

**THE
MACARONI
JOURNAL**

**Volume XXII
Number 11**

March, 1941

MARCH, 1941

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Who's Being Fooled?

A Manufacturer Writes:

"Someone must be fooled when such staples as Macaroni Products are sold for less than the cost of production and distribution"

"Not the Buyer after his first order; nor the consumer after his first taste. Then WHO?"

Mr. Manufacturer, if you have the answer, please enlighten the trade.

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois


VOLUME XXII
NUMBER 11

Printed in U.S.A.

CHECK YOUR CARTONS AND LABELS On These Points . .



DO THEY MEET THE RIGID REQUIREMENTS OF MODERN PACKAGING?

 Many important changes have occurred in food product packaging. The successful modern label and carton must meet new requirements . . . new regulations imposed by government authorities. If you would increase sales, get preferred display positions, catch the eyes of busy shoppers, and avoid difficulty with the government, check your labels and cartons, NOW, against the points we've listed here! Better still, entrust your packaging problems to Rossotti, specialists in Food Product Packaging for over 40 years. Expert advice, suggestions, ideas . . . all that is newest and best in packaging technique, are available to you from this dependable, experienced source.

Rossotti Lithographing Co. Inc., North Bergen, N. J.
BRANCH OFFICES: CHICAGO, BOSTON, PHILADELPHIA, ROCHESTER, PITTSBURGH, BALTIMORE

1. Modern art treatment which makes your packages prominent among competitors' goods on the grocery shelf; colors that attract and are remembered.
2. Recipes on your packages, which catch the housewife's eye because they are enhanced by attractive vignettes; recipes so delicious and practical that the housewife uses your products more often, creating repeat sales.
3. Government regulations on wording and the position of such wording. Proper arrangement of non-government regulated copy to do a real selling job.
4. Slack filled packaging; packages must be acceptable to the Food and Drug Administration which is endeavoring to eliminate deceptive containers in the interest of consumers and manufacturers.
5. Ease of filling. Automatic packaging in correct containers eliminates breakage and waste, and is more economical and sanitary.
6. Adaptability to mass display while preserving the identity of your product by means of pyramiding or other arrangements without the extra expense of special racks or other supports.



Joseph J. Cuneo

Twenty-Second Anniversary Review

A Timely Message, an Urgent Appeal for Cooperation by the President of the National Macaroni Manufacturers Association

Friends of our Industry, attention!
So successful was our "Coming of Age" edition in April, 1940, so satisfied were the advertisers therein, and so pleased were the readers thereof, that it was unanimously agreed to repeat this year with a feature edition celebrating the completion of twenty-two years of sponsorship of THE MACARONI JOURNAL as the Official Organ of the National Macaroni Manufacturers Association.

Naturally, we want to make this an outstanding event in keeping with the motives that actuate it. To that end we solicit the active personal support of every friend of the publication to the future welfare of the Macaroni-Noodle Industry—OUR BUSINESS.

The Editor has given advance notice to all regular advertisers in order that they may make their plans early to take advantage of this feature issue. Every known supplier of materials and services incident to the production and distribution of our products has been made aware of our Twenty-second Anniversary Review, April, 1941, and has been invited to advertise his products, services or equipment in this special edition that is guaranteed to reach every known manufacturer in this country.

Macaroni-noodle manufacturers have been invited—and I urgently repeat it—to submit short articles on some phase of the business, historical or current, for publication in this feature edition. All advertisers, regular and new, are also urged to submit appropriate articles. However, it is recommended that they deal with problems rather than with brands or services of the writer's firm. This offers them a helpful tie-in with their regular publicity or advertising.

The four-page announcement of the coming event, very appropriately opens with this invitation:

"YOU, Mr. Manufacturer and Supplier, are cordially invited to take a prominent part in this Annual Anniversary Edition—an outstanding event in observance of score-and-two years of continuous and successful representation of the Macaroni-Noodle Manufacturing Industry in the United States.

"Members of the Macaroni-Noodle Industry will be looking forward eagerly to this Annual Edition with its wealth of helpful informative editorial and advertising content. . . . In this issue Suppliers can reach and interest all Macaroni-Noodle Manufacturers at a time when their interest is at its height."

Editor M. J. Donna in personal letters to the Association Directors and a small group of cooperating manufacturers wisely says:

"This is no one-man job. It's one that requires the willing co-operation of every one seriously concerned with the future of his trade."

Past President J. H. Diamond, originator of the Anniversary Annual idea, very plainly stated a year ago that supply firms that are not regular advertisers in our Journal will pay little or no heed to circulars or letters from the editorial staff. . . .

"But they surely will, if WE, their customers, hint or suggest that their display advertisements in this Anniversary Number will be both timely and fruitful."

I personally recommend that all true friends of our Industry do a little promotional work among the executives of supply firms who are not regular advertisers to get them to use a reasonable amount of display advertising space in this efficient message-bearer. You will know how best to do this without obligating yourself in any way.

Furthermore, let's get solidly behind this promotion. Let's make the April, 1941, Birthday Edition one of which all will be proud. Let's contribute short articles on some phases of the serious problems that are retarding progress, individually and collectively. I take this opportunity to thank you in advance for the helping hand I feel you will lend.

Cordially,

JOSEPH J. CUNEO,
President, NMMA.



QUALITY
IS
SUPREME

IN

TWO STAR

★ ★ MINNEAPOLIS MILLING CO. ★ ★

MINNEAPOLIS, MINN.

The MACARONI JOURNAL

Volume XXII

MARCH, 1941

Number 11

Indian Giving

Trade associations are not novel. They have been in existence in civilized countries for centuries. They have flourished or foundered, have been revived and revised, or died, depending on the degree of support given them by members of the trade or profession represented.

Like all free-will trade organizations the National Macaroni Manufacturers Association owes its long existence to the general thinking of leading Americans in this Industry who realize and appreciate the modern truism, that to *get*, one must *give*; that the results from any organized activity are usually in proportion to the extent and spirit of the coöperation given.

Never in its long history of accomplishments have the promoters of the Macaroni Association offered it as a sure-cure for all the ills of the trade. It has been and is still recommended as a nucleus from which united action may be taken in emergencies; also a means of holding the leaders together in a companionable way in promoting the general interests of the business.

Because of its setup, this national organization of the industry must of necessity limit its activities to keep within the financial support accorded it from a minority of manufacturers who probably represent the majority of production.

It is an indisputable fact that there is not and perhaps there never will be a trade or profession wherein every individual associated with said trade or profession have given their utmost support to the trade body or activities that it sponsors. Therefore, it seems but natural that the truly association-minded members of a trade are expected to give just a little more than their share of time and money in support of their trade association than would be necessary if all in the business lent a hand and paid set dues or assessments.

The National Macaroni Manufacturers Association under the leadership of many progressive and deep thinking leaders who have given of their time and ability without recompense other than personal satisfaction, has ably represented the concentrated thinking of a progressive group in the business for over 37 years. The results obtained on the shoe-string budgets provided are almost phenomenal. In fact, the Macaroni Association's success is the envy of many other trades whose organizations are blessed with thrice the former's financial support.

The organization's achievements since its organization in 1904 are not due to the ability or to the zealous efforts of its paid executives, though several have been faithful and efficient servants, but rather to the readiness of leading manufacturers to pitch in and see things through when storms are at their height. All of this means that there has long existed a fine relationship between the Association management and the sponsoring firms—a healthy situation in any business.

Just why a larger percentage of the macaroni-noodle manufacturers are not supporting members of their national trade association, has long been an unsolved problem. The schedule of annual dues seems very reasonable. Membership can be maintained for as low

as thirty cents weekly by firms whose daily average capacity is under fifteen barrels, while the really big firms are asked to pay not to exceed \$4.00 a week towards the support of their representative organization. For classes in between the dues are proportionally low.

To the casual observer, to the outsider, there would seem to be nothing in this dues schedule to bar any manufacturer from membership. What, then, keeps it proportionally low, if the dues are not the cause? Well, it does seem, and unfortunately so, that even this low schedule of dues does deter some. Competition is in many instances almost ruinous, forcing manufacturers to trim expenditures everywhere. Usually they start with their Association dues.

But, what about the others who are not now in the fold? Perhaps there are as many excuses as there are non-conformists, but most of them are not good reasons. There are personal reasons, but these should have no place in the question of association support. The big men in any business always eliminate the personal element.

Then there is the question of policy or policies. No fault can be found with the principles on which the organization was founded and which have long guided the group action. A willingness has been shown to do everything that is legal and upright in an organized way to bolster the industry and to do nothing that will reflect on any member.

At this very moment, the National Macaroni Manufacturers Association is sponsoring activities, any one of which should earn for it as least double the support it is now receiving. Its law enforcement work is progressing as well as current conditions, and authorities permit. Its protective activities are functioning, despite the fact that the benefits fall on many who have not contributed much towards their fulfillment. Its products promotion and consumer education program, still in its infancy, has shown undeniable signs of beneficial returns when and if said programs are supported in the degree they surely deserve.

Many new opportunities confront business, including the macaroni-noodle makers. The National Defense Program affects us all. Food procurement for those in the service of their country opens a market for increased sales of foods that are approved. There is an almost endless variety of good food for feeding the millions under arms and those who must work to keep up the army and navy, but the certainty of choosing macaroni products as one of the necessary foods will be enhanced with just the right amount of pressure or persuasion applied at the right time and in the right place.

Now, this seems the opportune time for every good macaroni-noodle manufacturer to go to the aid of his trade association—to volunteer his service and coöperation in the fulfillment of the helpful program that will be enlarged in keeping with the support accorded. Remember the old saying—"One volunteer is worth many draftees."

Blight and Other Damage of Durum Wheat in 1940

Part 1. Effect on Macaroni-Making Quality

R. H. Harris and L. D. Sibbit

Department of Cereal Technology

North Dakota Agricultural College

Due to the large amount of damage of mixing, kneading and pressing are caused by various blights, weathering, sprouting, and moulding upon durum wheat in late July, August and September, the department of Cereal Technology was called upon to make an investigation of the degree of injury caused by these sources of damage upon the macaroni quality of durum. Samples of damaged wheats were secured, milled and rated for quality in the department according to the standardized methods which are in general use for testing durum wheats for macaroni performance. It is only quite recently that satisfactory methods have been developed for the experimental milling and processing of durum wheats into macaroni. Valuable contributions have been made to this development by Fitchell (1934) and Hinington and Fitchell (1936). The techniques used are quite different from those employed in testing bread wheats for quality; and different equipment is required.

The various steps in testing macaroni wheat consist of milling the wheat into semolina on a small experimental mill, mixing the semolina with water, kneading into a stiff dough with water, pressing to optimum consistency, pressing into macaroni, and finally drying carefully under controlled conditions of temperature and humidity. The steps

edge is also obtained from the test regarding the relative ease of mixing various wheat samples. The macaroni is next examined for specific and color differences. The macaroni is likewise rated for color, freedom from cracking and checking, pliability and color at the present time the quality factor in macaroni evaluation is to popular demand for a rich amber color (gray or high colored macaroni and semolina viewed with disfavor by the consumer).

Table 1 summarizes tests conducted upon several samples of damaged durum which were obtained from various points by Mr. Hatcher, pathologist of the Extension Division. The material per bushel is shown with macaroni grade determined according to standard methods and equipment described in the Handbook of Official Methods of the Bureau of Agricultural Economics, 1937 edition. The

(Continued on Page 8)

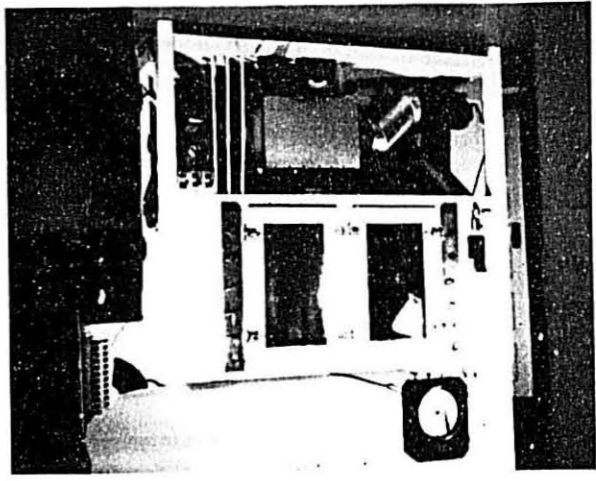


Figure 2. Small Macaroni Drying Cabinet of the North Dakota Station. This apparatus is fitted with equipment for temperature and humidity control during drying.

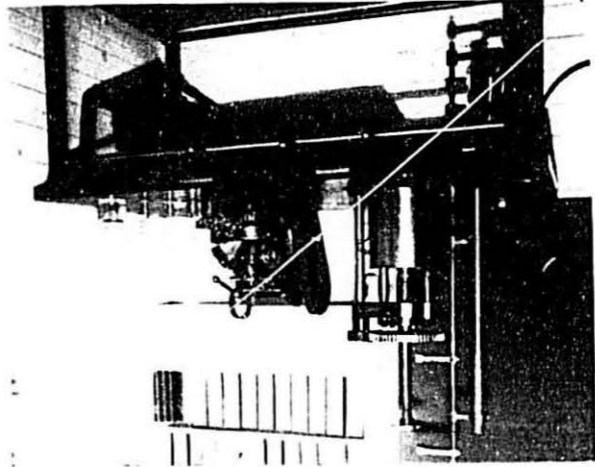
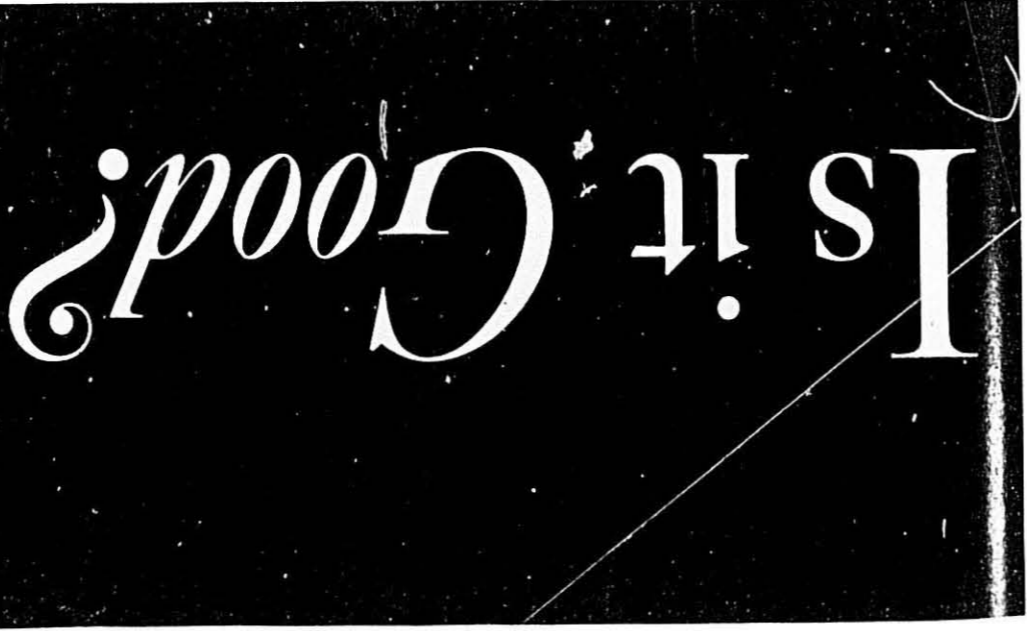


Figure 1. Equipment for the Experimental Manufacture of Macaroni from Semolina Milled from North Dakota Durum Wheats.



The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the rest your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products must answer "Yes."

For years we have been resting and choosing wheats, milling, testing and re-testing Gold Medal Press-rested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills Gold Medal Press-rested Semolina No. 1 is noted for those characteristics which spell fine results to the manufacturer. It is noted for all-around ability to produce products itself.



No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?" Gold Medal Press-rested Semolina No. 1 milled by General Mills, Inc., speaks for itself.

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DEPT. N. DEPARTMENT

WASHBURN CROSBY COMPANY

TRADE NAME

Central Division of General Mills, Inc., Offices: Chicago, Illinois

TABLE I. EFFECT OF BLACK POINT AND OTHER DAMAGE ON MILLING AND SEMOLINA QUALITY

Lab. No.	Moisture %	Protein %	Test weight	Unofficial grade	KERNEL DAMAGE			Semolina yield		Specks per 10 sq. in.	Semolina rating	Visual color score	
					Light	Heavy	Total	unpurified	purified			semolina	macaroni
40-32	12.2	12.7	62.8	No. 5 Amber Durum	3.7	6.8	10.5	62.8	44.2	115	3	4.0	5.0
40-31	12.2	14.5	61.9	Sample grade hard amber durum	10.7	6.0	16.7	61.7	43.1	81	2	4.0	5.0
40-30	12.4	14.7	61.4	Sample grade hard amber durum	7.4	17.9	25.3	61.4	43.0	173	4	4.0	3.0
40-33	13.2	15.5	59.9	Sample grade hard amber durum	6.9	20.0	26.9	59.5	40.5	160	5	2.0	2.0
40-34	13.7	13.8	62.1	Sample grade hard amber durum	19.8	14.6	34.4	61.5	45.3	75	1	5.0	6.0
Commercially milled, no. 1 semolina											25	9.0	9.0

Effect of black point and other damage on milling quality and semolina. Conclusions: With the limited number of samples tested, all but one graded (unofficially) "sample grade" regardless of their respective test weights. The kernels were not of a good hard amber color, but were dull, with a great percentage of light and heavy damage. No difficulty was encountered in the actual milling of these samples, but the resultant semolina was very "specky"—these specks being impossible to remove during the purification, consequently the "purified semolina" contained a large quantity of these undesirable specks (black and dark brown).

TABLE II. EFFECT OF BLACK POINT AND OTHER DAMAGE OF MILLING AND SEMOLINA QUALITY

Lab. No.	Moisture %	Protein %	Test weight	Unofficial grade	KERNEL DAMAGE			Semolina yield		Specks per 10 sq. in.	Semolina rating	Visual color score	
					Light	Heavy	Total	unpurified	purified			semolina	Processed discs
1.	60.0	Sample grade amber durum.	35.0	No. 1 hard amber durum.	20.8	55.8	56.9	46.5	170	3	2.0	2.0	Original wheat as received, (cleaned and scoured).
2.	62.9	Sample grade durum.	30.0	No. 1 hard amber durum.	30.0	50.0	63.8	50.0	260	4	1.0	1.0	Original wheat with light and heavy kernels (damaged) removed.
3.	59.4	Sample grade durum.	30.0	No. 1 hard amber durum.	30.0	50.0	63.8	50.0	260	4	1.0	1.0	50% of "2" with 50% of heavy damaged wheat picked out of a sample similar to "1".
4.	61.8	No. 4 hard amber durum.	100.0	No. 4 hard amber durum.	100.0	100.0	64.5	50.9	110	2	3.0	4.0	100% light kernel damage picked from original sample.
Commercially milled, no. 1 semolina											25	9.0	8.0

light kernel damaged classification includes those kernels which show discoloration at the tip, without damage in the crease or other parts of the kernel. The visible evidence of this form of damage can be almost entirely removed by rubbing the infected part of the kernel. Heavy damage comprised kernels with more of the surface, including the crease, showing the results of infection. Total kernel damage is the sum of the light and heavy damage. All damage is reported as per cent by weight of kernels. The unpurified semolina yield, in percentage of cleaned wheat take, is given, followed by the yield of the semolina after passing through a purifier. A purifier is a machine equipped with an inclined vibrating sieve and a fan. The semolina passes slowly over the sieve and the larger particles fall over at the end of the sieve and are discarded. A current of air is drawn through a thin stream of semolina on the sieve and light particles of the wheat bran are removed by this means. The sum total of these operations is reflected in a better color in the product associated with fewer specks. The visual color score was obtained by comparison with a commercial No. 1 grade semolina, which was assigned a score of 9 out of a possible 10. A close relationship is not shown between per cent damaged kernels and number of specks, or visual color score. It must be borne in mind, however, that damage to a kernel cannot be rated by visual examination and harm may have occurred to the kernel which is not apparent from the appearance of the wheat grain. Generally speaking, there is no doubt that the damage present on these samples of wheat materially increased the speck-

ness of the semolinas and affected adversely the color score. The presence of specks in semolina is possibly a contributing factor in causing checking and cracking in the finished macaroni. The final column on the right of the table presents the visual color score of the macaroni produced from the semolinas. It is clearly evident that the infections adversely affected the ratings, and in addition all the macaroni made from damaged durum was mottled and unsatisfactory in appearance. Again, as in the instance of the semolina, color does not appear to be correlated with degree of damage. In view of the marked effects of wheat damage upon quality it was thought advisable to further investigate the problem. Accordingly, approximately a bushel of durum was obtained which had been rather heavily damaged. This wheat was hand-picked by assistance supplied from the WPA rolls into portions consisting of lightly and heavily damaged kernels. Four samples of semolina were milled from the following wheats:

1. The original cleaned and scoured wheat, containing all the damaged kernels as received.
2. The original wheat with light and heavy damage removed.
3. A blend of 50 per cent of "2" with 50 per cent of heavily damaged wheat.
4. 100 per cent light kernel damaged wheat.

Due to the time consumed in separating the wheat into the various portions described, it was not possible to procure sufficient wheat at this time for the regular experimental test which has been described. A small or

micro experimental method was therefore used to obtain the needed information as rapidly as possible. This test has been well described by Fifield, Smith and Hayes (1937) and shown by them to yield results approximating those obtained by the other procedure. The small, or micro test, consists essentially in mixing, kneading and pressing a much smaller quantity of semolina dough than by the other method. The mixer is designed to mix a small dough and the dough is then passed repeatedly through small steel rolls to simulate the kneading of the regular kneading machine. The distance between the rolls as well as the number of times through has been standardized. As the rolling proceeds the dough becomes stiffer and more suitable for pressing. The pressing is done by means of a small laboratory hydraulic press, and the pressed product is in the form of a thin disc or wafer instead of the familiar tubular macaroni. The color, however, can be judged from the disc and the results yielded have been found to agree closely with color ratings obtained by the other experimental method. The great advantage of the method lies in the smaller quantity of wheat required to produce a product from which color judgments may be made. The data obtained in this second experiment are shown in Table II. It is evident that kernel damage affects bushel weight, as removing the infected kernels from the wheat raised the test weight 2.9 pounds while the addition of 50 per cent heavily damaged kernels decreased it 0.6 pounds. Heavy damage is more effective in this respect than light damage, as would be expected. Total kernel dam-

(Continued on Page 22)

DOUBLE-TESTED
to Make Noodles that Sell!

CLOVERBLOOM FROZEN YOLKS
(Special Color and High Solids)

ARMOUR DOUBLE-TESTS these special Cloverbloom Frozen Yolks, to be perfectly sure they will produce the kind of noodles you want—quality noodles!

TEST 1—They are checked against a scientific color guide to be sure they give you the maximum, rich, natural egg color.

TEST 2—They are tested under the Zeiss Refractometer to be sure they contain not less than 45% solids. You can figure your solids content exactly with Cloverbloom.

Don't forget, too, that Cloverbloom Frozen Yolks are uniform and clear of foreign matter. Try 'em. You'll find they're the best you've ever used! Ask your Armour Salesman or nearest Armour Branch House to send you a trial order!

FOR INFORMATION, WRITE TO THE FROZEN EGG DEPARTMENT, ARMOUR AND COMPANY, U. S. Y., CHICAGO



ARMOUR'S CLOVERBLOOM YOLKS
Special Color and High Solids
Packed Especially for Noodle Manufacturers.

For The Lenten Harvest Season

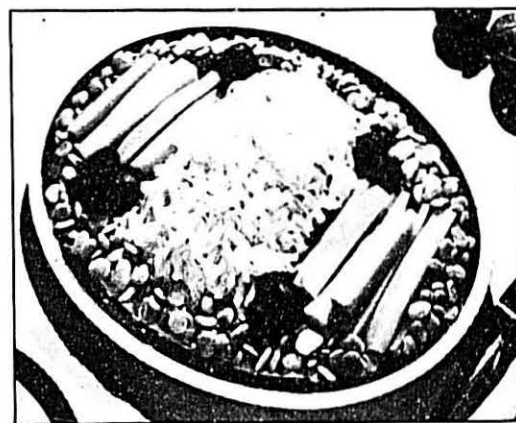
New and Different Lenten Dishes That
Will Want Repeating

Macaroni Products Meals Solve Problems of Both Meat and Meatless Days
of Lent. Delicious and Economical "Rescuers" that American
Homemakers Will Welcome.



SPAGHETTI AND EGGS WITH MUSHROOM-TOMATO
SOUP SAUCE

Here's a savory solution to many a Lenten menu problem. It's a dish that for inviting looks and savory aroma will put an extra edge on the appetite.



BUTTERED EGG NOODLES WITH VEGETABLES

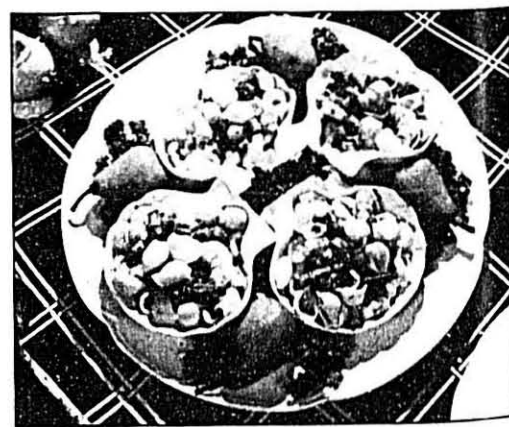
Every day homemakers are finding delightful new ways for using one of America's handiest menu helpers—egg noodles. This popular yet thrifty food is pictured here with a vegetable platter of carrots, small whole beets and canned lima beans.

LENT this year started almost in mid-winter and will end in the early part of official spring. In keeping with the rigors of the existing climate, bodies crave heavy, satisfying foods. In homes where people abstain from meats to a greater or lesser degree, the planning of healthful Lenten meals is a worry and a chore, unless the cook is thoughtful enough to decide on one of the many forms of macaroni products for the main dish of her meal.

Sensing this annual quandary in which housewives usually find themselves, the macaroni-noodle manufacturers of the country have united in sponsoring timely suggestions to Americans in every station of life, saying—"Let Macaroni-Spaghetti and Egg Noodles Come To The Rescue During The Long Lenten Season." They reason further:

The planning of daily menus, even without considering such important points as the family budget or seasonal restrictions, is a problem for most homemakers. During the Lenten season this problem is further complicated, because many families omit meat entirely from their menus on many days during Lent.

Although every menu should meet the nutritional needs of the family group, the menu planner must also consider many additional factors if she wishes to produce a successful meal. One of the cardinal requirements of a meal is "variety." No menu is so good that it can be



BUTTERED MACARONI SHELLS WITH MEXICAN SEA FOOD SAUCE

Are you undecided when it comes to new and different Lenten dishes? Then serve buttered macaroni shells with a Mexican sea food sauce. It's a dish your family will enjoy and request often.

March, 1941

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repeated day in and day out, nor is any one food so good that it can be served continuously without change.

In rechecking these suggestions for menu planning, it is easy to understand why macaroni products are so valuable to every menu maker, because they are one of the most versatile and adaptable foods used by homemakers today.

Macaroni, egg noodles or spaghetti, in any of the variety of shapes and sizes in which they are available, possess all of the qualifications necessary for use in good menu planning. They are mild in flavor; they combine with all textures; they are one of the most easily and quickly digested foods, and they permit a greater variety of combinations than any other food. Another creditable feature of the macaroni food family is their economical value, and when combined with other foods such as milk, cheese, eggs and vegetables, they offer wholesome meals at a very low cost.

Macaroni products require a minimum amount of time and labor to prepare; they should be cooked in a sufficient quantity of boiling salted water and a good quality product from your grocer will do much to insure success in the recipes you prepare. Because all three members of the macaroni family are essentially the same, it is possible to interchange them in practically any recipe.

Ten Commandments for Lenten Menus

Since this is the time of the year when minds are particularly menu-conscious anyway, perhaps the following suggestions, which might be called the "Ten Commandments of Menu Planning," will prove helpful in enabling you to obtain variety in your menus:

1. Do not repeat the same food in any meal. For example, corn fritters and buttered corn, or tomato salad with tomato soup.
2. Avoid using all one type of food-stuff in one meal, as rice, potatoes and corn-starch pudding.
3. Do not serve more than one strong-flavored food in one meal, such as cabbage, cauliflower or onions.
4. Have a good balance between soft and solid food textures. Variety in food textures is most important.

5. Do not serve all hot or all cold foods at one meal.
6. Foods should not be all acid or all sweet. A little of both is required in each meal.
7. Highly seasoned foods should be used sparingly. Too many highly seasoned foods tend to dull the appetite for other foods.
8. Leftovers should appear in new forms.
9. Attractive appearance of food has much to do with good digestion.
10. Do not serve the same food combinations too often. Ham and eggs are good, but when always served together, they do become monotonous.

*Macaroni is a nutritious wheat food. It and the different shaped spaghetti and egg noodles are often called "the energy trio." Any member of this trio blends naturally with vegetables, meat or fish to produce a well-balanced, healthful dish.



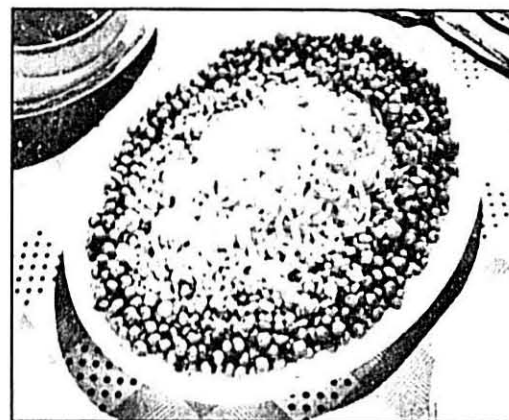
VEGETABLE PLATTER WITH ELBOW MACARONI

Macaroni Products are so easily prepared into tasty and economical dishes that it's no wonder women call upon them again and again to help in planning meals. Try serving this flavor-y recipe with a tomato or a cheese sauce.



STUFFED PEPPERS AND MACARONI

Here's a "four star" recipe that will prove who's the "leading lady" in your family—and what a hand she will get when she serves this delicious combination, drenched with tantalizing cheese sauce.



SHORT CUTS AND VEGETABLE PLATTER

A tasty, easily prepared wheat-vegetable platter that's ideal for the children's luncheon. Always a favorite with grownups, too.

Report of the Director of Research for the Month of February

By Benjamin R. Jacobs

A few days ago I sent a questionnaire to every manufacturer of macaroni and noodle products in the United States, as well as to all the durum mills.

This questionnaire dealt with the use of vitamins and minerals in macaroni and noodle products.

The purpose of this questionnaire was to determine to what extent these products are or have been used and as well as to obtain from those interested in the subject their views on the desirability of using vitamins and minerals in our products.

Much has been said concerning the losses sustained in cooking and draining off the water-soluble vitamins which may be added to macaroni products. This is largely due to the method of cooking and can be overcome to a large extent, first by reducing the amount of water used in cooking and second by adding a sufficient quantity so that the consumer will obtain the required amount. Other means may also be used in preventing losses but these are all matters of further experimentation.

If it is desired to restore the vitamins of the original wheat the problem is not a very difficult one either economically or physically. However, a sufficient amount of data must be obtained as soon as possible in order to be in a position to state accurately the solution.

It might be of interest to many readers of the JOURNAL to know the Vitamin B₁ content of the raw materials which we use and, therefore, I am presenting here data of other investigators showing the Vitamin B₁ content of various cereals and cereal products.

Schultz, Atkin and Frey, (*Cereal Chemistry*, Volume XVIII, January, 1941, Page 106) report the Vitamin B₁ content of various grains as follows:

31 samples of wheat, of various types including durums, ranged from 4.2 to 7.3 gamma per gram, the average being 5.6 gamma per gram.

37 samples of barley of various grades and strains, showed a range of 3.8 to 9.2 with an average of 6.2 gamma per gram.

23 samples of corn ranged from 4.1 to 6.1 with an average of 5.34 gamma per gram. This included both white and yellow varieties and there

was no significant difference observed between them.

21 samples of oats ranged from 4.8 to 10.3 gamma per gram with an average of 7.2.

10 samples of rye ranged from 4.0 to 5.7 with an average of 4.84 gamma per gram, a relatively narrow range.

5 samples of buckwheat ranged from 4.2 to 8.5 with an average of 7.23 gamma per gram.

These results show that there are considerable differences in the Vitamin B₁ content of the various cereals as well as of different strains of varieties of the same cereal; therefore, it is not possible to evaluate a diet of food mixtures containing cereals without an analysis of the ingredients.

Hoffman, Schweitzer and Dalby, (*Cereal Chemistry*, XVII, November, 1941, Page 753) report finding Vitamin B₁ in flour used for baking and ranging in ash content from 0.53 per cent to 0.80 per cent, a minimum of 2.0 and a maximum of 4.7 gamma per gram.

They also report durum wheat with an ash content of 1.69 per cent to have a Vitamin B₁ content of 6.6 gamma per gram. Other wheats ranging in ash content from 1.35 per cent for soft Pacific Coast wheats to 1.88 per cent for Kansas wheat contained a minimum of 5.0 to a maximum of 8.0 gamma per gram. Shipments of whole wheat flour reported by the same investigators contained practically the same amount of Vitamin B₁, as did the above samples of wheat reported.

No correlation was found to exist between the ash and Vitamin B₁ content of wheat. However, a definite relationship was found to exist between the ash percentage and the Vitamin B₁ content of the flours examined. These investigators also report the loss of Vitamin B₁ in the baking of various types of bread to range from 5.0 per cent to 9.0 per cent, and in toast which is subjected to a more destructive heat, the loss of Vitamin B₁ ranged from 0. per cent to 17 per cent. Other investigators (Schultz, Atkin and Frey, J. Am. Chem. Society) have also found losses of Vitamin B₁ to range from 5.0 per cent to 9 per cent. The losses, however, are greater in the bread made from whole wheat than they are in that made from ordinary flour.

Schultz, Atkin and Frey* report the

Vitamin B₁ content of various mill products and the proportion of the wheat represented by these as follows:

Mill Product	Proportion of Wheat %	Gamma Per Gram
Wheat	100.0	6.25
Bran	13.0	16.0
Middlings	13.0	28.0
Low Grade Flour	7.1	4.5
Bakery Flour	64.0	0.85
Ground Screenings	2.7	6.4
Germ	1.0	30.0
Short Patent Flour	1.0	0.7
Long Patent Flour	1.2	1.2
Straight Flour	72.5	1.5

**Cereal Chem.*, Vol. 16, Sept., 1939, Page 611.

The distribution of Vitamin B₁, as related to the various products is as follows: The feed which consists of approximately 27 per cent of the weight of the wheat contains 82.5 per cent of the total Vitamin B₁ content of the wheat. The Straight Flour which consists approximately of 73 per cent of the weight contains approximately 18 per cent of the Vitamin B₁ present in the wheat. The Patent Flour which consists approximately of 55 per cent of the weight contains only 6.7 per cent of the Vitamin B₁ present in the original wheat.

This will give some idea of the distribution of Vitamin B₁ in the various parts of the wheat kernel and shows the necessity for laboratory control of the raw materials used in the manufacture of our products. It also shows the necessity for adding Vitamin B₁ to our products to restore the semolina, farina and flour to the original Vitamin B₁ content of the wheat.

For the information of some of our manufacturers who may not be acquainted with the unit of weight used in this article I am appending a table of approximate equivalents:

Table of Approximate Equivalents	
1 gram vitamin B ₁	equals 333,333 International Units.
1 gram	equals 1,000 milligrams.
1 milligram	equals 1,000 gamma.
1 gamma	equals 1 microgram.

The motor vehicle has "personalized" transportation to fit the special needs of the individual.

One of the most amazing industrial records of all time was set in England recently when cartons for two million gas masks were produced in three days.

March, 1941

THE MACARONI JOURNAL

13

"The Highest Priced Semolina in America
and Worth All It Costs"

The
Golden
Touch

King Midas Semolina

Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



New "Cellophane" Plant In Midwest

The first "Cellophane" cellulose film made in the Midwest rolled from the du Pont Company's new Clinton, Iowa, plant on March 3.

Some 200 employes began work on that date. An additional 300, almost all Midwesterners with no previous experience in the chemical industry, are expected to be employed and trained in their new jobs before the end of August.

Food industries of the Middle West, it was said, will receive the first

shipments of new film and thereafter consume the largest share of the Clinton output.

Officials emphasized that the plant is a commercial operation exclusively and incapable of being converted to any purposes other than that for which it was originally designed, namely, the manufacture of "Cellophane" cellulose film.

This is the fourth "Cellophane" plant built in America since du Pont's large-scale introduction of the film here from France in 1924. The price was then \$2.65 a pound and the sparkling wrapping made from chem-

ically transformed spruce and hemlock trees was little more than a scientific curiosity. A better film of the same type now is sold for 33 cents a pound, while moisture-proof varieties sell for 41 cents a pound.

The Clinton operation, officials said, is the first situated west of the Mississippi and also the first that is completely disassociated from the manufacture of viscose rayon, a companion cellulose product.

Appointed Food Consultant

Appointment of Gerrit Vander Hooning, of Grand Rapids, Michigan, as consultant on food procurement and distribution problems was announced February 24 by Donald M. Nelson, Director of the Division of Purchases, Office of Production Management.

Mr. Vander Hooning will serve as an assistant in the subsistence and general supplies branch of the Division of Purchases. In that capacity, he will assist in advising the Quartermaster General on food procurement and distribution problems and on problems in the operation of sales commissaries.

Past president of the National Association of Retail Grocers, Mr. Vander Hooning is operator of a highly successful retail food business in Grand Rapids. As president of the Association, he familiarized himself with food distribution problems and he has a wide acquaintance in the trade.

Completes Tax Payment

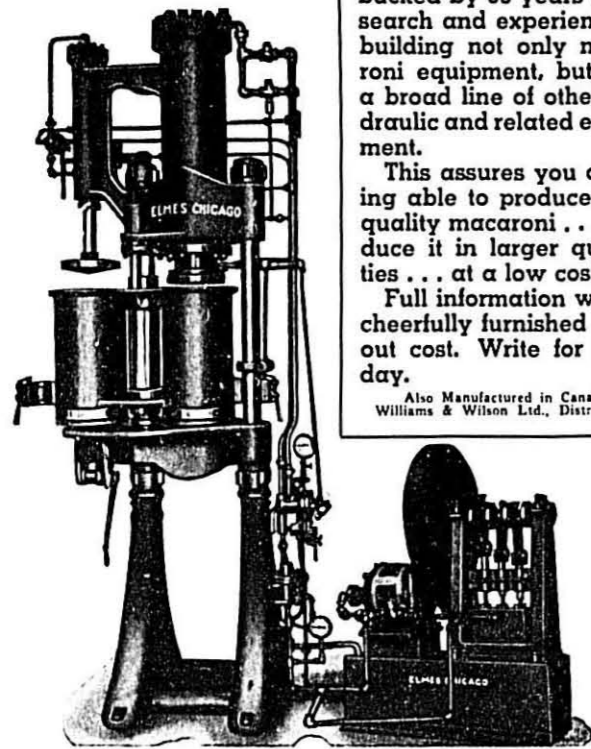
The St. Louis, Mo., *Globe-Democrat* in its issue of February 21, 1941, reports the completion of the income tax installments pledged by the V. Viviano Macaroni Mfg. Co. of that city:

The last installment of the \$80,000 income taxes for 1929-33 owed by Vito, Gaetano and Salvatore Viviano, officers of the V. Viviano & Bros. Macaroni Manufacturing Company, 1022 North Seventh street, has been paid and the government is now out of the macaroni business.

The Vivianos pleaded guilty to the criminal charges growing out of the attempted evasion and were given suspended sentences and placed on probation after the compromise was effected.

The first interdepartmental telephone system installed in an American factory was in a New York folding box plant in the early 1880's.

Profit By These 90 Years of Experience



Every Elmes press is backed by 90 years of research and experience in building not only macaroni equipment, but also a broad line of other Hydraulic and related equipment.

This assures you of being able to produce high quality macaroni . . . produce it in larger quantities . . . at a low cost.

Full information will be cheerfully furnished without cost. Write for it today.

Also Manufactured in Canada
Williams & Wilson Ltd., Distributors

CHARLES F. **ELMES** ENGINEERING WORKS
213 N. MORGAN ST. Chicago SINCE 1851

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

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

They know Commander Superior Semolina is dependable.

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

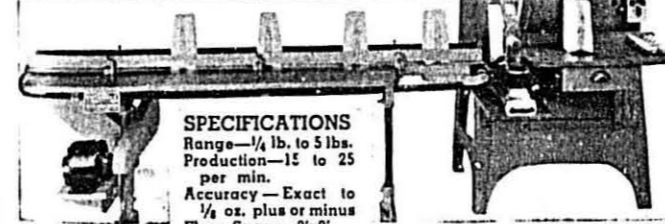
COMMANDER MILLING CO.

Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



NEW Automatic Discharge ELEC-TRI-PAK Sets Production Pace!



SPECIFICATIONS
Range—1/4 lb. to 5 lbs.
Production—15 to 25
per min.
Accuracy—Exact to
1/4 oz. plus or minus
Floor Space—3'x9'

Write today for new Bulletin describing
the Elec-Tri-Pak line!

DESIGNED for weighing and filling macaroni products into bags, the new Model N-2-A Vibratory Feed ELEC-TRI-PAK Weigher with Conveyor is tops for rapid, accurate work. The automatic discharge sets the production pace for the operator. Other features include: instant hand wheel speed change; self-cleaning; absolutely no discharge of "short-weight"; provision for balance scale for visible weighing information (no operator required for scale and it is not needed as a check weighing device); the exclusive Triangle bulk and dribble vibratory feed; gentle handling which eliminates damage to products! One of a complete line of ELEC-TRI-PAK Weighers for packaging macaroni products—Write for complete details today!

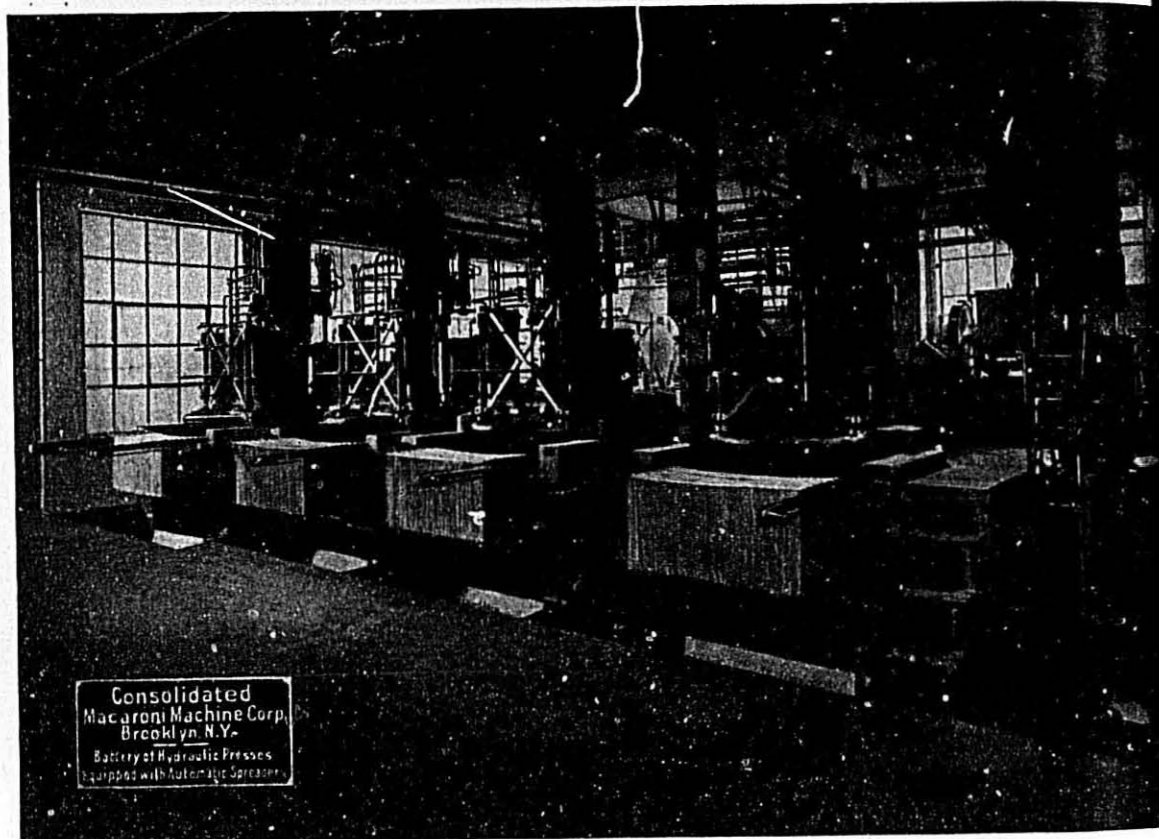
TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

REPRESENTATIVES IN

PRINCIPAL CENTERS

Consolidated Macaroni Machine Corp.



This photograph shows four presses with Automatic Spreaders recently installed at the plant of The Paramount Macaroni Company, Brooklyn, N. Y., replacing twice as many of the old style, hand-spreading type. Have been in service several months and are giving perfect satisfaction in every respect.

We invite the trade in general to see the first macaroni factory in the world with spreading done automatically by machine.

The Ultimate in Presses. High speed Production. Over 1,000 pounds net per hour; 40 barrels per day of 8 hours guaranteed.

Improve the quality, texture and appearance of your product. Increase your production and reduce your labor costs. Skilled labor unnecessary, as all operations are automatic.

Not an experiment, but a reality. Produces all types and forms of paste with equal facility. Sanitary.

We do not Build all the Macaroni Machinery, but we Still Build the Best

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

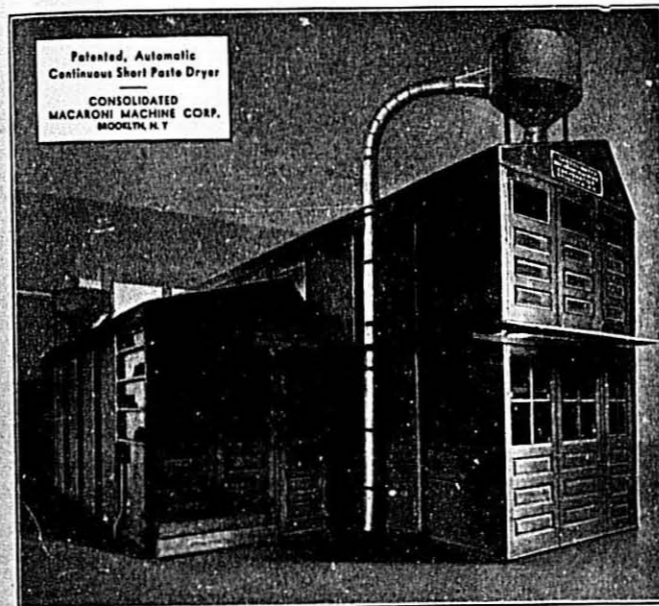
hygienic; product practically untouched by human hands.

Pressure being distributed equally on face of the rectangular dies, strands of extruded paste are of even length.

Trimmings reduced to a minimum, less than 10 pounds per 200-pound batch.

We can furnish you with new presses of this type or we can remodel your present hydraulic press and equip it with this Spreader.

Consolidated Macaroni Machine Corp.



We show herewith some of our latest equipment designed by men with over thirty years experience in the designing and construction of all types of machines for the economical production of Macaroni, Spaghetti, Noodles, etc.

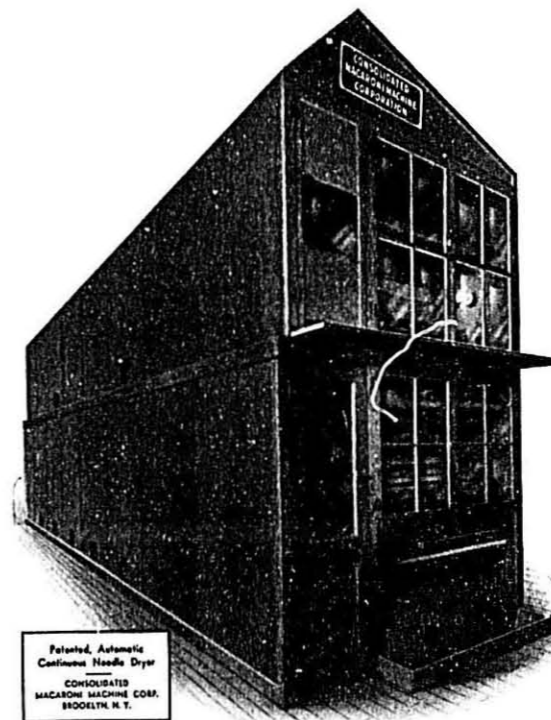
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

All the equipment shown has been installed in various plants and is now in actual operation.

Specialists for Thirty Years

- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles
For Short Pastes



We do not build all the Macaroni Machinery, but we build the best.

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

Address all communications to 156 Sixth Street

Plant Safety Pays

Industry's High Accident Frequency Record Will Be Reduced
by Employe Caution and Employer Precaution

Eliminating Accidents Peculiar to Women in the Food Industry

By Ellen D. McKeon

Assistant to District Engineering Manager, American Mutual Liability Insurance Co., New York City

Within the last few months I have reviewed approximately four hundred accidents to women in your industry. As is always the case when reviewing accidents to women, falls predominated as the major cause (falls on stairs, from slippery floors, on the level, from platforms). Striking against objects, cuts, machine accidents, handling material, strains and sprains from constant action, falling material, burns, dermatitis, and stepping on glass and nails followed in the order mentioned. Falls, handling material, and falling material caused sprains and strains which should be kept in mind when considering accidents peculiar to women in your business.

Poor footwear and clothing, poor physical control, spilled material, unsuitable employment, poor discipline, inadequate supervision, careless foremanship, inadequate protective equipment, fatigue and poor housekeeping come to notice immediately when the factors behind these accidents are sought for.

An accident occurred recently to a woman in a fruit evaporating and preserving plant, when she fell while carrying glass, and lacerated her hand. The report on the accident developed that syrup was on the floor, causing a slipping hazard. The management's contribution to the investigation was an insistence that they were exerting a good quality of effort to keep floors particularly clean, especially in departments where spillage of material was practically unavoidable. They seemed proud of that and satisfied with their situation.

I have used that accident to illustrate a poor example of accident analysis. The true cause had not been determined; we knew nothing of the actual manner of carrying the glass or the characteristics of the woman, the condition of her footwear, or the

exact reason for the spillage at this part of the plant. In the face of the alleged organized purpose throughout the plant they had not attacked their accident analysis in scientific manner.

Another preserving plant was very poorly arranged, and as a consequence, had a very poor accident record. Following a conference, the management attacked the problem of accidents to their women in a basic manner. Today they have a very fine arrangement, good housekeeping, clearly defined aisle space, brick floors properly sloped for drainage; each girl working on wet floors is provided with rubber boots. A first class dispensary has been installed, and each accident is fully investigated and analyzed at a subsequent safety organization meeting.

As illustrating basic defects, I should like to touch on the following cases:

A girl while peeling potatoes, in a food products plant, blistered her fingers. She did not report for hospital treatment with the result that infection developed.

A girl, in a large needle factory, was cleaning a machine which was in motion. She caught her right hand in the machine and crushed the back of it, breaking three bones. The plant was in good condition from a physical standpoint; it was probably one of the best guarded plants in the vicinity. This particular girl had been instructed against the practice of cleaning machines while in motion. The accident was the result of direct violation of her instructions.

As illustrating the need to give serious consideration to female psychology, let me give you the following from an engineer's notebook. The engineer misnames it "A Comedy."

The scene is a Macaroni factory in the East. The characters are the company management and 100 women

employees. A woman employe, a machine operator, is descending in the elevator. She is alone, which is contrary to company regulations as is shown by a sign in the elevator. The woman utters a scream which runs from end to end of the factory. She falls to the floor of the elevator. The car reaches the bottom floor where it stops automatically. Foremen lift the unconscious form of the woman to the factory entrance. A few minutes later an ambulance dashes away to the hospital.

The factory employes, however, do not return to work. Throughout the plant they gather in buzzing groups. Some laugh shrilly; others weep. The foremen say to go back to work. Gradually most of the women return to their work; but they cannot sit still. They drink water; they go to the rest room. The management announces that the hospital has been called and the woman is wholly uninjured. She fainted when her dress caught on something in the shaftway. That is the truth, but the employes do not believe it.

The final curtain does not fall until the third day. The elevator rider has returned to work and confirmed the management's announcement. Production that has been interfered with gets rolling again.

The Moral: The shaftway should not have been unprotected; but had the management enforced safety rules the machine operator would not have been on the freight elevator. Dislocation of work should not have occurred.

If I were a member of a food plant, I would not attack this accident problem on the basis of accidents which happen only to women. Just as the science of operation within your plant has regard for types of people, however, if you wish successfully to cope with your problems as respects accidents which seem peculiar to your women folks, you must make provision in your plan so your approach to the question will have a regard for those differences of temperament, nervous and physical balance, personal habits, and natural expectation which rest on the average between male and female employes. That is something to be superimposed on your broad treatment of types.

My suggestion, therefore, is not for

(Continued on Page 20)

Sylvania Cellophane
SINCE 1929
PRESERVES YOUR PRODUCT

SYLVANIA cellophane keeps macaroni fresh and clean. It allows it to be seen without being touched. It protects it against dryness and moisture. It also wraps frozen fish and hot melted cheese. In fact, SYLVANIA cellophane may be said to protect the products of all America.

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SYLVANIA INDUSTRIAL CORPORATION
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SYLVANIA IS A REGISTERED TRADE MARK FOR CELLOPHANE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION

an attack on the basis of women in your industry, but for an attack on the basis of people in your industry, with provisions or sciences of treatment that will meet the needs of female physique and psychology.

Women, like men, have to be painstakingly made safety conscious.

A careful analysis of the accidents in general which have occurred to women in your industry does not reveal that the same result could not have occurred to men. If accidents occurred more to women than to men, they are to be interpreted broadly as being peculiar to women only because you employ women in those places, or because in certain respects women are more prone than men are. Defects of management, such as are shown by analysis treatment of the record, do not relate less to men than to women. When managerial neglect permits of spilled material, poor discipline, inadequate supervision, careless foremanship, inadequate provision of protective equipment and poor housekeeping, the fact of the employe being a woman has no direct bearing on the question, but when we study the woman as such, we get the answer.

In an organized way you should include in your plan the necessary ways and means of reducing the number of injuries caused by falls. That has been the leading cause of accidents to women in the food industry for some time. Why should you not definitely attack "Falls to Women" accidents? Concentrate on them; correct the conditions which the management can correct, such as, slippery floors, unsafe aisles, improper equipment, careless or incomplete supervision, etc.

Do not overlook proper choice of supervisors—people who understand and can handle women with the science that the problem demands. Bring the subject to the foreground in the minds of your women employes by friendly advice, constant vigilance, posters and signs conspicuously posted, but above all by proper instructions, and then, when an accident does occur, make it a constructive factor through an illuminating investigation.

So very often you read a cause of an accident which states something like this: "Tripped and fell at work—injured left arm and knee." "Fell by radiator—burning arm and injuring knee." "Fell on floor—burned arm." "Fell down steps—hurt her back." No constructive mention is made of the reason for the fall, and still that is the one solid contribution which hindsight can offer to foresight—the one grain of knowledge through which to help create a science.

We have found that sprinkling china clay on oily floors and then sweeping it up with a push broom,

leaving just a light film on the floor, is a good safety measure to eliminate slipping and falling. Try this on greasy floors in the food industry.

It is evident that if safety progress is to be made, the choice of women is very important. Your personnel division has an interest in this question. Excitability, age, health, intelligence, and strength are factors on which the employer can have an opinion, and it should be exercised. In the long run, a careful choice should be exercised. In the long run, a careful choice should bear in on the accident record. It is an axiom in a liability phase of the insurance business that even though accidents can and do occur on stairs of excellent design, construction, and maintenance, and on floor and walkways of equal quality, the expectation and occurrences are greatest on stairs, floors, and walkways of poorer quality. The same axiom applies to individuals. It should be a responsible function with someone in your plant to see that "hand-to-mouth" hiring is not substituted for careful and intelligent choice of employes. Women do slip and fall more readily than men. They have, on the average, less sense of physical control than men have. It is a point peculiar to them, and it is important in your accident record.

Just as it is important to hire men who can deal with and handle men successfully, it is cardinal to have supervision by women who understand, have sympathy for, can freely deal with, and successfully handle women. Women, singly or in the aggregate, are sometimes a puzzle to men, so choose women supervisors with judgment and on a plan. Accidents are peculiar to many women because many women are peculiar themselves. That is why they wear peculiar footwear and clothing and are hard to wheedle or guide away from the habit. Only good female psychology will make progress. Women, too, sometimes impose on men; they hide behind their sex; and discipline is just as needed with them as anyone else. They must be understood to be disarmed and led.

Fatigue affects women more quickly as a rule; that is why you must consider rest periods, fatigue-reducing seats, and allied details. Any old seat won't do. A tired woman with a lame back may be a costly question in your hands. Footwear also plays a part in fatigue.

Supervision, among other things, should see that women are not unduly rushed, and do not carry loads beyond their capacities. The age of the woman is a factor to be considered. Younger women are steadier on their feet, while older women are more reliable and stable on dangerous machinery.

As a business question, a Safety

Organization should be an operating function of your plant. Women should be represented on your Safety Committee.

Rhythm and Rhyme

Miss Irene Cunco, school-teaching daughter of Mr. and Mrs. Lawrence Cunco, Pittsburgh, Pa., and niece of President Joseph J. Cunco of the National Macaroni Manufacturers Association, though still quite young as poets go, has attained considerable success in her poetical writings. Several of her poems were accepted by the Crowell Publications, Jersey City, N. J., edited by Gregory Adams and published in 1939 *Rhythm and Rhyme*.

Experts in poetry are loud in their praises of her writings and bespeak a brilliant future for this young lady whose father was for years connected with a macaroni making business as plant executive and who is at present at the head of a successful food brokerage concern, wherein macaroni products are an important part of the business. Excerpts from several of her poems follows:

Earthbound Supplication

Trees are the hands of earth that reach up to the sky.
Their sensitive limbs like fingertips that grope
Toward the unseen realm of the remote.
With pining gestures as the wind goes by.
They plead for souls and servants of the sod.
Then send these all to man and earth's all powerful — — — — — GOD!

Cynicism

Funny world this;
This seemingly, supposedly, realm of
Love's undying bliss.
As fervently worded and lovingly portrayed.
"For you alone," he murmurs,
"I'll be faithful every day."
Then as he leaves a tender kiss of charm,
He turns—and walks away on another's arm.
I duly say this surely is a funny world!

Death

Death is always pictured as
A skull with fiery eyes,
A black cape adorns his back
And a mouth like a vise.

But to me death is an angel
With eyes so sweetly grim,
A halo above his golden hair
And a candle held so dim.

Death rides across the main
On a steed so nobly white,
And when he softly calls your name
Grave worries seem so light.

So when death comes at shades of light
Or be it at dawn,
Invite him into your humble site
And then be with him gone.

Life may go on as ever
With its sin and evil ways,
But the prince of death stops never
But to shed his heavenly rays.

Timely Topics

by S. M. Noodler

Wasted Energy

A manual prepared for a prominent manufacturing company has this wise comment to make about a certain type of young man.

"Thousands of tons of energy are wasted every year in business institutions by young men who cannot adjust themselves to their superiors. We do not mean to say that when an employe fails to adjust himself to his employer, the employe is necessarily wrong in the point for which he fights. His idea or his plan may be far superior to that of his employer. But the young man must remember he is the one who must do most of the adjusting."

Many a young man has felt aggrieved because an employer did not seem to appreciate properly a suggestion for a change of method. The employer, perhaps, did not take time to explain that the idea was not new to him, that it had been thoroughly considered in the past, or even had been tried out.

Many a young man has thought certain of his employer's policies were all wrong and has been irritated because his suggestions to that effect have been rejected.

It is not waste of energy to study out new plans and present them to the boss in the form of suggestions. Even if the suggestions are not approved, one benefits by studying them out and by thus thinking about the business. Knowledge of and interest in the business grows with such thought. Further, the employer knows how much more valuable employes are who think about their work. He looks ahead for opportunities for such.

It is important to realize that the business is greater than anyone in it and if the individual's ideas are not acceptable, it is the individual, not the organization, that must yield gracefully to the situation.

Prices Low; Volume Fair

What are the prevailing prices on macaroni-noodle products in the various trading areas? Nothing very definite is obtainable with respect to many markets, except the general com-

plaint that prices are too low, competition over keen and the volume of sales only fair.

In the New York Metropolitan area this condition is reflected in the prices reported for February, with respect to bulk goods, but little is known about prices for packaged products. According to the New York *Journal of Commerce*, prices remained unchanged throughout the month. The market held quite firm with a somewhat stronger undertone towards the end of the month when buying was

heavier on account of quantity buying for the Lenten Season. "Manufacturers were holding to list prices very well. Current rate of production is well adjusted to the movements in a rather sluggish market."

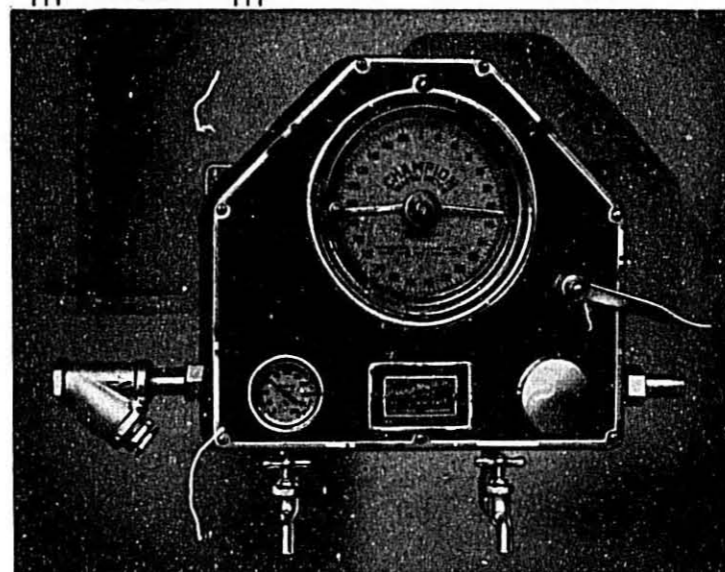
Italian style plain macaroni products in 20 pound boxes sold within the \$1.10 to \$1.20 range.

The cheaper flour grades sold for 80c to 90c for 20-lb. boxes.

Fancy egg noodles in bulk brought from 8½ to 9c a pound.

Accurate
Scaling
0 to 500 lbs.

The CHAMPION WATER METER



For any Volume
or Pressure
of Water

Water Filter
is standard
equipment

Full Vision
Dial for
Easy Reading

MAIL
COUPON
FOR
DETAILS

This is the ideal type of Water Meter for macaroni and noodle manufacturers. It saves time and eliminates guesswork in mixing. It is absolutely dependable, as it is entirely mechanical in operation . . . no electrical connections to get out of order.

The double faucet equipment provides one water outlet independent of meter, and one water outlet recorded through the meter. Mixing valves may be furnished at small additional cost. Enclosed in cast aluminum case ready for installation.

We also make a complete line of automatic equipment, including Noodle Brakes, Flour Outfits and Dough Mixers.

CHAMPION MACHINERY CO.

JOLIET ILLINOIS

Please send me complete information regarding your new Champion Water Meter, including prices and terms.

NAME

COMPANY

ADDRESS CITY STATE.....

Blight and Other Damage of Durum Wheat in 1940

(Continued from Page 8)

age includes the weight of kernels, as per cent, injured by either light or heavy damage and accordingly 100 per cent light kernel damage would not be nearly as harmful as a much lower proportion of heavy kernel damage, as shown in the table, where 50 per cent total consisting of heavy damage has a much greater harmful effect than 100 per cent total of the light kind.

The yield of semolina was highest in the sample with all damage removed, and lowest in the original wheat. More semolina was obtained from the damaged wheat blends than from the original wheat. The number of specks was markedly higher in the 50 per cent heavy damaged blend and this semolina produced a very dark colored macaroni disc. The wheat as received yielded semolina with the next highest number of specks and second lowest disc in terms of color rating. Sample 4 with 100 per cent light kernel damage was next in order of decreasing speckiness and increasing color, while the wheat with injured kernels removed had the least number of specks and produced the best colored semolina and macaroni disc of any of the experimental semolinas. The commercial semolina was much better, being milled no doubt from a higher grade durum than the present wheat even with the damaged kernels removed.

The results obtained from this more or less preliminary investigation prove that blight and other forms of damage in durum wheat [infections of Helminthosporium (Black Point), Alternaria, Fusarium, etc.] adversely affect the quality of the semolina and macaroni produced from such infected wheat. The principal effect is shown in a decided increase in number

Flour Production Well Maintained in Holiday Month of February, 1941

Flour production was well maintained during February, short month of holidays, totaling 5,337,961 bbls., it showed up well against 5,665,946 bbls. for January and outstripped the 5,260,277-bbl. figure of February last year.

These figures, furnished The Northwestern Miller by plants accounting for 64% of the national flour production, revealed the Southeast and the eastern division of the Central West alone in registering gains over the output of the previous month. The former, including mills in Kentucky, Tennessee, Virginia and Georgia, make a gain of 1,630 bbls. over the January production.

The latter, consisting of Illinois and eastern Missouri mills, including those at Chicago and St. Louis, increased its monthly production 19,210 bbls. Other sections showed natural decreases from January to February.

A detailed table appears below, giving monthly and yearly comparisons.

TOTAL MONTHLY FLOUR PRODUCTION

(Reported by mills producing 64% of the flour manufactured in the U.S.)

	February, 1941	Previous month, 1941	February, 1940	February, 1939	February, 1938
Northwest	1,148,026	1,178,101	1,160,450	1,097,911	1,040,041
Southwest	1,989,958	2,170,483	1,876,286	1,780,067	1,787,043
Buffalo	809,625	878,169	720,765	786,794	748,608
Central West—Eastern Division	468,629	494,020	524,564	451,429	289,741
Western Division	248,583	229,371	246,328	266,047	268,548
Southeast	126,182	124,551	116,098	152,461	*299,704
North Pacific Coast	546,958	591,251	615,786	643,389	429,884
Totals	5,337,961	5,665,946	5,260,277	5,178,098	4,863,569

*Includes Indiana, since 1938 under Central West, Eastern Division.

of specks in the semolina associated with a decrease in semolina and macaroni color. The yield of semolina is also decreased. Heavily damaged kernels which showed extensive damage on the surface and in the crease had the greatest effect in decreasing quality, but light injury, which is only visible at the tip and may be largely removed by rubbing, will still increase speckiness and will degrade the color rating. More investigations are planned to throw additional light on these extremely important problems, and to delimit more precisely the regions of harmful damage in terms of percentage of damaged kernels.

Acknowledgments

The authors wish to acknowledge the keen interest and encouragement of Director H. L. Walster of the Experiment Station and Director E. J. Haslerud of the Extension Division in this investigation. Thanks are due to Glenn S. Smith, Assistant Agronomist, Bureau of Plant In-

dustry, for making the macaroni discs, and to Extension Pathologist Gray Butcher for obtaining the wheat samples used in this investigation. Acknowledgment is also made of assistance from the WPA rolls in separating the wheat into the different degrees of damage.

Literature References

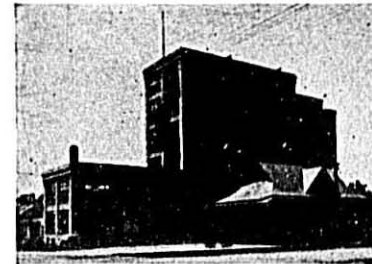
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2. Fifield, C. C.: Experimental equipment for the manufacture of alimentary pastes. Cereal Chemistry, 11:330-334, 1934.
3. Hayes, J. F., and Smith, Glenn S.: Quality in durum wheats and a method for testing small samples. Cereal Chemistry, 14:661-673, 1937.

Part II—Effects of Blights and other Damages on Durum and Hard Wheat Seeds, to follow in a subsequent issue.

Old Faithful, Yellowstone National Park's world-famous geyser, was first seen by white men on September 18, 1870.

COMPARE — COMPARE

AND JUDGE
FOR
YOURSELF



THAT IS
ALL
WE ASK

EASTERN SEMOLINA MILLS, INC.

Mills at

Baldwinsville, New York and Churchville, New York

Executive Office: 80 Broad Street, New York, New York

PACKAGING CONFERENCE

The American Management Association announces that this year's Packaging Conference and Exposition will be held in Chicago, April 1 to 4, inclusive. It takes particular pride in the contribution it has made through these annual expositions and concurrent conferences, to progress in packaging, packing and shipping. The convention and exposition will be in The Stevens Hotel.

Macaroni-noodle manufacturers are particularly interested in all packaging problems and recognize the prominent part in the development of attractive and protective packaging played by the sponsors of the conference and exposition. As a rule they attend in goodly numbers and find it a most profitable time investment.

A convention feature will be the discussion of the timely subject—"The Economy of Packaging." A manufacturer of products not previously packaged, a retail executive whose existence depends on the merchandising of packaged goods, and a representative of America's greatest consumer—the housewife—will analyze the economics behind successful packaging.

This symposium will be illustrated by actual examples of successful production and merchandising methods. A separate paper will be presented on "Display Value in Package Merchandising," with particular reference to such recent developments as the super-market.

Running concurrently with the Conference sessions on Packaging, Packing and Shipping, will be the colorful Eleventh Packaging Exposition. Each year suppliers of package materials present this brilliant display of packaging progress—a display that should not be missed by executives or manufacturers who deal in packaged merchandise. The exposition will cover a floor area of 52,000 square feet and should attract a record attendance.

Babbin Thermostatic Commercial Tempering Valve

Babbin Hand Operated Thermostatic Tempering Valve is adapted for Commercial, Bakers' and Macaroni Manufacturers' use, where a constant temperature is to be maintained for long periods.

SINGLE HANDLE CONTROL—WITH SHUT-OFF



With The Babbin Valve you get any temperature you desire. Temperature remains constant. By a simple turn of the handle on the valve you can set the temperature at any point between cold and 130° F.

THE STRAINERS

The mixer has built-in strainers on the cold and hot port, made of fine mesh, and can be cleaned without taking the mixer apart.

OPERATING FEATURES

1. One hand control. One shut-off.
2. The Commercial Mixer operates on temperature only, therefore pressure changes do not interfere with the operating of mixer.
3. Tempered water remains constant regardless of pressure changes or temperature. Can be used with any type of water meter. Send for Circular with prices.
4. Should the cold water supply fall for some reason, the mixer will shut off automatically and promptly. When the water supply is returned, the mixer immediately functions.
5. Set your control and observe temperature on mixing chamber thermometer.
6. Sturdy Bronze Construction.

Babbin Inc.

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MACARONI'S attractiveness leads to greater sales. This declaration has been made by America's foremost macaroni sales directors. Maldari Insuperable Macaroni Dies increase the saleability of macaroni.

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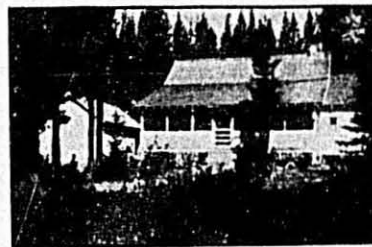
178-180 Grand Street

New York City



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

Summer and Winter Scenes



Summer



Winter

The Villa Orso,
Mount Hood
National Forest

Many of the people of Oregon, particularly those of Portland, the State's metropolis, go to the mountains both summer and winter. Among the fortunate ones are Mr. and Mrs. S. M. Orso. Mr. Orso is the manager of the Oregon Macaroni Manufacturing Co. of Portland. Recreations suitable to all seasons are enjoyed. Plenty of cool shade and refreshing spring water help keep one

comfortable in the summer; skiing and sleigh riding provide the winter thrills when the slopes of the famous Mt. Hood are covered with snow.

"We believe that we have good macaroni products in our State," observes M. Orso, "and this can be proved without any doubt, but here is proof that Oregon has scenery that all must admire and appreciate."

Must Choose Bargaining Agencies

The March 2, 1941, issue of the *New York Herald-Tribune* reports that:

The National Labor Relations Board ordered an election within thirty days among employees of the Cardinale Macaroni Manufacturing Company, Inc., of Queens, on representation by the Macaroni and Noodle Workers' Union, Local 102; Bakery and Confectionery Workers' International Union of America, of the A.F. of L.; the Macaroni Employees' Association (independent), or none of these.

Manufacturing Increasing

The manufacture of macaroni products, including egg noodles, is steadily increasing in Utah, proudly reports the *Ogden Standard-Examiner* on February 2, 1941. There is one large plant in Salt Lake City and several egg noodle plants in other cities, all doing a fair business.

Manufacture of macaroni and egg noodles is assuming more importance each succeeding year. Several other plants operate regularly and all consume sizable quantities of intermountain wheat, flour and eggs. Last year's total output was valued at more than \$125,000.

Packaging Institute

The semi-annual dinner meeting of Packaging Institute, Inc., will be held on April 1, at the Stevens Hotel, Chicago, on the opening day of the Packaging Conference and Exposition. The Committee on Arrangements is headed by E. A. Throckmorton, Container Corporation of America,

and includes H. Kirke Becker, Peters Machinery Company, R. D. Frick, Campana Corporation, and Henry F. Woulfe, The Pepsodent Company.

New members who have recently joined the Supplies Division of the Institute are: The Hinde and Dauch Paper Company, Sandusky, Ohio, Paul O. Meelfeld, Advertising Manager; Milprint, Inc., Milwaukee, Wis., Roy E. Hanson, Vice President.

C. H. Lambelet, President, New Jersey Machine Corporation, is President of the Institute, which has headquarters at 342 Madison Avenue, New York.

Enjoys Mardi Gras

Irving Grass, chief executive of the I. J. Grass Noodle Co., Chicago, and Director of the Macaroni Association, writes that he enjoyed the Mardi Gras celebration in New Orleans the last week in February. The affair was unusually successful this year in his opinion.

He reports a very fine visit with Leon G. and Jerry Tujaque of the National Food Products Company, New Orleans, who report business fair but their health good.

Retail Department Re-instated

The Springfield, Mass., *Republican* in its issue of February 8, 1941, reports the reinstatement of the retail departments of the Windsor Locks Macaroni Company, permitting it to resume its selling under the food stamp plan.

The Windsor Locks Macaroni Manufacturing Company of 788 Main street was yesterday reinstated as a participating store in the federal food stamp plan, in an order issued from Washington yesterday by Philip F. Maguire, assistant administrator of

the Surplus Marketing administration. The order permits the concern to resume doing business through the stamp plan and followed a temporary suspension placed in effect October 22, 1940.

Fire Guts Plant

A stubborn blaze which originated on the second floor of the American Macaroni Manufacturing Company's plant at 2101 Morris Avenue, Birmingham, Alabama, on February 23, gutted the four-story building, causing a damage to the plant estimated at \$1,000 and to the raw materials, finished products and machinery estimated at about \$20,000.

Damage to stock was by smoke, water and heat. Firemen battled the blaze for several hours before it was completely under control. The fire chief recalled a large blaze in the same building "about 30 years ago." No announcement by the management has been made about its future plans.



ARMY ON WHEELS

Scene from "Army on Wheels," first official sound motion picture in U. S. Army mechanized forces in defense maneuvers. The film was produced by the truck division, Dodge Brothers Corporation, in cooperation with the War Department.

CAN YOU AFFORD THE BEST?

CERTAINLY YOU CAN. IT WOULD BE BETTER TO ASK: CAN YOU AFFORD TO USE ANYTHING BUT THE BEST?



SUPERB QUALITY

DEPENDABLE UNIFORMITY

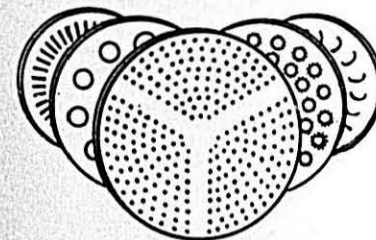
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SMOOTH PRODUCTS—LESS REPAIRING
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57 Grand Street New York, N. Y.

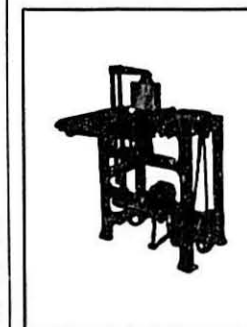
For ECONOMICALLY Packaging

Macaroni & Spaghetti in Cartons

If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

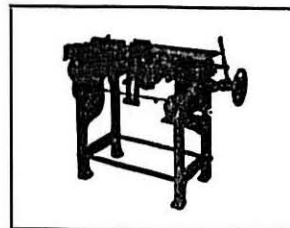
For years, a large number of progressive plants have been using these two machines to mechanize their macaroni and spaghetti packaging and for a similar number of years their cost has been lower than could otherwise have been realized.

(Advise the size cartons you are interested in setting up and closing with equipment or send us a sample of each size. We will gladly recommend machines to meet your specific requirements.)



Above: The PETERS JUNIOR CARTON FORMING AND LINING MACHINE which sets up 35-40 cartons per minute, requiring one operator. Can be made adjustable.

Right: The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE which closes up to 35-40 cartons per minute, requiring no operator. Can also be made adjustable.



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

Macaroni-Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

The following applications for and registrations of Macaroni Products were reported by the U.S. Patent Office for the month of February.

TRADE MARKS APPLIED FOR

"Masala"
The trade mark of George Sirota & Company, Inc., of New York City, for use on macaroni, tomato paste and cooking oils. Application was led on November 9, 1940. The applicant claims use since September 16, 1940.

SEARCHES

During February, the Macaroni-Noodle Trademark Bureau completed several searches on the possibility of having several marks registered for use in connection with macaroni products. The results only served to emphasize how difficult it is becoming to find or construct a brand name that will be registerable under the current rulings of the Patent Office.

For instance, even the constructed name "El Maco" was found ineligible for registration for macaroni products. Reason: The name "Maco" has been registered by Layton & Co., Dover, Delaware, for canned vegetables, August 17, 1937, (No. 348,972). It is deemed a certainty that the Patent Office would cite this registration against any attempt to register "El Maco" for macaroni, etc.

Another proposed name—"El Rancho" was found equally unavailable. A very similar name "El Rancho" has been registered for pickled chilis, No. 302,670, April 25, 1933, and "Rancho" alone, for canned vegetable soup, No. 377,291.

In all cases where the Bureau finds possible interference, it recommends the selection of another name that might be registered unopposed. Moral—If you have a good brand name, be sure that it is properly protected.

Sued by Employes

The Food Field Reporter of New York City in its issue of February reports the following:

Employes of Chicago Macaroni Co. have brought suit in the U. S. District Court charging violation of minimum wage and maximum hours provision of the Fair Labor Standards act. Demand is made for judgment of \$25,000 to cover overtime pay alleged to be due, and an equal amount for liquidated damages.

Firm has a staff of about 200 persons. It is charged in the period October 24, 1938, to October 25, 1939, wages less than 25 cents per hour were paid; that in the succeeding year, payment was less than 30 per hour. It is claimed that in the earlier period ending October 23, 1939, employes worked longer than 44 hours per week; in the next year longer than 42 hours; and in the year preceding October 23, 1940, longer than 40 hours—all without overtime.

Stole Copper Wire

The Providence R. I. Journal of February 14, 1941 reports:

Philip Edgar Angell, 26, of Smithfield, charged with larceny of \$750 in copper wire from the Semolina Macaroni Company in Smithfield August 13, pleaded nolo and received a deferred sentence from Superior Court Judge G. Frederick Frost yesterday.

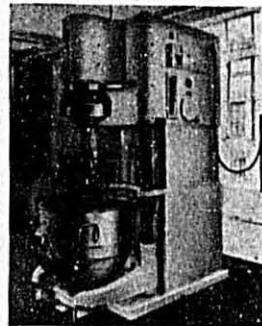
His attorney, Frank H. Wildes read a letter from the acting police chief of Smithfield urging leniency. Angell was never in trouble before and is a main support of a family of nine, said Wildes.

Angell had appealed after being fined \$150 and costs in Ninth District Court. He and another man implicated in the theft were alleged to have sold the wire to a Providence junk dealer.

335 contract for spaghetti for the Navy last month, February.

Prince Macaroni Manufacturing Company, Lowell, Mass., recently introduced a new egg noodle-vegetable soup in the New England markets. Besides the egg noodles, the package contains dehydrated vegetables, and spices for easy preparation.

Americans annually consume 570,000,000 pounds of macaroni, spaghetti, and vermicelli; 100,000,000 pounds of egg noodles and similar egg products, and 10,350,000 pounds of plain noodles, according to the census.



AMP GLEN MIXER

A new development in mixing units by the American Machine & Foundry Company claimed to be adaptable to any batch-mixing problem. Has been installed in egg noodle plants with success. It is the AMP Glen "340"

Terse Notes

Roma Macaroni Company, San Francisco, Calif. was awarded a \$10,-



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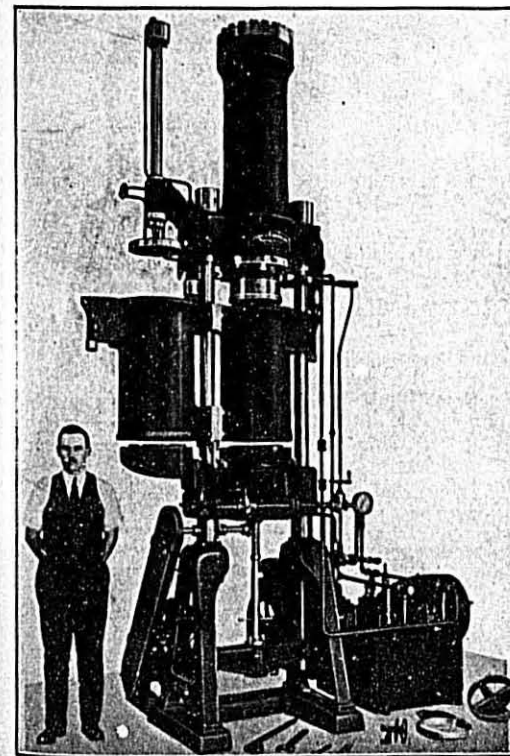
The macaroni manufacturer is our only interest. We are exclusive durum millers and in our modern mills produce 2,000 barrels of highest quality durum products daily for service to the macaroni industry.

Quality Semolina

Duramber Extra Fancy No. 1 Semolina
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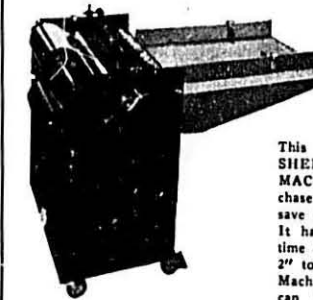
CHAMBER OF COMMERCE MINNEAPOLIS, MINN.
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This PETERS CELLOPHANE SHEETING AND STACKING MACHINE enables you to purchase your cellophane in rolls and save 14 to 24% of cut-to-size cost. It handles two rolls at the same time and cuts any size sheets from 2" to 24" wide x 3" to 28" long. Machine is mounted on casters and can be easily rolled to desired locations. No operator is required since the stacker table automatically stops the machine when it is filled with cut-to-size sheets.

For printed cellophane this machine is equipped with an Electric Eye for spot registration.

It will pay you to investigate this economical machine. Complete information will be promptly sent to you.

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<p>OFFICERS AND DIRECTORS 1939-1940</p>		
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<p>E. De Rocco, San Diego Macaroni Co., Inc., San Diego, Calif. Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y. A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. H. V. Jeffrey, Skinner Mfg. Co., Omaha, Neb. G. LaMarra, Prince Macaroni Mfg. Co., Lowell, Mass. Henry Mueller, C. F. Mueller Co., Jersey City, N. J.</p>		
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More Than Plenty?

Is this country of ours blessed with too many farmers, growers, processors and distributors? Should the number and kind of producing and marketing facilities be limited to the number and kind that will supply consumers with the goods and services they desire, and can this be done without involving fundamental changes in our present conception of free enterprise and competition?

These are some of the questions that officials of our Government are seriously studying. Only recently the Department of Agriculture conducted some surveys to determine if substantial cost savings were possible by changing the present system of production and distribution.

It was determined, for instance, that the United States does not need all the creameries and canneries and grain elevators to handle the present supply of food. Neither are all the different kinds of food distributing outlets needed to transfer the products from producers or growers to consumers.

The department points out that the number of grocery stores in this country has increased from about 160,000 in 1900 to more than 355,000 in 1935, while the population per store has decreased during the same period from 486 to 358. Part of this increase is due to the fact that more people now live in cities,

demanding more in the way of retail facilities.

It is not known whether the survey included the production capacity of the macaroni-noodle industry. If it did, leaders are almost sure that the conclusion would be that the 308 macaroni-spaghetti-egg noodle plants that reported their production under the 1939 Census of Macaroni Manufacture, have a combined capacity considerably in excess of the marketing needs and consumer consumption of this wheat food. What can be done about this or any other excessive production?

Under the circumstances, should the number of macaroni-noodle plants and their producing capacities be restricted? Legally, no. Operators of small or medium size factories feel that they have a right under the law to operate their plants in any legal way that pleases the owner. These smaller manufacturers feel that they can better control production than can the larger firms whose success is based on volume. Neither, they further reason, is production the only measure of whether or not a need is being filled. How about quality?

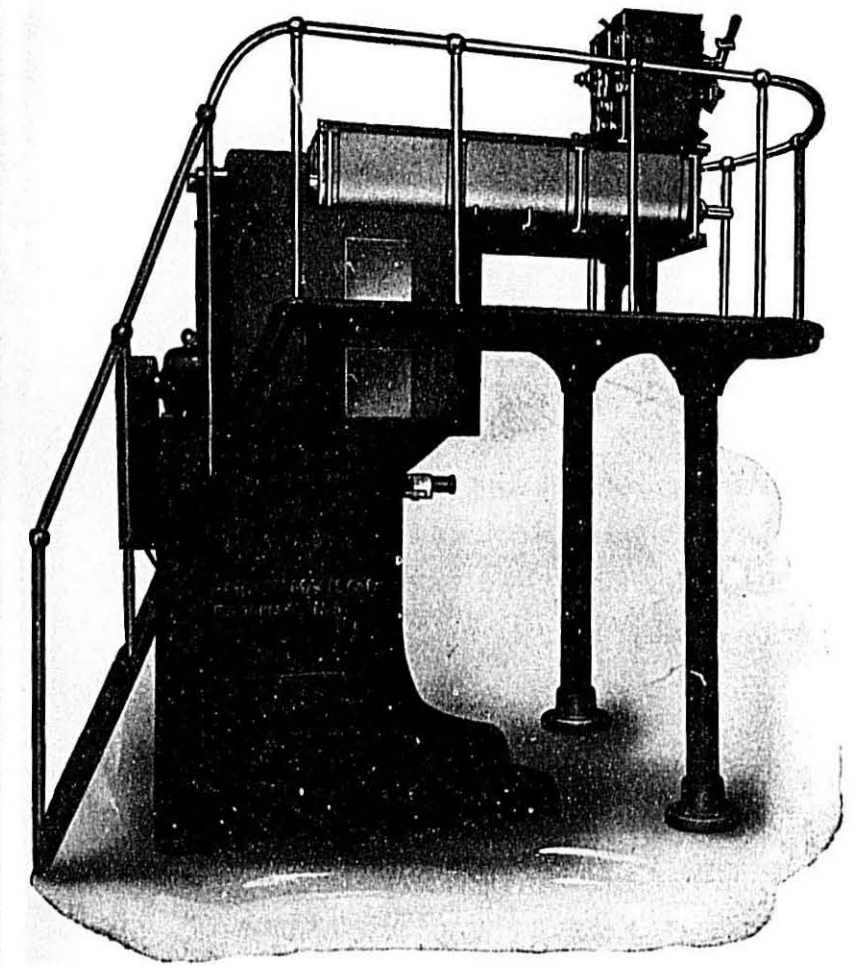
So go the arguments in all trades. Free enterprise and open competition will remain the rule of business as long as our form of government exists.

THE SECRETARY.



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**An Original Type of Continuous Automatic Macaroni Press
 Has No Piston, No Cylinder, No Screw, No Worm**



Operation as simple as it appears.

Is a rolling process; will work with soft or firm dough.

Suitable for short and long goods.

Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

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Every time you use Pillsbury's Semolinas and Durum flours, you can depend on them to supply the color, protein content, and flavor you have a right to demand when buying products of superior quality.

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