

**THE
MACARONI
JOURNAL**

**Volume XXV
Number 9**

January, 1944

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JANUARY, 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Resolution

All true Americans intuitively feel that the
American Way of Life is

WORTH FIGHTING FOR!

Just as naturally all industry-minded
macaroni-noodle manufacturers should feel
that their own business is

WORTH WORKING FOR!

An opportunity for the latter to work co-
operatively in their own interest is presented
by the Mid-Year Conference of all elements
in the business at Hotel La Salle, Chicago,
Monday, January 24, 1944.

Chicago, Illinois
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV
NUMBER 9



*In 1944, as always, there is
no substitute for experience...*

There is little prospect that the year 1944 will bring normalcy to business.

It is likely, with the nation throwing its Sunday punch for a day before December, that conditions this year will be especially trying.

Manpower and supplies will be tighter. More substitutes will be introduced. Some manufacturers will shrug their shoulders and blame poor materials for the depressed quality of their product.

Midst these abnormal conditions, smart packaging buyers look to their supplier whose

past performance ensures three vital elements—**Dependability—Quality—Service.**

In 1944, as in the past 46 years, Rossotti craftsmanship and experience can be depended upon to deliver the finest Labels, Package Wrappers, and Folding Cartons that can be manufactured from the pick of available materials.

Our regular accounts have first call on our facilities, of course. Nevertheless, we suggest that you consult us on your packaging problems and plans with a view to postwar development. Your inquiries will receive individual attention.

Rossotti

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

WE LOOK FORWARD TO SEEING YOU AT THE MID-YEAR MEETING OF THE NMMA IN CHICAGO

OPA to Base Price Squeeze Relief on Industry Profits

By Emmet Dougherty

Washington Correspondent of "The Northwestern Miller"

Editorial Note: Macaroni-Noodle Manufacturers, particularly those concerned about the possibilities of obtaining relief from the "squeeze" that is seriously hampering production, will be interested in the following article reproduced by courtesy of the management of "The Northwestern Miller."

Washington, D. C.—The OPA is conducting a wide survey of the over-all food industry profits in advance of any formal announcement of price policies and while these studies are being made there will be no price increases granted either on major or minor food products. OPA, in its informal action, is believed to be following a line laid down in the Vinson directive concerning essential civilian goods which prescribed standards for permitted price increases.

The OPA policy is based on two points: one, to deny price increases where over-all industry profits are good, regardless of an item or the company; when over-all industry profits are not excessive it may be decided to allow individual companies to recover manufacturing costs without consideration given to advertising or overhead.

Under these foregoing principles it can be seen that small companies will be squeezed out if their profit levels are below those of the entire industry. For example, a small processor whose main business consisted of egg noodles, macaroni and other flour products which are now squeezed might not be able to obtain a price increase to relieve his squeeze if the industry as a whole showed a high profit level.

In putting this informal policy into action, OPA is holding up many price actions which are pressing for decision. At the present time wet corn millers and rolled oat processors are being squeezed. Similar condition is affecting corn meal and while OPA price officials would like to adjust prices to the revised corn order level, it is unlikely that corrective actions can be taken until industry-wide cost studies can be completed.

Some conception of the volume of work involved in these cost studies may be gained from the knowledge that decisions on pressing matters such as processors' prices for canned foods may not be ready until April.

OPA policy is distinctly a delaying action with "hold-the-line" the all-important consideration. If price squeezes act to drive manufacturers out of some lines or threaten to close out certain businesses it is unlikely that OPA will act unless forced by court action.

In discussing the situation with OPA officials it was pointed out that in many instances failure to take prompt action will probably prevent sales of seasonal products, but the policy will be adhered to regardless of results. Another aspect of this



—Courtesy Northwestern Miller
Emmet Dougherty

policy sharply affects small manufacturers whose products are confined to a few lines. For example, a large integrated company turning out a full line of processed foods would hardly be affected if OPA should determine that noodle industry over-all profits were favorable and that price relief for low profit producers was undesirable. The companies with favorable profit positions could if necessary discontinue unprofitable lines, but the small company would be forced to suspend operations if the present OPA policy line is formally adopted.

OPA policy is slanted now at squeezing industry in an effort to hold prices to the stabilization order level.

In the Vinson directive concerning civilian goods a two-point standard was adopted as follows:

When price increases are permitted on an individual producer basis, the following standards will prevail:

1. For the producer whose current profits from all operations are no more than double those earned during the 1936-39 base

period, or who is operating at a loss: With OPA authorization, he may increase the price of the item for which increased production is needed to an amount not to exceed the total unit production cost plus a profit not to exceed 2 percent of that cost.

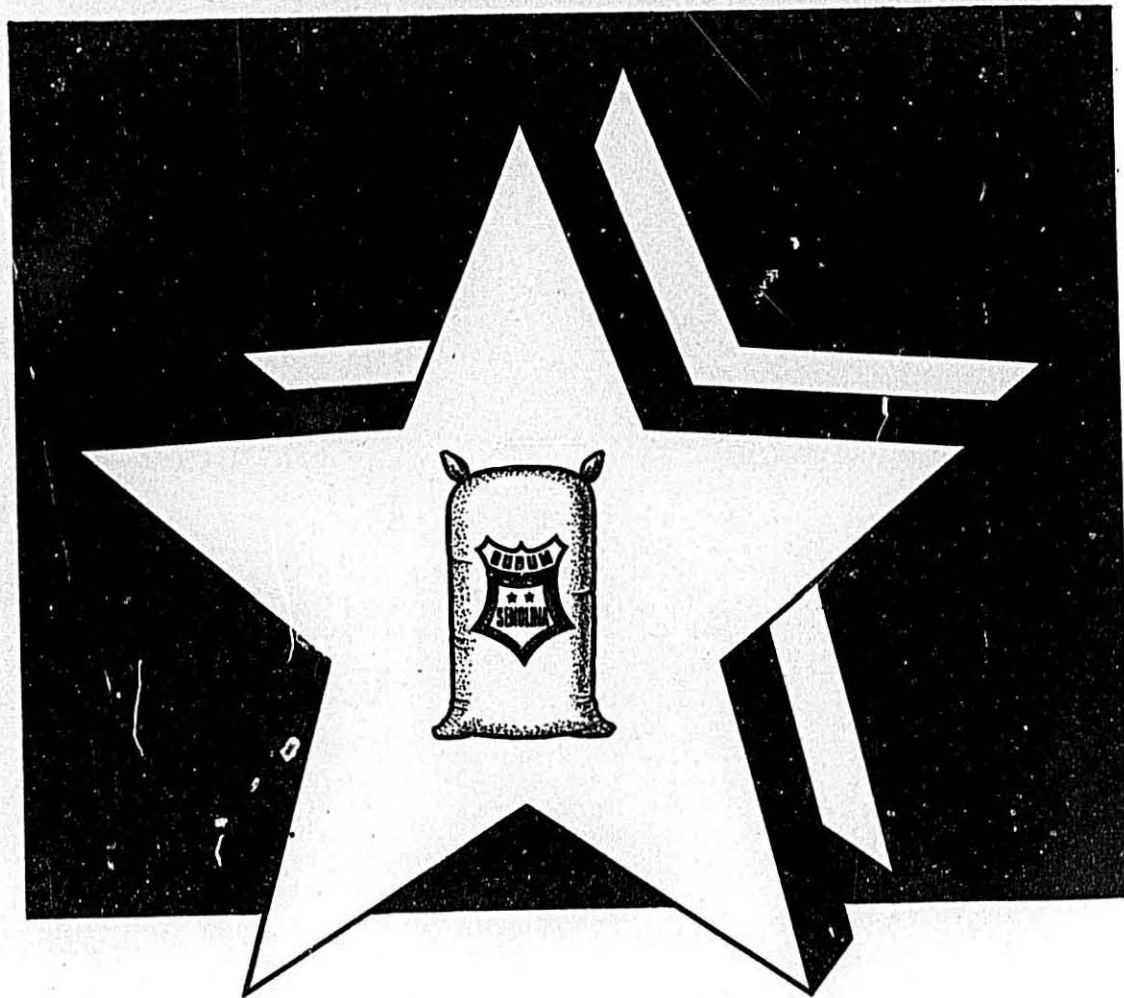
2. For a producer whose profits from all operations are more than double those earned in the 1936-39 base period: OPA may set a price ceiling, not to exceed the total cost of making the item for which increased output is needed. In other words, producers with "exceptionally high" profits will be required to produce needed consumer goods and to sell them at cost.

These standards will also prevail when varying price increases are granted for groups of firms, or between groups of firms and individual firms making the same product.

However, there has as yet been no formal Vinson directive to OPA on food prices and there is some question as to how closely formal policy will follow the standards outlined above. Obviously under the OPA present food price policy, marginal producers would not obtain price revisions to permit them to continue in production. However, the political reaction to a policy which established standards only favorable to large business enterprises might be so unfavorable as to force a more moderate course.

The Brownlee price policy program, which was circulated earlier among OPA officials for comment, has not made an appearance and there are rumors that Brownlee is getting restive in his present post. Less carefully worded communications to OPA from OES indicate a slight deterioration in relationship between the two organizations, reflecting a suspicion on the part of OPA officials that OES is trying to plant the responsibility for price increases squarely on the OPA doorstep. While OPA has been making price increases over a broad front in most instances these price increases have been forced by WFA actions increasing farm prices. Other price concessions to producers have resulted in a number of cases from pressure by the armed services.

If the delay-policy of OPA is continued it is unlikely that any major decisions can be reached before late winter and business may have to assume an aggressive attitude, resorting to the courts if necessary to force OPA's hand.



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

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The Industry's 1944 Picture

The Macaroni-Noodle Industry, as a whole, enjoyed one of the best years in its history, according to reports—this despite the fact that in the latter months of 1943 production went into quite an unexpected slump from which it has hardly recovered as the New Year is entered. Many factors have tended to mar the rosy picture.

The year 1943 will go into the books as a record-breaker in many ways, with most of the firms in the business having produced almost to the limit of their capacity. Government agencies bought more macaroni, spaghetti and egg noodles than in all the preceding 150 years of government buying. Stockpiles of this food were created for war needs and for lend-lease, all resulting in humming presses and busy noodle brakes.

On the home front, production of this food was spurred by heavy buying by domestic consumers who found it most economical and satisfying to eat more and more of this food for many and varied reasons. There was an ample supply of raw materials out of which to manufacture macaroni products. Other foods were becoming scarce and high priced.

Then came rationing, but this only affected macaroni products indirectly, because there was no need for placing this food on the restricted list. But ere the year ended, it was discovered that even a nonrationed food can be adversely affected by rationing, so much so in the case of macaroni that the production went into the doldrums towards the closing months of 1943, a slump from which many expected it to emerge as the winter demand increased, but from which there has come no expected seasonal uplift.

In keeping with its policy of price control, the Government saw fit to place ceiling prices on macaroni products—limits that failed to take into consideration all the factors that affect cost of production and distribution. Production costs have increased materially; carton and containers are becoming scarcer and higher priced, and taxes are mounting, with the result that the squeeze between the set ceiling and production cost has become almost unbearable in many instances.

As the New Year of 1944 opens, macaroni products are still on the nonrationed list. No one can predict what the New Year will bring, but most feel that this food will continue unrationed. When this form of food control went into effect a year or so ago, the consumption of this

grain food increased immeasurably. However, as the point values of accompanying foods started their upward trend, the consumption rate has steadily decreased, until towards the end of 1943 it is estimated that the per capita consumption of this food was hardly any larger than in prewar days, if there are eliminated from the calculations the stockpiles created and the heavy buying by the government for many and varied purposes.

The present unfavorable trend can be attributed quite fairly to the high points set on naturally accompanying foods. "Macaroni with Cheese," "Noodles with Roasts," and "Spaghetti with Tomato Sauce" are almost as natural combinations as are bread and butter, ham and eggs, and such.

Take the case of cheese, for instance. When rationing first went into effect, it was a comparatively low-point food. Today it's really a high-point luxury. Butter is in the same category. Canned tomatoes and tomato paste, meats and other accompanying foods all belong in the high-point group. Naturally this has affected buying demands, exactly the opposite to those which macaroni-noodle makers had expected when their products were first placed on the nonrationed food list.

Then comes the matter of increased labor cost. The industry has lost many of its most efficient men to the services—a patriotic duty, gladly accepted—and increased output had to depend on less efficient, higher-priced labor. Some firms estimate that their labor cost has increased from 35 per cent in drying and packaging departments to as high as 50 per cent in the press rooms.

Firms that sought relief from this increased labor cost and the general overhead cost of doing business, were told by government agencies that it was not possible to grant the relief because of their "hold the line" policy . . . that it was generally expected that the increased volume of business currently enjoyed, plus the free-flowing business that could be attributed to war conditions, would offset all increased expense of doing business. Many have found out to their sorrow that this is but a beautiful dream, only.

Is there any relief in sight during 1944 from this discouraging picture? Elsewhere in this issue is an article that tells of the plans of OPA for 1944, plans that do not auger well for the smaller plants, from the superficial study possible at this writing. All in all, the 1944 picture is hardly as rosy as many had expected.

Report of the Director of Research for the Month of December

By Benjamin R. Jacobs

A little over two years ago when the Food and Drugs Administration held a hearing in Washington concerning Standards of Identity for macaroni and egg noodle products, the question of enrichment was presented by one of the Government witnesses. The Industry introduced no evidence whatever at this hearing concerning the enrichment of our products with vitamins and minerals. We presented no evidence for the reason that the testimony took a new and unexpected turn and we were not prepared at that time to present material which would bring out facts concerning the consumption of macaroni products in the United States.

The witness who appeared for the Government stated that macaroni and noodle products constituted only a very small part of the dietary and therefore, no material benefit would result to the consumer by the enrichment of our products. This witness stated that even among Italians only a small amount of macaroni was consumed. He admitted, however, that the investigation that he made was among a few Italian acquaintances and that his statements were not based on any investigation beyond interviewing these few friends.

Because of the importance attached to this particular phase of our problem I have made an investigation of a number of Italian families in several of the large Italian communities in this country and the following is the result of this investigation:

The Italian population in the United States and in a few of the most populated States is as follows:

Total United States	4,594,780
New York	1,596,895
Pennsylvania	600,501
New Jersey	499,383
Massachusetts	333,962
Illinois	270,864
California	247,797

This is as of the Census of 1940. It includes all Italians in the United States born in Italy and all Italians born in the United States and having at least one parent born in Italy. It therefore includes only first and second generation Italians. It can be seen therefore, that this does not include all persons in the United States that have Italian eating habits.

The survey made by me, with the assistance of a group of manufacturers and other workers, shows the following results:

A group of 56 families living in and around Long Island City, N. Y., consisting of 169 adults and 52 children reported that they cook on an average of 419 pounds of macaroni per week. Fifteen families or 26.8 per cent of the total cooked macaroni seven times per week and 45 families or 80 per cent of the group cooked macaroni three times or more per week. The average per capita consumption was 1.166 pounds per week or 60.63 pounds per year. Forty-one families blanched the product after cooking.

Another group of 14 families residing in Columbia Heights in Brooklyn, N. Y., and consisting of 69 adults and 14 children cooked an average of 130.5 pounds of macaroni per week. One family cooked macaroni seven times per week and 11 families or 78.1 per cent of the group cooked macaroni three or more times per week. The average per capita consumption was 1.572 pounds per week or 81.74 pounds per year. None of these families blanched the product after cooking.

A group of 9 families in Louisville, Kentucky, consisting of 22 adults and 6 children cooked 37.5 pounds of macaroni per week, none cooked macaroni seven times per week but 6 or 66.6 per cent of the group cooked macaroni three times or more per week. These families had an average per capita consumption of 1.34 pounds per week or 69.68 pounds per year. All blanched the product after cooking. Similar results were obtained from a group of 12 families in New Orleans and a group of 18 families in St. Louis. All of the above are families of workers in macaroni plants.

A survey was also made of 350 families of Italian origin who were not workers in macaroni plants. These 350 families were divided into 3 groups in order to determine the approximate average consumption by groups. The first group consisted of 80 families, the second group consisted of 120 families and the third group consisted of 150 families. The first group consisting of 331 persons cooked 405 pounds of macaroni per week, the second group consisting of 514 persons cooked 721 pounds of macaroni per week and the third group consisting of 605 persons cooked 762 pounds of macaroni per week.

The first group of 80 families had 19 families or 23.7 per cent who cooked macaroni seven times per week

and it had 52 families or 65 per cent who cooked macaroni three times or more per week. This group had a consumption of 1.224 pounds per week or 63.65 pounds per capita per year. The second group of 120 families had 46 families or 38.3 per cent who cooked macaroni seven times per week and it had 88 families or 73.3 per cent who cooked macaroni three times or more per week. It had a consumption of 1.40 pounds per capita per week or 72.95 pounds per capita per year.

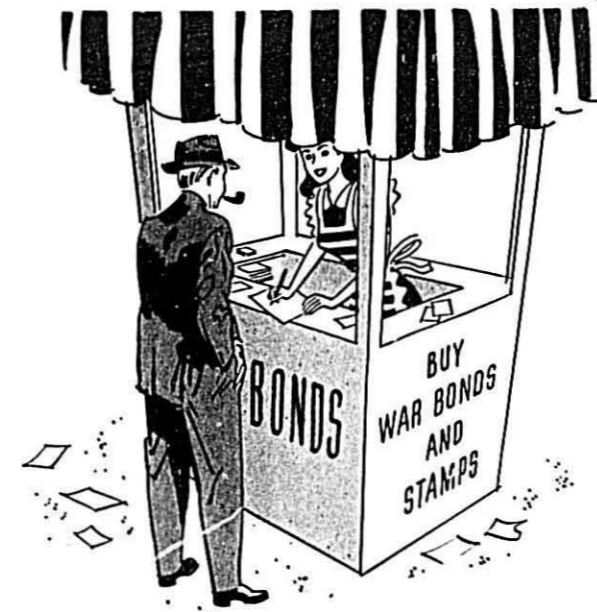
The third group consisting of 150 families had 34 families or 22.66 per cent who cooked macaroni seven times per week and it had 112 families or 74.6 per cent who cooked macaroni three times or more per week. It had a consumption of 1.25 pounds per capita per week or 64.47 pounds per capita per year.

In all there was a total of 459 families consisting of 1,895 persons who cooked 2,705.6 pounds per week. Out of this group 124 families or 27 per cent cooked macaroni seven times per week, and 333 families or 72.5 per cent cooked macaroni three times per week or more. The whole group had a consumption of 1.427 pounds per capita per week or 74.20 pounds per capita per year.

The results of this survey show that macaroni constitutes a very important part of the dietary of the Italian population in this country. A number of families consumed one pound of macaroni per person seven days in the week; therefore, probably more than 50 per cent of the caloric intake was in the form of macaroni.

A survey was also made of a number of Italian bakeries in the Italian districts of New York City and this survey showed that all the bread sold to Italians is of the hearth baked type which consists of a large proportion of crust. None of the bread was found to be enriched with either vitamins or minerals.

Bread and macaroni constitute the largest carbohydrate food consumed by the Italian population and none of it is enriched with either vitamins or minerals. Since a large portion of the Italian population is in a low income bracket it would appear to be most essential to have the products which are used by them in the largest amounts enriched with the same vitamins and minerals contained in the bread and flour consumed by other groups of the population.



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.

Plant Maintenance Tips of Wartime Worth

Increase in Unskilled Workers
War conditions are becoming more harsh and exacting. The number of unskilled workers in industry is greatly increasing. Many of them are being engaged to handle and store plant materials.

Industrial insurance men rate this unskilled labor as the greatest potential source of wartime accidents, for the good and simple reason that many employers mistakenly feel that little or no supervision is required on unskilled operations. As a matter of fact, every employer should be on his toes in supplying adequate supervision, coupled with safety-first measures.

Accident Prevention

Accident prevention in industrial plants is a contribution to the war effort.

All moving parts on machines in one plant are painted white. Since most machinery is in dark hues, the white lines are very conspicuous.

Another good use for white paint is in the dark corners of a plant. There is then less tendency for workers to use these obscure locations as refuse depositories. Such dark corners, when transformed into gleaming white, are also likely to receive more cleanliness attention from the maintenance crew. Accident hazards are decreased.

The "Pig" Inspection Committee

Making foremen and those under their appearance-conscious of their respective departments, led one firm to have an adult-size pig constructed of plywood. Mounted in a wooden base, this pig is, in turn, rounded and then stationed in any part of the plant which seems to suffer from neglected housekeeping.

An inspection committee periodically makes the rounds, and when the offending refuse or general untidiness has been remedied, the pig is transferred elsewhere. It serves to keep workers on their toes—and, better yet, creates departmental pride. Any man or woman who lowers the standard has to stand the gaff of his or her fellow workers.

Dust Reduction

Reducing the volume of dust when a power tool is used to drill or chip concrete floors, calls for the use of that old and reliable preventive—a pail of water and a broom. The broom is plunged into the pail as many times as is deemed necessary. The power tool is then stopped and the wetted

broom applied to the exposed surfaces. This serves to check the dust from spreading to anything else on the floor, whether it be workers, machinery or merchandise.

Watch Our Smoke!

One plant executive, proud that his factory was operating at full capacity after being on part time, exclaimed to a business friend: "Watch our smoke!" Sure enough, the chimneys were belching black fumes, harming the community from health and cleanliness standpoints.

According to the Ear, Nose and Throat Clubs of St. Louis, "smoke undeniably acts as a distinct irritant to the membranes of the nose, throat and lower air passages. It creates the possibility of infected organism, and aggravates whatever respiratory infection exists in these areas." The solution is smoke control. Some cities regulate it. Look to the proper firing of boilers and furnaces.

Clogged Small Machinery

It is hard at times to keep dust and lint from clogging up or otherwise interfering with the easy movement of small machines. One firm uses a blower hose, first removing the screw that adjusts the air, and replacing it with a short nipple. The trick is to fasten an eight-foot length of hose over the nipple, with a metal nozzle at the opposite end.

Machinery Cracks

How can a firm watch out for hazardous cracks in vital parts of machinery? Any surface under suspicion should be soaked with kerosene, allowed to dry, and then painted with whitewash—also then dried. The engine or other machine part should then be given a trial run of average duration. These cracks, if they exist, will be disclosed by the oil emerging from the crack and staining the whitewash.

Fire Insurance and Inventories

In these days of high prices and scarcities of raw materials, inventories should be kept up to date. Failure to do so in the case of a fire means that a firm will not get adequate protection from its fire insurance policy. Fire insurance losses are adjusted according to the current market value of damaged and destroyed materials.

Accelerating Production Processes

Wartime conditions require quicker conversion of raw materials into the

finished product. In one industry five manufacturers took, respectively, 14, 11, 7, 4½ and 2½ days to accomplish the "float" of a standardized product. Obviously, waiting time is excessive in four of the foregoing five plants. Inventories are higher than they should be.

Overhead and Price Competition or Control

Both production and maintenance costs have to be closely watched on price-competitive or government price-controlled work. Sometimes an overhead item eludes detection for the time being. Such was the case with a plant about to shut down because other plants could profitably sell the same item for less. Auditors eventually discovered that each ton cost 34 cents more to manufacture because of a high accident ratio. The remedy was a safety-first campaign. That 34 cents tonnage overhead was, within a few weeks, reduced to 17 cents—and finally, to 7 cents. It helped to solve the profit and loss problem.

Machine Feeding Wrinkle

Deft finger work is necessary in feeding anything thin and light to machines. In one plant there is a small tin pan attached to each machine. The pan holds a rubber sponge soaked in glycerine. The operator dips his finger tips into the sponge whenever his hands become too dry for efficient feeding.

Wood Storage Protection

Storage of lumber or wood products in a yard with an earth surface has to contend with fungus growths and insects. The remedy is to treat the earth with a chemical to a depth of from 12 to 18 inches. There are a number of these chemical preparations on the market for this particular purpose.

Advertising Agency Appointed

General Foods Sales Co., Inc., has appointed Young & Rubicam, Inc., as its export advertising agency, effective Jan. 1. Current plans call for campaigns in Latin America, South Africa, and Hawaii.

Young & Rubicam, Inc., has also been appointed to handle export advertising in Latin America for the Northern Paper Mills of Green Bay, Wis.



A wide-open invitation to make use of Staley's 70-man research laboratory of food chemistry, and of the experience behind America's oldest continuous producers of soy flour and grits.

THE soybean has reached a point in the scale of world affairs where it cannot be overlooked. And its importance is growing at such a rate that no food executive can afford to be uninformed regarding its future significance in his field.

As world food problems increase in gravity and complexity, nations are turning more and more to crops which utilize nature's resources with the least economic waste. Studies have shown the soybean to be the most efficient of the world's great food crops in the production of energy value and muscle-building protein. For this reason alone the soybean is destined to play an important part in the solution of post-war food problems.

Meantime, on their own merits as food ingredients, soy flour and

soy grits have been quietly establishing themselves in many branches of the food industry. For they offer a combination of advantages that take them entirely out of the "wartime substitute" class. You will be interested, we are sure, in some of the recent developments in this line which affect your own problems.

The A. E. Staley Mfg. Company, now completing facilities for the largest soy flour capacity in the world, offers you the services of its consulting staff to answer any questions you may have regarding the characteristics of soy flour. An inquiry on your letterhead will bring you information covering special formulas and procedures which have been developed for your use. You will be placing yourself under no obligation. Write us today.



Plant Maintenance Tips of Wartime

Worth

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Meantime, on their own merits as food ingredients, soy flour and

soy grits have been quietly establishing themselves in many branches of the food industry. For they offer a combination of advantages that take them entirely out of the "wartime substitute" class. You will be interested, we are sure, in some of the recent developments in this line which affect your own problems.

The A. E. Staley Mfg. Company, now completing facilities for the largest soy flour capacity in the world, offers you the services of its consulting staff to answer any questions you may have regarding the characteristics of soy flour. An inquiry on your letterhead will bring you information covering special formulas and procedures which have been developed for your use. You will be placing yourself under no obligation. Write us today.



Army Is World's Biggest Baker

Produces More Than Any Commercial Company

The combined production of all army garrison bakeries in the United States is well over 1,250,000 pounds of bread each day. This is only about 60 per cent of the bread consumed by soldiers in the continental United States so another one million pounds is purchased daily from commercial bakers. These figures were given by Lieut. Col. Charles F. Kearney, Office of Quartermaster General, in a recent talk to New England Bakers.

The army baking program is not a mere magnification of the activities of the cook in the mess hall, he points out. It is a tremendous manufacturing enterprise, the only one on the army post embracing purchase, inspection and storage of raw materials, conversion of these materials into a new product by the application of power through machines, and skill and labor of men, and finally the storage and issue of the finished product.

Of the 17,000 civilian bakeries in the United States, only a few hundred, individually, enjoy a larger bread production than is being turned out by any one of at least 48 of the largest army bakeries. The investment in each of these larger army bakeries approximates \$100,000 and their combined products aggregate a half million dollars a year at commercial bread prices. It is estimated that the government's investment in buildings, machinery and equipment for bakeries is about \$10,000,000 and that the value of their products is approximately \$25,000,000 annually.

Most army bread is baked in the garrison bakeries. These are of the fixed type and are located at more permanent posts. Prior to 1941, the government had 57 of these in operation. During 1941, 40 new bakeries were built with a production capacity of 720,000 pounds of bread daily. These bakeries were equipped with revolving tray ovens. In 1942, 29 bigger and more modern bakeries were built to add 660,000 pounds more daily capacity. So far in 1943, 18 more have been opened and six are still under construction.

The army bakeries are in reality the largest chain of bakeries in the world with a capacity surpassing any of the largest commercial baking corporations.

Baking for troops in the field or in theaters of operation is carried on by specially trained staffs. The equipment is of a portable type specially designed. It can be picked up, placed on a truck and moved from place to place as required. In the European area many of our bakery units are using British

equipment which is mounted on trucks and trailers.

The field organization is made up of multiple small units, each unit self-contained as to its equipment and operating personnel. A Quartermaster Bakery Company is composed of 163 men and five officers. Contained in this group are four platoons, each with an officer as leader, and the platoons are further composed of four sections each. Thus there are 16 sections to a bakery company, each with a small dough mixer, fermentation case, molding tables, thermometers, etc. One section can be readily detached from its platoon for duty where there are small bodies of troops—up to 2,500 men—and any multiple of sections can be sent into an area to fill the needs of that area for bread.

These men must not only be able to bake bread, but they must be ready to fight and defend themselves if necessary. The entire army baking program is under the supervision of trained personnel. In addition to the army staff there are 20 baking specialists whose job it is to supervise baking operations and assist in the administration of the program.

All of the army bread is made from enriched white flour. The army is interested in producing only the best possible loaf of bread.—From "Food Facts," published by Wheat Flour Institute, Chicago.

Container Situation Critical

New Year problems confronting container manufacturers include a critical transportation situation and lack of fibre and other materials for fabrication of containers, according to a report made to the Transportation Advisory Committee by W. C. Glynn, chief of transportation of the War Production Board Containers Division.

Discussing the critical situation with respect to transportation, Mr. Glynn said that weekly revenue freight loadings show an increase of about 10 per cent over the same period of last year, and that industry was expected to reduce its over-all ton-mile requirements by that amount in 1944. A daily box car shortage was also reported in certain areas. Asserting that the next six months probably would prove the most critical of the war for transportation, he pointed out that the railroads of the United States are going into the new year with virtually no margin of unused capacity, handicapped further by the lowered oper-

ating efficiency inevitable in cold weather.

The ability of the trucking industry to carry its share of the container traffic is threatened by shortage of tires, manpower, gasoline and replacement parts, which may mean a diversion of additional tonnage to the already overburdened railroads, Mr. Glynn explained.

While the container industry has done a splendid job in cooperating with common carriers, he said, it is felt that more can be accomplished. He stressed the importance of loading cars as heavily as possible, loading and unloading promptly, and cleaning cars so as to make them available for prompt reloading. The desirability of eliminating unnecessary light weighing of cars, cross hauling, and circuitous routing was urged. A plan for eliminating unnecessary cross hauling is being considered, he said, and will soon be presented to the industry; it is expected to constitute a factor in the drive for a better performance.

The container reuse program, inaugurated about three months ago to assist in relieving the critical shortage of all types of containers, was explained by Frank J. Hynes, assistant director of the Containers Division. Six meetings have been held in different centers of the United States since the program was undertaken, to explain objectives and secure voluntary cooperation. In some instances, Mr. Hynes said, manufacturers are asking their customers to return all containers for reuse, while others are requesting receivers to reuse them for shipping products to their customers. Receivers who are unable to reuse good containers are requested to sell them to persons able to do so, or to dealers in used containers. When fibre containers are found unfit for reuse, receivers are urged to sell them to waste paper dealers for salvage.

A drive to get obsolete container inventories into circulation is under way to help relieve the shortage of all types of containers. Committee members stated that industry is cooperating successfully in the reuse program.



SHE IS THE JUDGE AND THE JURY

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

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

KING MIDAS FLOUR MILLS

Minneapolis, Minnesota



Opportunities and Problems of Part-Time Workers

By George M. Dodson, Special Correspondent

In the pages of THE MACARONI JOURNAL, we have discussed handicapped workers and partly-qualified workers. To round out this series of articles, let us examine the two sides of the question concerning part-time employees.

Clearly, the number of persons who could accept additional employment is extremely large. In fact, very few of us are so busy that we could not find some time for part-time work, after completing whatever we consider our regular tasks and duties. Also, the country has thousands of men and women with limitless time available, but physical energy sufficient only for partial employment. These are well known facts, and as he surveys this situation, the macaroni manufacturer may feel the acceptance of more part-time workers will end his labor problems.

Skillfully handled, such workers can be useful. However, certain difficulties must be understood in advance or the result will be so much confusion that the macaroni manufacturer finds it a costly and time-wasting experiment.

We have said that most people have some extra time each week, but this does not mean the prospects for employment on a part-time basis are numberless. Some would not care to work in the plant, and others would not be acceptable to the macaroni manufacturer. In many instances, the leisure time of workers is so split up that it cannot be fitted into a part-time schedule elsewhere. Big wages in certain fields make it unnecessary for workers to use their extra hours profitably, even when they have plenty of days, or fractions of days, free. These are only a few of the angles which trim down the size of the local group which might be expected to consider seriously part-time work.

All these facts boil down to one point: the macaroni manufacturer must follow up every lead and every applicant for spare-time employment. Even so, he will be fortunate to secure enough of these workers to fill his needs.

Hiring anyone today calls for much record keeping. The amount does not vary greatly between full-time and spare-time employes; this is worth remembering when setting up a system including some persons who will be on the job only certain fractions of

days. Be very sure your records are accurate and adequate for the increase in personnel in your office and plant. Four men or women employed four hours a day, for example, may accomplish approximately as much as two regular employes. Yet, they will require practically twice as great an amount of record keeping. This extra overhead expense, however, can be held to a minimum if the system of records is first made as nearly perfect as possible to handle the added employes.

The background of the part-time worker needs to be studied carefully. Two applicants may both have the same amount of hours available each week, and in other respects appear to be equally good prospects for part-time work in the macaroni plant. But on closer examination, you may discover one already works a full shift elsewhere at arduous tasks, while the other seeks employment a few hours a day to fit in with home duties or another relatively easy job which does not require all his or her energy and time.

In the first instance mentioned above, the macaroni manufacturer would be buying the time of a person who could not be expected to have sufficient energy, ambition, and efficiency remaining for secondary employment. On the other hand, the second applicant would bring to his part-time tasks a reasonable amount of vitality; his output per hour on the shorter time basis, after gaining some experience, may exceed that of regular employes. He may also have a better record in the matter of mistakes, absenteeism, and quality of work, because he should be able to maintain his health and efficiency at a high peak for the fraction of the days he works.

For satisfactory results, it is often necessary to know more about the part-time worker than just what hours he has free. His other job or duties will determine his worth to the macaroni manufacturer. Anyone attempting too heavy a work schedule is a poor risk, regardless of the labor shortage.

The question of wages for the part-time worker is one of the toughest parts of this entire situation. To give feels the pay offered him should make it worth while. Bluntly, he may expect as much as his hourly rate on his regular job—or even more. At

times his demands may fall within the limits of the current rates in the macaroni plant, but more often we fear there will be a considerable difference. Yet it seems likely that the right appeal might win some of these prospects, on the usual scale of wages. Results in other fields point that way.

Food processing, including the manufacture of macaroni and similar products, is an essential industry. It has been proved that high class workers frequently consider it a privilege to devote their spare-time efforts to tasks closely connected with winning the war. Not all people can quit their present jobs to go into war industries, no matter how much they would like to do so. But many examples indicate a fair part of them would give up some of their leisure time to help in essential activities. Such workers are thinking of victory rather than of dollars and cents.

When the macaroni industry, on a national or a local scale, must find workers among those who can come for only part-time or split shifts, it would be well to stress two major points: (1) that the wages offered are in keeping with the work to be done, and are as high as conditions within the industry will permit, and (2) that the manufacture of macaroni and allied products is so vital in meeting national food requirements, anyone who aids in the work has indeed contributed something worth while to the war effort.

Beyond any doubt, there will be complications in hiring part-time workers in the macaroni plant. But when, by careful selection, the manufacturer succeeds in securing efficient employes for parts of days or weeks, he may be pleased to note the final results are superior to what he might have received from hiring from today's limited labor supply some workers who had little in their favor except that they were available for full-time jobs.

BOMBERS AWEIGH!

Truck trailers, 64 feet long, nearly 8 feet deep inside, and 10 feet wide, carry sub-assemblies from one plant to the final assembly plant more than 1,000 miles away. Two of these trailers can carry an entire bomber, including everything except the propellers. The operating schedule of these huge trailers call for round trips of 2,500 miles, including loading and unloading, in five days. The drivers' cabs are air-conditioned and the drivers alternate in five-hour shifts.

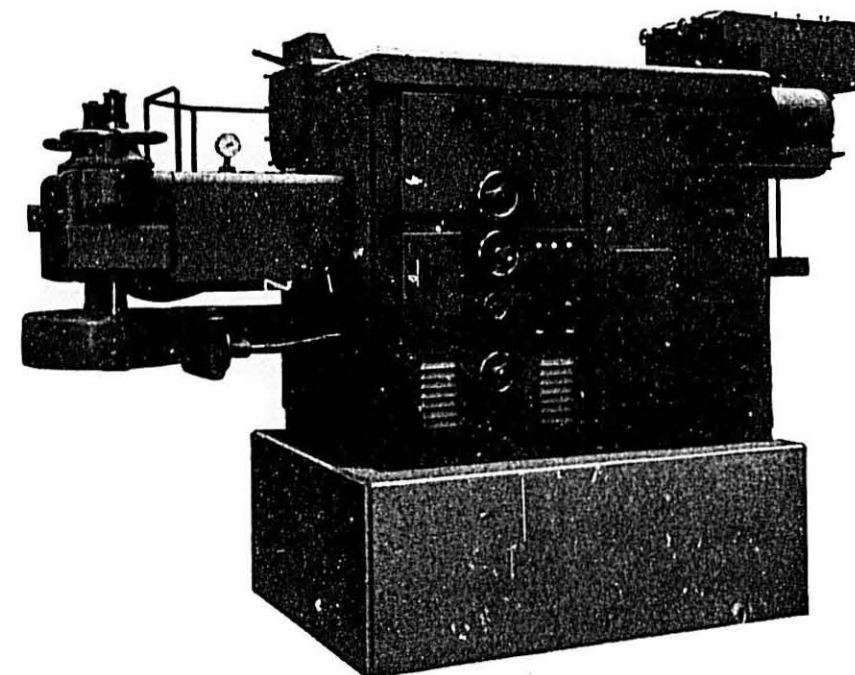
January, 1944

THE MACARONI JOURNAL

13

THE MODERN PRESS FOR THE MODERN PLANT

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



Continuous Paste Goods Press

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1000 Pounds
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A STATEMENT OF IMPORTANCE

DESIGNED TO EASE THE SITUATION

FOR EVERY USER OF

MULTIWALL PAPER BAGS!

As you know, multiwall paper bags are doing an important job of war-time packaging. Hundreds of chemicals and agricultural products formerly shipped in wood, metal or fabric; vastly increased volume of standard food products normally shipped in paper; quantities of essential cement and other construction materials which must move on schedule, and government requirements for multiwall paper bags for overseas shipments . . . all these result in an unprecedented production prob-

lem for our industry.

Fortunately, both raw material supply and bag manufacturing facilities are ample, but the *purchaser* and the *producer* of bags must work together, so that the full productive potentialities may be realized for the good of all concerned.

With this objective in mind, we suggest every possible move toward bag simplification. Your cooperation will speed production and delivery, and enable multiwall bag manufacturers to produce vastly increased quantities.

Some of the factors which tend to retard production are:

1. Excessive ink coverage, or multicolor printing when one or two colors would suffice;
2. [a] Use of tuck-in sleeves when L.C. sleeves would be adequate; [b] use of any type of sleeve if not absolutely necessary;
3. Variations in depth of notch cuts;
4. Thumb-cut, interply pasting, and gusset pasting;
5. Specifying a variety of sizes, composed of differences of one or two inches or less in bag width or length. Standardization of bag sizes might prove practical in your plant operation;

and, perhaps most important, you can ease the situation by:

- A. Anticipating your bag requirements;
- B. Keeping inventory at a minimum.

There are many cases where any or all of these and other special features are necessary. This is addressed to those users of bags who *can* dispense with any of them in time of war. Every move toward bag simplification [even at some temporary inconvenience to bag users] helps accelerate and increase production of these important containers.

May we suggest that you give consideration to this goal of bag simplification and standardization on present and future orders! Man-

power limitations make it impossible for us to call on every customer immediately, but our representative will call to discuss your specific situation as soon as possible. In the meantime, any immediate action on your part will be most helpful.

For St. Regis Paper Company, we pledge a continuance of the complete cooperation of every man and woman in the organization to make every possible effort in the interest of producing good bags in sufficient quantities to meet the needs of Government and industry.



MULTIPLY PROTECTION • MULTIPLY SALEABILITY
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**No "Cartels"—
Du Pont**

W. S. Carpenter, Jr., President of E. I. du Pont de Nemours & Co., issued the following statement January 6:

"The Department of Justice announces it has begun proceedings against the Du Pont Company arising out of its relations over the years with Imperial Chemical Industries, Ltd., of England, and with other European chemical companies. Since no process has yet been served on the Du Pont Company and since it is not familiar with the specific offenses with which it is charged, any statement at this time as to the legal aspects of the proceedings would obviously be premature.

"The action of the Department of Justice again focuses attention on the existence of so-called 'cartels' involving American companies and European companies. The Du Pont Company denies that it is now or ever has been a party to any cartel arrangement, by using the term cartel in its generally accepted sense.

"The Du Pont Company has for years had an agreement with Imperial Chemical Industries providing for a mutual opportunity to acquire patent licenses and technical and scientific information relating to the chemical industry. It is asserted unequivocally that this agreement has been of the greatest benefit in giving to the American public products and processes which have materially raised the standard of living. Even more importantly in connection with the present war effort, the knowledge resulting from this agreement and the products made available as a result of it have been of inestimable value.

"Agreements of a similar character but limited to specific chemical fields have been made from time to time with continental European companies. And again from the exchange of scientific data many valuable products have resulted for the use of the American public and necessary to our Armed Forces in this war. Du Pont chemists have materially improved and have further developed the scientific data flowing from these contractual arrangements. The scientific and technical information stemming from these agreements has contributed substantially to American progress and to the success of American arms.

"Among the more important products which have resulted from these agreements and to which reference may be made without disclosing military secrets are the following: developments incident to synthetic ammonia made from nitrogen extracted from the air, without which we could not have smokeless powder and TNT in anything like the quantities needed; a process for manufacturing metallic sodium which is indispensable in mak-

ing tetraethyl lead; the development of methyl methacrylate, the glass-like enclosures to be found on every combat airplane; a new degreasing process vital to quantity production of aircraft engines; and a new plastic—polythene—which has gone into the production of new electrical items urgently needed by the Army and Navy; not to mention rayon, dyes, cellophane, 'Zelan' water-repellant for military apparel, and many other chemical products, all improved and perfected here but stemming originally from abroad. Nor has mention been made of the fact that the information obtained has lessened certain lines of research, releasing our chemists so they may concentrate on unexplored and promising fields.

"Surely it cannot be the policy of the Department of Justice to attempt to prevent the continuance and expansion of such immensely beneficial arrangements, which have been a common practice in American industry. But if such be the policy, the Du Pont Company asserts that it will defend its previous course of action in this regard, firmly believing such action to be in the public welfare and in the interest of national defense.

"The existence of the agreements which are the subject of the present attack has never been concealed. Copies have been in the possession of Government agencies for approximately 10 years. They have been before several investigatory committees of Congress. They have been the subject of comment in company statements. With the Government having had full possession of these agreements over a considerable period of time, the action of the Department of Justice at this particular time in our war effort is difficult to understand."

**War Cost—Nearly
\$300,000,000 Daily**

War expenditures by the United States Government during the month of June amounted to \$7,688,000,000, an increase of \$315,000,000 over May, or 4 per cent.

The average daily rate of expenditures in June was \$295,700,000 compared to \$283,600,000 in May, also an increase of 4 per cent. The daily rate is based on the 26 days in each month on which checks were cleared by the Treasury.

Expenditures for war purposes for

Source	Dried Egg Produced in November—Thousand Pounds		Albumen		Yolk		Total	
	1942	1943	1942	1943	1942	1943	1942	1943
Produced from fresh shell eggs	3,729	3,762	0	84	11	9	3,740	3,855
Produced from storage shell eggs	8,367	8,181	59	30	63	71	8,489	8,282
Produced from frozen eggs	7,228	9,931	47	0	5	0	7,280	9,931
Total	19,324	21,874	106	114	79	80	19,509	22,068

1942 Revised. 1943 Preliminary.

the fiscal year 1943 amounted to \$75,100,000,000, or 2.7 times as much as the \$28,300,000,000, expended in fiscal 1942, and eleven times as much as the \$6,700,000,000 spent in fiscal 1941.

From July 1, 1940, to June, 1943, inclusive, expenditures for war purposes by the United States Government amounted to \$110,000,000,000.

These figures cover war expenditures by the Treasury and the Reconstruction Finance Corporation and its subsidiaries.

**Liquid and Dried
Egg Production**

November, 1943

Liquid egg production by commercial egg breaking and drying plants totaled 46,857,000 pounds during November, compared with 45,925,000 pounds in November last year. The amount dried totaled 44,013,000 pounds, compared with 44,145,000 pounds a year ago; and that frozen totaled 758,000, compared with 1,120,000. Liquid egg used for immediate consumption totaled 2,086,000 pounds compared with 660,000 pounds in November of last year.

Dried egg production during November totaled 22,068,000 pounds, compared with 19,509,000 pounds last year, an increase of 16 per cent. The November production consisted of 21,874,000 pounds of whole egg, 114,000 pounds of albumen, and 80,000 pounds of yolk. The 79,764,000 pounds of liquid used for drying consisted of 14,181,000 pounds (378,000 cases) from fresh shell eggs, 29,832,000 pounds (806,000 cases) from storage shell eggs, and 35,751,000 pounds (953,000 cases) from frozen eggs. The amount dried for the first 11 months of 1943 totaled 240,937,000 pounds compared with 229,505,000 during the same period last year, an increase of 5 per cent.

The reduction of egg stocks during November of 2,232,000 cases of shell and 69,245,000 pounds of frozen, were equivalent to 4,078,000 cases. December 1 holdings of 1,762,000 cases and 173,019,000 pounds of frozen exceeded those of a year earlier by 592,000 cases of shell and 46,698,000 pounds of frozen and the 5-year average by 196,000 cases and 70,415,000 pounds respectively. Production of frozen eggs for the first 11 months of 1943 totaled 411,470,000 pounds compared with 256,931,000 pounds during the corresponding period last year.

**Dealers Urged to Report
1944 Egg Case Needs**

In a joint statement issued recently the War Food Administration and the War Production Board again urged egg handlers and dealers to report immediately their requirements for fibre egg cases during the 1944 marketing season. Officials said that those who do not report their requirements now may not be able to obtain the cases later.

While no allocations of fibre boards will be made to case manufacturers, officials pointed out that it is the function of WPB to approve the use of such material for the making of packaging requirements for various commodities. Such approval, they said, must be based upon fairly definite knowledge of the actual needs of the industries by which the packages or cases are needed.

The reports of egg case requirements are needed immediately so that WPB can grant appropriate ratings for the manufacture of fibre cases. Reports should be made on form WPB 2408, available at various field offices of the WPB. These reports should specify the number of cases needed, at least for the period February 1 through June 30, and should list the names of anticipated suppliers. Completed reports should be sent at once to the Fibre Box Section of the WPB at Washington, D. C.

It is also important, officials said, to order cases from suppliers immediately. This is the only way of avoiding repetition in 1944 of the egg case shortage that developed during the flush marketing period of 1943. During the 1943 shortage, many producers, handlers, and others were forced to resort to makeshift containers in which to handle and ship eggs.

The 1944 goal for egg production has been set at 60 billion, which indicates that at least as many cases will be needed next year as have been needed in 1943. Reports of actual needs by individual handlers and dealers however, will help to assure the availability of the cases.

**Will Edit Home
Departments**

Kirk Fox, Editor of *Successful Farming*, has just announced the appointment of Alvina Iverson as head of the home economics staff and editor of the magazine's Home Department. Miss Iverson comes to *Successful Farming* from *Country Gentleman*, Philadelphia, where she has been an associate editor.

In making the announcement of Miss Iverson's appointment, Fox stressed the fact that *Successful Farming's* Homemaking Department will be increased to 35 per cent of the maga-

zine's editorial space in 1944, a jump of 10 per cent over 1943. Fox pointed out that the average American farmer is making more money than ever before and that their standard of living will be on a much higher plane after the war. "The pent-up buying power among farmers is tremendous and in the postwar years there will be little or no difference between the rural and urban home," Fox stated. "Realizing this, *Successful Farming* will continue to increase the editorial space devoted to farm home living."

Miss Iverson returns to her home state in her new position, as she was raised on a Stanhope, Iowa farm. Following her graduation from Iowa State College, she was cooking school assistant with the National Livestock and Meat Board in Chicago. Later she became assistant to the Women's Editor of *Chicago Daily News* before joining the *Country Gentleman*. Miss Iverson was active in 4-H Club work, and in 1935 she served as President of the Iowa group.

★ ★ ★ ★ ★

AFTER THE WAR IS WON



—are
YOU
ready
for the
Victory
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This Champion Semolina Blender is automatic in action; saves money.

POSTWAR DAYS WILL FOLLOW WAR
as surely as day follows night. Will you be prepared to profit by them? Modern, low-cost production methods will be needed to maintain the impetus that Macaroni and Noodle products have attained to meet war requirements. Champion will be glad to assist you in planning for this new business era and the installation then of new improved Champion Equipment will best insure low production costs when they again will become the determining factors between profit or loss.

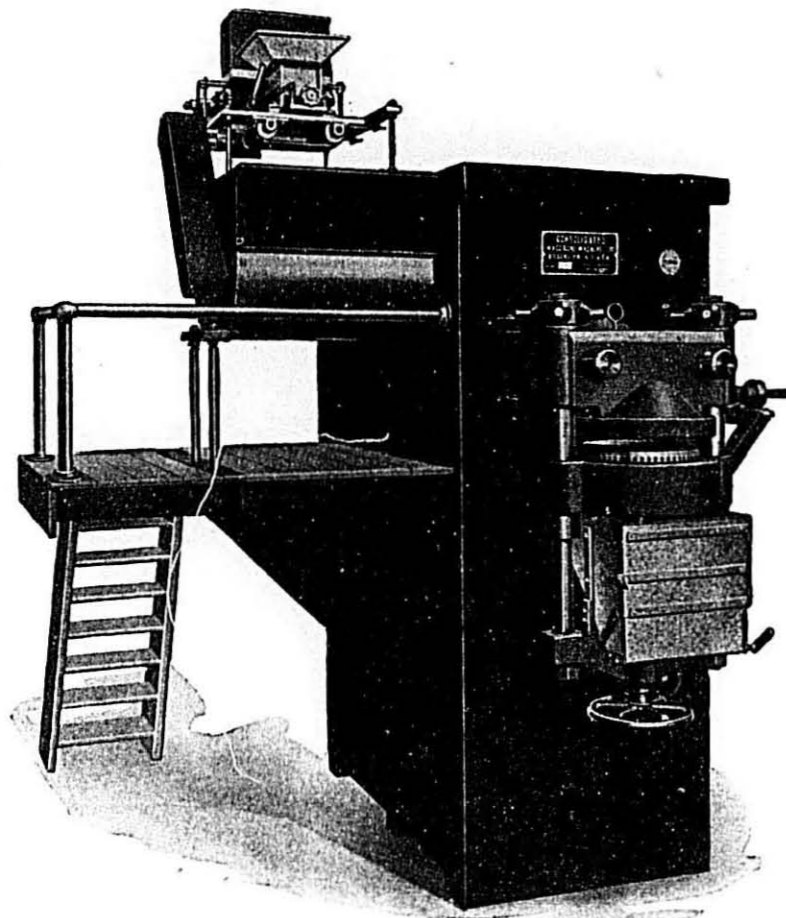
Meanwhile, you can keep your present Champion Equipment at peak efficiency by proper maintenance and repair. We carry a full line of repair parts at your "beck and call."

CHAMPION
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Manufacturers of
Flour Outfits—Semolina Blenders—Noodle Mixers
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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.

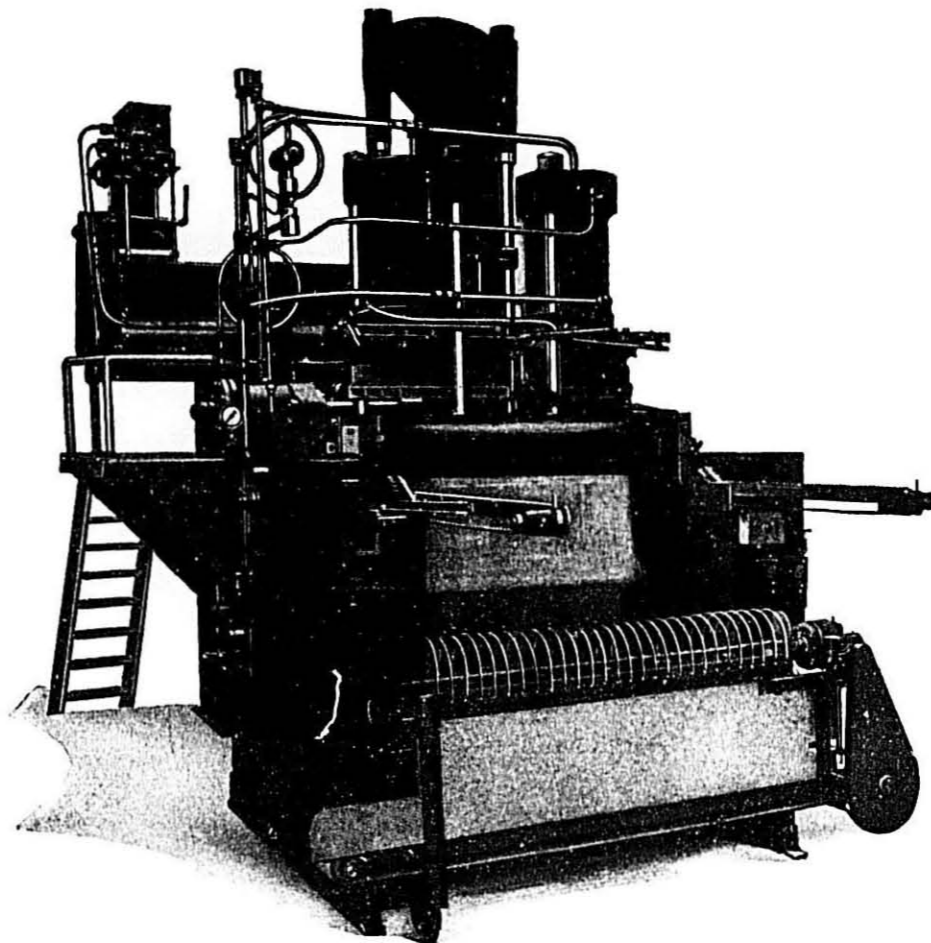
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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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

Max Ams, Inc., Celebrates Diamond Jubilee

Famous Food Firm Launched First Delicatessen, Modern Canning, Bakers' Helps, Other Improvements

Seventy-five years ago, prepared foods available for home consumption were rare indeed. Housewives spent long hours in the kitchen preparing, preserving, "putting up" their own, from basic ingredients. Seventy-five years ago, canned foods were regarded with grave suspicion . . . a suspicion that was only too often justified. Seventy-five years ago, products to help bakers and others in the food field were nonexistent. All these conditions, and many others, were to be radically changed by the opening—just seventy-five years ago, in 1868—of a tiny food shop in New York City, by a young immigrant named Max Ams.

That tiny food shop became the first delicatessen in New York. Housewives, delighted to find tasty foods already prepared for them, stormed its little counter. Young Max, ever on the alert for new ideas, began preparing special delicacies in the back of the shop for favorite customers. His apple butter, spicy pickles, fish, and other savory foods were so good, and the demand for them became so great, that he called in his brother Charles, a chemist by profession, and the two young men started to can their delicacies. In the course of their experiments with canning, they designed and patented a new and greatly improved method . . . the "sanitary can," the sealing principle of which is still used in the canning industry.

As the firm grew, it branched out—always looking for better foods, better methods of preparation, canning, bottling and packaging.

In this surge forward, Max Ams, Inc., New York City, that now includes the Capital Macaroni Company of Jersey City among its growing list of food processing factories, has not only kept step, but was often in the van. This year this successful firm is celebrating its Diamond Jubilee—75 years of continuous and successful business.

1943 Durum Crop

The annual summary of durum wheat production in 1943 released last month by the Crop Reporting Board of the Bureau of Agricultural Economics, U. S. Department of Agriculture indicates that the crop was considerably above normal, but no record-breaker.

Durum wheat production is con-

finied to three northwestern states, North Dakota, Minnesota and South Dakota, in that order from a production standpoint. The report makes comparisons not only with the 1942 crop but with the previous ten-year averages.

North Dakota's record is as follows: In 1943, 1,815,000 acres were planted, yielding an average of 18 bushels per acre or a total crop of 32,870,000 bushels.

In 1942, only 1,712,000 acres were seeded with durum, but the yield was larger, being 22 bushels per acre, with a total of 37,664,000 bushels; the 1932-41 average was 2,024,000 acres planted, 10.1 yield per acre, and 21,217,000 bushel crop.

Minnesota farmers seeded only 48,000 acres with durum wheat in 1943, the yield being 18 bushels per acre or a total of only 864,000 bushels. In 1942 the plantings were 55,000 acres, the yield 21.5 per acre for a total of 1,182,000 bushels. For the 10-year average, 1932-41, the average planting was 86,000 acres, the yield 13.3 per acre, or a total of 1,137,000 bushels.

South Dakota farmers planted 267,000 acres in durum wheat in 1943, and realized a small yield of 10 bushels per acre, or a crop of only 2,670,000 bushels last year. In 1942, 342,000 acres were seeded, bearing 17 bushels per acre or a total of 5,814,000 bushels. For the 1932-41 period, the average planting was 450,000 acres; the yield only 8.7 bushels per acre for an average of 4,637,000 bushels.

The total for the states and years considered were: In 1943—total acreage in the three states, 2,130,000 acres; the yield per acre, 17 bushels—total 36,204,000 bushels. In 1942, the total number of acres planted with durum wheat was 2,109,000; the yield per acre was 21.2, and the total for that year, 44,600,000 bushels.

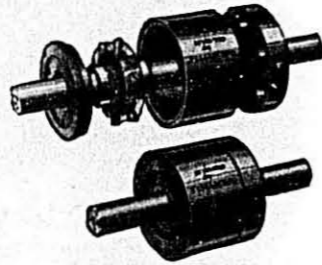
In the 1932-41 period, total average plantings were 2,561,000 acres. The average yield was only 10.1 per acre for a total of 26,992,000 bushels.

V. Viviano & Bros. Macaroni Co. Now Under Original Management

The recent purchase of an additional 50 per cent of the stock of the Macaroni Company by Vito Viviano returns control of that company to its original management. Almost 40 years ago the company was founded by Vito Viviano and Pietro Viviano. Mrs. Pietro Viviano and children, together with Vito Viviano, now own all of the stock. Gaetano and Salvatore Viviano, brothers of Vito and Pietro, each owned 25 per cent of the stock since 1912. Under the recent transfer of their interests, the active control of the company passes to Vito Viviano.

"Researchco" Announces Universal Lubricated Centrifugal Clutch

The Amalgamated Engineering & Research Corporation, Chicago, better known in the trade as "RESEARCHCO," announces a new type of automatically engaging and self-disengaging centrifugal clutch. This



new clutch which can be produced in an unlimited range of sizes and capacities, can serve either as a coupling between shafts or as a driving pulley or gear in a transmission, as well as a starting cushion between power units and driven mechanisms.

This new unit which is known as the "TORKONTROL" consists of a partially filled oil chamber fitted with a freely rotating hub, which carries a series of movable wedge shaped flyweights. As the hub revolves these weights fly outwardly and engage the internal rims of the outer case binding the hub and shell into a functionally solid pulley or coupling.

This unit works equally well in either direction (hence is reversible) and is "set" to engage or release at a given speed, and to slip in case of overload.

The manufacturer claims that this unit permits the use of smaller engines or motors which start without load, give smooth cushioned application of power, straight line acceleration with resulting saving in operating cost.

"TORKONTROL" clutches have been built in all sizes from 1/4 H.P. to 500 H.P. for both built-in and general application.

GENERAL HATES PALACES

Lieut. Gen. Mark W. Clark, commander of the U. S. 5th Army, and leader of the Allied invasion of Italy, loves to make shirred eggs and prefers the Army truck he calls home to a prince's palace, according to the general's wife who receives letters from her husband describing his life in Italy.

Confronted by official headquarters set up for him in a crown prince's palace in Naples, General Clark inspected the many rooms, beautiful furniture, paintings and rugs, and then got into his jeep and, according to Mrs. Clark "drove out to the country with my truck rigged as combination office and living quarters."

Someday—yes!



BUT DON'T POSTPONE YOUR PACKAGING PLANS TILL THEN



To those who would build soundly now for the future, the need for aggressive merchandising effort and planning was never greater. Nor was there ever a time when such effort is so fruitful in establishing reputations and prestige for the years ahead.

The time to plan the new packages you will want in the postwar period is now... so that you will be prepared to fight for and win sales when competition returns and the consumer . . . not the seller...is once again playing the tune.

ADVERTISING Displays • Booklets • Catalogs • Business Forms • Folding Cartons • All Types of Non-Rigid Packaging Material Including Callophans • Pliofilm • Foil • Glassine • Waxed Papers and Many Others

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MINNEAPOLIS • CLEVELAND • CINCINNATI

Government Grade Labeling

By A. E. Carpenter
Editor "The Houghton Line"

When the last session of congress turned down governmental grade labeling I thought that fantastic scheme was finished forever. But it is cropping up again, like Federal control of schools, compulsory point income tax returns and other obnoxious measures. It seems to be one of the pet ideas of the office of Price Administration, an organization responsible for a lot of ideas which are more trouble than they are worth.

I cannot see a single advantage to be gained by grade labeling. When applied to food products, in particular, it would be confusing and annoying. Apparently the distinction between grades A, B and C would have little to do with quality, and naturally they would have nothing to do with flavoring.

The buying of foodstuffs in packages is very largely a matter of taste. For example, Mrs. Carpenter and I are great drinkers of tomato juice, and we definitely prefer a certain brand. Some of our friends do not like it so well as their own favorite brand. The difference of opinion has nothing to do with grade or quality; it is a matter of taste.

If the grading is to be based on quality, those who could afford it would want "A" grade. Yet there are innumerable products which are known by name and are accepted by the consuming public as first quality. How would it help the public, for instance, to have a grade letter attached to a can of Campbells' Cream of Tomato Soup? Would they like it better if it were labeled by the government as "A" grade? Would they quit enjoying it if somebody in Washington decided it was "B" or "C" grade?

The grading proposal is another attempt at governmental regimentation and standardization and there is no excuse for it. I would suppose that the housewives of America would rise up in arms against it, in which case it would not require any serious effort on the part of the masculine population to defeat it.

Very probably the real intention of governmental grade labeling is to put a crimp in advertising. There would be small sense in urging or persuading the public to buy a product which the government had arbitrarily decided to be grade "B" or "C." Can you imagine for instance, an advertisement reading, "Try our Grade 'B' Egg Noodles and you will never use any other," or a plug for spaghetti which admitted that it was, after all, only "C" grade spaghetti?

There are members of some government agencies who are opposed to advertising and believe it to be a useless expense which is passed on to the public. Actually, advertising creates the big markets which make it possible to reduce costs to the consumer. Furthermore, nearly every luxury which I enjoy I first became acquainted with through advertising.

Not everything advertised is what it ought to be or what it is claimed to be, of course. But advertising is largely responsible for raising the standards of American living by arousing new wants and creating new needs. In my own case, advertising is responsible for the various radios I have bought, for fountain pens, automatic pencils, books, water softeners, fishing tackle and hundreds of other comforts, conveniences and necessities of life. I would never have known about many of them, or been interested in buying and owning them, if it were not for advertising.

I shudder to think what it would be like to go deep sea fishing under a system of governmental grading. It is trouble enough to land a big tuna without discovering at a critical moment that you are doing it with Grade "C" 39-thread line.

Price Rise Smaller in 1943

The price rise in 1943 was smaller than in any year since 1940, Secretary of Labor Perkins reports in reviewing the price situation for the year. At the year's end the general level of prices in wholesale markets was 2 per cent higher than at the close of 1942, and the prices of staples that families buy in retail markets for everyday living were up by about 3½ per cent, her report, based on a Bureau of Labor Statistics survey, showed.

The slowing up of the price advance was shown in the following table:

Per cent Increase Wholesale Cost of Prices Living	
Dec., 1939 to Dec., 1940.....	1
Dec., 1940 to Dec., 1941.....	17
Dec., 1941 to Dec., 1942.....	8
Dec., 1942 to Dec., 1943*.....	2
*Estimated	

The most rapid rise in prices came before Pearl Harbor, the report said. The 1943 rise in wholesale prices and in the cost of living was much smaller than the rise of 17 per cent in wholesale prices and 10 per cent in the cost of living during 1941. The slowing

up of the price advance in 1943 reflected the development of firmer price-control and rationing measures.

Taking the period of the war as a whole, prices are up much less than in the first World War. Price increases in the two war periods compare as follows:

World War I		World War II	
July, 1914	Aug., 1939	July, 1914	Aug., 1939
to Nov., 1918		to Dec., 1943*	
Per cent	Per cent	Per cent	Per cent
Wholesale Prices.....	103	37	
Cost of Living.....	62	26	
*Estimated			

In 1943 there were important price advances for farm products and for food and clothing bought by civilians in retail markets, and for some of the services which they use.

In wholesale markets the principal increases were almost 7 per cent in farm prices and 1½ per cent in foods. Industrial prices were generally stable except for a few moderate price rises, such as those for coal and lumber. These changes are summarized in the following table:

Per cent Increase, December, 1942 to December, 1943 (Estimated)	
Wholesale Prices, total.....	1.9
Farm Products.....	6.7
Feeds.....	1.4
All Other Commodities.....	1.6

In retail markets, food and clothing prices went up more than any other part of the family budget—by an average of about 5 per cent. The costs of coal and services also rose, but rents and rates for electricity and gas were generally stable, as shown in the following table:

Per cent of Increases in Principal Elements in the Cost of Living	
November, 1942 to November, 1943*	
Food.....	4.7
Clothing.....	5.6
Rent (September, 1943).....	0
Fuel, electricity and ice.....	1.7
Housefurnishings.....	2.3
Miscellaneous goods and services.....	4.4
*Latest data available.	

Prices rose during the first part of the year to a peak in the late spring, and then came down during the summer and autumn as larger supplies of foodstuffs came into the markets and the subsidy program and "cut backs" by the Office of Price Administration in retail food markets became effective.

By the end of 1943 prices were at about the same levels as in the mid-1920's. In primary markets—that is, on the exchanges for raw materials and at factories of manufactured goods—they were 3 per cent above the averages for 1926, and the prices of everyday articles at retail were just below their 1926 average. Thus, it is not the level of prices that makes this wartime rise so important, but the rapidity of the price rise since early 1941, and the consequent necessity for very rapid readjustment of family budgets and of manufacturers' and retailers' trading operations.

Advisory Committee Recommends Survey of Dry Soup Mix Industry

Meeting in Washington, D. C., December 14, the War Food Administration's Dry Soup Mix Food Advisory Committee discussed the industry's requirements of critical materials and supplies in 1944.

Because of the comparative newness of the industry, it was agreed that a survey would be most helpful to the Government in its efforts to distribute supplies of available raw materials and equipment equitably. A survey also would provide data on the industry's total operating capacity and the extent to which capacity might be expanded.

Labeling and other problems were discussed.

Committee members present were: Robert Brenner, B. T. Babbit, Inc., New York, N. Y.; M. W. Boyer, Phenix Pabstett Co., Chicago, Ill.; Ralph B. Abrams, Flavor Service Co., Chicago, Ill.; R. B. Roos, Continental Foods, Inc., Hoboken, N. J.; Frank S. Meyer, Natural Sugars, Inc., New York, N. Y.; A. I. Grass, I. J. Grass Noodle Co., Chicago, Ill. W. R. Neisser, Wyler & Co., Chicago, Ill., was present as alternate for S. S. Wyler; Lester S. Dame, General Mills, Inc., Washington, D. C., acted as alternate for H. McCraney of Minneapolis, Minn.; and Victor Elting was alternate for Donald B. Lourie of The Quaker Oats Co., Chicago, Ill. Members not present were: John Allen, Skinner & Eddy Corp., New York, N. Y.; Chester Freeze, Barker Food Products Co., Los Angeles, Calif.; and F. W. Boltz, F. W. Boltz Corp., Los Angeles, California.

Donald Payne, of the Grain Products Branch of FDA, is the Government chairman.

Westinghouse Names New Home Economics Assistant

Miss Camille Beauchamp, for seven years home economist for Westinghouse in the southeastern district, has been appointed assistant director of the Company's Home Economics Institute at Mansfield, Ohio, it was announced recently by Mrs. Julia Kiene, director.

The new assistant director succeeds Miss Charlotte Ferris who resigned to become the wife of Reese Mills, assistant manager of the Westinghouse Electric Appliance Division.

In her new position Miss Beauchamp's main duty will be to assist Mrs. Kiene in the preparation of Health for Victory meal-planning guides now used by more than half a million housewives. Another respon-

sibility will be the testing of such post-war appliances as automatic washers.

Expert on Southern Cooking

Camille Beauchamp, who was born and educated in the South and has spent most of her life there, is an expert on southern cooking, particularly New Orleans recipes and Creole dishes.

Born in Flora, Miss., she was graduated from Belhaven College at Jackson, Miss., and received a bachelor of science degree in home economics from the University of Tennessee. Miss Beauchamp also took special

graduate work at the University of Wisconsin and the University of Colorado. After completing her training, she taught home economics in Mississippi high schools.

Miss Beauchamp is a member of the American Home Economics Association and chairman of nutrition for the Southern Group of Home Economics Women in Business.

TWO SLOGANS

U. S. Slogan: "Back the Attack"
Jap Slogan: "Attack the Back"

Follow the Leader . . .

HEAT-SEAL YOUR BAGS WITH THE DOUGHBOY ROTARY HOT KRIMP SEALER

first choice of most big packers

• FAST • ECONOMICAL • EFFICIENT



Heat-Sealing—the most economical and attractive closure method—is quickly and dependably performed by the Doughboy Rotary Hot Krimp Sealer! It's the sealer all the big-name firms prefer—including dozens of macaroni manufacturers from coast to coast! 7 stages of heat available—all thermostatically controlled, enable the Doughboy to seal any type of heat-sealing material. Rotary Krimping wheels seal any size bag. A big-time, line production machine in every sense of the word. Promptly available on suitable priorities.

Seals 240 inches per minute!

LOOK at these LOW PRICES

Standard Model\$199.50
For cellophane, plovim and similar materials.

Pre-Heater Model\$235.00
For kraft-foil laminated and similar materials requiring pre-heating.

F.O.B. Factory

★ ★ Also NEW

DOUGHBOY TOGGLE-JAW SEALER

A foot pedal operated heat-sealing machine with 8" sealing bars. Toggle-jaw action applies firm, vice-like pressure with but a leather touch on the foot pedal. Rheostat gives wide range of uniformly controlled temperature, to seal plovim, cellophane, etc. A fast, economical machine! Quickly available on suitable priorities.

\$139.50

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Miller's New Home

The Miller Food Products Company, manufacturers of macaroni, spaghetti and pure egg noodle products, have just announced their removal from 453 N. Beaudry Avenue, to their new factory at 3451 Whittier Blvd., Los Angeles. Installation of new equipment, including presses and packaging machines will more than double the capacity of their old plant.

In addition, the company has purchased an adjoining parcel of land for future expansion.

This move into larger quarters is the third in the past fifteen years for this fast growing company.

Manufacturer's Son Wins Honor

The following item from the Rochester *Times-Union*, Rochester, N. Y., of December 31, 1943, is of interest to those in the macaroni industry who are acquainted with the hero's father, Alfonso Gioia, past president of the National Macaroni Manufacturers Association:

Lieut. Gioia Wins Medal for Gallantry in Italy

First Lieut. Joseph A. Gioia, 24, son of Mr. and Mrs. Alfonso Gioia, has been awarded the Silver Star Medal for gallan-

try in action with the Third Infantry Division of the Fifty Army in Italy.

Said the citation, "while commanding his platoon on outpost reconnaissance, he made first contact with the enemy, he then engaged the enemy and delayed the attack of a superior tank force for a period long enough to allow his own forces to be properly alerted for this attack on their positions."

Lieutenant Gioia is a graduate of Cornell University, where he received an ROTC commission as second lieutenant. A brother, Capt. Anthony Gioia, is stationed at Fort Custer, Mich.

Noonan New Sales Manager

The appointment of L. J. Noonan as the new sales manager has been announced by Van Camp's, Indianapolis, Ind. Mr. Noonan served as division sales manager for the Pacific Coast for several years until he was brought into the home office as sales promotion manager in 1938. He is planning to attend the Mid-Year meeting of the Macaroni Industry in Chicago, January 24, in order to meet the leaders in the trade, since the "Tenderoni" business is a steadily growing factor in the wide operations of his firm.

Accompanying the announcement is a statement that Van Camps, Inc., plans to launch an intensive campaign for its macaroni products, in fifty newspapers in the key markets of

New England. Insertions are scheduled on a once-a-week basis, and will appear initially from January 13 through April, this year.

Wars Are Costly: Buy Bonds

War expenditures by the United States Government amounted to \$7,529,000,000 in the month of August, an increase of \$783,000,000 over July, or 12 per cent. Compared to expenditures in the peak month of June, August expenditures showed a 2 per cent decrease.

The average daily rate of expenditures for war purposes in August was \$289,600,000 compared to \$249,900,000 in July, and \$295,700,000 in June, or a 16 per cent increase over July, and a 2 per cent decrease from June. The daily rate is based on the 26 days in June and August, and the 27 days in July on which checks were cleared by the Treasury.

From July 1, 1942, through August 31, 1943, war expenditures by the United States Government amounted to \$124,000,000,000.

These figures include checks cleared by the Treasury and payable from war appropriations and net outlays of the Reconstruction Finance Corporation and its subsidiaries for war purposes.

30,000 Macaroni Packages a Day
Sealed Automatically with this Low Cost



30,000 macaroni packages sealed automatically in 8 hours. Our suggestions and recommendations for immediate or postwar installation are yours for the asking. Write for details.

CECO

Adjustable CARTON SEALING MACHINE

CECO offers you a low-cost machine which automatically and simultaneously seals both top and bottom flaps on 30,000 various sized macaroni cartons in an 8-hour day. Machine is adjustable in one minute for ANY size carton and for both long and short cut products. It also acts as a conveyor to permit single handling from scale to case. Machine will pay for itself in first year by reducing your labor costs. Maintenance is negligible. Write for details.

CONTAINER EQUIPMENT CORPORATION
210 Riverside Avenue NEWARK 4, N. J.

Colonel Thomas A. Cuneo Visits New York

Enjoying a brief furlough from his arduous duties in training U. S. Army forces at the Training Base, Lincoln, Nebraska, Colonel Thomas A. Cuneo, former Director of the National Association and executive of Mid-South Macaroni Co., Memphis, Tenn., spent part of his leave visiting New York City last month. He was accompanied by Mrs. Cuneo and their daughter Miss Martha. The remainder of his leave was spent renewing old acquaintances in his home town, Memphis.

While in New York City, the Cuneos were entertained by Mr. and Mrs. Charles Rossotti of Rossotti Lithographing Company, attending theaters, night clubs and other places of enjoyment. Col. Cuneo is doing a standout job in the army, but never overlooks an opportunity to meet old friends and business associates when on leave from his many duties.

Where Butter Is Really Scarce

American housewives who grouse over butter at 16 ration points a pound may find less reason to feel sorry for themselves if they will consider the War Food Administration report of deliveries of fats and oils to repre-

sentatives of Soviet Russia during the first 7 months of 1943.

In a total of 264 million pounds, less than 7 per cent was butter and nearly 60 per cent was linseed oil. Also included were 38 million pounds of lard and 25 million of shortening.

Russian supplies of fats and oils were short before the war and have grown shorter. Linseed oil—used mainly in paint in the United States—is used by the Russians in bakery products, for frying, on salads, and in cooked cereals. Lard—when they can get it—becomes a spread for bread, the report says, taking the place of butter among civilians. Most butter and oleomargarine go to the army or to hospitals.

Kurtz Appoints Additional Brokers

Kurtz Brothers, Bridgeport, Pa., announce the appointment of the W. C. Dorsett Co., Miami, Fla.; Jimmy Robertson Brokerage Company, Greenville, S. C.; Cartan & Jeffrey, Omaha, Nebraska; Emory Williamson, Augusta, Georgia; Edward C. Reichardt, San Antonio, Texas; Carver & Griffith, Memphis, Tenn.; J. A. Richardson, Winston-Salem, N. C.; The American Brokerage Co., Roanoke, Va.; Charles McLin, Charlotte, N. C.; Wilkins Brokerage Co., Dallas, Texas; Alvin

H. Livingston, Chicago Ill.—as representatives for the complete line of Kurtz and Magic Chef Spaghetti Diners, sauces and other products.

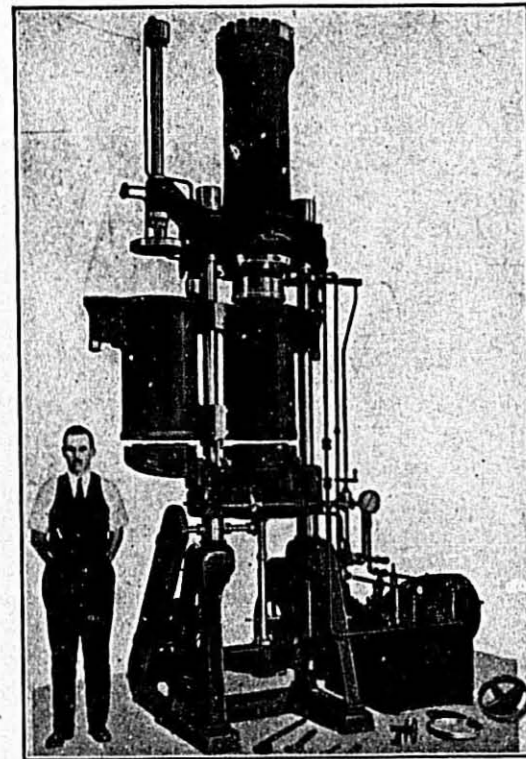
American Macaroni In Sorrento, Italy

Isn't it just wonderful how American-made macaroni and spaghetti get around! And its quality—well, just listen to the story told in *Time* magazine, November 15, 1943:

Ambassador from Brooklyn

Brooklyn's Tony Guarino went overseas with strict instructions from his father to be sure to look up his Aunt Theresa in Sorrento—if he happened to be going that way. Aunt Theresa, Father Guarino swore, made the best spaghetti to be found in all Italy. Tony and his M-7 tank-destroyer crew hit the beach at Salerno with the American forces, and days later helped take Sorrento, knocking out three German tanks. Tony found his aging Aunt Theresa, but not his uncle. The Germans had killed him. Aunt Theresa cooked spaghetti for Tony, his crew and a U. S. correspondent. They agreed that nowhere but in Italy could such spaghetti be found. Aunt Theresa smiled and showed them the box it came in. The label read: *Colucci's Famous Spaghetti. Manufactured in Brooklyn, U.S.A.*

Quentin Reynolds, the spaghetti-eating correspondent, who is also from Brooklyn, told his colorful tale last week on his radio program, *Salute to Youth* (NBC, Tues., 7:30 p.m., E.W.T.). He recently replaced the show's William L. (They Were Expendable) White as Goodyear's \$1,500-a-week coast-to-coast war-story teller.



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All Sizes Up To Largest in Use

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Trademarks Granted

The following was listed among the trademarks granted according to the Official Gazette of January 24, 1944:

"Italy"

"Italy," the trademark of the Golden Age Macaroni Corporation, Los Angeles, California, is a registration not subject to opposition. It was filed June 27, 1942, given serial No. 453,920.

Owner claims use since September 1, 1913. Registration number is 405,087. The mark consists only of the word "Italy" in heavy type.

Speed-Easy

A trademark for egg noodles manufactured and sold by Max Ams, Inc., New York, N. Y. The mark consists merely of the name in heavy type.

Applications for its registration were filed August 31, 1943, published for opposition November 2, 1943, and registered January 11, 1944, given Number 405,214. Owner claims use since August 24, 1943.

Paladino

The trademark "Paladino" with drawing, the property of the Westchester Macaroni Company, Inc., Mount Vernon, N. Y., first registered May 20, 1924, and now assigned to the Cardinale Macaroni Manufacturing Company, Inc., Brooklyn, N. Y., has

been ordered renewed as of May 20, 1944, under the trademark law provision that trademarks may be renewed for another period after the first period of registration of twenty years. Such renewals are not subject to opposition. Renewal number is 184,108m granted January 11, 1944.

\$20,000,000 Bond Issue— General Mills, Inc.

In a detailed letter to stockholders, President Harry A. Bullis and James F. Bell, board chairman of General Mills, Inc., announced the intention of the firm to issue \$20,000,000 in ten-

year sinking fund debentures. It is planned to issue \$10,000,000 in bonds immediately to provide funds to cover requirements, with a similar amount made available to care for expansion potentialities after the war, now unforeseen.

The officials state: "rapid changes in industrial patterns make it desirable to broaden the base of operations of General Mills. The future challenges as never before. New sources of goods and energy are on the verge of being tapped, and out of courageous approach based on the willingness and ability to take new risks, a standard of living can be achieved to dwarf all previous heights. We in General Mills hope to play a modest role in bringing these benefits to the whole people."

Semolina Milling Facts

Quantity of Semolina milled, based on reports to Northwestern Miller by nine Minneapolis and Interior Mills.

Month	1943	1942	1941
January	855,975	711,141	561,940
February	885,655	712,770	603,964
March	963,387	680,224	565,917
April	793,866	528,308	519,277
May	750,963	523,110	453,997
June	723,733	501,168	499,392
July	648,356	591,338	531,119
August	758,903	583,271	511,366
September	713,349	648,062	622,267
October	791,054	876,363	782,734
November	839,778	837,792	642,931
December	801,487	923,014	525,795

Starch Adhesive Industry Advisory Committee

Ten officials of firms manufacturing starch and other vegetable adhesive products were appointed today by the Office of Price Administration to serve on a Starch Adhesives Industry Advisory Committee.

This industry produces essential war and civilian adhesives used on shell and ammunition containers, envelopes, postage stamps and many other commodities.

The committee will consult with OPA on the industry's pricing problems under existing regulations. Those named to the committee are:

- Frank Greenwall, President National Starch Products Co. New York.
- Edwin Stein, Vice President Stein-Hall Manufacturing Co. New York.
- A. B. Crowell, Vice President Union Paste Company, Hyde Park, Mass.
- J. B. B. Stryker, President Perkins Glue Company, Lansdale, Pa.
- H. C. Loderhouse, President United Paste and Glue Co. New York.
- William Weaver, President Arabol Manufacturing Co. New York.
- George J. Muller, Vice President Paisley Products, Inc. New York.
- Allan Lawrence, Secretary Manhattan Paste & Glue Co. New York.
- E. R. Paul, Vice President Swift and Company Union Stock Yards, Chicago, Illinois.
- Edwin H. Arnold, President Arnold-Hoffman Co., Inc., Providence, R. I.

Celebrated Horse's 25th Birthday

Selling Mueller's macaroni and noodles is his business. Caring for his favorite horse is his hobby. Reference is made to K. R. Keam of Cincinnati, Ohio, and to his now famous, but old horse.

Mr. Keam is shown in the accom-



A "Peppy" Horse and Its Proud Owner
The 25-year-old Horse—Big Boy
The Rider—K. R. Keam

panying cut sitting proudly astride a horse which he dearly loves, an old friend, who on January 1, 1944, celebrated his 25th birthday. All horses have their birthdays on the first of the year.

The wonder horse's name is "Big Boy." What a wonderful animal he must have been in his time, and what a wonderful record!

Big Boy was bred by the late Joseph King of Cynthiana, Kentucky. He took the blue ribbon in the Hack Class in 1934. Keam frequently rode Big Boy over the Dry Run trails near Cincinnati. His most frequent companion was Mayor James B. Stewart on his own pride and joy, Duchess of Windsor. Stewart gave up on the Duchess after several spills. Keam still proudly rides, or sits on Big Boy. Mr. Keam is the division sales manager of C. F. Mueller Co., with headquarters in Cincinnati, Ohio.

GIANT ASSEMBLY LINES

In World War I there were only 330,000 trucks registered in the U.S.A. Today, 1,600,000 trucks are rolling U. S. highways, forming giant assembly lines linking mills and factories, and conveying the finished products to debarkation points for shipment to the various war theatres.

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



1944 "Food Fights for Freedom" Plans

Plans for continuing the "Food Fights for Freedom" program in 1944 have been completed, the Office of War Information food program unit has announced, and a definite period-by-period and month-by-month schedule has been agreed upon by the War Food Administration, Office of Price Administration, OWI and the War Advertising Council.

Under this plan, the many Government food information programs of the past have been integrated in one program, Food Fights for Freedom, so that next year it will constitute the only program on food that advertisers will be invited to support. Leading Macaroni-Noodle manufacturers will gladly cooperate in every way in which their processing and distribution can fit into the national program.

Advertisers are urged to continue to place heavy emphasis on the reasons why we have a food problem, the importance of food in our war strategy, and to give as wide circulation as possible to the basic emblem and slogan throughout the year. In addition, special emphasis will be placed on different "Action Phases" of the program in different periods as follows:

January, February, March

Make Food Fight for Freedom by keeping the Home Front Pledge to accept no ration goods without giving up ration stamps—to pay no more than top legal prices. In that way you share and play square with your food supply.

April and May

Make Food Fight for Freedom by growing more in '44. Plant or participate in a victory garden—register to join the U. S. Crop Corps and help on a farm or in a processing plant on a spare or fulltime bases. If you're a farmer, meet your production goals.

June, July and August

Make Food Fight for Freedom by conserving food. Avoid waste—clean your plate—use your left-overs. Preserve fresh perishables by canning, brining, drying and storing. Join the U. S. Crop Corps and help get in the harvest—preserve our production.

September

Make Food Fight for Freedom by using our food most productively for health and strength. Plan and serve balanced meals built around the Basic 7—use the plentiful foods to stretch scarce foods and as alternates for scarce foods—serve and eat healthful breakfasts and lunches.

October, November and December

Same as first period with special tie-in with theme on Thanksgiving.

Kurtz Brothers Still Operating

To avoid further confusion in the trade over the reported purchase of the Kurtz Egg Noodle Company plant at 2546 Colerain Avenue, Cincinnati, Ohio, and the rumor regarding the plant of Kurtz Brothers at Front & De Kalb Streets, Bridgeport, Pennsylvania, Mr. Sidney L. Kurtz issued a statement last month to the effect that this firm has not been sold and is not for sale. This statement was made as a result of confusion from recent articles that a firm of similar name had been sold to one of the country's leading food distributors.

Said Mr. Kurtz, "We have been manufacturing Kurtz Pure Egg Noodles without interruption since 1892. Through our brokers we have achieved national distribution, and we will continue to maintain production of the same consistently high quality products that have always borne the Kurtz name."

Hot Krimp Sealers

To fully protect their fine wheat products on their way from factory to kitchen, many macaroni-noodle manufacturers make use of every modern device to insure factory-fresh products through the many and varied channels of distribution. For instance, over a score of the leading firms have already installed the Rotary Hot Krimp Sealer manufactured by Pack-Rite Machines of Milwaukee, Wis.

This sealing device is used in almost every branch of the food industry, too; also to seal aviation and metal parts, military uniforms, rations, lend-lease materials, medical and dental supplies, et cetera. There is a special machine built for every specialty sealing job. Techtman Industries, Inc., of Milwaukee, producers of the Doughboy Rotary Bag Sealers, has this to say about the new device: "Recognizing the need for a versatile sealing machine which will fit into any type of modern production line, we have designed this for single-hand operation or for production-line work. For bigger jobs, there is the Pre-Heater Attachment, making the unit capable of handling big or little jobs with equal skill and completeness."



HOLDING FIRST PLACE

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

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

F. MALDARI & BROS., INC.

Makers of

Macaroni Dies

178-180 Grand Street

New York City



TRADE MARK

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

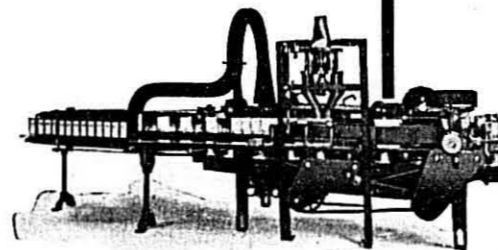
HIGH SPEED PRODUCTION AT LOW COST!

Investigate the Packomatic Top and Bottom Carton Sealer with Volumetric Filler for handling free-flowing products which maintain uniformity in specific gravity. Can be furnished with automatic carton feed, and net or gross weight scales if desired.

Synchronization of filler and sealer allows flow of product only when cartons are in filling position. Two or four cartons are filled simultaneously, at speed up to 75 per minute. Part time operator merely keeps feed magazine filled with cartons. Convertible, with exception of automatic carton feed, for wide range of sizes.

Packomatic machines are carefully designed to fit your particular packaging problem. Whatever your problem is, you are pretty likely to find that we have the answer. For twenty years we have supplied hundreds of leading manufacturers with Automatic equipment.

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



The Two in One Packomatic Bottom and Top Carton Sealing Machine

A Few Macaroni Packers Now Using Packomatic Machines

Kansas City Macaroni Co.
American Beauty Macaroni Co.
L. J. Grass Noodle Co.
Kentucky Macaroni Co.
Illinois Macaroni Co.
Peter Rossi & Sons
The Creamette Co.
The Quaker Oats Co.
John B. Canepa Co.
C. F. Mueller Co.
Stokely Bros. & Co., Inc.
Skinner Manufacturing Co.

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

REPRESENTED IN ALL PRINCIPAL CITIES

Containers No Longer Kindling

Kindling wood for a good many families has been come by in much the same way that the makings for hash used to be—"it just accumulates." But the same war conditions that make hash a treat to be planned for, should also bring about sharp and conscious reform in the kindling supply in many families, say the War Food Administration.

Crates, boxes, baskets, hampers, and cases should be "out" as kindling wood if they are in condition good enough for re-use, and if local dealers are able to make arrangements either for returning them to original users or for turning them over to local food growers to use as shipping containers. There is a shortage of wood and labor for the manufacture of new containers, and the war has increased the demands. WFA has arranged with dealers, railroads, supply firms, and producers, to make special efforts for recovery and concentration of these supplies and for special rates to get them back from consuming areas to producing areas. There isn't the labor to spare or the lumber to spare for making new containers if old ones can make added trips. They should not go to the kindling pile until they are no longer usable.

Use and re-use of fiber board cartons for taking food home from the markets is another way by which the food shopper can reduce by a little the load on the undermanned pulp and paper supply business. These are examples of the trifles which mount to imposing totals when saving ways are willingly adopted by millions of families, says WFA.

The "Squeeze"

does not affect the quality of our product.

Though we may be between the upper millstone of a price ceiling on our Semolina products and the lower millstone of a price ceiling on Durum wheat, we are not letting our customers or our quality suffer. We continue to grind only the best from the finest of the wheat. Nowhere can you beat our

Duramber - Fancy No. 1 Semolina
Abo - Fancy Durum Patent

Remember these brands as the products of the—

Amber Milling Division

FARMERS UNION GRAIN
TERMINAL ASSOCIATION

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

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1905

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.

PUBLICATION COMMITTEE
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SUBSCRIPTION RATES
 United States & Canada...\$1.50 per year in advance
 Foreign Countries.....\$3.00 per year in advance
 Single Copies.....15 Cents
 Back Copies.....25 Cents

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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 JANUARY, 1944 No. 9



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

New Member Enrolled

The La Rinascente Macaroni Company of 751-759 East 160th Street, Bronx, N. Y., volunteered its application for Membership in the National Macaroni Manufacturers Association to Secretary M. J. Donna on January 12, 1944. Membership is effective as of January 1, with dues paid in full for 1944.

Mr. Paul Laido, president of the firm, is delegated as the official representative of the new member firm.

Two Booklets on Wartime Menu Planning

Two booklets just published by the American Can Company, "Wartime Recipes From Canned Foods," and a revised edition of "Help Make America Strong" are being distributed to nutritionists, dietitians and others engaged in home economics activities. Both are edited by Miss Isabelle Young, director of the company's home economics division.

The first of the books, "Wartime

Recipes," contains a foreword on the care of canned foods in wartime and a brief resume of the part foods packaged in cans are playing in the war. Included in the contents of the booklet are recipes for fruit and vegetable juice cocktails, soups, meat substitutes and vegetable dishes, canned seafoods, meat stretchers and desserts.

Containing lists of various foods that supply the necessary vitamins, minerals, proteins, carbohydrates and fats, the revised edition of "Help Make America Strong" also presents balanced menus for the average American family.

Miss Young has announced that copies of the booklets will be mailed upon request to editors of food pages and magazines and other food specialists.

New Packaging Institute Officers

The Annual Meeting of Packaging Institute Inc., held November 4-5, at the Hotel New Yorker, re-elected the following officers, to serve for one year:

President: Joel Y. Lund, Vice President, Lambert Pharmaceutical Co., St. Louis, Mo.
Vice President: A. Vernon Shannon, Sales Mgr., Westfield River Paper Co., Russell, Mass.

Vice President: Wallace D. Kimball, 1st V. P. Standard-Knapp Corp., Portland, Conn.

Two directors were elected by each division as follows:
Production—Gustav Winkelmann, Vice Pres., Frankfort Distilleries Inc., Baltimore, Md.; T. R. Baxter, Purchasing Agent, Standard Brands, Inc., New York, N. Y.

Machinery—Frank B. Fairbanks, President, Horix Mfg. Co., Pittsburgh, Pa.; George A. Mohlman, President, Package Machinery Co., Springfield, Mass.

Supplies—Walton D. Lynch, Vice President, National Folding Box Co., New Haven, Conn.; A. Vernon Shannon, Sales Mgr., Westfield River Paper Co., Russell, Mass. (re-elected).

Division Heads—Chairman, Production Division, Charles A. Southwick, Jr., Director, Research and Development, Shellmar Products Company, Mount Vernon, Ohio.

New Pricing Procedure

OPA Give Regulations Governing New Entrants in Macaroni Products Processing and Distribution

The Office of Price Administration last month announced a new ruling affecting the maximum prices at which persons acquiring or carrying on the business of processing or distributing macaroni and other products, suggesting a formula for determining such prices. (MPR-427)

Where such a transfer or entry occurs after April 28, 1942, the effective date of General Maximum Price Regulations, the minimum prices of the transferee must be those to which the transferor would have been subject if the transfer had not taken place. The transferee must keep records sufficient

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.

to verify his prices. Records of the transferor must be kept available for, or turned over to, the transferee.

The regulation setting maximum prices for processors, primary distributors and wagon wholesalers of processed beans, macaroni products and noodles is a formula regulation.

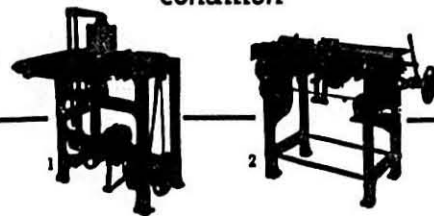
The action is taken in Amendment 2 to MPR-427, effective December 23,

Hendrickson to UNRRA

Herbert Lehman on December 31, 1943, announced the appointment of Roy F. Hendrickson as Deputy Director General in charge of supplies for UNRRA program. Appointment became effective January 15.

In his new capacity, Mr. Hendrickson will be in charge of the supply program for UNRRA covering food, clothing, medical supplies, equipment and other materials as necessary. He will be responsible for ascertaining requirements and bringing them to the appropriate allocating, procurement, and transportation agencies of the supplying nations, and for developing agricultural rehabilitation activities in liberated areas to complement the supply program.

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.

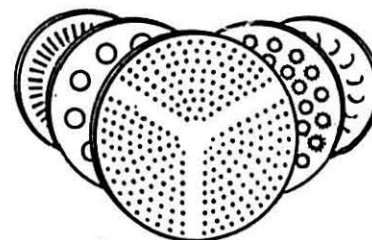
1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable.

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.

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

DEHYDRATED

SAUCE

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

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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Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

Self-Help and Employee Help

That our Government is seriously interested in the welfare of industry and the part it can play in keeping up the morale of the people is very evident in nearly all the literature that issues from the many agencies in Washington, D. C. Your attention is called to two of the many fine suggestions contained in a recent release by the Office of War Information.

Self-Help

During the first quarter of 1944, the "Food Fights for Freedom" program will be given over to the promoting of the Home Front Pledge—a pledge already taken by more than 15,000,000 women to observe the rationing and price control regulations.

At the same time, the food trades will be asked to cooperate in the promotion of a sale on *no-point-low-point* foods.

J. Sidney Johnson, Advertising Director, War Food Administration, U. S. Department of Agriculture, is in charge of the promotional program. He has arranged to confer with the Macaroni-Noodle manufacturers of the eastern section of the country in New York City, January 14, and will appear in person at the Mid-Year Conference in Chicago Monday, January 24, 1944, to present the whole program at La Salle Hotel, Chicago, at 10:30 a.m.

The industry can ill afford to overlook the opportunity presented by the Government-backed promotion.

Employee Help

With the March 15 Federal Tax payment already a chief source of worry to the average worker, employers in the interest of employes' morale and as a means of protecting their production, are giving thought to ways and means of aiding the workers with this problem.

Due to inauguration of the pay-as-you-go plan, the 1943 income tax to most people is actually more of a settling-up process than the "pay-up" project of other years.

To the new workers, filing for the first time, the March 15 payment may represent a large amount. Many employers will find it decidedly to their best interests to make arrangements through their local collector to have a deputy collector stationed in the plant.

This method will speed up the filing and cut down the absenteeism that must certainly result if employes wait until the last minute to file their returns.

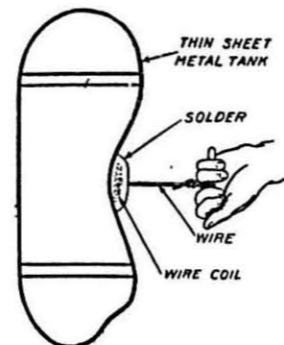
PRACTICAL POINTERS

By Plant Engineer

W. F. Schaphorst, M.E.

Soldered Wire for Thin Dented Tanks

This sketch shows a method that has been used by the writer in straightening thin dented or collapsed tanks. If a straightening rod can be used on the inside for reaching the dented



spots, or if it is practicable to apply internal or other water pressure for forcing out the dents, this method is not recommended. But there sometimes is no other method.

Make a coil on the end of a wire similar to that sketched and solder it onto the tank at the dented place. When solidly attached pull with one hand and simultaneously pound around the outside of the dent with a hammer with the other hand. The dent will usually come out without any difficulty.

After straightening, the solder is easily melted off and the same process is quickly shifted to the next dent, if there is another.

Don't Worry About Waste Heat Increasing the Temperature of the Atmosphere

Everyone is doubtless aware of the fact that we daily burn huge quantities of coal, wood, gasoline, oil and gas, the heat of which is unquestionably absorbed by the air in which we live. But there is so much air around our world that the effect of the heat is practically nil, as proven by the figures that follow.

Few people are aware of the tremendousness of the supply of air that blankets our earth. The writer figured it out not long ago after stumbling upon the subject in this way: He was watching the thousands of automobiles rushing back and forth on the streets of New York City. He said to himself, "Surely all of this gasoline that is burned must have an appreciable effect upon the temperature of the earth's atmosphere." Millions of tons of coal are burned all over the world every year. This coal develops an enormous total heat which is eventually absorbed by the air. Consequently the air is warmed. In addition we have millions of cords of wood and millions of barrels of oil being burned every year. And then there is the natural gas and manufactured gas. Doesn't it seem logical that all of this heat generated by combustion would make the atmosphere warmer?

So he decided to "figure it out." He wrote letters to the foremost authorities on the various subjects and gathered the necessary data. He found that the coal consumed in one year gives 35,250 trillion B.T.U. to the atmosphere. Oil and gas: 4,220 trillion B.T.U.s. And wood: 12,900 trillion B.T.U.s. Adding them together you can readily find the world's total to be 52,370,000,000,000,000 British thermal units.

It is now necessary to know the total amount of air enveloping this earth, which is easier to determine than the total heat given above. The quantity of air can be computed with far greater accuracy because it is known that the pressure of the air on every square inch of the earth's surface is close to 14.7 pounds per square inch. It is therefore merely necessary to determine the area of the surface of the earth in square inches and then multiply that by 14.7. The answer is: 11,850,000,000,000,000 pounds of air.

Now that we have the total heat and the total weight of air, and knowing that 0.2375 B.T.U. will raise the temperature of one pound of air one degree F., we get this:

$52,370,000,000,000 \div 0.2375 = 220,000$ trillion which is the number of pounds of air whose tempera-

ture would be raised "one degree" F. by the total heat.

But as shown above there is MUCH MORE air in the world than that. There are 11,850,000 trillion pounds of air, the latter figure being 54 times as great as 220,000 trillion. In other words, all of the heat produced on earth per year will increase the temperature of our atmosphere only 1/54th of one degree F. Or, again, in other words, it will take 54 years for all of the heat applied to the atmosphere at the same rate every year to raise the temperature of our atmosphere one single degree Fahrenheit.

Insulation Saves Workmen's Compensation Bills

We commonly regard insulation as a material for "saving heat." When properly applied it generally does pay for itself in a short time and is an important economic factor.

However, in a recent interesting instance some steam pipes were insulated—not to save fuel, but to save pain, burns, and agony, not to mention doctor's bills and, very likely, workmen's compensation. In other words this insulation was applied to the pipes as a safety measure.

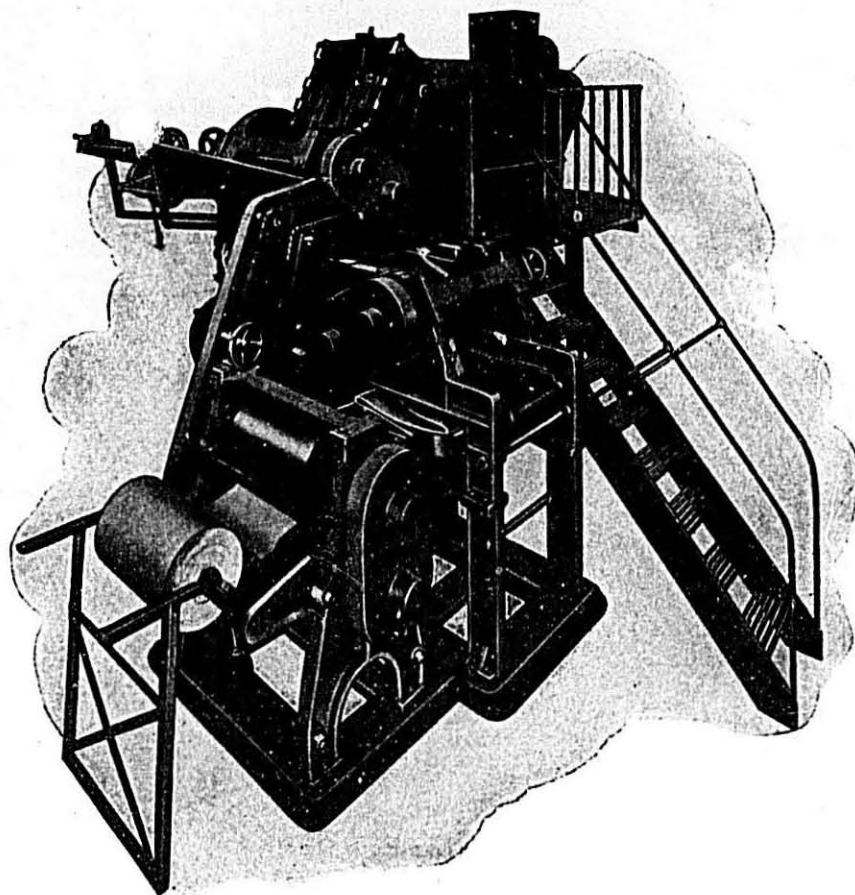
Ordinarily these steam pipes would have been left bare as they were "exhaust pipes." But they stood vertically in an aisle where passing people could easily bump into them and suffer steam pipe burns. So, they were insulated.

Metal guards were first considered, but it was decided that such guards would require so much space that people would have difficulty in getting through the aisle. The insulation requires practically no additional space as compared with any other method, and it was cheaper. Heat from the pipes in winter, though, would more than offset the difference in cost. Also, since workmen's compensation entered into the picture it is evident that a considerably greater saving can sometimes result from insulation on an exhaust pipe than from insulation on a pipe carrying valuable live steam.

Clermont Automatic Sheet Forming Machine

The Greatest Contribution to the Noodle Industry

From the flour bin to a sheet in continuous automatic criss-cross process, producing a uniform and silky dough sheet at the rate of 1600 pounds per hour



BUY
WAR
STAMPS



BUY
WAR
BONDS

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.
266-276 Wallabout Street Brooklyn, New York

★

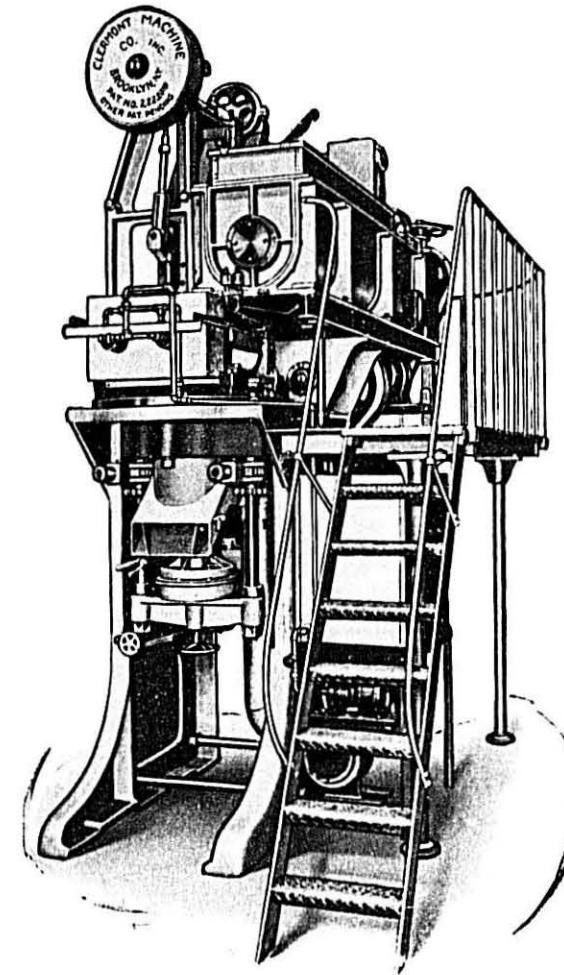
For the Duration, Due to Government Restrictions, This
Machine Is Available Only on High Priority Rating

★

Clermont Automatic Macaroni Press

*The Greatest Contribution to the Macaroni Industry
Producing Far Better Macaroni Than Any Other Press*

BUY WAR BONDS AND STAMPS



Ingeniously Designed
Accurately Built
Simple and Efficient in
Operation
Production—1200
pounds per hour
Suitable for long and
short cut goods

Brand new
revolutionary method

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

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

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.
266-276 Wallabout Street Brooklyn, New York

★

For the Duration, Due to Government Restrictions, This
Machine Is Available Only on High Priority Rating

★



**Keep these three Musketeers
on the job!**

Color—flavor—cooking quality . . . these are mighty important in helping your products meet competition . . . They'll be even more important after the war, when foods now scarce become plentiful again and you're bidding for public favor against them as well as against other brands of spaghetti, macaroni, and noodles. . . . Prepare for a *big* future by building a reputation *now* for superior color, flavor, and cooking quality. . . . Pillsbury's Durum Products will help you build that reputation.

Pillsbury's Durum Products

Pillsbury's No. 1 Semolina Pillsbury's Milano Semolina No. 1
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