

# THE MACARONI JOURNAL

Volume XXV  
Number 8

December, 1943

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DECEMBER, 1943

*The* MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



FROM EVERY  
MOUNTAIN SIDE  
LET  
FREEDOM RING  
"America"

*Greetings and Best Wishes for  
Christmas and the New Year*

FROM THE MACARONI

JOURNAL  
INSTITUTE  
ASSOCIATION

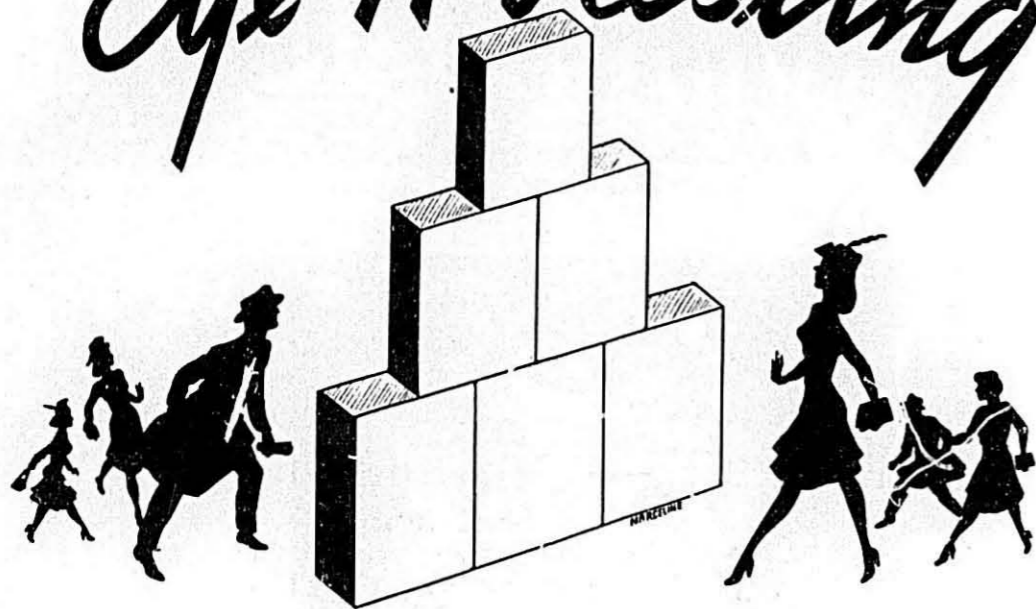
Official Organ  
National Macaroni Manufacturers Association  
Woodward, Illinois

VOLUME XXIV  
NUMBER 8

Printed in U.S.A.



# Eye Arresting



## Good packaging lends itself to window, counter and mass displays

WITH self-service shops in the ascendancy, your product may have no clerk or storekeeper to "push" it. Your brand must stand strictly on its own.

How your brand behaves in point-of-purchase competition depends in a large measure on the appearance of your package. Merchandisers have known this fact for years.

Since 1898 Rossotti has styled and manufactured packaging calculated to secure positive action at point-of-purchase.

Why not let us prove how very helpful we can be on your requirements for Labels, Package Wrappers and Folding Cartons?

### 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 impulse 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.

# ROSSOTTI

"Better Merchandising Thru Packaging"

LITHOGRAPHING COMPANY, INC., Main Office & Plant, North Bergen, N. J.

## An Open Letter

TREASURY DEPARTMENT  
Office of the Secretary  
Washington, D.C., November 6, 1943  
To The Magazine Publishers of  
America:

Now that the 3rd War Loan is history, I want you to know that the Treasury Department is deeply appreciative of the generous and patriotic cooperation displayed by the magazines of America in helping to make this, the greatest financial undertaking of all time, a resounding success.

A review of the truly outstanding contribution made by magazines in this \$15,000,000,000 drive shows that the various 3rd War Loan advertise-

ments issued by the War Finance Division were sponsored gratuitously by 275 general magazines, 525 business publications (including THE MACARONI JOURNAL, official organ of the National Macaroni Manufacturers Association) and 65 farm publications.

Here indeed is a record of which not only publishers, but all Americans can well be proud.

To all concerned I take this opportunity of expressing my sincere gratitude.

Sincerely,

(Signed)

HENRY MORGENTHAU, JR.



... and drive even harder on the pay-roll savings plan!"

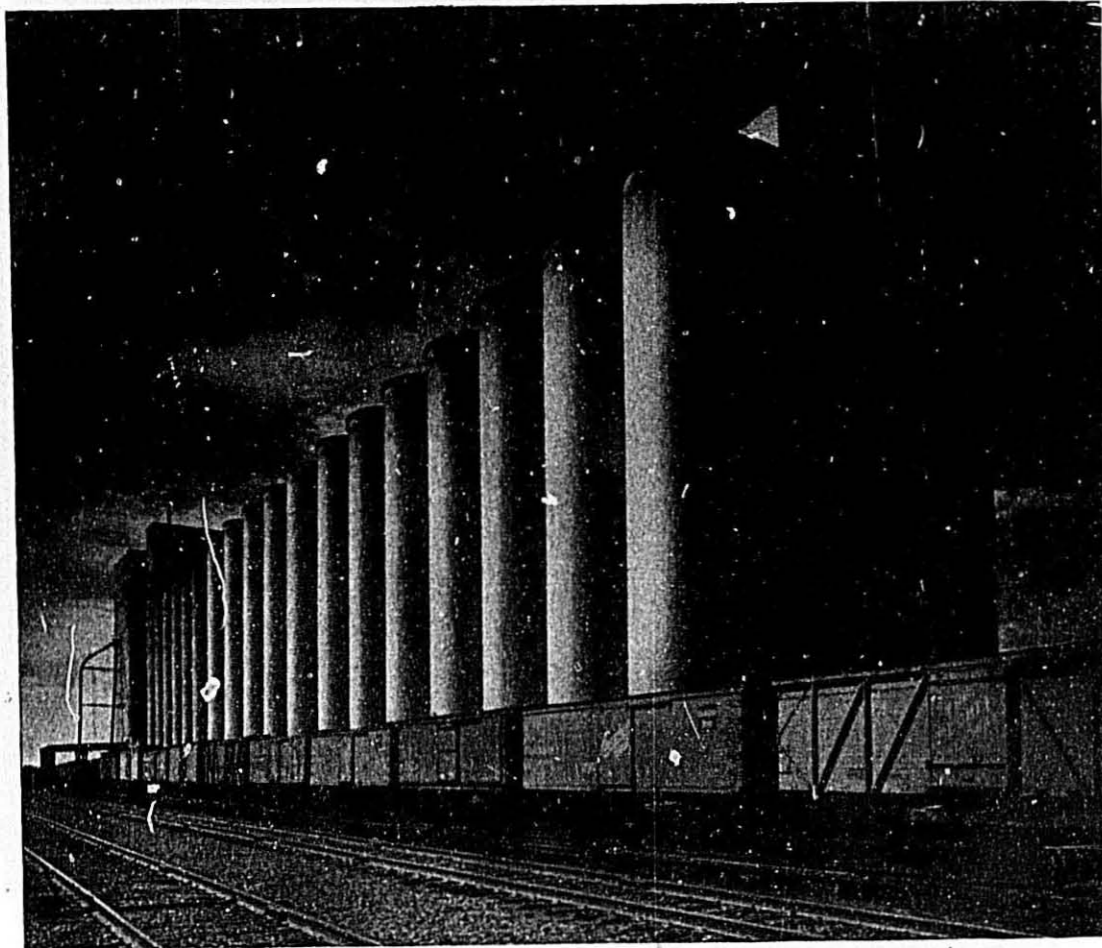
Make War Bonds the Christmas Order of the Day. Urge your workers to make their personal Christmas gifts in the form of War Bonds—and practice what you preach, yourself! Make this a 100% War Bond Christmas—to insure future Yuletides of peace and prosperity. Make up your own posters to spread the "War Bonds for Christmas" story across your plant. Tell the story again and gain on bulletin boards, in plant magazine, and pay envelope stuffers. But don't forget your basic, all-important Pay-Roll Savings Plan. How's it going? Perhaps it needs a bit of stoking-up right this very minute, to hold its full head of steam against the competitive demands of the holiday season.

Well, you're the man to stoke it! You can't expect it to keep running indefinitely on last summer's enthusiasm. See to it that your participation percentages, and your deduction percentages, both end up the year at new levels. Every month, now your Pay-Roll Savings ought to run well ahead of the preceding month. For so many families that formerly depended on the earnings of a single worker, now enjoy the combined earnings of several. Such family incomes are doubled, tripled, even multiplied many times. Now's the time to turn as much as possible of these increased earnings into War Bonds—War Bonds for Christmas, and War Bonds the whole year 'round!

GIVE THE PRESENT WITH A FUTURE—WAR BONDS!

This space contributed to Victory by The Macaroni Journal  
The advertisement prepared under the auspices of the United States Treasury Department and the War Advertising Council

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



# The MACARONI JOURNAL

Volume XXV

December, 1943

Number 8

## *Achievement Award to Food Processors*

"Victory depends as much on our ability to produce food as on our ability to manufacture guns, planes and ships."—Franklin D. Roosevelt

There is considerable speculation among macaroni-noodle manufacturers as to which firm or firms will be the first to receive the proffered "A" achievement award from the War Food Administration. Seasonal as well as year-round food processors with outstanding production records are now eligible to receive Uncle Sam's newest award of honor—the War Food Administration's "A" for Achievement.

Most of the plants in the industry have not been content to continue production as usual. They have made almost unbelievable progress not only in production, but in making their products in keeping with the war needs and the nation's requirements—and all of this without imposing too much on additional machines and materials which the country has considered and still thinks to be vital to its war interests.

From among these, there will be a number selected for honoring. One can be sure that the selection will be based on merit alone; that those selected to receive the "A" awards will have met the same high standards as required of those earning the Army-Navy "E" award.

In awarding the "A" the War Food Administration will consider first quality and quantity of production, in the light of available facilities. Other major factors will be:

- 1—Ingenuity and cooperation with the Government in developing and producing war food products.
- 2—Cooperation in carrying out the purposes of the various food purchase programs.
- 3—Effective management; ability to overcome production obstacles; satisfactory management-labor relations, including the avoidance of work stoppages.
- 4—Training of additional labor forces; low absentee records.
- 5—Accident prevention; health and sanitation.

The same plant cannot be awarded both the WFA "A" and the Army-Navy "E", but a single company owning separate plants may receive an "A" for one plant and an "E" for another, depending on the schedule of operation. Large and small plants have equal opportunity.

The "A" award is represented by a flag, in verdant green, to symbolize the agricultural bases of the food processing industry. The center design—a circle formed by a head of wheat on one side and a steel gear on the other—signifies full agricultural production. Within the circle stands an impressive "A" for achievement. A brilliant white star in the upper left corner of the green background proclaims the production record for which the flag is awarded. Additional stars will be awarded to

plants which qualify in subsequent seasons by maintaining their records.

Just as a flag is designed to represent the cooperative spirit of the plant as an entity, a pin is designed for employees to represent cooperation by individuals. It bears the words: "Achievement Award . . . Food For Freedom," and may be worn by every employe who by his energy and devotion to duty helps to win the award.

Presentation ceremonies will be held for every plant honored as soon as possible after formal announcement of the award. Ceremonies will be simple, but impressive. The Army and Navy will cooperate with WFA in making the presentations, with military personnel participating.

How is a plant to get this award? Well, any employe of the Food Distribution Administration—in Washington or in the field—may propose a plant for consideration. An Awards Board will consider every nomination and recommend final action to the Director of Food Distribution.

Probably most of the nominations will be made through the regional offices of FDA. All plants nominated will be investigated under the supervision of the Regional Directors, and on a basis of the investigations, they will approve or disapprove further consideration.

Records approved will be reviewed in Washington by the Processors Branch and the appropriate Commodity Branch. The Regional Director, the chief of the Processors Branch, and the chief of the Commodity Branch comprise the Awards Board. Their recommendation will be passed on to the Director of Food Distribution for final action.

The Awards Board will consider only plants that have done an exceptional job with the facilities at hand. Little consideration will be given to plants functioning largely as they did in peacetime, unless they have shown initiative and perseverance in overcoming obstacles, or have increased production considerably.

Unquestionably, there are many macaroni and noodle plants that merit consideration, at least, for this new honor. They have "pushed their equipment to the limit" even with the knowledge that replacements are not easy to get in equipment made from vital materials. They have cooperated unstintingly in the war effort, volunteering when not directly asked, neglecting often their own current and future interests in helping the Government agencies. Those awarded the honor "A" or "E" however hard earned, will be well deserved . . . and the honored firms will be a credit to the whole industry.



# Food Convention Takes Timely Action

Grocery Manufacturers of America, Inc., Sponsor Important Food Conference in New York, November 4-6, 1943

The several macaroni-noodle executives who attended the annual convention of the Grocery Manufacturers Association of America, Inc., held in Hotel Waldorf Astoria, Nov. 4-6, were most enthusiastic over the stand taken by food processors to protect their varied interests under war and hoped-for early postwar conditions. The conference was well attended and had among its speakers Government and business executives, speaking officially for Federal agencies and for trade generally.



Paul S. Willis

Processors of the nation are suffering a squeeze between increased costs of raw materials and President Roosevelt's hold-the-line ceilings and must be afforded relief soon, Paul S. Willis, President of the Grocery Manufacturers of America, Inc., warned in an address before the 35th annual meeting of that organization.

Finding some phases of the Washington effort commendable, Mr. Willis, nevertheless, told the Wartime Conference of his organization that Food Administrator Marvin Jones was seriously handicapped by restrictions that threatened maximum production. Mr. Willis foresaw little immediate manpower relief, stressed the seriousness of shortages in supplies and deplored the fact that "there is not yet a full appreciation in Washington of the essentiality of food to the war effort and to the home front."

Reviewing the past year's progress, Mr. Willis said:

"Manufacturers have performed miracles in the quantity, quality and models of war equipment they produced. Farmers have grown bumper crops under serious handicaps. Grocery manufacturers have performed miracles in supplying huge quantities of good foods and other products for the armed services, home front and Lend-Lease. They have done all this under very trying conditions. Many times they were called upon to make emergency shipments of huge quantities and they delivered. A large number of grocery manufacturers have been awarded the Army-Navy 'E' for their excellent performance.

"Private enterprise and Democracy at work have demonstrated their ability to out-produce any other nation in the world. During peacetime, academi-

cal proposals by demagogues and theorists often receive loud applause, but when an emergency need for action arises, realism and practical experiences must step in to do the job."

Appraising the home front with regard to Government regulations and their administration, Mr. Willis said that "if we strike a balance this would reveal many pluses, some minuses and some 'finger-crossing.'" He continued:

"In OPA there has certainly been a great improvement in personnel and attitudes. The men in top positions are exerting every effort to do the most constructive job. Business advisory committees are once more being listened to and not used simply as self-protection to Government against the charge of arbitrary action.

"But OPA finds itself in the position of facing, on one hand, higher costs of raw materials, labor, etc., which have increased the price of the finished product, and, on the other hand, the President's hold-the-line ceilings. In between, processors and others are being squeezed. We have this very difficult situation now because war materials, labor and ceilings were not brought into proper balance in the very beginning.

"Relief must be forthcoming, and it must be soon!"

Surveying the War Food Administration, Mr. Willis found that "Judge Jones is working hard to do a constructive job and in many respects is making good headway" and has en-

listed the aid of many good business executives. "But," continued Mr. Willis, "the Administrator is seriously handicapped because of the limited authority under which he is operating. This situation is unfortunately a deterrent to maximum food production."

Mr. Willis said that "manpower continues to be one of the real critical problems and the future does not promise any relief" and found, too, that "another deterrent to maximum food production arises from the shortage of machinery, equipment and supplies." He emphasized that this situation, "as it applies to cartons and shipping containers is growing particularly serious."

Acknowledging that some improvements have been achieved, Mr. Willis, nevertheless, contended that "there is not yet a full appreciation in Washington of the essentiality of food to the war effort and to the home front. There is not yet an appreciation of the fact that it's a long way from crops in the field to food on the table. Harvesting, processing, packing, distribution are all necessary functions, which must be performed, regardless of who does them. Industry is trying hard to cooperate with Government in the solution of these problems."

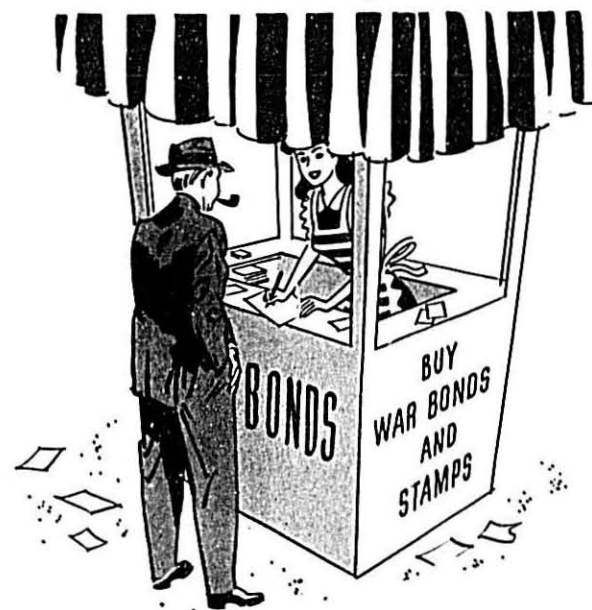
Immediate problems confronting the food industry, said Mr. Willis, include transportation; prospective new tax program; the question of the Government's program of standardization, grade labeling and flat-pricing; retention of competitive positions by trademarked products; the measure of power effected by bureaucrats; question of whether the Government will finance farm cooperatives to go into manufacture.

#### The President's War Food Message

The Grocery Manufacturers of America, Inc., representing the food manufacturing industry of the country in annual meeting, issued the following statement on the President's war food message to Congress on November 1, 1943, namely:

1. *War Importance of Food.* The President says: "Food is as important as any other weapon in the successful prosecution of the war. It will be equally important in rehabilitation and relief in the liberated areas, and in the shaping of the peace that is to come." The food manu-

(Continued on Page 8)



## DIG DOWN! for More War Bonds!

We all get told to buy War Bonds from every direction every day.

That's true.

And yet those three words "Buy War Bonds" are the three little words that pack the best advice any of us can pass on to the other in these times.

Sure we know we should. We know all about the anti-inflation story of money in War Bonds not free to inflate prices of necessities and luxuries.

But the fact still remains that it is simply good common sense, good business, and

good "Americanism" to do just that . . . Buy War Bonds!

Not just some either. But *more*. Till it really pinches!

Those of us lucky enough to sleep in our own beds, eat our wives' good cooking, visit with our good friends of an evening, work at our jobs in safety and comfort, owe it to *ourselves* to **DIG DOWN** for more of those crispy, crackling shares in the American Way of Life.

It goes without saying that we owe it to our fighting men. So let's **DIG DOWN** and buy 'em, buy more . . . and keep 'em!

### General Mills, Inc.

Central Division

Use Gold Medal Press-tested Semolina with full confidence. Many daily tests guarantee that this Semolina will help make the kind of macaroni products your customers insist



### Durum Department

Chicago, Ill.

upon. Gold Medal Press-tested Semolina speaks for itself in quality, uniformity and consumer satisfaction.

"Press-tested" is a registered trade mark of General Mills, Inc.



facturing industry fully recognizes the national responsibility which this statement places on it; and it pledges its best effort duly to discharge this responsibility.

**2. Major Objectives of War Food Program.** The President says: "The first major objective of our food program is to raise in the most efficient manner enough foods and the right kinds of foods to meet our needs. That includes: first, the needs of our armed forces; second, the needs of our civilians at home; and third, the amount required for our shipments abroad for the essential needs of our fighting allies. The second major objective is to see that the food for our civilians at home is divided as fairly as possible among all of the people in all sections of the country, and that it is obtainable at reasonable prices." The food manufacturing industry fully agrees that these are the major objectives of the war food program; and it will do everything within its power to effectuate them. But the industry emphasizes two basic facts. The first fact is that in order to manufacture the processed food products required for war purposes and civilian use, the industry must have all the means practically necessary to do so, including manpower, equipment, materials, supplies and transportation. The second fact is that in order to distribute the food products required for civilian use, food distributors of all types at wholesale and retail level must also have all the means practically necessary to do so, including manpower and facilities.

**3. War Food Administrator.** The President says in effect that the War Food Administrator now has an adequate control of the war food program. The food manufacturing industry takes the position that the Administrator should have a complete control of this program, from the standpoint of processed foods and in its practical conception; and that he does not have such a control of it at this time.

**4. War Price Control by Subsidy.** The President also says in effect that a war price control of agricultural and processed food products should be more or less made on the basis of subsidy payments by the government, whereby their price is reduced accordingly. The food manufacturing industry cannot approve this price control of processed food products on the subsidy basis, because it is fundamentally unsound. For, in the first place, it is justified on the fallacious theory that our people will thus be saved from the expense otherwise imposed by a higher price; whereas the fact is that they must then pay this expense by taxation and that it will be materially increased from an administrative standpoint. In the second place, any important plan of subsidy payments by the government invites a serious raid on its treasury, which will be difficult to limit; and it inevitably introduces a bureaucratic control of private industry, which is repugnant to free institutions and therefore detrimental to the general welfare. In thus condemning a war price control of processed food products on a subsidy basis, the industry reiterates its position that this control of such products should be one (a) which places a price ceiling on basic products; (b) which limits this ceiling to the original sale of such products and calculates it on the normal basis of a reasonable relation between cost and price; and (c) which regulates the resale of such products on the traditional basis of a fair markup.

In his annual report Charles Wesley Dunn, General Counsel said, among other things:

"Now it is clear that the food industry has a basic favorable outlook, in the post-

war period, for three fundamental reasons. They are:

First and broadly speaking: This industry should enter that period without a serious reconversion problem, in a sound financial condition, with a modern economic structure, and at the peak of its production and merchandising development to date. The end of the war, of course, will require more or less change back to normal; will cause some readjustment due, for example, to a loss of government orders; and will present certain difficulties including, for example, that of surplus government stocks. But these are all relatively incidental matters; and they do not alter the general situation stated.

Second and in normal course: This industry should continue to have a large business, in that period; and a big expansion of its business is then indicated. For it is the largest and most important consumer product industry in this country; it produces essential food products of universal need by our people; and that need commands the infinite creation of new and better food products, through scientific research, which have a vast potential market. Furthermore the fact is that our people do not consume a sufficient quantity of the protective foods, from the standpoint of nutrition and the best state of public health; and consequently the business in such foods can be immensely increased. By this I mean to say that the orthodox economic policy heretofore followed in this country of producing such foods only in the quantity our people will buy should hereafter be replaced by the reverse humanitarian policy of seeing to it that our people consume the quantity of such foods which they nutritionally require for their best health.

Third and in particular: The modern development of the science of nutrition has had a profound effect on the food industry; and has introduced an era of renaissance in it. This development of that science is exemplified by the discovery of basic nutrients; and by the establishment of minimum daily requirements for essential nutrients. As a result the industry has greatly strengthened the consumer value and appeal of its business; and is building a large supplemental business in concentrated nutrients. This era of renaissance in the industry is a permanent one; its progress has been stimulated by war needs; and its future progress has no bounds."

#### Study of Food Economics

Counsellor Dunn proposed that the food industry set up an institution, similar to its highly successful \$1,000,000 Nutrition Foundation, so that a comprehensive study may be made of food economics.

The Nutrition Foundation, organized by leading members of the industry, was set up to develop the science of nutrition and has been doing an aggressive and successful work of public education in that field. Many major companies have contributed to a \$1,000,000 fund for the Foundation.

"I recommend that the food industry develop a supplemental plan for a fundamental study of food economics, on the most authoritative basis and from a wholly public standpoint; a study which is directed to promote a better knowledge of our national food economy and its operation in the most efficient and effective way, for the further benefit of our country. The significance of this recommendation is

exemplified by the fact that our people are not consuming a sufficient quantity of food, from the standpoint of nutrition and the best state of public health."

#### NEED FOR MACARONI AND SPAGHETTI STOCKPILING LAST SUMMER EXPLAINED

Food Administrator, Marvin Jones, Pleads in War Food Program

"Military operations and their prospective rehabilitation programs will continue throughout the war to require considerable stockpiling of foods," said Judge Marvin Jones, War Food Administrator, in a message to the Wartime Conference of the Grocery Manufacturers of America, Inc., November 5, at a session presided over by Walter R. Barry of General Mills, Inc.

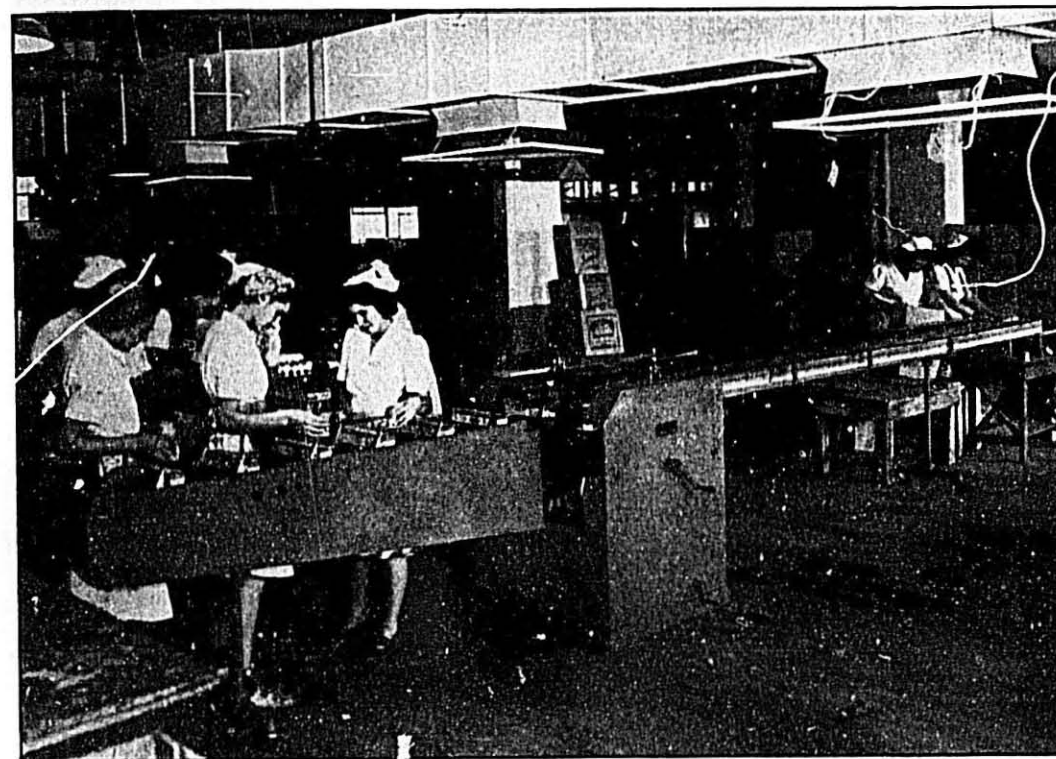
"As to the outward appearance of folly that seems to mark some of the actions we take, I ask your patience because we are working with you oftentimes on projects which are tied with military operations. Sometimes we can't tell you why we do some things. Some of you in the cereal business may remember how a year ago when we were stockpiling macaroni and spaghetti it seemed that we were getting more than would ever be required. But now you know that we had to stockpile these products because of the need for them that was to come along months later when our troops started the liberation of the Italian people.

"So it will be throughout the fighting phase of this war. Food requirements will continually change in accordance with the course of military events. Within a period of thirty days our requests for food may alter radically. If they do, there will be reasons for the change. We know you'll cooperate in meeting the changing needs. We know this because of the record of your cooperation to date. In spite of difficulties with labor, materials, machinery and transportation, you have come through. You have handled the huge volume of food that has poured off the farms and have put it into form for use at the battlefield or in the home kitchen."

Judge Jones told the Conference that its delegates "have the know-how of doing the job that must be done in order to make food fight most effectively for the United Nations." That know-how, he said, was "the creation of the finished foods for both soldiers and civilians out of the raw food materials that come from the farms, and the distribution of those finished foods among the civilian population."

Extolling democratic processes,

(Continued on Page 10)



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

## Adjustable CECO Carton Sealing Machine

*Reduces packaging costs and  
Eliminates sealing cartons by hand*

- ★ Adjustable to seal ALL your cartons
- ★ Adjustment takes only one minute
- ★ Seals both top and bottom of filled cartons simultaneously
- ★ Same machine accommodates both long and short cut products
- ★ Average speed, 40 to 60 cartons per minute
- ★ Reduced sealing costs will liquidate your low initial investment in first year of operation. Maintenance cost is negligible

HAVE YOU PURCHASED  
THAT EXTRA  
WAR BOND TODAY?

Our suggestions and recommendations for  
immediate or postwar installation are  
yours for the asking. Write for details.

## Container Equipment Corporation

210 Riverside Avenue  
Newark 4, New Jersey



though they may be slower than in dictator countries, Judge Marvin went on to say:

"We do not dictate in the War Food Administration. We ask cooperation of farmers, of processors and distributors, of consumers. We need and ask your cooperation especially. You are men who have spent useful lifetimes in developing the know-how of turning out and distributing finished food products. You have been successful at it financially; you have been successful at it from the standpoint of the great physical volume of output, handled economically and safely. We want to tap the resources of your knowledge and experience in carrying on the war food program.

"I ask for your patience as well as your cooperation. On occasion, I know, it has seemed to you that what we have done was foolish or futile, or unnecessarily delayed. Let me say here that the delay comes about because the decisions of a democracy, even in wartime, have to be reached after due regard is given to the interests of all concerned. Every time we act to procure food or regulate food distribution, we must consider whether we are doing justice to the interests of all involved, as well as whether what we do will speed the war. That is why some decisions take a little time. If it were otherwise, this wouldn't be a democracy.

"Sometimes, the businessmen who have come into our organization to work full time with us jokingly remark that what it would take them twenty-four hours to do in their own concerns, takes about ten days in Government. But talk with them and they'll tell you it isn't because the Government people are fumbling; it is because they are trying to be fair."

#### G.M.A. Officers

Several leading Macaroni-Noodle manufacturers are to be found in the new directorate of the Grocery Manufacturers Association, Inc., elected last month. The 1943-1944 Board is as follows:

Re-elected: Paul S. Willis, *President*.

Reappointed: Chas. Wesley Dunn, *General Counsel*.

Newly elected: W. R. Barry, *First Vice President* (General Mills, Inc.); G. C. Pound, *Second Vice President* (Kraft Cheese Co.); O. E. Jones, *Third Vice President* (Swift & Co.); A. C. Shattuck, *Secretary* (Brackett Products Co.).

Re-elected: B. E. Snyder, *Treasurer* (R. B. Davis Co.).

Newly elected: Guy Sharpe, *Chairman Legislative Committee* (Beech Nut Pack Co.).

Re-elected: B. C. Ohlandt, *Chairman Merchandising Committee* (Grocery Store Products).

## Millers Studying Wheat Subsidies

Six Cents Subsidy on Durum Wheat May Affect Future Semolina and Farina Deliveries

Effective December 1, 1943, there went into effect subsidy payments on all wheat ground outside the Pacific Coast area, as announced by the Defense Supplies Corporation. The subsidy on durum wheat is set at six cents a bushel, while on spring and hard wheat the Government allows the millers sixteen cents a bushel.

This rate of subsidy payments will remain in effect during December, 1943, and in subsequent months as long as it remains unchanged by that Government agency.

Durum millers are at a loss to understand why this wide differential between durum and other wheats, and until their position is clarified, they are remaining pretty well out of the present market. This naturally will seriously affect future semolina and farina deliveries, according to those who have made a study of the situation. Commenting on the attitude of the durum millers, *The Northwestern Miller* of December 1, 1943, has this to say:

Durum millers were disgusted with their 6c payment. When the original flour price ceiling was set semolina prices were put 8@18c sack higher than bread flour at Minneapolis. Wheat costs of the two types were comparable and the two types of wheat are selling at about the same basis now, with good durum higher if anything. In the revised flour ceiling just issued, however, semolina prices were kept the same while high protein bakery flours were raised 10c cwt so that there is little difference in ceiling prices now, wheat costs are the same, yet the durum subsidy is only 6c compared with 16c on hard wheat. Undoubtedly durum millers will ask for an increase in subsidy or an advance in their ceiling prices. Until something along this line is done sales probably will continue limited.

Durum millers say that the 6c payment is from 6 to 10c too low based on any reasonable calculation. Durum wheat has been selling only 2c less than bread for several weeks and lately has been just as high or higher than bread wheat. At the same time the actual over-all cost of producing semolina is greater than the cost of producing bread flour. There is a less ready market for clears and offal and over a period of time durum millers cannot recover as much for these products as can the bread wheat millers. The actual ceiling price of other than fancy semolina is 2c cwt. less than the high protein bakery flour. In the face of this situation, the subsidy granted durum millers is 10c less than bread flour millers get.

Even with the 6c subsidy there is a loss of around 25c cwt. in making sales under the present ceiling, durum millers say, and they are not going to be able to make sales on that basis.

Users of semolina and farina are seriously concerned on the effect this attitude will have on prices and future deliveries and wonder what can be done to remedy the situation.

The durum millers reason that the new regulation does them an injustice

because the Defense Supply Corporation evidently overlooked many things when setting the six cents a bushel subsidy payment on semolina and farina milled. As a result there has been little or no activity in durum semolina and farina selling early in December. Commenting on the situation in which the durum millers find themselves, *The Northwestern Miller* in a later issue, December 8, says:

Confronted with what is regarded as an inadequate subsidy payment on durum wheat, semolina manufacturers are not selling their products under the Defense Supplies Corp. program.

Either the semolina and durum flour price ceiling will have to be raised or the subsidy on durum wheat increased before business can be resumed. Since the flour price ceiling change involves many other considerations, it is thought that a subsidy revision is more likely to be obtained and to be more in line with the whole program. Consequently durum millers probably will make an application for a higher subsidy on durum wheat.

A 6c bu. subsidy was provided on durum flour, as compared with 16c bu. on hard wheat flour. Semolina price ceilings are some higher than bread flour, being \$3.52 sack, bulk, for standard semolina and 10c more for fancy grades. This compares with \$3.18, bulk, for straight bread flour.

However, as compared with a straight bread flour, durum millers obtain only about 75 per cent of semolina and the remaining 25 per cent clears and other flour that commands a comparatively low price. Durum clears consistently sell at substantial discounts below bread wheat clears and the outlet for them is restricted and sporadic. So that the 34c difference in the ceiling price by no means makes up for the 23c sack smaller subsidy that durum millers obtain.

Added to the durum millers' difficulties is the fact that, when the semolina price ceiling was set originally, it was possible to buy durum with a high moisture content at a discount. While this wheat was unfit for storage, it could be milled immediately and this helped out in operations under the flour price ceiling originally. Now, however, such wheat is no longer available. Coupled with that has been a steady advance in durum wheat. Top milling grades are very little, if any, below bread wheats and the strong feed wheat demand has shortened the discounts for lower grades until there is now only a 2@4c spread which gives the miller practically no chance to vary his wheat mix.

Millers are hopeful that the Defense Supplies Corp. officials will understand these differences between durum and bread wheat milling and make an adjustment in the rates of subsidy. A mill of given capacity can produce more bread flour than semolina and durum flour so that, on the basis of overhead and investment, durum millers feel that they certainly should be entitled to as much of a milling return as bread wheat plants.

Most macaroni manufacturers are well covered on the future needs, so the durum "squeeze" is not a matter of immediate importance to them. However, there are some buyers who did not book ahead when they could have done so, feeling that the subsidy would bring a drop in prices.

**EACH A RECORD BREAKER  
BUT ONE HAS THE WINNING SPEED  
AND EFFICIENCY FOR YOU!**



Today when time is so vital the three St. Regis Packaging Systems are doing their bit by shaving priceless manhours from the time once required to package each of these systems sets new records on the job for which it was specifically designed, St. Regis has no favorite system. Following an on-the-spot survey of your packaging operation, we recommend the system best suited to your product—and your production needs.

The many industries changing over to Multiwall Paper Bags welcome the added protection given their products—and the savings in manpower and money effected by St. Regis Packaging Systems. These

savings can be yours, too, if your product is baggable in rugged, custom-built Multiwalls, and is packed in 25 to 100 lb. units.

**VALVE PACK** — Maximum Production and Minimum Labor are outstanding features of the St. Regis Valve Pack System. Your product is preweighed by St. Regis Automatic Packing Machines (Helt, Screw or Impeller type) and rapidly propelled into valve type, self closing Multiwall Paper Bags. Gravity Type Packers are available for free-flowing products.

**SEWN PACK** — Rapid, Uniformly Sift-proof Closures are assured open mouth bag users with the St. Regis Sewn Pack System. Automatic sewing machines ap-

ply a bound-over tape and filter cord, and quickly sew through all plies of the bag. Powdered products cannot work their way through this extra strong closure.

**TIED PACK** — Greater Economy on Moderate Production is achieved with the St. Regis Wire Tied Pack System. A hand twisting tool constitutes the entire equipment for effecting the securely tied closure around the neck of the bag.

Our experience in solving the packaging problems of varying industries may be of great practical help to you. A St. Regis Packing Engineer will be happy to specify the type of bag required for your product—and recommend the packaging system best suited to your production needs.



St. Regis Bags are built of 3 to 6 independent walls of specification 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.

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## Report of the Director of Research for the Month of November

By Benjamin R. Jacobs

Now that the end of the year and the Christmas season are approaching, many employers are probably contemplating bonuses for their employees. The following is a memorandum concerning bonuses prepared for me by Mr. Joseph Winston of the firm of Katzman & Chassen, Counselors at Law, in New York City, specializing in labor laws:

### MEMORANDUM

November 30, 1943

#### Wage and Salary Stabilization—Bonuses

If you intend to pay Christmas or year-end bonuses to employees this year, it is not too early to start thinking about it now. If you need WLB or Treasury approval under the Wage-Salary Stabilization Law, file your application as soon as possible.

There are some wide differences between WLB and Treasury requirements this year so study your bonus situation carefully. WLB has jurisdiction of all wages and of all salaries not over \$5,000 per year (except those paid to executive, administrative or professional employees not members of a union). Treasury covers all salaries over \$5,000 per year and also salaries of \$5,000 or less not subject to WLB.

#### Bonus Year

The WLB has defined "preceding bonus year" as the year (calendar or fiscal) immediately preceding the year (calendar or fiscal) in which it is desired to pay a bonus. If no bonus was paid for a particular job in the year immediately preceding, no bonus may be paid without WLB approval. However, Treasury defines "last bonus year" as employer's last accounting year, calendar or fiscal, ending prior to October 3, 1942.

#### Fixed Amount

1.—WLB—If you pay a fixed sum bonus in 1943 and it does not exceed the amount you paid in 1942 (if you are on a calendar year basis) or the amount you paid in your last fiscal year (if on a fiscal year basis), you may pay it without WLB approval.

Example 1.—In 1941 employer paid each employee a Christmas bonus of \$100. At Christmas, 1942, he again paid \$100 (no approval required). At Christmas, 1943, he may again pay \$100 without approval. If he wishes to exceed that amount, he must get approval.

Example 2.—At Christmas, 1941, employer paid a bonus of \$100. At Christmas, 1942, he paid a bonus of \$200 (with Board approval). At Christmas, 1943, he may pay a \$200 bonus without approval.

11.—Treasury—A fixed sum bonus may be paid for the bonus year 1943 without approval, if it does not exceed amount of bonus paid in last bonus year (calendar or fiscal) prior to October 3, 1942, and if employee has not received a salary adjustment (increase or decrease) since October 3, 1942 (in case of salaries over \$5,000), or October 27, 1942 (in case of salaries not over \$5,000), as the case may be. Furthermore, no approval is required to pay bonuses for the bonus year 1943 if such

bonuses meet any one of the following conditions:

1. If the employee's base salary has not been increased since October 3, 1942 (in the case of salaries of more than \$5,000 per annum) or October 27, 1942 (in the case of salaries of \$5,000 or less per annum), as the case may be, he may be paid a bonus which does not exceed the higher of the following amounts:

(a) The dollar amount paid for the employer's last accounting year ended prior to October 3, 1942, or  
(b) The dollar amount of a bonus authorized under the Salary Stabilization regulation for the employer's first accounting year ending after October 3, 1942, provided the bonus does not exceed 50 per cent of the base salary.

2. If the employee's base salary has been increased since October 3, 1942, he may be paid a bonus not to exceed the same dollar amount of bonus paid him for the employer's first accounting year ending after October 3, 1942, provided the bonus does not exceed 20 per cent of his present base salary.

3. An employee may also be paid a bonus which, together with all other compensation for personal services, does not increase his total compensation for the current year over the total earned in the calendar year 1941 by more than

(a) 15 per cent if the total compensation for the year 1941 was \$2,400 or less,  
(b) 10 per cent if the total compensation for the year 1941 was over \$2,400 but not over \$4,000,  
(c) 5 per cent if the total compensation for the year 1941 was over \$4,000 but not over \$7,500.

Base salary for purposes of this statement means salary exclusive of bonuses, and other forms of additional compensation.

Example.—At Christmas, 1941, each employee received a bonus of \$100. At Christmas, 1942, employer paid a bonus of \$200 (with Treasury approval). Employees have received no salary adjustment since October 3, 1942. Employer does not require approval if he wishes to pay a \$200 bonus at Christmas, 1943; provided the bonus does not exceed 50 per cent of the base salary.

If employees had received a salary increase on, say, November 15, 1942, employer does not require approval to pay a \$200 bonus at Christmas provided the bonus does not exceed 20 per cent of his present base salary.

#### Percentage

1.—WLB—If you pay a bonus based on a percentage of wages, salaries, profits, etc., you do not need WLB approval as long as the percentage has not been changed even though the total bonus is greater than in the last bonus year because of an increase on base wages, salaries, etc.

Example.—Employer's practice has been to pay employees a Christmas bonus of 5 per cent of their annual salaries. In 1941, employee's salary was \$2,000 per year and at Christmas, 1941, he received a bonus of \$100. In 1942, his salary then being \$3,000, he was paid a bonus of \$150 (no approval required). In 1943, his salary being \$3,500, he may be paid a bonus of \$175 without approval.

If employee's percentage bonus is based on a percentage of profits and his total

1943 bonus is reduced by reason of reduced profits, employer may not increase the percentage or pay employee an additional bonus in order to bring his total bonus up to the amount paid in 1942.

Example.—Employer's practice has been to pay a bonus to each employee equal to 1 per cent of net profits of the business. In 1941, profits amounted to \$10,000 and employee received a bonus of \$100. In 1942, profits amounted to \$20,000 and employee received a bonus of \$200 (approval not required). In 1943, profits amount to \$10,000 and employee may be paid only \$100 without approval. If employer wishes to pay him an additional \$100, he must get approval.

A commonly-used bonus plan is one which provides for a bonus of a week's salary plus an amount determined by employee's length of service. As long as method of computation is not changed, WLB approval is not required even though total amount of bonus may be increased due to increases in salary and greater number of years of service.

Example.—Employer's bonus plan provides for payment to each employee of a week's salary plus \$5 for each year of service. At Christmas, 1941, employee A's salary was \$50 per week and, having worked one year, A received a \$55 bonus. At Christmas, 1942, his salary being \$55 per week, he was paid a \$65 bonus (no approval required). At Christmas, 1943, his salary being \$60 per week, he may be paid a \$75 bonus without approval.

11.—Treasury—A bonus which has been "paid regularly in accordance with an established policy of the employer," based on a percentage of salary may be continued without Treasury approval even though total bonus is increased by reason of increased salary. This is similar to WLB requirements except that it is important to note that unlike WLB, Treasury limits these bonuses to a percentage of salary.

Example.—Employer's practice has been to pay employees a bonus of 10 per cent of their salaries. Employee's salary in 1941 was \$6,000 per year and at Christmas, 1941, he received a bonus of \$600. In 1942 his salary was \$7,000 and he received a bonus of \$700 (no approval required). In 1943, his salary is \$8,000 and he may be paid a bonus of \$800 without approval, notwithstanding that his bonus for 1941 was only \$600.

Treasury has not defined a "regularly paid" percentage-of-salary bonus but it is our understanding that such bonus must have been in effect for at least two years prior to bonus year ending before October 3, 1942, depending upon how long an employer has been in business, etc.

A bonus based on a percentage of profits will be treated the same as fixed amount bonus and approval will be required if 1943 bonus exceeds the bonus paid in 1941 or if employee's base salary has been increased since October 3, 1942, or October 27, 1942, as the case may be.

Example.—Employer's practice for many years has been to pay employees a bonus equal to 1 per cent of net profits. In 1941, profits amounted to \$100,000 and employee received a bonus of \$1,000. In 1942, profits increased to \$200,000 and employee received

(Continued on Page 20)

December, 1943

THE MACARONI JOURNAL

13



## SOLVING PROBLEMS . . .

.. That's something we in America have always worked *together* on! Co-operating—working together to solve problems is a tradition in this country. And there are plenty of problems in wartime. You have them. We have them. Yours is a double job—supplying food to the war front—keeping up the flow of food to the home front. We realize what you're up against, and we will do all we can to help you keep your plant running smoothly and to help you meet production schedules. This is our pledge in wartime, as in peacetime—to supply you with the very finest durum products modern milling equipment and methods can produce.

## KING MIDAS FLOUR MILLS

MINNEAPOLIS



MINNESOTA



## Southern Buyers Becoming More Quality-Conscious

Travelogue by Charles C. Rossotti,  
Executive Vice President,  
Rossotti Lithographing Co.

Have just completed a trip through Southeastern United States that extended to Florida, calling on clients in the several states, including all the leading macaroni-noodle manufacturers. I find a healthy business condition, and, what is most reassuring, a tendency towards the manufacture of greater quantities of the better grades of macaroni, spaghetti and egg noodles. Due to improved economic conditions, consumers are no longer seeking price goods—giving more and more heed to nutritive quantities of foods bought, since generally people in the section are living better.

From the macaroni industry angle, I believe that the outlook for the future is most promising. I base this optimism on actual facts and personal experiences, having found in this trip a general improvement in the quality of this fine food being produced for home consumption.

Among macaroni manufacturers there is more and more interest in high grade semolina macaroni products than I have ever noticed; the leading manufacturers of the South have begun to realize that the future of their business lies in quality products rather than the cheaper, inferior merchandise. Furthermore, the South is experiencing a tremendous boom in buying power. In former years, in many sections throughout the South, extremely low wage levels prevailed and the condition naturally had its effect on the curtailment of purchases of higher priced quality merchandise.

Now the situation is changed. It is approaching to a large extent the conditions elsewhere in our country where increased income for the working classes has resulted in increased potential buying power as prevails generally throughout the Northern part of our country.

I am glad to see progressive macaroni-noodle manufacturers taking advantage of this change, producing better quality products, because that trend is so promising. It should bring about better prices, saner profits to manufacturers, wholesalers and retailers. Our company, being committed to the policy of "better merchandising through packaging," feels that its dissemination of better packaging ideas and suggestions have had no small part in the improved situation, notably in the South.

There is a change in the thinking, too. No longer is it considered abso-



Charles C. Rossotti

lutely necessary to concoct a package, carton and contents, to sell "at a price" to attract buyers from among the low-income groups, but rather to plan an attractive, protective package to be filled with quality merchandise to sell at a reasonable price, fair both to producer, seller and buyer. This trend should become a wave that will bring benefits that will extend well into the future, and become permanent.

## Subsidies Won't Prevent Inflation

Wage and Income Increases Are Greater Than Advance in Living Costs

"Subsidies will not mean savings to the American people," said the Food Industry War Committee at a special meeting at the Mayflower Hotel, Washington, D.C. on November 10, 1943. The nationwide committee, representing all phases of food processing, wholesale and retail distributing, strongly reaffirmed its definite and determined opposition to roll-back or so-called consumer subsidies.

"While subsidies might cut a penny or two from a few food items in retail stores, consumers would ultimately pay back these pennies—and more—in the form of increased taxes," the Committee asserts. It adds that such subsidies are in themselves inflationary.

"Not only would it be necessary to

liquidate the subsidy itself, but a tremendous Government personnel would be required to administer its application and payment. This would merely transfer from today's well-paid consumer part of his grocery bill as an obligation upon his son when he returns from military service."

Citing Department of Commerce, Department of Agriculture and Labor farm income 57 per cent, while living costs had advanced an average of only 25 per cent, the committee asserted that food costs, even though 37 per cent higher than in September 1939, have not kept pace with the alarming rate at which the over-all incomes of all wage-earners has grown.

Charging that inflationary consumer subsidies appear in their true light as political concepts, the Committee continues "they obviously are not sound under the pretext of lowering the cost of living, when the average consumer admittedly has more money than can possibly be absorbed by the available supply of foods, and when his present expenditure for food is the lowest on record—only 16 cents of his dollar income."

It was pointed out that, instead of plugging the inflationary flow of surplus dollars, a subsidy program would actually increase the flow by leaving more dollars in the consumer's pocket with which to compete for scarce goods in black markets, and by placing more dollars in the hands of individuals somewhere along the line to whom the proposed subsidies are presumed to go.

"There can be no moral justification for foisting upon our unrepresented fighting men and their children the burden of paying our current grocery bills while civilian pockets bulge," the committee is quoted as saying. "The American people," it asserted, "want to pay fair prices to the farmer, and to help feed the needy, but they want no dole for those now able to support themselves."

While granting some consumers are being pinched in the present war economy, the Washington conference condemned "inflationary consumer subsidies as not designed to help this minority. The Administration proposes a trough for all," it continued. "even for industrial workers whose over-all income has risen 200 per cent since the war started, as compared with a 37 per cent rise in the over-all cost of foods up to August, 1943."

"A non-political remedy for this economic enigma," it concludes, "is the search for statesmen who will advocate enforced savings and adequate taxes for the recipients of increased incomes which constitute the real danger. Tampering with the economic powder keg by adding inflationary consumer subsidies is inexcusable at this time, and is decidedly not in the public interest."

# Soy Flour

An "invitation to learning" about some of the unique properties possessed by Soy Flour... and a word about the way Staley's food chemists can help you derive the full benefit of the advantages it offers the macaroni industry.

SOY FLOUR is here to stay. The unquestioned merits of this modern "miracle food" have assigned it a role of growing importance in the world's dietary. But certain aspects of its usefulness in the macaroni industry are still not widely understood.

This war-spurred product is not a wartime substitute. War has only underlined its importance, emphasized its advantages, accelerated its acceptance. Soy flour today enjoys a popular approval and prestige which make it doubly valuable commercially as a food ingredient.

Yet soy flour is not a food fad. It is a fortifier, an improver, an enricher. Used properly, soy flour not only adds concentrated protein value to macaroni products, but gives them a richer, more satisfying quality, while improving the appearance, and extending shelf life.

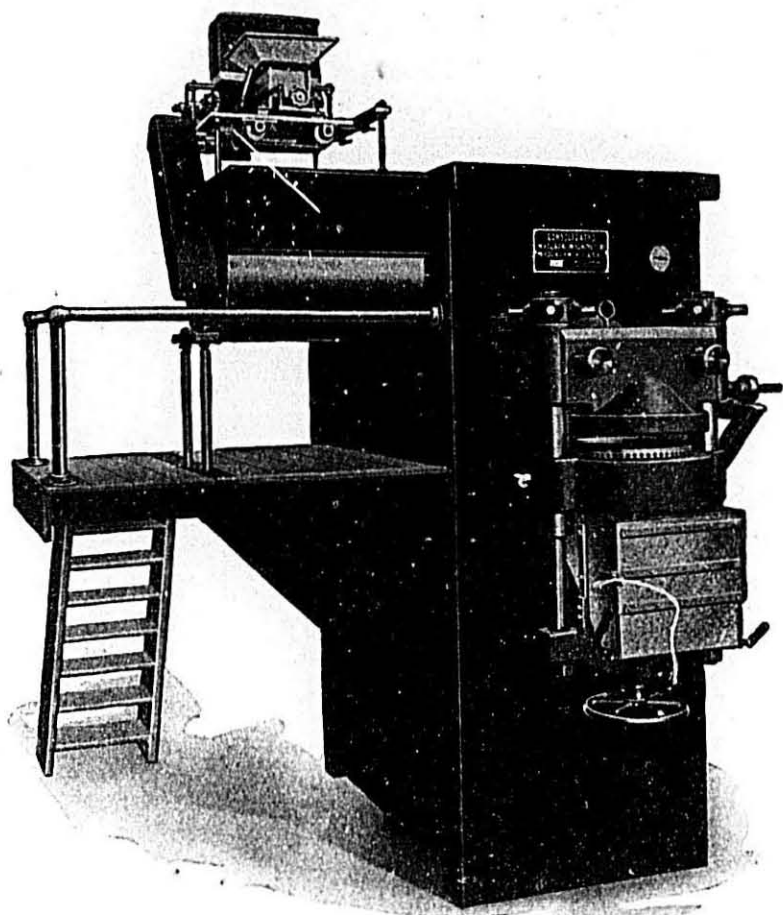
Don't confuse soy flour with other flours. It is an entirely unique food ingredient, remarkably rich in certain substances, such as protein, vitamins, minerals, and lecithin, which make it especially valuable in the macaroni industry. What is more, its ability to replace parts of more expensive ingredients can effect considerable economies.

Expansions now being completed will give A. E. Staley Mfg. Company the largest soy flour production capacity in the world. Our own seventy-man research laboratory of food chemistry is at your service for developing formulas and methods of using soy flour to fit your needs. An inquiry on your company letterhead will bring you a booklet of procedures and experience, together with the answers to any questions you may have about what soy flour can do for you.





## 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.

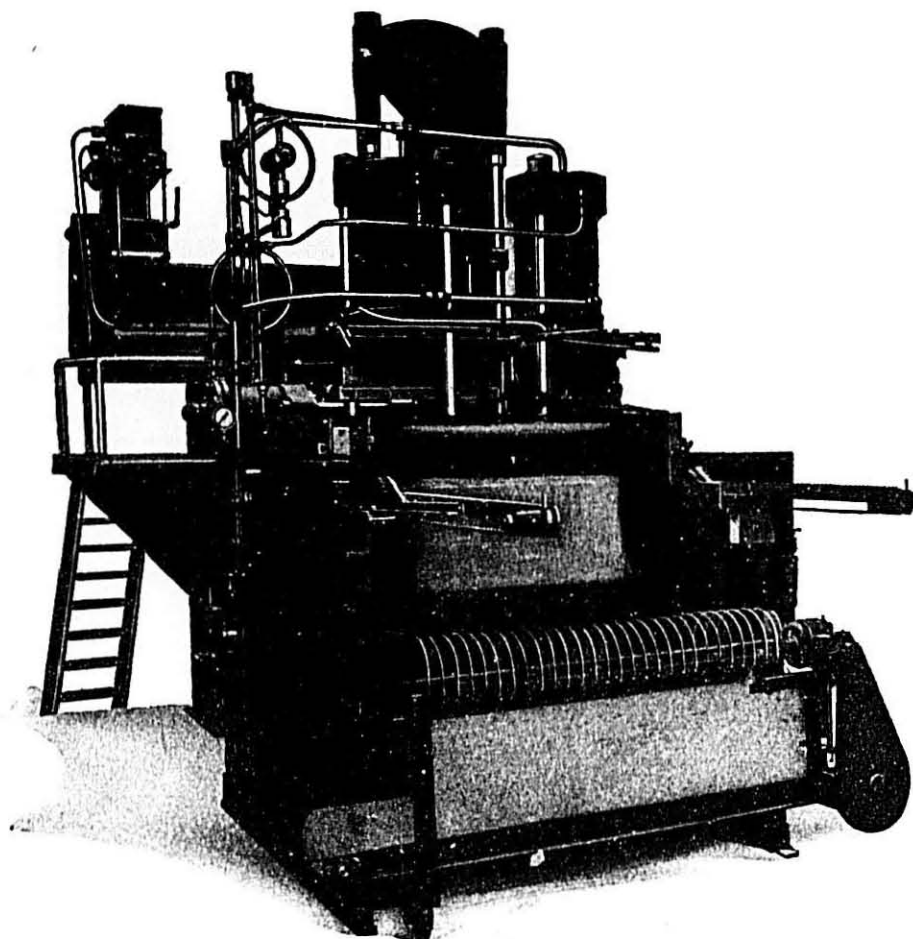
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

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Write for Particulars and Prices



## Government Spaghetti

### Bids Sought on Durum-Soya Combination

Manufacturers of spaghetti and other macaroni products will be afforded an opportunity of bidding on government needs for this food made in accordance with a government-developed formula, say dispatches from the nation's capital. Believing that spaghetti fortified with soya flour will provide greater nutrition than does the ordinary grade, the War Food Administration is ready to put its thinking to the test.

A meeting of Eastern manufacturers was held in New York on December 10 to consider the proposed specifications for a new macaroni product which the Government is planning to purchase, principally for export consumption. The new product is to be a solid spaghetti, made from 88 per cent of durum flour, with 10 per cent of soya flour and 2 per cent of egg solids, added. (The egg equivalent is 8 per cent of fresh or frozen eggs.)

Though the meeting was generally advertised, it was to be strictly for manufacturers interested in bidding on the new product. As the suddenness of the announcement of the new formula made it impossible for manufacturers to make experiments on which to base bids, many were not ready to take an active part in the bidding for this new business. Many manufacturers are making tests—being particularly concerned in the processing "kinks" involved and the drying problems involved.

### U. S. Testing Enrichment of Macaroni Products

Commenting on the studies undertaken by the Government in the matter of fortifying macaroni products, Ann Stevick, Washington NEA Staff Correspondent for the *New York World Telegram*, in a recent article, reported:

Experiments are going on in the Department of Agriculture to test the value of enrichment of macaroni products. As other foods become scarce, the use and food value of the increasing supply of macaroni products becomes more important.

Manufacturers are pushing a compulsory enrichment program which awaits a hearing with the Food and Drug Administration. If the compulsory enrichment of flour goes into effect, which it is expected to do, macaroni products will be proportionately benefited.

Semolina, a high-protein granular product from hard durum wheat, is used with flour to keep macaroni from being mushy or sticky when cooked. Manufacturers see no reason why this should not be enriched to build up the prestige and food value of macaroni products.

The Department of Agriculture's experiments have shown that some of the added value of enrichment is lost when macaroni is cooked in the customary quantities of water. It can be cooked as well in a much smaller quantity of water, and the water used to thicken gravies or sauces.

So far no official announcement has been made of any recommended cooking method that may have been agreed upon to preserve in the finished dish of macaroni products, the major portions of enriching agents that are affected by the present methods of cooking this food.

## Clermont Dedicates Honor Service Flag

Clermont Machine Company, Brooklyn, specialists in macaroni and egg noodle machine equipment, also manufacture special parts of vital interest in the war effort. In addition it has supplied a long list of servicemen and women, many of whom are in active service at the various battle fronts.

To properly honor those in the service and those on the home front that are serving their country so faithfully, the firm on Armistice Day this year dedicated an appropriate Honor Service Flag with suitable ceremonies. The flag now flies in a conspicuous place in the plant.

The firm and its employees are otherwise promoting the war spirit in many ways. To commemorate Thanksgiving Day, three turkeys were donated by the management to the lucky employees. The proceeds obtained in raffling these Thanksgiving birds were added to funds solicited on Armistice when the service flag was dedicated to provide a fund with which to purchase cigarettes and presents for Christmas for the former employees in the armed forces of the country.

"In addition to the above activities," says President C. Surico, "our firm has overlooked no opportunity to do its full duty to the boys and girls in the armed forces of our country. Our employees have adopted the Payroll Allotment Savings Plan for U. S.



President C. Surico

Bonds. They are putting forth every effort in producing war materials, perfectly and without delay. They have worked longer hours, lessened absenteeism and accidents to a minimum, made liberal donations to the Red Cross and other worthy drives. Our women workers have been particularly patriotic. They work diligently at the drafting tables, drill presses and turret lathes, machines, inspection and assembly department.

"We, the Management and Employees of Clermont Machine Co., Inc., pledge to continue our good efforts until Peace is realized. The right kind of Peace can be realized if Management and Employees work hard to merit it."

## Buys Factory Site

St. Louis, Mo., is still another city that hopes to have built within its limits "the world's largest macaroni plant," according to the following item which appeared in the November 19, 1943, edition of the *Globe-Democrat* of that city:

### Biggest U. S. Macaroni Plant Planned Here

Plans for postwar construction of the nation's largest plant to manufacture macaroni were made last week, when the St. Louis Macaroni Manufacturing Company purchased a lot at 5100 Southwest Avenue from Sarah Owen.

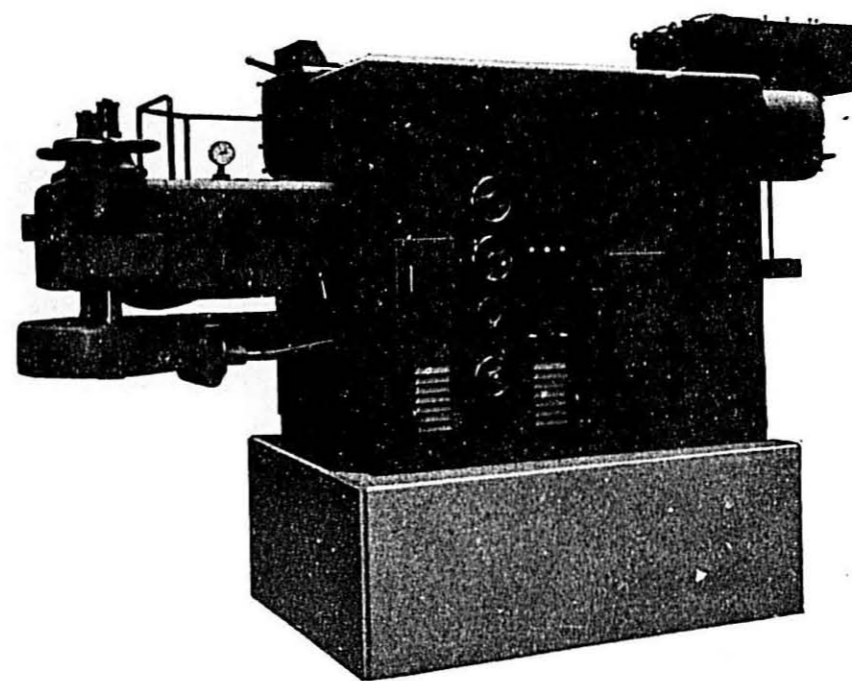
The lot, fronting 250 feet on the north side of Southwest Avenue and having a depth of 342 feet, will be used, officials of the macaroni firm declared, for the construction of a \$250,000 plant as soon as materials are available. The transaction was handled by Martin A. Beffa.

## Chicago Factory Damaged

The macaroni factory operated by Galiota Brothers Co., located at 505 W. Division Street, Chicago, Ill., was damaged by a 2-11 fire on December 2. The flames drove tenants from the upper stories to the street and did damage to building and contents of more than \$1,500. Loss was covered by insurance. Origin of the fire was not determined, but most of the damage was caused by smoke and water. Operations were resumed without a great loss of time.

## THE MODERN PRESS FOR THE MODERN PLANT

MACARONI—SPAGHETTI—NOODLES—SOUP PACKAGE GOODS, ETC.



## Continuous Paste Goods Press

Type TPJ

For Long Goods  
For Short Goods  
Fully Automatic

1000 Pounds  
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Thorough Mixing  
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NEW YORK 18, N. Y.



## Liquid and Dried Egg Production

October, 1943

Production of liquid egg by commercial egg-breaking and drying plants totaled 53,797,000 pounds in October, compared with 55,076,000 pounds in the same month last year. The amount frozen totaled 730,000 pounds, compared with 1,142,000 pounds in October last year. The amount used for immediate consumption totaled 1,225,000 pounds, compared with 796,000 pounds a year earlier. The remaining 51,842,000 pounds was dried.

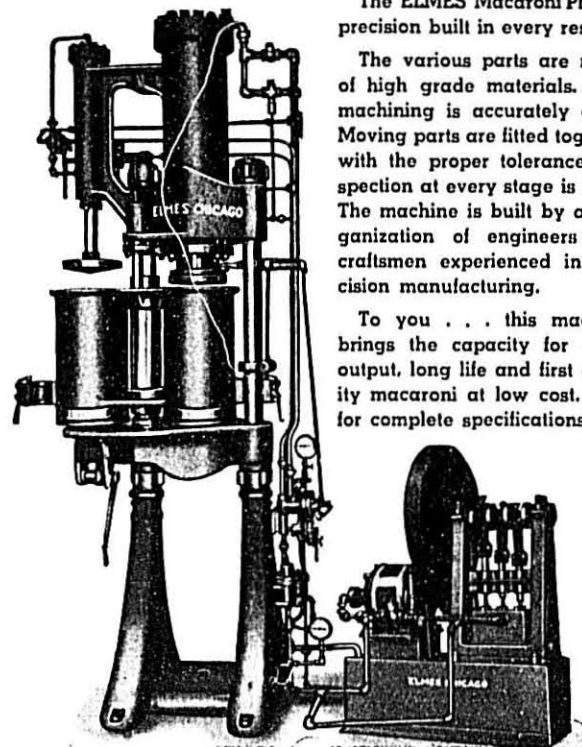
Dried egg production during October totaled 23,237,000 pounds, compared with 22,838,000 pounds in October last year. The amount dried for the first 10 months of 1943 totaled 218,869,000 pounds, compared with 202,996,000, during same period last year. October dried egg production consisted of 23,112,000 pounds of whole egg, 92,000 pounds of albumen, and 33,000 pounds of yolk. To obtain the amount dried, 82,445,000 pounds of liquid egg were used, made up of 23,370,000 pounds from fresh shell eggs (620,000 cases), 29,767,000 pounds from storage shell eggs (805,000 cas-

es) and 29,308,000 pounds from frozen eggs (782,000 cases). During the first 10 months of this year, the amount dried was equivalent to 20,997,000 cases of eggs. During the same period last year, the amount dried was equivalent to 19,461,000 cases.

As a result of removing the restriction in the use of storage eggs—shell and frozen—as announced last month, large quantities of storage eggs, particularly frozen, went into commercial channels during October. Net withdrawal of frozen eggs during October totaled 69,712,000 pounds, compared with 54,547,000 pounds in October last year, and 26,248,000 pounds the 5-year (1938-42) average. Net withdrawals of storage eggs during October totaled 2,026,000 cases, compared with 2,304,000 cases in October last year and 1,843,000 the 5-year (1938-42) average.

Last month, the Department of Agriculture announced that consideration would 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. Since that announcement, contracts for 13,801,000 pounds of spray-dried whole eggs have been cancelled. Contracts to be fulfilled during the months mentioned now stand at approximately 74,459,000 pounds.

## A PRECISION BUILT MACARONI PRESS



The ELMES Macaroni Press is precision built in every respect.

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

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

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MACHINE CO.

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213 North Morgan Street • Chicago, Illinois

## Kurtz Appoints Brokers

Announcement was made by Peter L. Raek, General Sales Manager of Kurtz Brothers, Bridgeport, Pa., of the appointment of two new Brokerage Companies for the firm's products, the Rea Brokerage Company of Muskogee, Oklahoma, and Dallas-Kilby of Milwaukee, Wisconsin. They will represent the complete line of Kurtz Spaghetti, Dinners, Sauces and Allied Products.

## REPORT OF DIRECTOR OF RESEARCH

(Continued from Page 12)

a bonus of \$2,000 (with approval of Treasury). In 1943 profits again amount to \$200,000, but approval must again be secured if employer wishes to pay a bonus of \$2,000 since such bonus would exceed bonus paid in 1941, *indec.*

(1) Base salary has not been increased and bonus does not exceed 50 per cent of base salary.

(2) Base salary has been increased but bonus does not exceed 20 per cent of his present base salary.

With respect to both the WLB and the Treasury, Applications for approval are prepared and filed on prescribed forms. If we can be of assistance, do not hesitate to call on us.



## Christmas Greetings

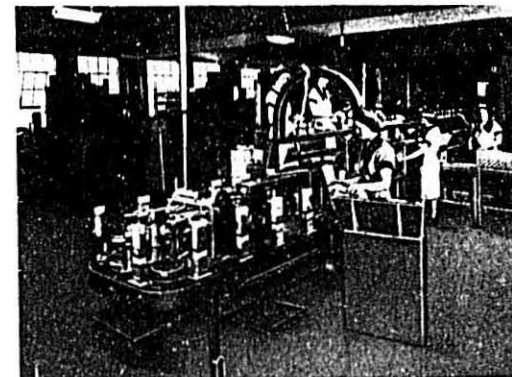
Christmas is the one great festival that negates covetousness and selfishness. That is why it endures through all the years. It cannot die, so long as it conveys the indwelling hope that men shall love each other and serve one another. That hope came to us 1900 years ago and the spark, lit under Judean stars, can never be extinguished, even in our darkest night.

*May That Love Shine on Your Christmas*

## Amber Milling Division of Farmers Union Grain Terminal Association

Offices:  
1923 University Ave.  
St. Paul, Minn.

Mills:  
Rush City,  
Minnesota



PACKOMATIC Automatic Combined Top and Bottom Carton Sealer  
With Double Conveyor

INSTALLATION, CHICAGO PLANT,  
I. J. GRASS NOODLE COMPANY

## Other Packomatic Machines

Shipping Case Sealing Machines,  
Consecutive Numbering Machines,  
Carton Sealing Machines,  
Auger Packers,  
Paper Can Tube Gluers,  
Paper Can Shrinking Machines,  
Paper Can Labeling Machines,  
Shipping Case Printing Machines,  
Carton Making Machines,  
Automatic Volumetric Fillers,  
Dating Devices,  
Paper Can Set-up Conveyors,  
Paper Can Tube Cutters,  
Paper Can Label Dryers.

## ESSENTIAL MACARONI PRODUCTS PACKED THE PACKOMATIC WAY!

PACKOMATIC Carton Sealers are available in semi-automatic models, also automatic models with or without Automatic Carton Feed.

The unit illustrated requires only one operator to place cartons on the forms. The cartons are automatically glued and sealed on one end, discharged onto upper conveyor, manually filled, and placed on lower conveyor. Filled carton top flaps are automatically sealed, and finished packages discharged, ready for packing into shipping containers. All operations are completely automatic.

Machines as above operate at 60 or more per minute, occupy minimum floor space, and are convertible for various carton sizes.

*We can supply equipment and technical assistance for all macaroni, noodle, pasta, etc. plants, with a complete line of our own machinery.*

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



IN BULK—TO THE MACARONI  
MANUFACTURERS — NOT  
RATIONED . . .

DEHYDRATED  
**S A U C E**  
FOR  
**SPAGHETTI  
DINNER**  
COMPLETE WITH CHEESE

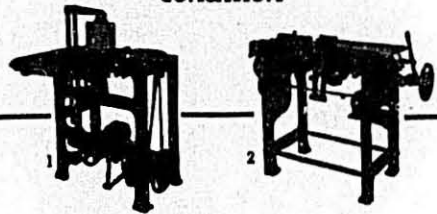
- 1 ounce makes half-pint finished sauce in 5 minutes, nothing to add but water.
- Delicious with macaroni, noodles and other pastes — also popular with meat balls, meat loaf and hamburgers.

Also a New Treat!

DEHYDRATED  
Sauce for "Chili-Mac"  
Dinner

Chatsworth Dehydrating Co.  
Chatsworth California

It pays to keep your machines  
in first class operating  
condition



Continuous performance and maximum production are obtained when your machines are operating efficiently. No time is lost. Every minute counts. Inspect your machines regularly, keeping them clean, well oiled and greased.

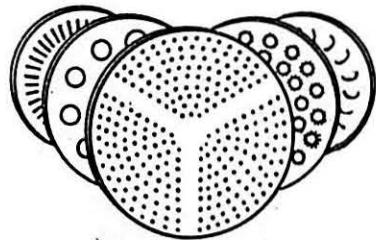
1. This PETERS JUNIOR CARTON FORMING AND LING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop on to the conveyor belt where they are carried to be filled. Can be made adjustable.

2. This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. The cartons enter machine on conveyor belt as open, filled cartons and leave machine completely closed. Can also be made adjustable.

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

## STAR DIES WHY?

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



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

### Standard Brands Buy Noodle Plant

The Kuertz Food Products Co., noodle manufacturing plant, 1506 Republic Street, Cincinnati, Ohio, has been acquired by Standard Brands, Inc. The purchase though only announced early in November, was made six months ago, according to John Wachman, Standard Brands general manager in Cincinnati.

Joseph P. Kuertz, former owner of the noodle plant is no longer associated with its operation, having sold out his entire interests. Frank Poynter has been named superintendent by the new management. Production of Kuertz Home Made Egg Noodles will be resumed shortly, said Mr. Wachman.

### Patents and Trademarks

#### "Vigoroni"

A manufacturer seeking to register as his trademark for macaroni products the word "Vigoroni" has been advised by the attorneys of the Macaroni Trademark Bureau that interferences would be cited against the registration from several sources within and without the industry . . . because of an established policy of the Patent Office to avoid registration of similar names for products of the same classification. As macaroni is a food, all other similar food registrations, would be considered as being interfered with.

"Roni" and many others using prefixes, has been registered by the Kansas City Macaroni & Importing Company, Kansas City, Mo. "Vita-Roni" has been registered by Prince Macaroni Manufacturing Co., Lowell, Mass. Many subsequent attempts to register names ending in "Roni" have been unsuccessful because of the recent policy set up within the Patent Office.

"The fact that your member writes the mark as one word," says the attorneys, "would not eliminate the similarity in pronunciation. We think it would be unwise for any one to adopt "Vigoroni" at this time for macaroni products, at least without the consent of prior registrants of similar names, and even then, if the Patent Office thought the mark too close to previously registered marks, it would refuse registration, consent or not."

#### Sal-ets—the Perfect Salad Macaroni

On July 24, 1943, Quality Macaroni Co., Saint Paul, Minn., filed its application for the registration of its new mark "Sal-ets—The Perfect Salad Macaroni," for use on macaroni, claiming use since July 10, 1943. Application bears Serial No. 462,295.

The mark consists of the name in

heavy type and the explanation in smaller type, all contained within a circle.

Notice of intent to register the mark was published in the Patent Office's *Official Gazette* on September 28, 1943, and duly registered December 7, 1943, given Registration No. 404,624.

#### Baby-Roni

On June 1, 1943, the Kansas City Macaroni and Importing Co., Kansas City, Mo., doing business as The American Beauty Macaroni Co., Kansas City and St. Louis, Mo., and Denver, Colo., filed an application for the registration of the trademark, "Baby-

Roni" for use on macaroni.

Application is Serial Number 461,253 in which applicant claims use of the trademark since April 1, 1943.

Applicant is the sole owner of Trade Mark "Roni," Registration No. 240,172, dated March 20, 1928. No claim is made for the word "Baby" in the new mark, apart from the mark.

Notice of application was published in the Patent Office *Official Gazette* of September 28, 1943. No objections having been made within the 30-day period, the trademark was registered December 7, 1943, bearing Registration No. 404,593.

AT this season of the year, we cannot wholeheartedly celebrate Christmas in the "old-fashioned manner." Our every thought and action is directed to our boys, wherever they may be:

. . . In the fox-holes  
. . . In the air  
. . . On the seas  
. . . Under the seas

and thanking God that victory is at least in sight.

It behooves us all to exemplify the principle of the Yuletide spirit.

## Greetings

1943 ★ 1944

TO OUR MANY FRIENDS in the macaroni trade, we extend our sincere appreciation of the pleasant business relations in these trying times.

May you and yours enjoy a Merry Christmas, and share in the Peace and Prosperity that a Victorious New Year will bring.

**CHAMPION MACHINERY CO.**

JOLIET ★ ILLINOIS



*Ease the Squeeze!*



with  
**TRIANGLE PACKAGE MACHINERY**

**L**ABOR-**S**AVING, cost-reducing, production-boosting packaging equipment is vital to the war effort as well as to your own survival today and in postwar competition. Triangle automatic Weighers, Fillers, Carton Sealers are well known for their ability to save labor, speed production, reduce waste and lower costs. Users report up to \$30 daily savings.

For the packaging of macaroni products the Triangle Elec-Tri-Pak vibratory feed weigher and filler is tops for all production requirements. This high-speed machine is extremely accurate—exact to only 1 or 2 pieces! Gentle "electric fingers" eliminate damage to products. Many other superior features make the Elec-Tri-Pak extremely popular in the macaroni industry.

Write today for literature on the complete line of Elec-Tri-Pak Weighers for packaging macaroni products.

**SOLVE TOMORROW'S PACKAGING PROBLEMS TODAY**  
You can be a step ahead by planning NOW for your postwar packaging and Triangle is ready to work with you!

**TRIANGLE PACKAGE MACHINERY CO.**  
915 NO. LAUDING AVENUE, CHICAGO  
Branches in Principal Cities United States and Canada

**Celebrates Its 36th**

The Bulletin, official organ of the Italian Chamber of Commerce of Chicago, issued a very appropriate Anniversary Edition, October-November, 1943—one that is of special interest to many in the macaroni industry. Editorially it reviewed the progress made by the Chicago businessmen of Italian descent, observing "In the present war, they are giving their all on the farlung fighting fronts for freedom."

Louis Caravatta, president of the Chamber, extends greetings to its members and reviews the history of the organization which has kept step with the successes attained by many of its members. Included in its long list of members are five of Chicago's leading macaroni manufacturers, namely: Chicago Macaroni Co., Galioto Bros. Co., La Vita Macaroni Co., Roma Macaroni Mfg. Co. and A. Russo & Co. Also such out-of-town firms as V. La Rosa & Sons, Inc. of Brooklyn, N. Y., Milwaukee Macaroni Co. of Milwaukee, Wis., Ravarino & Freschi, Inc. of St. Louis, Mo., and one of the country's outstanding manufacturers of cartons and labels—Rossotti Lithographing Co. of North Bergen, N. Jersey. (Incidentally all except one of the enumerated firms are also members of the National Macaroni Manufacturers Association.

While the whole issue is replete with interesting items, there is one that may be made good use of by Macaroni-Noodle manufacturers. It shows the number of Italians in the principal cities of the United States—and since this may give a better idea of the heavy consumption centers, the table is reproduced herewith, giving full credit to The Bulletin.

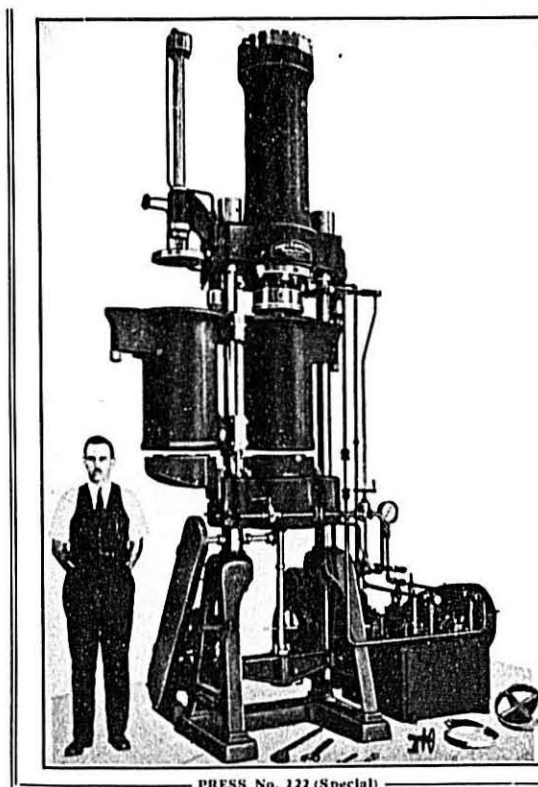
**Italians in the Principal Cities of the United States**

	Approximate		Approximate
Akron, Ohio	11,000	Newark, N. J.	92,000
Albany, N. Y.	10,000	New Bedford, Mass.	2,000
Baltimore, Md.	26,000	New Haven, Conn.	47,000
Birmingham, Ala.	5,000	New Orleans, La.	29,000
Boston, Mass.	97,000	New York, N. Y.	1,200,000
Bridgeport, Conn.	25,000	Norfolk, Va.	2,000
Buffalo, N. Y.	53,000	Oakland, Calif.	15,000
Cambridge, Mass.	10,000	Omaha, Neb.	8,000
Camden, N. J.	15,000	Patterson, N. J.	32,000
Canton, Ohio	6,000	Philadelphia, Pa.	193,000
Chicago, Ill.	287,000	Pittsburgh, Pa.	57,000
Cincinnati, Ohio	10,000	Portland, Ore.	7,000
Cleveland, Ohio	60,000	Providence, R. I.	56,000
Columbus, Ohio	9,000	Reading, Pa.	7,000
Dallas, Texas	2,000	Richmond, Va.	2,000
Denver, Colo.	11,000	Rochester, N. Y.	58,000
Dayton, Ohio	2,000	St. Louis, Mo.	27,000
Des Moines, Iowa	5,000	St. Paul, Minn.	6,000
Detroit, Mich.	67,000	Salt Lake City, Utah	2,000
Duluth, Minn.	3,000	San Antonio, Texas	2,000
Elizabeth, N. J.	13,000	San Diego, Cal.	3,000
Erie, Pa.	9,000	San Francisco, Cal.	68,000
Fall River, Mass.	3,000	Seranton, Pa.	12,000
Flint, Mich.	2,000	Seattle, Wash.	8,000
Gary, Ind.	3,000	Somerville, Mass.	13,000
Grand Rapids, Mich.	2,000	Spokane, Wash.	3,000
Hartford, Conn.	23,000	Springfield, Mass.	14,000
Houston, Texas	6,000	Tacoma, Wash.	3,000
Indianapolis, Ind.	3,000	Syracuse, N. Y.	24,000
Jersey City, N. J.	49,000	Tampa, Fla.	9,000
Kansas City, Mo.	11,000	Toledo, Ohio	3,000
Los Angeles, Cal.	46,000	Trenton, N. J.	22,000
Louisville, Ky.	2,000	Utica, N. Y.	25,000
Lynn, Mass.	6,000	Washington, D. C.	11,000
Memphis, Tenn.	4,000	Wilmington, Del.	9,000
Milwaukee, Wis.	15,000	Worcester, Mass.	13,000
Minneapolis, Minn.	4,000	Yonkers, N. Y.	19,000
		Youngstown, Ohio	21,000

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



**CAPITAL FLOUR MILLS, INC.**  
General Offices: Minneapolis Mills: St. Paul



**John J. Cavagnaro**  
Engineers and Machinists

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

Specialty of  
**Macaroni Machinery**  
Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St. New York City

PRESS No. 222 (Special)



### Leon G. Tujague is Vice Chairman

Leon G. Tujague, president of National Food Products Co., New Orleans, La., was elected as vice chairman of the important committee representing the Cannery, Grocers and Food Manufacturers who are members of the National Safety Council. The election took place at the 32nd National Safety Congress held in Chicago last month.

Chairman of the committee is Clyde C. Ruddick, Safety Director of H. J. Heinz Co., Pittsburgh, Pa.; Secretary is John C. Bonnell, Safety Engineer of Campbell Soup Company, Camden, N. J.

### Orderly Postwar Distribution of Food Stocks Planned

Plans are being formulated now by the Government and the food trade to distribute during the demobilization period any Government-held food supplies which may be on hand at the end of the war, Major Ralph W. Olmsted, Deputy Director of the Food Distribution Administration, told members of the National Food Brokers Association meeting in Chicago, December 8.

War food stocks held by the Army or by the Food Distribution Administration, the two principal Government procurement agencies, or set aside for these agencies by the trade will be needed to help feed and rehabilitate peoples liberated by the Allies, Major Olmsted said, and perhaps to relieve some spot shortages here at home. With the demand for American food in the immediate postwar period expected to be fully as great as during the war, an orderly disposition of food reserves will be both necessary and possible he pointed out.

There should be no "dumping" of food as happened after the last war,

Major Olmsted emphasized. "The Government's aim will be to distribute war-accumulated food supplies where needed, making use of established trade facilities where available, and in a harmonious fashion designed to maintain stable prices and markets." He thought this could be accomplished best by a coordination of the activities of agencies interested in releasing food similar to the coordination which now exists in the purchase of food.

### Heads Salvage Committee

After listening to an address by George Kokalis, general manager of Groceryland Cooperative, Inc., where-in he stressed the need of salvaging



A. Irving Grass

tons of waste paper that is so badly needed to spur the war effort, Bob White, President of Grocery Manufacturers Sales Executives of Chicago appointed A. Irving Grass of Mrs. Grass' Noodle Company to head its Salvage Committee as Chairman.

It was revealed that many food wholesalers, distributors, retailers and

chains were ready and eager to collect salvage materials of all kinds if told where and how to dispose of same. Chairman Grass has already set in motion the machinery for regular pickups at the hundreds of business places associated with the salvage drive spearheaded by GMSE.

### Count Sforza—A College Alumnus

Observations by Robert B. Brown, Secretary of Kenyon College, Gambier, Ohio, formerly associated with the Macaroni-Noodle Industry

I have been thinking much about our old friends in the industry lately, in connection with Count Sforza who seems to be in line as one of those who will have a good deal to do with the future of Italy.

Count Sforza is an honorary alumnus of Kenyon, having received the degree of Doctor of Law at our last March Commencement. Previously he had spent a great deal of time at Kenyon. In the fall and winter of 1942-43 he was our guest for nearly two months as a visiting lecturer on foreign relations and diplomacy. He not only served as head of the State Department of Italy before the Mussolini regime but had served Italy as ambassador to several European and Oriental countries and had known European and Asiatic diplomacy intimately during the period between the two wars.

He is a fine upstanding fellow, a great admirer of the American form of democracy, a particular student of Thomas Jefferson, and, I believe, a real democrat at heart.

While he was here I came to know him well, heard him discuss both formally and informally the future of Italy and what he hoped would be his part in it. He is, according to newspa-

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.  
Minneapolis, Minnesota

COMMAND  
the Best  
When You  
DEMAND



per accounts, refusing to compromise with his ideals for Italy. He believed and still believes that the King and Crown Prince must go because of their acquiescence within the Fascist regime, and I know that he hopes that there may be worked out in Italy some form of democracy which will be satisfactory to the Italian people and which will combine the American idea with traditional Italian thought.

Count Sforza has a great many good friends here in Kenyon, all of whom are hoping that whether or not he is a part of the new government in Italy, he may have a voice in the kind of government it is to be. We feel that if he does there is sure to emerge an Italy of which Italians and Americans of Italian descent may be proud. Gambier, Ohio, November 8, 1943 (Signed) Bob Brown



Charles J. Bonadio

### Charles J. Bonadio Joins Navy

Chairman of Regional Macaroni Club Which He Helped Found Enters Service

If Uncle Sam has need for a good practical macaroni maker, the U. S. Navy will find one right in its own ranks. Although he was very much in-

terested in his work in the plant and in the workings of the Tri-State Macaroni Club, which he helped to organize, the youthful chairman and treasurer, Charles J. Bonadio was not reluctant to leave when called into the service of his country by the United States Navy.

He enlisted in the Navy Air Corps and was called into active service on October 28 this year. He is stationed in Philadelphia, and presently is attending classes at the University of Pennsylvania. Bonadio is on familiar ground there, having graduated from the School of Pharmacy at the university two years prior to his becoming manager of the Cheswick Macaroni Company plant at Cheswick, Pa.

One of his first acts after acquainting himself with the general duties was to apply for a membership in the National Macaroni Manufacturers Association. He believes in organization, particularly in the formation of local, closer-to-the-roots clubs, as the sure means for solving the many problems confronting the operators of macaroni plants.

This new navy recruit is the son of Mr. and Mrs. Joseph Bonadio who reside at 547 Sixth Avenue, New Kensington, Pa. A brother, Corporal Anthony Bonadio, is at Camp Davis, North Carolina, attached to the Class department.

The American soybean crop this year will yield approximately 200,000,000 bushels, most of which, because of its high nutrient value, will go into human and stock food.

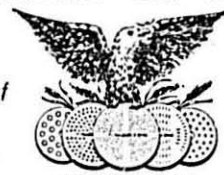
### HOLDING FIRST PLACE

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



TRADE MARK

Macaroni Dies

178-180 Grand Street

New York City

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



**The MACARONI JOURNAL**

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 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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Joseph J. Cunniff, Adviser  
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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 DECEMBER, 1943 No. 8



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

**Welcome Active Member**

Tampa Macaroni Corporation of 2001 N. Tampa St., Miami, Fla., one of the most progressive firms in the state, applied for membership in the National Macaroni Manufacturers Association in November, 1943, and is now listed as an Active Member of the organization.

The new member will be represented by its president, G. C. Spicola, Jr., who promises to take an active interest in the policies and activities of NMMA.

**New Associate Member**

Midland Laboratories, Dubuque, Iowa, has volunteered its application to the National Macaroni Manufacturer's Association as an Associate Member and was so enrolled as of December 10, 1943.

Midland Laboratories (Makers of

Mill-O-Cide)—manufacturers of Food Insecticides which they supply to practically the entire Macaroni-Noodle Industry—will be represented in the National Association by the well-known Fred "Bugs" Somers who has attended many of the meetings of the industry in the past.

**Announcement Officers and Directors 1943-1944**

At the annual business meeting of the Packaging Machinery Manufacturers Institute, held on November 4, 1943, at the Hotel New Yorker, New York City, the following officers were unanimously elected:

**President:** George A. Mohlman, President, Package Machinery Company, Chicago, Illinois.

**Vice President:** H. Kirke Becker, President, Peters Machinery Company, Chicago, Illinois.

**Vice President:** Frank B. Fairbanks, President, Horix Manufacturing Co., Pittsburgh, Pa.

**Directors:** Three directors were elected by the membership to serve for a three-year term, as follows:

Frank B. Fairbanks, President, Horix Mfg. Co., Pittsburgh, Pa.

H. Lyle Greene, Vice President, J. L. Ferguson Co., Joliet, Ill.

George A. Mohlman, President, Package Machinery Co., Springfield, Mass.

**Regulation Simplifies Semolina-Farina Pricing**

A revised regulation, differing in some major respects from the original, was issued No. 30 by the Office of Price Administration to control the price of wheat flour, semolina and farina that are sold by millers, blenders, primary distributors and jobbers.

The changes, which will not affect the general level of retail prices, are made primarily to fit the regulation more readily to successful administration of the recently announced flour subsidy program (See OWI-2726, November 18, 1943). Most important of the changes, perhaps, were those in maximum prices in certain areas of the country which will tend to make prices more uniform.

Maximum prices of family flour are reduced under those stated in the original regulation by 15 cents a hundredweight in Wisconsin and 10 cents a hundredweight in all other states east of the Mississippi river and north of the Ohio river, including West Virginia and Maryland.

The 1943-44 wheat crop in Australia, which will be harvested around New Year, is estimated at 89,000,000 bushels; this is 57 per cent of last year's yield, and about 55 per cent of the average yield for the past ten years.

**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.

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

FOR SALE—Large quantity of 1 and 3 pound Macaroni boxes, some with name imprinted, some plain white. Write The Roth Noodle Co., Pittsburgh, Pa.

FOR SALE—Two 13½-inch Hydraulic Presses, stationary die—1 long cut, 1 short cut. Excellent condition. Address Box "N.P.P." c/o Macaroni Journal, Braidwood, Illinois.

MACHINERY FOR SALE—For manufacture of Egg Noodles. Entire equipment consisting of mixer, kneader, dough brake and cutter; also other items. William G. Hafner, North Syracuse, N. Y.

WILL SELL CHEAP—Kneader, Mixer, Screw Press, complete with dies, all in perfect condition. Miller Food Products, 3451 Whittier Blvd., Los Angeles 23, Calif.

WANTED—Complete long and cut Macaroni Products Equipment—machines, moulds, drying equipment, trucks, trays, etc. Will buy all or separate units. Describe in detail and state price. Write Box "E.P.T." c/o Macaroni Journal, Braidwood, Illinois.

**PRACTICAL POINTERS**

By Plant Engineer

W. F. Schaphorst, M.E.

**Gallons in Any Standard Pipe**

One often wants to know the volume of a given length of pipe in gallons. This writer does not know of any table that gives such values and where volumes are to be found they are usually given in cubic feet. Besides, the range of a table is seldom great enough to cover all desired conditions.

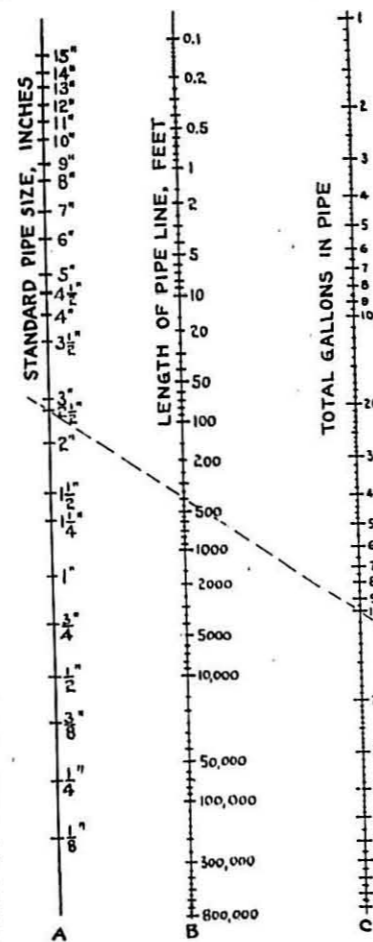
This chart takes care of all of the standard pipe sizes from ½ inch to 15 inches in column A, and any length of pipe line from 0.1 foot to 800,000 feet in column B. Column C shows volumes from 1 to 1,000 gallons. This is great enough to take care of most conditions.

In using the chart simply run a straight line through the pipe size (column A) and the length of pipe line in column B and the intersection with column C immediately gives the total number of gallons in the pipe or pipe line.

Thus the dotted line drawn across his chart shows that if the pipe size is 2½ inches (column A) and the length of line is 400 feet (column B) the volume of the pipe (column C), is 100 gallons.

Or, if it is desired to know the length of pipe line required to hold a given number of gallons, or the size of the pipe necessary to hold a given number of gallons within certain limitations of length, the chart may be conveniently applied. In other words, knowing two factors in any two of the three columns, the unknown in the third column is quickly found.

Here is another "trick": To determine the volume of a ½-inch pipe one foot long, the easiest way is to run a line through the ½-inch, column A, and the 10,000 in column B. The intersection with column C says 160 gallons, but that, of course, is for a pipe line 10,000 feet long. By merely pointing off four places to the left we have 0.016 gallons as the volume of a ½-inch pipe one foot long.



two others until the former had cooled down. In an effort to improve conditions high-priced lubricators were installed at a total cost of \$400, but these did not seem to help them at all.

A lubrication expert was called in. After a careful survey, checking speed, bearing clearance, and operating conditions, the expert recommended an oil that the engineer had previously considered entirely unsuited to the conditions. Of course the oil was tried as recommended, and it "works." It is now giving excellent results. All of which again proves that there is a vast difference in lubricating oils and lubricating methods.

**How to Take Care of Those Ruined Ball Bearings**

A letter has just come in which will probably interest many readers, as follows:

"You are aware, I am sure, of the difficulties under the stress of war in purchasing supplies of ball bearings. We find it very difficult to get supplies of this kind, and it takes such a long time to get action through government sources. We had the misfortune last week to have a ball bearing that was only four months old go bad on us. The face and the balls appear to be in quite good condition, but the keeper of the balls in the bearing went to pieces. This particular bearing was a rather large one, which cost new about \$30. In view of the present circumstances we should be glad to take a chance on having the bearing reconditioned."

This writer has not seen the ruined bearing, but its repair sounds simple as it appears that only the retainer needs replacing which is not difficult for a specialist in ball bearing repairs. For some reason or other unknown to the writer very little has been said in our publications about the fact that ball bearings can be rebuilt, and, right now, it is a very important fact. Balls are replaced, with new ones. Rings are reground—or replaced if necessary. And so on. In many instances the rebuilt bearings have proven superior to the new.

**The Expert Solved a Lubricating Problem**

In a large plant in this vicinity there are in operation eight pumps in a battery which supply hydraulic pressure to hydraulic presses. These pumps furnish 400 gallons of water per minute and considerable difficulty was being experienced in lubricating them. Various oils were used, but all of them failed to such an extent that after two hours of running the pumps became so hot that they were forced to shut down two of them, running



**OUR PURPOSE:**

EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**

National Macaroni Manufacturers  
Association  
Local and Sectional Macaroni Clubs

**OUR MOTTO:**

First—  
INDUSTRY

Then—  
MANUFACTURER

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Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.  
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

## A Mid-Year Meeting?

The bigger a business organization, the more frequent its meetings, conferences and get-togethers!

These meetings may be confined to a few of the leading executives, may include the entire organization—but they MEET and DISCUSS and ACT.

Leaders of business agree that no harm comes from discussions of current troubles or future problems. . . that much good results from planned action after all the "bugs" are eliminated through study and understanding.

The Macaroni-Noodle Industry has at least two opportunities annually for free discussions of things of immediate concern and future planning—during the summertime on the occasion of the annual convention of the National Macaroni Manufacturers Association and again at the winter conferences, commonly called "Mid-year Meetings" in January.

The good that comes out of these two general industry meetings is immeasurable. But, we are at war . . . should we plan holding our midyear meeting next month, as usual?

The matter is being discussed by members of the Board of Directors of the National Macaroni Manufacturers Association through an exchange of letters, and the opinions of all manufacturers are invited by President Wolfe who is anxious to follow the wishes of the operators in the matter. To date, the majority is strongly in favor of holding the January meeting, as usual. There may be no major problem confronting the Industry at present, but many reasons that any problem concerned in aiding the government in its successful prosecution of the war effort, is in itself major in importance to every manufacturer . . . because of its direct or indirect effect on production and profitable distribution.

Announcement of the Industry's plans may be expected within a few days . . . then the matter rests with the executives who appreciate the good that comes out of conferences, discussions and understanding.

M. J. DONNA, Secretary.



## Season's Greetings

We welcome the opportunity the

## Holiday Season

offers to express our appreciation

of the patronage and good will

of our friends

A Merry Christmas to you and yours

and every good wish

for a Victorious New Year



CLERMONT MACHINE COMPANY, INC.  
BROOKLYN, NEW YORK



**Why burn the bridges  
AHEAD of you?**



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

## **PILLSBURY'S DURUM PRODUCTS**

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