practically non-existent in this home of the super markets, 17c a lb.

That is not very close to 20c and I just thought I would pass that information to you in case some of the midwestern manufacturers start putting their plants on wheels and moving them out in this direction looking for a 20c per lb. market for their merchandise.

Very truly yours,
GOLDEN AGE MACARONI CORP.
By D. N. Givler.

DNG:je

Macaroni "On the Air"

Radio advertising of macaroni products is on the upgrade. Here are several new features reported by radio magazines:

CREAMETTE CO., Minneapolis (Creamettes & Macaroni), is sponsoring a test campaign of participations on KDKA, Pittsburgh, and a quarter-hour program five days a week on WWVA, Wheeling, W. Va. Campaign is for an indefinite period. Agency is Rogers & Smith, Chicago. Broadcasting, Washington, D. C.

DENVER—American Beauty Macaroni has bought 52 night-time chain break announcements on KOA, placed by Potts-Calkins & Holden, Kansas City.—Radio Daily, New York City.

Boy-ar-dee on Full MBS

Chef Boy-ar-dee Quality Foods, Milton, Pa. (spaghetti), sponsors of the Boake Carter quarter-hour news program twice weekly on MBS, now in its thirty-ninth week, will add 61 stations on Nov. 1, expanding to the full network. Agency is McJunkin Adv. Co., Chicago.—Broadcasting, Washington, D. C.

Sixty-sixth Consecutive Dividend

The Board of Directors of the Pillsbury Flour Mills Company declared a dividend of 25c per share on common stock, payable December 1 to stockholders of record November 10, President Philip W. Pillsbury announced. The dividend is the sixty-sixth consecutive dividend paid by the company.

BUSINESS CARDS**Jacobs Cereal Products Laboratories**

Benjamin R. Jacobs
Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.

Vitamin Assays a Specialty.

Laboratory
No. 156 Chambers St. New York, N. Y.

Office
No. 2026 Eye St. N. W., Washington, D. C.



WANTED: Two 1 1/2-inch spaghetti presses. State age, serial number, make and price. Address Box "101," c/o Macaroni Journal, Braidwood, Ill.

FOR SALE—Two Hydraulic Presses, One Screw Press, Kneader, Mixer, Mustacioli Cutter, Dies, Belts, Shafting, Fans, Sticks and Short-paste Dryer. Price, \$2,500 F.O.B. Factory at Sacramento, Calif. Inquire Lenora Calligori, 1632 N. Frederick St., Burbank, Calif.

Pretzel, a War Casualty?

Failure by the War Manpower Commission to grant the appeal made by the Pretzel Industry to declare their twists as necessary to the war effort may sound the doom of the industry in the opinion of a leading producer.

Pretzels were classified as non-essential according to the decision recently rendered and there is little likelihood that this order will be changed. There is great likelihood that this ancient food will be a war casualty.

PRACTICAL POINTERS

By Plant Engineer

W. F. Schaphorst, M.E.

Now the CO₂ Problem Is Solved for All of Us, Regardless of Plant Size

If there is a boiler, furnace, or heater operator today who does not know what his CO₂ is, it is quite safe to say that one, two, or three unusual conditions exist in his plant, as follows:

- 1—His plant is exceedingly small and so little fuel is burned that he feels that the first cost of a CO₂ outfit will hardly be returned, if at all;
- 2—Or, the unfortunate operator's superiors are the "close-fisted" variety who cannot see the forest and so little fuel is burned that refuse to buy an outfit for him;
- 3—Or, the operator is not well versed in modern combustion practice and does not know how desirable it is always to have the RIGHT percentage of a CO₂ continually passing out of his stack.

There are so many CO₂ outfits on the market, selling at all prices from a few dollars to several hundred, all the way from the well-known orsat to the modern electric outfit, that it is, indeed, a small plant that cannot afford one. As a matter of fact a plant that cannot afford a CO₂ outfit does not deserve to be called a "plant." Many home owners are now buying them for checking small house heating boilers. In other words the CO₂ problem is SOLVED for all of us, regardless of the size of our plant.

The latest device that has come to this writer's notice was on display at the last Power Show in New York. It does not contain any chemicals, glass or delicate parts, small orifices, ink, pens, running water, etc. Its operating mechanism consists of a standard motor and two fans which measure the CO₂ by comparing the force exerted on one fan by flue gas moving at high velocity to that of air moving at the same velocity. Since CO₂ is 50 per cent heavier than air, the difference in weight is appreciable and when magnified by traveling at a high

velocity can be indicated on a dial with surprising accuracy.

This method does not require any delicate parts and is said to be so rugged that it can be depended on to give accurate service for years under the most severe operating conditions. It indicates CO₂ continuously. A permanent record is also made for the operator where desired. The scale is easily read from any position in front of the boiler.

"I Made It Myself"

Most of us enjoy inventing and making things. We like to "putter around." We like to point at a good-looking device and say, "I made it myself."

Like keeping one's own garden, walking five miles a day for exercise instead of riding in the car, and helping the wife with the dishes, there is a certain relaxation obtainable from making things.

But, as a matter of business, it is possible to carry the made-it-myself habit too far. Many men do carry it much too far.

A number of years ago a good friend of mine made his own automobile. That is he bought parts here and there, put them together, and thought he had a better car than anybody else. But it cost much more than a standard car would have cost and I am sure it was no better than many standard cars that were then on the market.

Not long ago I was much amused by a well-meaning engineer who had made his own feed water regulator. He called it "automatic" but in reality it was hardly semi-automatic. It was absolutely undependable and had to be nursed as carefully as is necessary when boilers are equipped with no regulator at all. He "thought" he had saved the owner a couple of hundred dollars but as a matter of fact the time required to make the device and the material used in making it were an absolute loss to the owner. Nothing was gained by using the device. It would have been less ex-

pensive and better all around had the engineer put in a requisition for a REAL feed water regulator, installed it, and the feed water problem would have been off his mind. He could then use his time to better advantage elsewhere.

There are very few things today, if any at all, that are better when "home made" than when made by a manufacturer who is tooled to do the work quickly, inexpensively, and well. Feed regulators, oiling devices, pressure regulators, damper regulators, paints, gaskets, boiler baffles, boiler compounds, belt dressings, etc.—it is better to leave the making of such things in the hands of the manufacturers who specialize in them.

Clever Method for Checking Pipe Fittings

This form shows an ingenious and simple method for keeping records of pipe fittings. It was developed by an engineer with a prominent eastern utility company.

REDUCING TEES		RETURN BEND	
NO.			1"x2 1/2"
H			1"x3"
			1 1/4"x3"
			1 1/4"x4"
REDUCING ELBOWS		BUSHINGS	
NO.			1/4"x
90°			1/2"x
			3/4"x

Where reducing tees have three different sizes of openings, for instance, as often happens, the problem of recording those openings in an orderly manner has heretofore always been a stickler. The accompanying form shows how easily it can be done, and is done.

Similarly, reducing elbows, return bends, and bushings, can be checked or recorded on the same blank, giving a complete "ripout."

You may have no pipe fittings to record but, it is an adaptable method that is readily applicable to almost any dimensional object.

OUR PURPOSE:

EDUCATE
ELEVATEORGANIZE
HARMONIZEOUR OWN PAGE
National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRYThen—
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Robt. F. Sheeran, Essex Macaroni Co., Lawrence, Mass.

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.

Region No. 3
Jack Procino, Procino & Ross, Corp., Auburn, N. Y.

Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Frank Traficanti, Traficanti Bros., Chicago, Ill.

Region No. 5
Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.

Region No. 6
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7
S. E. Mountain, Fontana Food Products Co., So. San Francisco, Calif.

Region No. 8
Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.

Region No. 9
C. L. Norris, The Creamette Co., Minneapolis, Minn.

At-Large
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

Current Wages and Policies

While the nation's leaders are giving considerable thought, and rightly so, to the problem of postwar conditions and employment, thousands of executives like macaroni-noodle manufacturers who employ labor to keep their business operating efficiently in the war effort, are struggling with labor shortages and ever-increasing demands for higher pay and changed working conditions.

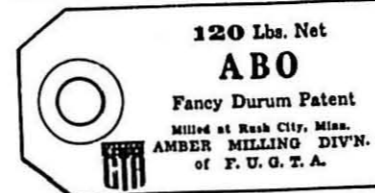
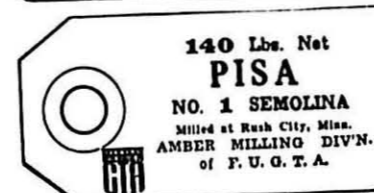
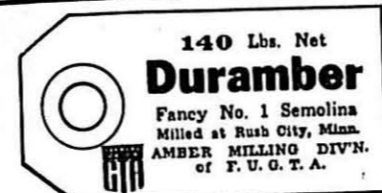
Seeking to compile general information of interest to the industry, the National Macaroni Manufacturers Association prepared and distributed a questionnaire to find out the prevailing "Employes Wage and Policy." Nearly one-third of those addressed have returned answered questionnaires and still more are reaching the office of the Secretary of the Association Weekly.

Already a meeting of the Industry Committee has been held to consider the matter of establishing a minimum wage for the Bakery, Beverage and Miscellaneous Food

Industries, which include the Macaroni-Noodle Industry. Ours was one of the few that lacked information which the current survey aims to compile. This emphasizes the importance of the survey and the need for greater cooperation by manufacturers, since their policies will be affected by whatever ruling is adopted.

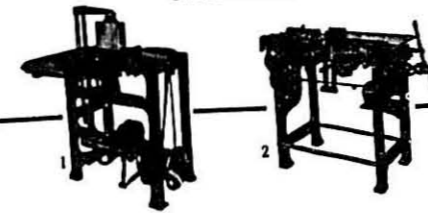
Replies to the questionnaire have been relatively numerous, but to give a true picture of this phase of the industry at least a score or two more are necessary. Manufacturers are urged to give their immediate attention to the questionnaire, if they want their facts included in the general compilation for use in enlightening those who are in a position to issue regulations affecting all. Furthermore, only those who submit answered questionnaires will be supplied information gleaned from the survey.

M. J. DONNA



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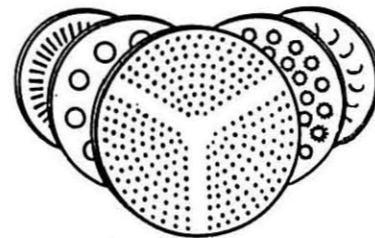
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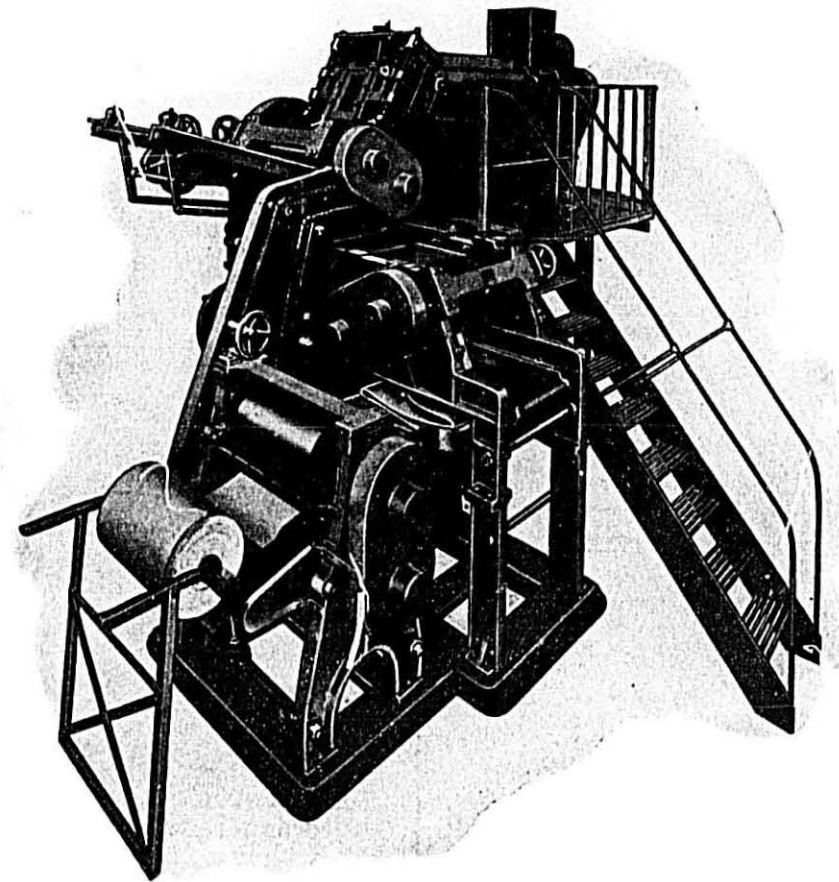
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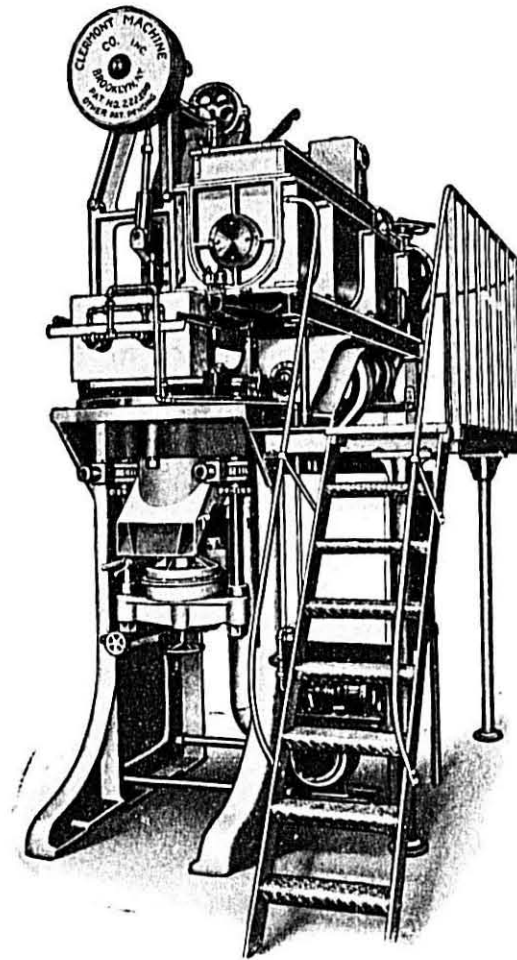
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