

**THE
MACARONI
JOURNAL**

**Volume XXIII
Number 10**

February, 1942

FEBRUARY, 1942

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Subscribers and Supporters

The head of a successful Macaroni-Noodle manufacturing firm these days is truly a busy, full-time Executive.

He appreciates the difficulty of keeping in touch with all things affecting his business, so he subscribes for and reads the industry's leading magazine — THE MACARONI JOURNAL.

He does not set himself up as an authority on every phase of his trade. He knows his limitations—that this is a day of give and take. He respects his fellow tradesmen and willingly exchanges views, opinions, confidences and experiences with them as a supporting member of the National Macaroni Manufacturers Association.

He deserves a Class 1-A rating. What's your classification?

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXIII
NUMBER 10

Printed in U.S.A.



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Midst the hurly-burly of abnormal conditions, smart packaging buyers today look to the supplier whose past performance ensures three vital qualities: **Dependability — Quality — Service.**

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America

LOVE HER OR LEAVE HER

By Charles Garvin

I LOVE America because she gave me the light of day. Her schools taught me who and what had gone before. Her history became my Bible . . . her great men my inspiration . . . her destiny my future . . . her accomplishments my opportunity. I met my friends in the American way and with them I have gone hand in hand 'neath a Dome of Freedom that gave me the chance to realize that a man can be a man in America. Here I have seen wondrous things. Here I have enjoyed a living level far above that of any other nation on earth. Here I have found good humor, fraternity, sentimentality, emotion and a thousand other human traits that Americans share with their neighbors and are not ashamed to exhibit in public.

Critics may carp and little Red ladies of the press may rave. Foreigners may dub us crude and uncultured. But as for me, I can smile in America and get smiles in return . . . I can laugh in America and no man can smother my mirth . . . I can work in America and make my work worth while to me. Our great cities are American monuments to the genius and inspiration of men who found in America their chance to express themselves.

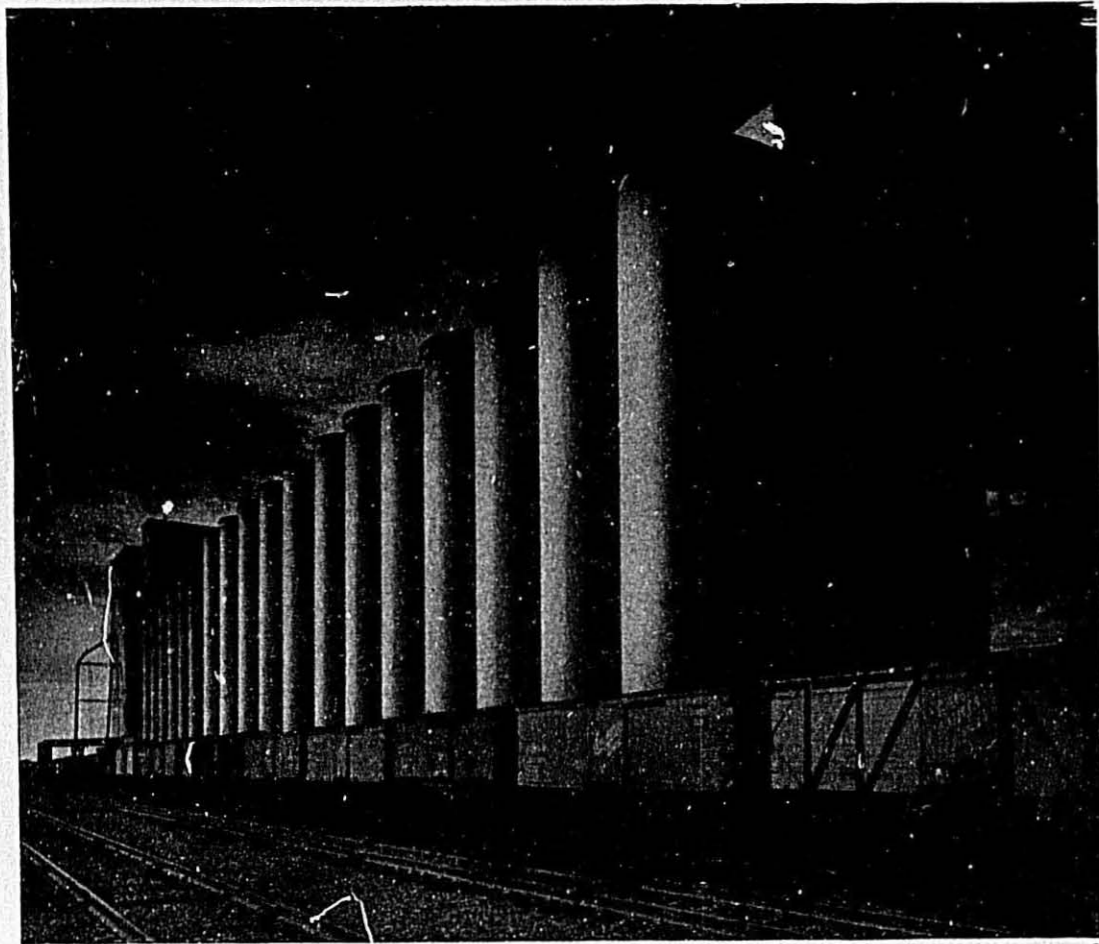
Here we have great things in abundance. Here we have an amazing people. Here green fields and mighty mountains are not the highways of ambitious dictators but the peaceful roads along which America marches to her destiny, a story written by God for a people who deserve it. Here the sun of the coming day is not obscured by national hates. Here people believe in so living the day that out of it all they may get comfort and happiness. Here a man builds for himself. He inherits no title and the finest one that he can create is that of Good Citizen. Here we know how to play . . . and, best of all, we have a country where a man can play. Here no dictatorial midgeteer may tell the sovereign American to keep off the grass.

Yea, we have people who are not of America. Yea, we have many new things to contend with that we never had before—but what's left is so vastly more than that possessed by any other nation on earth that whether we are religious or not, each night and day we ought to thank God that we are free Americans and citizen stockholders in the finest country and grandest civilization that the world has ever known.

Hear me, Americans! This is my country and it's your country, too. This is my flag with its Red, White and Blue. This is our Nation towering high. Let's make America our big battle cry.



LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



The MACARONI JOURNAL

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Singing the Blues

In the darkest days of the current World War, millions of Englishmen who have learned how to take it, began singing that currently popular song—"There'll be bluebirds over the white cliffs of Dover . . . Tomorrow when the world is free."

A historian who is a student of human nature, present and past, recently made this observation:

"Living conditions may have changed materially for the better since the dawn of history, but Man's character has been altered but slightly throughout the ages. We found chiselers years ago, but they were stone cutters—not price chiselers such as we hear so much about in these days."

This statement was prompted by a report recently made by archeologists who, before the outbreak of the present war, had spent years in rummaging among the historic ruins far out in the almost endless sands of Libya—the greatest and most terrifying of all African deserts—where the civilized nations of the earth are now locked in deadly conflict. There, buried under many feet of shifting sand, they uncovered pictures of ancient cows and other animals, pictures carved on rocks, chiseled by men who lived there about 8,000 B. C.

Because pictures of cows predominate the carvings, an observer after studying the ruins remarked that the current saying—"There is no use to cry over spilled milk," may be as old as are the drawings on the archeologists' find. It probably was prompted by the care-free expression on the face of the milk maid of those days when the cow carelessly upset the milking pail.

Another group of searchers, delving into modern business methods, find that many men in business today are crying over spilled milk. Most of them are crying over conditions which they helped deliberately to create by their selfish actions. These "cryers" find little or no sympathy among other businessmen because they knowingly "spilled the milk" in days of opportunity.

Despite the fear of general restrictions and of more stringent regulations, macaroni-noodle manufacturers and other businessmen are heartened by the thought that the war may bring the business improvement for which they have long been hoping but which would have been preferable had it come in days of peace. Authorities predict that business generally is in for one of the

sharpest increases in history. All are hoping, but those who are hoping the loudest are probably doing the least to help bring it about.

On the other hand there are many who are less pessimistic over the immediate future. They predict little or no improvement until all the bad actors—the price cutters and quality robbers—are entirely eliminated, which appears almost impossible. Then there are those who see no permanent prosperity until business is given the glad-hand by the authorities and the maximum amount of freedom to operate within just laws which American business feels it should have.

An authority closely allied with the food trade and who recently gave some attention to the macaroni-noodle business, says that with a few rare exceptions, manufacturers are considerably discouraged by the pre-war conditions under which they were operating. He says that many of the others are rightfully "Singing the blues"—are doing and have done nothing to pull themselves out of a predicament of their own creation.

These "rare exceptions" put their houses in order the hard way. The "singers of the blues" tried to do it the easy way. The reputed "easy way" was to slash prices unduly, to lower qualities indiscriminately. That proved to be no "easy way" as many will vouch. According to the same authority, practically every firm that adhered to quality products at sensible prices, when the price war was at its height some time ago, are now enjoying the first effect of their sensible action.

American consumers have long been accustomed to getting the best things that money will buy. They want good foods, especially in such economical foods as macaroni, spaghetti and egg noodles. Those who occasionally go for the lower or inferior grades are not dependable customers. Good business is built only on good service, best quality and satisfied consumers.

The war may impose some unexpected hard conditions on all business, but the macaroni-noodle manufacturers who stick to quality and service will be able to carry on when the others reel and fall. While the latter will be forced to "sing the blues" even louder, the former may well sing that historic current hit, symbolic of the fighting spirit and determination to live to see better days—"There'll be bluebirds over the white cliffs of Dover, . . . When the world is free."

Industry Mid-Year Meeting a Big Success

Attendance Breaks All Records—Enthusiasm High—Hearing Brief on Standards Studied—Conservation and Publicity Program Approved

The war and the anticipated restrictions and regulations on production and distribution that will naturally follow, together with the inherent interest in things that specifically affect processing of macaroni products to feed the nation in the present crisis, brought to the mid-year convention in Chicago last month a record-breaking attendance of manufacturers and allied.

The convention was held at Hotel Morrison, Chicago, on January 26, to take advantage of the presence there of many of the leading manufacturers who annually attend the Grocery Trade Conferences that week to contact wholesalers, brokers and other distributors.

The one-day conference to which the entire trade had been invited, was presided over by C. W. Wolfe of Megs Macaroni Company, Harrisburg, Pa., president of the National Macaroni Manufacturers Association, which annually sponsors this friendly get-together.

The open meeting started with the presentation of a review of the action taken by the Board of Directors at the meeting on the preceding day. This was ably done by A. Irving Grass of I. J. Grass Noodle Co., Chicago, Ill., vice president of the National Association. The presentation formed the basis of discussions that lasted throughout the day.

Action on Standards Studied

Practically the entire morning session was given over to a study of the testimony presented by the counsel of the National Macaroni Manufacturers Association and several of the leading operators at the several hearings on proposed standards of identity for macaroni products in Washington, D. C., which started November 5, 1941, and continued irregularly until definitely closed by the Federal Food and Drug Administration on January 15, 1942.

It was reported that while the actual hearing of testimony for and against the proposed definitions closed on January 15, two or three months may elapse before all the evidence is studied and the outcome made known by the officials in charge. If and when standards are declared, it will be another 90 days before they become effective.



C. W. Wolfe
President—N.M.M.A.

"Enrichment" in Abeyance

The standards as previously reported in these columns and quite generally discussed by the rank and file, apparently won the general approval of the Government officials. However, when evidence was about to be introduced showing the Industry's desires with respect to materials or ingredients to be used in enriching macaroni products, the manufacturers were surprised to find that the door had been temporarily closed to any official macaroni products enrichment program on recommendation by the Food and Nutrition Committee of the National Research Council.

Spokesmen of the macaroni makers were at a loss to understand why there were any objections to the general program of macaroni fortification, but officials soon made it clear that they prefer, for the present, to grant that privilege only to flour, bread, and possibly, to corn meal. One reason for this stand is the reported scarcity of some vitamins; another is that macaroni products form such a small portion of the nation's dietary needs, its consumption being only five pounds per person annually.

In his discussion, Director Jacobs stated that little consideration was given the Industry's contention that while the national average consumption of this food is low, it is relatively high among all low-income groups,

and especially so among our Italian, Polish and Jewish national, irrespective of their income group classifications. Representatives of the industry, noting the current opposition, chose not to press the matter to a definite conclusion now, preferring to leave it open for a later rehearing, should need arise and the present objections vanish.

Emphasis was given the fact that while the hiring of representative counsel was done by the National Association, the action was taken in the interest of every manufacturer in the industry and that firms that are not now members of the organization would be called upon and expected to help defray the extraordinary expense made necessary by the standards hearings.

Beware of Weevils

The trade was generally warned to be on its guard against the macaroni weevils next summer. Shippers of raw materials and of finished products will have to forego some of their protective measures in keeping with the nation's conservation program, with the result that cars will not be as thoroughly inspected and later lined with the paper that has been found so effective in weevil prevention.

This will mean closer inspection of raw materials received before placing them in storage bins, more careful manufacturing and the utmost care in protecting all shipments against possible infection en route to retailers.

War President Counsels

James T. Williams, president of The Creamette Company, Minneapolis, Minn., who was the Association's president during World War I, told of his experiences with government regulations imposed in 1917-1918, and the need for a more united industry to protect the interests of the trade in this war. He pointed out the differences that existed during the first war as compared with those that prevailed in the previous years of peace, and felt that the Industry was in for even more stringent regulations in this war as a means to ultimate victory.

He pointed out that in those days, semolina and farina were principally used in macaroni making and that manufacturers were restricted to 70

(Continued on Page 8)

Is it Good?

The most VITAL question your products have to answer

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

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

with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the *re-buying* action you want from your customers.

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

WASHBURN CROSBY COMPANY

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

MID-YEAR MEETING

(Continued from Page 6)

per cent of their ordinary raw material needs, that substitutes were for the first time authorized for the remaining 30 per cent if manufacturers found ways and means of using substitutes such as bread flour, corn and barley meal. He set the manufacturers present to thinking when he said that a few manufacturers attempted to substitute some of these ingredients—and to their sorrow. Most paid dearly for their experimentation, and a few even went out of business. Those who chose to continue producing semolina or farina products on the 70 per cent basis, made money and are now among the leading firms in the industry. Wartime apparently is not a good time for experimentation or circumvention.

Order Packaging Survey

How can the macaroni industry cooperate best with the Government's paper conservation program? Will cartons and wrappers be restricted as are cans? If there are to be established package weight standardizations, what weight packages would be most practical in such a conservation program?

A letter was read from a Washington official in which he urged the macaroni industry to conserve packaging materials and asking its cooperation in setting up a suitable program without too much disruption to business.

After considerable discussion, during which all speakers expressed sympathy for the Government's objectives while hopeful of retaining as much latitude in packaging as conditions permit, a resolution was unanimously adopted approving a survey to determine the manufacturers' thinking on the proposal. A special committee was named to prepare the questionnaire for mailing to all manufacturers of package macaroni-noodle products and later to analyze the answers, with authority to make a definite petition to the proper Government officials in Washington.

C. T. Travis, of Keystone Macaroni Manufacturing Company, Lebanon, Pa., will head this committee as chairman. Serving with him are Peter J. Viviano of Kentucky Macaroni Co., Louisville, Ky.; John P. Zerega, Jr., of A. Zerega's Sons, Inc., Brooklyn, N. Y.; Thomas A. Cuneo of Mid-South Macaroni Company, Memphis, Tenn., and Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.

A Lenten Promotion

Secretary M. J. Donna, who is the managing director of the National Macaroni Institute, reported that while macaroni products would be even greater favorites with millions that strictly observe Lenten regulations because of the growing scarcity of fish

and canned goods, the industry will find it profitable to continue its very modest products promotion and consumer education program. Through the liberality of a small number of



James T. Williams
President—The Creamette Company,
Minneapolis, Minn.
National Association's President during
First World War—1917-1921

manufacturers and allied who appreciate the need of such a program if the low per capita consumption complained of by Government officials at the standards hearings this winter is to be increased, a limited program will be launched early in February to familiarize the public with the part that macaroni products can play in the restricted Lenten menu planning.

Unfortunately, too many manufacturers have not been impressed with the need for the work being done by the Institute, at least not to the point of contributing the very small sum asked of them for this purpose. Therefore, the program will be curtailed and kept within the financial means at hand. The Institute will sponsor three releases during Lent, the first one to break about February 9, as Lent starts with Ash Wednesday on February 18. Another will be released about March 3, at mid-Lent, and the third about March 16 covering the last two weeks of the Lenten season.

Anniversary Issue

To keep the Macaroni-Noodle Industry prominently before the supply trades and to encourage the development of more modern equipment and methods of production, it was unanimously agreed that the policy of having an anniversary issue of THE MACARONI JOURNAL, the spokesman of the industry, be followed again this year and that the manufacturers in and out of the National Association join more heartily in recommending this particular edition to all suppliers of raw materials, equipment and accessories. As usual, the anniversary edition will be in April.

1942 Convention

Because of the increased attendance that will probably result on account of the war and its restrictions, and the need of having the 1942 Industry Conference in a convenient location to accommodate the many manufacturers from every section of the country, the Board of Directors announced that Chicago appears to fill this need best.

Secretary Donna then announced that arrangements have been completed with the management of the Edgewater Beach Hotel of that city for a two-day convention to be held June 22 and 23, 1942. He advised all to make their needed room reservations early, preferably through his office. A program in keeping with the needs of the hour is promised by those in charge of the convention planning.

Hearing Action Approved

Of particular interest to all manufacturers was the resolution unanimously adopted approving the action taken by the Association Officers in connection with the Government hearing on Macaroni-Noodle Standards last fall. The resolution was introduced by C. J. Travis of the Keystone Macaroni Manufacturing Company and seconded by Joseph J. Cuneo of La Premiata Macaroni Corporation to the effect "that the action of the Association Officers in connection with the recent Hearing on Standards in Washington be approved and ratified as satisfactory to the manufacturers present at this meeting."

This is proper appreciation of hours of time spent in preparing for the hearing, and days spent at officers' and manufacturers' own expense in presenting the industry's case before Government officials whose findings will affect equally everyone in the industry, when promulgated.

Peter J. Braida, industrial consultant for a group of small manufacturers, addressed the meeting throwing much light on the conditions that prevail in New York. He reported that many in his group were more directly concerned with local distribution, labor conditions and selling practices than in national affairs, but that they now realize that if progress is to be made, they must soon show more concern about general industry problems, either as a functioning unit or as member of the National Association.

For the industry's future welfare he recommends two imperatives: (1) Industry research and planning; (2) Coöperative economic activities that are aimed at general trade improvement with all manufacturers of legitimate products getting a just share of the generally improved business. Among the activities recommended are: Consumer education; Salesman

training; Elimination of the financially weak firms; Fairer labor conditions; Market surveys; Supervision of premium coupons; Restricted government control; and fairer trade regulations.

Buy Defense Bonds and Stamps to aid the Government in its war efforts.

Join the National Macaroni Manufacturers Association to aid in its industry promotion and protection program.

Slack-filled

Under the materials conservation program set up as a war measure there is every reason that the Government will enforce more strictly than ever all regulations that will aid in saving paper and protecting consumers. The case reported in the January, 1942, issue of *Notices of Judgment under the Federal Food, Drug and Cosmetic Act* before the war should warn manufacturers what to expect if similar violations persist.

1716. Misbranding of macaroni and spaghetti, U. S. v. 615 Cases of Macaroni and 423 Cases of Spaghetti. Consent decree entered ordering products released under bond to be brought into compliance with the law. (F.D.C. No. 2425. Sample Nos. 16105-E to 16108-E, incl.)

The packages containing these products were not filled to their capacity; they could have held from 3½ to 6 ounces more.

On July 24, 1940, the United States attorney for the Western District of Oklahoma filed a libel against 615 cases of macaroni and 423 cases of spaghetti at Oklahoma City, Okla., alleging that the articles had been shipped in interstate commerce on or about May 22, 1940, by the Kansas City Macaroni & Importing Co., Inc., from Kansas City, Mo.; and charging that they were misbranded in that their containers were so made, formed, or filled as to be misleading. The articles were labeled in part: "Corona Brand Cut Macaroni for 'Spaghetti' made by the Western Union Macaroni Mfg. Co., Denver, Colo.," or "White Pony Brand Cut Macaroni for 'Spaghetti' made by the Western Union Macaroni Mfg. Co., Denver, Colo." Packed for [Dist. by] Carr, Brough & Robinson—Oklahoma City, Ok.

On July 26, 1940, Carroll-Brough & Robinson having appeared as claimant and the court having found that the products were misbranded and should be condemned, judgment was entered ordering that they be released under bond conditioned that they should not be disposed of in violation of the law. They were repacked in properly filled and labeled cartons.

"Niacin" and "Niacin Amide" Approved

Federal Security Administrator Paul V. McNutt announced January 19 that he has accepted the recommendation of the Committee on Food and Nutrition of the National Research Council that the terms "niacin" and "niacin amide" be adopted as synonyms for the vitamin substances scientifically designated, respectively, as

"nicotinic acid" and "nicotinic acid amide."

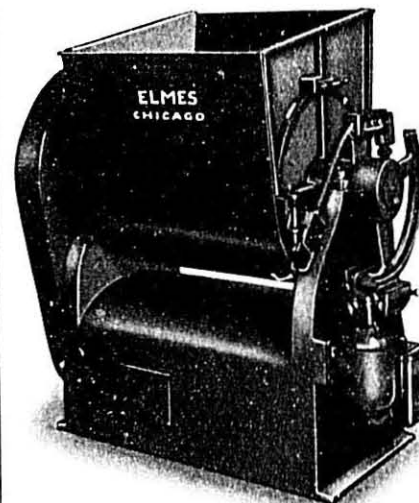
In explanation, Mr. McNutt said, "The Food, Drug, and Cosmetic Act requires that the ingredients of foods be declared by their common names. There has been some well-founded concern on the part of nutritionists and others that the label declaration of the chemical names 'nicotinic acid' and 'nicotinic acid amide' may cause unwarranted apprehension in the minds of the uninformed consumer because many do not recognize these names as designations of forms of a vitamin es-

essential in human nutrition. As I have stated on a number of occasions, I have been entirely willing to consider any synonyms for these technical names that may be adopted by properly qualified nutritional authorities.

"In my opinion, use of 'niacin' and 'niacin amide,' the synonyms adopted by the Committee, for the purpose of declaring the presence of nicotinic acid and nicotinic acid amide, respectively, in products subject to the Federal Food, Drug, and Cosmetic Act, will not be inconsistent with the requirements of that law."

EQUIPMENT
TO FIT THE TIMES

FOR the manufacture of macaroni in these strenuous times, it is more important than ever to have proper equipment. Elmes macaroni machinery has stood the test of long service, has been continually improved and is ready to meet today's challenge. The dough mixer, illustrated here, is sturdy and strong with an unusually high factor of over-strength. The motor



and drive are enclosed in the base and are thus protected from flour, dust and wear. The parts in contact with flour are easily cleaned. The whole unit is simple and easy to operate.

Write today for complete information on this and other Elmes macaroni equipment.

CHARLES F. ELMES
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E L M E S

The National Macaroni Institute

Its Activities and Current Suggestions

M. J. Donna, managing director of the National Macaroni Institute, briefly reported as follows to the Mid-year Conference of the Industry in Chicago on January 26.

Have Americans "Discovered" Macaroni-Noodle Products?

A Hollywood scout "discovers" a pretty girl. Immediately, a transformation from *pretty girl* to *glamorous beauty* begins. She is the same girl, but under the guidance of her skillful promoter or publicity agent, each of her good features takes on a new importance, in her promotion for public adoration.

A similar transformation is possible even with such an every-day food as macaroni-spaghetti-egg noodles, if consistent attempts would be made by the producers to make them more universally known for their nutrition and economy—true virtues that will make them more generally appreciated.

If the Macaroni-Noodle Industry will only "discover" these facts and make their discovery generally known, American consumers would soon "discover" macaroni, spaghetti and egg noodles. And their food, like the pretty girl, would take on new importance—even glamour.

Your "Eating Money"

Here's a line of reasoning by the Newspapers Publishing Committee that has an interesting angle:

"Who told you or your wife how to shop for groceries? Where did you learn what stores to patronize? What foods to buy? What brands will give you the quality you desire at prices you are willing to pay?"

"Did some neighbor tell you—or your mother—or a friend? Perhaps they did—but who told them?"

The fact is (and all of us know it when we think of it), that we buy the foods that have been "sold" to us as to their merits, and from the stores that properly publicize their service . . . because of advertising where foods and brands we are looking for can be obtained at prices that are fair and reasonable.

The system of advertising foods to Americans makes it easy to shop, saves hours of frustration, dollars of wasted time and money. Oddly enough, food advertising costs the advertisers such a small fraction of a penny per family per day, that in the long run it costs less than the cost



M. J. Donna
Managing Director of the National
Macaroni Institute

of the cream that sticks to the cream pitcher.

Some folks may think our American way of life is pretty faulty. Well, it isn't perfect, by a long shot. But we've worked out some mighty well short-cuts and money-savers in the United States.

By adopting some easy and inexpensive plan of products promotion, Macaroni-Noodle Manufacturers can easily make American housewives more friendly to their products, since this food can be so friendly to the pocket-books and budgets, so helpful to body strength and eating satisfaction.

Human Interest in Good Food

Magazine and newspaper editors, with their fingers on the public pulse, recognize the almost unlimited interest in both high and low income groups in good foods such as macaroni, spaghetti and egg noodles.

Therefore, they are naturally receptive to stories and illustrations of macaroni products, because of the human interest therein—especially when such stories are free from advertising. Proof of this editorial attitude is not lacking. Here are two recent, outstanding examples of this friendliness to macaroni products:

1—The fine presentation in *Life* magazine—January 12, 1942.

2—The equally attention-arousing presentation in *Parade*, December 21, 1941—a weekly picture newspaper that now appears as an illustrated supplement in many of the country's leading newspapers.

We claim no credit for this splendid publicity—we wish we could—but feel that the whole Macaroni Industry is complimented by this generous display of the editorial recognition of public interest in good foods as previously referred to.

"Brand" and "Products" Advertising

Since advertising helps to make our "eating money" go around, it is difficult to reason why any macaroni-noodle manufacturer deliberately refuses to contribute a small sum occasionally to promote his products generally so as to make the American consumer more favorably receptive to a good food that can be purchased so economically.

Many fail to support a promotion program because they will not take time to study the plan and weigh its possibilities. Others prefer to advertise their own brands, which is laudable . . . but they fail to realize that general publicity is the best possible carrier for their brand advertising.

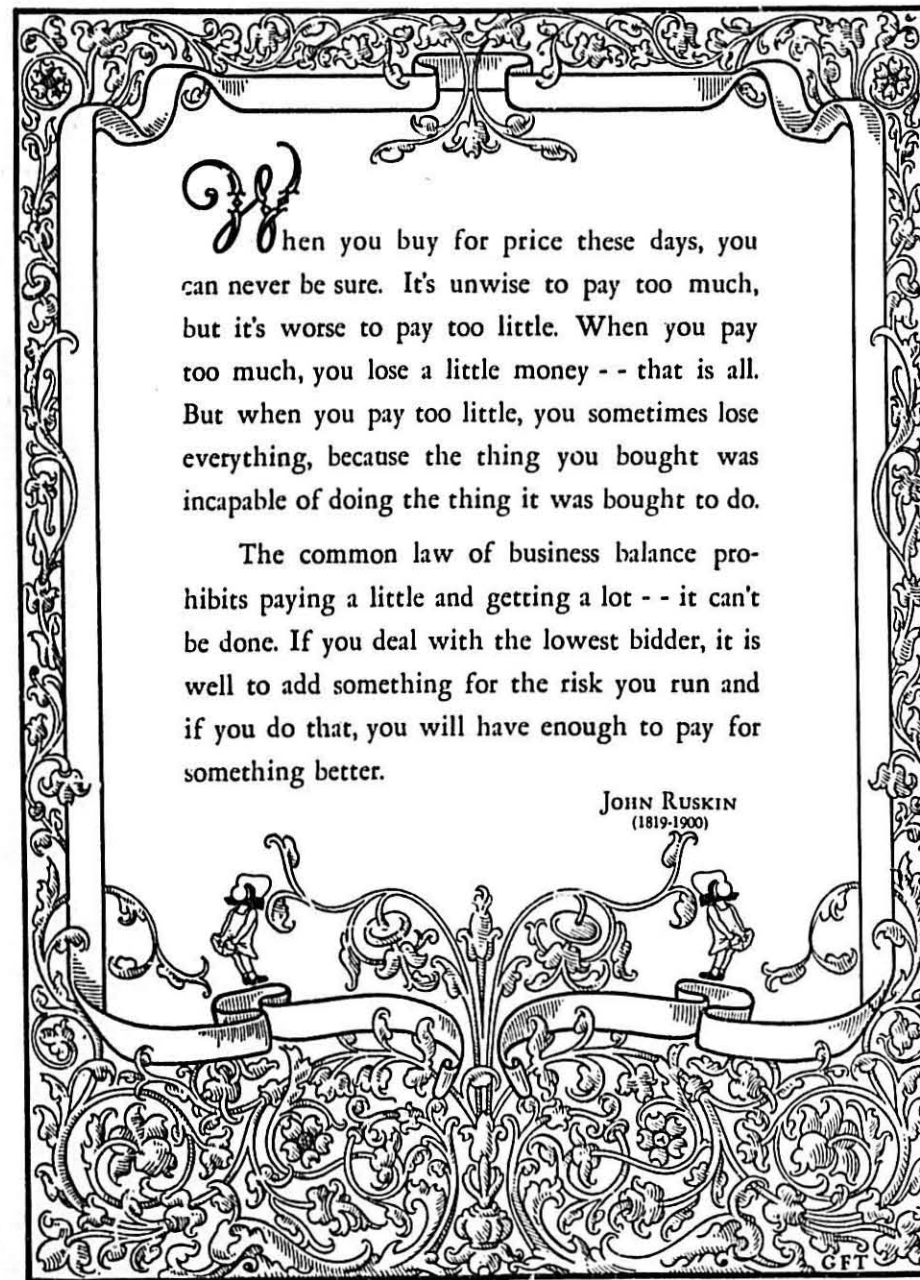
General products promotion and brand advertising go well hand-in-hand—and with that thinking, plans are under way for products publicity and brand promotion that should meet with general approval.

Grass' Employees Get Free Life Insurance

The I. J. Grass Noodle Company of Chicago, Ill., makers of Mrs. Grass' Noodle Soups, received a pleasant surprise recently when Irv Grass announced that his company would give all employees of three years' service or more, a \$1,000 life insurance policy.

Under this arrangement, the I. J. Grass Noodle Co. will continue to pay all premiums as long as the person covered remains in their employ. No physical examinations are required, and the only qualification is that employees shall have been with Grass for three years or more.

Mr. Grass states that he has taken this step, of such vital importance to his employees, because he feels that his employees deserve the feeling of security for themselves and their families which such insurance provides. In his opinion, it is a step toward better employer-employee relationships and toward winning and holding the loyalty and good will of the workers who make his product.



KING MIDAS SEMOLINA

Highest Priced Semolina in America and Worth all it Costs

KING MIDAS FLOUR MILLS, Minneapolis, Minn.

Report of the Director of Research for January

By Benjamin R. Jacobs, Director



Benjamin R. Jacobs
Director of Research, N.M.M.A.

Note.—The material submitted at the hearing held in Washington, D. C., November 3 to 12, 1941, on Standards of Identity for Macaroni and Noodle Products has been briefed and will be published in THE MACARONI JOURNAL in three installments. The following is the first installment and includes the evidence submitted by the Government and the Association.

The second installment, which will be published in the March issue, will contain the suggested findings of fact as deduced from the evidence. The above has been prepared by Mr. Daniel R. Forbes, Counsel for the Association.

The third installment, to appear in the April, 1942, issue, will contain in brief, the testimony of Dr. R. R. Williams, on the subject of enrichment of macaroni and noodle products with vitamins and minerals.

Classification of Macaroni, Macaroni Products, Spaghetti, Vermicelli, Noodles and Noodle Products by Sizes and Shapes

Evidence of the Government in Support of Proposal

Mr. Lepper of the Food and Drug Administration presented the government's case in support of the proposed size and shape classification. Neither he nor the Administration consulted members of the macaroni consuming public to learn the popular meaning of the terms macaroni, macaroni product, spaghetti, vermicelli, noodles, or noodle product, as applied to sizes and shape (R.p. 52). He did, through inspectors of the Administration, consult retailers, editors of women's pages in newspapers, dietitians and hospital superintendents who expressed opinions as to the significance of the various terms (R.p. 23).

No details of this investigation were put in evidence. The number of such persons acquainted with the nomenclature employed in the labelling of products for the "foreign" trade is not shown, despite the fact that that class of the public consumes more than half of the production. It is obvious that few Italians were represented in the group that was consulted. Under this indefinite and, to us, wholly inadequate factual showing, the witness expressed the opinion that the general public differentiates between these products according to the classification set forth in the proposal.

The statement is made that macaroni has for years customarily been a tubular product of a diameter of not over .25 inch; that spaghetti has been a cord shaped product ranging from .06 to .11 inch diameter; that

vermicelli has been cord shaped not greater than .06 inch (R.pp. 31-2); and that noodles are ribbon shaped. These statements are supplemented by the statement that "macaroni product" is the name that is used for shapes and sizes other than the foregoing classification, and that "noodle product" is used to differentiate between ribbon shaped noodles and other shapes of that product (R.pp. 38, 42). The witness offered no evidence with respect to the proportion of the production of these products that were labelled in accordance with this classification. Furthermore, there was not offered in evidence a single label showing that any manufacturer used the term "macaroni product" only on sizes and shapes excluded from the proposed specification for "macaroni."

The government witness stated that the proposed classification which would require the use of the term "macaroni product" to differentiate from the tubular 3/4 inch diameter macaroni was consistent with the labelling practice of the industry. But not a single example of such labelling practice was introduced.

The uncontroverted fact is that the terms "macaroni" and "macaroni product" are synonymous and interchangeable as used by the industry in its labelling. Some manufacturers use one term as a generic name, and some use the other, but there is no evidence that any one manufacturer has ever differentiated the sizes and shapes by using "macaroni" exclusively on tubular shapes of a diameter up to .25 inch and the term "macaroni

product" on all other shapes and sizes.

The government offered no evidence that consumers used the word "product" to differentiate between the tubular shape up to .25 inch and all other shapes and sizes. On the contrary, cross examination of this witness drew the following:

"Q. You are not prepared to say that the word 'product' is in itself when applied or accompanying the word 'macaroni' the common and usual name used by the public to differentiate between the tubular product within the ranges specified in the proposal and the several other sizes and shapes that have been discussed here at the hearing?

A. I don't think the purchaser goes to the store and says, 'Give me macaroni products.' (R.p. 837)

"Q. Coming back to my previous question, I don't think you have answered it yet.

A. I will try to, Mr. Forbes.

"Q. You wouldn't say that at this time the term 'macaroni products' is used and understood by the consuming public to mean something different from that which is tubular and within the size for macaroni contained in the proposals?

A. I think the term 'macaroni product' is broad enough to include all of those general things. I think the purchaser that knows enough about macaroni and macaroni products, knows that they are all macaroni products.

"Q. Mr. Lepper, you have been one of the most responsive witnesses we have had in any hearings I have been in under this procedure. I believe you can do a better job in response to my question than you have done." (R.p. 839)

"THE WITNESS: I will say that I don't think the consumer says, 'This is macaroni and all the rest of them are macaroni products.'" (R.p. 839)



A brand new name in RED, WHITE and BLUE for a well known and favorably regarded product (our Twojax No. 1 Semolina). Existing contracts will be completed under the old mark.

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We submit that in the government's case there is no substantial evidence upon which to base a finding that either the trade or public employs the term "macaroni product" as the "common or usual" name to differentiate shapes not tubular and of a size greater than .25 inch diameter from products that conform to those specifications. The same lack of proof applies to the terms "noodle" and "noodle product."

Evidence of the Industry Respecting Labelling of Sizes and Shapes

The testimony of Mr. C. W. Wolfe, president of the National Macaroni Manufacturers Association, presents a clear, impartial view of the labelling practices of the industry. The following is submitted as a fair summary of it. He was supported by other witnesses of long experience in the industry to whose testimony reference is made.

There are two distinct lines of distribution of the products of the industry; one to the Italian trade and one to the American trade. To the latter there are only a few (7 or 8) items of differing sizes and shapes sold, such as macaroni, spaghetti, elbow macaroni, shell macaroni, spaghetti, salad macaroni, elbow spaghetti (R.p. 162, 170). These are specifically designated by such names and are understood

and recognized by the American consumers who buy them (R.p. 168).

With the Italian trade, which consumes the greater proportion of the output, there is a different labelling problem. The Italian consumer eats macaroni practically every day and requires a variety of shapes and sizes to make the diet varied and attractive (R.pp. 170-1; Jacobs, R.p. 90).

Probably 50 per cent of the production of the industry is in 20-pound boxes, consumed largely by people of foreign origin (R.pp. 154-5) who also consume a large part of the products sold in smaller cartons (R.p. 154; Jacobs, R.p. 91). A great many shapes and sizes are packed in both of these types of packages (R.p. 154; Rossotti, R.p. 226).

It has long been the practice to label these packages either "macaroni," or "macaroni product." These terms are interchangeable (R.pp. 204-5). Most of the 20-pound boxes are labelled "macaroni," although a few use the term "macaroni product" (R.p. 155). In the case of the smaller cartons or packages approximately half use the general designation "macaroni" and half use the term "macaroni product" (R.p. 158; Rossotti, R.p. 227). In both types of packages numerous shapes and sizes are sold, and manufacturers have always indicated the size and shape by appropri-

ate specific label declaration on the package, generally at the end (R.p. 155; Rossotti, R.p. 226). The four flaps of the cartons bear three and sometimes four names of different shapes and sizes so that one carton can be used to pack four different varieties (R.p. 157; Rossotti, R.pp. 232-4; Jacobs, R.p. 92). This is of great economic advantage (R.p. 167; Rossotti, R.p. 232) as it avoids the necessity of stocking individual packages for the numerous shapes and sizes (R.pp. 167-8).

Charles Rossotti, official of a printing and carton manufacturing company which specializes in cartons and labels for the macaroni industry, throughout the United States, brought to the record a relation of the general labelling practices of the industry. His testimony shows that the two generic terms "macaroni" and "macaroni product" are both in use to describe products of the composition described in Section 16.000 of the proposal (R.p. 226); that approximately half of the industry uses one term and the other half the other (R.p. 227); that in cartons it is the practice to use one or the other of these generic names on the principal label, and generally on the flaps of the ends of the carton three and sometimes four specific names are employed to indicate the size and form of the "macaroni" or

"macaroni product" contained in the package (R.p. 226).

At the hearing the witness produced a quantity of packages taken from his stock which he stated were representative of the labelling practices of the industry (R.p. 227). From these he presented typical examples. They showed that some manufacturers use the term "macaroni" as a generic name on the principal label, supplemented by specific names, generally on the ends of the package to indicate the specific names; that in one individual package labeled either "macaroni" or "macaroni product," was placed one of three or four different sizes and shapes, and the variety of which was indicated by an appropriate name on the end flap that was left exposed (R.p. 227-240).

In some cases under the principal label "macaroni" were packed varieties such as spaghetti and others that do not conform to the proposed specification for macaroni; and under the principal label "macaroni product" were packed varieties which did conform to the specification for macaroni.

In other words, established labelling practice under which the consumer has been making her selection of these products has involved the use as synonymous and interchangeable terms "macaroni" and "macaroni products," but always accompanied by specific terms indicating shape and size in the form of subordinate labelling. The testimony of this disinterested witness confirms the testimony of representatives of the industry.

As a result of this established method of labelling, the manufacturer, the wholesaler, and the retailer can select from warehouse or shelf stocks the particular variety wanted.

When these packages reach the retail counter it is the obligation of the merchant, imposed by plain good business sense rather than ordinance, to give to his customer the size, style and shape that she indicates she desires (R.p. 115, 122, 163). He has no reason to pass off "bow-ties" for spaghetti, or alphabet noodles for wide ribbon shaped noodles. He is not selling small and large eggs by the dozen, but a single food product of a uniform composition, in numerous shapes, and by the pound. He has no inducement to substitute one shape or size for the kind his customer wants. He has not substituted one form or size for that required by his customer. There have been no complaints as to this, although the consumer, one time or another, registers all manner of other complaints. (Wolfe, R.p. 163-5; Jacobs, R.p. 115, 122; Hoskins, R.p. 260).

The present method of labelling is adequate to protect the consumer and labelling of forms and sizes is not and has not been a problem in the industry. (Wolfe, R.p. 152-5; Jacobs, R.

pp. 115, 122; Mueller, R.p. 318; Zerega, R.p. 299; Hoskins, R.p. 261).

Until and unless there is a problem adversely affecting the public interest there is no occasion for the Administrator to exercise the quasi-legislative authority provided under the statute.

Tubular Spaghetti

The proposal specifies that spaghetti shall be cord-like in shape and within the diameters of .06 to .11. The record shows that for more than forty years a substantial portion of the production of the product known and sold as spaghetti has been of tubular shape, which has a diameter of as much as .13 inch. Twenty-three per cent of the total production of macaroni products by one of the largest manufacturers is spaghetti in tubular form (Mueller, R.p. 317). This form has been sold as spaghetti by this manufacturer since 1896 (R.p. 317). This manufacturer caters to the American trade. Numerous other manufacturers produce this variety in large quantities. The annual production of tubular spaghetti, labelled and sold as spaghetti, as reported by several manufacturers, approximates many million pounds. (Jacobs, R.p. 94-5). "Spaghetti" is the common and usual name of the product in this form.

Of the several names of products set forth in the proposal, spaghetti is the most restrictive with respect to diameter (R.p. 178). The product sold to and accepted by the consumer under the name "spaghetti," or "thin spaghetti" has been and is a macaroni or macaroni product, cord-like or tubular in form, and within a diameter range of .06 to .13 inclusive.

Vermicelli

Vermicelli is not an important item in the macaroni industry and is not consumed in any great amount by American consumers (R.p. 201).

It is a name of a form of macaroni, generally in "nest" form, used generally in soup, and like other form or size names of Italian origin, appears on the package, generally on the ends, as a specific name of the product which bears the generic name of either "macaroni," or "macaroni product."

Noodle

The term "noodle," like the term "macaroni," is a generic name of the egg product described in the proposal (Hoskins, R.p. 289). Noodles are not only of ribbon shape but of numerous other shapes and sizes for variety. It is usually used as an ingredient of soup (Jacobs, R.p. 108; Hoskins, R.p. 277). The typical sizes and shapes are shown on O.P. Exhibits B, C, and D. There is no evidence in the record that the word "product" is used by the consumer to

differentiate between ribbon and non-ribbon shape. Some manufacturers use the term "noodle product" for both the ribbon and non-ribbon shapes, employing specific names such as "alphabets" to indicate the form that is contained in the package (R.p. 27, 305). Others use the name "noodles," or "egg noodles," and also employ specific names, such as "alphabets," to indicate the form or size (R.p. 289). Many noodles are packed in "visible" packages which disclose the form and size of the package to the retailer and purchaser (R.p. 108-9, 306).

If the name "noodle products" were imposed upon the industry as proposed, the consumer would not, from that name, know which of the many forms might be contained in the package. In fact the name "noodle" which the proposal allows to the ribbon shape would not be adequate to inform the purchaser of the size or form. The ribbon shaped product varies from a long narrow ribbon to a short broad product, which the consumer would not accept if a normal ribbon shape were desired (O.P. Exhibits B, C, and D). Therefore, the word "noodle," or the term "noodle product" does not represent to either the trade or public definite sizes or shapes. They are generic terms of composition of product.

It must be apparent, therefore, that if it is the purpose of the regulation to make certain that the consumer receives the form or size desired, the specific labelling of form or size is of first importance and necessary to permit selection of form or size. The use of such specific names, with or without pictorial representations to supplement the principal label of "noodle" or "noodle product," has long been the practice of the industry. Such practice has successfully served the public. No confusion has resulted (R.p. 153, 158, 307-8).

Optional Ingredients

White of Egg

White of egg in amounts from 1 to 5 per cent has two important functions (R.p. 250). Used in tubular macaroni it permits the formation of the tubular shape with walls much thinner than when this ingredient is not employed. The white of egg strengthens the walls of the tube. The thinner-walled product will cook at a substantially faster rate than thick-walled macaroni (R.p. 251, 264). Furthermore, after cooking and standing, the macaroni containing white of egg does not collapse or disintegrate (R.p. 250, 264, 271).

For the past several years, from 4 to 5 million pounds of macaroni containing white of egg have been sold (R.p. 252). Speed of cooking is of interest to the consumer (R.p. 251,

745) and in recent years considerable sums have been spent in advertising the advantages of quick cooking (R.p. 746).

The second advantage of the use of this ingredient is in processing of spaghetti the pressure and heat are considerably greater than in the normal home cooking of the product. From 1 to 2 per cent of white of egg solids used as an ingredient of spaghetti used in canning prevents disintegration of the cooked product (R.p. 252).

Yeast

For the past three or four years, dried yeast in amounts of three or more per cent has been used and imparts to the product a characteristic yeasty flavor (R.p. 790).

Celery, Onion, Garlic, Herbs

Italian consumers who eat these products daily and who require a variety in shapes and sizes, for the same reason desire flavorings added to macaroni, spaghetti and noodles (R.p. 736-7). These flavorings take the form of highly flavored vegetables and herbs, such as bay leaves. The vegetable flavors are celery, onion and garlic. They do not impart to the product any color simulating egg (R.p. 741). They have long been employed in commercial production and when used are declared on the label (R.p. 741-2).

Di-sodium Phosphate

Experiments have shown that the time of cooking of macaroni products can be materially reduced by the use of 1 per cent di-sodium phosphate (R.p. 746). Time of cooking is of great interest to the housewife (R.p. 251, 745-6).

Di-sodium phosphate is used in other cereal foods for this purpose, including farina, one of the farinaceous ingredients of macaroni products, and should be permitted as an optional ingredient (R.p. 745).

Spinach, Tomato and Carrot Products

The desire for variety in macaroni products on the part of the principal consumers of them is further shown by the demand for them when modified by spinach, tomato and carrot. These products have been specialty items in the industry for many years (R.p. 735, 739, 740).

Spinach macaroni, spinach spaghetti and spinach noodles are made by adding to the dough either fresh, canned or dried spinach to the extent of 3 per cent spinach solids (R.p. 735) which gives the finished product a distinctive character and flavor. The common and usual name of this product is "spinach macaroni," "spinach spaghetti," or "spinach noodle" (R.p. 737).

Tomato macaroni, tomato spaghetti, is the product prepared by the addition to the dough of not less than 3 per cent of red tomato solids. The common and usual name is "tomato macaroni," or "tomato spaghetti" (R.p. 738-9).

Carrot macaroni, carrot spaghetti, is the product prepared by the addition to the dough of not less than 3 per cent of carrot solids. The common and usual name is "carrot macaroni" or "carrot spaghetti" (R.p. 740).

The amounts of 3 per cent solids of these three vegetable products produce

distinctive foods and represent a fair and reasonable minimum requirement (Munsey, R.p. 881).

Glutenous Macaroni, Glutenous Spaghetti

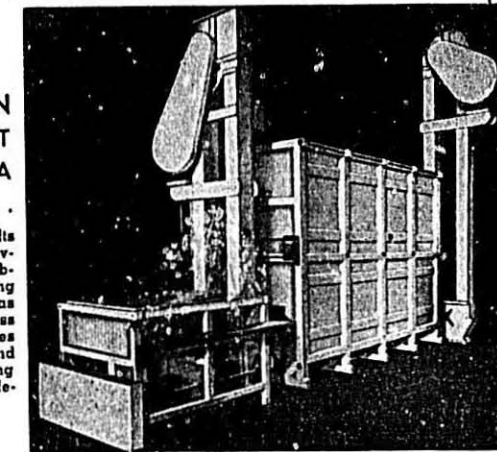
For many years manufacturers of macaroni products have made a special product for infants and vegetarians in which the natural protein has been increased by the addition of gluten (Jacobs, R.p. 705-6). Five or six large manufacturers produce such a product at present (R.p. 719). It is sold as "pastina glutinati," or glu-

(Continued on Page 18)

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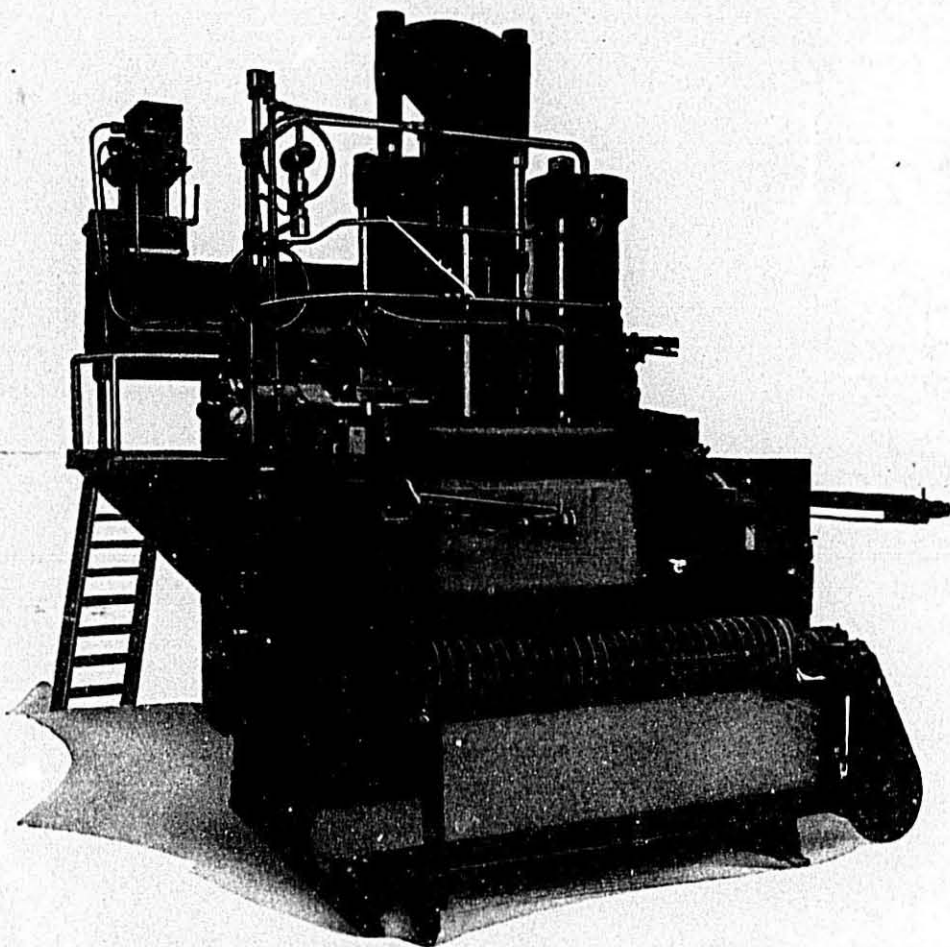
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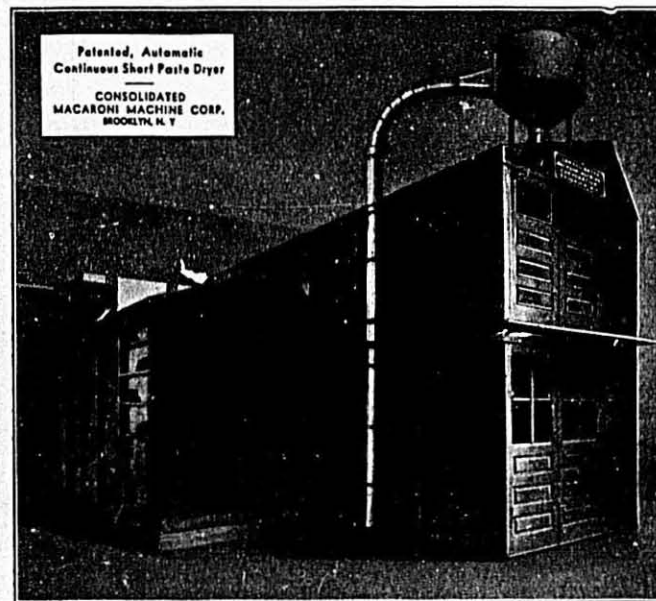
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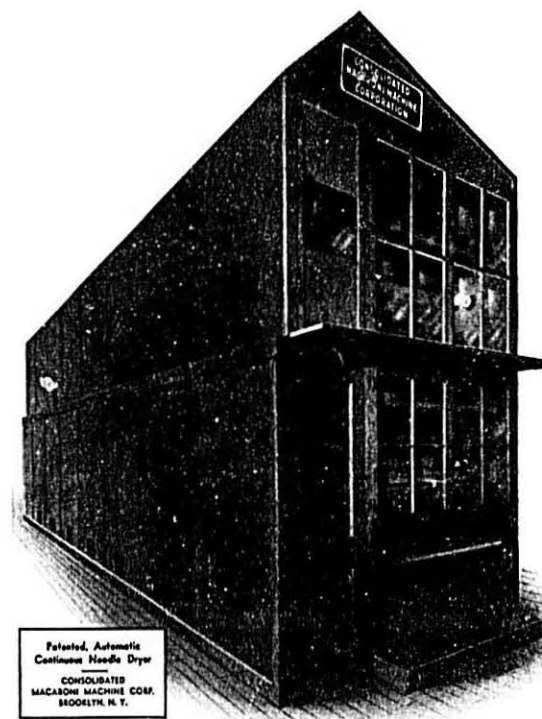
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(Continued from Page 15)

tenous macaroni (R.p. 705). It is used widely by mothers feeding small children and by people who, for one reason or another, need light nourishing meals, and by vegetarians (R.p. 722). It is not sold as a diabetic food (R.p. 706, 723) but is purchased because of its higher protein content (R.p. 706, 723).

One old established Italian macaroni company has manufactured this product in Italy and France for many years, and since 1893 has exported the product to the United States (R.p. 724). This company has recently begun the manufacture of this product in the United States. The product is described in the work entitled "Macaroni Products" by Dr. J. A. LeClerc, Food Research Division, Bureau of Chemistry, U. S. Department of Agriculture, as "glutenous macaroni" (R.p. 725).

Glutenous macaroni has been enriched with gluten to produce a protein content of not less than 18 per cent in the finished product. Such a protein value brings the product up to the protein value of the original Russian wheats which were first used in Italy, and later in the United States as the source of the semolina used in macaroni products (R.p. 707, 726). Since the introduction of the high protein Russian wheats into the United States, there has been a gradual reduction in their protein content. Originally the protein of these wheats ran from 17 to 19 per cent (R.p. 704). The protein value of semolina at present is approximately 12 per cent (R.p. 713). The enrichment to the 18 per cent minimum represents a 50 per cent increase in protein value (R.p. 715). This is equivalent to meat.

It is believed that some manufacturers who originally produced glutenous macaroni with the high protein Russian wheats are now making the product from ordinary semolina of a 12 per cent protein value. It is in the interest of the consumer that this product be maintained at its original and traditional protein value, and that a minimum of 18 per cent be required. It has been shown by Dr. Gabby that there is a protein deficiency in the diet of a part of our population, and Doctor Elman of the University of Washington has reported that it may be as widespread as the vitamin deficiency about which there is so much concern.

Dr. R. R. Williams of the National Research Council testified that macaroni products were valuable in that they supply a relatively high protein product to the low income group where the protein intake is "rather too low" (R.p. 386).

The Bureau of Home Economics, U. S. Department of Agriculture, re-

ports that in certain cases the American diet is deficient in protein.

Enrichment of ordinary macaroni by substantial amounts of added protein is not a new thing. The product so enriched is used as a staple food for children and others who need the additional food value and prefer it in the form of a cereal rather than meat form. It has not in the past been labelled or sold as a diabetic food, and the application of appropriate provisions of the present statute and regulations thereunder will control its labelling in the future.

Soy Macaroni, Soy Spaghetti, Soy Noodles

The National Macaroni Manufacturers Association joins with the Soy Flour Association in urging the promulgation of standards of identity for such named products.

Soy is a valuable farinaceous material for macaroni products; contributes a characteristic flavor when used in amounts of 10 per cent or more; adds both variety and food value to the products of the industry, and its use does not in any way adversely affect the interest of the public. If the latter were so this Association would not urge the recognition of soy as a characterizing and enriching ingredient.

It is respectfully urged that the names "soy macaroni," "soy spaghetti" and "soy noodles" be recognized as the common and usual names for these products.

Whole Wheat Macaroni

Macaroni made with whole wheat flour as the only farinaceous ingredient has been manufactured and sold as "whole wheat macaroni" for a great many years.

There is reason to believe that some products so labelled are not now made entirely from whole wheat flour. It would be in the interest of the consumer to fix a standard that would maintain the integrity of the product (R.p. 743).

Summation

There is agreement with respect to the composition of the products under discussion.

The classification of sizes and shapes as proposed by the Administration is not supported by substantial evidence of record.

The labelling of the products of the industry does not present a problem for the correction of which a regulation such as has been proposed would be justified.

The proposed regulation would do violence to long established labelling practices and result in added costs to manufacturer and consumer with no resulting benefit to either.

Respectfully submitted on behalf of
THE NATIONAL MACARONI MANUFACTURERS ASSOCIATION

By Daniel R. Forbes,
Counsel.

Mueller Co. Marks 75th Birthday

The C. F. Mueller Company of Jersey City will mark the celebration of its seventy-fifth anniversary in 1942 with a large consumer advertising campaign which Maxon, Inc., advertising agency, will supervise.



HENRY MUELLER, President
Son of Founder
Former President N.M.M.A.

Founded by Christian Mueller in 1867, this firm has expanded into one of the largest and best known manufacturers of packaged macaroni, spaghetti and egg noodles in this country. The policies established nearly four score years ago by the founder are being followed by his son, Henry Mueller, president of the company and by Frederick Mueller, a grandson who holds an important executive position in the company.

This famous firm has given two of its executives as president of the National Macaroni Manufacturers Association which their father helped to found in 1904, namely, Henry, the company's current president, and Christian Mueller, who died in the late twenties.

No "Blackout" Pay

Time lost on account of blackouts or air raids need not be compensated as "hours worked," according to Acting Administrator Baird Sayder of the Wage and Hour Division, U. S. Department of Labor. They are conditions beyond the control of the employer and he cannot be held liable for time lost under conditions imposed equally for plant and employe safety.



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

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

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Handy Power Truck

Many food processors, such as macaroni-noodle manufacturers, unable to use heavy material handling equipment due to floor construction, have desired a light weight, compact power truck that would lift, carry and tier loads weighing up to one ton; one that could efficiently operate in congested areas, in limited capacity elevators, in transport trucks and freight cars, and up ramps.

To meet this demand, Clark Tractor Division of Clark Equipment Co., Battle Creek, Mich., the leading manufacturer of industrial trucks and tractors, has developed a sturdy, low-priced, compact, fork type truck that incorporates all desirable features in modern truck design. Christened the "Clipper" these trucks are offered in six models, capacities 1,000, 1,500, 2,000 pounds with standard finger lifting heights of 60 to 108 inches, other special heights optional.

Gas-powered for 24-hour continuous service, an important factor in an industry subject to seasons when plants must operate at full capacity, the "Clipper" has an economical four-cylinder industrial truck engine, front wheel drive, rear wheel steer, hydraulic lift and tilt. Self-starter and hydraulic brakes are standard equip-



ment. The driver rides on a comfortable spring suspended seat with all controls within easy reach, thus permitting safe operation at speeds from one to seven miles per hour forward or reverse.

Assisting in the receiving of raw materials (semolina, farina and flour), speeding them through processing and from press to drier, tiering the finished product in cases ceiling high in storage, later retrieving them and loading carriers. These are a few of the many ways these dwarf-size trucks cut handling costs and increase the efficiency of modern food processing plants.

When we can't do anything else with it, we can always be charitable with it.

Fire Destroys Brockway Plant

The huge plant of the Brockway Macaroni Company at Brockway, Pa., was completely destroyed by fire the night of January 12, 1942. The building, all its equipment and stocks of both raw materials and finished products, constitute a loss estimated at over \$200,000. It was partly covered by insurance. Origin of the fire is undetermined, as yet.

The Brockway Macaroni Company, owner and operator of the macaroni factory, is a stock concern with stock mostly held by Brockway people and many of the employes. The normal crew of 40 workmen had recently been increased to 60 to meet rush orders.

Fire was discovered at about 2:00 a.m. by the night watchman, Tony Mancuso, who immediately turned in the alarm. After two hours of hard fighting to prevent the spread of the fire, the 3-story structure was a mass of ruins. Two automobiles in the building were saved.

Joseph Pedace was the chief executive of the firm and John Mertino was the operating foreman. The factory has been in operation there more than 20 years. According to the former, no plans have yet been made for either rebuilding the factory or reopening at another location.

Registrants—Midyear Meeting, January 26,
1942, Chicago, Illinois

| | | | | |
|---------------------------------|---|------------------------------------|---|---|
| Blue Ribbon Noodle Co. | F. C. Harter B. J. Levin | Wilkes-Barre, Pa. | | |
| Crescent Mac. & Cracker Co. | C. B. Schmidt | Davenport, Iowa | Amber Milling Company | J. F. Diefenbach Paul W. Kohler Cliff Kutz Charles Mullery Paul Petersen Oreste Tardella |
| John B. Canepa Company | Albert J. Bono James P. Canepa John V. Canepa | Chicago, Ill. | Buhler Bros., Inc. Capital Flour Mills | New York, N. Y. Minneapolis, Minn. |
| Faust Macaroni Company | L. S. Vagnino | St. Louis, Mo. | Champion Machinery Co. | Frank A. Motta Carmine Surico Thos. L. Brown |
| Goch Food Products Co. | J. H. Diamond | Lincoln, Neb. | Clermont Machine Co. | Joliet, Ill. |
| A. Goodman & Sons, Inc. | Erich Cohn | New York, N. Y. | Commander-Larabee Milling Co. | Minneapolis, Minn. |
| I. J. Grass Noodle Co. | A. Irving Grass S. J. Grass | Chicago, Ill. | Commercial Advertising Agency | W. I. Brockson |
| Illinois Macaroni Co. | B. C. Ryden | Lockport, Ill. | Consolidated Mac. Mach. Corp. | Brooklyn, N. Y. |
| Kentucky Macaroni Co. | Peter J. Viviano | Louisville, Ky. | Food Industries | E. S. Stalder Glenn G. Hoskins |
| Keystone Macaroni Mfg. Co. | C. J. Travis | Lebanon, Pa. | G. G. Hoskins | Chicago, Ill. Chicago, Ill. |
| F. L. Klein Noodle Co. | B. A. Klein | Chicago, Ill. | Italian-American Imp. Co. | William Frasco Frank T. Herbert |
| LaPremiata Macaroni Corporation | Joseph J. Cuneo | Connellsville, Pa. | Johnson Herbert & Co. | Springfield, Ill. Chicago, Ill. |
| V. LaRosa & Sons | Joseph Giordano Peter LaRosa | Brooklyn, N. Y. | H. H. King Flour Mills Co. | J. P. Crangle Arthur W. Quiggle |
| Megs Macaroni Company | C. W. Wolfe, President | Harrisburg, Pa. | King Midas Flour Mills | Minneapolis, Minn. |
| Mid-South Macaroni Co. | Thos. A. Cuneo | Memphis, Tenn. | New York Manufacturers Group | Geo. L. Faber Alex G. Graif Wm. Steinke Peter J. Braida |
| Milwaukee Macaroni Co. | Santo Garofolo | Milwaukee, Wis. | Northwestern Miller | S. O. Werner E. J. Thomas |
| Mound City Macaroni Co. | William Freschi | St. Louis, Mo. | N. D. Mill & Elevator Association | Chicago, Ill. Chicago, Ill. |
| Minnesota Macaroni Co. | W. F. Villume | St. Paul, Minn. | Pillsbury Flour Mills Co. | H. L. Patterson R. C. Benson A. L. Ingram Paul V. Bear C. F. Larson |
| National Foods, Inc. | Joseph A. Masury | Pittsburgh, Pa. | Rossotti Lithographing Co. | Chas. Rossotti G. C. Minter E. F. Cross H. E. Burgem E. V. Heatherington |
| Noodly Products Company | C. W. Mercer Leo Kahn | Toledo, Ohio | Washburn-Crosby Company | No. Bergen, N. J. Chicago, Ill. |
| The Pfaffman Company | R. L. Silas Maurice L. Ryan | Cleveland, Ohio St. Paul, Minn. | | |
| Quaker Oats Company | C. W. Westrup | Chicago, Ill. | | |
| Ravarino & Freschi, Inc. | Al Ravarino F. M. Veltrie | St. Louis, Mo. | | |
| Roma Macaroni Mfg. Co. | Chas. Presto | Chicago, Ill. | | |
| Peter Rossi & Sons, Inc. | H. D. Rossi | Braidwood, Ill. | | |
| Traffanti Brothers | Frank Traffanti | Chicago, Ill. | | |
| V. Viviano & Bros. Mac. Co. | Gaetano Viviano | St. Louis, Mo. | | |
| Vimco Macaroni Company | Sam Viviano | Carnegie, Pa. | | |
| Weiss Noodle Co. | Albert S. Weiss | Cleveland, Ohio | | |
| A. Zerega's Sons, Inc. | John P. Zerega | Brooklyn, N. Y. | | |

Howard Joins AGMA Staff

Paul S. Willis, President, Associated Grocery Manufacturers of America, has announced the appointment of William B. Howard as Executive Vice President of AGMA.

Bill Howard was born in New York in 1895. Starting his business career as clerk, salesman and assistant sales manager for R. H. Ingersoll & Bro., he attended New York University evening classes at the same time. During the first World War he served in the Engineer Corps of the U. S. Army.

Shortly after the war Mr. Howard joined the Palmolive Co., which later merged with Colgate-Palmolive-Peet and completed 20 years in all operations of sales administration and merchandising—most recently as administrative assistant to the Manager of the Soap Department.

Mr. Howard brings a great fund of practical knowledge and experience to

AGMA. He will concern himself with the many trade problems which now confront the grocery manufacturers. His experience in development, procurement, production, marketing, and trade relations should prove of great value to the AGMA members.

Joins Laboratory as Chief Chemist

Schwarz Laboratories, Inc., Food Technologists and Analysts, 202 East 44th Street, New York City, announce the recent addition of Mr. Claude F. Davis as Chief Chemist to their staff.

Mr. Davis, a graduate of Oklahoma A. & M., comes to Schwarz Laboratories with a background of association with the Western Star Milling Company, Salina, Kan., the Noblesville Milling Co., Noblesville, Indiana, and, recently with the Michigan Bakeries of Grand Rapids, Michigan.

For the 1940-41 period, Mr. Davis served as president of the American

Association of Cereal Chemists. He is a member of the American Chemical Society and the American Society of Bakery Engineers.

Mr. Davis' experience in the milling and baking industries will round out Schwarz Laboratories' staff of technologists, chemists and professional engineers to increase its resources for service to the food industries.

Pillsbury in New Quarters

The headquarters offices of the Pillsbury Flour Mills Co. were transferred on February 2 to new modern suites in the Metropolitan Building, 608 2nd Ave. So., Minneapolis, Minnesota, according to a statement by President Philip W. Pillsbury. The firm occupies the third, fourth, fifth and sixth floors as well as part of the basement and second floor of its new home.

QUALITY SEMOLINA

DURAMBER
EXTRA FANCY NO. 1 SEMOLINA

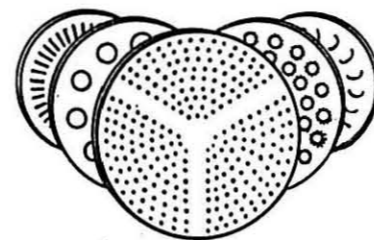
★
PISA
NO. 1 SEMOLINA

★
ABO
DURUM PATENT

Amber
MILLING COMPANY
EXCLUSIVE DURUM MILLERS
J. F. DIEFENBACH PRESIDENT MINNEAPOLIS P. H. HOY VICE PRESIDENT

STAR DIES WHY?

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



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

IT'S OUR JOB

To Help All
Macaroni-Noodle
Manufacturers

*Solve Their
Drying Problems*

Years of Practical
Experience — —
Scores of Successful
Installations

★
*For Full Particulars
Write to*

**BAROZZI
DRYING
MACHINE
COMPANY**

280-294 GATES AVE.
JERSEY CITY, N. J.

Semi-Annual Durum Wheat Review

Approximately 53,000,000 Bushels of Durum Wheat on Hand in U. S. on January 1, 1942. Utilization July Through December, 1941, of 15,813,000 Bushels Largest in Recent Years

Supplies of durum wheat in the United States at the first of January, 1942, were of record proportions and totaled 52,868,000 bushels, states the Department of Agriculture in a special report on the durum wheat situation. This January 1 inventory of durum stocks was held in the following positions: on farms 25,801,000 bushels; in interior mills and elevators, 12,403,000 bushels; in commercial storage,

8,970,000 bushels; on hand at merchant mills 5,694,000 bushels. On January 1, 1941, durum stocks in the United States amounted to 39,105,000 bushels and on January 1, 1940, at 39,108,000 bushels.

Supplies of durum wheat which were available for the 1941-42 season were huge and amounted to 68,681,000 bushels. This was made up of a carryover on July 1, 1941, of

25,739,000 bushels and the 1941 crop which provided 42,942,000 bushels. Utilization of durum wheat during the six-month period, July-December, 1941, was 15,813,000 bushels, the largest in a good many years. Only in years when export movement was important, has the disappearance been greater. Mill grindings made a new record during this six-month period and amounted to 9,320,000 bushels. The quantity used for feed and other use amounted to 5,822,000 bushels, while only 601,000 bushels were exported. Mill grindings of durum wheat have shown steady increases during recent years.

A long drawn out harvesting season under extremely unfavorable weather conditions wrecked the excellent early prospects which prevailed for a high quality 1941 durum crop. The first marketings from the 1941 crop generally indicated a crop of choice milling quality in the offing but continuous rains as the harvesting season progressed made for a lot of high moisture, sprouted grain. Nevertheless on the average, the 1941 crop showed better color and was more suitable for milling purposes than the very poor 1940 crop, which was badly bleached and infected with fungus growths. According to trade reports, the durum wheat remaining on farms and on hand at interior elevators is probably of better average quality than that shown by the run of the receipts at the Minneapolis market during the last three or four months.

| DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION | | | | |
|---|----------------------------|------------------|---------------|--------------------------------|
| Average 1931-32 | Durum Wheat Ground BUSHELS | Production* | | Exports Macaroni, etc., POUNDS |
| | | Semolina BARRELS | Flour BARRELS | |
| 1935-36 | | | | |
| July-December | 6,916,568 | 1,159,716 | 284,785 | 1,223,713 |
| January-June | 6,566,430 | 1,089,188 | 307,461 | 1,187,546 |
| Total | 13,482,998 | 2,248,904 | 592,246 | 2,411,259 |
| 1934-35 | | | | |
| July-December | 6,468,443 | 1,069,131 | 290,899 | 938,548 |
| January-July | 5,779,986 | 986,318 | 267,008 | 1,043,522 |
| Total | 12,248,429 | 2,055,449 | 557,907 | 1,982,070 |
| 1935-36 | | | | |
| July-December | 8,079,600 | 1,277,468 | 354,860 | 943,239 |
| January-June | 7,642,642 | 1,181,320 | 343,401 | 1,042,154 |
| Total | 15,722,242 | 2,458,788 | 698,261 | 1,985,393 |
| 1936-37 | | | | |
| July-December | 7,178,821 | 1,126,855 | 354,027 | 903,688 |
| January-June | 4,872,839 | 843,685 | 186,344 | 1,515,939 |
| Total | 12,051,660 | 1,970,540 | 540,371 | 2,419,627 |
| 1937-38 | | | | |
| July-December | 6,747,909 | 1,070,141 | 354,309 | 1,532,537 |
| January-June | 6,881,882 | 1,141,055 | 296,777 | 1,345,699 |
| Total | 13,629,791 | 2,211,196 | 651,086 | 2,878,236 |
| 1938-1939 | | | | |
| July-December | 7,590,460 | 1,245,377 | 414,520 | 1,783,847 |
| January-June | 7,231,375 | 1,256,964 | 336,818 | 1,494,226 |
| Total | 14,821,835 | 2,502,341 | 751,338 | 3,278,073 |
| 1939-1940 | | | | |
| July-December | 8,213,310 | 1,392,707 | 406,134 | 2,929,050 |
| January-June | 7,210,373 | 1,175,819 | 394,009 | 1,882,683 |
| Total | 15,423,683 | 2,568,526 | 800,143 | 4,811,733 |
| 1940-41 | | | | |
| July-December | 8,294,842 | 1,182,979 | 464,953 | 1,707,295 |
| January-June | 8,204,118 | 1,375,649 | 401,404 | 1,475,196 |
| Total | 16,498,960 | 2,558,628 | 866,357 | 3,182,491 |
| 1941-42 | | | | |
| July-December | 9,319,560 | 1,482,195 | 528,155 | † |

Source: Date prior to July 1, 1933, U. S. Bureau of Foreign and Domestic Commerce. Subsequent data, Agricultural Marketing Service.

*Total production included under semolina when production of semolina and flour is not reported separately.

†Not available.



Here is another question against which to check your driving habits: Should a car which is following another at 35 miles an hour leave more space between this car and the one ahead than he would if the rate of speed of both cars were 20 miles an hour?

What is your answer? What do you do?

Here is the correct answer: Yes. A car traveling 20 miles an hour can be stopped in approximately 39 feet (2-wheel brakes) or 20 feet (4-wheel brakes). At 35 miles an hour the stopping distances are 120 feet (2-wheel brakes) and 61 feet (4-wheel brakes.) These figures will vary with drivers, cars, and the condition of the roads; but the fact remains that a car traveling 35 miles an hour cannot be stopped as quickly as one traveling 20 miles an hour, consequently, more space should be left between cars when they are traveling at a greater rate of speed.

Married in New Orleans

Announcement has been made by President John Diefenbach of Amber Milling Co., Minneapolis, that its Vice President and General Manager, Patrick H. Hoy, is now a benedict. He was married on January 28 to Miss Edna Wiedemann of Minneapolis, the ceremony taking place in the historic St. Louis Cathedral, New Orleans, Louisiana. After a honeymoon in Mexico extending through February, Mr. and Mrs. Pat Hoy will be home to their many Twin Cities friends after March 1.

Macaroni Defense Stamps

The Mission Macaroni Manufacturing Company, Seattle, Wash., is tying-in its most recent products promoting with the popular sale of defense stamps, offering free a 25 cents National Defense Stamp with every

purchase of twelve packages of its products.

This patriotic action is taken in connection with the introduction of its new products, streamlined macaroni and spaghetti, called "Jiffies." It tied in with a recent cooking school sponsored by a distributor of electric stoves. Miss DeBoth, one of the Northwest's best known cooking authorities, was in charge.



Mission Macaroni Manufacturing Company, Seattle, Wash., gives Defense Stamps with its products at Cooking School.

Package Changes For Economy

The opinion generally prevailed at the Chicago conference that package changes would probably result as a war economy measure and as a means of conserving package materials such as cartons, cases, wrappers, liners, etc. It was further predicted that such changes would be better made on a voluntary basis to preserve the essential needs rather than by government regulations that might not be so considerate.

Here is but another opportunity for group action from which the entire trade will benefit.

Liquidation

MACHINERY AND EQUIPMENT OF THE NEW HAVEN MACARONI COMPANY

41 Franklin Street

(Retiring from Business)

New Haven, Conn.

MAIN ITEMS

- 1—C. C. & A. 12 1/2" VERTICAL PRESS, stationary die type, with belt driven pump and auxiliaries.
- 1—12 1/2" C. C. & A. VERTICAL HYDRAULIC PRESS, movable die type, with belt driven pump and all auxiliaries.
- 1—C. C. & A. HORIZONTAL HYDRAULIC PRESS with short cut attachment, 10", with belt driven pump and all accessories.
- 1—C. C. & A. 6" belt driven KNEADER.
- 1—C. C. & A. 1 1/4-bbl. belt driven POWER DUMP MIXER.
- 1—Semolina SIFTING, BLENDING and WEIGHING UNIT, with revolvator, screw conveyors, bins, scale, hopper, trolleys.
- 2—MACARONI SPREADERS.
- 3—Barozzi short cut DRYERS, with wire mesh bottom draws, each with fan and motor.
- 2—Barozzi Preliminary DRYERS, each with fans and motors.
- 10—Barozzi long cut DRYERS, each holding 12 trucks and each equipped with fan, V-belt, drive and motor.
- Approx. 120 all steel Macaroni TRUCKS, each 37 1/2" x 55" x 76" high, on roller bearing casters.
- Approx. 10—Three-sided Wood Portable FACTORY TRUCKS 37" x 55" x 35", on roller bearing casters.
- 1—Carlson SEALING and GLUEING MACHINE with motor.
- 1—Two-bladed MACARONI CUTTING MACHINE with belt drive, motor and feeding conveyor.
- 2—Exact Weight SCALES.
- 1—Portable Wood HOPPER.
- 1—Macaroni GRINDER with motor.

MOTORS: All AC, 3 phase, 60 cycles, 220 volts: 1—15 H.P., 1—10 H.P., 14—3 H.P.
OFFICE EQUIPMENT: Remington Typewriter, Burroughs Adding Machine, Large Safe, Chairs, Roll Top Desk, Wall Clock, Bookkeeping Desk, etc.
MISCELLANEOUS: Hand Trucks, Showcases, Work and Sales Counters, Gum Tape Machines, Stencils, Ladders, Belting, Shafting, Hangers, Pulleys, etc.

Send for Printed List

Representative on Premises, Wire—Phone—Write all Inquiries to:

CONSOLIDATED PRODUCTS COMPANY, Inc. 17 Park Row
NEW YORK CITY

Note: No time to lose—All machines must be removed by Mar. 1. Therefore, Act Quickly. Price are right.

Exhibit Dehydrated Foods

Chef Boiardi Food Products at Distributors' Show

Labeled as "The Food Industry's Fastest Growing Baby," the exhibit of the Chef Boiardi Food Products Company at the food exposition sponsored by the National Food Distributors Association at the Sherman Hotel, Chicago, the week of January 26 attracted more than ordinary attention and several thousand visitors. In addition to its usual and outstanding line of canned spaghetti, prepared spaghetti dinners, and tasty sauces, the Boiardi firm exhibited its newly developed dehydrated foods that are rapidly winning public favor.

Hector Boiardi, president of the firm, whose ultra-modern plant is now located at Milton, Pa., supervised the exhibit personally. He was assisted by Carl Colombi, secretary and general manager of the organization.

The exhibit of dehydrated foods and of frosted foods that featured the show was one of the best ever held, according to Emmett J. Martin, secretary of the association and manager of the exhibition. So was the convention which attracted such outstanding speakers as:

Dr. Morris Fishbein, internationally known medical and nutritional authority, editor of the *Journal of the American Medical Association* and of *Hygeia*, the health magazine, who spoke on "Food and the War." He very satisfactorily answered the queries that pop up in the minds of housewives when induced to purchase frozen foods for the first time—"Are frozen foods safe?" "Do frozen foods preserve their nutritive values?" His answer: that scientific experimentation has established the safety of frozen foods definitely.

H. C. Diehl, Chief, Commodity Processing Division, U. S. Department of Agriculture, Albany, California: "Process foods so they will retain all the food values of the natural commodities from which they are made."

Harry Carlton, Market Investigator for the Agricultural Experiment Sta-

tion of Tennessee: "Enlarged market possible by coordination of urban selling through 4,100 frozen food lockers in 46 states."

John E. Cain of Boston is president of the National Food Distributors Association; Emmett J. Martin is the Secretary with offices in Chicago.



Left to right—Carl Colombi, General Manager, Roy Amussen, Bob Rosenthal, Hector Boiardi, president, E. J. Martin, Association Secretary, Miss Dehydrate and Porter Leach.

Consumer Attitude Toward Enriched Bread

Discussion by Mrs. Clara Gebbard Snyder of the Wheat Flour Institute at Meeting of the Midwest Section of the American Association of Cereal Chemists, Chicago, February 2, 1942

The lack of enthusiasm and even opposition by some outstanding nutritionists and economists have been partly responsible for the slow progress of bread and flour enrichment. Today family flour is enriched only from 35 to 40 per cent and varies with sections of the country. On the West Coast 65 to 75 per cent of the family flour is enriched; in the Southeast where it is most needed only 10 to 15 per cent is enriched; in the Central West and Northwest, 30 to 35 per cent.

The enrichment of bread has proceeded to about 30 to 35 per cent of the white pan bread, but in some markets it varies from as high as 100 per cent down to 0. It was somewhat higher a few months ago, but two large bakeries recently discontinued enrichment.

The lack of enthusiasm and even opposition by some outstanding nutritionists and economists have been partly responsible for the slow progress of bread and flour enrichment. Some opposition is based on the claim

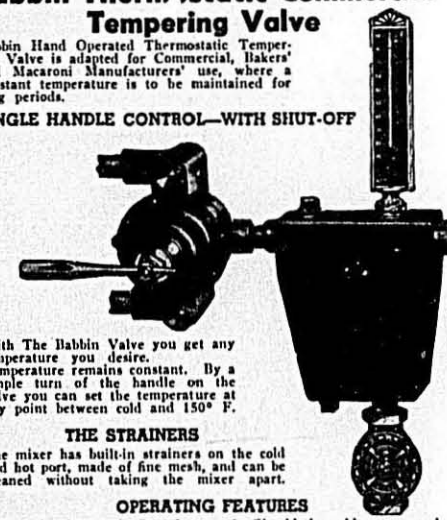
EASTERN SEMOLINA MILLS, INC.

BALDWINVILLE, N. Y.

Babbin Thermostatic Commercial Tempering Valve

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

SINGLE HANDLE CONTROL—WITH SHUT-OFF



With The Babbin Valve you get any temperature you desire. Temperature remains constant. By a simple turn of the handle on the valve you can set the temperature at any point between cold and 150° F.

THE STRAINERS

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

OPERATING FEATURES

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

Can be used with any type of water meter.

Send for Circular with prices.

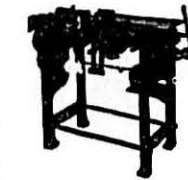
Babbin Inc.

258-260 CANAL ST.
NEW YORK, N. Y.
Phone: CAnal 6-1888, 1889

MACHINES FOR SETTING UP AND CLOSING MACARONI AND SPAGHETTI CARTONS



(A) The PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable to set up several carton sizes.



(B) The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring no operator. After the cartons are filled, they are conveyed

into this machine where they are automatically closed. Can also be made adjustable to close several carton sizes.

Send us a sample of each size carton you are interested in handling and we will be pleased to recommend machines to meet your specific requirements.

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

that it is an advertising stunt. Those people change opinions more slowly than do people in industry. Another reason for discouragement is the "apologetic" attitude of the people behind the National Nutrition Program placing whole wheat first. The enrichment program must be taken out of the chart and laboratory stage and put into kitchen language so the women will understand it. The program has again brought up the whole wheat zealots who are more active now than they were for the past few years. We must induce people to use the positive attitude because the women cannot reconcile the inconsistencies of nutritionists over the experience of earlier peoples with whole wheat bread and flour. Placing enriched bread in the dietary food class is not especially known to the average homemaker, but the professional home economists do a lot of talking about it since iodized salt and irradiated milk have not been so classified up to this time. Informative labeling, however, is a good thing for the consumer in spite of the fact that women seldom read the labels anyhow.

People are not given to eating what is good for them. The technical language has confused the homemaker. They buy their vitamins in pill form and go on eating as they did before. We must make nutrition dramatic to appeal to the consumer.

The price differential between standard flour and enriched flour is another discouraging factor. The word "enriched" does not have the appeal that does "vitamins." There is talk of making it mandatory to enrich all family flour.

The brighter side of the enrichment program is that it was not entered as a short time, but rather as a long pull program. Enriched flour has not had a national advertising campaign, but there has been a lot of publicity on editorial pages of newspapers which few people read. It is only a year old and the standards did not become effective for nearly a year and much indecision was experienced about the requirements for enriched flour. There will gradually come a new approach with a more encouraging attitude. To do the job all bread and family flour must be enriched. There is much talk along these lines in Washington now. A recent survey in the South indicated that 97 per cent of the women would buy enriched flour if it were available. Hospitals and institutions are recommending the use of enriched flour. There is hope and no reason to be discouraged.

The cereal chemists can help by giving more information about the vitamin content of foods and the important thing is that no one eats flour but rather the products made from flour.

The picture is fairly good. There is only consumer indifference, not resistance. The resistance comes from professional people.

Cellophane Restrictions

While Donald M. Nelson of the War Production Board has plans for conserving cellophane by restricting its use under certain conditions, no regulations have yet been made affecting the use of this material as a food wrapper. However, there is an investigation under way to determine the feasibility of doing so in specific cases.

Waxed Paper Producers Indicted

The American Waxed Paper Association of Philadelphia, 80 officers and directors of the organization and 44 corporations, were indicted by the grand jury of that city on January 7 on the charge of conspiring to control the price and production of waxed paper products on a nationwide basis.

The group controls 90 per cent of the nation's waxed paper production, including almost every type used in food wrapping. George J. Lincoln, Jr., is Secretary of the Association.

Liquid and Dried Egg

December, 1941

Liquid egg production by commercial egg breaking plants in December is estimated at 12,062,000 pounds compared with 437,000 pounds in December last year, the U. S. Department of Agriculture reports. Plants that usually freeze most of their production showed that 95 per cent of their production in December was used for drying purposes.

Liquid Egg Production, December 1940-41

| | December 1940 | December 1941 | Per cent change in 1941 |
|---|----------------------|----------------------|-------------------------|
| | <i>Thous. pounds</i> | <i>Thous. pounds</i> | <i>Per cent</i> |
| Whole eggs | 189 | 11,760 | +6,122 |
| Mixed eggs (plain) | 1 | 36 | +3,500 |
| Mixed eggs (emulsions, also with sugar, salt, etc.) | 26 | 24 | - 8 |
| Egg whites (all descriptions) | 124 | 133 | + 7 |
| Egg yolks packed | | | |
| Without salt, sugar, etc. | 91 | 109 | + 20 |
| With sugar | 6 | — | — |
| With salt | — | — | — |
| All yolk emulsions, including glycerine | — | — | — |
| Total | 437 | 12,062 | +2,660 |

Dried Egg Production, December 1940-41

| Commodity | Total Reported for December, 1941 | Same Firm Comparison | | |
|-----------------|-----------------------------------|----------------------|------------------|-------------------------|
| | | December 1940 | December 1941 | Per cent change in 1941 |
| | <i>Pounds</i> | <i>Pounds</i> | <i>Pounds</i> | <i>Per cent</i> |
| Whole | 4,860,230 | 0 | 4,860,230 | |
| Albumen | 47,335 | 19,308 | 47,335 | + 145 |
| Yolks | 21,051 | 0 | 21,051 | |
| TOTAL | 4,928,616 | 19,308 | 4,928,616 | +25,426 |
| Firms reporting | 16 | 16 | | |

Considerable quantities of storage shell eggs were used in December for producing dried eggs. About 225,000 cases of storage eggs were broken out in December by the firms reporting drying operations. Only relatively small quantities of frozen eggs have been reported used for drying.

The Federal Surplus Commodities Corporation accepted offers on 9,283,730 pounds of dried eggs in December. Offers accepted January 1 to 20, 1942, totaled 4,055,730 pounds.

Storage stocks of frozen eggs on January 1 totaled 95,561,000 pounds compared with 73,326,000 on January 1 last year and 73,911,000 pounds, the January 1 (1937-1941) average. Included in the above figures were 13,519,000 pounds owned by the Surplus Marketing Administration and Federal Surplus Commodities Corporation. The quantity removed from storage during December was 33,972,000 pounds compared with 17,947,000 pounds a year earlier and 14,970,000 for the average. The firms reporting stocks of dried eggs on January 1 showed that out of a total of 3,562,054 pounds on hand only 503,129 pounds remained unsold.

Campanella, Favaro and Glaviano Corp. Bankrupt

A voluntary bankruptcy was filed January 14, 1942, by Campanella, Favaro, Glaviano Macaroni Corporation of 40 Brooks Street, Jersey City, N. J.

In its petition, the firm shows that its debts are approximately \$93,798.00 while its assets are figured at \$114,242.00.

The holding firm, organized about a decade ago, was the consolidation of three smaller factories into what is considered to be the second largest producer of macaroni products in New Jersey. Bulk macaroni products were its specialty.

LEADERSHIP

FOR over 38 years Maldari Macaroni Dies have been making history for the manufacturer. Assure yourself of smoothness and beauty to your macaroni through the use of Maldari Dies. Better made Dies—for better Macaroni.

F. MALDARI & BROS., INC.

Makers of



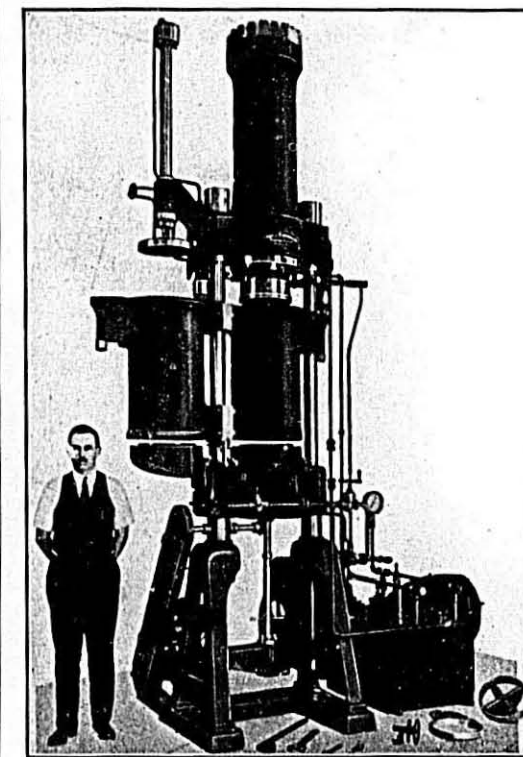
Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

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



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

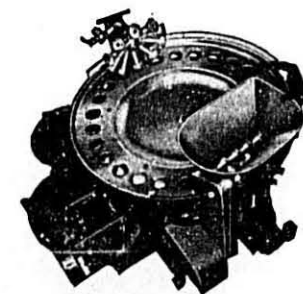
Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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

New Cellulose Sheeter

A saving of from 12 per cent to 20 per cent on cellophane costs is claimed by the inventions of the System Cellulose Sheeter now being promoted in a national expansion program sponsored by Pack-Rite Machine Corporation.



The "System" Sheeter (illustrated herewith) is low priced but most efficient. It has built-in cutter blades that cut clean, true cuts, without jagged edges, and entirely eliminate the need of cutting sheets with a hand knife. Its adjustable spring clips eliminate rethreading of sized sheets, and its end space bar holds winding bars rigid and parallel, assuring perfect sheets.

The manufacturer further claims— "We understand that many macaroni manufacturers use cellophane sheets for wrapping certain types of macaroni (particularly macaroni and spaghetti rolls); it would seem profitable and practical to purchase printed or unprinted cellophane in rolls, and cut sheets according to sizes needed, thus saving considerable on their packaging expense."

Several makes of cellophane cutting machines are giving satisfactory service in many plants that specialize in visible wrapping.



January Flour Production Gains

Flour production, according to reports received by *The Northwestern Miller* from plants representing 65 per cent of the total national output, increased during January 248,688 bbls. over the previous month and 480,190 bbls. over the same month of 1941. Total production during January was compiled at 6,173,829 bbls., compared with 5,925,141 bbls. for the month previous and 5,693,639 bbls. for the same month a year ago. All of the major producing sections registered increases over their December, 1941, figures. The northwestern increase over the month previous was 100,307 bbls. and the 1,489,167-bbl. January total represented a 283,373 bbl. increase over the 1941 total for the same month.

Southwestern production, totaling 2,369,316 bbls. in January, was 43,151 bbls. over that of the month previous and 198,833 bbls. over that of the same month a year previous. Buffalo mills reported 948,692 bbls. produced during January, 20,729 bbls. more than the previous month and 70,523 bbls. more than the same month a year previous.

A detailed table appears below:

TOTAL MONTHLY FLOUR PRODUCTION

(Reported by mills producing 65 per cent of the flour manufactured in the U. S.)

| | Previous | | January | |
|-------------------------------|---------------------|------------------|------------------|------------------|
| | January, 1942 month | 1941 | 1940 | 1939 |
| Northwest | 1,489,167 | 1,388,860 | 1,205,794 | 1,199,382 |
| Southwest | 2,369,316 | 2,326,165 | 2,170,483 | 2,057,669 |
| Buffalo | 948,692 | 927,963 | 878,169 | 796,650 |
| Central West—Eastern Division | 527,765 | 513,977 | 494,020 | 509,031 |
| Western Division | 283,091 | 247,224 | 229,371 | 271,826 |
| Southeast | 40,669 | 38,953 | 124,551 | 130,690 |
| North Pacific Coast | 515,129 | 481,999 | 591,251 | 594,426 |
| Totals | 6,173,829 | 5,925,141 | 5,693,639 | 5,559,674 |

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903
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 Founded in 1903
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
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 THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
 REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
 Display Advertising.....Rates on Application
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Vol. XXIII FEBRUARY, 1942 No. 10

Charge Price-fixing

From Chicago comes word that charges of conspiracy to fix the price of livestock to be paid producers, and the price of meat to consumers, were made in a recent indictment by the Federal grand jury. Fourteen meat packing firms and thirty or more officials are reported to be named in the indictment. Price-fixing is illegal under the restraint-of-trade law.

Statistics Curtailed

Reliable statistics about the production and distribution of macaroni products are sadly lacking, because of the hesitancy with which manufacturers place reliable figures in a central agency for compilation. The most dependable figures were those showing the international trade released belatedly by the Bureau of Foreign Trade Statistics of the United States Department of Commerce. However, these figures are to be discontinued for the duration of the war, according to a recent order issued by the Acting Secretary of Commerce.

The monthly mimeographed statement published by the Bureau concerning macaroni exports by countries of destination was discontinued with the April, 1941, figures.

The more detailed statistics covering foreign trade data were suspended from publication for the duration of the war with the publishing of the report for the month of October, 1941.

Evidently, if the macaroni industry is to have anything like reliable figures on production and distribution, the manufacturers will have to place their trust in some organization of their own and supply the necessary data regularly, at least for the duration.

All-in-one Spaghetti Dish

The food industry may succeed in finding a substitute for virtually everything, but one thing for which there can never be a real substitute is a good meal.

Housewives that are on the lookout for an easy-to-prepare dish for luncheon or dinner, one that provides variety and nutrition, as well as pocket-book satisfaction, will frequently serve this general favorite.

Spaghetti Casserole

Cook one package (8 ounces) of high quality spaghetti in 1 quart of rapidly boiling salted water. Stir to keep spaghetti from "catching" until practically all the water is absorbed.

In a skillet, saute a large, finely chopped onion, and 1/2 pound of sliced mushrooms (optional), and 1/4 cup of fat. Then add 3/4 pound of coarsely ground or chopped beef. Saute until brown. Add 2 cans of condensed tomato soup and season to taste.

Lightly mix in the boiled spaghetti, pouring off none of the remaining liquid, and place in a greased casserole. Bake in moderate oven (350) degrees 10 minutes. Serve at once, with or without grated cheese. Approximate yield: 4 portions.

Three Firms Are Creditors

Three well-known macaroni manufacturing firms in Brooklyn, N. Y., were named as creditors in the petition for bankruptcy filed on January 14, 1942, by T. & P. Importing Company, Inc., 165 First Avenue, New York City. Fortunately the sum involved with respect to each creditor is very small, one being stung for only \$14; the other for \$35 and the third for \$60.

Fewer Cars Lined

Macaroni-noodle manufacturers will note the absence of paper lining in cars that will be used in shipping semolina, farina and flour from mill to factory. Paper is becoming scarcer and more expensive and the practice of lining cars may be discontinued if the action is found practical.

Experiments are being made by many shippers and on studying the results a general policy will be set up, says a spokesman for the trade.

BUSINESS CARDS

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

National Cereal Products Laboratories

Benjamin R. Jacobs
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 Vitamin Assays a Specialty.
 Laboratory
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 Office
 No. 2028 Eye St. N.W., Washington, D.C.

Spaghetti Stolen

Terre Haute, Indiana, police are searching for petty thieves who entered the warehouse of the Union Transfer Company at Tenth and Wash Streets, Terre Haute, Sunday night, January 12, 1942, and stole therefrom spaghetti valued at \$25. Curiously enough no other food or material was reported taken.

Day's Pay to Red Cross 10% of Weekly Earning of Macaroni Firm Employees for Defense Bonds

There is no question about the loyalty of the employees of macaroni-noodle factories to their country. Symbolic of the spirit that prevails in the industry was the unanimous action taken by the 200 employees of the Vimco Macaroni Company of Carnegie, Pa.

To aid the Red Cross to attain its \$50,000,000 goal for war relief, the men and women employees voted unanimously last month to contribute one day's pay each to the American Red Cross.

As a further contribution to the country's war effort the employees directed the company to invest ten per cent of their earnings weekly in the purchase of defense bonds. Salvatore Viviano is president of the company and his son Samuel is general sales manager.

Odd but Valuable Information

By W. F. Schaphorst, M.E.

A Quick Profit Computer

If I buy \$5.00 worth of macaroni and sell it for \$10.00, what is my profit?

Many dealers would figure it to be a profit of 100 per cent. But that answer is not correct. Profit should always be based on the "selling price," and NOT on the cost.

the true profit—commonly called the "gross profit."

Area Computation in Macaroni Processes

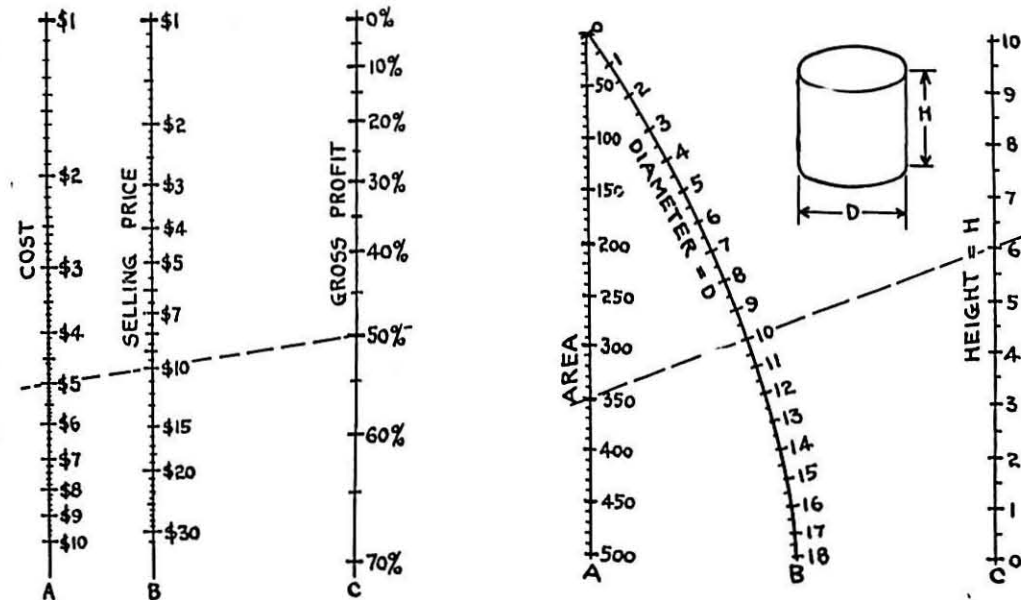
In macaroni processes it is often desirable to know the areas of various objects—cans, barrels, packages, etc. Some objects are not readily com-

puted, while others are comparatively easy. Here is a chart that quickly gives the area of any cylindrical object. The chart automatically adds the two flat ends and the cylindrical surface without any "long hand" figuring whatever.

For example, let us say that you want the area of a tin can. If the diameter of the can is 10 inches and the height is 6 inches, how many square inches are there in the tin can? The dotted line drawn across the

chart shows how easily it is done. The line passes through the 10 in the curved column B, and through the 6 in column C. The intersection with column A shows that the area of the can is 350 square inches.

Of course any unit of measurement may be used. Thus if the diameter and length are in centimeters the area will be in square centimeters. If the diameter and length are in feet the



This chart gives the correct profit without any figuring whatever. Simply run a straight line through the cost, Column A, and through the selling price, Column B. The intersection of that straight line with Column C gives the correct answer. Thus the dotted line drawn across this chart shows that the correct answer to the question above is "50 per cent profit."

The rule on which this chart is based is this: "Subtract the cost from the selling price and divide the difference by the selling price. The answer is

puted, while others are comparatively easy. Here is a chart that quickly gives the area of any cylindrical object. The chart automatically adds the two flat ends and the cylindrical surface without any "long hand" figuring whatever.

For example, let us say that you want the area of a tin can. If the diameter of the can is 10 inches and the height is 6 inches, how many square inches are there in the tin can?

The dotted line drawn across the

area will be in square feet. It is therefore obvious that the chart will take care of nearly any cylinder.

In the event that the length or height of the object should be greater than given in column C, simply add the necessary length column C and then proceed as above. Thus if the height is 20 inches and the diameter 5 inches, double the length of column C. Running a line through the 20, column C, and the 5 in column B, it will be found that the area is 350 square inches.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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

Secretary's Message

WE-ALL

Our Country

The Japanese attack on the United States instantly changed our trend of thought in this country.

Before the attack some of us thought in terms of "I," others in terms of "We." Neither of these terms express our feelings today.

"I" represents only one person.

"We" may mean only two or a few persons.

Our slogan now is WE-ALL, which means every loyal individual in the United States.

We are facing a long, hard job, but when the United States decides to fight for a cause, it is in terms of WE-ALL, and nothing can or will stop us.

President Roosevelt, our Commander-in-Chief, can be certain that "WE-ALL" are back of him, determined to protect our country, our form of government, and the freedoms which we cherish.

THOMAS J. WATSON,
President

INTERNATIONAL BUSINESS
MACHINES CORPORATION

"Remember Pearl Harbor"

Our Industry

The Japanese "sneak attack" taught business the need of greater individual, industry and national preparedness.

Heretofore, too many Macaroni-Noodle Manufacturers have also been thinking in terms of "I"; too few of "We," as expresses our feeling today.

"I" represents only one manufacturer.

"We" refers to the group composing the National Macaroni Manufacturers Association.

Our Slogan, VOLUNTEER, means that every manufacturer should join the National Association for protection and advancement of our Industry.

The National Association is an established, functioning organization, enrolling more than four-score of the country's leading firms.

If the National Association could be assured that "WE," meaning every worth-while firm in the Industry, are behind it, a better job will be done in avenging the cowardly attack on our country and in protecting the interests of the Macaroni-Noodle Industry in this crisis, with the least possible disruption of business.

M. J. DONNA,
Secretary

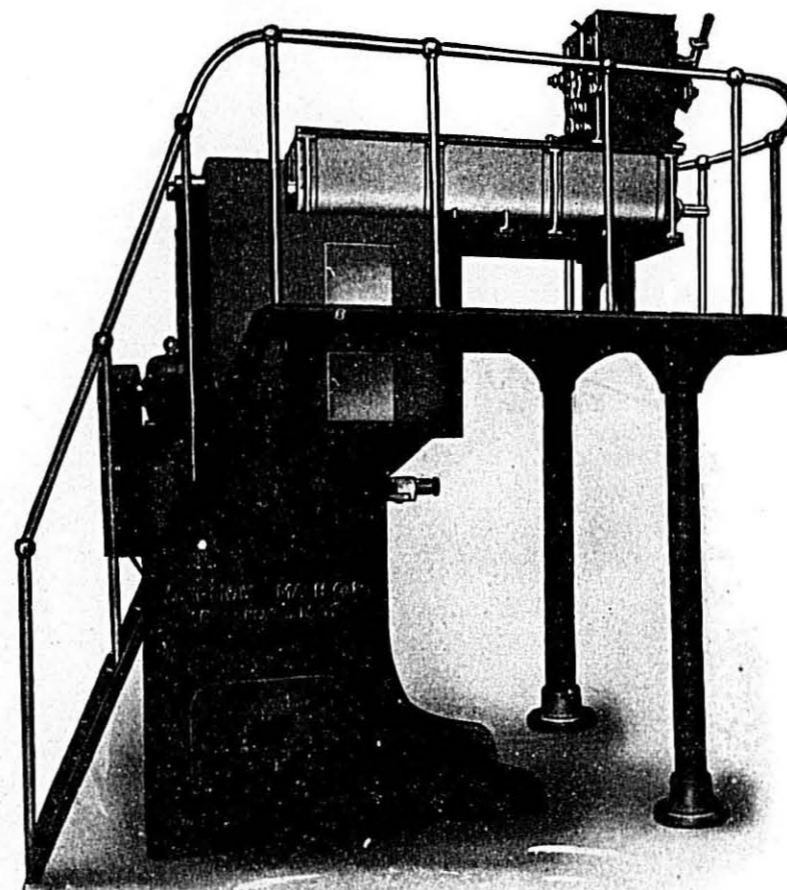
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MANUFACTURERS ASSOCIATION

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

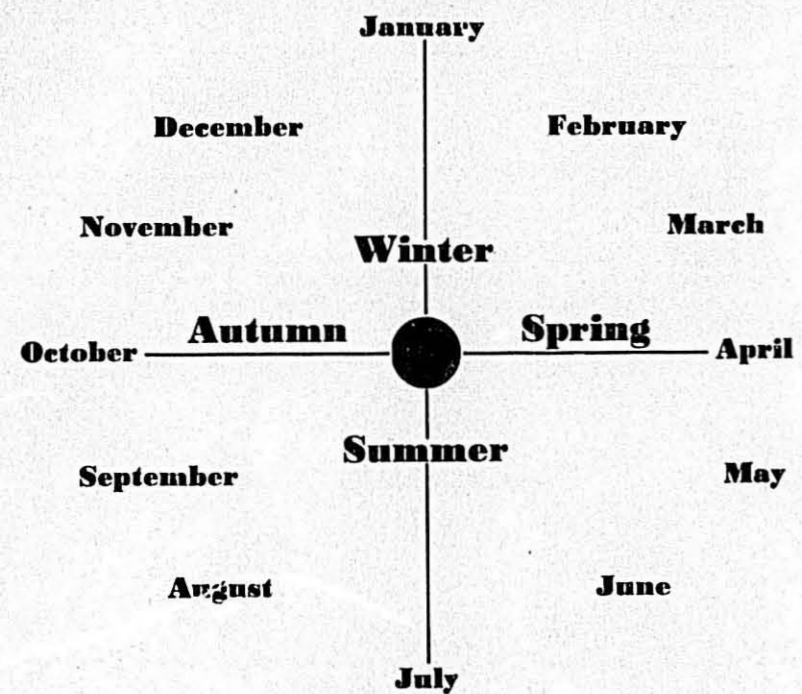
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