

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 7**

November, 1949

NOVEMBER, 1949

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

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VOLUME XXXI
NUMBER 7

Macaroni Manufacturers Association

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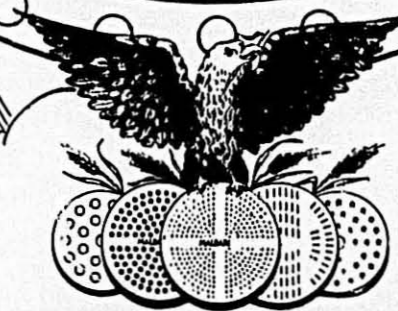
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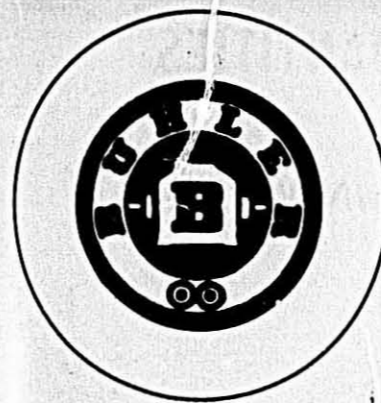
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to do our part by continuing to furnish top quality
Durum Products to the macaroni industry.**

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MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXXI

November, 1949

Number 7

Macaroni Industry Is Improving Its Public Relations

AN OUTSTANDING example of what the macaroni and allied industries are doing in the way of improved public relations was illustrated in St. Paul on November 3, when, during his visit in connection with the Minnesota centennial celebration, President Harry S. Truman was presented a sheaf of durum wheat and a portrait of himself done in macaroni products. Both of the gifts returned to Washington with Mr. Truman, where the portrait was added to the collection of presidential likenesses.

The presentation was made during a reception for the President, planned by the Twin Cities Association of Manufacturers Representatives, and was the result of much advance preparation on the part of Maurice L. Ryan, director of the NMMA, vice president of the Quality Macaroni Company, and past president of the Twin Cities AMR. Francis Ullrey, publicity director of Sills, Inc., the firm in charge of public relations for the National Macaroni Institute, handled the technical details. A more complete story appears on page 32 of this issue.

The St. Paul presentation comprised a number of factors which are important to improved public information about the industry. It was industry-wide in scope; that is, it did not focus public attention on one single company, but upon the entire organization of macaroni-noodle production. It had public interest which extended throughout all segments of the population of the country. It neatly tied together both the raw material and the manufacturing aspects of the industry, thereby highlighting the friendly relations and spirit of co-operation which exists between the durum wheat grower and the manufacturers.

The men who handled this particular program recognized the elements which make an event newsworthy. Instead of planning from a single-company angle, they

planned for institutional promotion, as has been outlined by the National Macaroni Institute. In place of the interest which might have confined the story to one locality, their work was slanted to arouse interest on a nationwide scale. They were successful on both of these counts and they were equally successful in calling public attention to the durum grower as well as the macaroni manufacturer. The stories of the presentation told of the close co-operation between the macaroni men and the durum wheat farmers, explaining that nearly all of America's best durum wheat, from which macaroni products are made, is grown near Langdon, N. D. Readers were informed that this huge volume of durum is produced in the area known as the "cold triangle," small enough to be covered by a dime on most ordinary maps of the United States. The size of the productive region, the article pointed out, was also a definite aid to the scientific supervision which is helping the farmers in that territory harvest crops of increasingly high protein durum. This tie-in with agriculture provided another large segment of reader interest.

All of these points indicate that the industry is increasingly aware of the value of public relations and, what is more important, is taking an active part in such promotion. The fact that individuals are giving their time, money and efforts to activities which benefit the industry as a whole, is a guarantee in itself that the program will be successful. It is still necessary, however, that more individuals join those who are currently showing the way, and that the entire effort be backed by the industry. Macaroni and its allies are not the only items involved in the battle for increased space on retailers' shelves and housewives' shopping lists. Virtually all foods are in the competition. It will take the effort of a unified macaroni-noodle industry to maintain and increase the sale of its products.

Pacific Coast Conference Most Successful

THE second Pacific Coast Conference held in the St. Francis Hotel, San Francisco, October 23-25, was labeled "most successful" by officers of the national association and west coast manufacturers who attended.

The official registration for the business meetings totaled 67 representatives of 25 macaroni-noodle firms and 18 allied companies. Attendance at the several social affairs ran well over the 100 mark with registrants' guests and smaller manufacturers in attendance who were not present at the business sessions.

President C. L. Norris of NMMA presided at the business meetings, assisted by Maurice L. Ryan and Lloyd Skinner, association directors, and by Robert M. Green, assistant secretary-treasurer.

In his welcoming address, President Norris pointed to the fact that the American consumer today has real purchasing power that is 64 per cent higher than that of 1939, and that with a rise in the rate of savings, the job of business is to unlash some of that cash with better selling and advertising efforts. Towards that end he pledged the full co-operation of the national association and National Macaroni Institute.

The Durum Situation—1949. Presiding over a panel for the discussion of this matter of general importance to the trade, Association Director Maurice L. Ryan told of the results of the work of the Durum Growers Relations Committee which has been to increase durum acreage 73 per cent over the low of 1945. He also told of his 1949 experiment that will result in improving the protein contents of durum in the future. He said he was proud of the improved friendly relations with the durum growers which will reach the all-time high when the association and institute co-operate with the sponsors in putting on the 1949 State Durum Show at Langdon, N. D., November 10 and 11.

Harry I. Bailey of General Mills reported the supply of durum, as of July 1, at 56,859,000 bushels. He placed the expected disappearance at 50,253,000 bushels, which would make the carry-over next year about 6,606,000 bushels.

F. G. Saunders of Globe Mills-Pillsbury reported the current crop to be of a better color with less black point than a year ago.

E. J. Thomas of North Dakota Mill and Elevator warned against hand-to-mouth buying with 60 per cent of the crop under government loans. The re-

NMMA Officials and Selected Speakers Discuss Industry Problems with West Coast Manufacturers

ceipts are expected to remain light until spring with available box cars at a fourteen year low.

The Egg Situation. With continued heavy demands for yolks and a light demand for whites, L. W. Hovy of Armour & Co. could see no price relief in the near future despite steady heavy egg production. The crystal ball was cloudy and no one seemed to be able to predict with clarity the answer to the question as to what the government will do with surpluses with a nine years' supply of dried eggs in hand.

Use Modernized Packages in Greater Distribution Fight. Phil Papin of Rossotti Lithographing Corp. urged greater efforts in going after the tremendous potential possible for macaroni and noodle products. He urged that there be less fighting among manufacturers as such acts do little to increase the overall business. He pointed out that packaging is an integral part of selling and merchandising.

Cellophane Now Plentiful. Tom Bruffy of the Dobeckman Co. said there is now no shortage of cellophane, but he advises a complete analysis of packages by independent counsel to help keep the manufacturers abreast with the consumer reaction to packaged goods.

Production Cost. Manufacturing cost can be cut in two ways, according to J. B. Bellamy, Jr., west coast representative of Triangle Machinery Co. He does not recommend the first one, which is "lower quality and lose business," but does recommend the second way—"improved techniques and handling so as to build business."

Food Plant Sanitation. Jacob Forbes, west coast sanitarian for the American Institute of Baking, discussed the matter of plant cleanliness in fairness to the manufacturer and to the consumer. His remarks appear complete in this issue.

Labor Policies. The question of the proper handling of the never-ending labor problem was to have been discussed by Joseph E. Brodine, industrial relations consultant. He was prevented from addressing the Conference because of a strike in Los Angeles and his paper on the subject, which appears in full in this issue, was read

by Robert William of Robert William Foods.

Progress and Profits. This matter was fully discussed by Glenn G. Hoskins, industry consultant. It appears in full elsewhere in this issue.

Macaroni Products Merchandising. There is still room for much improvement in the merchandising of macaroni products, according to R. L. Buchanan, vice president in charge of store operations and merchandising for Lucky Stores, Inc. His chain of thirty-two stores did a volume of thirty million dollars last year. He emphasized that Lucky Stores give macaroni and noodles space equal to its importance and that the fair margin of profit offered by this food makes it important. Lucky Stores treats recipe and promotional material as merchandise, keeping a bulletin board of manufacturers pamphlets available at all times.

Macaroni Dollar Volume. Lloyd Skinner of Skinner Manufacturing Co. cited surveys showing macaroni dollar volume in the grocery trade to be higher than that of breakfast cereals, frozen foods and many pre-package lines. He urged that the point be brought to the attention of grocers to get a better and greater shelf space for macaroni products.

Forces That Sell. Ted Sills of Sills, Inc., reported on how the National Macaroni Institute was using forces that sell in its program to increase the per capita consumption of macaroni, spaghetti and noodles. He told of the material and media used in the battle with other foods for a place for macaroni products in the human stomach, which has only a 32-ounce capacity. He pointed out how the institute was getting more people to talk about macaroni products and to buy them in greater quantities. He emphasized that the volume of messages pouring out on macaroni, spaghetti and noodles creates attention and demand, but that the final selling effort must be made by the manufacturer for his brand.

The Pacific Coast Conference emphasized the need of more frequent meetings, such as that held in San Francisco last month for the development of better understanding through-out exchange of ideas and the discussion of common problems.

General Mills, Buhler Brothers, The Dobeckman Co. and the Rossotti Lithographing Corp. were hosts at several of the social functions which together with the array of fine speakers made the Pacific Coast Convention most successful. Much of the credit for the success of the Conference goes to the

three west coast directors of the National Macaroni Manufacturers Association. Guido D. Merlino of Seattle, Wash., Vincent DeDomenico of San Francisco and Edw. D. DeRocco of San Diego, Calif.

PROGRESS AND PROFITS By Glenn G. Hoskins

Second Pacific Coast Conference

Fifteen years ago the west coast manufacturers and I spent quite a bit of time together at NRA meetings in Seattle, San Francisco and Los Angeles. These still stand out as some of the most pleasant experiences in 33 years of association with the macaroni industry.

President Norris and his aides showed good judgment in bringing the national association and the National Macaroni Institute to you. Since the Puritas landed on Plymouth Rock men have moved westward in the march of progress toward better and more profitable living. Progress and profits must exist together. If we do not have profits, we cannot progress. When we cease to progress, we start to die.

Last July we launched the first of what we hope will be a series of meetings dedicated to more progress and better profits in the macaroni industry. We called it a Plant Operations Forum. Plant managers from all over the country attended this forum which was held on the Northwestern University campus. In all my experience in the macaroni industry I have not found a group which was more respon-

sive to new ideas than this group, and we closed the session on Saturday noon with a distinct feeling that the macaroni industry is in the hands of men who will maintain the important place that macaroni holds in the food industry. I have somewhat the same feeling when I talk to you people here today. The very fact of your presence in this meeting indicates that you are seeking new methods, new ideas and new and better ways to serve your consumers.

The macaroni industry has moved forward in the last 15 years. I will not bore you with a lot of figures, but I think it is interesting to call your attention to some of the highlights of comparison between those NRA days that we mentioned and the present time. In 1935, the U. S. Census gave a total production of 604,875,000 pounds. Our production index, which, by the way, is used by the Department of Commerce in their publications, showed a total production of 1,136,720,000 pounds in 1948, of which 223,732,000 pounds were exported, leaving 916,732,000 pounds for American consumption. This year, from January 1 through August, exports totalled only 13,931,094 pounds. Our current index indicates that our domestic production will be slightly higher than in 1948, but the total production will be lower due to the drastic reduction of exports. Our analysis indicates that the production of macaroni and noodle products in the U. S. is about 44 per cent higher than it was for the average of the five pre-war years. (1937-41 inclusive). This makes a total of 975,000,000 pounds estimated for 1949 less

20,000,000 pounds estimated exports, leaving 955,000,000 pounds for domestic consumption by 148,700,000 people or 6.3 pounds per capita, an increase of about 1.2 pounds per capita over 1935.

When we compare a consumption of 6.3 pounds per capita with that of some foreign countries we are apt to be critical of the job we have done, but do you know of another basic food that has shown a per capita increase of 20 per cent in fifteen years?—certainly none with a high carbohydrate content which is supposed to make it fattening. Let us take a quick look at some figures:

	1935-39	1948	1949
Breakfast Cereals (Wheat)	3.7	3.5	3.5
Breakfast Cereals (Corn)	1.7	1.7	1.7
Oatmeal	3.9	4.0	4.0
Rice	5.6	4.8	4.8
Wheat Flour	152.3	136.0	136.0
Potatoes	131.0	108.0	
Macaroni	5.1	6.2	6.3

Plant expansion was stimulated by the war so that today we rate productive capacity at 212 per cent of the production, not capacity, of pre-war years. Under pressure the industry can make and the durum mills can supply materials for 1,450,000,000 pounds of macaroni products. The population of the United States will be 149,000,000 by the end of 1949. We can supply 9.8 pounds to every man, woman and child. Obviously we do not need more plant capacity, but just as obviously we do need to progress toward more consumption. Therefore it is important that obstacles to such an increase be removed. What are those obstacles and how can they be removed?

Official Registration, Second Pacific Coast Conference

Macaroni-Noodle Manufacturers	Robert Williams Foods—Robert S. Williams	Coast-Dakota Flour Co.—Robert Whitman
American Beauty Macaroni Co.—P. F. Vagnino	Roma Macaroni Mfg. Co.—Frank Cafferta, George A. Paolini, V. J. Hoelskin	Commander Larabee Milling Co.—Thomas L. Brown, C. M. Johnson
Anthony Macaroni & Cracker Co.—A. Bizzarri	San Diego Macaroni Mfg. Co.—Edw. D. DeRocco	Consolidated Macaroni Machine Corp.—Conrad Ambrette
California Vulcan Macaroni Co.—Augustino Bacigalupi	San Giorgio Macaroni Co.—C. J. Travis	The Dobeckman Co.—T. E. Bruffy
Carmen Macaroni Co.—H. Saidiner	Skinner Mfg. Co.—Lloyd E. Skinner	DuPont—W. C. Lock
The Creamette Co.—C. L. Norris	Sunset Macaroni, Ltd.—Fred D. Stagnaro	General Mills, Inc.—H. I. Bailey, P. A. Gaylord, R. W. Olson, I. T. Brodell
D. Merlino & Son—Dominick Merlino	Superior Macaroni Co.—F. Spadaforo	Globe-Pillsbury Mills, Inc.—Ted Bryant, Fairfax G. Saunders
Favro Macaroni Co.—Silvio Favro	West Coast Macaroni Co.—J. DiDonato	Glenn C. Hoskins Co.—Glenn G. Hoskins
Fresno Macaroni Co.—A. Borrelli	Gallo Macaroni Co.—Mario Luci	King Midas Flour Mills—Lester G. Swanson
Genoa Macaroni Co.—Lawrence Figone	Allieds	North Dakota Mill & Elevator—Evans G. Thomas
Globe A-1 Pillsbury—Mr. Jones	Armour & Co.—L. W. Houy, Albert M. Corbett	Inspectors Service—C. V. Price II
Golden Grain Macaroni Co.—Paskey DeDomenico, Vincent DeDomenico, Myron C. Gould	American Institute of Baking—Jacob W. Forbes	Lombardi's Macaroni Dies—Frank Lombardi
Keystone Macaroni Mfg. Co.—Raymond J. Guerrisi	Buhler Brothers, Inc.—O. R. Schmalz., E. C. Maher	Pillsbury Mills, Inc.—Vincent I. Miller, Emmett Waugh
Mission Macaroni Co.—Guidio P. Merlino	Capital Flour Mills—P. M. Petersen, James N. Loughman	Rossotti West Coast Lithographing Corp.—Philip Papin, Guido Parraggiaro
Pacific Coast Macaroni Co.—John Madonna	Clermont Machine Co.—John Amato, Victor Arminio	
Poster-Scarpelli Macaroni Co.—Sam C. Scarpelli		
Quality Macaroni Co.—Maurice L. Ryan		

Food is bought to satisfy hunger. There is more food in this country than can be consumed by its population. Therefore, choice of food becomes the first obstacle. How can we induce the consumer to choose macaroni?

First, she must know that it can be obtained. It is now in every grocery store and can be served in every restaurant, so this is no problem.

Next, she must have the desire to choose it instead of an abundance of other food about which she knows. To create that desire must be the main objective of this industry. Others have told you some of the ways to do it and will tell you more.

We will leave the important subjects of advertising and merchandising to your sales executives and to the National Macaroni Institute. We are going farther back in the supply line. What might stop her from choosing macaroni or noodles? Remember now, she knows there are such things and that people eat them. She wants the answers to:

1. Is it good food?
2. Is it clean?
3. Does it taste good?
4. How do I cook it?
5. Will my family like it more than once?
6. Is it cheap with respect to other foods of comparable taste, appearance and nutrition?

You will have to tell her that it is good food through the many media available to you, but you cannot do it effectively unless your margin between cost and selling price is great enough to allow you to effectively take the message to her. I sometimes wonder if the industry appreciates that without the millions which have been spent in promotion by individual firms (you can name them, I shouldn't because I would be sure to miss some of them), we would still be selling bulk to foreign-born population.

Does your margin between cost and selling provide for promotion or will you continue to be a parasite roosting in the tail of progress?

Is our food clean? One of my stenographers wrote up a sanitation bulletin a few months ago and later told another girl in the office that she wouldn't eat any more macaroni. Of course, we changed her mind on that, but imagine how many customers have been lost by reading or hearing about seizures of filthy goods or fines levied for keeping a filthy macaroni plant. We listed 44 cases in our weekly bulletin in the last 12 months. This bulletin goes only to plant managers so it doesn't stop anyone from eating macaroni, we hope.

We have been so concerned about the carelessness in sanitation in macaroni plants that we put on a sanitation school in Chicago last November and spent two whole days hammering home the need for cleaner plants and

demonstrating how to keep them clean. This school was a joint venture with the Hugel Company of St. Louis. Tom Hugel talked at the Chicago convention and would have been out here except that he is speaking today at the popcorn convention in Chicago. His speech appeared in the July MACARONI JOURNAL. Even if you have already read it, it would pay to read it again.

Your product won't be clean until your plant is clean, and you will have to reconcile yourself to spending money to keep it that way.

Macaroni alone does not stimulate ecstatic exclamations of gastronomical pleasure. Most of us at one time or another have tried to mix it with spinach, soya flour or any number of other foods with more pronounced taste or color, but there has not been a single such mixture that has survived the first enthusiasm. Let us recognize that the outstanding and most attractive feature of our product is that because of its bland flavor, macaroni can be combined with any food to make a small measure of that food into a large recipe. You will progress to profits in direct proportion to the education of the consumer to the value of macaroni for convenience, for economy, for downright goodness and for variety.

Leave this room and ask the first ten women you meet how they cook macaroni. Their answers will make my point better than I can do it. We devoted two pages in our *Macaroni Magic Cookbook* to proper cooking and still I am not satisfied that it is clear. Do your packages give clear, definite instructions?

Selling one package will not do much good. Your aim is to get the average family of 3.2 persons to eat an eight-ounce package every week. This little book, appropriately named *Macaroni Magic*, tells them how to prepare it in a different way every week for two years. We know that the National Macaroni Institute and many individual manufacturers have distributed 200,000 of them.

Are you proud of your recipe distribution? What will you do to teach 149,000,000 people that macaroni is good?

Does price effect the sale of macaroni? That eight-ounce package will cost the family 15c or less. Can anyone honestly argue that any consumer is going to quibble about paying two or three cents more for the basic ingredient of a family meal? She will not if you take that two or three cents and tell her of its wonderful possibilities as a food for her family.

All through the foregoing discussion we have stressed that margins are necessary to overcome the obstacles which prevent expansion of macaroni consumption. We are not presenting a new thought. Managers of successful operations know this and provide for it. The industry as a whole will maintain those margins because it is a

progressive industry and profitable operations can be continued only by recognizing this fundamental fact.

Progress in your individual business means that you are potentially more able to hold your place in the industry than you were yesterday. If you rate tenth in your trading area, there are nine others that have to be better than they were yesterday or presently you will move up in rating. If you are first, there are 225 other operators out to unseat you. Therefore, it behooves you to keep all of the tools you use bright, sharp and to replace them when better ones are available.

What are those tools? Aren't they plant, equipment, materials, labor, management and above all, margins of safety?

Margins in productive capacity to produce your immediate requirements plus something for emergency. Margins in assets that can be used for cash when competition forces greater efforts. You must have adequate productive capacity, but you must not tie up cash in equipment that cannot be used.

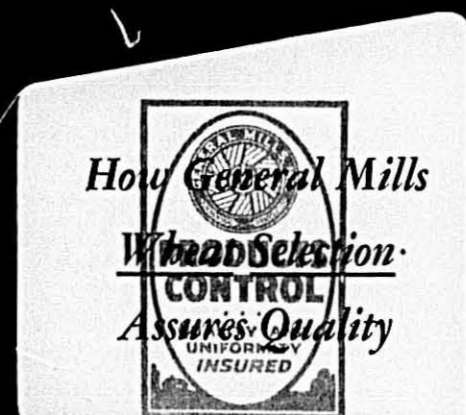
We could spend more than the time allotted to us to talk only about plant improvement. This *Plant Operations Manual* holds two full days of talks made at our forum last July. If you are interested in pneumatic handling of flour—quality control—good drying weather made to order—care and maintenance of macaroni dies—plant sanitation—motor power versus manpower—plant layouts or many other plant improvement ideas, see me after the meeting. I just love to talk about these things. They all tend toward saving money to do two things—give greater margins for telling the goodness of our product and providing profits for better living.

I am proud to be identified with this industry. It is so typical of American initiative. I can't express my feeling about it any better than to quote from Harry Diamond's anniversary letter in the July MACARONI JOURNAL. He said, "The macaroni industry is a typical American business. It is extremely competitive; there is a constant struggle between macaroni products and other foods. It is a business where factory methods and sales efforts constantly move forward or the laggard dies on the vine. There it is—a business that keeps one striving at all times. I have never seen a 'macaroni man,' regardless of age, who was not mentally alert and thoroughly progressive. For me it is a fascinating challenge and a stimulating game. It has supplied an opportunity to be of service to the public and a chance to provide employment to many. What more does the average American businessman hope for?"

We have had no subsidies. We seek no help. We do not expect a welfare state to build us a smooth highway

(Continued on Page 45)

"QUALITY" IN YOUR MACARONI BEGINS WITH THE WHEAT



• Like a giant sieve, the General Mills wheat survey crew screens the annual durum harvest. Car after car of durum wheat is sampled and tested by technicians from the General Mills Products Control Department. County by county they test the entire durum producing area. This straight-from-the-field information acts as a guide for our wheat buyers.

General Mills wheat buyers never guess—they know!

Scientific wheat selection, expert milling assures you of top quality when you buy General Mills durum products.

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PRESSURE

Changes Air Bubbles and Brightness of Macaroni Products*

By Glenn S. Smith,¹ R. H. Harris,² Ethel Jespersen,³ and L. D. Sibbitt⁴

ALL macaroni products normally contain air bubbles. Air is introduced in the process of mixing the doughs, but bubbles cannot be found on the surface of macaroni products, perhaps because of surface tension. Microscopic examination of the fractured surfaces, however, reveals numerous bubbles, 200 to 400 microns in diameter. This paper presents evidence that the size and number of these air bubbles are related to the translucency of the finished macaroni.

Translucency is very important in macaroni products. The endosperm of a vitreous wheat kernel is translucent, and even individual starch grains under the microscope are translucent. However, the appearance of translucency to the naked eye is lost in processing the semolina and not recovered until pressure is applied to the dough.

Before pressing, macaroni dough is dull in color, resembling putty, and the first few inches of the extruded product from the die are still white in color and opaque. Gradually, however, as more material is extruded this color becomes clear and translucent. Microscopic examination of the internal structure of this macaroni shows that the opaque section is honeycombed with many small bubbles, while the translucent section contains relatively fewer but larger bubbles. This observation reveals the significance of time as well as pressure in relation to translucency of the finished product. Accordingly, the experiments reported in this paper were conducted to determine the effects of varying both intensity and duration of pressure upon translucency and associated bubble size and number. A third variable, durum variety, was introduced because of the importance of color characteristics in breeding new varieties.

Materials and Methods

These experiments were performed with small "macaroni discs" about two

*A revision of an article entitled, *Effect of Pressure on Macaroni Discs: Size and Number of Air Bubbles in Relation to Light Transmission*, by the same authors published in CEREAL CHEMISTRY 23:471-483, 1946. Joint contribution from the Division of Cereal Crops and Diseases, Bureau of Plant Industry, Soils and Agricultural Engineering, Agricultural Research Administration, U. S. Department of Agriculture, and the Department of Cereal Technology, North Dakota Agricultural Experiment Station.
¹Formerly Agronomist, Division of Cereal Crops and Diseases, Bureau of Plant Industry, Soils and Agricultural Engineering, field headquarters at Fargo, North Dakota, now Associate Director, North Dakota Agricultural Experiment Station.
²Cereal Technologist, North Dakota Agricultural Experiment Station.
³Formerly Research Assistant, Department of Cereal Technology, North Dakota Agricultural Experiment Station.
⁴Assistant Cereal Technologist, North Dakota Agricultural Experiment Station.

inches in diameter and $\frac{1}{8}$ inch thick. The "macaroni disc method" was developed as a quick, simple method of evaluating the macaroni quality of large numbers of new durum wheat hybrid strains being produced and tested in the durum wheat improvement program of the U. S. Department of Agriculture and the North Dakota Agricultural Experiment Station. The macaroni disc is more suitable than conventional products for experimental study of the fundamental factors involved in macaroni manufacture. Any range of pressure or time can readily be applied. Dough volume is approximately constant. The thin disc is convenient for measurements of color characteristics or light transmission and the surface is not modified by friction with a die.

The procedure in making the discs was as follows: 30 grams of semolina was used with 30 per cent water absorption and 120 revolutions of the miniature dough mixer, followed by

from 17 to 430 diameters as required by the various sizes of air bubbles. Ten readings were made for each of the twin discs. Diameter of bubbles was calculated to microns. Translucency of the discs, or the amount of transmitted light that could pass through them, was measured with a photo-electric cell in terms of galvanometer scale units. The photo-electric assembly is illustrated in Figure 1. It consisted of a photronic cell wired to a galvanometer with a resistance box connected in parallel. The cell was placed facing the light source at a distance of 12 inches. The light source was a small laboratory spotlight using a 100 watt bulb.

Complete experimental measurements, as indicated above, were made on macaroni discs from semolinas from each of six different varieties of durum wheat grown in the 1943 wheat variety field plots at Langdon, North Dakota. The varieties selected for the experiment ranged from good to poor in mac-

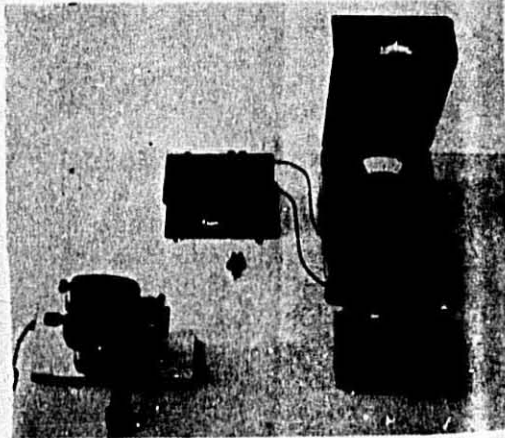


Figure 1. Photo-electric cell assembly for measuring light transmission of macaroni discs.

sheeting 30 times. Using a Carver hydraulic laboratory press, two discs were pressed from each sample. The discs were dried two days between smooth pieces of corrugated paper. Four pressures, 1,250, 1,500, 2,000 and 3,000 pounds per square inch for time periods of 20, 60 and 240 seconds, were chosen after preliminary experiments to determine what combinations would give the desired ranges in translucency.

Using uniform cross-sectional areas of the macaroni discs, counts and measurements were made of numbers of air bubbles and their diameters under a microscope with an eye-piece micrometer at magnifications ranging

from 17 to 430 diameters as required by the various sizes of air bubbles. Ten readings were made for each of the twin discs. Diameter of bubbles was calculated to microns. Translucency of the discs, or the amount of transmitted light that could pass through them, was measured with a photo-electric cell in terms of galvanometer scale units. The photo-electric assembly is illustrated in Figure 1. It consisted of a photronic cell wired to a galvanometer with a resistance box connected in parallel. The cell was placed facing the light source at a distance of 12 inches. The light source was a small laboratory spotlight using a 100 watt bulb.

Experimental Results

Interesting differences resulted from giving the macaroni discs different treatments, involving both time and amount of pressure. The check discs given no pressure at all were dull, white and opaque in appearance and under the microscope their internal structure was full of many tiny air bubbles. As

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We pledge that we will continue to mill our durum products to the **QUALITY STANDARD** that macaroni manufacturers expect from us.

King Midas Flour Mills

MINNEAPOLIS MINNESOTA



the duration and intensity of pressure was increased, the air bubbles coalesced, reducing their number and increasing their size, and the discs became more translucent. Thus the apparent effects of pressure are threefold: (1) number of bubbles is reduced (2) size of bubbles is increased and (3) translucency is increased.

Measurements showing the effects of pressure on these three characteristics are given in Table I.

tion that any air is forced out of the dough.

The effect of pressure increases with the length of time it is applied. For example, 2,000 pounds at 20 seconds, 1,500 pounds at one minute, and 1,250 pounds at four minutes all gave approximately the same number of bubbles. The actual number of bubbles in a given volume in the unpressed check was nearly 40,000 times that in the disc receiving 3,000 pounds pres-

sure, 20 seconds of pressing was sufficient to produce larger bubbles than four minutes at 1,250 pounds.

In the case of bubble size, the curves had not leveled off at 3,000 pounds of pressure for four minutes. Although this treatment gave bubbles 40 times as large in diameter as the checks, it appears that either higher pressures or longer time periods would have given still larger bubbles.

Photomicrographs showing the sizes of bubbles at four selected treatments are given in Figure 3.

The effect of duration of pressure on macaroni products is less obvious than the effect of intensity of pressure alone. It was previously mentioned that the first macaroni pressed out of a die is opaque, but that subsequent portions gradually become translucent. Actual measurements of size of bubbles in such a tube of macaroni gave as an average of 10 determinations each, 65 ± 0.08 microns for the opaque section, and 309 ± 0.21 microns for the translucent section. Both sections of the macaroni tube had received pressure sufficient to force them through the die, but the high pressure had not been acting on the opaque section long enough to make it translucent.

Light Transmission of Discs. Changes in light transmission were very striking. As the treatments varied in the direction of either more pressure or more time for a given pressure, the light transmission values increased markedly. The most severe treatment permitted the passage of seven times as much light as the unpressed check discs. These values give quantitative expression to the observation that "Translucency is a result of pressure."

For a more complete presentation of the data the reader is referred to the original paper.

Discussion

In developing a complete explanation of what happens to the dough in the macaroni making process it is important to know whether or not the air bubbles are forced out of the dough or simply coalesced into larger and larger bubbles. If no air is forced out one would expect the number of bubbles to vary inversely with the cube of the diameter. From this relation

(Continued on Page 43)

TABLE I
The Effect of Pressure on Bubble Numbers, Bubble Size and Light Transmission of Macaroni Discs

Treatments		Average Bubble Numbers ¹	Average Bubble Diameter	Average Light Transmission Values ²
Pressure	Time			
(lb.)	(sec.)		(microns)	
none	none	69.6	13.4	3.4
1,250	20	23.6	29.0	7.6
1,500	20	9.7	72.5	10.9
2,000	20	4.7	166.0	17.6
3,000	20	3.1	295.0	20.2
1,250	60	13.7	59.8	11.2
1,500	60	4.8	204.6	17.5
2,000	60	3.5	291.9	20.5
3,000	60	2.6	397.6	22.4
1,250	240	4.1	233.7	19.3
1,500	240	3.1	348.2	20.9
2,000	240	2.8	368.4	21.9
3,000	240	2.1	496.2	23.6
Averages		11.3	247.6	16.7

¹Bubble numbers are expressed as cube root of average number determined in a disc volume of 18.5 cubic millimeters, 10 counts in each of twin discs for each variety treatment.

²Light transmission measured in galvanometer scale units at 1.7 ohms resistance.

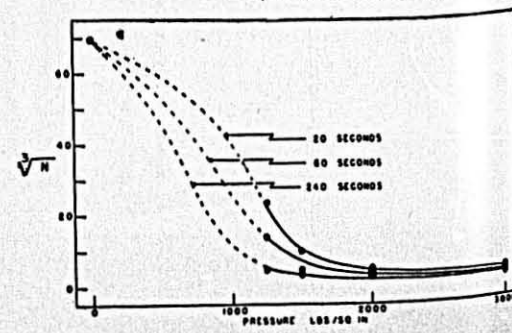
Number of Bubbles. The data on numbers of air bubbles as affected by duration and intensity of pressure are shown graphically in Figure 2. It is evident that the relation between average number of bubbles and pressure applied to the discs is curvilinear. In other words, each increase in pressure of 100 pounds did not have a uniform effect. In the same way the time which the pressure was applied also has a curvilinear effect upon numbers of bubbles because sixty seconds of a given pressure did not have three times the effect of twenty seconds. However, as indicated by the curves, the effect of both pressure and time followed a consistent pattern. The curves have been drawn to show an initial lag (dotted section) which was clearly evident when using pressures below 1,250 pounds as registered by low pressure gauge in supplementary experiments. This is interpreted as the "yield value" characteristic of all plastic systems. After the lag is overcome, the number of bubbles decreases greatly with relatively small increments of pressure. This raises the question of whether the air bubbles are squeezed out, or merely coalesced into larger and fewer bubbles. Data, presented later on the size of bubbles, give no indica-

ture for four minutes. Varietal differences in bubble number were small.

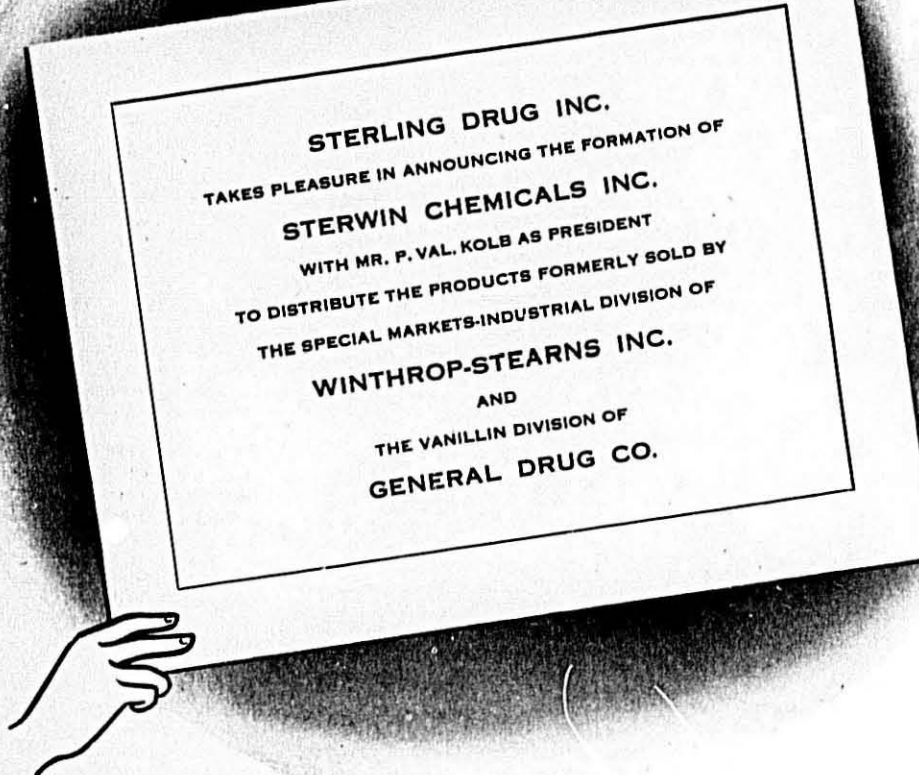
Size of Bubbles. Macaroni bubbles in commercial macaroni products are highly variable in size but often range from 200 to 400 microns in diameter.

The effect of duration of pressure is more strikingly illustrated at the lowest pressure, 1,250 pounds. At 20 seconds the diameter of the bubbles was barely double that of the check, at one minute it had increased four times, but at four minutes the diameter had increased nearly 20 times. Time was relatively less important as pressures were increased. At 3,000 pounds pres-

Figure 2. Average number of air bubbles (expressed as the cube root) in macaroni discs made from six durum wheat varieties, employing various pressures for different time intervals. Under the microscope it was possible to take bubble counts in only two dimensions. The square root of the number thus counted corresponds to the cube root of the number present in three dimensions.



To the Macaroni Industry



We feel the consolidation of these two divisions of Sterling Drug subsidiaries will enable us to render you quicker, more efficient service.

Manufacturing and research facilities are being expanded to improve present products, also develop new products and methods of aiding the Macaroni and Noodle Industry in its efforts to produce better and more nutritious foods.

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President

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Report of Army Buying Consultants

By Co-Chairmen Peter J. Viviano (Directors) and Paul M. Petersen (Millers)

COMPLETING our report that appeared in the September and October issues, your committee welcomes comments and suggestions for guidance in further action that may be necessary to clarify and to better the relations between the army buyer of macaroni products for the armed forces and the manufacturers of our good food.

QUARTERMASTER CORPS TENTATIVE SPECIFICATION MACARONI AND SPAGHETTI PART THREE (Effective July 7, 1949)

5.2.2.2.1 Method A.—

5.2.2.2.1.1 *Fiberboard box.*—The shipping container shall be a snug-fitting fiberboard box (approx. size, 11¾ by 9¾ by 16 inches, if packages specified in 5.1.1.1 or 5.1.1.2 are made of "B" flute corrugated board), made and sealed in accordance with Specification JAN-P-108, style RSC, compliance symbol V3s or V3c. Containers made from other grades of fiberboard meeting the minimum requirements for V3s or V3c will be acceptable. Strapping of the box shall be in accordance with Specification JAN-P-108, except that two straps shall be applied girthwise over top, sides and bottom.

5.2.2.2.1.2 *Nailed wood box.*—Alternatively the shipping container may be a nailed wood box constructed and strapped in accordance with Specification JAN-P-106, style 4.

5.2.2.2.2 Method B.—

5.2.2.2.2.1 *Fiberboard box.*—The shipping container shall be a snug-fitting fiberboard box, of dimensions specified in 5.2.2.2.1, made and sealed in accordance with Specification JAN-P-108, style FOL, compliance symbol V2s, except that two straps shall be used. One strap shall be applied lengthwise, centered over top, ends, and bottom, and the second strap shall be applied girthwise, centered over top, sides, and bottom. The longer strap shall be applied first.

5.2.2.2.2.2 *Nailed wood box.*—Alternatively, the shipping container may be a nailed wood box constructed and strapped in accordance with Specification JAN-P-106, style 4.

5.3 Labeling and marking.—

5.3.1 *For domestic shipment.*—Legible commercial marking will be acceptable provided that the following information is included:

- Name and type of product
- Net weight of product
- Date packed
- Contact number

Name and address of manufacturer.

5.3.2 For overseas shipment.—

5.3.2.1 *Corrugated inner boxes.*—Corrugated inner boxes shall be marked as specified in 5.3.1 except that the contact number may be omitted.

5.3.2.2 *Shipping containers.*—The shipping containers shall be marked in accordance with Specification OQMG 94.

(Note.—For marking purposes, the closed flaps shall be considered the top and bottom of the shipping container; the longer edge of the opening shall indicate the side and the shorter edge shall indicate the end.)

6. NOTES.

6.1 *Ordering data.*—Requests, requisitions, schedules, and contracts or orders should specify the following:

- a. Title, number, and date of this specification.
- b. Types required (see 1.2.1).
- c. Whether preproduction sample is to be furnished (see 3.1).
- d. Size of corrugated box required (see 5.1.1).
- e. Whether domestic or overseas packing, packaging, and marking are required (see 5.1, 5.2, and 5.3).
- f. Type of overseas packing required (see 5.2.2.2).

6.2 Details of test methods specified in 4.3.1, may be obtained from "Official and Tentative Methods of Analysis" of the Association of Official Agricultural Chemists, Box 540, Benjamin Franklin Station, Washington 4, D. C., as far as they are applicable.

6.3 Details of test methods speci-

fied in 4.3.2, may be obtained from

"Book of ASTM Standards" of the American Society for Testing Materials, 1916 Race Street, Philadelphia 3, Pennsylvania, and from the publication "Testing Methods, Recommended Practices, and Specifications" of the Technical Association of the Pulp and Paper Industry, 122 East 42nd Street, New York City, New York.

6.4 Overseas packing requirements

6.4.1 *Method A.*—Method A shall be used when a reasonable degree of water resistance is desired and when extreme handling and climatic conditions and extended outside storage are not anticipated.

6.4.2 *Method B.*—Method B shall be used when a high degree of water resistance is desired and when extreme handling and climatic conditions and extended outside storage are anticipated.

Notice.—When government drawings, specifications, or other data are used for any purpose other than in connection with a definitely related government procurement operation, the United States Government thereby incurs no responsibility nor any obligation whatsoever; and the fact that the government may have formulated, furnished, or in any way supplied the said drawings, specifications, or other data, is not to be regarded by implication or otherwise as in any manner licensing the holder or any other person or corporation, or conveying any rights or permission to manufacture, use, or sell any patented invention that may in any way be related thereto.

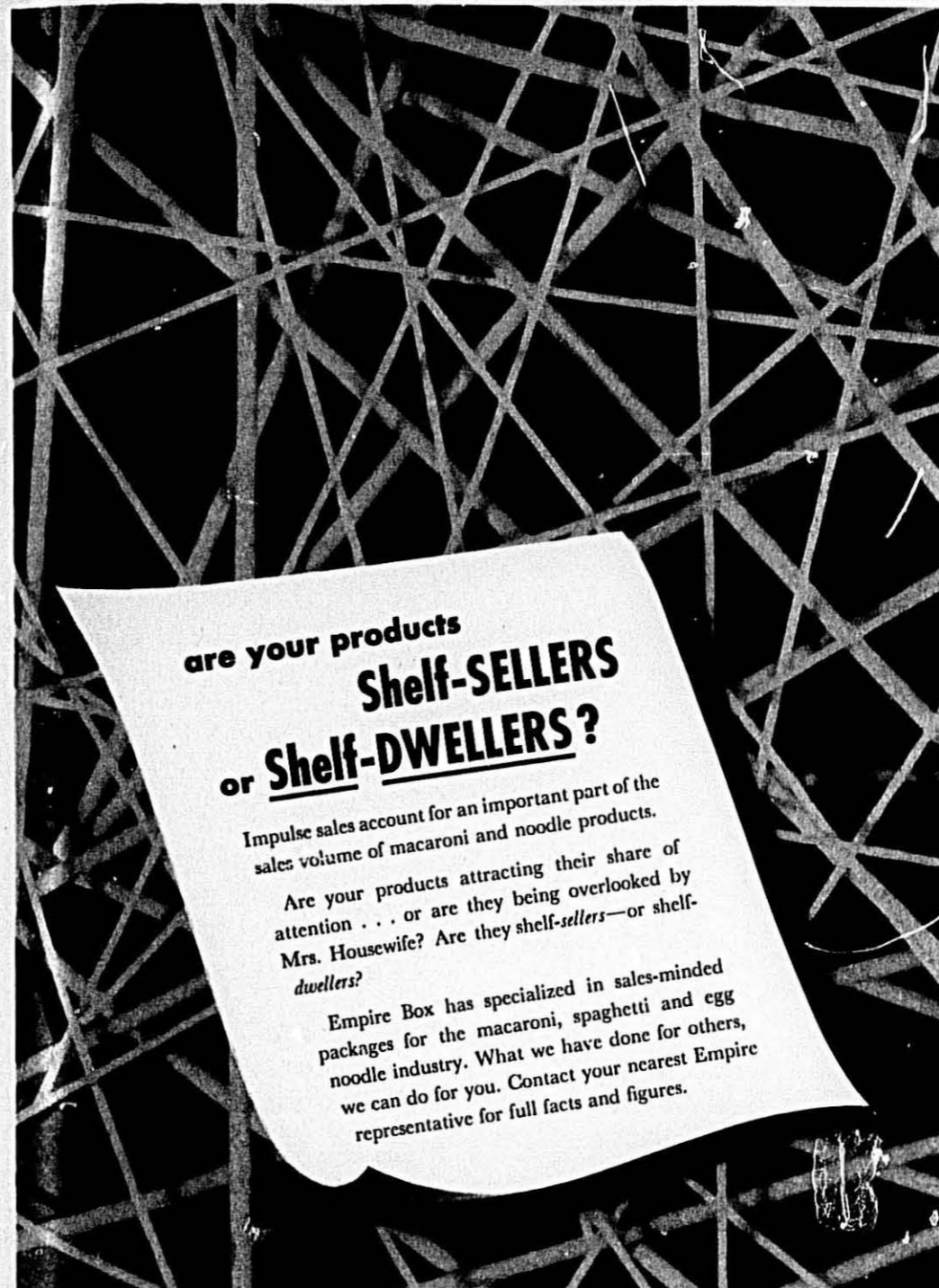
Durum Products Milling Facts

Quantity of durum products milled monthly, based on reports to the *Northwestern Miller*, Minneapolis, Minn., by the durum mills that submit weekly milling figures.

Month	Production in 100-pound Sacks			
	1949	1948	1947	1946
January	799,208	1,142,592	1,032,916	984,608
February	799,358	1,097,116	664,951	743,018
March	913,777	1,189,077	760,294	741,624
April	589,313	1,038,829	780,659	672,899
May	549,168	1,024,831	699,331	379,861
June	759,610	889,260	650,597	628,518
July	587,453	683,151	719,513	638,758
August	907,520	845,142	945,429	789,374
September	837,218	661,604	1,012,094	705,292
October	966,115	963,781	1,134,054	980,461
November		996,987	1,033,759	901,333
December		844,800	1,187,609	968,855

Crop Year Production

Includes Semolina milled for and sold to United States Government:
July 1, 1948—Oct. 29, 1949.....3,298,306
July 1, 1947—Oct. 29, 1948.....3,035,450



are your products Shelf-SELLERS or Shelf-DWELLERS?

Impulse sales account for an important part of the sales volume of macaroni and noodle products.

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1947 Census Of Macaroni Manufacturers

THE Bureau of Census, Department of Commerce, recently released its 1947 Census of Macaroni Manufacture, giving as the total output of macaroni, spaghetti and egg noodle products that year as 818,375,000 pounds as compared with the last previous census figures of 1939 when the industry's output totaled 684,391,000 pounds.

Of the total reported, macaroni, spaghetti and other non-egg products accounted for 692,891,000 pounds, and egg noodles and egg products, 125,484,000 pounds.

The value of the 1947 output is placed at \$111,187,000 f.o.b. plants of which plain macaroni products accounted for \$85,275,000 and egg noodle products \$24,108,000. Unclassified, \$1,274,000.

The 1947 Census of Manufacture is the first to be taken since 1939. The first census of manufacture covered the year 1809 (it included no figures on macaroni products) and a census was taken at 10-year intervals in connection with the Decennial Census of Population up to and including the year 1899, with the exception of 1829. It was conducted at five-year intervals from 1904 through 1919, and every other year from 1921 through 1930, but was suspended during the war period. Present legislation provides for a census of manufacture to cover the year 1953 and every fifth year thereafter.

To the extent possible, the census of manufacture is conducted on an establishment basis. That is, a company operating establishments at more than one location is required to submit separate reports for each location; also companies engaged in distinctly different lines of activity at one location are required to submit separate reports insofar as the plant records permit such a separation.

In 1947, and in earlier years, a minimum size limit for establishments was set for inclusion in the census. In recent censuses, establishments having less than \$5,000 value of products were designated as out of the scope of the census. In the 1947 census on the other hand, reports were required from all establishments employing one or more persons at any time during the census year.

The macaroni industry is classified as one of ten classifications in the 1947 census. (Macaroni and Spaghetti—FULL STANDARD INDUSTRIAL CLASSIFICATION,

TITLE and NUMBER: MACARONI, SPAGHETTI, VERMICELLI and NOODLES—2098). This industry comprises establishments primarily engaged in manufacturing macaroni, spaghetti, vermicelli and noodles.

Number of Establishments

A trend towards the elimination of smaller plants is indicated by the 1947 census. Only 226 were reported in operation, the smallest number reported since the Department of Commerce started taking a separate census on macaroni products in 1914. Prior to that date, these products were listed under "Food Preparations—N.E.C."

In 1919 the census reported 557 establishments, the highest ever. The number dropped to 409 in 1921; to 353 in 1922; to 296 in 1933; to 328 in 1939 and to 226 in 1947.

Of the 226 establishments reported, 16 were in New England (8 in Massachusetts); 77 in the Middle Atlantic States (54 in New York); 62 in the North Central States; 25 in the South and 38 in the West.

Number of Employees

Only 5,539 people were employed in 1919 by the record high of 557 establishments. The number employed increased gradually until the smallest number of plants in 1947 reported 8,444 employees, of whom 4,766 were male and 3,678 female.

The 16 New England establishments employed 340 persons. The 77 Middle Atlantic States plants gave

Shows Increase in Output by a Decreasing Number of Establishments, Reflecting the Effect of Automatic Machinery in Modernized Plants.

employment to 3,489; the 54 plants in the North Central States employed 2,539; the 25 in the South, 725, and the 46 plants in the East, 930. Factories in New York State employed 1,846 persons in 1947.

Sixty-seven establishments employed only one to four people; 41 had from five to nine employees; 27 had from 10 to 19; 39 had from 20 to 49; 30 had from 50 to 99; 20 from 100 to 249; 1 from 250 to 499 and one with more than 500 employees.

Value of Output

The value of the 692,891,000 pounds of plain macaroni products produced in 1947 is placed at \$85,805,000 as against \$35,182,000 for similar products in 1939. The 125,484,000 pounds of egg noodle products had a value of \$24,108,000 as compared with \$10,685,000 in 1939. Other products, unclassified, had a value of \$1,274,000, making the total value of the entire 1947 production \$111,887,000 as compared to \$45,867,000 for the 1939 production.

The value of the 1914 production is given as \$12,844,000. It had nearly trebled by 1919 as the result of war demand and stoppage of imports from Italy and other European countries, the 1919 output having a value of \$37,057,000. In 1937 the value of domestic macaroni products first passed the \$50 million mark, the value reported in that census being \$50,359,000. It dropped to \$46,153,000 in 1939, then boomed to \$112,094,000 in 1947.

Liquid, Frozen and Dried Egg Production September 1949

Production of liquid egg during September totaled 11,103,000 pounds compared with 14,323,000 pounds during September last year, the Bureau of Agricultural Economics reports. Egg drying operations were on a much smaller scale than a year ago while freezing operations were on a larger scale.

Dried egg production during September totaled 1,778,000 pounds compared with 3,872,000 pounds in September last year. Production consisted of 1,510,000 pounds of dried whole egg, 170,000 pounds of dried albumen and 98,000 pounds of dried yolk. Production of dried egg during the first nine months of 1949 totaled 63,929,000 pounds compared with 40,410,000

pounds during the same period last year. From January through October 21, the Government contracted for 59,177,451 pounds of dried whole egg for egg price support purposes.

The production of 5,448,000 pounds of frozen eggs during September was 40 per cent more than the 3,894,000 pounds produced in September a year ago. Storage holdings on October 1 totaled 121,289,000 pounds, compared with 200,968,000 on October 1 last year and 232,150,000 pounds, the October 1944-48 average. Withdrawals of frozen egg from storage totaled 26 million pounds during September a year ago and an average September decrease of 27 million pounds.

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IMPORTANT: The three units of the dryer can be adapted to work in conjunction with any make spreader-press. Also if you already have an automatic preliminary finish dryer make, our two finish units can be adapted for use with it. THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.

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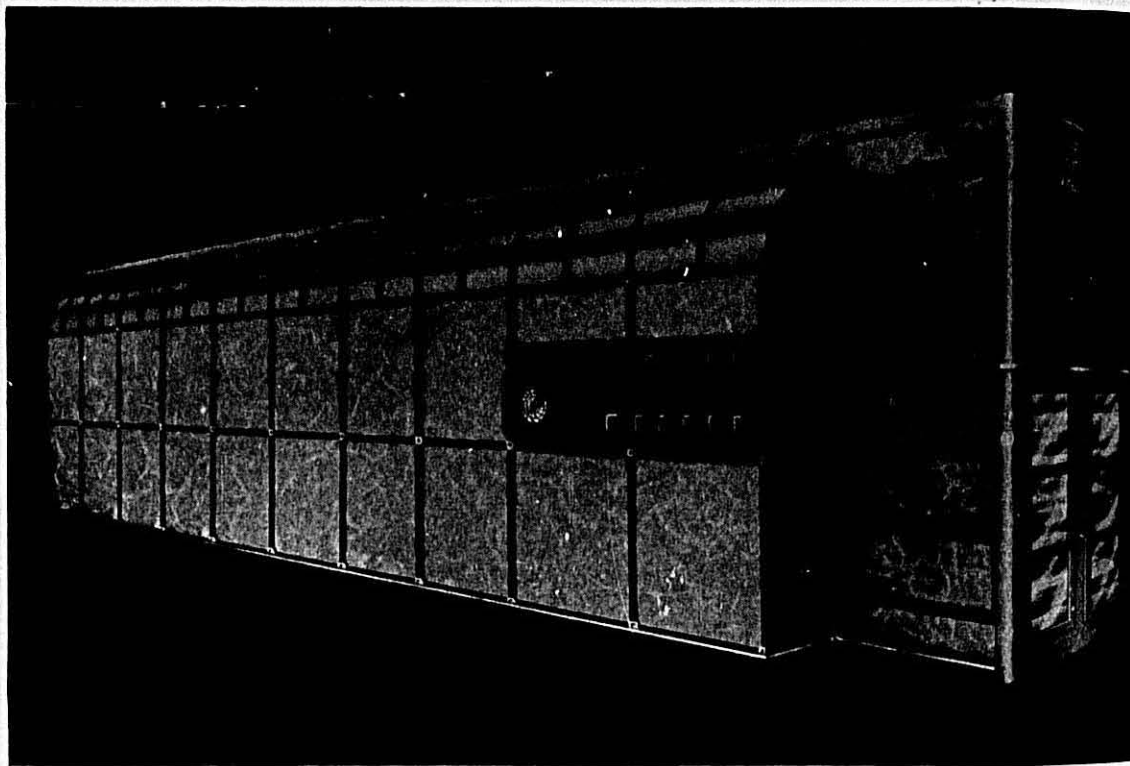
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ELECTRONIC INSTRUMENTS: Finger-tip flexibility. Humidity, temperature and air all self-controlled with latest electronic instruments that supersede old-fashioned bulky, elaborate, lavish control methods.

CLEANLINESS: Totally enclosed except for intake and discharge openings. All steel structure—absolutely no wood, preventing infestation and contamination. Easy-to-clean: screens equipped with zippers for ready accessibility.

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ber to receive top efficiency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides.

SELF-CONTAINED HEAT: no more "hot as an oven" dryer surroundings: totally enclosed with heat resistant board.

CONSISTENT MAXIMUM YIELD of uniformly superior products because Clermont has taken the "art" out of drying processing and brought it to a routine procedure. No super-skill required.

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COMPACT: Takes less space; lower in height than all other types. Easy to manipulate.

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The largest output of any noodle cutter in the world—1600 POUNDS PER HOUR! Can be slowed down to as low as 600 pounds per hour if desired.

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Whatever the shape—seashell, elbow, long sticks or short, tubelike or solid, twisted like a corkscrew or fluted like a ruffle—all of these good durum wheat foods make fine eating. They add distinction to any other food with which they are served, and they "go well" with every other food.

Like all other foods made from wheat, macaroni products provide good body-building protein along with desirable energy values. The protein "picks up" the flavors of other foods and seems to magnify them. Macaroni dishes are a sort of harmonious United Nations of Food, in which each has its say and says it agreeably.

Fortunately for school lunch managers, durum wheat foods are popular with children. They can appear on the menu often and yet be assured of a warm welcome. They make an excellent base for main dishes, and they serve as thrifty carriers of many of the commodity foods.

Children, say child feeding specialists, are sensitive to textures of foods. They like foods they can chew. Maybe that is one of the reasons they like the macaroni food family. When well cooked, these foods have a delightful texture that offers gentle resistance to the teeth, yet is smooth and pleasant on the tongue.

Cooking macaroni foods well means under-cooking them slightly rather than over-cooking them. Good Italian cooks who are artists with spaghetti say most Americans over-cook these foods. Their advice is to drop the spaghetti, macaroni or noodles gradually into a large kettle of rapidly boiling salted water so that the cooking water stays at the boil. Keep it boiling briskly until the spaghetti is just tender. This is the point at which a strand of it just cuts easily when pressed with a fork against the side of the pan. Spaghetti takes about 12 minutes to reach this point. Macaroni takes about 12 minutes, and noodles about 6 minutes. The time will vary by a few minutes, depending on the size of the macaroni, spaghetti, or noodles, its shape, and the amount of water in which it is being cooked. The important thing is to keep it fairly firm. This is especially so when the macaroni food is to be used in a dish that will be baked or otherwise cooked a bit more to blend flavors.

By Clara Gebhard Snyder, Director

Department of Food and Nutrition
Durum Division, Wheat Flour Institute

Sponsors: The Durum Millers of America

UNIVERSALLY POPULAR CASSEROLES

A meal served piping hot from a pretty casserole is a friendly, informal affair. Perhaps that is one reason casserole dishes are so popular at church suppers, buffet suppers, and all sorts of group meetings that include a meal.

There are other reasons, too, for the popularity of casserole dishes. Many of the best ones, like spaghetti with meat and vegetables, or macaroni with cheese, or noodles with mushrooms, are easy to prepare. Most of them can be prepared in advance, ready to set into the oven. Then, near mealtime, while the casserole's contents bake, the cook is free to attend to the salad and other last-minute details.

In addition to these virtues, many casserole dishes are high in food value, while at the same time they can be low in cost. Here, again, macaroni, spaghetti and noodle dishes score high. These durum wheat foods, with their protein content and their energy-yielding values, make some of the most satisfying main dishes imaginable.

One of the fine things about macaroni casserole dishes is the way they have of transforming inexpensive foods into foods fit for a king. The less-demanded economy cuts of meat, for example, are high in flavor and food value. When diced or ground and nicely browned they play a wonderful give-and-take game with macaroni or spaghetti or noodles. Each food supplies some qualities the other needs to be at its best.

Macaroni foods supply far fewer calories than most folks think. An ounce of macaroni or spaghetti or noodles—that is, an ounce before cooking—provides only about 100 calories. An ounce of macaroni makes one good average serving. When combined with lean meat and vegetables to make a hot casserole dish, this macaroni is chock-full of food value. Calorie-conscious cooks will want to skimp a bit on the fat they put into these casserole dishes. More often than not it is the fat in them that is responsible for the calories for which the macaroni or spaghetti are blamed.

GOOD SOUP-MAKING EASY

Good soup is always in season, but especially in crisp months.

Soup making at home is pleasant. In years gone by it was a long process. Modern pressure saucepans and deep-well cookers have changed all that. But the homemaker who works outside the home, the girl who keeps house in a kitchenette apartment, the bachelor who likes to entertain, find a great help in prepared soups. Many good soups are available in cans and in packages, and these are ever so easy to prepare.

Popular among canned soups are those containing noodles. Chicken-noodle soup probably stands at the top of this list.

In addition to canned soups, grocers' shelves offer quite a variety of soup mixes. The handsome welcome these products enjoy is shown by the fact that last year homemakers bought over 143 million packages of these prepared soup "makings." Here again the soups containing noodles were most popular. More than three-fourths of all the soup mixes bought were noodle soup of one kind or another. About 11 million pounds of noodles went into the making of these soups, and practically all of the noodles were made from durum wheat, which means they were top quality.

Noodles in soup are good eating, but they are more than that. First of all, they absorb some of the meat and vegetable flavors in the soup and thus seem to intensify them. Next, they provide energy, giving "body" to this good one-dish meal. Finally, they give "staying power" so that one does not become hungry again soon after eating. This desirable quality of good noodles, as well as of spaghetti and macaroni, is due chiefly to their protein content. Durum wheat is a variety of wheat high in protein. That protein not only provides food values but it also enables the noodles made from durum wheat to keep their pleasant firmness when cooked in soup. It is this same protein that helps noodles absorb and emphasize the good flavors in the soup, while the bland flavor of the noodles themselves stays discreetly in the background.

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

Merck & Co., Inc., foremost in enrichment progress from the very beginning of this basic nutritional advance, brings its technical skill and varied experience in food enrichment to the service of the macaroni and noodle manufacturer.

Concurrent with the establishment of new Federal Standards of Identity, Merck has specifically designed two enrichment products to facilitate simple and economical enrichment of your products:

- (1) A specially designed mixture for continuous production.
- (2) Convenient, easy-to-use wafers for batch production.

Here are two enrichment products planned to assist you in making a preferred product, accepted by nutritional authorities and a vitamin-conscious public.

The Merck Technical Staff and Laboratories will be glad to help you solve your individual enrichment problems.

MERCK ENRICHMENT PRODUCTS

Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.

- Merck Enrichment Ingredients (Thiamine, Riboflavin, Nicotinamide, Iron)
- Merck Vitamin Mixtures for Flour Enrichment
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- Merck Vitamin Mixtures for Corn Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment

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A Guaranty of
Purity and Reliability

Objectives Of The Egg Research Laboratory

by Dr. O. J. Kahlenberg, Director of Research, NEPA

THE objectives of the laboratory are (1) primarily research in eggs and egg products; and (2) to assist the shell, frozen, and dried egg processors to improve and control the quality of their products through constant physical, chemical, and bacteriological tests. Educational and promotional work is being carried on with the allied industries, particularly the bakers, confectioners, and manufacturers of mayonnaise and noodles. Many complaints made by your customers on the poor functional performance and spoilage of frozen eggs are not justified but are the results of improper care in handling the eggs in their own establishments. (Noodle makers, take note—Editor.)

In the past year about 15 informative and promotional articles, dealing with the proper handling and use of eggs, written by your director of research, appeared in the *Baker's Digest*, *Baker's Helper*, *Baker's Review*, *Northwestern Miller*, *The Manufacturing Confectioner*, *The American Baker*, *THE MACARONI JOURNAL*, *The U. S. Egg and Poultry Magazine*, *Food Industries*, and *American Egg and Poultry Review*.

Accurate and reliable information on eggs and egg products, as well as completed research projects are sent to the members of the NEPA by means of research bulletins. In the past year 16 of these research bulletins were distributed to the membership. Requests by the hundreds have been made for Bulletin No. 16 on the New NEPA Method for Determining Color in Eggs and Research Bulletin No. 17 on "Recommended NEPA Procedures for Defrosting Frozen Eggs."

The projects originally outlined for research in the NEPA Laboratory were first discussed by the technical committee, recommended to, and then approved by the executive board. I want to say at this time that your executive board, technical committee, and all members of the industry have been very co-operative in presenting problems that would benefit the industry as a whole. The NEPA technical committee, under Chairman Leo Ovson of the Ovson Egg Co., is made up of outstanding technical and practical leaders of the egg industry. The purpose of this committee is to advise, discuss problems, and assist the personnel

of the NEPA Research Laboratory in every way possible to promote the interests of all who are concerned with freshly broken, liquid, frozen and dried eggs.

The first three research projects outlined were (1) to develop a method of measuring yolk color for plant and laboratory use; (2) to determine the proper method of sampling for solids and bacteria in frozen eggs; (3) to study the factors affecting the whipping qualities of whites with the objective of remedying them for utilization purposes.

The demand for commercially packed egg yolk of a definite color designation brought about the immediate need for a rapid and reliable method of determining the amount of pigment present in a sample of egg yolk. Egg producers and users have been dissatisfied for some time with visual color determinations, especially when color paddles, paint color mixtures, and even when extracted yolk samples were



Dr. Kahlenberg

measured with color comparators, Nessler tubes and visual colorimeters. The NEPA Research Laboratory has developed a simple practical procedure, with an inexpensive instrument, based on scientific standards that even a plant man can operate. With this procedure, the guesswork in color determinations, due to the human element, is eliminated. With refinements in techniques and new developments in optical instruments, we feel that changes in the procedure and method of reporting can always be made, before a detailed permanent method is finally adopted. Although the method is tentative, it provides a working start that gives improved performance over methods now in use. The method was originally described to the NEPA membership in

April, 1948, for their immediate use, and a year later made available to all persons interested. The method was published in the April, 1949, issue of *Food Industries magazine*.

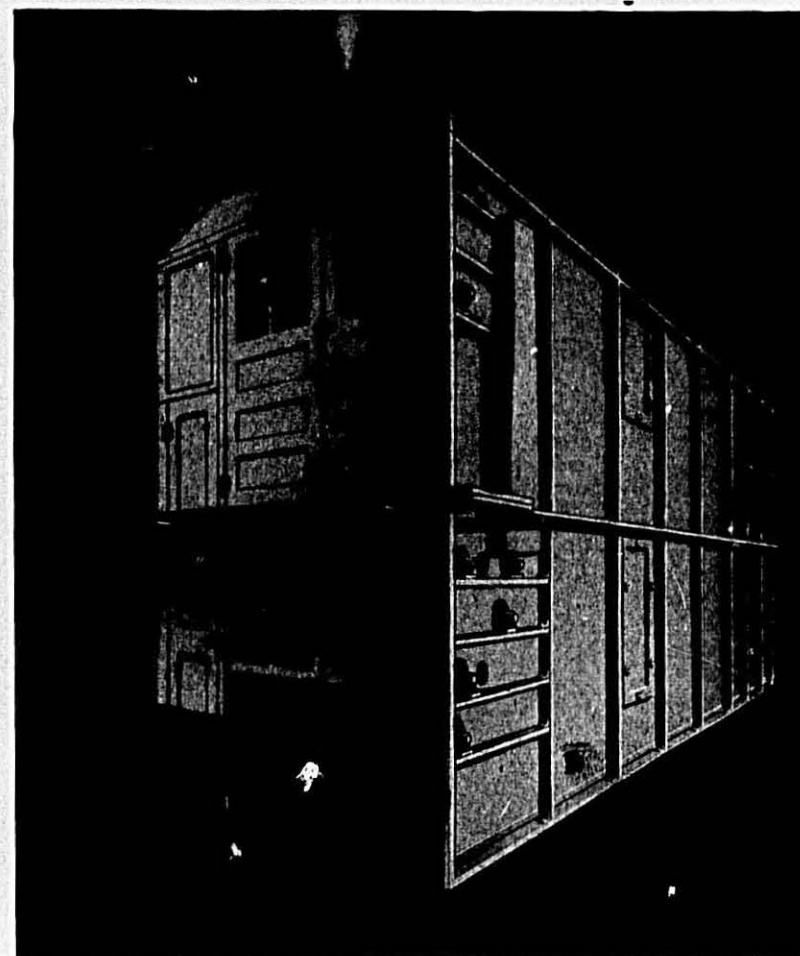
In selling or buying yolk for color, we would like to recommend that you not merely say color number 3 or 4, but that you specify NEPA color number 3 or 4.

The second project outlined for research was on determining the proper method of sampling frozen eggs for solids and bacteria. The sampling of frozen eggs is considered difficult because during freezing, it is said the solids migrate to the center core. We have taken and analyzed samples of whites, whole eggs and yolks at two plants. Our procedure is to immediately check the churn sample, then a portion of the product is stored in both sealed glass jars and No. 30 tin cans. The samples are again analyzed at later dates.

Each No. 30 can was drilled at least five different ways with a total of 8 drillings; in some cans we made three additional hand drillings, making a total of 11 borings. Although the laboratory has now checked 18 cans of frozen whites, 8 cans of frozen whole egg, and 6 cans of frozen yolks, we are unable to tell you just where to make your drillings for a representative sample. The results are quite variable and there is no consistent correlation in either solids or bacteria with the location of the drillings. Solids and bacterial counts of "edge samples" are not always low and the center core samples not consistently high. Shavings, regardless of location in the can, obtained with an electric drill, show higher solids content than the liquid control from the same churn. We did not get this loss of moisture in the sealed quart jars in which the contents were completely thawed before analysis.

Variations in frozen whites ranged with different drillings, from -0.6 to +1.7% solids, whole eggs varied from -1.2 to +1.9% solids, and yolks from 0.0 to +1.3% solids. This means variations of 11.4 to 13.7% solids on a 12% white; 24.8 to 27.9% solids on 26% whole egg; and 43.0 to 44.3% solids on a 43% yolk. In all cases the results from the frozen quart jar analyses were used as the control.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

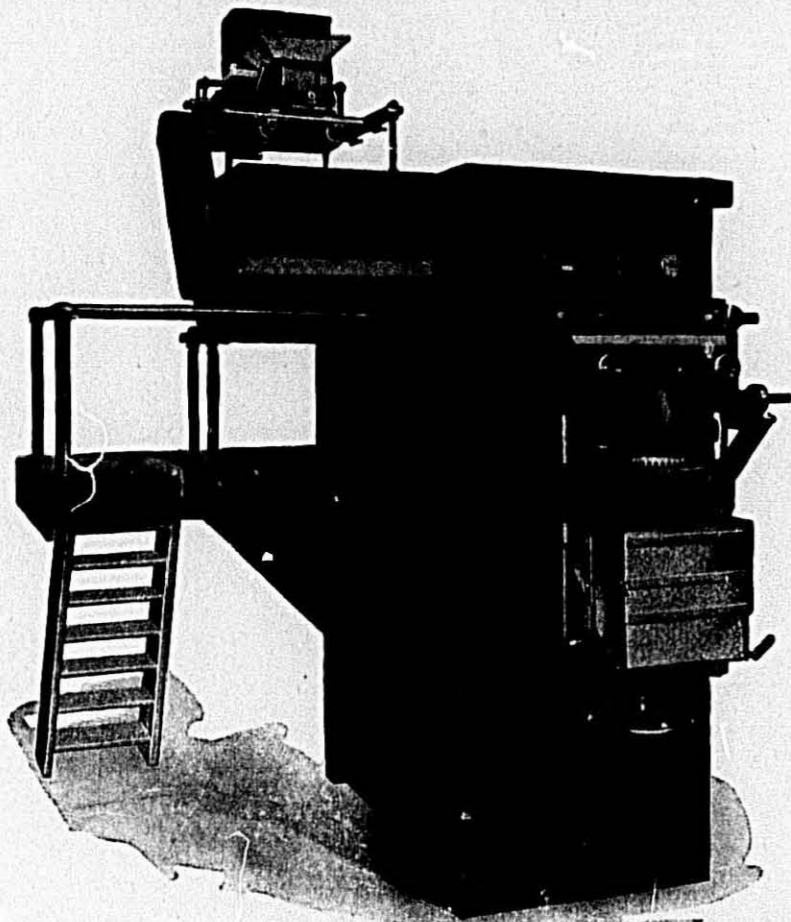
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

IMPORTANT. We have a very choice selection of secondhand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

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.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

The machine shown above is our latest model Continuous, Automatic Press for the production of Short Cut goods of all types and sizes.

This machine is constructed in such a manner as to permit the production of long goods for hand spreading.

From the time the raw material and water are automatically fed into the metering device and then into the mixer and extruder cylinder, all operations are continuous and automatic.

Arranged with cutting apparatus to cut all standard lengths of Short Cuts.

Production from 1000 to 1100 pounds per hour.

Produces a superior product of outstanding quality, texture and appearance. The mixture is uniform, producing that translucent appearance which is desirable in macaroni products.

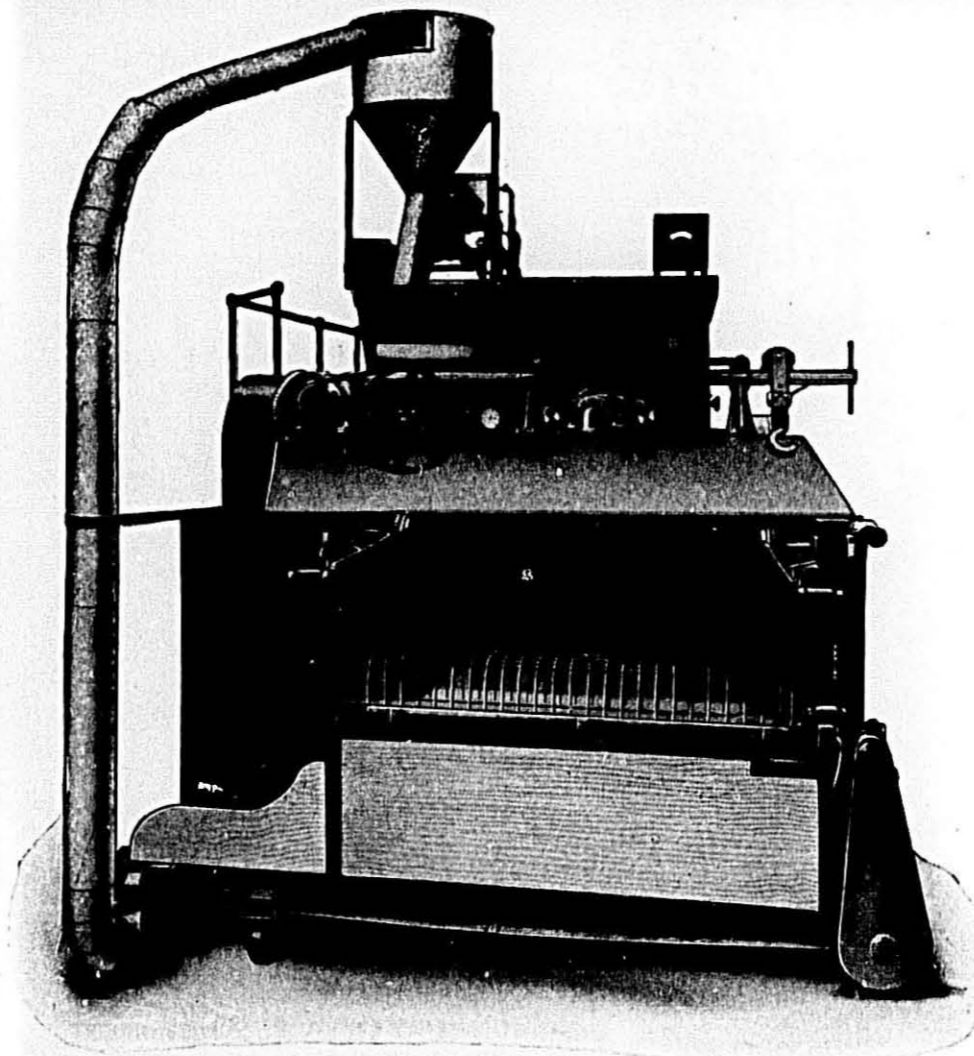
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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Address all communications to 156 Sixth Street.

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type ADS

Combination, For Long and Short Goods—Type ADSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

Our Continuous Press produces a superior product of uniform quality, texture and appearance. No white streaks.

Production—Long Goods, 900 to 1,000 pounds of dried products per hour.

Short Goods—1000 to 1100 pounds of dried goods per hour.

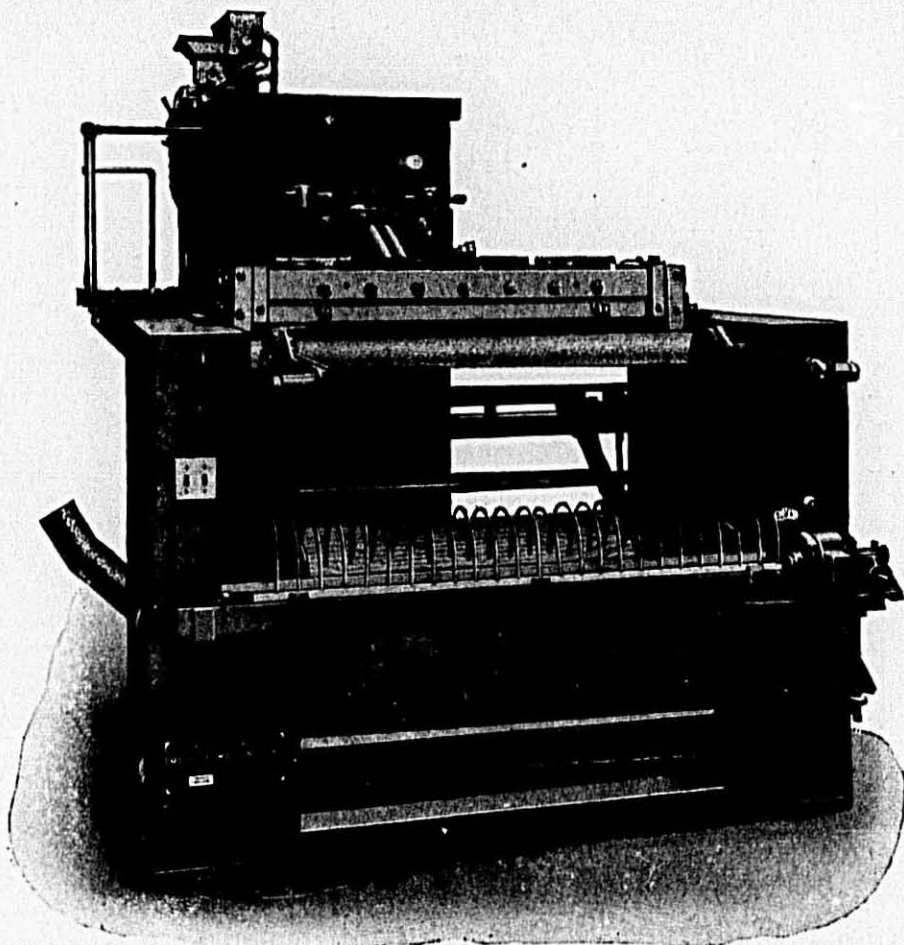
The press that is built for 24-hour continuous operation.

Fully automatic.

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Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type DAFS

Combination, For Long and Short Goods—Type DAFSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

Our Continuous Press produces a superior product of uniform quality, texture and appearance. No white streaks.

Production—Long Goods, 900 to 1,000 pounds of dried products per hour.

Short Goods—1000 to 1100 pounds of dried goods per hour.

The press that is built for 24-hour continuous operation.

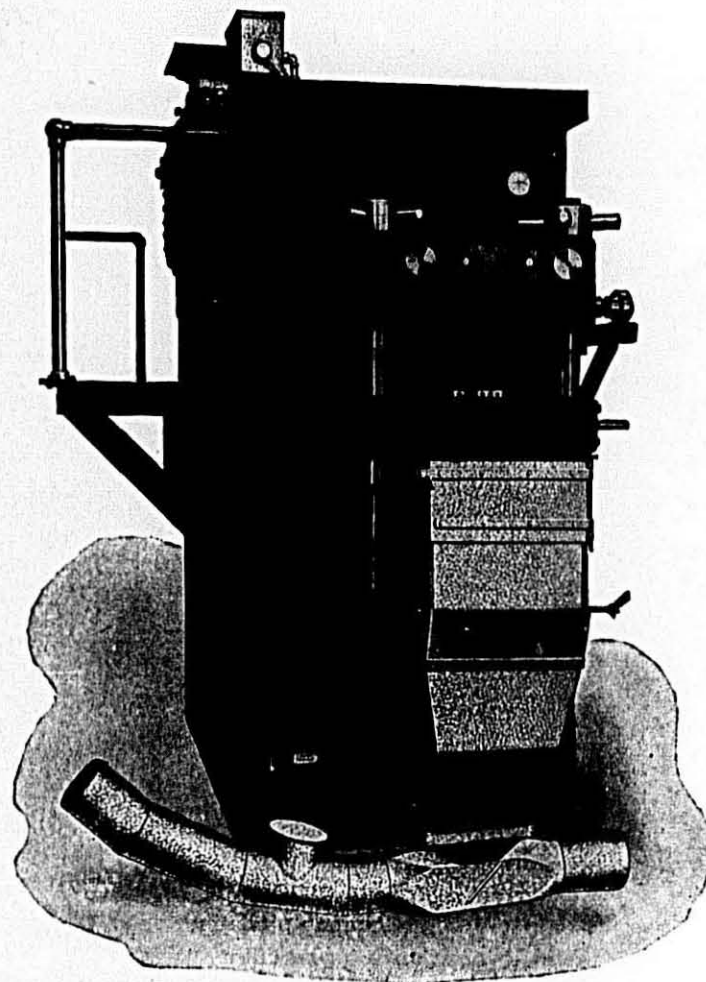
Fully automatic.

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

Address All Communications to 156 Sixth Street

25x

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

The machine shown above is our latest model Continuous, Automatic Press for the production of Short Cut goods of all types and sizes.

This machine is constructed in such a manner as to permit the production of long goods for hand spreading.

From the time the raw material and water are automatically fed into the metering device and then into the mixer and extruder cylinder, all operations are continuous and automatic.

Arranged with cutting apparatus to cut all standard lengths of Short Cuts.

Production from 1000 to 1100 pounds per hour.

Produces a superior product of outstanding quality, texture and appearance. The mixture is uniform, producing that translucent appearance which is desirable in macaroni products.

Designed for 24-hour continuous operation.

Fully automatic in every respect.

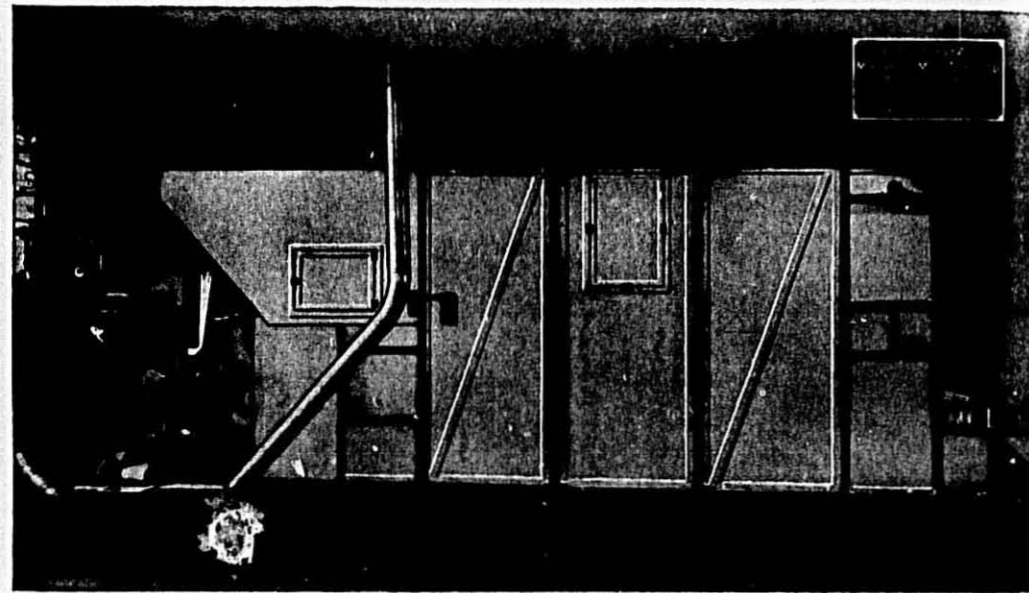
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Address all communications to 156 Sixth Street

32x

25x

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

The Dryer illustrated above is our latest innovation—an Automatic, Continuous Dryer for the Preliminary Drying of Long Cut Macaroni, Spaghetti, etc.

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

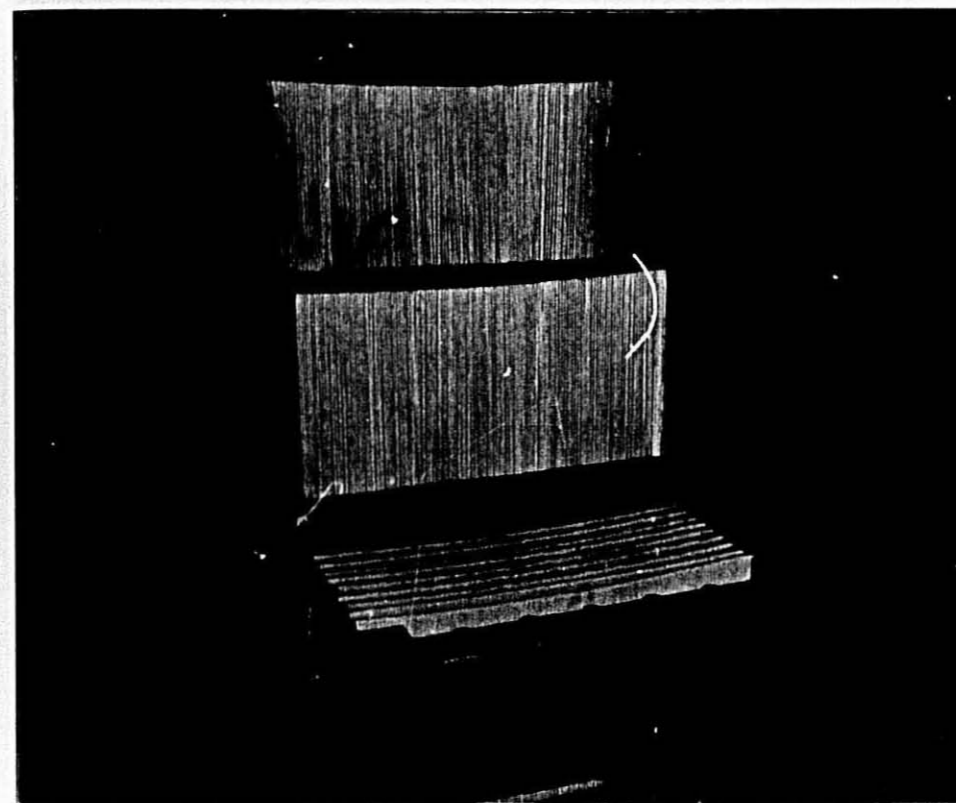
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks from the press to the dryer as this is done automatically.

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

Model PLC

The above illustration shows the intake end of our type P.L.C. Long Goods Preliminary Dryer. After the loaded sticks issue from the automatic spreader press they are picked up by the vortical chains and carried into the aerating section of the Preliminary Dryer.

After the goods pass through this section of the dryer, they are then conveyed through the sweat or curing chambers to equalize the moisture throughout the product, in order to prevent the cracking or checking of the same.

This operation is entirely automatic.

After the preliminary drying, the goods issue from the exit end at the rear of the Dryer. At this point, they are placed on the trucks and wheeled into the finishing dryer rooms. The placing of the sticks on to the trucks is the only manual operation throughout the drying process.

By means of a variable speed drive, the speed of the dryer can be varied to dry all sizes and types of long goods.

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

Write for Particulars and Prices

Macaroni Representatives Meet Truman

Macaroni, spaghetti and egg noodles are the end products of quality durum wheat. That fact was told to President Harry S. Truman in a presentation ceremony in connection with the Minnesota centennial celebration in St. Paul, November 3.

The affair was planned months ago by Maurice L. Ryan, director of the National Macaroni Manufacturers Association, vice president of Quality Macaroni Company of St. Paul, and past president of the Twin Cities Association of Manufacturers Representatives, in connection with a planned reception by the latter organization on the occasion of the President's visit.

President Truman was made to realize the importance of the macaroni-noodle industry and the durum farmer to the general economy as he never before realized. He was pleased with the presentation of his portrait, planned by an artist and utilizing the end products of durum wheat—macaroni, spaghetti and egg noodles.

He was further pleased with the presentation of a sheaf of durum wheat grown on the Raymond C. Chaput farm near Langdon, N. D., in a test experiment supervised by Maurice L. Ryan, who is also chairman of the Macaroni Manufacturers Durum Growers Relations Committee. On receiving the sheaf of durum wheat from Mr. Chaput, (pronounced "Sheppie") the President remarked, "That wouldn't make a very good shaving brush, would it?"

Through the presentation conceived by Mr. Ryan and well handled by Francis Ulrey, publicity director of Sills, Inc., handlers of the National Macaroni Institute's public relations, the attention of the country was called indirectly to the macaroni-noodle industry of the U.S. and directly to the durum wheat growers, as farming specialists.

The country learned that twelve counties in northeastern North Dakota are the center of a section best suited for raising durum, "the hardest wheat known to man;" that the area is known as "the cold triangle," easily covered by a dime on ordinary maps of the U.S.

The protein test promoted last summer by Mr. Ryan's committee, the supervision of the test plots by durum grower Raymond C. Chaput and by Victor Sturlaugson, superintendent of the North Dakota Experimental Station at Langdon, milling the durum from the two test plots by the North Dakota Mill and Elevator, analysis of the semolina by state and federal agencies, and processing the two



President Truman accepts a sheaf of durum wheat and a portrait of himself done in macaroni, spaghetti and noodles. Present for the occasion were, left to right: Raymond C. Chaput, Langdon, N. D., on whose farm the durum was grown; Harlan P. Johnson, president of the Twin Cities Association of Manufacturers Representatives; President Truman; Maurice L. Ryan, director, N.M.M.A., who planned the presentation, and Rose Marie Rudnick, St. Paul macaroni plant employe who presented the portrait to the President.

batches of semolina into finished spaghetti by the Creamette Company, under the eye of C. L. Norris, president of the National Macaroni Manu-

facturers Association, was a planned procedure that ended when President Truman accepted a sheaf of that golden wheat.

Emblem Ownership Upheld

A judgement has been awarded the National Food Brokers Assoc., enjoining a Mississippi brokerage firm from using the emblem of the Association. Edmondson Brokerage Co. was ordered by the District Court of the United States to "cease and forever desist from using plaintiff's registered trademark or otherwise violating plaintiff's rights as owner thereof, in any manner whatsoever."

The National Food Brokers Assoc. brought suit in June, 1949, against the Edmondson Brokerage Co. of Columbus, Miss., to enjoin violations by the defendant of the Association's rights in its registered trademark, the NFBA emblem. The complaint charged that the defendant was not a member of the Association since August, 1946, but used in commerce, without the consent of the Association, a reproduction of the latter's registered trademark in connection with the sale, offering for sale and advertising of defendant's services.

In addition to the cease and desist order, the Court (District Court of the

United States for the Eastern Division of the Northern District of Mississippi) further ordered the defendant to deliver up all material in its possession which bears the NFBA emblem and to cancel all orders for advertisements or stationery of any kind which would use the NFBA emblem. The Court further ordered the defendant to pay the costs of this action.

One of the privileges of a member of NFBA is the grant by NFBA of a license to the member to use the registered emblem of the Association on his letterheads, bill-heads and advertisements of his services. This right is revoked upon the termination of membership in the Association.

Name Change

Under "Incorporations" in the June 20, 1949, Kansas City, Mo. Record appears the following item: "American Beauty Macaroni Company, Certificate of Amendment, changing name to Associated Macaroni Manufacturers, Inc."

Experience— MAKES THE DIFFERENCE

—Over 25 years' experience stand behind N-A products and services for the macaroni and noodle product industry. N-Richment-A, N-A Feeders, Richmond Sifters and W&T Merchen Scale Feeders have all been proved and accepted by the industry—because leading manufacturers know that N-A is "tops" for dependability and service.

Why not put these proven products to work in your plant, too?

N-Richment-A Type 6 in either powdered premix or wafer form for easy, accurate enriching.

N-A Feeders to handle enrichment in continuous presses dependably and economically.

Richmond Sifters for efficient, sanitary sifting with low power requirements and minimum space demands.

W&T Merchen Scale Feeders to feed semolina accurately by weight either manually or in synchronization with other equipment.

To find out how this winning combination can help you, write today for full details.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE
BELLEVILLE 9, NEW JERSEY



MACARONI PRESS NOTES

Home-town Pride Brooklyn, N. Y. Eagle Sept. 21, 1949

Peter La Rosa has been elected a member of the board of trustees of Wyckoff Heights Hospital, it was announced today by Herman L. Papsdorf, president of the board. Mr. La Rosa takes the place of the late F. A. Schurmann, a board member for many years.

Residing at 1431 E. 45th St. with his wife and two daughters, Mr. La Rosa has been a Brooklynite all his life. He is treasurer of V. La Rosa & Sons, Inc., of Brooklyn, manufacturers of macaroni products.

Mr. La Rosa is a trustee of the Italian Board of Guardians, which is affiliated with Catholic Charities; a director of the National Macaroni Manufacturers Association and a trustee of the Prudential Savings Bank in Brooklyn.

Saturday Night Quickie

Daily Compass, New York, N. Y.

Here's a tasty Saturday Night Quickie many homemakers will appreciate:

Ingredients: Eight ounces of macaroni, 2 tablespoons butter or margarine (melted), 2 tablespoons finely grated onion, 1/2 pound medium-sharp cheddar cheese (grated), salt and freshly ground pepper.

Method: Cook the macaroni according to directions on package; drain. Put in a large serving bowl, add the onion, cheese, salt and pepper (to taste) and mix thoroughly. Serve immediately. Makes 4 servings.

New Package—Tharinger

Milwaukee, Wis. Retail Journal
Sept., 1949

The attention of value wise shoppers is being directed currently to the new Tharinger Tasty Bend and thin spaghetti packages now finding their way to the shelves of Milwaukee food merchants. According to Jack Luchring, president of the Tharinger Macaroni Co., the new packages for Tasty Bend elbow macaroni and for Tasty Bend elbow spaghetti and thin spaghetti are especially designed for greater ease of handling. They require but a minimum of storage space on the grocer's or homemaker's food shelf. The new cellophane window panel not only permits a peek at the product inside, but it takes away the guesswork of determining just how much remains after each serving . . . a long needed convenience for the busy homemaker.

Distinctive Identity

Available in both an 8 ounce and a 12 ounce size, the new window pack-

age, though streamlined considerably, still holds its distinctive identity among packages by reason of its unique design . . . its bright colored hue (gay yellow and blue with accents of red and white). Prominently featured on the package in addition to general cooking directions, are four tempting White Pearl Tasty Bend dishes . . . easy to prepare and economical to serve . . . a mighty important factor in these days of high food costs.

Special Equipment

Along with the introduction of this new package, comes word of installation of special equipment to an already full line of modern scientific machines which has helped to make the Tharinger Macaroni Co. one of the best equipped and most up to the minute spaghetti, macaroni and egg noodle plants in the country.

Good Displays Build Additional Macaroni Sales

Milwaukee, Wis. Retail Journal
Sept., 1949

Store owners and managers conscious of today's sliding food budgets have begun to push macaroni products into prominent display positions, re-

Origin of "Rotini"

By C. Daniel Maldari
D. Maldari & Sons

In response to the many inquiries we have had concerning the origin of the novelty product generally termed "Rotini," we did a little research work



C. Daniel Maldari

and came up with the following facts: 1. The product associated with the term "Rotini" (a spiral short-cut product) was created in Italy, supposedly

ports Robert M. Green, director of the National Macaroni Institute.

"Every smart store manager," Green said, "knows that the sale of a macaroni product means one or more additional sales. It might be cheese in combination with macaroni, meat with spaghetti, fish with noodles, vegetables for use with any macaroni product, or dozens of other combinations that mean two or more sales instead of just one on the checkout register. Housewives in every city like the stores today that suggest these low-budget combinations for everyday eating."

Macaroni products fit well into any part of a menu, and combine so well with a great variety of foods that combinations suggested through store displays can be changed from week to week without frequent repetition, Green pointed out.

The sale of soups, for example, can be bolstered by displays that include egg noodles or macaroni. Consomme, vegetable soup and bouillon all have their flavor absorbed and spread by egg noodles or macaroni, which also adds texture interest to clear soups, as well as nutritive value. Many housewives react immediately to store displays that suggest soup bolstered with macaroni or egg noodles.

at about the time of the Ethiopian conflict.

2. As accurately as can be determined, a die to extrude this product was first imported into the United States by the DeMartini Macaroni Company of Brooklyn, New York, about 1937.

3. The first such die to be manufactured in the shop of D. Maldari & Sons was shipped, according to records, in May, 1946.

4. There is some question relative to the use of the name "Rotini." Mr. P. J. Perrino, of Prince Macaroni Mfg. Co., Lowell, Mass., claims that this particular name is registered and cannot be generally used.

This product, while known by other names but generally associated with the term "Rotini," has recently won country-wide acceptance and appears to be gaining popularity daily. While the product is pretty well standardized relative to size, our records indicate slight variations on the outside diameter and thickness on the many dies shipped to date.

The rules of etiquette are ignored in the very places one would expect them to be observed.

Pretending to be rich is what keeps a lot of men poor.



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Economical - Political - Industrial

National Industries Service

IMPOSSIBLE CONDITIONS PREVAIL

J. E. Jones

Secretary of Commerce Sawyer told the public a few days ago that the steel strike has reversed the employment trend and that the nation's welfare is at stake. The secretary warned that the shutdown after November 1, will produce stoppage of mass production such as autos, machinery, electric appliances, construction and metal containers. Furthermore, the secretary said that strikes must be struck-out by January 1, or "there will, in effect, be a complete shutdown in the metal consuming industries."

"Until two weeks ago," he added, "there was a definite upward trend in business and employment. That trend has been changed by strikes and threats of strikes."

Meanwhile the existing Labor Law has been defended on Capitol Hill against attacks from the White House. The legislation as it now exists provides that employers and employees must deal together through their representatives, and that those agents of the unions must be chosen by a majority of the employees themselves. The law very clearly accords equality in the representatives of labor and management. Read and study the Taft-Hartley Act and you will find that it furnishes an absolutely square deal to employers and workers. Then why not use it?

The blockade is: White House politics!

Senator Taft of Ohio reviewed the

Capitol Hill situation in a broadcast and he charged "the philosophy of the Eighty-first Congress is the same as that of the Eightieth—it being based on the continuation of the principles of liberty under a free economy . . . I think the issue is whether the people want to take up this course into a socialist government very much like Great Britain's, in which the government directs the details of all industry, commerce, agriculture, and the daily lives of the people." Other senators agree that the trend is toward socialism.

We Hope So

The newspaper and magazine prophets are telling us commoners that the worst of the business slump for 1949 is over.

There has been an upturn in the conditions around textiles, steel and the motor world.

On the other hand the factory output in the large industries has suffered considerably.

Output of goods is down about 17 per cent—but old mother production is looking up. The home-building boom has slowed down because the real estate market has been doing too much chiseling on prices and profits.

The Public School System

Under the pretense of saving the public school system and enlarging private and religious educational institutions, there is still a big noise in the national capital. But the shouting is only another one of those crazy no-

tions that the government of the United States should take over the educational system.

All over the nation proof has been furnished that the United States Office of Education is off its base in its statement that it will take about 160,000 more teachers to provide adequate instruction for this increase in the nation's boost of 800,000 more pupils this year.

Perhaps 90 per cent of all the intelligent people in the United States have received their education under the existing system of local and private management, all the way from district schools, colleges, universities and parochial schools. These institutions have done themselves great credit in holding the lines in sustaining education, without soaring off into politics or religion.

The USOE says that the teacher shortage is "very, very bad," and adds that the worst crowding exists in the first three grades.

Well, anybody over 40 years of age can testify that the first three grades in public schools have always been crowded: They can also swear to the fact that local school boards in country districts, villages, counties, cities and all the way up the line have never failed to perform their duties for the local citizens who stand back of those institutions, with school boards that know just where matters stand—and meet all situations.

Even though the world is almost wrong side up, let us hope that the American public school system will escape being thrown into the ditch.

will increase in the year ahead."

To offset loss of consumer dollars spent in taxes for farm support and to hold customers in the face of stiffer competition, Mr. Lunding advised his fellow members that they must "bring better living to more people at lower cost."

Members of the association represent approximately 15,000 chain food stores and super markets. In addition to the membership, this year's sessions are being attended by leading operators from Great Britain, Mexico, Holland, Canada and Germany.

Talented women scare hell out of ordinary men.

A dope is a fellow who doesn't know today what you just found out yesterday.

Better Living For More People At Lower Costs

Franklin J. Lunding, president of Jewel Tea Co., Chicago, prophesies that "the cost of eating, in part, in America will continue to be found in our tax bills or government deficiencies."

In an address before about 1,000 executives and operators attending the 16th annual meeting of the National Association of Food Chains in Washington, D. C., Oct. 12-14, 1949, Mr. Lunding said that he based his forecast on a personal belief that "for political reasons farmers will probably be encouraged to produce beyond what consumer demand at cost-plus support can absorb."

Mr. Lunding stated that he felt that government supports "that will pre-

vent a complete demoralization of market prices for farm products will be in the public interest, provided they leave room for typical American initiative and freedom of action that allow the farmer to determine for himself what to grow—and how much."

Other factors which indicate the continuance of farm supports, he said, are the outstripping of population gains by food production and the probability that ECA and military purchases for export will decline.

For his fellow members in the association, Mr. Lunding predicted that because food customers are becoming increasingly price conscious "to save money for other types of purchases, competition for consumer expenditures

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Pears Or A Blend

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"LOOK WHAT'S HAPPENED TO CALIFORNIA"

By Robert M. Green, Assistant Secretary-Treasurer,
NMMA, En route to 2nd Pacific Coast Conference

The facts and figures below are quoted from the article "Look What's Happened to California," by Carey McWilliams in the October issue of *Harper's Magazine*.

California has gained 3,000,000 new residents in seven years—today it has a population of 10,000,000 (exceeding Illinois and Ohio and edging closely to Pennsylvania, the second most populous state in the Union).

One region's gain must necessarily represent another region's loss. In the past eight years, nine states actually lost population: Arkansas, Kentucky, Mississippi, Oklahoma, West Virginia, Nebraska, North and South Dakota, Idaho and Montana. Rates of increase for the same period: 6.1% for Pennsylvania, 5% for New York, 6.3% for Illinois, 10.7% for Texas, 49.2% for Oregon, 43.3% for Washington, 45.2% for California.

With this change in population, seats in Congress will be redistributed in 1950 and, as the *New York Times* recently observed, "California can no longer be thought merely as the Land of Sunshine. Politically and economically, she tips the national balance westward."

Says McWilliams: "Californians are fascinated by facts and figures showing the state's phenomenal growth. And yet . . . they are disturbed and even repelled by these same figures. They want the state to grow and yet they don't want it to grow. Each wave of migration is regarded with fear and trembling and the wave next before the last invariably comes up with the idea that the latest arrivals are 'inferior' to those that came at an earlier date. The unconscious rejection of the migrants paralyzes the need to plan for their assimilation and adjustment."

Why then, with the influx of 3,000,000 people, hasn't there been sheer chaos? For one thing, California has plenty of space. The city of Los Angeles, for example, is 44 miles by 25 miles, and the county of Los Angeles about the size of Connecticut. Migrants merely fill up empty spaces and decentralization of industry and shopping centers has been a natural development.

Another clue to the success in assimilation of the new residents lies in the character of the migrants themselves. 45 per cent of them are between 15 and 34 years of age and show

a higher proportion of college and high-school graduates than is to be found in the states from which they have come. There has been a high percentage of skilled workers included in the total of recent migrants to the state. There was a large war-time influx of negroes to California, so today Los Angeles county has the third largest concentration of negroes outside the Southern states.

There are certain sections of the migrant population that present special

problems, particularly the "senior citizens." In 1940 there were 10,000,000 people in the U. S. over 65, of whom 750,000 lived in California, and of this group 325,000 lived in Los Angeles County. In the same year, 6.8 per cent of the nation's population was over 65, but the percentage in Los Angeles was 8.5. One fourth of Los Angeles County's "senior citizens" are receiving some form of public assistance.

"This, then, is California in 1949, a century after the gold rush: still growing rapidly, still the pacesetter, falling all over itself, stumbling pell-mell to greatness without knowing the way, bursting at its every seam. Today it has 10,000,000 residents; tomorrow it may have 20,000,000. California is not another American state; it is a revolution within the states. It is tipping the scales of the nation's interest and wealth and population to the West, toward the Pacific."

Cornerstone Ceremony Marks U.N. Day



United Nations Day—24 October—was celebrated this year by delegates and staff members of U.N. with a cornerstone ceremony for the world organization's permanent headquarters (above), now under construction in New York City. Scheduled as principal participants in the ceremony—marking U.N.'s fourth "birthday"—were President Harry S. Truman of the United States (upper right insert) and U.N. Secretary-General Trygve Lie (lower right insert).

Enrichment of Cereals

Enrichment of breadstuffs and other cereal foods with synthetic vitamins increased sharply during the war when Federal orders required their addition. It has remained high in postwar years, both by voluntary action and under State requirements. Thus, a U. S. Department of Agriculture survey indicates that last year the enrichment was at about the same level as under the compulsory program during the war. About 65 per cent of all the white flour sold as flour, bread and other cereal products in 1948 was enriched, it is estimated. At least 25 States now require enrichment of white bread, rolls, and flour. State orders for enrichment of other products vary widely.

"Enrichment" of the cereal foods call for addition of very small quantities of the synthetic vitamins—niacin, thiamine, and riboflavin—and iron. The Department's study covered the total sales by the manufacturers supplying nearly all of the ingredients used in enrichment. Last year this was in the range of 500 tons—a mighty mite but not even the proverbial "drop in the bucket" as compared with the countless trainloads of wheat moving to supply bread. The enriching ingredients could be packed into a single short freight train of a dozen cars or so.

Nutrition specialists calculate, however, that these few tons supply to the national diet from 10 to 20 per cent as much of these essential nutrients as all the rest of the food produced, cereals and all other foods.

"Macaroni-Cheese" An English Dish

The chef of the Cincinnati, Ohio, *Times-Star* thus explains the popular English "Macaroni-Cheese" dish in the September 15, 1949, edition of that much-read newspaper:

"In many an old-time English novel, one finds reference to macaroni-cheese as a standard supper-time dish. It never seems to have been called macaroni AND cheese, as we do, but I am sure it was this same dish that used to be a favorite of my grandmother's."

"Put two cups of cooked macaroni in the bottom of a casserole (greased). Sprinkle with a mixture of half a cup of soft breadcrumbs and one cup grated sharp American cheese, until lightly covered, and dot with a tablespoonful of butter."

"Add another two cups of cook macaroni, sprinkle with remaining crumbs and cheese and dot with butter. Sprinkle with salt and pepper, and add just enough milk to cover. Bake in a

moderate oven for 20 minutes, then increase to hot, and bake 15 minutes more to brown.

Ends Spaghetti Rationing

News was received from Rome, Italy, last month to the effect that as of August 1, 1949 the Italian Council of Ministers of Italy decided to end the rationing of spaghetti and bread, because of the improved wheat conditions.

Stephen Rossi, Former Manufacturer, Dies

Stephen Rossi, 71, a former operator of a macaroni manufacturing plant in Braidwood, Illinois died July 25 after seemingly having recovered from an operation. Since retiring from the macaroni business some years ago, he operated a retail grocery store and at the time of his death, he was the owner of a gas service station in Braidwood, Illinois.

Son of Mr. and Mrs. Peter Rossi, he, with his three younger brothers, Felix, Henry and Peter, Jr., worked with his father in the Peter Rossi & Sons' plant, now owned and operated by Henry D. Rossi, Sr. and sons, Henry, Jr., and Albert.

Burial was July 28 in Braidwood.

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A CECO Sealer glue-seals both ends of cartons containing long or short products automatically, simultaneously. The machine is simple, and can be operated, adjusted, and maintained by unskilled help without tools. Send for details today, and you will learn why such a large proportion of large and small macaroni manufacturers use CECO Adjustable Carton Sealers.

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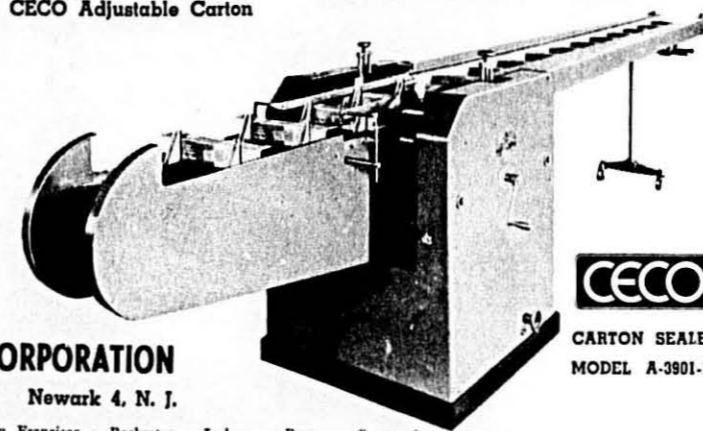
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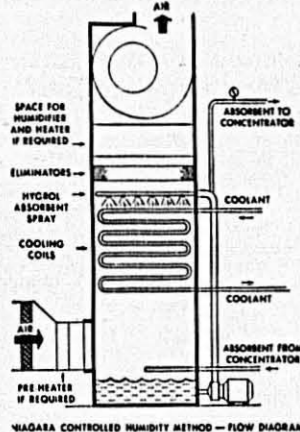


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MODEL A-3901-12

Niagara's Absorbent Dehumidifier

The Niagara Controlled Humidity method is a new system of air conditioning giving complete control of temperature and relative humidity, holding constant conditions or varying them at the will of the user. Especially, it provides dry air at normal atmospheric temperatures with little or no refrigeration required. A condition of



15 grains of moisture per pound of air at 85° F. dry bulb temperature has been produced without refrigeration.

The apparatus is enclosed in a casting through which the air is drawn by fans. The air is filtered and then enters a chamber where it is dehumidified in passing through a spray of Hygrol Liquid (a hygienic hygroscopic chemical that absorbs the air-borne moisture and contains no salts or solids to precipitate). In the same chamber are located cooling coils which remove the latent heat of evaporation and also do any sensible heat removal that may be needed. The air stream then passes through entrained moisture eliminators and is diffused in the space to be conditioned.

The absorbent liquid spray falls into a tank at the base, from which it is piped to a concentrator which removes the moisture taken from the air. The reconcentrated liquid returns to the system. This process is continuous, and the apparatus operates at full capacity at all times.

The same equipment may be used to provide winter air conditioning when required, by installing a tempering coil at the outdoor intake, a humidifier, and a reheat coil above the eliminators.

This equipment is manufactured in a range of sizes providing from 1,000 to 20,000 CFM of conditioned air from a single unit, and multiple unit installations are practical. It is expected that, by reducing the need for refrigeration, the cost of air conditioning will be reduced by this method. Applications generally are in a tempe-

perature range from 35° F. upward. Below the freezing temperature of water, the Niagara No Frost method is applicable.

The equipment is protected by U.S. and foreign patents. Installations have been made in food and chemical process industries, in packaging hygroscopic products, for preventing condensation of moisture on metals and other products in storage, in air conditioning for laboratory control and for human comfort. The manufacturer is the Niagara Blower Company, 405 Lexington Ave., New York 17, N. Y.

St. Regis Dividend

Directors of St. Regis Paper Company has declared a regular quarterly dividend of 15 cents a share on the common stock, payable December 1 to stockholders of record November 4.

New Floor Treatment Washes Out of Mops

Realizing that cleanliness and speed are the two big goals in a good dirt control program, Huntington Laboratories, Inc., have developed a new emulsifiable mop dressing—Huntolene Emulsifiable Floor Maintainer. The new product is recommended as a daily treatment for floors, walls, furniture, even blackboards. It cleans quickly and thoroughly because it gets all the dirt on contact. There is no need for rubbing, for retracing steps.

It is also claimed that once a surface has been Huntolene-cleaned every day, dust clings to it, can't get into the air



again for further circulation. After several Huntolene applications, much air-borne dust is eliminated.

Because it emulsifies, or mixes with water, Huntolene breaks up into microscopic parts when a treated mop or cloth is washed. These particles are suspended in the water and float away, so that embedded dirt and grime wash out completely, leaving the mop clean and fluffy, sanitary and easy for the custodian to handle.

The new Huntington product leaves a fine film that helps to prolong the life

of sealed, varnished, waxed or unfinished surfaces.

Readers are invited to send today for a fact-filled booklet giving full information about the Huntolene cleaning and sanitizing program. Write to Huntington Laboratories, Inc., Huntington, Ind.

How to Handle Technological Changes

Increasing competition, falling prices and high unit costs make economy measures and general streamlining essential, states the Labor Relations Institute, 1776 Broadway, New York, in a report to members.

Nevertheless, there is a tendency among managements to shy away from necessary modernization or economy measures for fear of organized resistance by employees and unions. This really amounts to surrendering management prerogatives to unions by default because of fear, says the institute. Such fears are groundless, provided changes are made through closely co-ordinated teamwork among all levels of management.

The Institute report goes on to show that the most common mistakes made by management are failure:

- (1) To give inadequate consideration to the proper utilization of manpower, and
- (2) To fail to prepare for the reaction of shop employes for any changes contemplated.

Mistakes of this kind on the part of management have many times enabled unions to gain their first foothold in plants previously successful, keeping unions out. In plants already unionized, it offered a tailor-made opportunity to create serious unrest and unwarranted work stoppages.

In the event of major changes for economy, every department should be informed and consulted labor-relations-wise, points out the Institute report. However, the heads of the following three departments should especially seek close co-ordination wherever possible:

- (1) Those responsible for planning, or the Engineering department.
- (2) Those responsible for production, or the Production department.
- (3) Those responsible for labor management, or the Industrial Relations department.

In Receivership

Attorney Edmond J. Donlan, receiver for the Export Macaroni Co., Inc., Boston, Mass., has asked the court for leave to sell the personal effects of the firm at public sale. This action is in the case of Muriel G. Malan vs. George H. Cook and Export Macaroni Co., Inc.

Political Attrition Will Destroy Business

"Political attrition" against American industry must not be allowed to disfranchise "the votes of millions of satisfied customers" whose decision dictates business success, Crawford H. Greenwalt, president of the Du Pont Company, declared at a meeting of Wilmington's service clubs in the Hotel du Pont. The Lions, Kiwanis, Exchange and Optimist Clubs joined with the Rotary Club at the meeting. He explained his firm's attitude towards the government's anti-monopoly suit against Du Pont.

"In the national interest no steps must be taken that penalize success or that discourage the efficient producer from producing.

"We dare not hobble the willingness of a business to venture by refusing it the fruits of its success or by holding out the doubtful privilege of government regulation when that success has been achieved. We can preserve competition only by allowing it to operate, and so to make effective the votes of millions of satisfied customers.

"It is vital to the strength, happiness and future standard of living of the

people of this country that we permit the free exercise of this simple economic function.

"Small business, as such, must be encouraged to grow larger. And larger business, capable of taking the great risks involved in the difficult industrial tasks, must not have its sinews weakened by political attrition. We as a nation cannot produce if the means to do so are withheld from us, and when we can no longer produce, we as a nation will lie prostrate before the world."

Du Pont has done well under a system of "free and vigorous competition and likes it."

"Competition is a prod that keeps us continually on our toes. We think we are stronger because of it; we think we would be weaker without it.

"I can say categorically that our present size and our present success have not come about through a process of stifling competition by absorbing competitors.

"They have come through the new products and new processes that have been developed in our laboratories, and the proof of that statement is in our

sales figures. Sixty per cent of Du Pont sales in 1949 consisted of products that were not in commercial production in 1928—just two decades ago.

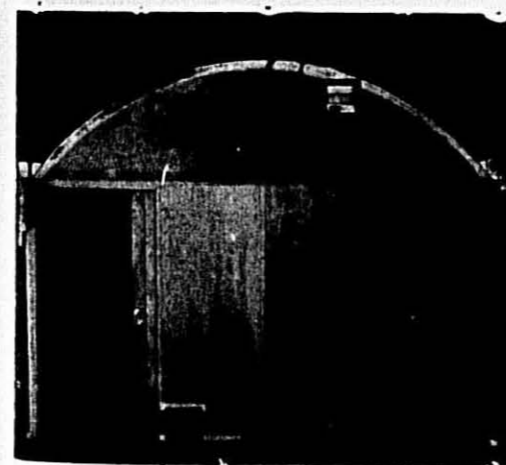
"Experience in other countries has shown that the hand of monopoly is a dead hand indeed. It profits no one, least of all the company that attempts to practice it."

Du Pont always has been "heartily in favor" of anti-trust laws, Mr. Greenwalt said, but "unfortunately" the "ideology" of their enforcement is "left to the shifting winds of political thought."

"This has led to continuing changes in interpretation as one court decision succeeds another. Unfortunately also, no practical statute of limitations applies—so business frequently finds itself attacked for acts done many years ago in all good faith and with the best legal advice available."

It's "Colonel" Hoy Now

Friends of Pat Hoy, formerly a semolina salesman of renown, and now an executive of Hotel Sherman, Chicago, will be pleased to know that he has been made a Colonel by decree of the Governor of New Mexico. Mr. Hoy is still interested in the many friends he has in the macaroni industry and attended the convention of the National Macaroni Manufacturers Association in Chicago last June.



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Winter Meeting in Florida, January 18-19

President C. L. Norris has announced that the Winter Meeting of the National Macaroni Manufacturers Association will again be held at The Flamingo Hotel Miami Beach, Florida, January 18 and 19, 1950.

The middle of the week dates were chosen to permit those who plan to attend to have the advantage of the special convention rates for the entire week, the days before and those following the meeting dates.

A meeting of the board of directors will be held the day preceding the Winter Meeting. Secretaries M. J. Donna and Robert M. Green are working on program plans for early release so that manufacturers and allied can make their arrangements to attend.

New Shellmar Office In Atlanta

Shellmar Products Corporation's offices in Atlanta, Ga., have been moved to a newly erected branch bank of the Trust Co. of Georgia, at 712 West Peachtree St., N.W. Jack Rushin and Brooks Pearson, who have represented Shellmar in the southeastern states for the past 18 years, will continue to do so, assisted by Marion P. Rivers in Atlanta, Frank B. Dove in Charlotte, N. C., and Ted S. Newman in Miami, Fla. The firm supplies transparent bags, sheet wrappers and printed roll wrappers for macaroni, spaghetti and egg noodles.

New Merck Office In St. Louis

Merck & Co. Inc., manufacturers of macaroni products enriching ingredients, announce the removal of its St. Louis branch offices to 4545 Cleathea Avenue to facilitate handling its increased business in the midwest and southwest.

77th Annual Meeting, American Public Health Association

The 77th annual meeting of the American Public Health Association was held in New York City, Monday, October 24, through Friday, October 28, 1949. Meeting with the Association were a number of other organizations devoted to special interests allied to public health.

This was the largest gathering of public health workers ever held in the world and one of the largest professional meetings of any kind to take place in New York City. The attendance of 5,000 and the scope of the program made it necessary to hold sessions in two hotels, the Statler and the New Yorker.

There were 82 sessions devoted to workshops, round tables, panel discussions and the presentation of 224 scientific papers.

The American Public Health Association, founded in 1872, is the professional society of more than 11,000 men and women in public health work in the United States, Canada, Mexico, and Cuba.

Nuns Need Habits and Macaroni

The following letter that appeared in the Betty Carton column, entitled "The PEOPLE'S FRIEND," September 26, 1949, is of reader interest:

Nuns Need Habits

An urgent appeal for help has been received from the Mother Superior of an orphanage in Italy. Food is a vital need as well as brown woolen material for habits for the nuns. The lack of which will cause great suffering. Flour, sugar, macaroni, tea, coffee, and soap will be welcome. If you are able to help, please send your gifts direct to the orphanage as listed below: Mother Angelica Podagros Orfanotrofo Santa Mario Della Neve Velletri, Rome, Italy.

St. Louis and Louisville Petes

A novelty publicity stunt by the photographer of the *Saturday Evening Post* resulted in pictures of many of the leading food manufacturers who took part in the annual convention of the National Food Distributors Convention in Chicago . . . "deliverers of the goods!" peering eagerly through



the windshield of an especially built car front.

Here are two of the many Pete Vivianos in the macaroni business, Peter Ross (St. Louis Pete) at the left and Peter J. (Louisville Pete) with his usual infectious smile.

Agency Named

Budget Pack, Inc., Los Angeles, packers and distributors of a line of over 900 food items, has appointed the Ted H. Factor Agency, Los Angeles, to handle its advertising. Current television commitments are being continued. Plans for balance of budget are being formulated and will be announced later.

Jimmy Fritz is the account-executive.

John A. Larigan Promoted

John A. Larigan has been appointed sales representative of the St. Regis Paper Company's multiwall bag division at Minneapolis, according to an announcement by Charles A. Woodcock, Chicago, head of the division's Great Lakes sales district. He formerly was in charge of the St. Regis field promotion staff with headquarters in New York City.

At the same time announcement was made of the appointment of Howard C. Bryan as field engineer, representing the company in the Minnesota area. Mr. Bryan will also participate in bag sales activities.

Mr. Larigan joined the St. Regis sales promotion staff in 1946, and became head of the field promotion staff in April, 1949. His work with materials handling has brought him in close contact with most of the more than 400 industrial and agricultural products packaged by the St. Regis automatic filling machines in multiwall paper bags.

Mr. Bryan became associated with St. Regis Paper Co. in 1946. He has handled sales and engineering both in the Denver and Minneapolis territories.

Beware of Artificially Colored Eggs

Some egg noodle and egg macaroni manufacturers have long been suspicious that there have been instances where artificially colored eggs have been purchased and used without suspicion on the part of the buyer. Director B. R. Jacobs of Jacobs Cereal Products Laboratories, Inc., New York City, and director of research of the National Macaroni Manufacturers Association, recently warned the members of the organization to make sure that the eggs they use contain no artificial coloring and calls attention to a recent decision in a parallel case where the court again held the "ignorance of the law is no excuse." His bulletin No. 100, reads:

Food Adulteration

In a recent case held in the City Magistrates' Court of New York City, Borough of Queens, before Judge Thompson, the matter of added artificial coloring in a constituent of egg

nog was decided in favor of the city against the defendant, a well known food corporation. This matter is applicable to the macaroni and noodle industry, since the court held that the manufacturer is responsible for the purity of each constituent of the finished product and that ignorance is no defense as follows:

"Under statute providing that food shall be deemed adulterated if by coloring it is made to appear better than it really is, the alleged fact that the corporation had no knowledge of the presence of the yellow dye to tartrazine in rum flavoring which was added to egg nog and that corporation thus had no intention to include it in final product was no defense." The judge concluded this case by saying, "It is apparent that the defendant corporation herein could have determined whether tartrazine was an ingredient of the rum flavoring it used. As against innocent purchasers in good faith, it had a duty to discover for the protection of the public so that its product would not be colored whereby it is made to appear better than it really is."

We are calling this matter to your attention so that you will take the proper safeguards to prevent anything similar to this from happening to macaroni and especially egg noodle products wherein eggs may be artificially colored without it being made known to the manufacturer.

PRESSURE

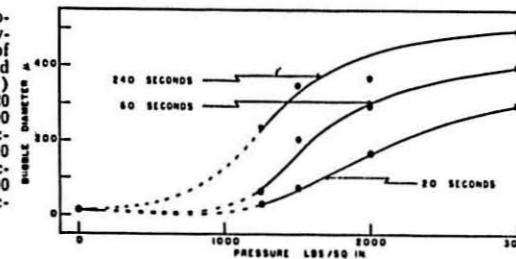
(Continued from Page 14)

one can calculate the expected numbers of bubbles with varying bubble diameters and then compare the actual with the calculated. A comparison of the actual with the calculated numbers of bubbles of varying diameters for the respective treatments (see original paper) indicated an excellent fit to the expected. This is good evidence that very little air is forced out of the mac-

well as in these experimental macaroni discs, the brightness and translucency of the product results from the coalescing of thousands of tiny bubbles into one because of the pressure applied.

It would seem that the effect of pressure on light transmission of macaroni discs is somewhat complicated. When dry macaroni products or macaroni discs are held up to the light, the bubbles are apparent as shadows. Therefore, increasing bubble diameter of itself would reduce light transmission

Figure 3. Photographs showing relative size of bubbles in selected macaroni discs: (1) 1,500 pounds for 20 seconds; (2) 3,000 pounds for 20 seconds; (3) 1,500 pounds for 240 seconds; (4) 3,000 pounds for 240 seconds.



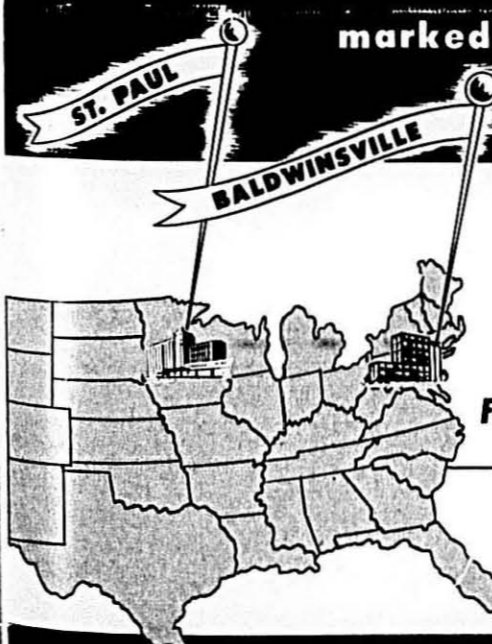
aroni dough in the pressing process in the case of these macaroni discs. Presumably the same would hold true in commercial macaroni processing although here the increased friction with the die may offer more opportunity for the bubbles to escape.

The important point, however, is that in commercial macaroni processing as

were it not for simultaneous decrease in bubble number. Bubble number changes inversely as the cube of the diameter, and the study of the effect of pressure on light transmission showed that the change is in the direction of bubble number. In this experiment, bubble diameters increased 40 times when the maximum pressure was ap-

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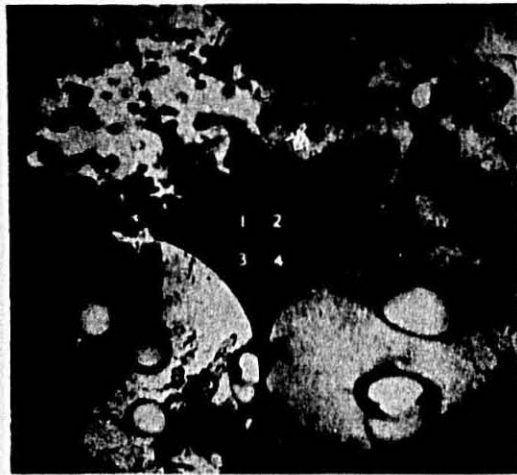


Figure 4. Photomicrographs showing relative size of bubbles in selected macaroni discs: (1) 1,500 pounds for 20 seconds; (2) 3,000 pounds for 20 seconds; (3) 1,500 pounds for 240 seconds; (4) 3,000 pounds for 240 seconds.

plied but simultaneously bubble numbers were reduced 40,000 times, so translucency is affected most by the latter. Changes in light transmission, therefore, are the resultant effect of two opposing influences, bubble size and bubble number, in a closed system where decrease in number involves an increase in size.

If we knew what causes the air bubbles to coalesce under pressure we would better understand what happens in the macaroni making process. At

to offer graphic support of this theory. If the pressure on adjacent sides is thus reduced the bubbles will move toward each other at an accelerating rate and coalesce.

Such differences in translucency as were observed were explainable in terms of bubble differences, and could not be related to yellow pigment or amount of gray or red coloration. This indicates that light transmission readings alone are not suitable for evaluating the macaroni color of new

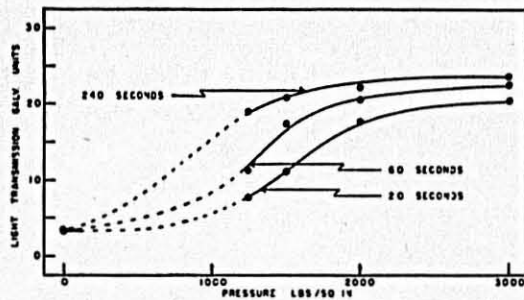


Figure 5. Average light transmission of macaroni discs made from six durum wheat varieties, employing various pressures for different time intervals.

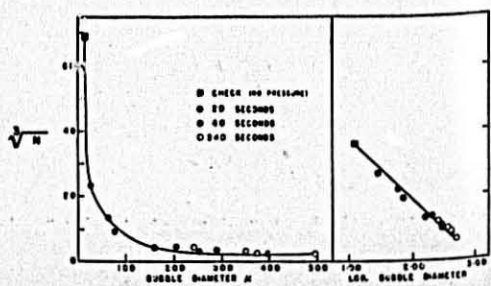
present the cause is pure speculation. Theoretical considerations suggest that in coalescing, the bubbles are reducing their total surface area exposed to pressure. Eight bubbles, each of one unit diameter, would reduce their total surface area one-half by coalescing into a single bubble of two units diameter. Bubbles within the plastic dough are more or less free to move, and in coalescing they reduce the total pressure on the enclosed air.

However, this appears to be a result rather than the cause of coalescing. As a cause, it is suggested that the compressible air bubbles interfere with the equal distribution of the applied pressure throughout the dough. If two bubbles are pictured as near to each other, the pressure on all sides can be assumed to be at a maximum, except on their adjacent sides, where it would be mutually reduced. The two bubbles about to coalesce in Figure 3(2) seem

durum hybrid selections.

Apparently no air was forced out of the macaroni discs used in these experiments. The air simply was coalesced into larger bubbles. Probably the same thing happens in the commercial macaroni process, although these experiments were not designed to test that point. It did seem that most macaroni products examined contained

Figure 6. The relation of bubble diameter to cube root of bubble number, and of log bubble diameter to log bubble number in macaroni discs made with varying pressures applied for different time intervals.



less air than these experimental discs. If this be true, it may be due to differences in mixers, or in mixing time. The small experimental mixer used here had small round pins which may incorporate more air into the dough than the flat paddle-shaped mixers used commercially.

However, the general implications of this study should be applicable to commercial processing. Translucency in macaroni products depends primarily upon pressure, both its intensity and its duration. Pressure produces translucency by coalescing air bubbles. Small scale "slab tests" made without the application of pressure will necessarily give an opaque product.

In commercial macaroni control laboratories it would seem that the use of pressure in making small scale "slab tests" is very important in order to develop as nearly as possible the inherent quality characteristics of the sample being tested. If the slabs are simply rolled out without pressure being applied, the slab will be highly opaque because of the large number of small air bubbles. If pressure is applied comparable to that used in commercial processing, the air bubbles are coalesced and translucency is increased, giving a product more comparable with commercial macaroni, which should be the object of a small scale test. This can very easily be accomplished through the use of macaroni discs made with a hydraulic laboratory press. Some objection may be raised to the fact that macaroni discs are brighter in appearance than commercial macaroni because the surface has not been roughened by friction with the die. This, however, should actually be an advantage because the effect of the die is variable, and removing this effect reveals the true internal appearance of the macaroni as seen by examining a cross section of a broken stick of macaroni.

Summary

Macaroni discs which had received no pressure contained great numbers of air bubbles less than 20 microns in diameter, and were very opaque. Application of 3,000 pounds pressure per square inch for four minutes coalesced these bubbles giving translucent discs with bubbles 40 times as large in diameter, and reducing the number nearly 40,000 times. Light transmission

increased six times. Intermediate treatments gave intermediate effects, but all results showed curvilinear relations.

Following application of pressure, there was a lag period before significant changes in bubble size or number were evident. This was interpreted as the "yield value" characteristic of plastic systems. At lower pressures the time factor was a very important influence. The first strands of macaroni pressed from a batch of dough are opaque because the pressure has not

mission at the more severe treatments. Varietal difference in light transmission could not be related to differences in yellow pigment, nor to undesirable red or gray colors.

Light transmission, a measure of translucency, is the resultant of two opposing and interdependent forces, decreasing bubble numbers and increasing bubble size. Because of its mathematical relation to size, bubble number changes faster than size; and therefore, translucency increases as bubble number decreases, despite simultaneous in-

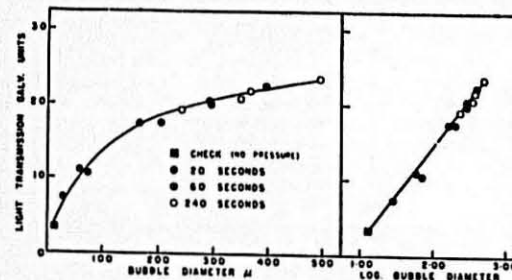


Figure 7. The relation of light transmission to bubble diameter, and to log bubble diameter in macaroni discs made with varying pressures applied for different times.

been operating for sufficient time. Laboratory "slab tests" which omit pressure will not give a translucent product.

Varietal differences in six widely different varieties were not striking. Monad and Kubanka gave somewhat larger bubbles and higher light trans-

missions in bubble size.

Pressure increases translucency by causing the bubbles to coalesce. A hypothesis is offered to explain why the bubbles coalesce.

The use of the macaroni disc method should be useful in the macaroni control laboratory.

PACIFIC CONFERENCE

(Continued from Page 10)

from the cradle through the grave and on to eternity. It's our job to clear the road, remove the obstacles, build and pay for the pavement and clear the way for those who follow after. Many of you are sons of the pioneers who sought their fortunes in this great West and already your sons and mine are building better than we have built. Who can stop our progress?

WHAT TO LOOK FOR IN BAKERY SANITATION

By Jacob W. Forbes, West Coast Sanitarian for American Institute of Baking, second Pacific Coast Conference

Bakery sanitation appraisal involves the same fundamental inspection factors that are the concern of any sanitarian. Therefore in speaking to you on the subject "What to Look for in Bakery Sanitation," it is believed that this might be paraphrased to read "How to Make a Modern Sanitation Inspection of Any Food Manufacturing Plant," in the light of the appraisal factors which will be discussed in detail.

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Food plant sanitation, in these days, has come to mean principally two things: 1—Regulation of personnel sanitation practices to prevent the spread of disease through food produced in the plant for human consumption; 2—To eliminate manufacturing practices and operating conditions in the plant that might lead to adulteration of the foods prepared for human consumption with aesthetically repulsive extraneous matter. Today both of these factors are of primary importance.

While we do not wish to lose sight of the dominate role of food plant sanitation in aiding in the prevention of the spread of disease, neither can we ignore at any time the fact that the consuming public expects all the personnel connected with a food manufacturing plant to so conduct themselves in their choice of ingredients, in their methods and procedures and in their personal conduct that the finished products of the plant will be free from the debris of insect or rodent infestations, fungous or bacterial growths not associated with disease, repulsive gobs or chunks resulting from faulty cleaning or operation of machinery or equipment, or any contamination due to faulty personal habits.

By far the greater majority of you are concerned with the enforcement of state or federal food laws and of what might be called "adulteration" regulations concerning food manufacturing plants that may have been promulgated under authority of such laws. Your principal concern has been with the extraneous matter that might be inclined and you have probably not been greatly concerned with bacterial contamination of your products.

However, with the advances that have been made in laboratory techniques for determining the presence of even minute amounts of contaminating bacteria from improper personnel sanitation practices, it is necessary that all operators of food manufacturing plants be concerned with the human behavior factors and the regulations designed particularly to eliminate the chances for bacterial contamination of the product.

From the viewpoint of your industry, the problems of adulteration with extraneous insect or rodent debris have probably been paramount, but we have found in food plant sanitation that the two factors of control of bacteria and control of extraneous matter are closely interrelated, for a plant dirty in one respect is a dirty plant in all respects. One that contains many opportunities for the development of bacterial contamination will undoubtedly contain sources for the development of insect and rodent infestation. But conversely, it is quite possible to have a plant bacteriologically sound and at the same time have hidden conditions permitting a degree of insect or rodent in-

festation to occur in a way that will lead to levels of adulteration with extraneous matter, so that prosecution under Food and Drug Laws might well result.

If there are any present who are responsible for enforcing local state or federal food laws, they will back me up in that statement.

What is desirable, therefore, in making an industry sanitation appraisal or inspection for food plant sanitation? It is a procedure that will supply the sanitarian with a sound basis for analysis as to how close the plant being inspected actually comes to compliance with food and drug laws and regulations involving adulteration with extraneous matter, as well as those pertaining to disease transmittal or the public health laws.

Within the baking industry we feel that we have worked out such an inspection appraisal system together with a program to meet it. When the remedial program falls down, we do not believe it is the fault of the program but rather of the personnel applying it who may be limited, either by lack of knowledge or skill or lack of sufficient funds, to enable them to carry it out adequately. This belief has been amply supported by our findings on revisits to firms, where, after the program has been set up, it has been properly applied.

We try to view the problem on an over-all level without making a sharp distinction between the two viewpoints. In so doing we have set up our bakery inspection around the following eight appraisal factors:

1. Evidences of insect infestation in equipment and ingredients.
2. Evidences of structural insect infestation.
3. Evidences of rodent infestation.
4. Analysis of storage practices especially as they relate to possibility of insect or rodent infestation.
5. Analysis of both building and equipment for the occurrence of structural, insect or rodent harborage, or for maintenance faults.
6. Analysis of housekeeping practices.
7. Evidences of the degree of cleanliness normally maintained in equipment and utensils.
8. Personnel hygiene practices.

It is our belief that these categories cover the field quite well. Each of them can be given a different weighted value when presenting a total picture, depending on the objectives of the inspection. In fact we recognize that from time to time, our objectives will change so that we will change the weight to be given each of these factors. At the present time the baking industry is tremendously concerned that all bakeries comply with the laws and regulations pertaining to adulteration insofar as it relates to sanitation and

the inclusion of extraneous materials. This means we must give this phase at least equal consideration with those phases of sanitation which concern primarily the disease distributing or public health regulations. Therefore, we have weighted those factors concerned with adulteration so as to equalize those concerned with public health practices within the plant.

Let us consider each factor individually by going back to one—evidences of insect infestation in equipment and ingredients. The sanitarian, in order to detect evidences of infestation, must not examine a piece of equipment nor a stack of ingredients casually, but must actually take the equipment or stack apart piece by piece, or be there to supervise such a taking apart, so as to examine each part thoroughly. As a matter of fact, many occasions have arisen where plant personnel is not familiar with and does not know how to disassemble many pieces of equipment requiring inspection and our sanitarian must, on his own initiative, figure out how it can be done and show the plant personnel the procedure they must follow in the future.

Bakeries have always attempted to keep their plants looking as clean as possible. This means that the outside of machinery have been polished, but all too often there has been a lack of understanding of the need to get underneath the covering to find the areas there that are also all-important in the proper upkeep and clean operation of the equipment.

Ingredients are examined, not by looking over a stack but by actually opening up and taking out quantities of material for a field check. If there is a strong suspicion that flour in storage may contain a small degree of infestation, our sanitarians require that as many as a square root of the bags be sifted by individual whole bags to determine how many live adult insects or larvae might be found. In all cases our men are equipped with hand sieves, hand lenses, and other equipment which will enable them to go as far as they can in the field to determine the degree of infestation of ingredients. Experience has shown that inspectors have gone too often by the appearance of the outside of flour bags. Examinations of the ears of the bags have been the extent to which they have gone in getting into the interior and on which they have based their conclusion regarding whether infestation is present or not.

A study of evidences of structural insect infestation requires a thorough foot-by-foot examination of the structure of the plant itself to determine whether or not there is any insect infestation existing within the building. In a sense this factor represents two separate aims; first, and of major importance, to determine whether there are in existence in the building, insects

that ordinarily are considered as ingredient-infesting pests and which can spread from their structural hideouts to infest ingredient stocks in storage. The second is to determine whether there are other insects existing in the building that ordinarily do not infest ingredients but may move about in the production areas to cause contamination of the product either by filth that may be carried on their bodies and left behind as they move about or by becoming trapped in the movement of ingredients so that the entire insect is incorporated in the product. Examples of the first are the confused flour beetle, its pupae or larvae, and the Mediterranean flour moth and its offspring. Examples of the second are the cockroach and silverfish and their young which live hidden in cracks or crevices in the building and usually emerge at night to roam about the plant in search of food, and the common fly that, because of its filthy feeding habits, should be fought by all means available. A complicating factor is, of course, that structurally a plant can become thoroughly infested with both the ingredient and so-called household types of insect pests.

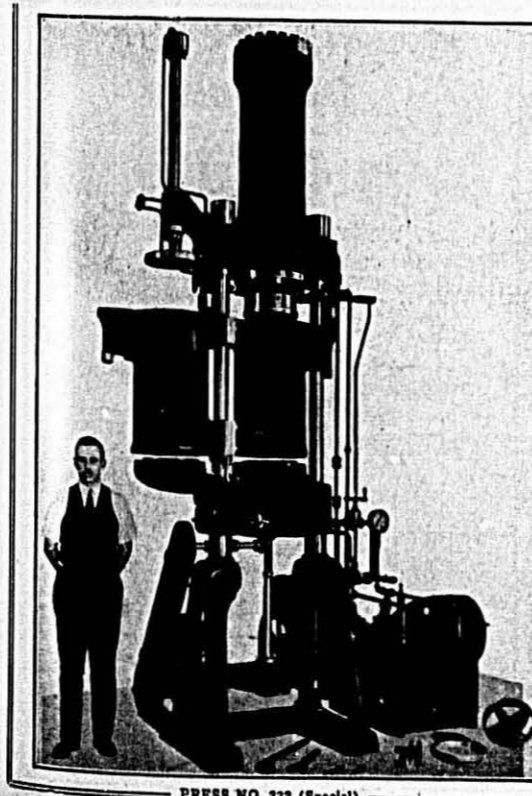
At the time of making the plant survey for insect infestation, the sanitarian also conducts a survey covering the third factor, rodent infestation. Evidences of rodent infestation are varied from actually seeing the rodents

within the plant, to a check of all outside openings to determine their means of entry. Also included are visual evidences of their presence such as excreta, gnawings in the building structure or the bags or containers of ingredients, tracks in the dust, or scattered ingredients or evidences of runways where they consistently travel about the building.

Experience has shown that, in finding this evidence, it is possible to interpret it in terms of the extent of the infestation. In a very light infestation little evidence is found and that is usually in the form of a scattered pellet or two and possibly a few tracks in the flour dust that usually accumulates on or under skids where flour is stored. Then as the infestation multiplies, pellets are found occasionally on the ingredient containers or in places adjacent to the ingredients or other food supply, where the rodents have stopped to feed. They tend to leave excreta where they feed or as they hesitate near holes or hideouts, while they look about to determine whether it appears safe to further traveling into or about the room. Gnawed places or evidences of rodent runs are not found, usually, unless the infestation is very heavy.

An analysis of storage practices is carefully conducted to see whether the plant management or its warehousemen understand how to store ingredients, supplies, and unused or infre-

quently used equipment so as to minimize the development of rodent and insect infestation. Here consideration is given to adequate storage under refrigeration of perishable products and also to methods for their removal from storage. For example, it has been found that a common practice in some bakeries is to remove cans of frozen eggs from cold storage and allow them to thaw out at room temperatures which frequently takes a long period of time. By the time the eggs at the center of the can are thawed, some of those on the outer side of the can may have spoiled. Other factors involved in the study of storage practices include whether proper rotation is followed to insure use of the oldest ingredients first; whether intermediate containers are kept covered when not in use; whether materials are stored on skids and away from the walls with aisles between every two skidrows where space permits; whether a thorough inspection is made of incoming supplies to make sure that no infestation is present when the materials are received, and steps taken to prevent entrance into the plant of any goods found infested on arrival at the plant. Proper storage of materials away from the walls and off the floor has been found one of the most potent factors in allowing early detection of rodent or insect infestation and a great aid in the struggle for their extermination.



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During the course of the rodent and structural insect survey, a third and companion survey is also made for structural harborages and maintenance faults, which is closely interrelated to the other two factors since they may lead to, or serve as, contributing factors in the development of rodent or structural insect infestations. Coming under this heading are studies of the adequacy of the plant's rodent-proofing, the screening of the plant, and the elimination of hollow walls, ceilings or other "dead" spaces wherever possible. The concept with regard to these hollow areas is that unless the plant is made thoroughly rodent-proof by the removal of all hollow spaces, then these must be thoroughly sealed to make sure they cannot be used as harborage areas. There are, on the other hand, many practices such as methods of setting up equipment which may also develop insect and rodent harbors. These are not strictly structural faults but are given consideration in this category.

Good housekeeping practices are of primary importance, for given a well rodent-proofed, well screened plant with proper storage facilities, there is no excuse for the development of insect or rodent infestation within the plant so long as good housekeeping practices are followed. In a bakery we are constantly faced with the problem of deposits of flour dust which develop

everywhere within the plant over a period of a week or two. These must be routinely cleaned up. The only sure way of doing this is with an industrial type vacuum cleaner of a size sufficient to meet the plant's needs.

Along with the flour dust, it must be realized that insects having access to these same flour deposit areas may lay their eggs, which, if left undisturbed, will develop into other adult egg-laying insects within the course of a few weeks, depending on the type of insect which laid the egg, the temperature and other factors controlling the speed with which the insect passes through its life cycle. This means that no matter how well a plant is insect-proofed, by screening, inspection of incoming materials, or a residual spray program, there is always a latent or potential infestation in every bakery, due to the possibilities for infestation of these flour deposits. It is a good housekeeping practice to regularly remove these flour deposits and keep other casual interior harborages at a minimum. This includes regular plant cleanups, moving materials to clean under or around them rather than developing a dirt line where the sweeping is done.

Cleanliness of equipment and utensils is generally a very serious category for bakeries. In the past, it has been common practice to keep the outside of the equipment clean, at least in appearance. Bakers have been handicapped

in cleaning the interiors of the equipment due to the fact that most bakery equipment has been so designed as to make it almost impossible to take apart for cleaning without a great deal of extra effort. At the present time, a committee composed of bakers, bakery equipment manufacturers, and industry sanitation advisors is working together to re-design bakery equipment, with the need for its takedown or accessibility for cleaning recognized as essential in the plant sanitation program. No doubt a good many of you are familiar with the works of this committee, as there will undoubtedly be a great deal of equipment of common interest to you.

Under the final factor, personal hygiene practices, it cannot be denied that personal hygiene in the bakery is the keynote for the prevention of the spread of disease through human consumption of bakery products. In fact not only to prevent the spread of disease but also to prevent a great many food poisoning outbreaks caused by the contamination of bakery products due to the failure of the plant personnel in their practice of personal hygiene. It is necessary for the sanitarian to make sure that adequate facilities are provided to enable employees to keep themselves clean. Care must be taken to determine whether procedures have been set up to keep employees informed as to their obligations

in reporting individual sicknesses and to refrain from working while sick with an infectious disease.

In summarizing our appraisal of the bakery sanitation program, the keynote is the concept that 80 per cent of bakery sanitation is concerned with good housekeeping and adequate maintenance of the plant with a view to good sanitation as the final outcome. The remaining 20 per cent of effort should be applied to what we call the preventive program. This involves the use of rodent traps and residual deposit type of insecticides for the purpose of catching what we term the "casual invaders," either rodent or insect.

It has been our experience in the best of bakeries that, where a preventive program is not followed, a sizable infestation of either rodents or insects will be built up within the plant by casual invaders multiplying in some hidden spot, undetected by ordinary surveillance, so that by the time the infestation is noticed it has reached such a proportion as to require a great deal of time and effort for its elimination. The sanitation preventive program, properly carried out, automatically catches any casual invader entering the plant.

We also believe that there must be set up and carried out in every bakery a thorough educational program rang-

ing from top management down to the poorest paid employe. Each individual working in the plant must be trained and educated to understand the part his job plays in the over-all sanitation program. We believe this is necessary because if an employe understands that he can wreck or destroy the entire plant sanitation program by failure to do the things he should, he will not be so apt to leave those things undone. No one likes to work in an unsanitary plant. It has often been said that man fouls his own nest worst of all. If this is true, we believe it is due to ignorance of the factors involved and not because of an inherent or innate desire to do so.

An educational program for every employe is a must, along with the establishment of a sound housekeeping program and application of measures to prevent any type of infestation.

DO WE HAVE A LABOR POLICY IN AMERICA?

By Joseph E. Brodine, Industrial Relations Consultant

Read by Robert Williams at Second Pacific Coast Conference

One of the most important domestic issues before the Congress of the United States and before the people of America is the formulation of a sound

policy in the field of labor relations.

So serious is the problem that for months Congress has been at the task of formulating policies in the hope that it will avoid conflict between labor and management.

Our search for a sound labor policy must be predicated upon the principle that the United States must have internal peace between labor and management if we are to maintain and expand our standard of living under a democratic profit system; that labor and management must work together; that both must assume responsibility; that both must find greater areas of agreement in order that society function prosperously, so that we can enjoy abundance, stability, freedom and peace.

A sound labor policy in America is an assurance against insecurity, unemployment, depression and scarcity. A policy that lacks in responsibility for both will spell disaster for large segments of our community and may turn our great cities into a dead maze of streets and plants, and convert our busy factories into empty forests of smokestacks and into deserted yards and mills.

Our Congress, conscious of the growth and variety of our population; conscious that our employed population is driven by a variety of philosophies, ideas, prejudices, desires and emotions realized long ago that, to

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move forward in a changing economic order, it must formulate new policies in the interest of the public. And so, our Congress long ago enacted legislation declaring that:

1. Employees shall have the right to self-organization; 2. To form, join, or assist labor organizations; 3. To bargain collectively through representatives of their own choosing.

Supplementing these various declarations found in Section 7a of the NRA, the Railway Labor Act, the Norris-La Guardia Act, and the Wagner Act—the federal government announced a formal national policy. That policy states:

"It is hereby declared to be the policy of the United States to eliminate the causes of certain substantial obstructions to the free flow of commerce and to mitigate and eliminate these obstructions when they have occurred by encouraging the practice and procedure of collective bargaining and by protecting the exercise by workers of full freedom of association, self-organization, and designation of representatives of their own choosing, for the purpose of negotiating the terms and conditions of their employer or other mutual aid or protection."

This policy brought many changes in our economy. As a result of it, unions have grown enormously in strength;

their dues-paying members leaped from an estimated three and a half million in 1934 to approximately sixteen million in 1949.

Labor organizations became so powerful that Mrs. Herrick, former regional director of the NLRB in New York, writing in the 248th Volume of the Annals of the American Academy of Political and Social Science, states:

"The unprecedented economic and political power of organized labor today scarcely needs comment. A union so tightly organized that it can shut down the whole vast steel industry with only a token complement of picketers to patrol the gates of the sprawling mills has grown to man's estate with all the responsibilities that implies. A union movement which by mere threat of political action can cause a Congressman to decide not to run for re-election must be reckoned with. This new strength and vigor—often undisciplined—has created problems for the NLRB"—and has created problems for the American people.

The labor policies of 1935 no longer were effective in maintaining harmonious labor relations in America.

Let's look at the events which make a new labor policy necessary:

In May, 1946, the very economy of the nation was temporarily paralyzed

by a two-day strike of railroad engineers and trainmen. Each year, since the end of the war, the United Mine Workers of America has struck. Each time it has effectively cut off the coal supply of the nation because the employers refused to grant the union's demands. Each time the result has been a spreading paralysis of industry and trade.

Jurisdictional battles have developed between unions involving innocent employers in which unions were compelled to use the injunction to protect their interests.

Something had to be done in 1947 about the powerful unions, as was done about the powerful corporations in 1890.

Something had to be done about mass collective bargaining strikes, which cause inconvenience and even grave dangers to the public, great money losses to workers who are involuntarily laid off by tie-ups of materials; something had to be done about stoppages, wild-cat strikes, communists who disrupted production, breach of contracts, feather-bedding; something had to be done about mass picket ag with all its violence, and something had to be done to make unions more responsible and to protect the individual rights of employees.

That a change in labor policy is essential is indicative by the fact that labor organizations, who for years

claimed special immunities from law, forget that they are private organizations organized for a purpose in which the public is involved; that in their zeal to improve economic conditions, they utilized techniques that were tinged with illegality; that as militant organizations, with a political program, they felt they were immune from liability for their actions. With that philosophy many, among them friends of labor, disagree.

It is now recognized by men of all shades of political and social opinion that Louis Brandeis was unquestionably one of the great justices in the history of our Supreme Court and one of the staunchest fighters for social justice and human understanding. That as a lawyer and a justice he made an incomparable contribution to the field of labor relations, is not to be denied.

And it was Louis Brandeis who said that:

"The plea of trade unions for immunity, be it from injunction or from liability for damages, is as fallacious as the plea of lynch-ers."

It was he who pointed out that "it is an essential condition of the advance of trade unionism that the unions shall renounce violence, restriction of output, and the closed shop, . . . that a bad act is not worse, as it is no better, because it has been done by a labor

*THE BRANDEIS GUIDE TO THE MODERN WORLD—Page 151.

union and not by a partnership or a business corporation. If unions are lawless, restrain and punish their lawlessness; if their demands are unreasonable or unjust, resist them; but do not oppose the unions as such.

"The best friends of labor unions must and should admit that their action is frequently hasty and ill-considered, the result of emotion rather than of reason; that their action is frequently arbitrary, the natural result of the possession of great power by persons not accustomed to its use; and that the unions frequently ignore laws which seem to hamper them in their efforts, and which they therefore regard as unjust."

And so Congress, on the basis of testimony before the congressional committees, in the year 1947, and from opinions of experts, formulated a new policy which makes the public interest paramount.

This new policy has been, and is being, resisted by many American labor leaders because it emphasizes the fact that experience has demonstrated that certain practices of some labor organizations and their officers have had a serious effect upon the public, and such practices must be eliminated.

An examination of the new policy enunciated in the Labor-Management Relations Act of 1947, indicates that industrial peace can be best promoted if employers, employees, and labor un-

ions respect each other's legitimate rights, and if they recognize that the public interest is paramount. That the object of the act is to define the respective rights of the various parties and to protect the public interest where affected by labor disputes. Congress re-states that it is still the national policy under the amended act to promote industrial peace "by encouraging the practice of collective bargaining and by protecting the exercise by workers of full freedom of association, self-organization and designation of representatives for the purpose of negotiating the terms and conditions of their employment."

What are some of the new labor policies? It is now the policy of the land to place employers on a more nearly equal footing with organized labor. Employers are now free to discuss with their employes pros and cons of organization. Unions, like employers, are required to bargain in good faith. The secondary boycott, whereby unions can attack a business wholly unconnected with the original dispute, has been outlawed. As recent occurrences in the coal, atomic energy and railroad industries show, the limited use of the injunction in labor disputes is now sanctioned.

For the first time in the history of federal labor legislation, collective bargaining is defined in the law. Employers as well as labor leaders must bar-

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gain in good faith on any question arising during negotiations; must execute the agreement in writing if requested by either party.

Labor has made some gains under this definition. Under it, employe pensions and insurance plans have become subjects for collective bargaining.

The act outlaws the closed shop and prohibits mass picketing which until recently has become the accepted method of intimidation in the United States.

The country has long recognized the need and the right of labor to engage in picketing. But in the past few years citizens all over the land have been puzzled and troubled by some of its manifestations. Though desiring to keep out of labor disputes, believing them likely to subside the more easily and naturally without intervention, the public simply has not been able to ignore some of the purposes for which picketing has recently been invoked and some of the forms in which it has been applied. For these purposes and methods are raising anew grave questions, not merely of the rights of employers and of other workers, but also of citizens generally.

Picketing is a historic function of labor and should be seen in its proper perspective, for much of the effectiveness of labor organization has depended upon it. Indeed, contributions of unionism of the past century to workers and to society would not have been possible without the unshackling of chains which custom and law had forged around vigorous group action. It would be unfortunate if, through a social lag in observation and thought, we failed to consider some of the abuses with which picketing has come to be associated and did not establish suitable norms for its exercise.

The act exposes communist union officials by requiring officers to file affidavits with the Secretary of Labor stating that they are not members of the Communist Party.

The policy to deny communists the facilities of the NLRB has been upheld by our courts of appeal and the subject is now before the United States Supreme Court for decision.

The act permits companies and unions to sue each other for breach of contract, thus giving both groups economic responsibility, and restores a balance between unions and management in the eyes of the law. A lot of these reforms or policies are being resisted by unions, but it will take time before they are completely accepted by labor because they represent the first effort by federal law to cope with difficult problems which unions have not always solved to their satisfaction and to the satisfaction of the community.

It took twelve years for the federal government to amend the Wagner Act and for the employers to get accustomed to the established policies of collective bargaining. It will probably take as many years for unions to become acclimated and familiar with this new code of conduct. Labor is and will continue to realize that with power and growth there comes responsibility. Recent experience in the labor movement indicates that the policies which are now in effect will be effectively used by labor organizations. Some of the labor organizations who have fought the Taft-Hartley Act because of the injunction provision have been compelled to use the injunction themselves. Some of the labor organizations who have fought the act because of the provisions giving them the right to sue and be sued have made use of the law. The recent lawsuit filed by the clerks against the teamsters for a million dollars and a restraining order, is a case in point.

The need for policies which affect industries "affected with a public interest" are obvious when the country is confronted with labor proclamations establishing brief stabilizing periods of inaction. Policies controlling strikes, threatening national health and safety are essential. The American people are overlooking the importance of these periods of inaction for it means that unions can shut down mines, mills and factories whenever its leadership think it necessary to protect their bargaining power and position.

Our labor policy until 1947 needed change, and the changes were incorporated in the new statute. Our present labor policies are far from perfect—but we are gradually reaching ma-

turity in an attempt to formulate a sound labor policy. Whatever its form, there will be opposition from many quarters.

"Of course, unions resisted such a reform movement," said Charles O. Gregory of the University of Chicago, a confirmed advocate of trade unionism and a well-known authority in the field of Labor Law.

Mr. Gregory further states:

"They are bound to detect generalized reaction in any legislative undertaking to curb their freedom of activity in any way. But if they are smart, union leaders will see sense in having to live within the boundaries of law and order. And a reasonable set of rules and conduct will enable their leaders more adequately to control irresponsible and unreasonable pressures from the rank and file, as well as to resist any attempts by political factions to use unions for the promotion of trends inimical to the best ideals of collective bargaining. In the long run, industrial stability would be increased. Union members and leaders would benefit quite as much as the community in general.

"As for what the Supreme Court might say, Congress ought not let itself be deterred thereby. After all, the development of a uniform public policy toward labor in the national scene is the peculiar business of the people, and of its representative, Congress. The latter cannot afford to have its prerogative to establish a workable policy pre-empted in any way by a judicial body whose true function it is to follow, not lead, federal lawmakers."

We must realize that we are going through a great economic change. That the policies we deemed sound at one time must now be amended and revised because labor and management have reached a point in their relationship, that makes equality before the law, the interests of all the people—a paramount consideration.

A sound labor policy is one which recognizes the rights of all, and accords all of them equality of treatment. In a unified economic system there can be no special treatment for one group. All must conform to one policy. The present labor policies, imperfect as they may be, are an attempt to make the realization of sound labor relations come true. Both labor and management, under our present policies, are now in the position that they are amenable to law, "prepared to take the consequences if they transgress, and thus show that they are in full sympathy with the spirit of our people, whose political system rests upon the proposition that this is a government of law, and not of men."



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Ollie The Owl

Things looked black at Raven's Department Store. Business had fallen off to pin feathers, Jin Raven, the owner, decided that he needed a getter in the business to boost sales. One morning he was lying in bed trying to think of a bird who would fill this requirement when he heard a rooster crow on Brown's Poultry Farm, which was about a mile away. "That's the bird I need in my business," cried Raven. "I'll make him my advertising manager. Any bird that

can crow as loud as that can certainly be heard all over Birdland when he advertises my wares."

And so, he hired the rooster. The first thing the new advertising manager did was advertise a "Sale of the Century." Page spreads in all the papers crowded about the marvelous values the store was offering over the week end. The shoppers flew in for the bargains and flew into a rage when they got home and found that they had bought a lot of catch-penny stuff that wasn't worth the money they had paid.

The rooster totaled up the results of the sale and crowed over the way he had succeeded in his first venture. It was the biggest sale the store ever had. "I'll run another one like it," he said. "only I'll change the name of the sale to give the promotion a little variety. All I need is a good look for my line, something to make them flock in again and buy like they did today."

The next week end he advertised a "Customer makes a killing" sale. Nobody came in to buy but one big bird came in with a six-shooter and drilled the rooster full of lead.

It pays to advertise only when you give the customer something to crow over.

Very wisely yours,
Ollie, The Owl

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