THE MACARONI JOURNAL

Volume XXV
Number 12

April, 1944

APRIL, 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

VOLUME XXV
NUMBER 12

...cial Organ
...on Macaroni Manufacturers Association
...dwood, Illinois

Printed in U.S.A.

Happy Birthday

Browsing through the file copies of the MACARONI JOURNAL, one can see the past twenty-five years of the macaroni industry as it is revealed through no other source. Between these covers is the story of a product reputed to have had its origin in ancient China. Here also is a record of the pioneering efforts and hard-won success of men who generally set out in humble circumstances, but today are known and respected far beyond the confines of their immediate activity. Happy Birthday, then, to THE MACARONI JOURNAL, and to Mr. M. J. Donna, its militant monitor and guiding light!

The Rossotti organization, since 1898 serving the nation's food industries with quality labels, package wrappers and folding cartons, is in an ideal position to watch the development of the macaroni industry and its many robust offshoots. We are proud to have helped hasten the growth and modernization of this great industry by fostering the principle of packaging as a *merchandising tool* instead of simply a container. It's a far cry from the brandless bulk retailing of a quarter-century ago to the controlled sale of macaroni products in handy, colorful, appetite-whetting packages designed and manufactured for you by Rossotti.

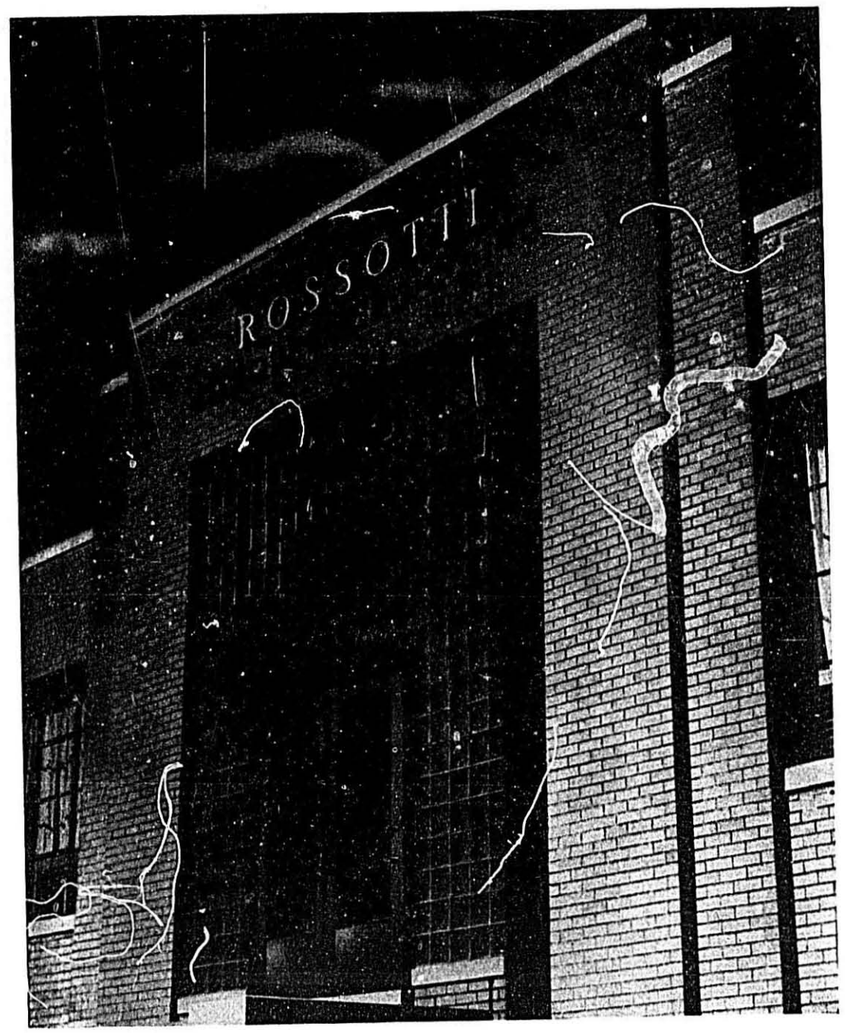
We are working at top speed today to satisfy all our accounts. But we have our eye on tomorrow, too. We want you to know that here at Rossotti, planning and research are well under way to give you still better packaging tomorrow.

ROSSOTTI LITHOGRAPHING CO. INC.
MAIN OFFICE & PLANT ★ NORTH BERGEN, N. J.

★ *Midwest Division*
Rossotti Midwest Lithographing Corp
520 N. Michigan Avenue
Chicago 11, Illinois

★ *West Coast Division*
Rossotti West Coast Lithographing Corp.
255 California Street
San Francisco 11, California

OUR WEST COAST FRIENDS, PLEASE NOTE! *On May 1st, in the interest of improved service to our many accounts there, Rossotti opens its West Coast Division—the ROSSOTTI WEST COAST LITHOGRAPHING CORPORATION, at 255 California Street, San Francisco (11) Cal. Mr. Werner W. Schaumann will be Vice-President and Sales Manager of this Division.*



"Better Merchandising thru Packaging"

The
MACARONI JOURNAL

Volume XXV April, 1944 Number 12

Twenty-Five Years Ago and Now

THE MACARONI JOURNAL, with this issue, Volume XXV, Number 12, observes the completion of twenty-five years of service as the official organ of the National Macaroni Manufacturers Association and as the recognized spokesman of the Macaroni-Noodle Industry of America.

Launched at a time when the manufacturers of that day were experiencing the after-effects of the First World War, THE MACARONI JOURNAL has continuously and efficiently served its sponsors and supporters through eras of boom and periods of depression for a quarter of a century. Twenty-five years after its assumption of the task of serving as the message-bearer of interested manufacturers and allieds, the Industry finds itself in about the same condition in 1944 as it faced in 1919.

THE MACARONI JOURNAL came into being during a period of business depression in May, 1919, hoping to help alleviate conditions—the aftermath of war expansion under rather strict governmental regulations. The Macaroni-Noodle Industry had practically doubled in size between the outbreak of the European War in 1914 and Armistice Day, November 11, 1918, because domestic producers were called upon to supply a market formerly supplied by imports from Italy, France and Germany. To meet this demand, plants sprang up like mushrooms, and expansion was the order of the day.

The day of reckoning was not long delayed. With the restoration of peace, the economics of the country were such that the demand even for such an economical and practical a food as macaroni or spaghetti was almost nil. In desperation, the manufacturers sought to lure needed orders through the medium of an advertising campaign—"The first attempt of the macaroni manufacturers to advertise nationally their production—to stimulate its sale and consumption," according to the initial issue of THE MACARONI JOURNAL, May, 1919.

About that first coöperative advertising campaign, and the need thereof, the *American Food Journal* of that day, through its editor, Mr. C. A. Patterson, said: "I am very much interested in the large ads which are appearing in the Sunday papers throughout the country. It strikes me that this kind of advertising is the most broadminded publicity and far-reaching of its kind, and that it is many times more effective than *all* the advertising of the individual companies combined, for it causes the public to think of the product as a whole, rather than this petty bickering, back and fourth, as to the quality of one particular brand over the other. I predict that if this sort of advertising is kept up by the National Macaroni Association it will result in a 50 per cent increase in the use of macaroni for it certainly is along the right line."

From the results it is apparent that the manufacturers of twenty-five years ago were hardly any more "advertising-minded" coöperatively in their day than they are at present. The aim then was to raise $100,000 for a year-round campaign. They did raise $50,000 and sponsored some very fine and very helpful advertising in the early spring months.

Somehow, the industry "mushed through," with its over-capacity, poor market and all. Then came the lush years of the 1920's. Business was great, plants multiplied and many argued—"Why not invest some of our profits, now that we have them, in the Industry's future? Why not an all-out advertising campaign?" THE MACARONI JOURNAL joined the chorus, in fact sang the leading part. Over 150 manufacturers and allieds signed contracts to contribute small sums per barrel of semolina, farina and flour converted, this to continue for a period of 4 years. A total of nearly $3,000,000 were pledged and about half that amount spent in the biggest campaign ever sponsored by the American macaroni industry. It started in 1929 and within two years flopped, for reasons quite well known.

It's now twenty-five years later. The country is fighting its second World War, and again business is faced with what is termed a "Sellers' Market"—that is, most business. Is the macaroni-noodle trade really different? From all reports, business is still enjoying (?) this "Sellers' Market," but for quite a number of months, such a market no longer troubles the macaroni-noodle makers. To them it is again a "Buyer's Market," with the buyers of macaroni products again in the saddle. It takes the strongest kind of selling to land even a small order today.

A year ago when the Government was buying heavily for the servicemen's needs and for lend-lease, every other buyer of this food felt that he should vie with the Government for quantities far beyond what they might sell, for storing against a possible shortage. The result—practically every warehouse jammed to the rafters with macaroni, spaghetti and egg noodles in anticipation of a short market.

Such forced overbuying, together with OPA regulations placing high points on such natural, accompanying foods as meats, tomatoes and cheese, has once more actually kicked the very bottom out of the macaroni market. The results—while business generally is enjoying a period of business acceleration, a "Sellers' Market," the macaroni-noodle business, according to most reliable reports is truly again in the doldrums.

Despite the Industry's ups and downs, the first twenty-five years of THE MACARONI JOURNAL were pleasant ones.

James T. Williams
1919-1921

Henry Mueller
1922-1928

Frank J. Tharinger
1928-1930

Frank L. Zerega
1930-1932

Alfonzo Gioia
1932-1933

Glenn G. Hoskins
1933-1934

Louis S. Vagnino
1934-1936

Philip R. Winebronner
1936-1939

J. H. Diamond
1939-1940

Joseph J. Cuneo
1940-1941

C. W. Wolfe
1941-194—

M. J. Donna
Secretary-Treasurer, 1919-—

The Journal Era Presidents

Thirteen executives of thirteen leading member firms have headed the National Macaroni Manufacturers Association, serving automatically and efficiently as chairmen of the Publication Committee of THE MACARONI JOURNAL since it first became the official organ of the Association in 1919.

Two of them have since died, each serving a short term of six months—Christian F. Mueller of C. F. Mueller Co., Jersey City, N. J., the last half of 1921 and B. E. Huestis of Hurm Milling Co., Harbor Beach, Mich., the first half of 1922.

Two of them are no longer directly connected with the Macaroni Industry, namely: Frank J. Tharinger, (1928-1930) formerly of Tharinger Macaroni Co., Milwaukee, Wis., now a Government official with OPA, and Philip R. Winebrenner (1936-1939) formerly of Krumm Macaroni Co., Philadelphia, Pa., now a Major in the U. S. Army, located at Camp Pickett, Virginia.

One, Glenn G. Hoskins (1933-1934), while no longer a manufacturer, is serving his associates well as an industrial consultant for a number of progressive manufacturers commonly known as "the Hoskins Group."

The remaining eight, in the order of their terms of service, are still active in the trade, namely:

James T. Williams, (1919-1921) of The Creamette Co., Minneapolis, Minn., under whose leadership THE MACARONI JOURNAL was launched, May, 1919.

Henry Mueller (1922-1928) of C. F. Mueller Co., Jersey City, N. J., still active as a member of the Current Board of Directors of the National Association.

Frank L. Zerega (1930-1932) of A. Zerega's Sons, Inc., Brooklyn, N. Y.

Alfonso Gioia (1932-1933) of Alfonso Gioia & Sons, Rochester, N. Y.

Louis S. Vagnino (1934-1936) of Faust Macaroni Co., St. Louis, Mo.

J. H. Diamond (1939-1940) of Gooch Food Products Co., Lincoln, Nebr.

Joseph J. Cuneo (1940-1941) of La Prometa Macaroni Corp., Connellsville, Pa.

C. W. Wolfe (1941 to date) of Mrgs Macaroni Co., Harrisburg, Pa.

On invitation by the Editor, the Past Presidents made the following statements, commemorative of their terms and experiences:

By James T. Williams
(1919-1921)

On March 1, 1944, Modesto (M. J.) Donna, celebrated the silver jubilee of his connection with the Macaroni-Noodle Industry of U. S. A., as Secretary of the National Macaroni Manufacturers Association and as Managing Editor of THE MACARONI JOURNAL, the latter also attaining its twenty-fifth anniversary in April with 300 monthly editions under his sole supervision.

A quarter of a century of faithful devotion to the organized interests of the manufacturers and allieds makes him perhaps the best known man to the Industry. He is an example of what a poor boy can make of himself in free America where ability and performance far outweigh status at birth or lineage. Here are facts ascertained while I checked his qualifications in 1919:

Born of Italian parents in Cattschio, Italy, June 15, 1879, he left Northern Italy when but 3 years of age, residing a year with his parents in Luxemburg, between Germany and France, then heading for America, arriving at Braidwood, Illinois, the morning of All Saints' Day, November 1, 1883, where he had resided practically ever since.

Secretary and Editor Donna was educated in the common schools of Braidwood, graduating therefrom to follow school teaching as a profession, serving fourteen years in the Braidwood school system from 1898 to 1910, during the last nine years as principal of schools. He tried his hand at business, operating a men's furnishings and shoe store in Braidwood until World War I, when he sold out to assume the duties as payroll clerk in the office of the State Auditor of Public Accounts at Springfield, Illinois, which position he held until induced by the writer on March 1, 1919, to serve as Secretary of the Macaroni Association—its first full time executive—and to edit the first edition of THE MACARONI JOURNAL, the May 15, 1919, issue.

While still teaching he became interested in fraternal work, and in 1906 was elected Grand (State) Secretary of the Foresters of America, Illinois jurisdiction, a position which he was permitted to occupy as one of the conditions to becoming Secretary and Editor. He still serves as the Foresters' State Secretary, having completed 38 years as such last January 19.

In 1937 he organized The National Macaroni Institute, as an affiliate of the National Association, which concerns itself with the problems of promoting the increased use of macaroni products through favorable publicity and consumer education. His many friends in the Industry, manufacturers, advertisers and allieds, while observing the Silver Anniversary of THE MACARONI JOURNAL, pay deserving tribute to its directing genius, who for a quarter of a century has served the industry faithfully and the JOURNAL well.

By Henry Mueller
(1922-1928)

It is indeed pleasant to have the opportunity to congratulate M. J. Donna in the pages of the same MACARONI JOURNAL which he has edited so effectively since it became the official organ of our Association.

As is perfectly human, we have tended to take THE MACARONI JOURNAL for granted, seldom realizing the important contribution it has made toward holding our Association together for the common good, and the maintenance of high quality standards.

As I look back over those first several war years, I feel that we in the macaroni industry, on a competitive basis, have little cause for complaint and much for which to be thankful.

In addition to adequate supplies, I believe we all agree that our problems and their solution have been given every consideration by the various governmental agencies.

Let us hope for an early victory and an opportunity to execute the plans we are making today for a healthier industry tomorrow.

By Frank J. Tharinger
(1928-1930)

It is with a sense of pride that I look back to the two years I served as President of the National Macaroni Association and to the close coöperation I enjoyed with THE MACARONI JOURNAL, now celebrating its Silver Anniversary. As a trade publication devoted to the interests of the industry, THE MACARONI JOURNAL is a potent force in coördinating the ideas and reflecting the views of the association membership.

I recall the service performed by your fine publication during my administrations in furthering the efforts toward wider interest of the manufacturers in holding regional meetings, the valuable assistance given in analyzing costs, and the support rendered in raising a national advertising fund for the promotion of the industry.

Knowing the tremendous force for good which THE MACARONI JOURNAL can accomplish for the industry in the trying months and years ahead, I would encourage full support of the publication by the Association, to whose membership and that of the allied industries, as well as to THE MACARONI JOURNAL, I wish to extend my sincerest good wishes for continued success.

By Frank L. Zerega
(1930-1932)

Sincere congratulations to THE MACARONI JOURNAL on its Twenty-fifth Anniversary as official organ of the National Macaroni Manufacturers Association, and to our Secretary, M. J. Donna, who has so ably guided its policies and operation during this period.

I do not know of a more informative trade publication, nor of one more respected by its readers than our own MACARONI JOURNAL.

By Alfonso Gioia
(1932-1933)

It was during my term that the country began thinking of the "NRA" experiment, which will remain long in the memory of those who lived through its trials and tribulations.

But it is on more cheerful things that I wish to comment on this occasion—the Silver Anniversary Edition of THE MACARONI JOURNAL—and to its faithful and efficient Editor, M. J. Donna, to whom I address these personal remarks:

My Dear Mr. Donna:

For your continued and unfailing efforts in managing and directing THE MACARONI JOURNAL over a period of twenty-five years, the Industry is indeed indebted to you.

Because the JOURNAL has served the interests of the Macaroni, Spaghetti, and Noodle Industry so well and so faithfully, you are to be congratulated.

The going has been rough at times; perhaps another would have been discouraged. However, the results are now evident, and I am sure you must be experiencing a definite feeling of personal satisfaction.

In no small measure, THE MACARONI JOURNAL, as a medium of our Association, has contributed to the growth and success of our National Association. Certainly it has served as a constant reminder of the goals and objectives we have all wanted to realize.

To THE MACARONI JOURNAL, and to you personally, "MJ", may I extend my congratulations and very best wishes.

By Glenn G. Hoskins
(1933-1934)

Silver Anniversary! Twenty-five years! THE MACARONI JOURNAL! "M. J." Donna! "Doc" Jacobs! How closely are these names interwoven with the success story of our industry! We, who have been honored as Presidents of the National Macaroni Manufacturers Association, know perhaps better than others how these three have been and are a constantly progressive force in our development. They have been a bulwark in times of stress. To them goes much credit for the recognition our Industry is receiving as a basic part of the Nation's food supply. Let us hope that we—and our sons—may continue to share with them the satisfaction of being a part of a great and potentially greater enterprise.

By Louis S. Vagnino
(1934-1936)

On the occasion of the Silver Anniversary of THE MACARONI JOURNAL and also the Fortieth Anniversary of the National Macaroni Manufacturers Association, I join with other members of the Macaroni Industry in extending to THE MACARONI JOURNAL and its competent and faithful editor, M. J. Donna, birthday greetings, sincere congratulations and best wishes that both THE JOURNAL and its editor will enjoy many happy returns of the day.

Having served honestly and efficiently for 25 years, Mr. Donna may be proud of his splendid record on this Silver Anniversary. THE JOURNAL has well earned its place as an outstanding, forthright trade publication.

By Philip R. Winebrener
Major A.U.S.
(1936-1939)

It seems like old times, and very pleasant ones, to have a letter from you giving a deadline for a special edition of the JOURNAL. It's good to know that you are still on the job, and, I am sure, doing a grand one. Were it not for your loyalty and devotion to the industry, THE JOURNAL would not now be celebrating its Silver Anniversary as the official organ of the association.

I left the industry two years ago, and as I have been here in camp nearly eighteen months, I have pretty well lost touch with what is of current interest in macaroni and noodle matters.

There is still something in my blood that requires my examining any case of macaroni products I see in the mess or in the warehouses to find out who got the business. I find myself wondering to what extent I would have to cut the price to get the business. But of course, you don't do that any more. Usually I find a friend's name on the case, which recalls some pleasant occasion I had enjoyed with him at an industry gathering.

Although I am sure the war has brought many difficult problems to the industry, it would seem to me that it must likewise have provided great opportunities. An unrationed, economical, and delicious food has advantages over most business at such times as these. With the armed forces serving your products much more frequently than has been the rule in the average household, it looks like a "natural" for winning new friends and influencing tastes. If the per capita consumption of macaroni products is not doubled by the time we are back riding on rubber again, the industry is not so smart as I believe it to be.

My sincere congratulations to THE JOURNAL, and my best wishes for many, many more successful years. This goes double for its editor.

By J. H. Diamond
(1939-1940)

It is certainly gratifying to note the splendid progress of THE MACARONI JOURNAL and the National Association on this the 25th anniversary of the former, which also marks the completion of 25 years of satisfactory service by our popular Journal Editor and genial Association Secretary, M. J. Donna.

Congratulations to JOURNAL, to Association and to Donna!

As "M. J." will remember, there were many bleak years when manufacturers were not much concerned with any Association. However, through his untiring efforts he has always maintained a good nucleus. Then, when problems became greater than the individual manufacturer could fathom, the Association was there ready to assist him.

"M. J." is entitled to a lot of credit for a job well done. The Macaroni Industry owes him a debt of gratitude.

By Joseph J. Cuneo
(1940-1941)

All macaroni-noodle manufacturers have good reason to feel happy, despite the current business slump, on the occasion of the Twenty-fifth Anniversary of THE MACARONI JOURNAL and the Fortieth Birthday of the National Macaroni Manufacturers Association.

THE JOURNAL has proven its worth through the years as the reliable and dependable "Voice of the Industry," and the National Association has provided the leadership, year in and year out, in years of abundance and times of stress, ever serving as the nucleus, the spark, from which group action springs when the need arrives.

Hats off to the management, and coats off . . . all of us, big or small operators, bulk producers and package men, every worthwhile manufacturer, since all should be supporting members of the National Association, willingly and ungrudgingly.

Let's all pitch in to make the coming years even more memorable from the point of unity of action and successful operation. Congratulations!

By C. W. Wolfe
(1941-194)

Since, at the moment, I'm serving as Chairman of the Publication Committee of THE MACARONI JOURNAL and President of the National Macaroni Manufacturers Association, which are being honored, I must modestly refrain from making a lengthy statement on the occasion of the celebration of the Twenty-fifth Anniversary of the former and the Fortieth Birthday of the latter.

However, I feel that the time and the conditions are opportune for making this observation: If the same degree of interest in and enthusiasm over what has been accomplished by these two industry agencies in the past were to prevail over what might be attained in the years to come, through coöperation and understanding, the future of both THE MACARONI JOURNAL and the National Association as effective forces for good is assured.

While our friends felicitate us on this occasion, we salute the advertisers, the readers, and the members of the Macaroni-Noodle Industry whose support made possible this successful celebration.

Britain's Macaroni Industry

Chelsea Food Products, Ltd.

Macaroni production and consumption in England have increased at a healthy pace in recent years according to an observer, Mr. A. Jedlim of Cereal Manufacturing Co. (Chelsea) Ltd. of London, England, in a recent letter to the MACARONI JOURNAL.

"At the present time there are about 25 producers of macaroni products in this country, whereas before the war there were only about four. With the exception of two manufacturers, who are using the Buhler automatic process, the remainder are utilizing two, or maybe three of the small extruders manufactured in this country.

"Prior to the outbreak of the war only about 300 tons of macaroni products (alimentary pastes, still, over here), were made, but today the figure is more likely to be 15,000 tons yearly.

"Appearances would tend to prove that people are buying macaroni products, not so much because there is a shortage of other foodstuffs, but because, having tried out the goods, they find them palatable and are becoming 'macaroni minded.'

"We, ourselves, are producing a special type of cut spaghetti, known as 'soyghetti,' which contains about 25 per cent of soya flour and by virtue of this addition, the food value is improved.

"Most of the semolina supplied to the macaroni manufacturers is produced by the Chelsea Food Products, Ltd., flour millers of London and Box (west of England)."

●

Lenmar Food Products, Ltd.

Greetings and sincere wishes to the Macaroni Industry in the U.S.A.:

Of ourselves, we can say but little as the majority of our factories were established during the war—there were four factories only before 1939. The exigencies of the war, however, made it possible for the Macaroni Industry to develop rapidly, and at the present moment it has no less than 32 members responsible for a total production of approximately 15,000 tons per annum, a great part of which is of course destined to the Armed Forces. It is obvious that a host of difficulties had and still have to be overcome by so young an industry. The constant assistance of the Ministry of Food, however, as well as the adaptability and energy of members who are federated in an Association of Macaroni Makers within the framework of the Food Manufacturers' Federation, have allowed this branch of the food industry to become a factor in the solution of the many problems harassing the British housewife in wartime.

As a body, and individually, we already devote much thought to the postwar period and are steadily planning for the requirements of peace.

The problems with which we have to contend are in many aspects different from those you have to cope with in America; for instance, our production of noodles is quite insignificant and only a few of the public are familiar with this article. We believe, nevertheless, that the Americans with their long and vast experience could assist us greatly in achieving their high standards of production. Many of us, I for one, will not fail, as soon as this is possible, to pay a visit to the States with a view to benefiting by a study of your technical processes and distributive methods. May we take it that this unselfish help will be forthcoming?

Let me conclude these few lines with the wish that the relations between our two industries, the British and the American, should develop on the same lines of harmonious collaboration as those of the two countries on the wider plane in the common effort of winning the war.

HENRY LENDER
of the Lenmar Food Products, Ltd.,
London, England

Do You Help Support Your Association?

A Brief History of the

National Macaroni Manufacturers Association

By M. J. Donna

Secretary-Treasurer

To many the history of the national organization, representing the leading manufacturers and allieds who believe that much good does come out of occasional, friendly get-togethers,

Thomas H. Toomey
Association's First President
(1904-1905)

is like an open book. The operations of many of these firms parallel the history of the organization; some antecede it; others have shown a friendly attitude since their entry into the business—producing and distributing macaroni-noodle products.

Many of the firms that were in existence two score years ago are still functioning successfully, still interested in organized action for trade promotion and industry protection. Quite a few were in business long before a national association was perfected; others that came into being, with new ideas, were and are equally convinced of the need of a national body through which group action can be taken, in a limited way or on a big scale, as needs require.

For the benefit of those less conversant with the founding of the present national organization and the highlights of its forty full years, here's a brief history:

The first national organization of the macaroni-noodle makers of this country resulted from a two-day meeting held at the Lincoln Hotel, Pittsburgh, Pa., April 19 and 20, 1904. The call to conference was made by the late Fred Becker, owner of the Pfaffman Egg Noodle Co., Cleveland, through *The Macaroni and Noodle Manufacturers' Journal* which he owned and edited as a private organ.

About twenty firms east of the Mississippi River, some with proxies

Edwin C. Forbes
Association's First Secretary
(1904-1919)

from competitors unable to attend, constituted the first national convention and by unanimous action laid the groundwork for a national organization of the then new industry. It was named the National Association of Macaroni and Noodle Manufacturers of America. Altogether thirty-two manufacturers and four allieds were enrolled as charter members.

Thomas H. Toomey of A. Zerega's Sons, Brooklyn, N. Y., was named the first President. (Mr. Toomey is still connected with the industry, being associated now with The De Martini Macaroni Co., Brooklyn, N. Y.)

The others on the first official staff of officers were: Oscar M. Springer, Michigan Macaroni Co., Detroit, Mich., First V. P.; Ernest Bisi, United States Macaroni Co., Carnegie, Pa., Second V. P.; Fred Becker, Pfaffman Egg Noodle Co., Cleveland, O., Treasurer; E. C. Forbes, editor of *The Macaroni & Noodle Manufacturers Journal*, Cleveland, as Secretary.

During the two-score years of its existence, the National Association has sponsored forty annual conferences and many more special, mid-year and regional meetings, cementing the leading firms behind group actions that have been of inestimable value to the industry.

In 1919 at the convention in St. Louis, Mo., June 10-12, the name was shortened to its present title—National Macaroni Manufacturers Association, and its first permanent or full-time Secretary, M. J. Donna, was introduced to the membership. In that year it also launched THE MACARONI JOURNAL, successor to the private organ previously published by Fred Becker of The Pfaffman Egg Noodle Company and donated by him to the National Association. It was voted the Secretary's duty to serve as Editor

Fred Becker
Association's First Treasurer
(1907-1927)

(Continued on Page 22)

of the new publication under the name "The New Macaroni Journal," later shortened to its present name, THE MACARONI JOURNAL.

In 1920, the National Macaroni Manufacturers Association was incorporated under the corporate laws of the State of Illinois, Braidwood,

B. R. Jacobs
Association's Washington Representative
1920 to date

Illinois, being designated as the national headquarters of the organization.

Briefly, that's the story of the organization that is today celebrating its Fortieth Anniversary—the association that would welcome the support of about a score or two more worthwhile firms in the trade that are not now enrolled under its banner. What a fine opportunity to do honor to this venerable institution, whose glad hand of welcome is ever extended!

Listed below are the names of the six Presidents of the National Association who served during the fifteen years preceding the establishment of THE MACARONI JOURNAL. (The names of the Journal Era Presidents appear elsewhere in this issue.)

Thomas H. Toomey (1904-1905), A. Zerega's Sons, Brooklyn, N. Y.

G. F. Argetsinger (1905-1908), L. B. Eddy Co., Rochester, N. Y.

Edward Driess (1908-1910), San Antonio Macaroni Factory, San Antonio, Texas.

C. F. Mueller (1910-1916), C. F. Mueller Co., Jersey City, N. J.

William A. Tharinger (1916-1917), Tharinger Macaroni Co., Milwaukee, Wis.

James T. Williams (1917-1919), The Creamette Co., Minneapolis, Minn.

E. C. Forbes served continuously as Secretary (1904-1919) and Fred Becker as Treasurer (1904-1927).

Benjamin R. Jacobs first became affiliated with the National Association in 1920 and has completed his 24th year as its Washington Representative and head executive of the Macaroni Laboratory.

The Macaroni Journal

(is a registered trade mark)

By M. S. Meem

I have read with interest and pleasure of the preparations under way for the forthcoming celebration of the "Silver Anniversary" of THE MACARONI JOURNAL, and feel a personal interest in its success. Likewise I am flattered to have been invited to contribute to the celebration.

I know the manufacturers, the millers, the suppliers of good things to go in and with macaroni dishes will all discuss their favorite hobbies, and the inventors of new machinery used in the industry, and what not, will be on hand to swell out their chests, and, reeking with the "see-what-I-have-contributed" air talk about their brain children, but I wonder who will rise and rap for attention, and ask such questions as:

"How many of you have taken care to see that your commercial signatures, meaning your trade marks, are the kind they ought to be?

How many have added the protection of Federal Registration, and can print "Reg. U. S. Pat. Off." on their labels

How many have registrations that should be renewed this year?

How many bought a handsome trade mark recently without investigating the records of the United States Patent Office first?

How many failed to secure a written deed of assignment, properly sealed and witnessed when they bought those very attractive trade marks?"

These questions might well be considered by all present at this gathering. Macaroni trade marks date way back, and so do registrations for them. The first United States Patent Office registration we find of record was issued in 1877, on the 14th day of August, and was for the words "La Superba." It was registered by a Philadelphian, and appropriately was first used in "April" 1877. That was under the Trade Mark Act of 1870, afterwards declared unconstitutional.

Many believe they cannot use their trade marks until after they are registered in the Patent Office. Contrarily, a mark must be used on the goods in a bona fide sale, to establish it, and before application to register can be made an interstate sale must be made to establish interstate commerce, a prerequisite to Federal registration.

How many know when and why we print the Registration Notice on our labels? It may not be used until after the registration is granted. Then in order to enjoy the benefits of registration, the words "Reg. U. S. Pat. Off." must be placed on the labels because it is the notice to infringers of the owner's rights. If not used no damages shall be recovered except on proof the infringer was duly notified and continued the infringement after such notice.

It was not until 1907 that we find a United States Patent on macaroni products, likewise to a "Philadelphian."

There have also been a small number of design patents granted on macaroni shapes, alphabets, etc., mostly strangely fanciful designs.

In 1904, the year the National Macaroni Manufacturers Association was organized, we find two mechanical patents granted for making macaroni products. Many since that time have issued for improvements for use in the industry.

Reverting to trade marks, it is appropriate to mention here that the name of the journal whose anniversary we are celebrating, namely THE MACARONI JOURNAL was registered nineteen years ago, and next year will be renewed for another term of twenty years. This name is the journal's trade mark and subject to registration in the Patent Office. Names of journals and magazines are not protected by the copyrights secured on their contents.

It might be interesting to mention why it is better to renew a registration than to let it expire and then file an application to re-register the trade mark.

Expired registrations are not cited as references by the Patent Office. These registrations may not be renewed after they expire, but new applications may be filed to re-register the marks. However those new applications are subject to all the objections that may be made to an ordinary application, and many changes have taken place in the practice during the last twenty years. For these reasons registrations should be renewed if the marks are in use.

As an old friend of THE MACARONI JOURNAL, and of the Association, I hope the "Silver Anniversary" will be a perfect success, and I know it will be if the untiring efforts of the Association's Secretary are duly rewarded.

1944 *Honor Roll*

Organization of National Macaroni Manufacturers Association and Current Roll of Supporting Members

Practically at the same time that THE MACARONI JOURNAL is observing its Silver Anniversary, the National Macaroni Manufacturers Association which owns and publishes that magazine is celebrating its fortieth Birthday.

Organized at a general meeting in Pittsburgh, Pa., on April 19, 1904 by representatives of eighteen macaroni-noodle firms who had gathered in the Lincoln Hotel of that city for a two-day study of general conditions affecting the then infant industry, it threw open its charter to include as founders fourteen other firms that later signed up as Charter Members. Four allied firms also were enrolled.

Of the thirty-two firms that were listed as charter members in 1904, six remain as active members of the organization, practically all of them having supported the organization consistently throughout the forty years. These are:

Crescent Macaroni & Cracker Co., Davenport, Iowa
Minnesota Macaroni Co., Saint Paul, Minn.
The Pfaffman Co., Cleveland, O.
Peter Rossi & Sons, Braidwood, Ill.
Tharinger Macaroni Co., Milwaukee, Wis.
A. Zerega's Sons, Inc., Brooklyn, N. Y.

The founders chose for the principal theme of the first meeting, a subject that will never lose its importance in a country of free thought and free enterprise — "Coöperative Competition"—which literally means that operators in this food industry might more profitably engage in competing for new business created by industry promotion rather than against each other for the limited demand, then and since. In that sense, the National Association has dedicated itself through the years, to the policy of trade promotion, generally, through coöperation among manufacturers that appreciate the need for such unity of action.

So, for forty years the leading firms in the industry have maintained a nucleus of organization under the national banner, often weak in number, sometimes quite representative, but always strong in determination and high in their aim. On the occasion of its fortieth Birthday celebration, there are enrolled 109 manufacturing firms and sixteen allied tradesmen—a grand total of 125 supporting members of the National Macaroni Manufacturers Association.

Of the 109 manufacturing firms presently enrolled as members, twenty were members when THE MACARONI JOURNAL was launched as the official organ of the National Association in 1919. Of the sixteen allied firms listed as Associate Members, only three were members on that occasion. These figures may be subject to changes through interpretation of what may have been the connection of present firms with ones they succeeded. It is with great pleasure that we list the 125 manufacturers and allieds who are recorded as members of the National Association in good standing, with dues paid to January 1, 1944, and most of them for all or part of 1944.

Note: Firms with an (*) preceding their names are those that were members twenty-five years ago when THE MACARONI JOURNAL was first published as the recognized spokesman of the Macaroni-Noodle Industry.

Association Members—April, 1944

Alba Macaroni Mfg. Co., Brooklyn, N. Y.
Albano Macaroni Mfg. Co., Cleveland, Ohio
American Beauty Macaroni Co., Denver, Colo.
Anthony Macaroni & Cracker Co., Los Angeles, Calif.
V. Arena & Sons, Inc., Norristown, Pa.
Atlantic Macaroni Co., Long Island City, N. Y.

Bay State Macaroni Co., Everett, Mass.
*W. Boehm Company, Pittsburgh, Pa.
Buitoni Products, Inc., New York, N. Y.

California-Vulcan Macaroni Co., San Francisco, Calif.
Capital Macaroni Co., Inc., Jersey City, N. J.
Cardinale Macaroni Mfg. Co., Brooklyn, N. Y.
Cassarino & Carpinteri, New Britain, Conn.
*Catelli Food Products Co., Montreal, Que., Can.
Chef Boiardi Food Products Co., Milton, Pa.
Cheswick Macaroni Co., Cheswick, Pa.
Chicago Macaroni Company, Chicago, Ill.
Constant Macaroni Products, St. Boniface, Man., Can.
Cooks Products Company, Boston, Mass.
*The Creamette Company, Minneapolis, Minn.
*Crescent Mac. & Cracker Co., Davenport, Iowa
Cumberland Macaroni Mfg. Co., Cumberland, Md.

D'Avella Macaroni Co., Newark, N. J.
G. D'Amico Macaroni Co., Steger, Ill.
De Martini Macaroni Co., Inc., Brooklyn, N. Y.
Essex Macaroni Co., Inc., Lawrence, Mass.
El Paso Macaroni Co., El Paso, Texas

*Faust Macaroni Company, St. Louis, Mo.
Florence Macaroni Mfg. Co., Los Angeles, Calif.
Fontana Food Products Co., S. San Francisco, Calif.
Fresno Macaroni Mfg. Co., Fresno, Calif.

Valentino Giambona, Mechanicsville, N. Y.
Gioia Macaroni Co., Rochester, N. Y.
Alfonso Gioia & Sons, Rochester, N. Y.
*Gooch Food Products Co., Lincoln, Nebr.
*A. Goodman & Sons, Inc., New York City, N. Y.
Grand Olivier Food Co., Chicago, Ill.
I. J. Grass Noodle Co., Chicago, Ill.

Horowitz Bros. & Margareten, New York City, N. Y.

Ideal Macaroni Co., Cleveland, Ohio
Indiana Macaroni Co., Indiana, Pa.
Italo-French Produce Co., Pittsburgh, Pa.

*Kansas City Mac. & Imp. Co., Kansas City, Mo.
Mrs. Kelley's Noodle Kitchen, Dayton, Ohio
Kentucky Macaroni Co., Louisville, Ky.
David Kerr, Ind., Baltimore, Md.
Keystone Macaroni Mfg. Co., Lebanon, Pa.
F. L. Klein Noodle Co., Chicago, Ill.
Kurtz Brothers Corp., Bridgeport, Pa.

La Premiata Macaroni Corp., Connellsville, Pa.
La Rinascento Macaroni Co., Bronx, N. Y.
V. La Rosa & Sons, Brooklyn, N. Y.
La Vita Macaroni Co., Chicago, Ill.

C. Marchese Macaroni Co., Cleveland, Ohio
Megs Macaroni Company, Harrisburg, Pa.
Meisenzahl Food Products, Inc., Rochester, N. Y.
Michigan Macaroni Mfg. Co., Detroit, Mich.
Mid-South Macaroni Co., Memphis, Tenn.
Mid-West Macaroni Mfg. Co., Kansas City, Mo.
Milwaukee Macaroni Co., Milwaukee, 12, Wisc.
*Minnesota Macaroni Co., St. Paul, Minn.
Mission Macaroni Mfg. Co., Seattle, Wash.
*Mound City Macaroni Co., St. Louis, Mo.
*C. F. Mueller Co., Jersey City, N. J.
Musolino Lo Conte Co., Boston, Mass.

National Foods, Inc., Pittsburgh, Pa.
National Macaroni Mfg.Co., Passaic, N. J.
Noody Products Co., Toledo, Ohio
*Northern Illinois Cereal Products Co., Lockport, Ill.

Oregon Macaroni Mfg. Co., Portland, Ore.

Pacific Coast Macaroni Mfg. Co., Seattle, Wash.
A. Palazzolo & Co., Cincinnati, Ohio
Paramount Macaroni Mfg. Co., Brooklyn, N. Y.
F. Peps Macaroni Co., Waterbury, Conn.
*The Pfaffman Company, Cleveland, Ohio
*Philadelphia Macaroni Co., Philadelphia, Pa.
Porter-Scarpelli Macaroni Co., Portland, Ore.
Porter-Scarpelli Macaroni Co., Salt Lake City, Utah
*Prince Macaroni Mfg. Co., Lowell, Mass.
Procino-Rossi Corp., Auburn, N. Y.

Quality Macaron Co., St. Paul, Minn.
Quality Macaroni Co., Rochester, N. Y.

Refined Macaroni Co., Brooklyn, N. Y.
Reich Macaroni Co., Los Angeles, Calif.
Roma Macaroni Mfg. Co., Chicago, Ill.
Ronzoni Macaroni Co., Long Island City, N. Y.
*Peter Rossi & Sons, Inc., Braidwood, Ill.
Roth Noodle Company, Pittsburgh, Pa.
A. Russo & Company, Chicago, Ill.

St. Louis Macaroni Mfg. Co., St. Louis, Mo.
Sanacori & Company, Brooklyn, N. Y.
San Diego Macaroni Mfg. Co., San Diego, Calif.
G. Santoro & Sons, Inc., Brooklyn, N. Y.
Schmidt Noodle Company, Detroit, Mich.
Seattle Macaroni Mfg. Co., Seattle, Wash.
Semolina Macaroni Co., Georgiaville, R. I.
*Skinner Manufacturing Co., Omaha, Nebr.
Mrs. Slaby's Egg Noodle Co., Berwyn, Ill.
Stokely Bros. & Co., Inc., Indianapolis, Ind.
Sunland Biscuit Co., E. Los Angeles, Calif.

Tampa Macaroni Corp., Tampa, Fla.
*Tharinger Macaroni Co., Milwaukee, Wis.
Traficanti Brothers, Chicago, Illinois

Vittoria Macaroni Co., Maspeth, N. Y.
S. Viviano Macaroni Co., Carnegie, Pa.
*V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.

Weiss Noodle Company, Cleveland, Ohio
West Coast Macaroni Mfg. Co., Oakland, Calif.

Youngstown Macaroni Co., Youngstown, Ohio

*A. Zerega's Sons, Inc., Brooklyn, N. Y.

Associate Members

Amber Milling Company, Minneapolis, Minn.
Buhler Brothers, Inc., New York City, N. Y.
*Capital Flour Mills, Inc., Minneapolis, Minn.
Clermont Machine Co., Brooklyn, N. Y.
Commander-Larabee Milling Corp., Minneapolis, Minn.
Consolidated Mac. Machine Corp., Brooklyn, N. Y.
*Crookston Milling Co., Crookston, Minn.
E. I. DuPont DeNemours & Co., Wilmington, Del.
General Mills, Inc., Chicago, Ill.
H. H. King Flour Mills Co., Minneapolis, Minn.
King Midas Flour Mills, Minneapolis, Minn.
Frank Lazzaro, New York City, N. Y.
Midland Laboratories, Dubuque, Iowa
North Dakota Mill & Elevator Assn., Grand Forks, N. D.
*Pillsbury Flour Mills Co., Minneapolis, Minn.
Rossotti Lithographing Co., North Bergen, N. J.

It is interesting to note that among the firms still operating today, that were members of the National Association in 1919, only three are not now members—two of them quite prominent still as manufacturers and two others, one an allied firm and one a distributor of macaroni products.

Greetings on this natal day to currently supporting firms!

Was Lenten Business Disappointing?

The season of Lent could always be depended upon for a spurt in macaroni-spaghetti-noodle buying . . . but the 1944 season was most disappointing according to reports from almost every section of the country.

Many reasons have been advanced for the apparent general slump in demands for what has always been considered a "Lenten natural"—but evidently there was not much that macaroni-noodle makers could do about it when the blow fell as nothing materialized sufficiently in advance of the poor demand to enable them to attempt something, were they so inclined.

Newspapers and trade papers reported the Lenten slump as a matter of real news (?), as they, like the producers and distributors had hopes that the seasonal demand might have helped to pull the Industry out of the "doldrums." Examples of this surprise are numerous. We quote from a recent issue of *The Food Field Reporter*, as indicative of the thinking.

Sales of Macaroni Products Drop Sharply

"Consumer sales of macaroni, noodles, potato chips, and cookies have fallen off sharply for the past several weeks, and to counteract this trend, manufacturers are planning extensive promotions of these products.

The decline in sales on these items during the Lenten season has been based on two factors: Points are required for sauces used for the preparation of macaroni, and sharp cheese is now difficult to obtain."

Wilson's 'B-V'-Free Macaroni

Macaroni Manufacturers at Chicago Meeting Say It Will Make Merchandising History

One of the notable features of the war effort in the United States has been the spirit with which various manufacturers have entered into practical cooperation in the production of war materials.

That this same spirit can permeate industry in its service to civilians was demonstrated on March 28 at a meeting in Chicago when sales and advertising executives of 30 leading macaroni firms foregathered at the Medinah Club with sales and advertising executives of Wilson & Co. to plan a joint promotion featuring free macaroni with purchases of Wilson's B-V meat flavor concentrate.

As a result of this meeting a large number of the leading macaroni manufacturers of the country will participate with Wilson & Co. in a May campaign to popularize a *'B-V'-Macaroni dish*, Rector style, which is expected to enhance the wartime popularity of macaroni and give added impetus to the already widely popular B-V meat flavor concentrate.

The 30 macaroni-noodle producers present or represented at the luncheon had come to Chicago for the double purpose of attending an operational conference of the Glenn G. Hoskins Group and a joint meeting with Wilson & Co. representatives.

The promotional plan discussed at the luncheon, however, is open to the participation of any macaroni manufacturer in the United States.

Basically, the program which was approved there and which is currently presented on pages 29, 30 and 31 of this magazine and other trade journals of the food industry this month, is a simple and workable offer of a package of macaroni 8 oz. or under free to every purchaser of a jar of Wilson's B-V.

"A Flavoring Agent"

From May 11 to 27, inclusive, Wilson & Co. authorizes any grocery or meat dealer in the United States of America to give any brand of macaroni free in the size designated with such B-V purchase, the only stipulation being a request that the retailer limit the free offer to one such package of macaroni per customer.

Wilson & Co. agrees to reimburse the retailer in cash for all macaroni thus dispensed at the full retail ceiling price of the macaroni.

The mechanism of the deal has been kept extremely simple. The retailer has only to retain the entire carton enclosing each jar of B-V thus sold with which he has given away a package of macaroni.

At any time before midnight, June 10, 1944, he can send the B-V cartons thus collected to Wilson & Co. or to any Wilson plant or branch, together with a statement of the retail ceiling price of the macaroni given away to B-V purchasers. Wilson & Co. will then reimburse the retailer in cash for the macaroni thus given away as represented by the cartons turned in.

The tremendous possibilities of the deal for macaroni manufacturers who participate in its promotion were immediately recognized by those who attended the luncheon, particularly after Mr. James A. Hamilton, Vice President and General Sales Manager of Wilson & Co., reviewed the history of B-V and the sales and advertising topics behind it.

After a brief description of the company's large production and organization, Mr. Hamilton told how B-V first inspired by the similar products in England, was produced through Wilson & Co.'s South American plants and marketed in various Latin American countries.

The further promotion of this now well established product, through the free macaroni offer scheduled for May," Mr. Hamilton explained, is based on the Wilson & Co. wartime policy of concentrating greatest assist-

able selling power on products that remain available most abundantly for civilian consumption after the Government's requirements for the armed forces are met."

George Rector—"Food Counsellor"

age of such a popular product as macaroni, and with a thousand Wilson & Co. salesmen pushing the deal along with all the sales power that macaroni manufacturers can put behind it, there is no possibility that the promotion can fail to be an immense stimulus for all the products concerned.

Mr. Edward A. Ellendt of Wilson & Co.'s Canned Meat Department, stated that the deal has been thoroughly market-tested and that Wilson & Co. had committed themselves to its promotion only when they felt that it could not miss.

"Even the tests conducted with demonstrators in the poorest locations in chain stores resulted in sales to 20 per cent of the customers contacted," he said, "while tests under more favorable conditions ran much higher.

Mr. Ellendt cited the case of a retailer who was so enthusiastic over the result of a week's test sale that he continued the offer for another week, giving the macaroni free at his own expense.

"One test dealer had the biggest sale of hamburger the week after the test that his shop had ever experienced . . . 152 lbs. in a single week."

Mrs. Leone Rutledge Carroll, who attended the meeting as food consultant to the Glenn G. Hoskins' organization, mentioned the fact that the purchaser of a jab of B-V would have sufficient of this product left after preparing the recommended B-V macaroni dish, to repeat the recipe twice, and this should result in prompt orders for more macaroni.

Mr. Don Smith, Advertising and Sales Promotion Manager of Wilson & Co. reviewed the great advertising effort put behind B-V in the past 16 months, which, he said, included consistent advertising in the *Ladies Home Journal, Saturday Evening Post, Woman's Day* and *Family Circle*, backed up by trade paper advertising, radio programs in 20 leading cities, 101 mentions in *Wilson's Weekly Bulletin* by George Rector in 165 newspapers with 8,850,000 circulation, March recipe contest advertised in national magazines and 150 newspapers, and through 100,000 store cards and three million hand bills, a total of 59 million contest blanks being thus distributed.

Mr. Morris F. Swaney, president of the United States Advertising Corporation, which prepared the advertising material for the current promotion for Wilson & Co. displayed a proof of the 2-page announcement scheduled for April trade publications, which explains to retailers the simple mechanics of the deal. He pointed out that the promotion neither requires coupons to be filled out nor names and addresses to be taken. He displayed, also, the attractive full-page, 4-color announcement to the public which is scheduled to appear in the *Saturday Evening Post* May 13 featuring the free macaroni offer and George Rector's special "B-V" macaroni recipe.

The same advertisement, he said, is scheduled for *Woman's Day* and and *Family Circle*, giving it, in all, more than 10,000,000 circulation. In both the magazine and newspaper announcement advertisements to consumers, a featured paragraph explains the mechanics of the deal for the benefit of any retailer who may not have seen the announcements to the trade.

A large advertisement of similar content was shown, which is scheduled to run in 215 newspapers in 203 cities on or about May 11, also smaller reminder advertisements which are to follow on the same schedule.

Mr. Swaney presented attractive point-of-sale material which will be immediately available to macaroni-noodle manufacturers sales organizations and to the Wilson & Co. sales staff.

This included a colorful window hanger, a counter kit displaying an actual carton of "B-V" and offering 25 pick-up folders about "B-V," also featuring, of course, the free macaroni offer!

Brochures containing samples of all this material are immediately available to macaroni manufacturers for their sales staffs, and for ordering such quantities of the store material as their participation in the promotion may require, all such material being supplied by Wilson & Co. without charge.

Included in these advertising kits are also suggested layouts offered to macaroni manufacturers for possible use as a guide in preparing such advertisements and store material of their own as they may wish to use in the promotion of the deal.

The kit also includes a photo print

(Continued on Page 70)

"Macaroni and Meat Delight"

George Rector, world famous food expert and Food Consultant to Wilson & Co., has created this new delicious, nutritious, one-dish meal especially for the women of America. It is his contribution to the Government's NO-POINT, LOW-POINT FOODS PROGRAM. It is a filling, delicious combination of macaroni and Wilson's B-V into a substantial appetizing meal for six.

For the benefit of macaroni manufacturers and their salesmen who may occasionally encounter some dealer who has not heard about it, Mr. Hamilton gave a description of the product. "Wilson's B-V is a meat flavor concentrate," he said, "made from fresh meat blended with other flavoring ingredients, including onion, celery and wheat protein. It derives its name from the fact that it is a beef and vegetable combination.

"Like the 'beef tea' so popular in England, B-V is rapidly winning favor as a between meals drink in the United States," Mr. Hamilton said, "However, B-V is mainly used as a meat flavor for soups, gravies, meat loaves, meat pies, stews, souffles, macaroni, spaghetti, noodles, etc., and 'points up' the flavor of any meat dish.

"B-V is good for young and old, is nonfattening, requires no ration points, and is sold under a money-back guarantee."

Mr. Hamilton expressed his belief that with this popular product, offered in combination with a free pack-

DEALERS, ATTENTION!

A most unusual offer

2 FULL PROFITS ON ONE SALE

A TESTED PLAN

To prove that this unique combination deal will move merchandise for you in volume, we tested it out in a group of Chicago stores. Each store featured the "B-V and Free Macaroni" combination plus George Rector's new macaroni and B-V recipe.

In 3 days one test store made 97 sales. Another made 155 sales. But the record sale was 454 jars of Wilson's B-V with 454 free packages of macaroni. On the basis of these amazing demonstrations we urge you to ***get in on this offer—but quick!***

WILSON & CO.

THIS OFFER WILL MAKE MERCHANDISING HISTORY

FREE MACARONI A FULL-SIZE PACKAGE (NOT OVER 8 OZ.) WITH THE PURCHASE OF EACH JAR OF WILSON'S B-V

Here's How--

May 11th to 27th, inclusive, Wilson & Co. is authorizing you, and every other grocery and meat dealer in the U. S. A., to give a full-size package of macaroni free (one only) with the purchase of a jar of Wilson's B-V, the original "Meat Magic" for meat flavor. Give any brand of package macaroni (not over 8 oz.) your customer prefers, *but only one to a customer, please.*

We will pay you the full retail ceiling price for every package of macaroni you give away free on this proposition.

This means that you get:
FULL PROFIT on the macaroni!
FULL PROFIT on the Wilson's B-V!
Two FULL PROFITS on each combination sale of Wilson's B-V and free macaroni!

WHAT YOU DO

This nation-wide free macaroni offer will be good from May 11th to 27th, inclusive. Get in touch with the Wilson Salesman and your macaroni man, or with your wholesalers, *at once.* They have all the details.

Get our Free Macaroni Merchandising Kit. Then display the store material it contains—with displays of macaroni and B-V—for the two full weeks of this drive. Feature the deal in your own advertising. But make sure your stocks of Wilson's B-V and macaroni are *ample.*

HOW WE PAY YOU

When you sell a jar of Wilson's B-V on this Free Macaroni deal, ***you are to remove jar and keep the entire carton,*** explaining the reason to your customer.

At any time before midnight June 10th, 1944, you send the cartons you have collected, with the ceiling retail price of the macaroni you gave free with each jar of B-V, to Wilson & Co. (B-V Department), Chicago, Illinois, or to any Wilson plant or branch. We will pay you IN CASH the full retail ceiling price of each package of macaroni given away free with jars of Wilson's B-V *represented by the cartons you turn in.*

Wilson & Co. (B-V Department), 4100 S. Ashland Ave., Chicago 9, Ill.

BACKED BY THIS NATION-WIDE ADVERTISING

This sensational offer is being broadcast over the nation to create thousands of additional users of Wilson's B-V meat flavor—called "Meat Magic" by the great George Rector.

• • •

1-Color Full Page in The SATURDAY EVENING POST May 13th issue featuring George Rector's special macaroni and B-V recipe

• • •

Follow-up Advertising in over 160 newspapers

• • •

THIS OFFER WILL ALSO BE FEATURED ON MANY WILSON & CO. RADIO PROGRAMS

WILSON'S B-V
MEAT FLAVOR

Report of the Director of Research for the Month of March

By Benjamin R. Jacobs

The subject of infestation of our macaroni and noodle products has become of great importance since the Food and Drugs Administration has made numerous inspections of plants and has instituted proceedings against a number of manufacturers all over the country for alleged violations of the Federal Food and Drugs Act.

The FDA is proceeding under the Act which provides that a food is adulterated, among other reasons, if it consists in whole or in part of any filthy, putrid, or decomposed substance, or if it is otherwise unfit for food, or if it has been prepared, packed, or held under insanitary conditions whereby it may have been contaminated with filth, or whereby it may have been rendered injurious to health. . . .

The FDA in determining whether or not a macaroni or noodle product is filthy, et cetera, relies particularly on an examination of the product for evidence of filth in the form of insects or their eggs or of rodent excreta as shown by rodent hairs. The FDA in determining whether or not a product has been packed, et cetera, under insanitary conditions depends upon factory inspection and most of the manufacturers have had experience in this respect.

In all cases where examination of macaroni and noodle products shows the product is contaminated, action is brought against the product or against the shipper. However, the FDA holds that it is not necessary that the product be contaminated to be held in violation if a factory inspection shows the premises to be insanitary. We have often attempted to have the FDA establish a maximum amount of rodent hairs and numbers of insects but have not succeeded because the FDA claims it cannot do this since the evidence is not always contained in the product.

Insect infestation of our products exacts a very heavy toll from the Industry. It is established that between 1 and 2 per cent of our output is returned because of infestation of the product. This is not always the fault of the manufacturer as in many instances infestation takes place in the wholesalers' or retailers' warehouses as is shown by the fact that returns usually come from the same firms. The raw material which we use is also infested many times before we receive it as is shown by the statement that the Federal Government seized approximately 14½ million pounds of wheat flour in the 18 months' period ending February 28, 1943. Most of this flour was insect infested.

Some semolina mills have made strenuous efforts to eliminate this type of infestation and have installed equipment for this purpose.

There is available at present equipment which is reasonable in price, which is most effective and may be installed in macaroni and noodle plants to treat the flour and semolina before it is manufactured into our products.

On the other hand rodent (rats and mice) infestation is a problem that is directly up to the macaroni and noodle manufacturer. We all recognize that it is a difficult problem particularly in plants that are in old buildings or in neighborhoods which are rat and mice infested. However, this can be held down to a minimum by declaring continuous war against rodents in all the various ways that this can be accomplished. The principal methods are to close openings which permit all egress and ingress from neighboring buildings and water-fronts to the plant. The second method is to destroy their harboring places within the plant and to make it difficult to conceal themselves behind or under shelters. Rodents have the ability to bore through heavy obstacles to gain their objectives. They have lived with human beings for thousands of years and have learned to protect themselves against all the weapons used by us but if the variety is changed often they will eventually be exterminated or leave the premises.

The Laboratory of the Association has had considerable experience in working on the problem and is equipped with the proper instruments and personnel to help manufacturers in ridding their plants of these pests as well as in the examination of the products to determine the extent to which they may be involved. We shall be very happy to asist and advise manufacturers concerning these problems.

1944 Durum Planting

Though planting of durum wheat is still weeks off, the officials of the Crop Reporting Board of the United States Department of Agriculture has been checking on the prospective plantings for 1944. In its report for release March 20, 1944, it gives the following interesting facts about the 1944 durum wheat crop:

—The average 1932-1942 plantings, 2,924,000 acres.
—The 1943 plantings—2,189,000 acres.
—The indicated 1944 plantings—2,256,000 acres.
—The 1944 as percentage of 1943 plantings—103.1 per cent.

"Farmers in all parts of the country are pushing production close to the limits of their resources, and the total acreage of all crops is likely to be several per cent greater than was grown last year and close to the record crop acreage of 1932.

"The nearly 25 per cent increase in seedings of winter wheat reported last fall is now expected to be followed by a nearly 15 per cent increase in the acreage seeded to spring wheat (including durum), indicating a return to about the average acreage seeded to all wheat.

"The prospective planted acreage of spring wheat of 19,805,000 acres is 15 per cent above the 17,275,000 acres planted last year, and is nearly equal to the 10-year (1933-43) average of 20,275,000 acres. With wheat acreage restrictions removed, and with more than equal emphasis on wheat as a feed grain, the winter wheat seedings for 1944 harvest as estimated in the December, 1943, report and the intended acreage of spring wheat total 66,932,000 acres, 21 per cent above last year's seeded acreage, and the largest since 1938.

"The prospective increase in all spring wheat acreage is largely in spring wheats other than durum. The prospective acreage of durum wheat is more than last year by only 67,000 acres, or 3 per cent, while the acreage of other spring wheat is greater by nearly 2,500,000 acres, or 16 per cent.

Clermont Celebrates Silver Anniversary

A Quarter of a Century of Service to the Noodle Industry of America

By Carmino Surico, President

Clermont Machine Company, Inc., like THE MACARONI JOURNAL is celebrating its Silver Anniversary. Clermont is happy and proud of this coincidental, simultaneous celebration, as a steady advertiser and well-wisher.

In 1919, in a small store of approximately 800 square feet of floor space, Clermont started the business with assets of a few machine tools, great courage, understanding of its undertaking and determination to see it through. Today, twenty-five years later, the plant occupies approximately 50,000 square feet of floor space, fully equipped with machinery of the latest type.

Clermont had the resource of foresight, foreseeing the development of a major industry from an almost nonexisting one of but a few noodle manufacturers each producing a few thousand pounds of noodles weekly. The noodle industry was undeveloped; it was merely a side line to most macaroni manufacturers. Today, there are hundreds of noodle manufacturers, each producing tons of noodes daily.

Clermont pledged itself to give to the industry the means of producing noodles on a large scale in continuous automatic process from the flour bin to the packing untouched by human hands. Today, noodles are manufactured in continuous automatic process from the flour bin to the packing table.

It is evident from the foregoing the great progress the noodle industry has made. Yet, it is far from the saturation point; in fact, it has only passed its infancy. It has much to do and far to go. The public is beginning to appreciate its nourishing value and wholesomeness, getting better acquainted with it and having it become a part of their daily diet.

There follows a brief review of the firm's achievements during the quarter century.

Early in 1919 it started marketing a fancy stamping machine, the first practical machine of its kind. This machine was an outstanding success immediately, as the noodle manufacturers greatly appreciated this new development.

Next came the noodle cutters, types NA and NA-1, with the quick changing roller device. This feature is used today still as originally designed.

Then the Clermont dough breakers, namely, reversible, nonreversible and triplex. These machines are the machines most preferred by the noodle manufacturers. They are one-man operating machines. The triplex is an auxiliary machine to the reversible or nonreversible machine, making it possible when the two machines work in conjunction to produce about 50 pounds of dough sheet per minute.
—10-10 os

A machine strategically built with amazing performance was the finger type (figure 8) folding machine. However, this machine was superseded by the flat noodle folding machine to meet the demand for the new type folded noodles. A law suit ensued testing the originality of invention, but the verdict was in Clermont's favor. The machine was labor-saving, quality- and quantity-producing, and so successful that it lead to the development of the super folding machine which is similar in all respects but produces 50 per cent greater output, the only folding machines on the market.

In keeping with the stride and progress of the noodle industry, improvement was made to the noodle cutters thus making practically obsolete the NA and NA-1 machines. These machines were supplanted by the types NA-2 and NA-3 Noodle Cutters, the standard machines on the market today. The type NA-2 produces approximately 600 pounds per hour. The type NA-3, high-speed machine, produces approximately 1,000 pounds per hour. Both machines are equipped with either single or double calibrating dough breakers to regulate the thickness of the sheet, a length cutter attachment to cross-cut the sheet to a pre-fixed desired length, a tray stack feeder where a number of trays are placed which are automatically fed to the machine, a conveyor belt on which the trays travel from one end of the conveyor to the other end of the conveyor filling up with noodles as they travel, and a spreader attachment which shakes the noodles so that they dry in curly form thus making the drying process easier.

The noodle drying process remained the big problem from the standpoint of too much handling, too much floor space and equipment required, nonuniform finished product, and the drying process requiring much attention and skilled labor, until Clermont solved this problem by putting in practical operation the first noodle dryer in continuous automatic operation. This eliminated trays, trucks, handling and wasteful spilling of the product. It saved floor space and produced a uniform well-dried product under any atmospheric weather conditions. It is built in sizes from 500 to 1,000 pounds per hour capacity. Complete drying process is three hours—truly a miracle machine.

A dryer of this kind had to contend with different problems at each installation because local prevailing atmospheric conditions, surrounding conditions, location of the dryer in the plant, et cetera, had their bearings upon the dryer. These problems were studied and successfully mastered, the drier becoming a boon to the noodle manufacturers, with quite a number in operation.

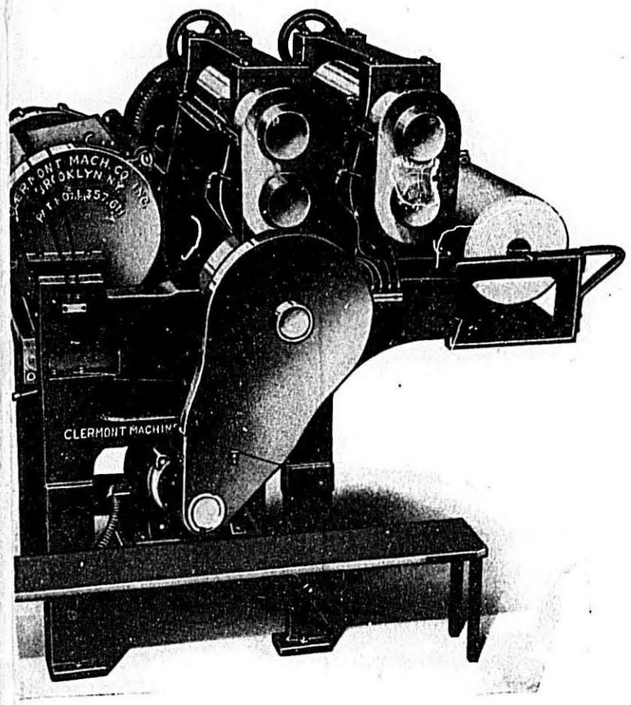
It was necessary to fill a missing link in order to accomplish a fully automatic continuous process from the raw material to the finished product. This brought about the development of the sheet-forming machine. This machine is a masterpiece of human ingenuity and invention. It is the combination of four processes required for the manufacture of noodles. In other words, it eliminates the flour scale, the dough mixer, the dough kneader and the dough breaker. It produces from 1,600 to 2,000 pounds of dough sheet per hour sufficient to supply dough sheet for two noodle cutters.

With the combination of the sheet-

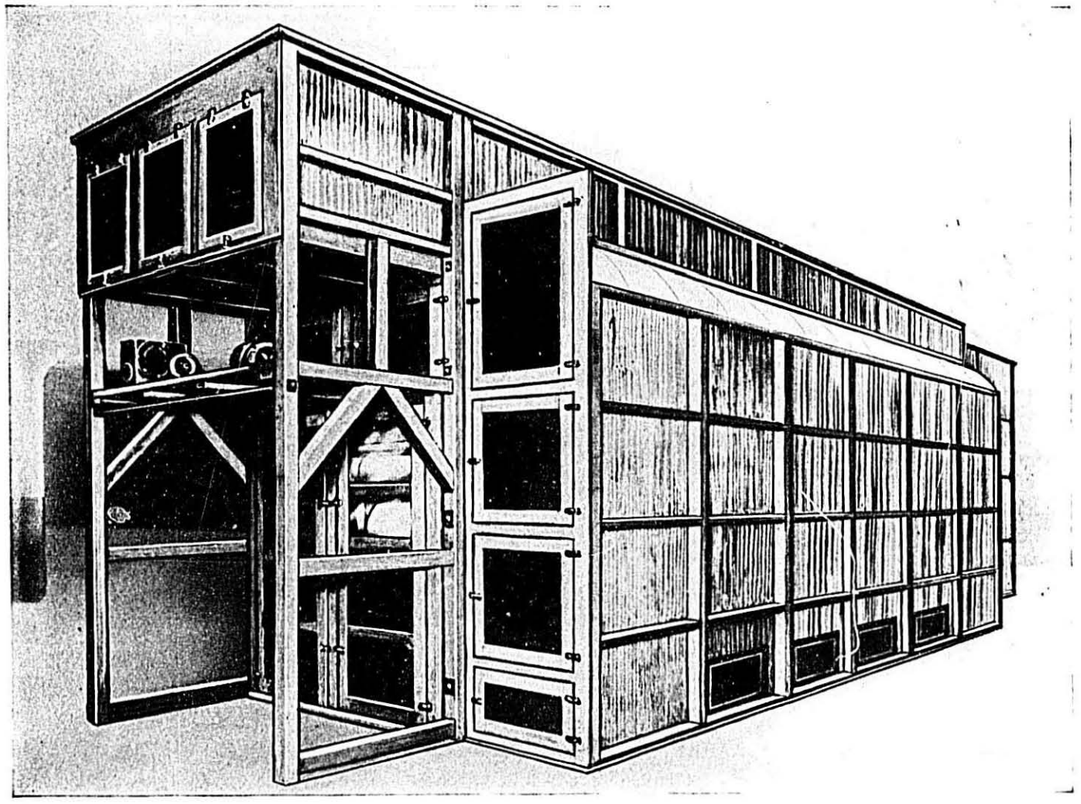
(Continued on Page 41)

'RMONT, CELEBRATING ITS 25th ANNIVERSARY,

' CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE MACHINES CONVERTS
) THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS AUTOMATIC PROCESS



HIGH-SPEED NOODLE CUTTER



CONTINUOUS AUTOMATIC NOODLE DRYER

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET BROOKLYN, NEW YORK

CLERMONT, CELEBRATING ITS 25th ANNIVERSA

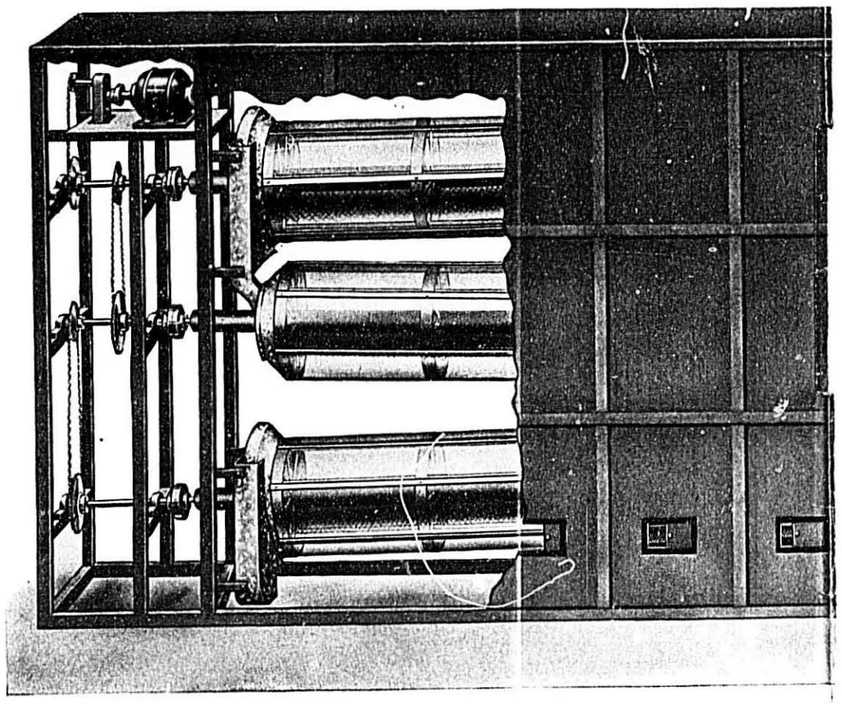
INTRODUCING Th

FOR SHORT CUT NOODLES AND SMALL SOUP PASTES

CONTINUOUS IN OPERA

COMPLETE DRYING PROCE

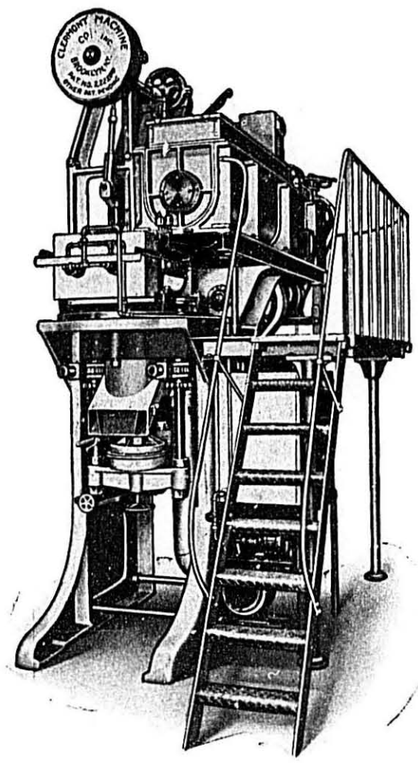
CAPACITY – MADE IN SIZES FRO



Presenting the Greatest Contribution to the Macaroni Industry

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



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 out in thin sheet to a maximum density producing a product of strong, smooth, brilliant, yellow color, uniform in shape, free from specks and white streaks.

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN, NEW YORK

(Continued from Page 31)

forming machine, the high-speed noodle cutter and the automatic continuous noodle dryer, it is now possible to manufacture noodles in a continuous automatic process from the flour bin to the finished product ready for packing without the human hand touching the product.

The noodle industry can be very proud of its automatic machines. Its machines are on a par and same high level as other great industries.

Clermont has also placed on the market specialty machines, such as egg barley machines, square flake machines, preliminary dryers, et cetera. These machines excel in their own rights, in quality- and quantity-producing, labor-saving and trouble-proof performance.

Notwithstanding that most of Clermont's activity was devoted to the manufacture of noodles, Clermont was constantly experimenting in order to produce machines for the macaroni industry. The first machine in this connection was the introduction of the continuous automatic short cut macaroni dryer. While similar in principle to the continuous automatic noodle dryer the process was entirely different and new. However, certain problems had to be solved before it could be called a perfect machine, such as the problem of timing, since this machine was of a continuous type and had to work with the intermittent type macaroni press. Since short cut macaroni consists of a variety of sizes, shapes, et cetera, the problem had to be solved whereby the dryer would be suitable for the various products. Like the continuous automatic noodle dryer it had to contend with different problems at each installation because of local prevailing atmospheric conditions, surrounding conditions, location of the dryer in the plant, et cetera. It is built in sizes from *600 to 1,800 pounds per hour capacity*. The product is completely dried in a 16-hour process in continuous automatic operation, and requires only occasional supervision by any ordinary man.

Hailed as another great achievement was the Clermont automatic continuous short cut macaroni press. There is no similar press existing on the market. It has no piston, no cylinder, no screw, no worm. Its method of operation is original and revolutionary. The extrusion action is accomplished by a pair of rollers which work the dough to a thin sheet to maximum density and slowly extrudes it through the die. It is this rolling process which produces a finished product of exceptionally strong texture, *smooth finish, high glossy attractive yellow color,* free from specks and white streaks. By the slow extrusion process the product retains absolute uniformity to the shape of the die. *Its output is 1,200 pounds per hour,* the largest output of any continuous press. The large output is accomplished by the large size die (15¼" diameter) and not by forcing the product out at fast rate which every manufacturer knows is detrimental to the quality of the product. A feature of this machine worth noting is: it works with a rather firm dough. Other features are: it is simple in operation, economical in power, economical in price. Though especially designed for short cut goods, *it can be used for long goods macaroni* in which case the product is manually cut and spread on the sticks. Seven of these machines are operating in four plants.

This automatic continuous short cut press and automatic continuous short cut dryer have added immeasurably to the progress of the Macaroni Industry. These two machines working in conjunction with each other make possible the producing of short cut macaroni in continuous automatic operation from the raw material to the finished product untouched by the human hand.

This unit (press and dryer) yields the highest returns by operating on a 24-hour shift not less than three to six days a week without interruption except to change dies. Substantiating this, a unit of this kind *has worked for the past two years in continuous operation on a 24-hour shift,* full week including Sunday and holidays without interruption except to change dies, and the manufacturer is re-ordering such a unit on high priority. From the economical standpoint, the outstanding feature is that one operator is able to supervise from three to four of these units because it is fully automatically controlled and once set requires little attention.

A new machine has been designed and built—an automatic continuous macaroni press for long goods macaroni which automatically spreads macaroni on the sticks. The war retarded the introduction of this machine for the market, but the first machine is to be installed in a local plant very *shortly*.

The working principle of this machine is similar to the automatic continuous short cut press except it houses a rectangular die which is the length of the stick and extrudes on each cut *six rows of spaghetti* or similar products, (one for each stick), or *four rows of macaroni of tubular form,* (one for each stick). *Its output is from 1,600 to 1,800 pounds of long goods macaroni per hour.* Here again, it is the largest producing continuous press on the market and this is accomplished by the large size die (8½" x 48") and not by forcing the product through the die at fast rate which proves detrimental to the product. The product is extruded through the die at slow, uniform, uninterrupted rate of speed in six or four separate rows (one row for each stick) which are simultaneously cut (in one stroke) below the die and automatically spread on the stick and carried out to the trimming mechanism. *While this operation takes place the extrusion continues without interruption.*

Though the large output of Clermont's continuous presses (for short cut and long goods macaroni) is an outstanding feature of these machines Clermont cannot overemphasize the quality produced by these presses for it is of exceptionally high standard *impossible to obtain on any other press existing on the market. The processing technique is simple. The semolina and water are accurately controlled* to supply an absolute uniform mixture of a rather firm dough. The mixing is performed in an oblong shaped mixer of large capacity (about 400 pounds) which is equipped with a slow revolving shaft with multiple staggered V-shape paddles at slight angle with dull knife edge. The ingredients are gradually and gently mixed, each and every grain of semolina being thoroughly mixed without beating, forming small nut-like shapes which are fed to a kneading blade having an up and down movement. At each stroke a small quantity of dough is thoroughly kneaded and fed to a pair of slow revolving rollers which in turn works out the dough in a thin sheet which brings the dough to a *maximum density* and feeds it to a small chamber below sealed by the die. The rollers feeding the sheet to the small chamber develop a pressure which extrudes the product through the die at a slow rate, slower than any ordinary hydraulic press.

The slow mixing without beating to a rather firm dough amalgamates the ingredients thoroughly which eliminates the specks. The kneading blade working the dough in small quantity on each stroke converts the loose crumble to a compact mass which is finished by the rolling process in thin sheet giving to the dough the maximum density. The kneading and sheeting processes create a strong texture which is reflected in the cooking. The product retains its flavor and remains firm and tender many hours after being cooked.

The development of the high natural yellow color to the product is accomplished by the sweating process which takes places in the small chamber before the product is extruded. The thin sheet acts as a piston for the extrusion, forcing itself in the chamber where it creates a turmoil, and since it is not exposed to the air but enclosed in the chamber, a rapid sweating process takes place thus bringing out the high natural yellow color. The finishing touch is done by the slow and uninterrupted extrusion, imparting to the product a smooth, glossy finish, *uniform and true to the size of the die.*

The very latest Clermont develop

ment is the "tumbler dryer," which is now being introduced on the market. This dryer has been especially designed for *short cut fine noodles*, used mostly in connection with dehydrated soup which in the last few years has become quite an important item in the industry. However, it is also suitable for drying every kind of small cut pastes which are subject to caking in drying, such as square flake and small soup pastes (alphabets, pastine and similar products). The drying of small pastes has been a source of trouble to the manufacturer as there is the tendency of the product sticking together or caking up in lumps. To prevent the caking and sticking the product had to be stirred by hand several times during the drying process. Besides the hand labor required the fine pastes were subject to breakage; also, the drying was not uniform. The *tumbler dryer solved this complex problem.* It is automatic and continuous in operation producing a uniform product of smooth finish. Three of these dryers are operating in two different plants. This machine is new and novel in its operation and performance. It is equipped with three or four drums (according to the capacity) each revolving at different speed. The drums are equipped with fins that perform a stirring operation, and heated air is recirculated by means of fans and radiators. Thus, the product goes through a continuous drying, sweating and stirring process. The product travels from one drum to the other, in other words, from one end of the machine to the other. When the product leaves the machine *each individual piece is uniformly dried and in its original form.* This process is rapid, continuous and automatic.

Clermont is very proud of its accomplishments, proud of the contribution to an infant industry which has grown to full size, hoping and looking forward to its growth to giant size. It is the realization of the dream and pledge made 25 years ago in a small shop of 800 square feet of floor space.

At present, Clermont is proud of the privilege of serving this great country of ours by helping in the war effort and devoting 95 per cent of its plant facilities and resources and 100 per cent of its ingenuity, skill and ability to the production of war materials for our merchant marines, navy, air corps and armed forces on the whole. About 82 Clermont employes are now serving in the armed forces. The organization has done its full share in all the war activities, such as enrolling in the payroll allotment war bond savings, Red Cross contributions, safety campaigns, blood donors, et cetera.

In celebrating 25 years of service and contribution to the Noodle and Macaroni Industries, Clermont is also happy to celebrate the close and pleasant relationship it has enjoyed with THE MACARONI JOURNAL, the National Macaroni Manufacturers Association and the Noodle and Macaroni Industries as a whole, and appreciative of the fine service received from all. It is grateful to its many customers who helped make the task easier and the success possible, for the trust, faith and confidence they placed in Clermont, for their understanding, loyal support, indulgence and coöperation when most needed. Clermont is happy and proud of the pleasant and friendly business relationship with its many customers. In many instances, long lasting friendships have been established and enjoyed. Clermont looks forward to the continuance of all these pleasant experiences.

Linen Care a "Must"

Special to the Macaroni Journal by Linen Supply Association of America

The high repute for cleanliness and sanitation which the macaroni and noodle industry enjoys in public health circles—federal, state and municipal—is due, in a great measure, to individual and collective vigilance in the strict observance of all precautionary measures.

Not only are the plant workers protected by the most modern safety devices, but the health of the employes and that of the consuming public is also deemed of paramount importance. In factories devoted to the processing, packaging and shipping of staple foodstuffs nothing can be left to chance.

One of the pioneer food processing industries to safeguard public health, sometimes exploring far ahead of health laws, in effect, anticipating city ordinances and local board of health rules, was the macaroni and noodle group. These manufacturers were among the first to adopt, throughout their plants, a policy of insisting that employes perform their duties and skills attired in suitable, regularly laundered work suits, smocks, aprons, head coverings etc.

Only through a rigidly controlled routine of protective garment changes can foodstuffs be kept from contamination during the long processing period. Bacteria multiply rapidly in relatively humid atmospheres, hence employes are continually cautioned, especially during the warm summer months, not to become lax in the matter of frequent washing of hands, each employe using, of course, a clean towel at every ablution. Emergency changes of fresh factory clothing should also be available, for accidental soilage of garments of workers coming in relatively close contact with foodstuffs. These spare garments (despite the war shortages, there are a number available in each community) should be stored in a locked, dustproof room and frequently inspected.

Working in close liaison with the macaroni and noodle group is the Linen Supply Association of America, which furnishes, at regular intervals, freshly laundered work garments, head coverings and locker and restroom towels to the factories.

Though their service men are qualified to make certain recommendations, the linen suppliers advocate no standard, fixed policy for changing garments. This is largely a matter of individual choice, but must conform with local health laws and climatic conditions. The seasons play a role in this respect, though a minor one. It may be stated, however, that the linen supplier who services a particular plant in a certain city or community understands that plant's needs and, despite the nationwide shortage of suitable textiles, has, up to the present, been able to adequately supply all essential food processors with work garments.

Another item—you may be a customer of many years' standing of one of the members of the Linen Supply Association of America yet have never met an executive of the firm with which you have been doing business.

That's of no importance. You have met—are even meeting everyday—the route man, whose friendly advice is one of the most valuable assets you have at this critical time. The route man of the linen supply firm knows your needs and the current capacity of the firm that employs him. He knows just how much his plant has in current stock, in clothing of all types, towels, etc., its wear rate and loss and what the chances are for replacement. He will advise you on the vital matter of conserving textiles while they are in your plant's custody, suggest how often a particular worker's uniform should be changed and in other matters on which only a man of experience is able to pass mature judgment. He's a busy man, these war days, but he can always find a few moments to intelligently reply to any factory garment question you may ask.

U. S. Scotches Slander on Dried Eggs

Those Rumors About Dried Eggs

By W. D. Termohlen

Will American dried eggs hold their own after the war? Was the curtailment in FDA buying a symptom of weakness in dehydrated commodities? Read what Mr. Termohlen, who went to England to find out about it, says about British acceptance of American dried eggs.—The Editor.

•

You may have heard that the British can't stand the sight of dried eggs; are not buying all the eggs they agreed to buy; that a big percentage of dried eggs shipped are spoiling in transit or in British warehouses. What are the facts?

Consumer acceptance of dried eggs by the British is complete. The British Food Ministry literally has built its war food program around this product. These facts I have confirmed personally.

I went to England a few weeks ago to see if there was any foundation to the rumors that were going the rounds. I talked with consumers in the dock districts of London, the manufacturing sections of Birmingham, the coal-mining area of Wales. Consumers in all parts of the Island told me—"We can't do without American dried eggs."

Bakers

Commercial bakers, food manufacturers, restaurant operators assured me they would have been unable to stay in business had it not been for dried eggs arriving on time and in adequate quantities from the United States.

When it comes to a selling job, the British Food Ministry—through its nation-wide program of consumer education—is doing very well without any help from this country. The educational program has continued over a period of months. Through it British food manufacturers and housewives have been told about dried eggs, what they mean to the war food program, how they can be used. Recipes have been supplied, other information has appeared in newspapers and magazines. Consumer education also is being carried on by "Food Flashes" in British "cinemas" and by special radio programs.

Reduction in price of the household package has placed the product within reach of more people. The package was reduced from 38 cents to 26 cents. The British food subsidy program makes this low price possible.

At the present rate of rationing, each British adult may have a 5-ounce package—equivalent to one dozen eggs—each 4-week period and children two packages each per 4-week period. As a special Christmas gift, the allotment was doubled for December and January.

In addition to the 5-ounce household package, dried eggs are shipped in 14-pound containers. This package is for military use and for distribution to bakers and other food manufacturers and dispensers using larger quantities of the product. Both types of packages are considered to be the best of any in which foodstuffs are being received from the United States.

So much for British consumer acceptance of our dried eggs. How about the rumor that the British aren't buying all the eggs they agreed to buy?

The British have wanted to take more dried eggs than the allocations provided, and in view of reductions in the requirements of other claimant groups, it has been possible to comply with the request. The British Food Ministry thus is in the position of wanting more of the product rather than less and very apparently does not consider importing shell eggs under any circumstances.

The British are now using dried eggs from the United States at the rate of about 134 million pounds a year. It is expected, since they will depend heavily upon dried eggs as a source of animal protein, that they will use at least the same quantity in 1944.

How about the rumor of excessive spoilage of our dried eggs in transit or in storage?

Food Ministry officials report that the loss of American dried eggs in transit or in British warehouses is infinitesimal. The very small losses that have occurred include eggs that were not usable because of off-flavor.

There are three rumors—none of them true. How they ever started, nobody knows for sure. They didn't originate with the British.

A Food Distribution Administration announcement issued in early October gave egg drying plants the privilege of voluntarily applying for cancellation of up to 50 per cent of their November, December, and January delivery contracts.

On the surface, it looked as if the FDA were permanently retrenching on the manufacture of dried eggs. What had actually happened was this: Requirements for some of the liberated areas turned out to be much smaller than was expected earlier. That left the FDA with enough dried eggs to meet *actual* requirements for a time without pushing egg drying plants to maximum capacity. Nothing in our dealings with the British prompted FDA to make its announcement.

Container Conservation Suggestions

Members of the National Macaroni Manufacturers Association have been kept fully advised of how they can fully cooperate with the many regulations decreed by the War Food Administration and other governmental agencies in connection with the paper shortage, particularly the acute container problem.

Because every shipper of macaroni products, Association members and nonmembers alike, will be compelled to observe any and all regulations affecting containers, there is reproduced below tentative suggestions by the War Food Administration, under War Production Board Order L-317, for packaging materials obtained on appeal:

(a) Bulk macaroni products shall be packaged in containers minimum net weight—18 pounds.

(b) Bulk egg noodles shall be packaged in containers minimum weight—9 pounds.

(c) Packaged macaroni products between 6 ounces and one pound shall be packed 48 units to a case.

(d) Packaged macaroni products of more than one pound shall be packed not less than 49 pounds net weight to the case.

(e) Packaged noodles shall be packed not less than 18 pounds net weight to the case.

The above recommendations apply only to containers that are obtained on appeal; not on regular quota of 90 per cent.

Since the War Food Administration is interested in getting the opinion of the trade on how the suggested regulations will affect packaging practices, Director of Research, Benjamin R. Jacobs, the Washington Representative of the National Macaroni Manufacturers Association, has been delegated to collect such information as still another Association service to the Industry. He is also interested in getting other suggestions for conserving containers. Address communications to B. R. Jacobs, Washington Representative, National Macaroni Manufacturers Association, 2026 "Eye" St. N. W., Washington, D. C.

Condensed from *Marketing Activities* (U. S. Department of Agriculture).

Food Materials and Equipment.

Macaroni Institute Active

Its Products Promotion and Consumer Education Work Voted Timely

The National Macaroni Institute, hoping to help pull the macaroni-noodle business out of the doldrums into which it has unexpectedly fallen in recent months, for varied reasons on which there seems to be only one unanimous thought—that there is greater need than ever at this moment for the Institute's program to arouse greater public interest and heavier per capita consumption of macaroni products—is quietly at work on its approved program.

During recent weeks it has prepared and distributed several releases in keeping with the prevailing thought among the leaders in the trade, particularly those who have voluntarily contributed to the cost of the promotion. The National Macaroni Institute has no income other than free-will contributions by those who believe in its objectives, which naturally curtails its activities to those actually necessary and within financial bounds.

To give all macaroni-noodle manufacturers and allieds an idea of what the Institute is attempting at this crucial time, there are presented herewith copies of its most recent releases, with illustrations. Through this and similar reports of action, it is hoped to retain the good will of contributors and to gain the support of those who have not aided in financing what seems to be a very valuable promotion.

The Macaroni Family and Victory Meals

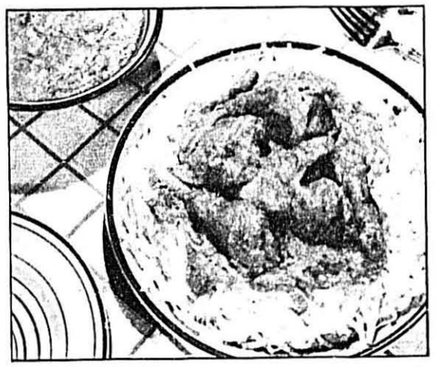
Foods that taste good are seldom wasted, and that is one good reason why homemakers today must be alert about devising ways to lend interest and appetite appeal to the meals they serve. Flavorless or monotonous food is often left uneaten, and when this happens we're helping one of our most dangerous enemies—food waste.

All homemakers today have a real opportunity to make additional food available to "fight for freedom" by joining in the war against food waste. It is not too difficult a job to master the art of planning meals that go easy on scarce and rationed foods. You can be careful to buy and to cook only what you need, and you can think up smart ways to use leftovers.

Speaking of leftovers, skilled meal planners have long recognized the unique value of point-free macaroni products in their wartime food budgets. This trio of energy foods—macaroni, spaghetti and egg noodles—can work wonders when used as meat extenders, and to help save precious ration points. With a willingness for adventure, any homemaker can bring to her table flavorful and nutritious dishes that will satisfy the heartiest of appetites, by simply combining any one of these foods with small quantities of low-point meat cuts or vegetables.

Every homemaker who is striving to serve victory meals is definitely contributing to the war effort. A victory meal is, of course, one built around ration-free or low-point foods, and those which possess the necessary nutritive qualities to help keep us strong and healthy.

Since macaroni products store well, you should always have a good supply of them in your cupboard. There's plenty of variety to please every taste—the regular styles of macaroni, spaghetti and egg noodles, and any number of special shapes. Remember, too, that in addition to the important role they have assumed in wartime as meat extenders, they may be served in countless other ways, as in salads, soups and souffles. Learn what a gold mine of menu ideas the macaroni family can provide by trying any of the following excitingly new and thrifty ration-stretching recipes:



CHICKEN POPPERKOSH WITH EGG NOODLES

8 oz egg noodles
1 chicken, cut up
1 c. diced onion
3 tb. paprika
Flour, salt & pepper
½ to 1 pt. sour cream (sweet cream, canned milk or even whole milk may be used if sour cream is not available)
Add 2 tb. lemon juice if substitution is made

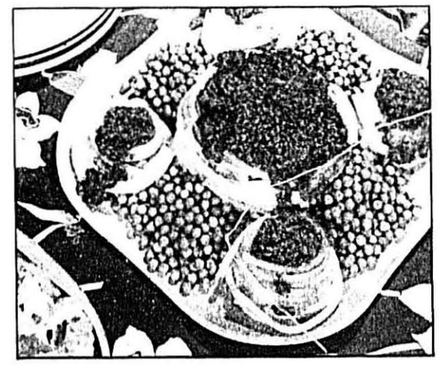
Stew the chicken in salted water until tender, but not to fall done. While the chicken is cooking, fry the onions in chicken fat or other frying fat until they are tender, but not browned. Season with salt and pepper. Place half the chicken in a deep greased baking dish. Over it put half the onions, sprinkle with flour, salt and pepper. Then add half the sour cream. Arrange another layer using the remaining chicken, onions and sour cream. Cover dish and bake for at least 1 hour, or until the chicken is done. If the gravy seems too thick, thin it with a little of the chicken broth. Serve the chicken and gravy on a piping hot mound of egg noodles freshly cooked in salted boiling water until tender. Serves 6 to 8.

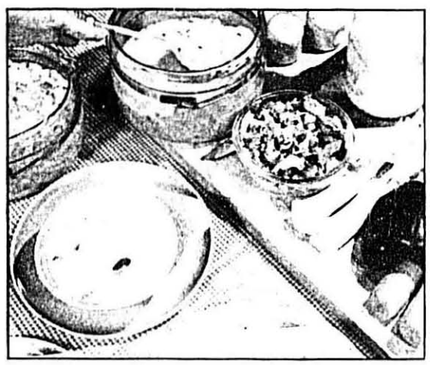
MACARONI NESTS WITH HAMBURGER GRAVY

8 oz macaroni
1 lb. hamburger
2 small onions cut fine
Salt and pepper
2 to 4 tb. flour
1 c. hot water
2 tb. fat or frying drippings

Macaroni Nests—Cook the macaroni in boiling salted water until tender, drain and arrange in any desired oiled mold. A ring mold and individual baking dishes lend themselves very well to this purpose. In an individual baking cup the macaroni can be filled with the meat gravy. Keep the macaroni nests warm in the oven until ready to serve. Then unmold and serve with meat gravy. This recipe is equally as delicious if the macaroni is served on a platter and covered with a generous topping of the hamburger gravy.

Hamburger Gravy—Fry the meat and onions in the fat until brown. Sprinkle with flour lightly and mix well. Then add the water. Stir constantly until the gravy is thickened and has boiled 3 minutes. Serve at once on the macaroni nests. Serves 6 to 8.





MACARONI CHOWDER

8 oz macaroni (elbows)
2 c. chicken stock
1 c. diced mixed vegetables (carrots, celery, green pepper, etc.)
½ c. (or more) leftover chicken or meat (optional)
2 c. milk
Salt and pepper to taste
2 tbs. onion (if chicken stock is used and onion stock is not available)

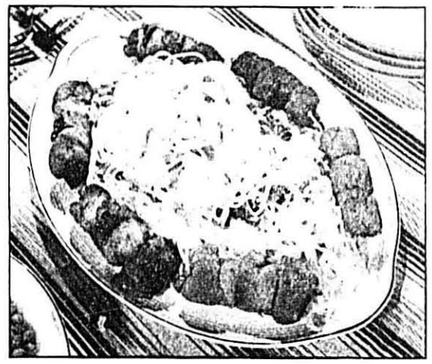
Cook the macaroni in boiling salted water until tender. When boiler is drained clean and add. Cook the mixed vegetables in the chicken stock until tender. Add the diced chicken or meat, then the milk. Bring to boiling point, then turn off heat and stir in the beaten egg; add the cooked macaroni, season to taste, and serve at once. Serves 6 to 8.

SPAGHETTI WITH LIVER A LA BROCHE

8 oz spaghetti
2 to 4 slices bacon, if desired
1 lb. liver, cut in 1½" cubes (baby beef or calves liver)
6 small onions, peeled, cut in half crosswise
1 egg
Salt and pepper
Bread crumbs
6 skewers

Spaghetti—Cook the spaghetti in boiling salted water until tender. Drain and serve at once. Season with salt and pepper. If desired the bacon can be cut in small pieces, fried brown and tossed lightly with the spaghetti. Add the bacon drippings.

Liver a la Broche—Arrange in alternate order pieces of liver and ½ halves of onion on each of 6 skewers. Roll in bread crumbs. Dip in beaten egg and again in the bread crumbs. Season with salt and pepper, then fry gently in a small amount of fat or bacon drippings. Serve at once with the piping hot spaghetti. Serves 6.



Macaroni Products — A Menu "Must"

By BETTY BARCLAY

If your "points" do not allow sufficient meat for the family, and you feel your protein requirements are not being met, why not adopt the slogan "Macaroni — A Menu Must" and serve this popular food regularly? Of course, you may depend equally upon macaroni, spaghetti and egg noodles — all members of The Energy Trio — as all macaroni products are rich protein foods that may be used as meat substitutes or meat extenders during these trying rationed days.

Never for a moment allow yourself to feel that these foods are not already firmly established on the menus of American and Canadian families whose ancestors arrived in Colonial times. The Energy Trio consumption in many English speaking homes is greater today than it is in homes of European born who have known the value of macaroni, spaghetti and egg noodles since infancy.

Some time ago a contest for "best recipes" brought in almost 130,000 returns. Out of the more than 300 prize winners located all over the continent, almost every name indicated an ancestry other than that usually associated with these foods. Macaroni, spaghetti and egg noodles are today North American foods, no matter whether the name be Murphy, Dietz, Higgins, MacLeod, LaMaina or Rozenski.

Here are three recipes for your coming menus. They are easy on your ration coupons. You'll find them delicious, easy to prepare and extremely nutritious:

Chicken and Macaroni "Gems"

½ lb. macaroni (elbows)
2 cups cooked chicken, diced
2 eggs
1 cup milk
¼ teaspoon paprika
½ teaspoon salt
2 tablespoons chopped parsley
2 tablespoons chopped celery
2 tablespoons chopped pimiento
3 tablespoons butter, melted

1. Beat eggs slightly. 2. Mix together all the ingredients. Pour into well-buttered gem pans. 3. Set in a pan of hot water and bake in a moderate oven for 30 minutes. 4. Unmold, arrange on a platter and surround with either tomato sauce or a thick cream sauce. Garnish with tiny sprigs of parsley.

Spaghetti-Sausage Skillet

For an easy-to-prepare, hard-to-beat "skillet" dish try this simple recipe:

½ lb. spaghetti
1 lb. lean pork sausage
2 tablespoons minced onions
1 can tomato soup
Pepper and salt

Boil spaghetti in 1½ quarts of rapidly boiling water for 10 minutes, stirring often. Drain off surplus liquid, if any.

Pan-fry sausage and onions until brown. Pour off drippings. Add cooked spaghetti, tomato soup, salt and pepper, and blend. Cover in skillet and cook very slowly for 20 minutes. Serves 4 to 6.

Egg Noodle Ham Pot-Pie

½ lb. egg noodles
1 cup leftover ham
½ cup bread crumbs
½ teaspoon salt
Pepper
1 tablespoon buttor
1 cup milk

1. Grease a baking dish and place in alternate layers cooked chopped ham, cooked egg noodles, seasoning. 2. Add milk, cover with bread crumbs and dot with butter. 3. Brown in hot oven (400 degrees).

This Month's STAR RECIPE

By BETTY BARCLAY

Soup season is with us and now that both the woman of the home and the man are toiling in factory or shipyard and eating only light, dry lunches, heavy healthful soups are in order.

For this month's Star recipe I have chosen one featuring a nourishing soup that requires no ration points to prepare — at least, not as I write. Milk, chicken, seasonings and egg noodles (one of the famous Energy Trio) are the only ingredients required. An ideal soup for the children's noon-day lunch, for the family dinner in the evening — or for both, if you wish.

Egg Noodles - Chicken Soup

Fall and winter is the "soup season". Here's a year-around soup and meat combination that youngsters will relish and oldsters will welcome.

½ lb. egg noodles
¾ cup milk
1 stewing chicken
Salt and pepper

Cut chicken into desired portions. Place in cold water and bring slowly to a boil, skimming fat from stock. Boil till meat is tender. Remove chicken from pot; drain broth or stock to remove pieces of bone. Return boiled chicken and strained liquid to pot, add egg noodles and cook till tender. If desired, add milk for richness. Season to taste.

Vitamins—Their Meaning and Effects

Scientists who have been devoting their studies and research work to vitamins and the effects of their deficiency on human health, attended a conference at the University of Chicago last month for a joint study of their findings. Although they dealt mostly with highly technical laboratory discoveries, one familiar fact was announced—that in a well-balanced diet of fresh vegetables, meat, fruit, whole grains, eggs and milk there are always plenty of vitamins.

The general conclusions of the conference as reported by *Time Magazine* were that natural foods provide a harmonious combination of vitamins. Vitamin pills are necessary only for definite deficiency diseases, and should be given only by doctors.

Some of the better known vitamins and their uses are described as follows:

Vitamin A, or carotene, is found in bright yellow foods such as butter, eggs, apricots, corn, sweet potatoes, carrots.

B complex, for practical purposes, is really a group of eight different chemicals. They are all found in liver and brewer's yeast; some of them also occur in whole grains. Their chemical names: thiamin (B_1), riboflavin (B_2), pyridoxine (B_6), inositol, pantothenic acid, nicotinic acid, biotin and folic acid. To keep up B requirements, a daily sandwich of yeast and peanut butter on peeled wheat bread (made from grain with only the thin outer tissue removed).

C, cevitamic acid, is abundant in citrus fruits, tomatoes, green vegetables.

D, the sunshine vitamin, is the only one which the body is known to synthesize. Produced through exposure to sunlight, it is also found in tuna, herring, cod and halibut liver oils.

E, alpha tocopherol, is found in green leaves, wheat germ.

Bewildering Bs. Most complex of all are the vitamins B. In learned papers last week scientists discussed examples of vitamin B activity:

Para-aminobenzoic acid reputedly turns grey hair dark again—but it raises blood pressure and, if sulfa drugs are given, it combats their curative powers. Another vitamin, pyridoxine, turns hair grey—but it is essential for red blood cells and digestion.

For some strange reason, rats who get no riboflavin (vitamin B_2) invariably become lousy. This condition never occurs with other vitamin deficiencies, so it is not related to general physical weakness. Doses of riboflavin quickly drive the lice away.

The Proper Cheese Does Much for Spaghetti

D. V. Pinkerton, Sales Manager
Stella Cheese Co.
Chicago, Ill.

Spaghetti and cheese—like ham and eggs, and bread and butter—is getting to be one of the great American dishes. The use of cheese to flavor spaghetti, macaroni and noodles was known eight centuries ago. The reason is obvious—these types of food do not have a definite flavor. Being bland, they require seasoning to be really palatable. Whether prepared with drawn butter, white sauce, meat sauce, et cetera, cheese is usually used to complete the dish.

There are a wide variety of grated types of cheese on the market. The quality and flavor of the cheese used often determines the palatability of the spaghetti and macaroni on which it is used. Because the cheese selected can make or break the spaghetti, it is well to keep in mind the following five points:

1—Cheese—a milk product, is a compensator for foods which lack proteins, fats and vitamines. Best results are obtained from cheese grated only from loaves which have been aged at least twelve months. The cheese then contains a high percentage of easily-digested proteins. It is rich in vitamins A and C. Aged Parmesan cheese of this type contains 6.78 micrograms per gram of riboflavin, and 4.1 micrograms per gram of niacin. Thus, the use of an aged grated cheese makes for a truly balanced ration.

2—For best results in flavor and palatability it is best to get a pure grated cheese. This should not be mixed with skimmed milk powder and the cheese rinds should not be ground with the cheese. If this is done, its flavor and strength are diluted. Naturally, a small amount of the above type of cheese will go farther in flavoring food than a like amount of cheese mixed with milk solids, cheese rinds, and grated fresh cheese.

3—It is well to use a grated cheese of low moisture content. This content should run about 12 to 16 per cent. To get the moisture lower than this, heat has to be applied. This vaporizes off a quantity of the oils in the cheese, causing a substantial loss in flavor and palatability.

4—Low moisture cheese has better keeping qualities. Grated cheese made of fresh loaves contains more than 20 per cent moisture, unless subject to forced drying. This higher moisture causes rancidity, discoloration, oiliness and grittiness. It decreases the appetizing qualities of any food on which it is used.

5—Not all cheeses are adapted for seasoning foods. Best results are obtained with cheese strongly flavored and well cured. Among those best suited are Parmesan, Reggiano, Romano, Old Cheddar and Sbrinsz.

Until a few years ago, the cheese used for seasoning food generally came from Europe. It was so expensive that its use was limited. Today the availability of these types of grated cheese has been greatly increased because they are being manufactured in the United States at a lower cost. The old prejudice that it was impossible to produce domestic cheese of imported quality has been disproved, for domestic cheese is now equal to foreign cheese.

For the above reasons, the consumption of domestically-produced foreign types of cheese has enormously increased. The American consumer has become conscious of the fact that cheese has become one of the best flavoring elements in the cuisine.

Because of the scarcity of meat, and the high ration points required, most homes find it necessary to serve frequent meat substitutes. Many homes serve nonrationed foods with cheese every Tuesday and Friday nights. The housewife finding herself without meat, eggs, or other rich protein foods, can resort to grated Parmesan or Romano cheese. This can be used in conjunction with spaghetti, macaroni, rice, and other cereal and vegetable dishes. Because the grated cheese is rich in important vitamins and minerals, it makes these dishes into a balanced diet.

Macaroni and spaghetti packers are selling these types of grated cheese with their products. They realize that a small quantity of the proper cheese goes a long way toward making their product appetizing and palatable. The proper cheese is helping increase the consumption of noodles, spaghetti and macaroni.

Lenten Promotion Has Year-round Possibilities

Two excerpts from an excellent article by Elba Holley, entitled "Macaroni, Spaghetti and Allied Products Form the Backbone of Grand Union's Lenten Promotion," that appeared in the March, 1944, issue of *The Volunteer and Coöperative Grocers Magazine* are quoted here because of their general interest to macaroni-noodle manufacturers. One gives an outstanding groceryman's opinion on the profit angle of pushing macaroni sales and the other defines Lent and its significance.

The article covers part of four pages and tells of the "pull" of macaroni products when displayed with naturally accompanying foods. It concerns an advertising stunt planned by Mr. Fred Blenderman, manager of the Grand Union Super Market at Mount Vernon, New York. The question and interesting answer follows:

"Do you find your macaroni department profitable?" we asked.

"Yes, indeed," replied Mr. Blenderman. "Few products in this department are bought without related items—so I make not only the profit on the product itself, but the profit on the products I sell with it. Because the foods are high in food value, yet economical, they appeal to all customers. Most of the products do not require ration points and for the most part I have no difficulty getting supplies. Moreover, the wide variety I can offer helps my store stock immensely in these days of wartime shortages. They have unusually good keeping qualities, not only in the store—but in the home pantry. They are light, easy to handle and lend themselves readily to displays. Because of the wide variety of ways in which they can be served, I could if I wanted to merchandise some product in the line every week in the year and still not be making suggestions which would become monotonous to the homemaker."

The second question: What is Lent? Why do we observe it at this particular season of the year? We found the following explanation in Winston's Encyclopedia:

"Lent, the forty days' fast in spring, beginning with Ash Wednesday and ending with Easter Sunday. In the Latin Church, Lent formerly lasted but thirty-six days; in the fifth century four days were added, in imitation of the forty days' fast of the Saviour, and this usage became general in the Western Church. The close of Lent is celebrated in Roman Catholic countries with great rejoicings, and the carnival is held just before it begins. The English Church has retained Lent and many other fasts, but gives no directions respecting abstinence from food."

Food Manufacturers Favor Fair Price Controls

Address by Paul S. Willis at Forum on Black Markets

While the grocery manufacturing industry has been enthusiastically in favor of fair and reasonable price controls in order to prevent inflation, we have had to disagree many times with the way in which OPA has been administered in the past. Today, under the able direction of Mr. Chester Bowles, we are confident that the inequities and mistakes of the past will be corrected as quickly as it is humanly possible. Although we have some differences of opinion with OPA, we are in complete accord on one thing —we are both determined to do everything in our power to destroy the black market.

Black marketing and bootlegging are alike in many ways. When people want certain scarce products badly, and when they have plenty of money to pay for them, the black market operator and the bootlegger have a field day.

When the sale of liquor was prohibited, after the first World War, many people were willing to pay almost any price to get it. The bootlegger worked under cover and under the protection of armed gangsters. His entire operation was surrounded with mystery and violence. People who wanted to buy bootleg liquor knew that they were breaking the law.

In the present war several food items have become scarce. The black marketeer, like the bootlegger, is willing to break the law in order to supply selfish people with scarce foods as long as they are gullible enough and unpatriotic enough to pay the price. The great difference between the two is that the bootlegger used to operate in the secrecy of a speakeasy, whereas black market operations, unfortunately, take place in the established channels of distribution . . . sometimes this means your corner grocery store and meat market.

At the very outset, let me make it perfectly plain that at least 95 per cent of the retail grocers and butchers of this country are honest, loyal, dependable citizens who are doing an excellent job for their community and for the country—but, in every line of business there are some few chiselers. These unscrupulous men are willing to disregard the best interests of their country at war, and the interests of the community they serve, in order to make a selfish profit. They are taking advantage of the fact that a shortage of supplies has resulted in abnormal demands. This demand, coupled with the great purchasing power we have today, means that they can get illegal prices and the illegal profits they want. There can be no justification or excuse for such operations.

Paul S. Willis

It may seem confusing to you, but it is nevertheless true, that higher prices for certain food products are sometimes the result of inadequate ceiling prices. Let me explain: Two years ago when the General Maximum Price Regulation went into effect it automatically froze the prices of thousands of grocery products simultaneously. It quickly developed that these ceiling prices were entirely too low on several hundred products. The ceiling did not make adequate allowances for rising raw material, labor and other costs. The grocer's overhead costs, such as rent and salaries, remained fixed or increased. The ceiling price on most items in his store were so low that it was impossible for him to make even a small profit. Without any profit the grocer would be forced out of business. Faced with this dilemma the grocer, naturally, increased his margin of profit on those items which did not come under ceiling regulations. Since most grocers found that under the original price-freezing order they could not make an adequate profit on many products at the frozen ceilings, they consequently were forced to make up this loss by increasing their margins on items such a fresh fruits, fresh vegetables, fish, poultry and other uncontrolled foods.

This was not black marketeering—it was a legitimate effort to survive under an unfair law. In the two years which have elapsed since General Max —as it is known in the trade—went into effect, many of the inequities have been removed. Today, Mr. Bowles and his associates can look back on a record of real accomplishment.

In normal times the law of supply and demand, plus the keen competition in food business, forced prices down and quality up. When war came the law of supply and demand was temporarily and artificially suspended because demand increased way beyond the existing supply. Without control, prices would have skyrocketed. But, in this war we have profited from the mistakes of the last war and we have, as a nation, voluntarily agreed to price control under the OPA, in order to avoid inflation and all of its terrible consequences. The value of this policy can be seen from the fact that 26 months after the outbreak of the *last* World War, the retail food price index had climbed to the all-time high of 186 on the index of the Bureau of Labor Statistics. Today, after a little more than 26 months of war, the same index shows the current prices of food at only *136*—or 50 points below the uncontrolled era of the first World War. This is an excellent record so far. But, unfortunately, the war is not yet over and we are warned that it may last a long time.

Looking ahead to the future, there are four principal factors which can keep the price of food down to a moderate, reasonable level. These four elements are: The Government, farmer, the food industry and the American housewife. First, the Government's part in price control. As I said a moment ago, it has been two years since the OPA issued its General Maximum Price Order. This was far from a perfect law but it did serve the purpose of checking the rising cost not only of food but of most all consumer goods. Government has assumed the primary responsibility for controlling prices, but when you consider the millions of transactions that occur in this country everyday, you quickly realize that no police force, however powerful, could hope to do the job alone. The Government needs everybody's fullest coöperation.

(Continued on Page 54)

Fair Price Controls

(Continued from Page 52)

I would like to discuss the next two elements—the farmer and the food industry—together because combined they represent food supply. We have attempted to suspend the law of supply and demand by Government order. The effects of this fundamental law can be checked to some degree by statute, but the most effective means of keeping food demand from unbalancing the market is to increase supplies. The American farmer has done a magnificent job in stepping up the growing of crops to meet our wartime needs. And, at the same time, the food manufacturers have nearly doubled their production. Perhaps, you may remember that the calamity howlers, early last summer, were predicting that America would be starving in February. Today, February draws to a close and no one in America has starved. We have produced unprecedented quantities of food and to an amazing degree have met the full demands of our armed forces, lend-lease and the civilian population.

The last great link in the chain to control prices is possibly the most vital. I refer to the housewives of America. The food industry is probably the most highly competitive in the country. The housewives have made it that way because, through the years, they have learned to select top quality at lowest possible prices by comparative shopping and eternal vigilance. If they will continue to exercise keen judgment, if they will refuse to pay black market prices for scarce foods, and if they will refuse to deal with merchants who consistently charge above ceiling prices, we can prevent inflation now and avoid the disastrous bankruptcies which followed the last World War.

I think it would be useful to clear up one or two other misunderstandings. You may have heard rumors to the effect that the food industry has been profiteering. Let me give you the facts. Back in 1939, long before there was an OPA or any other form of price control, the food manufacturing industry called upon the administration to consider the enactment of a strong, practical law which would prevent runaway food prices. The management of the leading food companies of America were quick to realize that the demands of war would result in high prices unless steps were taken promptly to prevent them from rising. The industry has objected, from time to time, in the past, to the manner in which the OPA has been administered. But since before the outbreak of war we have been strong supporters of fair and adequate price control by the Government. Conclusive proof of the sincerity of the industry can be found in the results of a survey we have just completed. We have made a thorough analysis of the earnings of 50 leading food manufacturers and we find that there is *not only* a complete lack of profiteering, but, on the other hand, the rate of net profit per dollar of sales has fallen off from 4½ cents during 1939 to 3 cents on the dollar for 1943. This is so even though the volume of sales of these companies nearly doubled. In an open market, with supplies as short as they are today, vast fortunes could have been made. But, the food manufacturers of this country have refused to seize this golden opportunity. They have preferred to produce to the very maximum—almost twice as much as before the war—and they have done this at a lower rate of profit . . . from all of which the public is the beneficiary.

Thus far the four factors in the price control picture have been doing a good job. The OPA in spite of its mistakes has effectively checked runaway prices. The farmer and the food industry have enormously increased food supplies. And, the food retailers —your corner grocer—have for the most part been doing a patriotic, conscientious job to keep prices down.

It is up to all of us to continue, in the future, to work together for the destruction of the black market.

The control of food prices in this industry is a great job. Like all great accomplishments in a democracy, it calls for coöperation and understanding—not accusations and bitterness. If we will all continue to work together and to understand each other's problems, we can overcome inflation and win the most important victory on the homefront.

The Casserole as a Consumption-Upper

By Charles J. Caravetta, Vice President
Ehrat Cheese Co.

Has it occurred to the average Italian manufacturer of macaroni products in this country the consumption of their fine food may be greatly increased by developing what the average American believes is the natural way to prepare macaroni, spaghetti and egg noodles? So, when we ask ourselves, "How can we increase the per capita consumption of this fine wheat food?" would it not be easier to go places with the current? Naturally, the casserole way of preparing dishes, with quality products, including cheese, is what we refer to as the natural way in the opinion of millions of Americans.

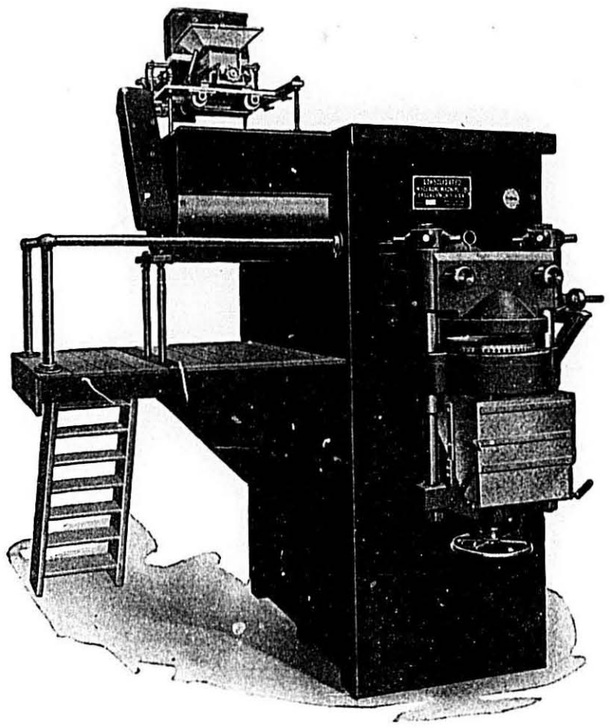
Quite true, the casserole dish is not entirely a stranger to the Italians who are recognized as the world's greatest lovers of spaghetti and similar products, but their preference seems to be recipes that call for boiling, rather than baking the luscious and nutritious wheat strands. But since any increase in the consumption of this food must come from the non-Italian portion of our population—those who do not have a natural or inherent liking for macaroni dishes, but those who must acquire a taste for this food—it would seem wise to build on what is still but a nucleus of taste in cooking.

Good cheese is a basic need for a good casserole dish. The use of cheese in casserole dishes, such as Macaroni and Cheese, Spaghetti and Cheese, not overlooking Egg Noodles, has proven extremely popular for the wholesome and nutritious values it adds to such dishes. Cheese is recognized as containing most of the nourishing elements necessary to body strength, energy and tissue-building materials. Because of the small quantities usually needed to flavor most dishes, it is relatively inexpensive and a low-point value food, measured by the serving and satisfying test.

The cheese industry would gladly coöperate in any reasonable program to build upon the existing natural liking of baked or casserole dishes of Macaroni and Cheese and similar combinations as almost sure macaroni products consumption-uppers.

Uncle Sam *needs* every bit of your old junk . . . and needs it right now. Remember it takes scrap metal to make munitions. Rubber, rags, manila rope and burlap bags also play a part in war production. So round up every bit of junk in your house, garage or barn. When you've got it piled in a heap, do one of these things . . . give it to a charity . . . sell it to a junk man . . . take it to your farm implement dealer . . . or take it to any place where you see the red, white and blue Official Salvage Depot sign. Whatever you do, do it now. Throw *your* scrap into the fight!

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.

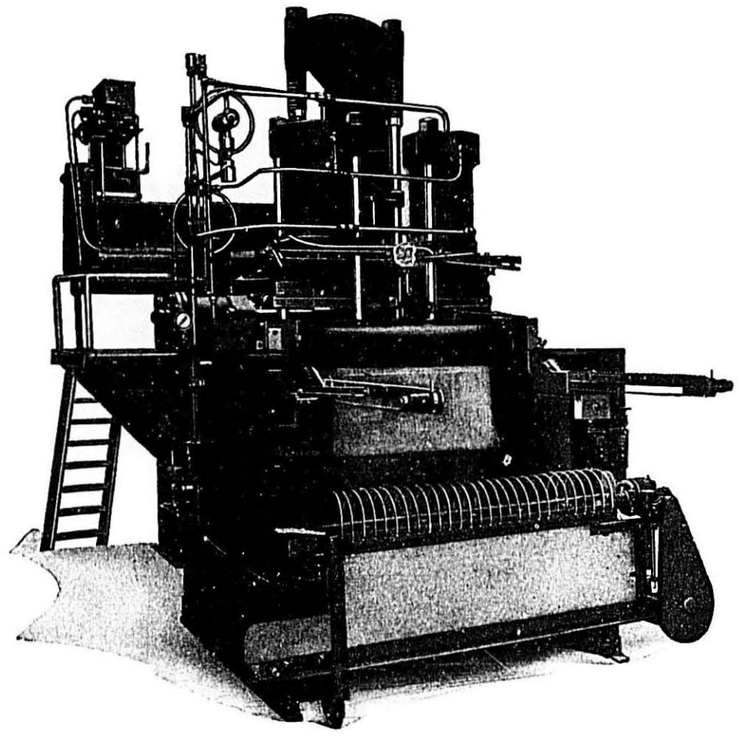
At the present time, we are concentrating practically all our efforts on the manufacture of materiel for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

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

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

In offering this machine to the trade, Consolidated adheres strictly to its policy of offering only equipment that has been tried and proven in every particular. The purchaser is therefore assured that the machine will fulfill each and every claim as soon as it is put into operation.

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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Pressure-Seal Bags for Overseas Shipments To All Fighting Fronts

A. A. Abramson
Central States Paper & Bag Co.
St. Louis, Missouri

One of the first problems which confronted those in charge of getting foods to the Armed Forces was the matter of packaging. In addition to the usual considerations of normal packaging, there were many new situations to be met.

How the packaging requirements of the Armed Forces have been met by a St. Louis paper bag manufacturer, constitutes another of the bright pages written during this war by American industry. This firm had been making paper bags for over twenty years—bags of every description for every conceivable use, but with our entry in the war, military leaders were asking for new qualities in paper bags; and military expediency demanded great quantities of these bags produced with utmost speed.

The many unusual climatic and weather conditions, as well as emergencies in the handling of supplies being sent to our Armed Forces abroad, have necessitated many new methods of packaging. Packages of vital foods and other supplies must often be floated to shore and then left to lie for hours or even days under weather conditions varying from extreme cold to extreme heat and dampness.

From the beginning of the war, it was apparent that no packaging, which up to then was entirely adequate, would under these extraordinary conditions, deliver the goods to the fronts in the same condition as when packed. Much attention was given this problem by the Army and Navy, and about a year ago the Chicago Office of the Army Quartermaster called in the Central States Paper & Bag Company of St. Louis, Missouri, to develop an inner liner that would hold up under the extremes of weather conditions and which, if necessity required, could be floated to shore from the ship and protect the contents under any condition.

The Quartermaster Research Officers, under Major James De A. Clark explained what was wanted and within 30 days machinery of entirely new design had been built in the company's own machine shop; a new special type of paper developed, tested and approved and actual production begun. Many manufacturing innovations had to be worked out at first, as even with twenty years' specialty bag experience, the company's production men ran into new problems in this entirely revolutionary bag idea. From the very beginning of production, the bags have been used for spaghetti and macaroni overseas packaging and practically all overseas shipments of these products are made in Pressure-Seal Bags.

The main feature of the Pressure-Seal Bag is that each bag actually has its own sealing "mechanism." By simply removing a strip of cellophane and pressing the top together under pressure with a simple roller machine, the bag seals itself water and weather tight.

Production of these bags has been steadily increased and shipments of spaghetti and macaroni run into millions of packages.

In addition to Specialty Paper Bags and Liners, this firm is the country's largest manufacturer of Rigid Transparent Boxes, though this line is not now being made, except for government use.

Science to Improve Soup Mixes

J. B. Pardieck, California Vegetable Concentrates, Inc.

There has been considerable anxiety and interest shown lately regarding the probable future of the Dehydration Industry. Because the interests of the Macaroni and Noodle manufacturers are closely allied to dehydration and its progress, we want you to have some of the thoughts that have aided others in appraising its future. As an example of the inter-relationship of the two industries it should be pointed out that many Noodle and Macaroni manufacturers are now buying their vegetables for soup mixes, and their vegetable powders for macaroni products, from some experienced company that has a complete line to offer.

Regardless of what may be the general impression, the Dehydration Industry is not the result of War I or War II. It will be admitted that both conflicts speeded its growth, but in most part only from the standpoint of quantity rather than quality. Few people realize that literally thousands of pounds of expertly prepared dehydrated vegetables are being prepared and consumed daily by the civilian population and to their complete satisfaction. Of course, many ingredients are not recognized as being dehydrated but they are. This large acceptance is positive proof that in many cases the dehydrator is delivering quality merchandise.

If there should be some who honestly believe there are too many improvements necessary before dehydrated vegetables will be generally acceptable, let him wonder why so many tons of different dehydrated vegetables are being consumed every day. Then let him compare the early days of the canning industry with that of dehydration. Let him recall the many rumors, both fiction and fact, that were circulated by the doubtful or the ignorant, to discredit the economic improvement in food as provided by canning. This comparison is not made with any desire or wish to discredit a splendid industry, but only to draw attention to a condition that often exists when any relatively new industry becomes popular. True, there is much improvement necessary for dehydration. There will always be necessary progress for them as with all industries.

At the present time the responsible dehydrators are offering their time and capital, as a group and individually, to the end that new talent and research have been secured to develop a skill and technique that will approach complete mastery of the art of dehydration.

A program is now being designed that will suggest the establishment of grades and attempt to completely eliminate all guess work. This unfortunate practice is now being commonly and innocently followed. In short, a program is planned to give adequate protection to both buyer and consumer.

Just what will be done? First the research laboratories will find out more about vegetables than is now known. They will discover the unknown factors necessary for the grower to know before he can wholly control his crops by better plant understanding. They will develop and recommend better dehydrating equipment. Finally, the dehydrators will prepare and distribute a publicity campaign, designed to awaken and keep the loyalty of the American Housewife. Such a program can surely assure progress and prosperity to the industry.

Short Story of American Durum

Continuing Experiments by Specialists to Improve Quality from Macaroni-Making Standpoint

Henry O. Putnam, Executive Secretary,
Northwest Crop Improvement Assn.

Russian settlers introduced Arnautka durum when they came to North Dakota and durum growing became a commercial venture about 1898. Earlier importations were made by the U. S. Department of Agriculture as early as 1864, but none of these introductions proved popular.

Original Increase Field of Carleton Durum Wheat. Langdon Substation, Langdon, N. Dak.

About 1900, M. A. Carleton of the U. S. Department of Agriculture became interested in durums. He increased and released additional quantities of Arnautka and imported Kubanka from southern Russia. Kubanka was increased and released prior to 1909. All other early durum releases were either importations, or selections from Kubanka. They proved of minor importance and Kubanka soon became the leading variety because of its satisfactory semolina qualities.

In 1917 the Minnesota Experiment Station released Mindum which was equal to Kubanka in milling quality and it gradually became the leading variety.

Mindum and Kubanka are both satisfactory in milling quality, but they lack resistance to some plant diseases.

About fifteen years ago the U. S. Department of Agriculture and the North Dakota Experiment Station started an intensive durum-breeding program with Glenn S. Smith in charge of the work. One of the main aims of this breeding work was to secure durum varieties resistant to rust, but also having the ability to produce high quality macaroni products. It has been found that durum production in the United States centers in east central North Dakota and the highest quality product is produced in the "durum triangle," or within the area of Devils Lake, Bottineau and Cavalier, North Dakota. Good durum is also often grown from Devils Lake south into northern South Dakota.

The majority of this intensive durum-breeding work has been carried on at the Langdon Substation, located in one of the best durum-producing areas in North Dakota. After several years of intensive work, three variety selections were made that had the desired rust resistance. These three selections were then increased and small commercial tests were made for color and quality. These tests indicated they were satisfactory, and large scale commercial tests by durum mills were arranged by the Northwest Crop Improvement Association in 1939. These new durum selections have been continuously tested since that time and have been found to be equal to or better than Mindum or Kubanka. Two of these varieties were named Carleton and Stewart and released to farmers in 1943. It will be approximately 1946 before there will be a sufficient quantity of these two new wheats to supply the durum mills.

Thanks to the work of our plant breeders, the durum millers and processors of the United States have been kept supplied with quality durum wheat—first Kubanka, then Mindum and now Carleton and Stewart. As to the future—right now the plant breeders are working on varieties that contain resistance to other plant diseases, that are shorter strawed, et cetera. We hope they will be successful and thus further insure the durum millers and processors of a continued supply of excellent quality durum wheat.

"Pan-America" Was 1-to-80,000 Shot

There was drama in the development of the Pan-America tomato, a new U. S. Department of Agriculture variety practically immune to wilt and resistant to nailhead spot, just now appearing in the catalogs of many seedsmen.

The Marglobe, developed in the Department about 20 years ago, was resistant to wilt, but not quite resistant enough. So in 1936 the plant breeders crossed the Marglobe with a selection of a wild "currant" tomato from the Peruvian Andes that had practical immunity to wilt. The fruits of this Andean parent were very small, and the fruits of the first crosses with Marglobe were little larger than cherries—but they had what it takes to resist disease.

The breeders planned to backcross these hybrids with the Marglobe parent to get more size while preserving the strong disease resistance. Each time they made a backcross they tested resistance in a specially-devised, heated, super-wilt-infested, greenhouse bed—a quick way to find out if the hybrid plants had wilt resistance to a high degree.

In the third backcross they found promising plants, from the seed of which they planted at Beltsville, Md. —an entire field known to be infested heavily with fusarium wilt. In all, they grew approximately 80,000 plants. The climax came when they finally got just four that were highly resistant to wilt and produced fruits of good size and quality. The best of these four is the one now known as Pan-America—described as "practically immune to fusarium wilt and nailhead rust, of good size, productive, smooth, and bright red."

But the vegetable breeders at the Department still are not satisfied. They want even better tomatoes and they know specifically what they want. "What even the best tomatoes need today," they say, "is resistance to the leaf diseases that cause the foliage to drop off, bringing an end to the season of heavy fruiting long before frost cuts down the plants."

Domestic airplanes carried over 470,000 passengers in 1931, and over 4,000,000 in 1941.

Spaghetti A-plenty

Here's a war story, and one of spaghetti, too, that appeared in the *World-Telegram* of New York City, written by Mel Heimer, staff writer, of special interest to all macaroni manufacturers:

All the spaghetti he could eat for the rest of his life—that's what Joe Marsiglia promised Chet Patterson.

Fine, tasty spaghetti, cooked in long strands and not chopped up the way the two-bit restaurants mess it together. A small enough reward for saving Joe's life—but now Chet might have to wait a little while before he gets the first platter full.

The two men are captains in the Army Air Force, having gone through their preliminary training together and become fast friends. Capt. Patterson is from Berkeley, Cal.; Capt. Marsiglia, a one-time CCNY football star, has a home at 3619 165th St., Flushing, Queens. They met on the West Coast and went to England together.

Raid on Bremen

They stayed together there, on missions, and their fighter planes roared together over Kiel, Wilhelmshafen and the Ruhr Valley. A couple of months ago they were in a raid on Bremen, and a Messerschmitt 109 mixed it with Capt. Marsiglia in a dogfight. It looked dark, until wham—Capt. Patterson swooped down, opened fire at 200 yards and sent the Nazi plane streaming to earth in flames.

"All the spaghetti you ever want," Capt. Marsiglia exclaimed to his pal in appreciation. Then, on Jan. 7, they raided Germany again — and the Flushing man's ship was riddled by ack-ack.

"Write Ronnie and tell her I'm all right; I'm bailing out!" he yelled to Capt. Patterson over his radio. "So long, Pat!" And over the side he went—into what is believed to have been friendly territory, according to a letter Capt. Patterson sent to Mrs. Marsiglia.

Tomorrow Big Day

The latter, the former Veronica Marcinkezich, said today there wasn't "much I can do but sit and wait." She said her husky husband had written 200 letters to her since arriving in England in mid-September. His last letter was mailed Jan. 5. "Tomorrow is a big day," it said, in part.

They have a seven-months-old daughter, Michele Christine, who just cut two teeth. The day Capt. Marsiglia was reported missing his wife had a photograph of her and the child taken to send to him.

A picture of a baby, with the name "Michele Christine" lettered on it was painted on the nose of Capt. Marsiglia's plane, and he once wrote to his wife, "I take Michele with me all over Germany; don't worry about us not being together."

For completing more than a score of flights over enemy territory he won the Air Medal and one oak leaf cluster.

Trucks and Macaroni Burn

Fire apparently resulting from gasoline fumes ignited by a match destroyed two loaded trucks in the garage of the American Beauty Macaroni Company at 2434 Nineteenth St., Denver, Colorado, the latter part of February. The loss according to A. S. Vagnino, manager, approximates $6,000. G. E. Anselmo, a dockman, was burned, necessitating a trip to St. Joseph's hospital for treatment. He had entered the garage to back out the trucks and there being no light handy he lit a match to find the ignition switch, and the explosion resulted.

Not all plastics are new; cellulose nitrate was discovered in 1830 and celluloid was produced in 1868; casein plastics were made before 1900.

Recent Adhesive Developments for Macaroni Manufacturers

R. E. Smith, Chemist
H. B. Fuller Co.
Saint Paul, Minn.

Several recent developments in the food-packaging industry of interest to macaroni packers are the extended uses of liquid vegetable adhesives produced from all domestic raw material and the uses of water-resistant adhesives for export shipping.

In the past, large quantities of adhesive-producing materials were imported from the Pacific battle grounds of today. Obviously this source has been eliminated temporarily. Limited supplies of substitutes are being shipped from Central and South America, but the quality is inferior to the former products. This change has been especially noted in the dry, cold water soluble adhesives now being offered for case and carton sealing.

The present trend is toward the use of prepared liquid adhesives supplied in concentrated forms. The bases for these are entirely domestic and freely available. Processed in the hands of experienced adhesive manufacturers these products have proven most satisfactory and superior to the cold water soluble powders in a great many respects. They offer the advantages of uniformity, fast dependable adhesion, good machine ability and low cost. They may be thinned readily with water to the proper consistency for either hand, semi-automatic, or completely automatic sealing, eliminating the time-consuming inconvenience of mixing dry material to smooth liquids.

Paper stocks for packaging needs have of necessity been lowered in standards presenting new problems to the adhesive manufacturer.

All carton and case sealing requirements may be successfully handled with the proper liquid adhesive, with sufficiently heavy bodies which do not penetrate excessively in soft porous carton stock, yet seal quickly. All adhesive manufacturers seriously concerned in solving the problems of macaroni-noodle manufacturers maintain a complete line of dependable carton and case sealing adhesives in liquid form to meet regular or special needs.

Of great importance to the success of food packaging for export to the armed forces and for lend lease has been the development of water-resistant adhesives. The most widely used materials are of synthetic resin bases produced in a liquid, water-mixable, emulsion form. These adhesives can be mixed with water, but once dried will withstand all the weather conditions, submersion in water and abuse obvious to wartime transportation.

They satisfactorily seal the V type export cases. They seal the kraft-asphalt laminated inner liners or bags used extensively for waterproof packaging. Developed mainly in the interest of supplying our troops and allies with properly protected food, ammunition, medicine, and other necessary war equipment, these new resin adhesives shall find countless uses in postwar packaging. Dampness which has always weakened shipping cases and caused expensive damage to packed contents holds no terror for the postwar, resin sealed, weather-proofed, shipping cases.

Consult freely with your adhesive manufacturer regarding your packaging problems. New products are continually being developed and laboratories are maintained in your interests.

Is the Suit Your Product Wears Immaculate?

William E. Haberland
Container Equipment Corporation

Only too frequently do we find that manufacturers and processors of food products expend vast sums of money to produce a high quality, uniform product without giving adequate consideration to the appearance of the retail package which finds its way into the ultimate consumer's home.

Of course the quality of the contents of the carton and the pleasure as well as the food value derived from eating the actual meal, determines whether or not the lady of the house is going to be a repeat customer. Let us take it for granted that the meal prepared from your product was thoroughly enjoyable and, consequently, you have made a potential repeat sale.

How much attention have you devoted to the promotion of this potential repeat sale through eye appeal? Sure, you are buying the best cartons; you are aware that all six carton faces offer a splendid opportunity to "put across" your sales message; in fact, that is why you insist on buying the best lithographed cartons obtainable. Up to this point you are doing well. You are doing the best anyone can do: you manufacture a high quality product and you place it in an attractive sales-promoting carton.

What happens at this particular stage of your packaging operation can easily determine the volume of your sales. Can you afford to be painstaking in maintaining high quality in packaging your product in artistically-designed cartons without giving due consideration to the method used in sealing your cartons and the final appearance of them? Of course your answer is "No." Naturally you aim to produce a neat, perfectly square and tightly sealed retail package.

It is quite possible that your volume of any one size carton does not warrant the installation of high speed automatic cartoning equipment. Consequently, you are sealing by hand and the results are not proportionate to your investment in production facilities and the cartons you use. Hand sealing operations are not uniform due to the natural unpredictable human element. Besides, you could make much better use of these operators in the actual manufacture of your products.

Manufacturers of packaging machinery are thoroughly familiar with this particular condition and have designed and made available equipment that is flexible enough to permit the use of a single machine for all of your many carton sizes, including both long and short cut items.

If you do not already know it, you will find that packaging machinery manufacturers are the most friendly and helpful people from whom you can obtain complete coöperation and advice on ways and means to produce a finished package that will do justice to your name and aid in building sales.

There is absolutely no reason for any of your cartons to appear on the dealer's shelf with an untidy appearance. At no time must you, or should you produce a sealed carton that is not an equal to the neatest carton produced by anyone.

Remember that the most expensive suit, when not creased correctly, will quickly provoke unfavorable attention and comment. So, make certain that the suit your product wears is immaculate!

Protect Your Production

Pack Right, Handle Carefully to Get Them to Customers in Salable Condition

Macaroni-Noodle manufacturers, like all other producers whose products must be shipped in containers, are having trouble getting adequate supplies of shipping containers customarily used by them. Likewise, they are handicapped, also, in the shipping department, by untrained help.

It is but natural that they are interested in the many steps being taken to allocate equitably the available shipping supplies and in protecting shipments to insure the safe and undamaged arrival of their products to their customers. They are interested also to a lesser degree in the regulations on the reuse of shipping containers—a practice long in vogue in many plants.

Therefore, it is expected that macaroni-noodle shippers will do their part in properly observing "Perfect Shipping Month"—April 1944. General Chairman E. A. Jack of the 1944 Perfect Shipping Month Campaign says, in part:

"Making shipments safe for transportation and transportation safe for shippers are the objects of the *Perfect Shipping* campaign. It is personal to you. Forget the other fellow.

"If you the shipper, will improve your packing, marking and loading . . . (if the consignee will do this and the shipper will do that) if each will consider yourself a partner in getting all shipments over the road in good condition, you will thereby make a truly important contribution to the early winning of the war."

America is engaged in an all-out war of production. To speed that production, priorities have been invoked. Nonessential manufacture has been curtailed. Factories work around the clock. Civilians have changed their whole way of life. Victory is the one sole objective.

But . . . Goods damaged in transit are just so much wasted production. Goods that should be "fighting for victory"—drugs that should be keeping people well—war goods for the fighting fronts—commodities of any kind that are damaged through careless packing or handling—represent a loss of materials and man-hours. *And every such loss subtracts something from the nation's power to wage war.*

"Perfect Shipping Month" is a cooperative effort to combat such waste. During April, 1944, thousands of separate agencies will unite in the common cause. This campaign is headed by thirteen regional Shippers Advisory Boards. It is a joint effort of 25,000 firms—of traffic clubs and chambers of commerce, Government agencies and trade associations, transportation people and trade journals.

Your Coöperation Is Needed! Check yourself and your organization on all the quiz questions that follow. See how much *you* can do to work toward perfect shipping in your business—because everything you can contribute toward perfect shipping is added help in defeating the enemy!

Quiz for Shippers:

Q. How can I aid in promoting Perfect Shipping Month?

A. By displaying posters and distributing the campaign leaflets, and by holding meetings of packing and shipping personnel.

Q. Where do I get posters and leaflets?

A. From your nearest member of the National Management Committee. (See list on back page.)

Q. What can be accomplished in personnel meetings?

A. Round-table discussions among the boys and girls who do your packing and shipping will evolve many good ideas for preventing damage in transit—and show the importance of such measures in protecting America's production.

Q. How can I get expert technical advice about the packing and loading of my products for safe shipping?

A. From your own packing case supplier; from the Freight Container Bureau, Association of American Railroads, 30 Vesey Street, New York 7; or (on car loading) from the Association of American Railroads, Operating-Transportation Division, 59 East Van Buren Street, Chicago 5; or from the American Trucking Association, Inc., Freight Claim Section, 1424 Sixteenth Street, N.W., Washington 6, D. C., or the motor or express carrier, or railroad serving you. Railway Express as to express shipments.

Q. Why am I concerned in all this? The people who receive damaged merchandise can usually collect from carrier!

A. True—but that does not make up the production time lost, or the precious materials wasted, or the good will sacrificed because your customers were unable to supply their customers with your goods. You are vitally concerned, because you are an American—and your production is part of America's production for victory!

Using Secondhand Shipping Containers to Best Advantage

These pointers will help you to get best service from secondhand shipping containers if you cannot get new ones.

Most important—the decision whether a secondhand fibreboard box meets carriers' requirements and should be re-used calls for a good deal of experience and therefore should not be left to the judgment of everyone in the shipping department. *Appoint one man* who will decide which boxes are safe for transportation. *He should be responsible for proper reconditioning and sealing of all such boxes.*

Fibreboard shipping containers *should not be turned inside out* when re-used. Such procedure weakens the score lines, conceals box maker's certificate which must be shown on outside of box and causes the score lines in some instances to bend inaccurately. Further, the inside liner usually is not water finished and often is a lighter sheet than the outside sheet, weakening the box if turned inside out.

Care should be taken to *obliterate all previous marks.* This can be done either by brushing out the old marks with stencil ink or masking paint or by making the marking unreadable with crayon. It is a good precaution to put a packing slip inside container showing shipper and consignee and date shipped. Avoid using boxes that have a great deal of printing on them unless they are packed with the same contents.

The War Production Board in its Container Re-Use Program emphasizes that *only secondhand fibre containers should be used that will adequately carry goods to destination.*

As the average secondhand fibre box is only about half as strong as when new, it is doubly important that it be *securely closed and sealed.* For good sealing and rigidity of the box, all flaps must be intact, in good condition and not have any portions of facings pulled off when boxes were opened.

The sealing of a used box is even more important than the sealing of a new box. When flaps are pasted together, apply adhesive over *entire area of flaps* in contact and make sure a good bond is formed. In taping boxes the gum on tape must be moistened *thoroughly,* and be sure that *entire surface* of tape is securely adhered to box.

Reinforcement of secondhand containers with metal strap or cord is strongly recommended whenever these materials can be obtained.

Discard all containers unfit for further re-use. But don't burn them. Bundle, and get them to a box manufacturer for use in making new boxes.

Salvage and Reconditioning. . . . Receiving departments should be instructed to open cartons carefully so the flaps are *not torn* or detached. Where cartons are sealed with tape, the *tape should be cut.*

Where sealed with glue or silicate, *a wooden or metal tapered paddle should be used* to slide under the flaps and by working from side to side, break the seal.

Finally, the only object in shipping goods is to get them to the customer in salable condition. All transportation agencies are earnestly striving to carry out their part of the bargain. Help them to render satisfactory service by selecting and preparing secondhand containers just as well as you possibly can.

Fire Destroys Plant

The Ideal Macaroni Company's plant at 2006 Scovill Ave., Cleveland, O., was badly damaged by a disastrous fire early the morning of March 29. The origin of the fire is still undetermined.

The flames spread rapidly through the two-story frame building that housed the macaroni factory, and a high wind tossing the flames many feet in the air made the firemen confine their work mostly to saving nearby buildings. According to proprietor, P. Ippolito, the resultant damage will exceed $23,000 and will put the factory out of production for months. He has no plans for the future as yet.

Industry Appreciates Journal and Management

Telegrams and letters of congratulations poured into the editorial office of THE MACARONI JOURNAL, Braidwood, Illinois, following the announcement of its Silver Anniversary Edition plans. They came from manufacturers, many of whom antidated the present publication, even its predecessor, the "Macaroni and Noodle Manufacturers' Journal," which first made its appearance as a private organ in 1903; also, from leading supply firms, Association officials and new entrants into the macaroni manufacturing business. Space will not permit reproducing all in full. Here are excerpts from a selected group of messages:

•

"Again my sincerest congratulations on your double anniversary,—the twenty-fifth of the JOURNAL and the "baldy" Silvery Anniversary of its Editor, M. J. Donna, who is as young as the publication is old.

"As I look back, I can recall the many conventions I have attended since I became active in the Association in 1927, and I always knew that I would come away with a definite message because the program would be complete. I am sure 'M. J.,' that you can pride yourself in being a very important cog in the Macaroni Industry."—A IRVING GRASS, I. J. Grass Noodle Co., Chicago and Vice President, National Macaroni Manufacturers Association.

•

"There has always been more or less of a soft spot in my heart for THE MACARONI JOURNAL. In fact, when I first started to work for Fred Becker, Sr., founder of the predecessor of the present JOURNAL, one of my first jobs was the mailing out of the 'Macaroni and Noodle Manufacturers Journal.' Incidently, that was 33 years ago April 8.

"Want to congratulate you on the good work you have done for the JOURNAL in the last 25 years."—W. F. LAUER, The Pfaffman Company, Cleveland, O.

•

"Congratulatory messages by telegram are prohibited, therefore we want to take this means of congratulating you, while others may extend theirs to the JOURNAL or Association, with which you have been so closely identified for a quarter of a century. We wish you the best of luck. Want to tell you that in the limited years I have been associated with you my experience has been most pleasant. You have always been more than willing to coöperate, and in my opinion you have furthered the cause of our Industry more than any other one individual. Thank you for work done and service well rendered.—ALBERT S. WEISS, Weiss Noodle Co., Cleveland, O.

•

"It is with the greatest of pleasure that I take this opportunity to extend to THE MACARONI JOURNAL the congratulations of the Champion Machinery Company on its Silver Anniversary.

"I became associated with the Macaroni Industry just twenty-four years ago and have enjoyed every issue of THE JOURNAL —looking forward each month to the pleasant and instructive reading that its columns provide.

"It has been a great sense of satisfaction to note the wonderful strides that have been made by the Officers of the National Macaroni Manufacturers Association during this period.

"In twenty-four years we have all seen many changes and have passed through good times and bad. However, the Editor of THE JOURNAL has always carried through with the same vigorous spirit which has made it possible to celebrate this Twenty-fifth Anniversary. I cherish the wonderful associations within the Macaroni and Noodle Industry that these many years have given me the privilege to enjoy. I cherish also the many friends I have within the Industry, passing in so many cases from father to son, and proud indeed of my connection with the Industry and the valiant work that is being carried on by all of its members in the furtherance of the war effort."—FRANK A. MOTTA, Secretary, Champion Machinery Company.

•

"We want to take advantage of this opportunity to wish you and the members of the National Macaroni Manufacturers Association the best of wishes and to congratulate you on the excellent and healthy condition of a fine Industry."—C. D. FREEZE and J. B. PARDIECK, California Vegetable Concentrates, Inc.

•

"The personnel of the Consolidated Macaroni Machine Corporation wish to extend their congratulations on this, the Twenty-fifth Anniversary of the publication of THE MACARONI JOURNAL.

"Under your able editorship, we have seen it grow to a trade journal of great interest and real value to the Macaroni Industry.

Each issue is better and more interesting than the preceding one, and under your capable guidance, we are sure it will continue to increase in value and importance. This is written in all sincerity."—N. J. CAVAGNARO, Treasurer, Consolidated Macaroni Machine Corporation.

•

"On the Silver Anniversary Edition of THE MACARONI JOURNAL I want to congratulate you personally on your successful operation of this very interesting magazine for so many years. You are to be commended for a fine piece of work.

"I have been connected with the Macaroni Industry through the manufacture of semolina for just about as many years as THE JOURNAL has, and your letter stirs many pleasant memories of 'the good old days'—not because they are past and gone—but because I think of such men as Frank Foulds, William Tharinger, Mr. Pfaffman, Senior, Frank Zerega, Frank Zunino, Steve LaRosa, Joe Cuneo, Jack Wolf, and a host of others still active in the industry, and I am conscious of a distinct thrill of pride in a feeling that I can number many of them as my friends.

"The Macaroni Association and THE JOURNAL have, in the past twenty-five years, grown from a very meager position to a really adequate and efficient representative of the Industry, although I could wish that every macaroni manufacturer in the country was a member and was giving active support to your Association, for I am of the opinion that there will be some very tough problems to be solved before and after the end of the war that will require the best thought, effort, and combined coöperation on the whole industry. One of these will be the increased demand for macaroni on the American table. I feel certain that thousands of households, during the past two years, have eaten macaroni in some form, that have practically never used it before. In that connection, I personally feel that very much greater support to the work of the Macaroni Institute would pay big dividends on the investment.

"The men who direct the destinies of an institution are as important an indication of its strength as are the figures of its financial statement" and on that basis, I look for big things from the National Macaroni Association and am proud to be connected with it.

"I want to take this occasion of the Twenty-fifth Anniversary of THE MACARONI JOURNAL to extend to the Officers, Directors, and members my hearty good wishes and coöperation for bigger and better accomplishments in the very near future.

"To you personally, my appreciation of a long and valued friendship."—T. L. BROWN, Commander-Larabee Milling Co., Minneapolis.

Container Quota 90 Per Cent

The War Production Board's order, No. L-317, as amended March 22, 1944, has placed quotas on cardboard containers—the quota for macaroni, spaghetti, vermicelli and egg noodles being 90 per cent of quantity used prior to the effective date.

The Washington office of the National Macaroni Manufacturers Association, through Director of Research, B. R. Jacobs, sent copies of the new order to all Association members with helpful comments on how best to comply. He told them, in part:

"The limitation on the use of paperboard containers is strictly a conservation measure and is not to be regarded as a restriction on the processing or packaging of macaroni and noodle products."

Arrangements are made in the new order for appeal in individual cases where it imposes undue hardships, and solicits the coöperation of all users in its essential conservation program.

Cereal Chemists To Meet

The 30th Annual Meeting of the American Association of Cereal Chemists will be held at Hotel Nicollet, Minneapolis, May 23-26, 1944, according to an announcement by F. L. Dunlap, chairman of the publicity committee of that organization.

Among some of the highlights for group discussion during the convention are: "Current Food Supplies and Requirements"; a Symposium on Feeds; Analytical Methods and Protein Nutrition. Many outstanding chemists and food authorities are scheduled to lead the many discussions during the four-day meet.

RICE — A Competitive Food

1944 Allocations Announced by U. S. Department of Agriculture

Among the nationalities in this country that are the heaviest consumers of macaroni, spaghetti and egg noodles, rice is their second choice as a basic food. Among the Orientals that live in our country, and their descendants, rice is the No. 1 food in their diet, yet the per capita consumption is just about equal to the estimated consumption of macaroni products.

Rice, like durum and other hard spring wheats, contain goodly quantities of vitamins that are lost in the milling and cooking processes, but it, like macaroni products, is an excellent carrier, blending naturally with meats and vegetables, as do macaroni-noodle products. Therefore, the processors of the latter will be interested in a recent Government release on this competitive food.

1944 Rice Allocations

Seven and a half million bags (100-lbs. each) of milled rice have been allocated for civilians in 1944, the War Food Administration announced February 8. This allocation will make available about 6 pounds for each person—slightly less rice per capita than U. S. civilians consumed during recent years.

On the basis of allocations civilians will receive about 42 per cent of the milled supply allocated for all needs in 1944. They will share the total prospective supply—17,904,000 bags—with U. S. military and war services, U. S. territories, U. S. Allies and liberated areas.

Our armed forces and war services will get 6.8 per cent of the total expected supply for 1944, or 1,217,000 bags of milled rice. More than 45 per cent of the supply will go to U. S. territories, allies and other friendly nations.

World Supply

Before the war most of the rice was grown in Asia, where China, India, Burma, Thailand and other nations raised about 96 per cent of the world supply. Italy, Spain, Brazil and Egypt, together with the United States, have been the principal rice-producing countries outside of Asia. In 1942, only slightly more than one per cent of world production was from United States fields.

Today, the U. S. is exporting rice to Canada, Cuba and Caribbean defense zones, to Hawaii, Puerto Rico, Alaska, Russia and other friendly nations. In addition, American rice growers are supplying the needs of the armed forces and the home front. Rice grown in the United States comes almost entirely from four states—Texas, Louisiana, Arkansas and California.

The first rice was grown in the United States in South Carolina about 1685. In 1859, three states—South Carolina, North Carolina and Georgia—produced most of the rice raised in this country. The crop declined there after the Civil War and in 1889, Louisiana assumed the lead it has held since.

Per Capita Consumption

While rice is the leading energy food of a large part of the population of the Orient, it has had only small per capita consumption in the continental United States (about 6 pounds per person annually). The prewar consumption in India, China and the Philippines was 200 pounds and between 300 and 400 pounds in Japan and Siam. Puerto Ricans used 128 pounds a person and the Hawaiians about 177 pounds.

Estimated U. S. Per Capita Consumption of Milled Rice in Pounds (Annual)[1]

Year	*Lbs.*	*Year*	*Lbs.*
1935	5.1	1940	6.1
1936	6.8	1941	5.5
1937	6.6	1942	6.2
1938	6.2	1943	5.9
1939	6.4	1944	5.8

[1]Series subject to revision (BAE).

The average per capita use for the U. S. does not reflect the heavy rice consumption by that portion of the population which uses it extensively, because a very large number of persons eat little or no rice. On a state basis the per capita consumption ranges from less than one-tenth pound in New Hampshire and Vermont to 27 pounds in South Carolina and over 40 pounds in Louisiana. This normal consumption pattern in the United States has been maintained as far as possible through the establishment of State quotas which are based on normal shipments of rice to the respective States in recent years. Provisions have been made to adjust these quotas where necessary to compensate for recent changes in population that result in higher demand.

Nutritional Value

Rice is rich in starch and ranks high among foods that supply energy at low cost. Milled rice is completely edible and contains only a small amount of moisture. Rice has a fairly high caloric content and contains calcium, phosphorus and iron among the minerals and important thiamine, riboflavin, and niacin. White rice loses much of its vitamin content in the polishing process when these nutritional values are removed with the rice polish.

Brown and under-milled rice have higher food value and more flavor than white rice, since they contain the bran and germ portions not found in the milled grain.

Awarded Army-Navy "E"

In a very appropriate presentation ceremony presided over by Harry Wismer, sports commentator for the Blue Network, Shellmar Products Company, Mt. Vernon, Ohio, was officially awarded the Army-Navy Production Award for excellence in war production.

The ceremony was broadcast over the Blue Network of radio stations at 5:00 p.m. Eastern Wartime, Saturday, April 8, 1944. The honor is well deserved by the faithful men and women that constitute the large employe group of this firm that supplies many companies in the macaroni-noodle business with vital materials.

Wilsons "B-V"—Free Macaroni

(Continued from Page 28)

of the 'B-V' macaroni dish made up from the George Rector recipe, and a photograph of George Rector together with copy about him.

The only mandatory feature of the material offered by Wilson & Co. is this copy about George Rector, which, if used by a macaroni manufacturer, is to be presented exactly as written.

In addition to any special advertisements prepared, or drop-in advertisements used, macaroni manufacturers were also urged to add a tag-line to current advertisements already scheduled, advertising the 'B-V' macaroni offer.

In the discussion of the plan, Mr. Swaney made it clear that the basis of Wilson's Co.'s cash redemption of 'B-V' cartons would be the ceiling price on a macaroni package of 8 oz. maximum, and that macaroni manufacturers *might work out the deal on this basis for packages of more than 8 oz. content if desired.*

The 'B-V' macaroni promotion plan was received with unanimous enthusiasm by the macaroni manufacturers present at the meeting! The general consensus of opinion was that it could not fail to produce great sales benefits for the macaroni industry as well as for Wilson & Co., and many of the leading macaroni manufacturers present pledged immediate active participation in the promotion.

American Durum Wheat a Boon to American Macaroni Manufacturers

John S. Pillsbury, Chairman of the Board of Directors, Pillsbury Flour Mills Company, Relates Story of Durum Wheat Introduction and Early Milling Difficulties

John S. Pillsbury

Durum wheat (tricitum durum) was introduced into the United States during the latter part of the 19th century. In 1899, M. A. Carleton, cerealist of the United States Department of Agriculture, made a special trip to Russia for the purpose of securing sufficient seed of a type of wheat that would be better suited to the climatic and soil conditions of the northwest central states. Thus began the durum wheat production which laid the foundation of the American macaroni industry. Assured of a sufficient production of semolina from durum wheat, the Macaroni Industry felt its future assured. The pioneers met in Pittsburgh, Pa., April 19, 1904, and there organized the National Macaroni Manufacturers Association, that has for 40 years included in its membership, practically every important manufacturer of this important grain food.

Minnesota farmers were among the first to coöperate with the Government in its experiments to grow a type so well adapted to conditions in that area. The results were disappointing at first; the flour ground from the hard, flinty wheat was found unsuitable for break baking, but tops for macaroni making. Thus was started a crop that brought millions of dollars, first to Minnesota farmers, later to those in the states to the west and more recently to the prairie provinces of Canada.

Among the mills that took an early interest in milling durum wheat into semolina was Pillsbury Flour Mills Company, Minneapolis, Minn. Mr. John S. Pillsbury, Chairman of the Board of Directors, in a radio talk sponsored by the *Minneapolis Tribune*, told of the introduction of durum wheat culture, and of other types of suitable hard spring wheats, which made possible the present day American Macaroni Industry.

Q. What year did your company first engage in milling operations in Minneapolis?

My great uncle, John S. Pillsbury, came to Minneapolis from New Hampshire some years before the civil war, and had established himself in business here; and in 1869, soon after my father, Charles A. Pillsbury, was graduated from Dartmouth College, his uncle induced him to come to Minneapolis to engage in the milling industry. There had been several small flour mills constructed in Minneapolis previous to that time and operated somewhat intermittently. My father purchased a 150-barrell mill which had been built by J. W. Gardner and G. W. Cracker. This small mill was the beginning of the enormous flour business built up all over the world by the Pillsburys. The business grew rapidly, and after a few years my father persuaded his own father, George A. Pillsbury, as well as his uncle, Governor John S. Pillsbury, to enter into partnership with him, operating under the name of C. A. Pillsbury & Company.

The first milling venture at the Falls of St. Anthony was a government mill, built largely to supply the garrison at Fort Snelling, but the output of this mill was so unsatisfactory that this experiment in government ownership almost caused a famine and mutiny.

The first mill built on a commercial basis was constructed on Hennepin Island by John Rollins, John Eastman and R. P. Upton in 1854, and it is interesting to note that there was not enough wheat raised by the farmers in Minnesota to operate this mill, and wheat had to be brought up from Iowa by river boat.

A sawmill built by the government was purchased and transformed into a grist mill by Thomas Perkins, and this mill was operated by Perkins and Crocker.

Governor Washburn, of Wisconsin, built a mill here in 1866, but before it was finished it was leased to W. S. Judd and George A. Brackett, but they were unsuccessful in its operation and the management of this mill was taken over by George H. Christian. This mill eventually became the start of the Washburn-Crosby Company.

The first mill built on the Minneapolis or West Side, was the Cataract Mill, built by William W. Eastman and Paris Gibson in 1858. This mill was subsequently owned and operated by the Barbers for a great many years.

Q. What about the beginning of milling of Durum Wheat?

In the early years of the twentieth century, as development of agriculture induced the farmers of the Northwest to plant Durum Wheat, which at that time was called "Macaroni Wheat," much to the dismay of the millers, it was found that flour made from this wheat was so unsatisfactory for bread making that it could not be sold. The farmers were induced to plant this wheat because it was rust resistant and the millers were greatly alarmed because the acreage of wheat suitable for bread flour was being cut down. This wheat became a drag on the market until some of the millers finally found that it was being exported in large quantities to Southern France and Italy.

I became very much interested in this, myself, and after considerable investigation I found they were making excellent semolina, which is a very hard granular flour used in the making of macaroni, spaghetti, etc. Due to my personal acquaintance with an American macaroni manufacturer, I discovered that most of the good macaroni in this country was being imported from Italy and France, and that he had imported semolina, himself, which doubtless was made partly from our durum wheat, and was successful in making the very best quality of macaroni in this country. This interested me sufficiently so that I went over to Naples, Palermo and Marseilles, where this semolina was being made. I had considerable difficulty in getting into any of these mills, but due to an able, well informed U. S. Consul General at Marseilles, I was able to find out the best machinery was made in Switzerland, and, fortunately, a representative of the Swiss machinery house was in Marseilles, and he offered to take me through the mill. In this way I was not only able to get from the machinery men pictures and drawings of all of the machinery, but I was able to get samples of everything made in the mill and its condition at various stages of manufacture. By bringing these pictures and materials to this country and working with one of the very best millers, in less than a year we were able to manufacture as good semolinas as were made abroad, and the American macaroni industry immediately began to make high quality products, so the importation of Italian and French macaroni gradually ceased.

Q. What were some of the difficulties encountered?

There was not sufficient wheat raised in Minnesota to supply even some of the earliest mills. The wheat raised here was a type which was difficult to mill, as the housewives and bakers were not accustomed to using the type of flour it produced. The early millers were intelligent, far-seeing men, and realized that the very best type of wheat suitable to this climate should be raised, and they were responsible for importing seed from such northern countries as Scotland and Russia.

Shortly after commercial mills were running in Minneapolis, a Frenchman by the name of Edmund N. LaCroix produced a machine called the Middlings Purifier, which revolutionized milling, as it enabled the Minneapolis millers to mill a dark, hard, strong, spring wheat, and to purify it to such an extent that the flour produced had a fine color, and was not only equal to, but surpassed, winter wheat flours, and instantly commanded a premium.

Shortly after the Middlings Purifier was introduced, my father was enterprising enough to go to Budapest, with other men interested in American Milling, and bring over the Hungarian roller process of milling, which to a large extent supplanted the very cumbersome and expensive mill stones and enabled millers to get a greater yield of high class flour out of a given quantity of wheat.

A great many years later, a third very important change in the milling industry was caused by the tremendous advance of cereal chemistry and the establishment of scientific laboratories by the leading mills. This resulted in more accurate judgment of the qualities of wheat and flour than was possible by the old human judgment of eye, nose and tongue.

Q. Can you recall any humorous incidents connected with the milling industry?

There are, of course, many humorous incidents in the long history of the milling industry here. I remember very well my father telling me that one of the early millers suddenly completely closed down his mill and the other millers could not possibly understand why he had done this. They naturally asked him, and he said when things got so bad that he couldn't make a dollar a barrel on his flour, he was darned if he would run the mill. It might interest the public to know that millers today consider themselves lucky if they can make 10c a barrel.

Another interesting incident was that residents of Saint Paul and towns below us on the Mississippi River, were very much annoyed because at that time the valuable by-products of milling, such as bran and shorts, were not considered worth saving, and they used to be dumped in the river, and this almost caused serious legal difficulties with our neighbors to the South. It might interest the public to know that millers today get enough out of these by-products to nearly pay the labor cost of milling.

There's a Reason

Publicity Was Real Reason for Italian Open Air Drying of Macaroni and Spaghetti

Many soldiers of the United Nations are seeing more macaroni and spaghetti these days than they ever saw before, particularly those who are assigned to the task of driving the Germans out of Italy.

Italy is generally considered as the home of spaghetti, where this fine wheat food made from a golden-yellow meal is "the national dish." It is true that the people of Italy during the last four or five years have not been able to obtain it in the quantities they were formerly accustomed to eat, but it has been made, almost as usual throughout the war when wheat was available. The Italians have been on short rations, but macaroni and spaghetti have kept their important places . . . even though the quality may have been inferior due to the lack of sufficient quality semolina.

American soldiers stationed in Naples and vicinity, especially those who know something about the scrupulous care which American processors take to insure cleanly processing of this food in American plants, were dismayed at the crude methods, particularly those of drying Italian-made spaghetti and macaroni. They actually saw tons of this food hung on rods overhead in shops and even out on the edge of the sidewalks.

Some of the more curious soldiers inquired why this ancient and none too sanitary practice. They were told that it had a two-fold purpose, the primary one being to advertise the fact that the particular shop made only quality goods—because it is generally appreciated by Italian spaghetti connoisseurs that only macaroni and spaghetti made of the right kind of ingredients will keep its shape when hung over rods for drying. Flour macaroni and spaghetti will "stretch" and become otherwise distorted . . . hence, this grade is usually made in short lengths or in many of the smaller shapes. This is not altogether true elsewhere, but is the reason given to inquiring soldiers.

Fumigation-Sure Weevil Infestation Preventative

Processor, Packager, Chemist and the Entomologist Join Forces in War Against Food Waste

Because of heavy Government purchases of foods months in advance of their probable consumption, and the wide variety of climatic conditions under which they must be preserved before they are finally on their way to the dinner table, there has been much research work done by the various agencies concerned in properly feeding the armed forces and the millions of the hungry in occupied countries. Because increasing quantities of macaroni, spaghetti and egg noodles are daily consumed by civilians and those in the services, processors of macaroni products are naturally interested in the progress being made to prevent infestation of their products as well as all other foods.

From a very informative article in *Modern Packaging* by J. Carl Dawson on "Death to the Invaders" (Fumigation—from the inside and outside), the following facts are gleaned:

Food for Americans at home or on the fighting front must be packaged so that there will be least possible waste. Insect infestation, whenever and wherever it occurs, is just cause of complaint.

Food for Lend-Lease must also be free of infestation. Packaged food shipped to Russia or China, for instance, must stay packaged for a much longer time than it would on America's grocery store counters and shelves, thus adding to the chances of insect invasion.

Some time ago chemists and entomologists developed methods of preventing infestation of packaged foods. Processors and packers today are putting those treatments to work successfully.

The prevention of insect infestation in packaged food products depends upon the use of a package as insect-resistant as possible, filled with an insect-free commodity. Both elements must be present. Either alone will not assure freedom from insects when the package reaches the ultimate consumer.

Dry packaged food products are generally subject to infestation by "stored products" insects and regardless of the container, such infestation will develop if, at the time of packaging, the product is not 100 per cent free of insect life in all its stages, including eggs. If precautionary measures are not taken in advance and if infestation is allowed to develop, there is always a considerable loss of product as well as the cost of reconditioning and repackaging. Infestation of dry foods is often only guessed at, since insects at the time of packaging are almost always in the egg stage which cannot be detected readily. Present-day processors and packers have learned that it is always safer to treat for infestation than to take a chance.

It is questionable whether a nonmetal or a nonglass package can be considered 100 per cent insect-proof. Some packages may be considered almost insect-proof and are exceedingly resistant to infestation from the outside. In the laboratory it has been found that such packages may require the work of a large number of insects at a single point before invasion is successful. In other words, 20 or more insects may "gang up" as a sort of a suicide squad and all may contribute to the invasion at some particularly weak point in the package.

Usually in cartons of packages of reasonably good construction from the standpoint of being insect-proof, only a portion are affected. However, it is often necessary to open every package in a carton to determine which are infested and which are not. This involves much tedious labor, not to mention expense. All in all, careful processors will prefer to treat both packages and contents to be on the safe side.

Dry packaged food products may be treated against infestation by either of two methods: (1) exposure to insect and egg-killing vapors that will penetrate product and sealed package, or (2) by introducing such vapors into the package just before it is sealed. In other words, packaged foods may be treated either from the outside or from the inside, depending upon the type of package used.

First Method (Methyl Bromide)

For the fumigation of packaged food from the outside, methyl bromide is probably the most satisfactory material. Its high penetrating power will permit it to seep into most packages commonly in use, as well as the most finely divided of products which they may contain. *i.e.*, flour. It is capable of killing all stages of insect life including the egg. Methyl bromide is easy to handle, since it is ordinarily applied from the outside of the space to be fumigated. At normal temperatures it is under its own vapor pressure within the container and is, therefore, self-propelling. Simple, easily-operated measuring devices are available for determining dosage taken from cylinders. It is also packed in 1-lb. cans, from which it may be caused to flow through tubing by the use of a simple device.

Fumigation Chamber

This fumigation process may be carried out through the use of a fumigation chamber of sufficient capacity to hold an entire day's production. The whole process may take place during the night and the next morning, when the material is shipped, it will be known to be insect-free. The United States Department of Agriculture Farmers' Bulletin No. 1906, "Insect Pests of Stored Rice and Their Control," gives detailed recommendations for this type of fumigation of packaged rice—an example is the successful fumigation of food in a cellophane bag, a package highly resistant to the penetration of the fumigant. The seal on such a package, however, is seldom 100 per cent gas tight and methyl bromide will penetrate it at the slightest opening.

Plastic-Coated Tarpaulin

The process can also be carried out under a gas-tight, plastic-coated tarpaulin and involves the covering of a stack of material, arranged in such a manner as to leave an open space or expansion dome at the top of the cover. Through the use of suitable applicators and tubing, the gas is introduced into the expansion dome, from which it diffuses throughout the area covered by the tarpaulin. The latter must be weighted down around the edges with canvas snakes filled with sand and the floor must be of good gas-tight coating for the tarpaulin and tubing of Saran is often used as the introductory medium.

Second Method (Packaging Line Fumigation)

For many years the so-called "packaging line" fumigation process has been used in the packaging of dried fruits in the West. This method of treatment from the inside involves the introduction into each package just before it is sealed of a fumigant such as isopropyl formate, which volatilizes and penetrates throughout the package and is dissipated by the time it reaches the customer.

During the past year, the possibilities of using this second method on dry cereal products have been investigated. On the products so far tested, there has been no adverse effect, and when the right kind of package is used the insect kill is complete.

This method of fumigation is exceedingly inexpensive—the dosage required per package or unit volume of food depending upon how long the gas is retained in the package, or in other words, the degree to which the package is gas-proof. The better the package from this standpoint, the lower the dosage and the more inexpensive the fumigation.

It is possible to make this treatment completely automatic so that as the package passes a certain point just ahead of the sealing machine, the measuring device is automatically tripped and the fumigant injected.

Without modern-day developments in packaging, an integral part of which is adequate treatment against insect invasion, there could be no shipment of undamaged food to the four corners of the earth. The packager, the chemist and the entomologist have joined forces in this war against waste.

So You Couldn't Get any "Scotch" Tape?

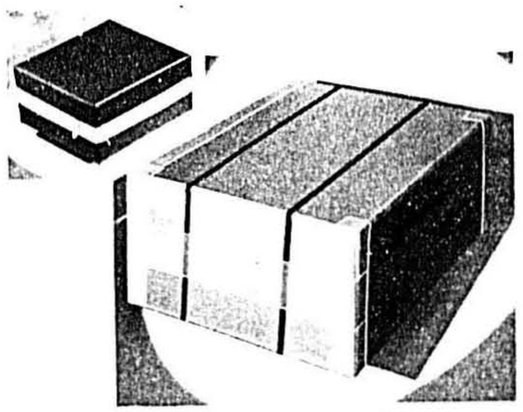
A minor but nevertheless irritating thorn in the side of many "converted" American manufacturers in the last two years has been the constant trickle of plaintive letters beginning "Why can't I get your peacetime product any more?"

Painful as this question may be—especially when it comes from good peacetime customers—it's not always a completely unreasonable complaint. If you're a tin can manufacturer, it's comparatively easy to convince your friends that your plant is busy now with gas mask canisters or ammunition clips. But it takes more than a word of explanation to show a customer how a product like "Scotch" tape can suddenly become high priority war material.

Much of this misunderstanding springs from the fact that peacetime users generally are familiar with only one type of "Scotch" Brand Tape . . . the transparent cellophane kind so widely used for sealing packages and containers, fastening window signs or price tags in place, mending and reinforcing, and doing countless other "handy man" tasks in factory, store, office and home. Actually, however, there are more than 100 other types made and sold under the "Scotch" brand name by the Minnesota Mining & Manufacturing Company. These rainbow-hued tapes vary from tissue thinness to cardboard thickness. Some are backed with cellophane, some with acetate, some with fibre, and some with a combination of fibre and transparent film. A wide variety of adhesives, which will stick to almost any surface, increases the versatility of the tape family.

Most of these tapes were developed to meet some specific peacetime need. But that didn't matter when the war came along. Its demand for speed to [illegible] a daily increasing avalanche of American war materials into quick action, found "Scotch" Tape and its makers ready and anxious to do their part.

Today the war-front demand is so insistent that the Curtiss-Wright Aircraft Company now includes three rolls of a special "Scotch" Brand Tape as a standard spare part in the hard-hitting "Warhawks" they turn out. In addition, "Scotch" Brand Tape is serving on battle lines all over the world . . . in "Forts" and Liberators over Europe, with ski troops in Alaska, and in steaming Pacific jungles.

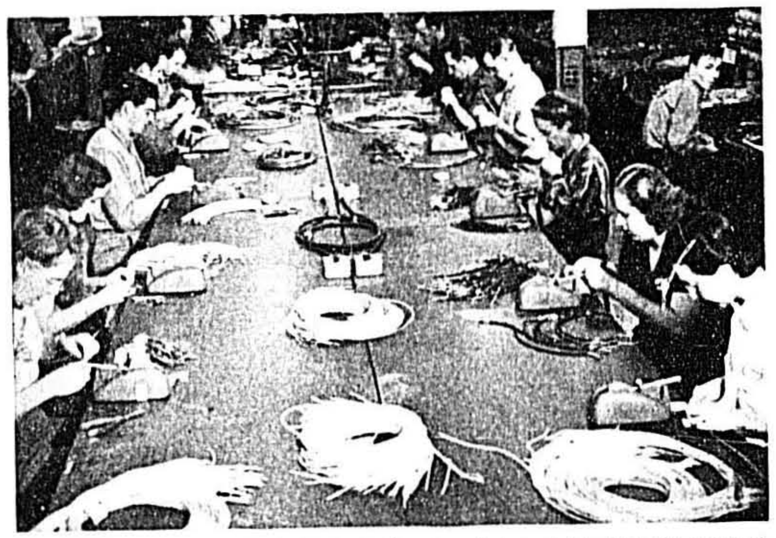


Type C Army Biscuit Ration Box, sealed with Scotch acetate fibre tape. At upper left, Blood plasma carton sealed with Scotch tape.

For example, there's the case of the cartridge ejection slots in pursuit plane wings.

Beneath the wing guns of most American pursuit planes are small slots through which exploded machine gun shells drop. When planes, under combat conditions, had to take off from unfinished fields, the ejection slots often became clogged with sand and dust, causing the gun to jam after a few rounds. Research men in the "Scotch" Tape Plant got busy, duplicated a wing ejection slot in the laboratory, sealed it with various types of "Scotch" Tape and bounced empty machine gun cartridges at it from the proper height. Eventually, a tape was developed which would always break at the impact of the first empty cartridge, and yet be strong enough to protect the slot opening. A similar tape is used to guard airplane wing gun and cannon muzzles from take-off dust, while another type snow and sand proofs the gun muzzles of Alaskan ski patrols.

Printed "Scotch" Tape identifies the hundreds of electrical wires in every airplane, and bands of as many as three different colors of the tape once used to decorate gifts now marks va[rious] ...



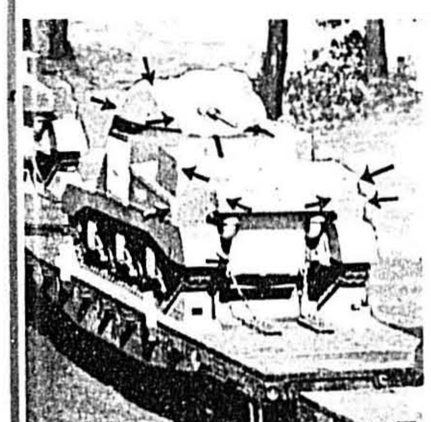
Each of the hundreds of electrical wires in American airplanes is identified with a strip of Scotch numeral tape.

... pos[itive] and third lines in airplanes. Repair jobs in the field are speeded immeasurably by this method; they become merely a matter of connecting similar colored lines instead of groping for the proper connection.

Blood plasma cartons and certain types of field rations are sealed with airtight, waterproof and moistureproof "Scotch" Tape. Package sealing, in general, is one of the most widespread uses for tape. [illegible] ... during shipment all kinds of ration containers all over the world.

Protection of tanks, trucks, airplane fuselages and other similar surfaces against corrosion from sea spray and fog also is provided by specially constructed "Scotch" Tape which [illegible]

[illegible]



Openings in tanks are carefully sealed with Scotch acetate fibre tape to prevent corrosion during shipment.

The transparent "Scotch" Tape [illegible]

[illegible] ... still another type, which holds [illegible] in place during assembly and [illegible] an insulation [illegible] during the life of the appliance.

Small strips of colored "Scotch" Brand Tape are attached to [illegible] which disassembled shell fuses and bomb detonators are passed down the line in loading plants. Instant comparison of the color on the fuse parts tray with that of the powder trays shows workmen what mixture to use ...

[illegible]

High Protein Spaghetti for Rehabilitation

Government Experimentation with Soy-Enriched Spaghetti as Food for Peoples in Occupied Countries Being Watched by Still Skeptical Manufacturers

R. E. Baer, Industrial Sales Division
A. E. Staley Mfg. Co.

The prime concern of a nation at war is to adequately provide for the needs of its fighting forces — food, ammunition and implements of war. The truly progressive government is equally concerned in the proper feeding of civilians, in seeing that the available supplies of food are equitably distributed.

When Uncle Sam's military food experts started looking about for ways to improve the modern doughboys' rations, they came across an amazing new product. It had almost three times the protein content of meat, was rich in food energy, alkaline in reaction, low in fattening starch, and high in important vitamins and minerals. This new wonder food was Soy Flour.

The military reaction to this discovery was best expressed by Lt. Colonel T. H. Cartwright, Commissary Officer of the U. S. Marine Corps, in these words: "Obviously the product should head the list as the best of all foodstuffs for military rations." The correctness of the Colonel's observation was borne out by the fact that a majority of the world's armies, including our own, now employ soy products in one way or another to set up the concentrated food-power of their military rations.

The army has found soy flour useful in bakery products, in a new high protein cereal, in soups, sausages and special concentrated foods for fighters. There is hardly a man in the service today who is not benefited in some way from the health-giving, body-building qualities of soy flour.

Experimentation by the Subsistence Research Laboratory of the U. S. Army Quartermaster Corps, under Colonel R. A. Isker, in collaboration with the War Food Administration has developed a protein-reinforced spaghetti, several million pounds of which is being purchased by the government for Lend-Lease and for feeding the nationals in unoccupied countries. The macaroni manufacturers were invited to coöperate with these agencies in the production of this "liberty" spaghetti, as some call it, requiring the following formula—88 lbs., good macaroni flour, 10 lbs. Lo-Fat Soy Flour, 2 lbs. eggs, to 100 lb. batch.

At the first wartime conference of the macaroni industry held at the Edgewater Beach Hotel, Chicago, spaghetti made of proportionately the same combination of ingredients, was served manufacturers and guests. Many not knowing that it was a "different spaghetti" they were eating, were high in their praises for its tastiness and for its texture.

As a result of the Administration's request for bids on varying quantities of high protein spaghetti, many manufacturers have made experiments with varying results. Some are fully sold, some still skeptical, but most seem of the belief that what is being suggested as a war food, may become a peacetime favorite.

While currently the government is concerned primarily in the war use of this enriched food, the Department of Agriculture has been launching a program to give civilians the benefit of this new food. Soy flour was first introduced to food processors and manufacturers. Its uses here as an ingredient in candies, cookies, bakery products, spaghetti, macaroni and other manufactured foods are developing at a rapid rate.

What Is Soy Flour?

It is a highly concentrated vegetable protein food, derived from soybeans. It is not a "flour" in the sense of wheat flour, or rye flour or potato flour. It is more nearly comparable in concentration of food value and in use to dry powdered milk or dry powdered eggs. It is often compared with meat, eggs, cheese, poultry, and fish as muscle-building, body-building food. The soybeans success in America was a long time in coming to the front. More than four thousand years ago it was described in the writings of the Chinese Emperor Shen Nung. For centuries it has been a staple article of diet in the Orient, literally the "staff of life" to uncounted millions there who have practically no other regular low cost source of protein.

The first soybeans came to the United States by Clipper Ship in the year 1804. It was a hundred years later, however, before this interesting little plant began to emerge as the beginning of a mighty industry. Even after the first World War few people in America suspected that the soybean would ever be anything more than a good hay crop.

"Probably no food has had in recent years more merited favorable publicity than soybeans and the products made therefrom. It is now recognized that soy flour is exceptionally rich in high quality protein, minerals and vitamins"—J. A. Leclerc, Agricultural Research Administration, U. S. Department of Agriculture.

Protein—Protein is the body-building element in food. Without protein, life cannot exist. As the cells of the body are used up, they must be replaced with new cells. Without protein, these new cells could not be manufactured any more than new bricks could be made without clay or earth. So, without protein, growth is impossible. Repair and replacement of body tissue is impossible. Life continues only so long as it is supplied with protein—for protein is the food man lives by.

Man's eternal quest for food is primarily a pursuit of proteins, for more than all else man wants and needs a basic protein food—meat, milk, eggs, and the various plant sources of proteins. From the beginning of human history, the most desirable, important and expensive of basic foods have been the protein foods. Meat in particular, has been sought after. Man stalked the beasts of the jungle for meat; he fought, struggled and killed for meat; and though he knew it not, he was being impelled principally by his physio-chemical need for proteins.

What Are Proteins?—Proteins are amazingly complex chemical compounds characterized chiefly by their high nitrogen content. There are many types of proteins, each differing from the other in the number of proportions of the amino acids in their make-up. Generally speaking, the more amino acids the protein contains—and there are some 22 known varieties—the more valuable is that protein as a food.

Some proteins are lacking in certain amino acids which are essential for the satisfactory growth and nutrition of the body. Some proteins are lacking in others. By eating a variety of protein foods, we are supplied with all of the needed types of amino acids, for the amino acids in one protein will tend to supplement those present in another.

There is a difference in proteins. Animal proteins generally (meat, milk, eggs, cheese, fish) have a high content of these dietary essential amino acids. Most plant proteins are less complete from this standpoint, but the protein from the soybean is the one outstanding exception to the rule.

Among all the common protein-containing foods used by man, the soybean is by far the highest in protein content and it is the exceptionally high dietary efficiency of the soy protein that has enabled it to accomplish nutritional wonders in supplementing otherwise deficient protein diets.

By combining a practical quantity of soy flour with the natural ingredients of high quality macaroni and spaghetti, it is not surprising to find macaroni products emerging as another common food containing valuable quantities of life-sustaining protein.

Macaroni manufacturers will be interested in the following statement by Dr. Louise Standley, Chief of the Bureau of Home Economics, Washington, D. C.: "Changing food habits—introducing new foods—is never easy. But now, two important motives supplement our efforts—the drive for good nutrition and the potential shortage of protein, both of which the soybean can supply at relatively low cost."

Soy flour is not a substitute—but a food product capable of standing on its own merits and recognized for being exceptionally rich in high quality proteins, minerals and vitamins.

To Combat "Rope"

Wilmington, Del., March 25—Three billion loaves of bread will be protected against destructive mold and "rope" this year by adding to the bread an ingredient naturally present in many foodstuffs, E. I. du Pont de Nemours & Company estimated today.

With the wartime necessity for conserving fats, milk, sugar and vitamins used in bread, record amounts of "Mycoban" mold and rope inhibitor will be employed to combat the green growth that annually causes loss of millions of dollars worth of food.

Two to three ounces of the inhibitor per 100 loaves of bread, added to dough before baking, will delay the development of mold for several days. It in no way affects the flavor, texture or appearance of the bread. Approximately 2,000 bakers are using the inhibitor to help conserve vital food resources.

Mold is caused by tiny spores of fungi in the air. The best sanitary precautions, air-conditioning and ultra-violet lamp treatment in modern bakeries cannot wholly eliminate mold, for it develops in bread after baking.

GAS EATERS

Two hundred trucks containing 4,000 gallons each supply the gasoline required by 1,000 4-motor bombers during a bombing of Berlin.

A Short Story of Salt

H. E. Schuknecht
Manager Dairy Division
The Ohio Salt Company

H. E. Schuknecht

Experienced cooks, chefs or housewives appreciate the basic fact that macaroni, spaghetti and egg noodles, like all other bland foods, will please the palate more when flavored, highly or lightly, as it suits one's taste. Salt, being one of the best-known and universally-appreciated flavoring agents known to man, this brief story will be interesting to macaroni products makers from the "eating" angle as well as the production end.

The real beginning of the commercial salt industry of the United States is reported to have been in the latter part of the seventeenth century and the locale was at Lake Onandaga (where the city of Syracuse now stands) in New York.

It was there that pioneer settlers who had penetrated that far west found salt springs and they proceeded, with crude implements, to evaporate this spring water by boiling and extracting the salt. As time went on and the settlement grew, numerous crude plants were established, producing more salt than was required for home use, so the surplus was sold. And thus began the commercial salt industry of this country.

The amount of salt produced there, however, never did become large and for almost another two centuries our principal source of supply was the British Isles with some considerable supply coming from some of the West Indies islands where it was being made from sea water, by what is called solar evaporation. Salt made by this process is always a crude product, containing an admixture of numerous foreign chemicals in considerable quantity. In general, it would not now be considered pure enough to be used in food products.

It was not until in the 1870's that the United States became entirely independent in the matter of its salt supply. It was then that, in the sinking of a deep well in west central New York state, a heavy deposit of what they termed "pure rock salt" was discovered—said to be the first salt well in the U. S. A.

Other wells were soon sunk and the business developed very rapidly. Nor are the salt deposits confined to the state of New York. There are heavy rock salt deposits over much of the United States, viz: in Michigan, Pennsylvania, Ohio, Kansas, Louisiana, Texas and lesser deposits in several other states also.

None of these deposits are pure salt. For use in the production of quality food products all need to be refined. To do that the rock salt must be dissolved in water and the brine must be handled in such a way as to eliminate the harmful foreign chemicals that are present in greater or lesser degree in all rock-salt deposits. This foreign chemical content is not uniform in all natural deposits, nor is the method used for removing it uniform. There is great variation in method and the efficiency of methods varies also.

Since rock salt does not enter into the food industry, I shall discuss only evaporated salt—and briefly: There are two general types of salt. One is so-called Flake Salt, which is a crystal of irregular shape and size. This type of crystal is the product of an open (pan type), evaporator. These evaporators vary in size but a "pan" over a hundred feet long, eighteen feet wide and thirty inches deep would not be too uncommon. Heat is applied through steam pipes suspended about midway between top and bottom of the "pan." In this type of evaporator all sizes of crystals are produced ALL the time it is being operated. Incidentally, a salt plant is always operated twenty-four hours every day, including Sundays and holidays. The heat loss would be prohibitive on any other operating basis.

As the salt comes from the evaporator it is called "mine run." Then it is first thoroughly dried and it is graded to size by a system of sieves.

In producing this type of salt the principal idea, mechanically, is to flake as thin and as porous as possible so as to expose as large an area as possible to a dissolving agent (water) and thus get the utmost in quick and complete solubility. This recognizes the well-known truth that salt which is not in solution is not working.

The other general type of salt is often referred to as "Cube Salt." This is the product of a closed type of evaporator, the vacuum pan. All salt crystals coming from a vacuum pan are perfect cubes, and they do not differ greatly in size. This product is more beautiful to look at than the flake salt and it serves many purposes as well as flake salt.

Chemically, there is no fundamental reason why "flake" and "cube" salt should not be equally pure.

The standard of perfection of the best high grade salt is very high, probably higher than most any other item that enters into foods. In a modern plant the brines are filtered into the evaporating units; these are protected against the entry of extraneous matter; all the air used in drying the salt is filtered and the salt is protected against contamination all the way into the final receptacle. It is handled all the way by automatic equipment and all this results in a product of superb cleanness, quick solubility, mellow flavor and tops in chemical purity.

Since, as was to have been expected, there is still some difference of opinion among manufacturers of macaroni, noodles and kindred products as to the use of salt in them, a short comment on that subject may be in order. We believe the advantage clearly lies with the salted product and here is why: Salting the product from within produces a blending of flavors and a mellowing of the salt flavor which is exquisite, and which it is impossible to produce by any so-called "fresh" salting method from without, at the time of cooking. The "fresh" salting is splendid when used lightly to emphasize somewhat a product already salted in the making, but falls short of replacing fully such salting.

It should be kept in mind, however, that for use in products so bland as those here under discussion, the salt used must contain no foreign chlorides or other things that would adversely affect a pure sodium chloride flavor.

To the layman the difference in salt may not look as big as a house but to say it is not that big in importance

would be a reckless statement. Indeed, makers of food products rarely deal with products that are of more vital importance to them than salt is. Salt has become so important that I predict it will be but a very short time until we will hear the difference in salt expressed in "parts per million."

Work Holidays Will Be Few

The policy which should be followed in all war plants hereafter in regard to observance of holidays was announced recently by Chairman Donald M. Nelson of the War Production Board.

Full work schedules should be observed in all war plants with the single exception of the Christmas weekend. Even on that occasion, it is requested that in mills where continuous operations are essential—such as blast furnaces and open hearth furnaces producing carbon steel for instance—work be carried on over the Christmas weekend. Because of the critical need for steel plates, plate mills should also operate. Undoubtedly included in the exceptions, are the drying departments of macaroni-noodle plants where constant attention is essential, too.

Mr. Nelson said that this policy was formally approved at a recent meeting of the Production Executive Committee, composed of officials of the procurement agencies and WPB.

"The need for a fully sustained volume of war production is more urgent now than ever before," Mr. Nelson said. "The harder we work now, the sooner will our boys come home to us. The best way we can observe our holidays is to devote them to the big job at hand."

Andean Currant Tomato Stands High as Improver

In the wild currant tomato of Peru, South America has made a great contribution to a better world food supply, says the United States Department of Agriculture.

The contribution of the little red Andean tomato began, according to plant breeders of the Agricultural Research Administration, when tomato growers found they needed help to combat fungus and bacterial causes of crop failures. Greenhouse tomatoes had been damaged by leaf mold when, in 1932, a European scientist found that his wild Peruvian vines suffered no harm when leaf mold killed the improved varieties. Investigators in Canada, England, and the United States got similar results.

Recently a Russian scientist found this same small tomato highly resistant to bacterial canker, which had caused great loss in field plantings in many parts of the world. U.S. scientists had developed varieties resistant to fusarium wilt, but sometimes under severe conditions the disease damaged them. Now there is a new variety, Pan American, with still higher resistance, amounting to practical immunity, to wilt. It got its fusarium fighting blood from the Andean currant tomato.

Not only have forms of this little tomato been found with these various good qualities, but it also has a brilliant red color, sets fruit well in hot weather, and has two to three times as much vitamin C as most garden varieties. This little tomato, however, is too small to be of practical value "as is."

Throughout much of South America the tomato is not an important item of the diet, but today the large meaty varieties that also carry the resistance of the wild ones are going to that native home as an improvement to the food supply.

Hard Cheese As Industry Aid

10 Million Pounds Domestically Produced Hard Cheeses Could Compliment One-Half Billion Spaghetti Meals

By Ercole H. Locatelli

CHEESE, which has been by many considered a luxury, or a mere dessert to "crown gloriously a good meal" or "to serve as a sweet reprisal for a bad one," is now receiving its due recognition as a prime staple food in the daily diet for its wholesomeness, its appetizing and nourishing properties.

Staggering quantities, running into the hundreds of million of pounds, are purchased by the Government for the Armed Forces, for Lend-Lease to the Allied Nations and for relief of the occupied countries.

To meet requirements, large quantities of cheese are being bought in Argentina for the U.N.R.R.A. through the Anglo-American Commission. The bulk of such purchases is of hard grating types of cheese and will be used for relief in the Mediterranean area, particularly in Italy,

In Italy, spaghetti, macaroni and vegetable soups constitute almost the main daily meal for a large portion of her population. These dishes require condiment, and grated cheese is the basic ingredient which makes them palatable and nourishing. Let us say here that it would be wrong to interpret the word "condiment" as being suggestive of a "luxury" when related to the preparation of any of the above named dishes.

Prof. G. Fascetti—Director of the Dairy Institute in Italy—and a recognized authority in the dietetical field, thus enumerates the characteristics and food values of Regiano (Parmesan) Cheese:

1. A highly strengthening and substantial food.

2. A body builder, 93 per cent of the quantity eaten being assimilated by the human organism.

3. Rich, not only in protein and fatty substances, but also in phosphorous and lime salts.—It restores simultaneously the fibrous, nervous and bone tissues of fatigued organs.

4. The right proportions in which protein, fat and mineral substances are associated make it an ideal food for those called to make great physical and mental exertions.

5. ONE THIRD of one ounce of grated Reggiano cheese with an equal quantity of melted butter makes an ideal condiment for a dish of spaghetti, macaroni, ravioli, soups.

6. Such quantity of condiment will supply the human body with calories equivalent to those developed by 1¼ eggs, or 3½ ounces of veal.

The types of hard grating cheese of domestic production (Romano, Parmesan, Asiago) have the same characteristics and prerogatives set forth by Prof. Fascetti for the Regiano cheese. These types of cheese do not require refrigeration for their safekeeping. They are odorless, and will keep for any length of time without spoiling or deteriorating.

What more economical and equally wholesome, appetizing and nourishing meal can be had for a cost of about 6 cents?

Prevailing retail prices per pound for the ingredients required to prepare a spaghetti meal, are approximately: 12 cents for spaghetti, 90/95 cents for the best grade of cheese properly seasoned, and 50 cents for the butter.

Hence a generous portion of spaghetti should cost:

¼ pound spaghetti	3c
⅓ ounce grated cheese	2c
⅓ ounce butter	1c
	6c

The efforts of the War Food Administration are directed toward promoting an increase in the production of American Cheese (Cheddar type) so direly needed by the Armed Forces and Allied Nations.

It remains to be seen whether the curtailment in the production of hard grating cheese, Italian style, will help toward increasing the production of American Cheese, and whether the increase thus obtained is such as to justify the diminution in the quantity of available 6c meals mentioned above.

Quoting from the last report of the Department of Agriculture, we see that in the first eleven months of 1943, the domestic production of cheese has been 920,210,000 pounds. If we add for the month of December 1/11th of that quantity we have an estimated total production for the year of 1,003,-810,000 pounds.

For the domestic production of all Italian style cheese we have no statistics available, but we estimate it in some 25 to 30 million pounds. This quantity includes many soft, table cheese varieties, such as: Bel Paese type, Gorgonzola, Mozzarella, Scamorza, Ricotta, and the semi-hard Provolone used mainly for sandwiches.

An estimate of some 10 million pounds hard grating types should not be way off the actual quantity produced. It would represent about 1 per cent of the total cheese production. With that quantity pretty near to one half a billion of spaghetti meals can be prepared.

According to the Food Distribution Administration estimate, the per capita allotment of cheese to the civilians this year will be about 5 pounds. The 10 million pounds of Italian hard grating cheese would share in the 5 pound quota with a little over 1 ounce.

We feel that the Italian hard grating cheeses are a paramount contribution to the solution of the national food problem now, and that the continuation of its production should be looked upon with benign eye, and encouraged by the Government.

Get a Priority on Postwar Prosperity with the Postwar Reserve

Equipment manufacturers have many new and improved products up their sleeve, some of them revolutionary in design, ready for market as soon as the postwar period gives the green light, new machinery to facilitate production, drying, packaging and shipping, new fixtures and other accessories to manufacturing, even new type buildings and appurtenances thereto, all designed to enhance productive activity and sales promotion after the war. To keep "in the swim," macaroni manufacturers must modernize or go down with the tide against more aggressive competitors who invest in new operating equipment after the war. What steps are you taking to be ready when the great day comes?

Now is the time to plan your postwar work and work your postwar plan, not when the war is over. Numerous factors are involved but the basic essential is the financial ability to swing a satisfactory modernization and promotional program. If our experience is any criterion, many macaroni manufacturers are thinking about postwar possibilties, some have rather nebulous plans but none have adopted a fiscal program with which to finance their plans. One is useless without the other. So, we'll confine our discussion here to reserves for postwar operation.

Some macaroni manufacturers carry no reserves on their books at all. Others carry inadequate reserves. Others have reserves adequate in normal times but below par today because our war economy has distorted normal business practices. The first step is to determine where you stand on reserves NOW, then proceed from there. In most plants, reserves are "sleeping dogs," just bookkeeping entries, charging current profit and crediting reserves. No too much attention is paid them. In normal times, this faux pas could be condoned because the replacement of old equipment went along smoothly enough. When new equipment was purchased, the reserve covering it was closed out and a new reserve opened for the replacement. From now until stability returns, reserves must cover a wider field. Our war economy has brought this about. Macaroni manufacturers who do not make provisions accordingly are not doing a good managerial job.

Many manufacturers are now operating with depreciable assets that have been written off the books since Pearl Harbor. Under normal conditions, they would have replaced them with new at write-off. As it stands, they may have to get along with these old operating units for some time. When the last bomb goes boom, there is no assurance that all restrictions will be off, and even if so, manufacturers must be given time to produce and deliver the new machines and non-mechanical devices used in production and distribution. Considering the heavy demand caused by restricting normal requirements now, it may be some time after war's end before you get the working equipment you need in the postwar period. In the interim, how do your books reflect the operation of that old equipment on your books? In most cases, you record only repairs and let it go at that, otherwise your balance sheet does not show the equipment written off. Reserves have offset its cost. It is "out" figuratively. But, today, you overlook an important consideration.

When equipment has been written off the books, depreciation charges covering it no longer appear in costs. This doesn't happen so often in normal times because replacements are usually purchased by the time the old equipment is written off the books and this automatically opens up new reserves so that a depreciation charge is continued in costs. But what is happening today? Equipment written off during the war years can't be replaced in many cases, no depreciation charge is entered in costs although your customers get the use of your machinery, trucks and other depreciable assets the same as before the write-offs, your prices are costed too low or you maintain the same prices as formerly, making an additional profit but you do not set aside the difference for postwar expansion, modernization and promotion. This is where postwar reserves come into the picture. They assure you something "in the kitty" when the postwar period arrives and you are able to buy new equipment and need funds to invest in the necessary promotions that will get you your share of the profitable postwar business. In the meantime, your selling prices cover these reserves. The sum to be credited depends upon your postwar plans. It will differ with the business so we cannot give specific counsel here but we do serve a useful purpose in calling attention to the necessity for taking action along these lines at this time.

Reserves do not represent actual cash, some will contend, so we may set aside reserves out of current profits for postwar operation but not have the money to finance them. True. Reserves are not necessarily cash. However, if properly handled, they should increase your bankroll. Their purpose is to provide recordings to substantiate tax deductions for depreciation and to see that your costs include adequate charges for depreciation and other contingencies pertaining to operation. You may have $10,000 in reserves on your books at war's end and not a nickle in the bank but that is a matter of bad management, rather than a weakness in the practice of reserve accounting. Our purpose in this article is to set you straight on reserve accounting so that you manage this essential properly at a time when it is so vitally important.

Few macaroni manufacturers have a clear understanding of reserves so we offer this simple explanation. Theoretically, if you buy equipment for $1,000, depreciate it $100 yearly, by charging current profit and crediting a reserve for depreciation, then include this $100 in selling prices for the year, which will come about automatically if you cost your sales based on current overhead, you should retrieve the investment in 10 years and it would find its way into your bank account, then you could take that $1,000 and buy replacement equipment, but, usually, the money is deposited with other funds collected, you disburse your cash as needed and you do not set aside the recovered investment in a separate fund, yet, you collect more money from customers by using reserves even though you do not earmark the piecemeal return of the cost of your machinery, fixtures, trucks, etc. You may freeze this retrieved investment in a fund by earmarking it as such, separating it from your current cash, but such funds, called sinking funds, are usually set aside to reduce long-term obligations. So, if you cost your sales to include postwar contingencies of one kind or another, we can assume that your current cash will be increased to cover them, providing you manage your affairs properly.

Postwar reserves should cover losses due to the war and postwar modernization and promotional expense. Equipment written off the books is not the only source from which to build these reserves. The depreciation still being taken on equipment not written off yet may be increasing faster than your rates indicate. Credit the differential to a postwar reserve. You may have advertised regularly in prewar times, then discontinued or reduced your copy for the duration because you have more business than you can handle. You may set aside your prewar advertising appropriation in a reserve to be invested in postwar advertising. Some concerns are setting aside reserves for losses in inventory. After World War I, prices declined sharply, so this eventuality bears consideration. On the other hand, if prices on raw materials and supplies rise after the war, you must see that you have sufficient funds on hand in the postwar period to take the rise in stride, so a reserve is helpful either way. You may not be able to make adequate repairs to building and machinery now because manpower and materials are scarce, so set aside something to cover postwar repairs. The cost of deferred repairs is always excessive. By means of a reserve, these high repair costs should be charged now while the expense is being contracted, not to the postwar period.

Some businessmen may crow over the fact that they are earning more money to day than in prewar days, taxes considered, but this may be due to minimum overhead per sales dollar because factory output is at maximum, advertising, selling and collection expense at minimum in this seller's market. If you are in that boat, reserves for postwar operation will correct your vision by bringing current profit into the normal zone. Macaroni manufacturers earning more than normal profit now will do well to charge current earnings with a sum in keeping with their postwar plans, crediting a reserve for postwar promotion.

Sound accounting generally demands that current revenue be charged with all reasonably determinable costs and losses fairly applicable thereto. Wartime losses, costs and contingencies should be charged to the war period. To this end, postwar reserves are being built up now by forward-looking manufacturers in all fields. Out of 377 concerns queried anent postwar reserves, 255 charged income, 221 charged net worth, 20 transferred credits from other reserves, and 81 reported no experience so you see the practice recommended in this article is prevalent and worth your consideration too.

Tax laws do not permit deduction for postwar reserves but this does not prevent you from recording them as long as your records are clear. Many taxpayers depreciate their assets at different rates than shown on their tax returns or record reserves not recognized for tax purposes. However, there is talk about legalizing allowances for postwar reserves and should Congress authorize such deductions, recordings made now will enable you to justify a worthwhile tax saving. Then, too, postwar reserves opened now will produce a more conservative balance sheet. Many concerns use reserves to keep the value of their net worth at a conservative figure even though the tax laws do not consider them in calculating tax liability.

Every progressive macaroni manufacturer should plan for postwar activity now including an estimate of the outlay for deferred war cost, modernization, expansion and promotion and also consider the postwar refund of excess profits tax, if due you, fixed at 10 per cent of the levy. You may "guestimate" wrong but some sort of a plan is better than wondering what it's all about when the Axis cries quits. Peacetime production will come back only gradually. For a time, demand will exceed supply. Those who have written off equipment or overworked equipment not written off, may not be able to get replacement the day the armistice is signed but those who will be served first will be those who can put their money on the line and postwar reserves will help you get this priority, giving you a big advantage over competition because you will be among the first to utilize the latest developments in postwar production and marketing equipment, enabling you to produce and market at maximum profit.

If postwar reserves help swell my liquid funds now, why not freeze this portion of my cash, you may ask? Okeh. Open an account for the desired sum, call it "Fund for postwar promotion" and invest this money in war bonds until needed.

Liquid, Frozen and Dried Egg Production

February, 1944

Egg breaking and drying operations during February were up sharply compared with February last year, the Bureau of Agricultural Economics reported. Total egg production in February was 16 per cent above February last year and with prices of eggs apparently near or at their low for the year, egg breakers and dryers produced in February 137,273,000 pounds of liquid egg compared with 94,498,000 pounds in February, 1943 —an increase of 45 per cent. Of the total liquid produced in February, 38,480,000 pounds were frozen compared with 18,168,000 pounds in February last year, 90,244,000 pounds were dried compared with 73,416,000 pounds in February, 1943, and 4,101,000 pounds were used for immediate consumption compared with 2,914,000 pounds a year earlier.

Dried eggs produced in February totaled 26,206,000 pounds compared with 20,878,000 pounds in February last year. Production consisted of 25,462,000 pounds of whole egg, 231,000 pounds of albumin and 513,000 pounds of yolk. Combined with January the quantity of egg dried this year totaled 47,771,000 pounds, an increase of 45 per cent from the same period last year. Since January 1, the War Food Administration has accepted offers on approximately 60,720,000 pounds of dried eggs. Offers accepted from March 1 to March 22 have totaled 30,796,000 pounds.

The production of 38,480,000 pounds of frozen eggs in February was probably the largest of record for that month. Production for the first two months of this year totaled 50,276,000 pounds compared with 21,308,000 during the same period last year—an increase of 136 per cent. Storage holdings of frozen eggs on March 1 totaled 99,437,000 pounds compared with 56,095,000 pounds on March 1, 1943. Between February 1 and March 1 holdings increased 17,760,000 pounds. In all other years of record there has been a net withdrawal of frozen eggs in storage from February 1 to March 1.

DRIED EGG PRODUCED IN FEBRUARY—THOUSAND POUNDS

Source	Whole 1943	Whole 1944	Albumin 1943	Albumin 1944	Yolk 1943	Yolk 1944	Total 1943	Total 1944
Produced from fresh shell eggs	19,741	24,341	47	230	198	507	19,986	25,078
Produced from storage shell eggs	433	484	0	1	0	5	433	490
Produced from frozen eggs	433	637	26	0	0	1	459	638
Total	20,607	25,462	73	231	198	513	20,878	26,206

1943 Revised. 1944 Preliminary.

DRIED WHOLE EGG

Month	Total dried	From storage eggs	From frozen eggs	From fresh eggs
		Thousand pounds		
January	11,932	1,193	1,324	9,415
February	20,607	433	433	19,741
March	22,392	0	45	22,347
April	27,765	0	83	27,682
May	26,948	0	189	26,759
June	22,651	0	23	22,628
July	19,581	744	20	18,817
August	15,375	2,967	1,860	10,548
September	19,662	4,857	7,432	7,373
October	23,060	9,847	8,717	4,496
November	21,995	8,226	9,986	3,783
December	20,935	5,736	13,273	1,926
Total	252,903	34,003	43,385	175,515

DRIED YOLK

Month	Total dried	From storage eggs	From frozen eggs	From fresh eggs
		Thousand pounds		
January	23	0	0	23
February	198	0	0	198
March	1,284	0	0	1,284
April	1,458	0	0	1,458
May	1,250	0	0	1,250
June	1,036	0	0	1,036
July	693	0	0	693
August	637	0	0	637
September	275	215	30	30
October	33	33	0	0
November	70	62	0	8
December	19	0	15	4
Total	6,976	310	45	6,621

LIQUID EQUIVALENTS—DRIED EGGS—1943

	Total liquid eggs	From storage eggs	From frozen eggs	From fresh eggs
			Thousand pounds	
Whole	910,451	122,411	156,186	631,854
Albumin	15,279	518	3,059	11,702
Yolk	15,696	698	101	14,897
Total	941,426	123,627	159,346	658,453

FROZEN EGG PRODUCTION 1943

Month	Total frozen	Whole eggs frozen	Albumin frozen	Yolk frozen
		Thousand pounds		
January	3,140	2,577	236	327
February	18,168	13,771	2,744	1,653
March	59,760	45,776	8,345	5,639
April	79,000	55,221	13,667	10,112
May	95,600	71,986	13,224	10,390
June	83,172	64,126	11,644	7,402
July	50,735	38,457	7,204	5,074
August	15,728	12,503	1,982	1,243
September	4,680	3,753	590	337
October	730	429	193	108
November	758	444	144	170
December	1,144	592	334	218
Total	412,615	309,635	60,307	42,673

Send in Your Reservation Now for the Industry Conference in New York City, June 15 and 16

Injuries Cause 56,000,000 Man Days Loss

Last year's 2,225,000 job injuries cost 56,000,000 man days of war production—not to mention 22,000 workers killed on the job and the time lost by 120,000 others permanently injured through the loss of an arm or leg, an eye, finger or hand, the Department of Labor said recently. Today our only manpower reserve is already employed in the plants themselves.

Because organized safety effort can prevent most job accidents, the Department of Labor will inaugurate in April a campaign to prevent a million industrial accidents in 1944. This program is built around the National Committee for the Conservation of Manpower in War Industries.

The Labor Department, through the State Chairmen of this Committee, will award certificates to two classes of establishments:

1. Those which have no lost-time injuries during a specified three-month period.
2. Those which reduce the accident frequency rate by 40 per cent during this three-month period as contrasted with the preceding three months.

A special bulletin, Reducing Accidents on the Production Front, tells what has been accomplished by the National Conservation Committee. Copies will be sent to any interested person without cost. Simply write the Division of Labor Standards, U. S. Department of Labor, Washington 25, D. C.

JUNGLE FIGHTERS

Nearing completion is the 16,000-mile Pan-American highway which will connect 18 Latin-American countries with the U. S. and Canada. Millions of dollars and thousands of men and motor trucks sweated this great highway into reality. Over the rolling pampas, crossing rugged mountain ranges, bridging rivers and slicing through almost impenetrable jungles, a great motor road has been carved to link North America with its neighbors to the south.

Macaroni Dinners in Victory Gardens

Grow More in 1944! That's the "urge" that will spur 22 million victory gardeners this year.

Spaghetti on Vines (?)

Spaghetti will not grow on vines or trees, as many may have dreamed . . . but many of the vegetables that blend nicely with macaroni, spaghetti and Egg Noodles will be grown by Victory Gardeners.

Of these, tomatoes are perhaps the most important. Onions in great quantities are combined with tomatoes in the preparation of tasty sauces for flavoring varied dishes of macaroni products.

For this reason, macaroni-noodle manufacturers are urging Victory Gardeners on with their fine work.

Plant a Victory Garden this year.

Invest All You Can in War Bonds

Relief Spaghetti to Greece . . . 300 Tons Monthly

The Foreign Economic Administration, in cooperation with the Department of State, has released the following joint report on the Greek relief program. The statement was released simultaneously by the Greek, British, Canadian and Swedish governments—the other countries that are taking a major part in the cooperative effort to relieve the serious shortages of food and other necessities in Greece. The report is of interest to macaroni makers since it shows that the total quantity of high protein spaghetti included in the relief food sent each month exceeds 6,000,000 pounds.

The present scheme of relief to Greece, originally organized by the Swedish Government under the auspices of the mixed Commission of the International Red Cross, is now conducted in Greece by a Swedish-Swiss Relief Commission. The scheme was put forward in the spring of 1942, but it was not until the end of August, 1942, that the negotiations conducted by the Swedish Government with the German and Italian authorities were completed and the first cargoes arrived in Greece from Canada. Since then, the work of relief has proceeded without intermission and on an increasing scale despite serious difficulties arising both from physical circumstances and from reasons associated with the occupation of the country.

The following table summarizes the monthly allocations to Greece as of February 15, 1944:

Wheat	15,000 tons
Pulses	2,700 "
Fish Products	1,000 "
Milk	600 "
Soup powder	300 "
High protein spaghetti	300 "
Vegetable stew mix	300 "
Total	20,200 tons

Lower Food Prices

Lower food prices in most cities brought living essentials down by three-tenths of one per cent between mid-January and mid-February according to the U. S. Department of Labor.

Food prices declined by 1.2 per cent on the average, while prices of other goods and services rose by three-tenths per cent.

In February the cost of living was slightly below last April when the President's hold-the-line order was issued. The Bureau of Labor Statistics index now stands at 123.7 per cent of the 1935-39 average, about 23 per cent above the January, 1941, level.

Army Gets Spaghetti Ration

"It's like carrying coals to New Castle," says the *Washington Post* in discussing the invasion of Italy by American-made spaghetti. It emphasizes the fact that these domestic products are so packed that the army or navy is able to drop coastal shipments of this food from its ships in any emergency without losing the time required to put into each port.

Deprived of their traditional mainstay by Nazi raids on wheat supplies, Italian soldiers are eating a million pounds of American spaghetti. The foodstuff is being packed in special cartons which can be tossed from cargo ships into the water near shore and which will float without harm to the contents until the packages are picked up.

THEN AND NOW

In 1918 there were 335,000 trucks, but only 5,000 miles of hard roads. Today there are 4,000,000 trucks and 350,000 miles of hard roads.

Hair Protection For Women Employes

National Safety Council, Inc.
Chicago 6, Illinois

Of special importance in plants employing large numbers of women is the problem of protecting their hair from contact with moving machinery. This is becoming increasingly important as more and more women are employed in industry to operate machines, many of which are not adequately guarded. Moreover, some moving machine parts or parts being machined are not guarded because of the nature of the work; consequently there is a definite need for positive head protection.

The "dust cap," hair nets, bandanas and turbans sometimes worn for assembly work in factories are *not* safe on machine operations. Recently, many scalpings and head injury accidents have been reported, indicating the need for more careful consideration of the problem. Safety engineers have found that types of acceptable hair covering vary with the type of operation performed, and that careful selection can minimize inherent hazards. While safety factors are most important, there should be a reasonable balance of other factors, such as initial cost, ease of laundering, durability, comfort and appearance.

Safe design and use is of primary importance. A woman's routine work provides not the only hazard against which she must be protected. The possibility that she may be exposed to moving machine parts elsewhere in the plant must be considered. She may stoop in an aisle outside of her own department and catch her hair in adjacent machinery; she may reach under unguarded machinery to retrieve material; she may sneeze or whirl around, causing her hair to swing into moving parts, or she may walk too close to moving belts so that drafts or static charges draw her hair into moving parts. These, and many other accident causes, result in disfigurement, economic and production loss, as well as in demoralization of the witnesses to such an accident.

Exposure to machinery, such as belts, pulleys, gears, drill presses, lathes, milling machines, demands the maximum of head protection. This is best afforded by a safety hat or cap which completely covers the hair, which fits snugly enough to stay in place, and which has a stiff peak and a high, stiff crown which serve as warning "bumpers." To prevent loose hair from "bulking" up into the top of the crown, it is sometimes advisable to wear a hair net or hair band under the cap. This reduces the chance of the hair being caught even if the cap is pulled into moving parts. Flimsy, "invisible" or large mesh hair nets alone do not furnish adequate protection, and those caps which leave dangling draw strings exposed should be avoided. Tight-fitting, closely-woven snoods are sometimes worn with safety caps to prevent long hair from swinging into machinery.

Where there is no exposure to machinery, turbans, bandanas or closely-fitting caps which completely cover the hair are suitable. Caps of impermeable, flame-resistant type prevent burns from sparks and hot metals in welding operations and grinding. For exposure to toxic substances, dirt or dust, a closely-woven head covering which will exclude such foreign materials and which can be laundered frequently should be used. For severe exposures to corrosive substances, such as acids, caustics or other harmful chemicals, synthetic or specially-treated materials are needed to protect against painful burns or scalp infection. In any case, a cap should be worn which will provide complete protection against all contaminants.

Comfort and appearance must also be considered. The head covering should be light in weight and adjustable to different head sizes. For indoor use and in moderate temperatures it should be cool and well ventilated, if protection against dirt or dust is not necessary.

The cap should be attractive. To the average wearer appearance is important, and every effort should be made to meet this requirement after safety and comfort have been provided. A great variety of safe and attractive head coverings are available at moderate prices.

The cap must be used correctly. The safest, most comfortable and most attractive cap is useless unless it is actually worn and unless it covers all of the hair when it is worn. The supervisor should discourage any tendency on the part of the wearer to push the cap back on the head or to wear it in such a way as to expose the hair above the forehead, at the temples or at the neck. These unsafe conditions are prevalent in industry and have resulted in scalpings and head injuries. A continuous educational campaign should be promoted to insure the effective use of the cap.

Many companies wisely discuss all points of proposed caps with a representative committee of women, allowing this group to make the final selection of a safe and comfortable cap which will appeal to the majority. The management should then explain the need for the correct use of the caps through the medium of attractive posters, explanatory memos, rule books, articles in employe papers and through safety and union committees. The complete coöperation of all representative employe groups is essential to the success of the educational and enforcement program.

Some plants make the wearing of a safety cap a condition of employment, whereas others employ varying degrees of rewards or penalties to bolster their supervisory efforts to enforce the correct use of caps. These methods range from prize drawings and incentive contests to layoffs or discharges. Supervisory vigilance is the key to hair safety, and the intelligent application of educational methods is always more desirable than extreme disciplinary measures.

Buys Adjoining Plot

In anticipation of the expansion of his plant when building materials are again available, Antonio Palazzolo, president of Antonio Palazzolo and Co., 2045 Gilbert Ave., Cincinnati, Ohio, recently purchased a plot adjoining from the Billboard Publishing Company. The site, 84 by 187 feet, was taken for expansion purposes. The firm built its present plant seven years ago.

CAREER WOMAN

There are more than 1,000 women in the United States who have taken up law. There are several million other women who lay it down.

Violator Sentenced to Jail

Drastic Action Taken by Food and Drug Administration

"The Government is really getting tough." That was the opinion of Eastern manufacturers on learning of the decision in a Federal Security Agency action against a manufacturer of macaroni products, assessing a fine of $1,000 and four months in jail on the first count and a suspended sentence on seven other counts, placing the defendant on probation for two years.

Because of the severity of the sentence and the fear that it may have established a precedent, the case is reported in full as published in the January, 1944, issue of *"Notices of Judgments Under the Federal Food, Drug and Cosmetic Act."*

Case 4540. Adulteration and misbranding of Egg Fusillini. U. S. v. Silvio Bernaudo (Impero Fusilli Co.). Plea of guilty. Fine, $1,000; and 4 months in jail on count 1, sentence suspended on remaining 7 counts, and defendant placed on probation for 2 years. (F. D. C. No. 8756. Sample Nos. 17024-F, 17326-F, to 17328-F, incl.)

On April 3, 1943, the United States attorney for the Eastern District of New York filed an information against Silvio Bernaudo, trading as the Impero Fusilli Co., at Brooklyn, N. Y., alleging shipment within the period from on or about July 9 to September 2, 1942, from the State of New York into the State of New Jersey of quantities of alimentary paste that was adulterated and misbranded. The article was labeled in part: "Impero Made from No. 1 Semolina Fusillini All'uovo Egg Fusillini Made with pure Fresh Eggs."

The article was alleged to be adulterated (1) in that egg, a valuable constituent of egg alimentary paste, had been in part omitted; (2) in that artificially colored alimentary paste, containing materially less egg solids than egg alimentary paste should contain, had been substituted wholly or in part for egg alimentary paste; (3) in that its inferiority had been concealed by the addition of artificial color, which had been mixed or packed therewith so as to make it appear better and of greater value than it was; and (4) in that it contained a coal tar color other than one from a batch that had been certified in accordance with regulations as provided by law.

It was alleged to be misbranded (1) in that the statements "Egg" and "All-uovo" were false and misleading, and (2) in that it contained artificial coloring and did not bear labeling stating that fact.

On April 29, 1943, the defendant having entered a plea of guilty, the court imposed a fine of $1,000 and four months in jail on the first count, and suspended sentence on the remaining seven counts, placing the defendant on probation for two years.

Other cases contained in the same report:

Case 4541. Adulteration of macaroni, spaghetti, and noodles. U. S. v. 37 Cases of Egg Noodles (and 3 additional lots of alimentary pastes). Default decree of condemnation and destruction. (F. D. C. No. 8724. Sample Nos. 14555-F to 14558-F, incl.)

Adulteration Charge: The products were infested, and had been shipped in interstate commerce.

Decree: No claimant having appeared, judgment of condemnation was entered and the products were ordered destroyed.

Case 4542. Adulteration and misbranding of egg noodles. U. S. v. 180 Cases and 300 Cases of Egg Noodles. Decrees of condemnation. Portion of product ordered released under bond for relabeling. Remainder ordered destroyed. (F. D. C. Nos. 8860, 8861. Sample Nos. 1852-F, 24511-F.)

Adulteration Charge: The product contained less than 5½ per cent of egg solids, was shipped in interstate commerce, and that a valuable constituent, egg, had been in whole or in part omitted, and in that noodles, deficient in egg solids, had been substituted, wholly or in part for egg noodles.

Misbranding Charge: Alleged to be misbranded in that the statement "Pure Egg Noodles" borne on the label, was false and misleading as applied to an article that was deficient in egg solids and in that it was offered for sale under the name of another food, egg noodles.

Decree: Judgment of condemnation was entered and later when claimant appeared, admitted allegations of the libel and consented to the entry of decree, the order was amended to release the products under bond for relabeling under the supervision of the Food and Drug Administration.

Case 4543. Adulteration and misbranding of noodles. U. S. v. 551½ Cases of Noodles. Default decree of condemnation. Product ordered sold to highest bidder. (F. D. C. No. 8162. Sample No. 5940-F.)

Adulteration Charge: That a substance had been added thereto and mixed and packed therewith so as to make it appear better or of greater value that it was.

Misbranding Charge: It was alleged to be misbranded in that the design of a farmer carrying a full basket of eggs and spearheads of wheat, appearing on the label of the article, was misleading since such design suggested that the article was made from wheat and eggs, whereas the article contained an inconsequential amount of eggs.

Decree: No claimant having appeared, judgment of condemnation was entered and the marshal was ordered to sell the product after taking adequate precaution to prevent its being used in violation of the law.

New Rules of the Game

Joseph E. Otis, Jr., president of Indiana's Dodge Manufacturing Corporation, made the following statement in his report to his stockholders:

"Let me emphasize again the abnormality of present conditions. In the last analysis we have but one customer—Uncle Sam. Not only is he our only customer, but through OPA he fixes the prices at which we shall sell; he determines through WPB what materials we shall have and to what customers we shall deliver and when. He controls the wages and salaries we shall pay . . . sets standards of quality for our products; he tells how we shall keep our books and [what] records he requires us to maintain. Finally he takes in taxes about three-quarters of any profit and reserves the right through re-negotiation to take away whatever additional amount he sees fit.

". . . These are the new rules of the game. We are playing for high stakes. Let no stockholder or employe complain. . . . For play it we must and win it we will."

LOVE BEAM

RAF bombing planes usually take with them carrier pigeons. Now it appears that these marvelous birds come in home on a love beam. Just before he is taken away a male bird is shown the hen he is particularly fond of. That makes him hurry home. If he has a rival, he is permitted to see his sweetie billing and cooing with him. It works the same with the female. The fastest recorded speed of an RAF pigeon (68.7 miles per hour), was made by a notoriously jealous hen.

Egg Receipts Heavy in the Ozarks

A. L. Farnham, Manager
Producers Produce Co.
Springfield, Mo.

The receipts of eggs in Springfield, Missouri, have been exceptionally heavy for the past thirty days. Practically all dealers have been receiving more eggs than could be properly handled and processed.

Most of the egg breakers have been breaking whole eggs to go through egg drying plants. The shortage of labor in egg-breaking rooms has prevented most breakers from separating the usual volume of eggs. Receipts have been so heavy and workers so few that they needed to keep their entire rooms operating, breaking whole eggs.

Dealers have not been able to obtain sufficient storage space to handle the big surplus that has been moving. Due to these factors, prices of eggs have been gradually working lower. As of March 23, farmers are receiving approximately 5c to 6c per dozen less than what they were receiving at the same time in 1943.

Postwar Kitchens to Be Homey

Postwar kitchens will stress hominess and such "working comforts" as top shelves that are easy to reach. There will be a softening of the cold, laboratory type kitchen and a return to some of the fundamentals that made the kitchens of yesteryear so comfortable and restful, according to Irving W. Clark, manager of the Westinghouse Better Homes Department.

Mr. Clark explained that better use of window drapes, bric-a-brac and a wider range of wall colors will add personality to the kitchens of the postwar era.

Livability will be the theme, and kitchen designing will include a definite place for the radio, a table and a comfortable chair. The trend will be away from kitchens that are so compact and coldly efficient that they lack charm and warmth. He predicted that larger windows of improved design, plus a better use of floor space will give an "air of spaciousness" to kitchens which actually contain a limited floor area.

While the spacious pantries that were standard equipment for most homes in the early 1900's will remain a matter of history, a modern application of their best features will again become an integral part of the postwar kitchen.

Ample Storage Provided

Mr. Clark visualized postwar kitchens with cabinet storage spaces for utensils, gadgets, china and dry foods used daily, plus ample well-organized storage closets for canning equipment, seasonal service dishes, extra china and many miscellaneous items found in most homes and used only for special occasions.

More attention will be focused on practical "working comfort" than on the mere elimination of steps. Mr. Clark said working comforts will include (1) kitchen designing that will provide a definite place where a woman can perform meal preparation work while seated comfortably instead of standing, (2) better adjustment of high storage compartments so the top shelf will be within easy reach, and (3) elimination of such mental hazards as doors that swing over a counter, cramped quarters, or "anything that a woman feels she must watch out for to avoid bumping her head, arm or leg."

Making the "kitchen of tomorrow" homey and livable was one of five points which the Westinghouse executive pictured as characteristics of future homes. The other four points included: greater standardization of kitchen designs and dimensions caused by the need for low-cost housing; better assembly of the complete kitchen unit made possible by improved designs for individual appliances and cabinetry; continuation of the Westinghouse-developed three-center fundamental of kitchen planning, including refrigeration and preparation center, sink and dishwashing center, and range and serving center; and better organization and greater utility of storing space.

Coördinates War Housing

Mr. Clark has been associated with the kitchen and housing activities of Westinghouse since 1934, becoming nationally recognized in these fields. As manager of the new Better Homes Department, his immediate responsibility is to coördinate the Company's activities in helping to house war workers.

The ultimate objective of the department, however, is to develop postwar housing for the contributions which electricity is making toward better living. A centralized advisory and consultation service will be provided for architects, engineers, builders, prefabricators, and home owners, extending the Home Planning Service inaugurated nine years ago by Westinghouse.

New Maximum Price on Eggs

Egg noodle manufacturers are interested in the new Maximum Price order No. 333, amendment No. 24, that became effective March 4, 1944, setting maximum and base prices on frozen whole eggs, frozen 45 per cent yolks, and other types. Acting Administrator James F. Brownlee, explains the action, as follows:

During recent conferences of the Shell Egg Industry Advisory Committee, it was recommended that adjustments be made in maximum prices for shell eggs in some areas during the latter part of the year 1944. However, as manufacturers of egg products obtain most of their supplies of raw material during the spring months, it is desirable in view of conditions presently existing in the industry to provide maximum base prices immediately for frozen and dried egg products for the remainder of the year 1944 and January and February 1945. Therefore, this amendment is being issued prior to the issuance of a revised maximum price regulation concerning these commodities.

The proposed schedule of prices for dried whole eggs will increase the maximum base price for this product by 1c per pound. This increase arises from the fact that discussion with the Frozen and Dried Egg Industry Advisory Committee disclosed that the cost of "breaking labor" is now .3 of a cent higher than has been included hitherto in the calculation of maximum prices for dried egg products. The conversion of this increase in cost into terms of increase in the maximum price for dried whole eggs increases such maximum price by 1c per pound. The corresponding increases in the maximum prices for dried egg yolks and dried albumin is 2c per pound. These dried egg products are not consumed in their manufactured state by the consuming public but are used as a minor ingredient in the manufacture of bakery and confectionery products. The maximum prices for these latter products are not increased and hence the cost of living will not be increased by the above-mentioned increases in the prices for dried egg products.

This amendment will reduce the seasonal increase per month in the maximum prices for dried egg products. Under the present schedule the highest maximum base price for dried whole eggs is $1.36 for the month of January. In the schedule provided in the accompanying amendment the maximum base price for dried whole eggs in the month of January is $1.285. Corresponding reductions are made for other dried egg products. It is therefore indicated that the total cost of dried egg products to the government and other users of such commodities in the period of a year will be reduced substantially.

In view of the foregoing considerations it is the judgment of the Price Administrator that the accompanying amendment No. 24 to Maximum Price Regulation No. 333 is necessary and proper for the temporary period and will effectuate the purposes of the Emergency Price Control Act of 1942, as amended.

A Continuing Table of Semolina Milling Facts

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

Production in 100-pound Sacks

Month	1944	1943	1942	1941
January	694,356	855,975	711,141	561,940
February	609,046	885,655	712,770	603,964
March	612,799	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

Includes Semolina milled for and sold to United States Government.

Macaroni-Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

TRADEMARKS RENEWED

"Hirondelle" and Drawing

The trademark for use on alimentary paste products was first registered April 8, 1924, by C. H. Catelli Co., Limited. It was renewed April 8, 1944, to Catelli Food Products, Ltd., Montreal, Canada, a corporation of Canada, assignee. Published February 29, 1944, No. 182,423.

"Gondola" and Drawing

A trademark for use on alimentary paste products, first registered October 30, 1923, La Cie. C. H. Catelli, Limitee. Renewed October 30, 1943, to Catelli Food Products, Ltd., Montreal, Canada, a corporation of Canada, assignee by mesne assignment. Published March 14, 1944, No. 174,951.

"Beech-Nut" and Design

A trademark for use on alimentary paste products, namely: Macaroni, Macaroni Elbows, Macaroni Rings, Spaghetti, Prepared Spaghetti, Vermicelli and Noodles, first registered July 22, 1924, by Beech-Nut Packing Company, Canajoharie, N. Y., a corporation of New York. Renewed on July 22, 1944, Number 186,900 and published March 14, 1944.

•

TRADEMARK GRANTED

"Noodelite"

On March 28, 1944, the trademark "Noodelite" was registered by Max Ams, Inc., New York, N. Y., for use on noodles. It was filed on November 6, 1943, claiming use since October 15, 1943. Trademark was duly registered, No. 464,772.

TWO CONTROLS

Neighbor: How many controls has your radio?

Mr. Jones: Two. My wife and my daughter.

New Pre-Heater Attachment

Of Special Interest to Food Dehydration Industry, Packers of Army and Lend-Lease Supplies, Etc.

To widen the scope of materials sealable on the Doughboy Rotary Hot Krimp Sealer, which is now doing a big-time line production job on heat-sealing cellophane, etc., a new Pre-Heater Attachment has been developed to seal Reynolds laminated foil paper, heavy paper containers with thermoplastic liners, laminated paper to cellophane envelopes, etc.

The Pre-Heater is installed on the right side of the machine directly ahead of the krimping rolls, and is thermoplastically controlled independent of the regular thermostatic control for the krimping rolls.

To insure a perfect seal by properly preheating the material before it enters the krimping rolls, the paper to be sealed is guided through the Pre-Heater at a speed correspondent with the speed of the krimper rolls.

Silent in operation; sturdy steel construction; adequate safeguards for operators; low priced; plugs into any 110 volt AC outlet; no installation cost—start operations immediately. Works perfectly into production lines.

Action in Time Means Life

by

C. C. Little, Sc.D., Managing Director of the American Society for the Control of Cancer

It has been stated that cancer is the most curable of the fatal diseases. That is an interesting statement and is not a contradiction of itself, as it might at first seem to be. Its justification lies in the nature of cancer itself—for cancer in its early stage is localized, limited, and capable of being completely removed or destroyed.

Cancer in its late stages is as sinister as a disease can be. It is widespread and has invaded surrounding tissues with ill-defined irregular strands of abnormal growth. If untreated and unchecked, cancer is uniformly and universally fatal. It is this grim fact that brings out the contrast between early and late stages of the disease.

The picture, however, is far from being a gloomy one. Each year more and more people are learning that "time" is the key word in cancer control. Each year thousands more people are coming to their doctor with very early signs and symptoms that may mean cancer. As a result they are being treated in time to prevent cancer or to cure it if it has started. The value of annual or semi-annual physical examination is becoming clearer to an ever-increasing number of men and women. The Women's Field Army of the American Society for the Control of Cancer is growing yearly at a fast rate. Today three hundred thousand women throughout the United States are enlisted in the fight against cancer—the fight to bring knowledge and confidence into every home in the country.

Cancer Prevention Clinics — where perfectly well persons report periodically for a physical "check up"— have been established in some cities and are doing excellent work. The idea will spread and grow. Lives will be saved, suffering avoided. Death will be cheated. Americans of the future will visit such clinics as a matter of routine.

It is well when the world is darkened by the fierce storm clouds of war to remember that there are men and women working quietly but tirelessly to allay fear and to bring peace and hope to hundreds of thousands of people—to your friends and mine—to your family and mine—perhaps to you and me ourselves.

For thirty years the American Society for the Control of Cancer at 350 Madison Avenue, New York City, has been the leader in this campaign. It will gladly provide, without charge, information which you may desire. It asks you to enlist in the fight against cancer for your own sake as well as for those whom you may be able to help. Do not delay. Remember that in cancer "action in time means life."

Food Released to Civilians

The War Food Administration has announced the release for civilian use this year:

Over 200,000 cases of canned apples, in No. 10 cans;

Over 750,000 cases of canned peaches;

Approximately 60,000,000 pounds of dried raisins;

About 80,000 pounds of dried prunes;

A fairly large quantity of canned pork and beans, about 450,000 cases.

EASY TO TELL

Victory Gardener: How in the world do you distinguish between vegetable plants and the weeds?

Old-Timer: Easy. Just pull them all up, and the ones that come back are weeds.

EMPLOYMENT

Nearly 1,000,000 veterans of World War II, already discharged by the Army, Navy and Marine Corps, have returned to their former jobs, a large portion of them to the automotive industry's war plants.

Do Your ~~Bit~~ Best!

PROMOTE THE NO-POINT LOW-POINT FOOD PROGRAM! ★ ★

Right now is the time for every member of the food distributing industry to back the NO-POINT LOW-POINT FOOD PROMOTION right up to the hilt. Retail groups . . . hotels and restaurants are called upon alike to play their own important part in putting this phase of the Food Fights For Freedom Program "over the top"!

Never has a food promotion had such unqualified backing from the entire food industry . . . but never has the need for such a program been greater. America must share and play square with its precious food resources—and a most practical way of sharing and playing square is to use more NO-POINT LOW-POINT FOODS.

Your role in this great undertaking is a vitally important one, for it is you in your community who is charged with the responsibility of making this program a success. So now—and for the duration *do your best!* Promote NO-POINT LOW-POINT FOODS!

EARN THIS OFFICIAL AWARD!

You may earn this official recognition of your part in the good management of the nation's wartime food supply, if you are fully cooperating with the NO-POINT LOW-POINT FOOD PROMOTION. For particulars, write to Mr. J. Sidney Johnson, Dir. of Adv., War Food Adm., Dept. of Agriculture, Room 202W, Adm. Building, Washington 25, D. C.

Prepared for the Food Fights For Freedom Program with the cooperation of the War Advertising Council

Space Contributed by THE MACARONI JOURNAL — Production Contributed by SWIFT & COMPANY

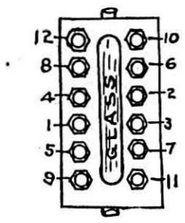
PRACTICAL POINTERS

By Plant Engineer

W. F. Schaphorst, M.E.

How to Bolt Flat Gage Glass Inserts

This diagram shows the writer's "system" for tightening the bolts on flat gage glasses. The method is such that pressure becomes equally distributed gradually, with least danger of



possibility of cracking the glass. The thing to do is to begin at the center and work outward as shown by the numbers on the drawing. In other words, start with 1, then apply the following routine or "system" repeatedly:

Diagonally upward;
Straight down;
Diagonally upward;
Straight down;
Diagonally upward;
Straight down;
Etc.
Get the idea?

He Heated His Exhaust Steam

Have you ever noticed that in the summertime it takes less gas to heat your bath water than in winter? Or, if your bath water is always warm but at times not quite warm enough for a bath, have you noticed how little gas it takes to bring the temperature up to where you want it?

That is an important fact that is too frequently overlooked by plant operators and hardheaded businessmen. That fact contains a worth-while lesson. Most plant operators know that exhaust steam, for instance, contains heat. But many of them do not know that exhaust steam contains the major portion of the heat that was originally obtained from the fuel. Because of this high heat content exhaust steam should always be used in one way or another, if possible.

Steam exhausted into the atmosphere has a temperature of only 212 degrees F. When that temperature is not high enough to do a certain heating job for you, remember the above bath tub experiences. By simply adding some heat to the exhaust you can attain almost any desired temperature. The exhaust is simply run through a superheater or heat exchanger and out it comes—just as hot as needed for your purpose.

A manufacturer who wanted to maintain a temperature of 250 degrees F. in a drying room had been in the habit of exhausting the steam from his simple engine into the atmosphere where it went to waste. He had been using live steam for the purpose because he had been led to believe that live steam was least expensive and that it was the best medium.

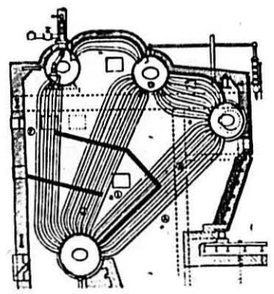
But he has learned a valuable lesson and now he does things differently. He just adds 38 degrees F. to the exhaust steam by passing a coil through a heat exchanger in the furnace of his boiler, and the required 250 degrees F. is easily attained.

Where exhaust steam can be used in this way it is plain that a condensing engine or a condensing steam turbine would be of considerably less value than the inexpensive, simple, noncondensing engine. It is impossible for a condensing engine or turbine to utilize even 40 per cent of the heat of the steam passing through it. The highest efficiency this writer knows of in steam plants was reported by the Twin Branch of the Indiana and Michigan Electric Co. in 1941. That plant reported an over-all thermal efficiency of 33.40 per cent. That is very good, and perhaps the writer should not say that 40 per cent is "impossible" because, some day, it may be attained.

However, what the writer is driving at here is that a simple engine can, by following the method outlined above, utilize nearly 100 per cent of the heat in the fuel by turning the exhaust to some useful purpose in heating coils, heating rooms, drying rooms, and other processes requiring a steady heat, but, in which a steam pressure is not so important. If a higher pressure is needed that, too, can be done—by means of a booster. The important point today is: don't waste heat!

Avoid Flat Baffles If Possible

This sketch shows a type of baffle for vertical water tube boilers that should be avoided whenever possible on account of the horizontal "shelves" that are formed.



Although these baffles are not perfectly flat or horizontal they are so flat that soot and ashes lodge on them and will refuse to be blown off by either the gas in its natural flow through the boiler or by the steam from soot blower nozzles situated distantly from the baffles. Baffles should always be steep enough, if possible, so the soot and ashes will not settle, remain, and pile up on them.

Where you "must" have flat baffles, be sure to install a first-class soot-blower near by in porition to keep the baffles clean.

CAREFUL DRIVERS

Two million miles without an accident is the record established by three truck drivers in Portland, Ore. Seventeen drivers of the same firm covered 8,133,748 miles in eight years without an accident.

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE
C. W. Wolfe.....President
Joseph J. Cuneo.....Adviser
M. J. Donna.....Editor and General Manager

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

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

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

Vol. XXV APRIL, 1944 No. 12

"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."

On Advisory Council

A. Castiglino, vice president of Stella Cheese Co., Chicago, one of the leading authorities on hard grating cheeses, is a member of the Advisory Council under the Office of Price Administration and War Food Administration representing the cheese industry.

"Formula Price" for Red Durum

Several changes in the regulation controlling the price of wheat were announced March 20 by the Office of Price Administration.

By that action, which became effective March 24, 1944, mixed wheat containing more than 15 per cent of red durum wheat will be priced at the "formula price" for red durum.

The "formula price" for mixed grain is changed to cover mixtures containing less than 50 per cent of wheat as well as mixtures containing more than 50 per cent. Previously, the regulation applied only to mixtures containing more than 50 per cent of wheat.

For People; For Cattle; For Guns

Summing up the case for the soybean, W. J. Morse, soybean specialist of the U. S. Department of Agriculture, commented recently:

"The soybean through the last few years has risen from an emergency crop to one of major importance. It has won its own way to recognition as a valuable aid to good farming; a worth-while commercial crop; a useful nutritious human food; a valuable feed for livestock and poultry; a source of raw material for vital industrial products; a munition of war; and a highly essential factor in the present international emergency program.

"The comparatively low cost of soybean food products makes them an ideal source of high quality protein. Adequate protein at reasonable cost will be important in the postwar feeding of low-income groups in our own country. It will be doubly important in the problems presented by the people to be fed abroad.

"The soybean is very much in the news these days. The saying seems to be true that a country that grows soybeans provides food for its people, its cattle, and its guns."

Spaghetti Canning Resumed in Canada

Spaghetti in the canned varieties has been off the civilian market for some time in Canada with the exception of the release of 7,500 cases from surplus stocks of the armed services October last. Future extent of production will rest with the amount of manpower and tinplate available. There will of course be a continued demand for the armed services.

In this matter it is interesting to note that the Catelli Food Products plants both at Vancouver, B. C., and at Montreal, Quebec, are swinging into partial civilian market production. The Vancouver plant enjoyed a large export production business with the Orient, Australia and New Zealand before the war. It is hoped that that partial export volume will develop across the Pacific.

Proper Spaghetti Eating

With millions of new users trying to eat spaghetti the proper way, newspapers find it of general interest to carry stories on the correct and accepted way to eat this fine wheat food, an unrationed product. Here is one that has appeared in the press of New England that tells how in a most convincing way:

Do you eat spaghetti? And how do you eat it? Is it a juggle and a struggle?

The knack of handling spaghetti is easily acquired by spending a little thought and time. The epicure has no trouble along this line.

Spaghetti jugglers who have the trick down to a science are not those Italians whom one sees pictured with strands and strands of the stuff dangling in the air from the fingers. Italians do not eat spaghetti that way! They look with disdain upon those who attack the innocent strings with a fork and knife. Manufacturers purposely produce macaroni in small size for those who are afraid to tackle the long strings of spaghetti.

There is, by the way, a distinction between spaghetti and macaroni. Spaghetti is a kind of macaroni, but all macaroni is not spaghetti. Macaroni is a general term for various styles. For instance, there are the tubetti, the tagliatelle, the lingnini, the sagna, the spaghettini, the stellette, the acino di pepe, the rigatoni, and many more. Spaghetti, the most commonly used, is the best known.

The process of eating a plate of spaghetti is very simple. With a fork in the right hand, and a spoon in the left, commence. Gently take up a few strands upon the tines of the fork; for the beginner, it would be well to take not more than three or four strands; then place the tines against the inside of the bowl of the spoon and twirl the fork around until the strings are entirely wound around the fork with no loose ends hanging. Then quickly raise the fork to the mouth, which should be open and ready for the forkful.

There should be nothing hanging outside of the mouth and no noise of any kind should be made. Sssllppping the spaghetti into the mouth is just as taboo as zzzrrrrppping a bowl of soup. The inexperienced who try to follow these directions will be all right unless they take up too many strands to begin with, and then they will either have dangling ends or the whole business will drop back to the plate or the lap. If it is found that too many strands have been speared, it is best to start all over again, taking up only a few.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers Association

Local and Sectional Macaroni Clubs

OUR MOTTO:
First—
INDUSTRY
—
Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1943-1944

C. W. WOLFE, President.....Megs Macaroni Co., Harrisburg, Pa.
A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill.
JOS. J. CUNEO, Adviser.....La Premiata Macaroni Corp., Connellsville, Pa.
B. R. Jacobs, Director of Research .....2026 I St. N. W., Washington, D. C.
M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois

Region No. 1
Robt. F. Sheeran, Essex Macaroni Co., Lawrence, Mass.

Region No. 2
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.
C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.

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

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

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

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

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

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

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

At-Large
V. Giatti, The DeMartini Macaroni Co., Brooklyn, N. Y.
Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

The Secretary's Message

Teamwork Did It

Here it is — The SILVER ANNIVERSARY EDITION — one that everyone in any way connected with the Macaroni-Noodle Industry may well be proud.

TEAMWORK DID IT — The unselfish coöperation of suppliers and manufacturers—all well-wishers without whose support this memorable issue would not have been possible.

So, on this, the occasion of the Twenty-Fifth Anniversary of my never-to-be-forgotten association with the Macaroni-Noodle Industry, as Editor of "The Macaroni Journal" and Secretary-Treasurer of the National Macaroni Manufacturers Association, I feel privileged to say—"Thanks to the Yanks"—meaning thanks to those loyal Americans who constitute the progressive and aggressive element in the American Industry of Macaroni Products manufacture and distribution and of their coöperative allieds.

When a trusted executive of a group that constitutes an important cog in American business gives his best in their service for twenty-five pleasant years, there is a feeling of satisfaction that fully compensates for all the time and effort involved.

This satisfaction is enhanced by the many expressions of good will, felicitations, congratulations received, many of which appear elsewhere in this memorable edition. Our modesty makes us feel that in most cases their enthusiasm caused them to err on the side of effusiveness . . . but with sincerity.

Twenty-five years of service—twenty-five years of opportunity to work for and with so fine a group of upright and determined businessmen—prompts me to send this message to one and all—Thank You. . . . May the next twenty-five years be even more pleasant!

M. J. DONNA,
Editor and Secretary.

. . . and Jim said,

"Where has this grand food been all my life?"

Meat rationing and shortages of other foods are putting spaghetti, macaroni, and noodles onto the tables of thousands of families that haven't been eating them often. . . . If those families buy *your* products, will they find them so delicious that they'll want to keep on eating them after rationing ends? . . . This is an opportune time to build a big *future* business on *present* quality!

WHY YOU CAN COUNT ON PILLSBURY'S DURUM PRODUCTS

for *uniformly* fine color, flavor, and cooking quality

1. Before buying durum wheat, Pillsbury gets samples from various localities—tests them—makes them into spaghetti.
2. While semolina or durum flour is being milled, it is checked every hour for color.
3. Samples of the regular mill run are made into spaghetti every day to make sure there is no variation in quality.
4. Every lot of flour is carefully analyzed before shipment.

Pillsbury's Durum Products

Pillsbury's No. 1 Semolina Pillsbury's Milano Semolina No. 1
Pillsbury's Fancy Durum Patent Pillsbury's Durmaleno

Pillsbury Flour Mills Company General Offices, Minneapolis, Minnesota