THE MACARONI JOURNAL

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The Macaroni Journal

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

The Consumer's Voice

Thoughts of the Consumer:

Our food should be wholesome and fairly priced. We realize that food growers, processors and distributors are in business, partially for the love of it, but mostly to make money.

They should have customers who willingly buy their normal food needs at prices that reflect a small net profit to handlers.

It is important that food be a quality product, reasonably well advertised and economically distributed to make it equally available to all.

The Consumer's Voice is one that all successful food suppliers will always heed.

Organ
Macaroni Manufacturers Association
Illinois

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Macaroni — Short and Long

It was officially announced at the Industry convention in Chicago last month that the third of the test promotions would take place during the summer, after hearing verbal pledges of support by the many who realize that present and future conditions in the trade require that sooner or later the industry must sponsor some sort of a continuing co-operative campaign to make America more macaroni products conscious.

Leaders inclined to that thinking had already underwritten the first two tests, one on spaghetti and the other on egg noodles. These two tests had exhausted the fund set up by voluntary contributions. Realizing the situation and the need, they pledged verbally at the convention that money for the third test would be forthcoming. They are practically certain that by thus manifesting their confidence in the National Macaroni Institute to do its usually good job with the limited funds allotted, other manufacturers and allieds would be influenced to contribute proportionally, and liberally.

With the flashing of the "Go Ahead" sign, the Institute is now completing plans for a promotional program on macaroni, long and short, realizing that there are many manufacturers who are much interested in long macaroni and that in other sections of the country the elbow or short-cut macaroni is quite popular.

Very early in the year, the first of the three planned promotions made a most favorable impression on the American consumer. The promotion centered around a Spaghetti-Eating School that emphasized the accepted method for eating the long strands of the fine wheat food by the fork-and-spoon method. Naturally, the story carried recommended recipes for properly preparing spaghetti dishes of different kinds and in varying combinations.

During the Lenten Season last February and March the second test was launched. It featured Egg Noodles from both the historical and the practical angle. Public interest in this food was gained through the publication of a story on the "400th Anniversary of the Discovery of Egg Noodles" which the manufacturers were celebrating this year. The practical side was presented through a Noodle Contest in which 143 radio stations from coast to coast voluntarily staged a recipe contest open to their listeners. Fourteen prizes were offered to 14 listeners to each station for prize-winning recipes, with egg noodles as the main ingredient. Many newspapers carried the "Discovery" item as a matter of readable news and the radio stations broadcast it to millions.

While the direct purpose of the third test, which had to be delayed because of financial uncertainties, is to tell a readable story about macaroni, both long and short, indirectly the aim is to determine the advisability of suggesting to the manufacturers that now is the time for a continuing co-operative effort by themselves for popularizing their food, particularly to the large portion of Americans who rarely eat their fine grain food . . . to gain for all quality Macaroni-Noodle Products a more prominent place on the American table.

The production capacity now far exceeds domestic consumption of this food. All realize that were it not for the current demand for export, a business that will last only until foreign countries can repair old presses or buy new ones, there would probably be a slow-down all along the line. To prevent such a slow-down it will be necessary to bring about increased consumption by legitimate means. Macaroni products proved a blessing to many during the war when many other foods were rationed and exceedingly costly. To hold that gain and to improve upon it if at all possible, is the motive that prompts the leaders to suggest an industry-wide co-operative campaign of products promotion through consumer education.

So the industry generally has before it two appeals. One for manufacturers and allieds to provide together, funds for the "Long and Short Macaroni" test. Since there was no appeal for contributions to the National Macaroni Institute fund the first half of 1948, those who have so far contributed have doubled their contributions so as to cover both the First and the Second Half of 1948.

The other appeal is to manufacturers only. Association members and non-members, too, to submit to The National Macaroni Institute signed copies of contracts agreeing to pay ONE CENT for every 100 pounds of raw materials converted into macaroni products of any kind, payments to be made monthly. Signatures totaling 52½ per cent have already been received at the headquarters of the Institute leaving only 18½% additional to show that they are willing to back up their thinking with dollars, without which no industry program is possible. The battle cry is—"10 pounds per capita consumption by 1950."

LABOR RELATIONS PANEL

In A Panel Discussion at the June Convention three leading manufacturers treated three of the important factors of the timely problem, as follows:

Labor Health Institute

Wm. Freschi, Mound City Macaroni Co.

During the past year we have had unions pounding away in an effort to have included in their contracts: Welfare Funds, Health Benefits, and Insurance Plans for the workers.

In St. Louis we have the Labor Health Institute, organized three years ago by two middle-aged surgeons with the aid of a young labor leader. This institution is today set up to handle any type of case in the field of medicine.

The financing of this medical center is done by the company's payment of 3½ per cent of its payroll; but limited to maximum payment of $1.50 per week per individual worker, the 3½ per cent being part of a wage increase paid to our workers several years ago.

However, unlike other plans which set a limit on the amount allowed per operation, or for sickness, or for days hospitalized—the Labor Health Institute has no limits. If a member requires an operation which can only be done by the best surgeon in St. Louis, the surgeon is called in and whatever the fee is, it is paid. There is no limit to the number of days a member can remain in the hospital. He stays until he has thoroughly recovered. All of this extensive service costs the employe nothing.

The keystone of the LHI program is preventive medical care. That is, the aid to employers by getting his employes to perform in terms of staying well rather than getting well, once they are sick. In this way, absenteeism due to sickness is reduced to a minimum. Cost is thereby cut. A healthy employe gives a better day's performance than one feeling under par, and also better production turn-out is made by the regular staff than by substitutes brought in in time of sickness.

One of the first steps in the preventive measure of LHI is to get members into the clinic for complete physical examinations. Thus, disorders are discovered early enough to facilitate successful treatment. Periodic physical examinations appear to be the most obvious answer to the problem.

In a recent health campaign, upwards of 500 members, presumably in good health, reported for physical examinations. More than 75 per cent of this group were found to have chronic or acute disorders.

Many of these people, influenced by a long-standing, economically enforced habit, would undoubtedly have put off seeing a doctor until their impairments were at a crippling stage.

Under the LHI each worker is not only entitled to all the clinical and hospital service required, but can also call upon the institute physician for home calls at any time of day or night.

There is no doubt that the LHI has given its employe members a great service and a distinctive advantage. Now he can receive the much-needed medical attention he was never able to buy and can work without the fear that, if such a sickness will occur, his modest savings will not be entirely expended for costly medical care.

The New York Welfare Plan

Joseph Giordano, V. La Rosa & Sons, Inc.

It seems to me that a trade association is especially of value in that it offers a forum for the exchange of experiences of men in the same industry.

Bill Freschi has told you of the establishment and operations of the union medical center in St. Louis and John Zerega has described the machinery which has been set up in the New York Metropolitan area for collective action by the fifteen manufacturers in that area. I am sure that these experiences in labor relations added to your own, cannot help but contribute to your reservoir of labor relations knowledge from which you may draw whenever the need may arise.

My subject on this Labor Panel is the New York Welfare Plan. My discourse will be mainly a history of the events which brought about this plan. Allow me, to preface this history, however, with a few general observations.

The subject is timely. The indications are that unions will accelerate their demands and their quest for so-called "fringe" or social benefits. The United Mine Workers Welfare Plan with the successful consummation of the $100.00 per month pension payment will fire labor leaders to emulate it. You may be reasonably certain that pension demands patterned upon the miner's plan are in the offing.

Laboring men are extremely sensitive to economic fluctuations. They know that the economy is leveling off. They sense that the saturation point on wage increases is about reached. To stay in business, they must turn to those available elements in the realm of collective bargaining which have what you may call the characteristic of "permanency." Pension plans, group hospitalization programs and union medical centers offer this characteristic. Any one of these programs, individually or jointly administered by a union, ties the employe to his union in a permanent bond. Under level or stable conditions, the prospect or inducement of getting more wages through union action is not a very strong thread with which to tie employe fidelity to a union. And since the Taft-Hartley law has increased the danger of "piracy" by one union from another, through the device of defining separate units in a plant, the fear of "impermanency" of a union organization has been augmented. Unions are more scared of liquidation as the result of the fickleness of its members than you are of the liquidation of your business by strong competition. It can very readily be seen, therefore, that the element of "fickleness" is virtually eliminated when the union member must depend on his union for his pension check or for the payment of his hospital and medical bills.

Now in New York we were con-

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Labor Relations Panel

New York Plan

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scious of this when we embarked on our Welfare Plan which, incidentally, should correctly be called a collective group insurance plan for that is all it is. As I say, we were conscious of these things but at the same time we were aware of the fact that the union had integrity; was run democratically and had at its head a realiable, honest and intelligent leader. In view of this we felt that a joint venture in a group insurance plan would work out to the benefit of all.

For the past several years 15 manufacturers in the Metropolitan New York area have been under contractual relations with one and the same union, Local 102, Bakery and Confectionery International Union, A. F. of L. The total production employes involved approximate 1,000. The combined annual payroll of these employes is about 1½ million dollars on the average. Each manufacturer had separately contracted with the union over these years and the expiration dates of the contracts differed. Some contracts expired in August of each year; several in October; most expired at the end of December and one expired in April.

In 1946, when the August contracts came up for renewal, the union made a demand that the employer contribute 3 per cent of the union-employes payroll into a fund to provide welfare to the union members. The fund was to be controlled and administered solely by the union. The Taft-Hartley law did not exist at the time and such exclusive administration was permissible. By the time the December contracts were up for negotiation, eleven manufacturers had signed agreements providing for the 3 per cent contribution. Upon the presentation of the welfare plan demand to the four remaining manufacturers, they called a meeting of the fifteen manufacturers to marshall opposition to exclusive administration of the fund by the union. I won't belabor you with the details of the long and protracted negotiations with the union which followed. Suffice it to say, that the Manufacturers Committee was strongly opposed to a collective program and insisted upon the installation of group insurance by each plant individually. At one point in the negotiation the union agreed to this but since some of the smaller manufacturers could not qualify for the installation of the plan on their own as they did not have 50 or more employes, the committee's proposal had to be abandoned. The only remaining alternative was to set up a trust. A trust agreement was signed by both union and employers. It provided for the designation by the union of an employe trustee and for the appointment by employers of an employer trustee. The funds contributed by employers are paid, held and disbursed by these two trustees. The use of the funds is limited to the purchase of a group insurance policy for the industry. On August 18, 1947, such a policy was purchased by the trustees.

The policy covers all full-time employes of the named employers who are members of the union, and furnishes the following insurance benefits: Life insurance of $1,000.00 for death resulting from any cause at any time whether in course of employment or not.

Weekly compensation of $15.00 during disability from accident or sickness. This weekly payment will be made for 13 weeks for any one accident or sickness. The payment begins immediately in the event of accident but on the eighth day in cases of sickness.

During hospitalization $6 per day is paid on account of room and board for a maximum of 31 days, $30.00 for x-ray and other special hospital fees and maximum surgical payment of $150.00.

The policy premium is estimated at $30,000.00 per year. As the revenue should be between $40,000.00 and $45,000.00, the contributions are adequate to meet the expense. It is unfortunate however, that in this type of plan it becomes necessary to establish an office imposing upon the fund a relatively substantial expense. We were obliged to outfit an office for the trust. The clerical work is considerable. Rent, furniture, telephone and wages for clerical help ran to about $5,500 the past year. This may appear small but on a gross revenue in the neighborhood of $40,000.00, it amounts to an operating cost of 15 per cent which is relatively high. Individual plant group insurance programs would eliminate this cost.

The peril in the percentage contributory plan lies in the fact that in the initial period of a business decline the tendency may well be for an employer to retain his full complement of workers and work only a part of the week. In such a case the number of employes covered by the insurance remains the same; the premium is static but the trust revenue is substantially reduced. This invites either the increase of the percentage contribution or the liquidation and failure of the trust.

In view of this possibility, it seems that a commitment in a union agreement that employer will on his own and at his own cost provide a specified group insurance program to his employes, is the more certain method of insuring the permanency of such social benefits.

Be this as it may, the plan has definitely improved management-union relations. It has eliminated from the negotiating table that subconscious fear which may best be illustrated by the story of the two partners. They had been partners for many years. They had continuously made money. They were successful yet each, without any justification whatsoever, subconsciously harbored the thought that the other would some day like to take over the business for himself. After a violent argument over policy one morning, they went to lunch together and each ordered steak. The waiter was very much surprised to see that upon cutting off the first piece from the steak each partner removed it surreptitiously from the fork and placed it in his coat pocket. Curiosity was so strong, the waiter moved to the table and softly said to one of them, "Pardon me sir. I was very much surprised to see you put the first bite in your pocket? Anything wrong, sir?" "No, no," replied the partner, "The steak looks delicious, But you see, the man I am eating with is my partner and I know that under his breath he is wishing I should choke to death on the first bite."

New York Master Contract

John P. Zerega, A. Zerega's Sons, Inc.

I have been asked to outline the procedure we followed in obtaining a master contract covering the macaroni manufacturers of the Metropolitan New York City area.

A welfare plan which was previously outlined was the first step where group manufacturers participated as one unit with the union. It was so successful that a group labor contract was discussed by the union to cover all the manufacturers involved, and the manufacturers were interested in joining such an effort. I will outline the following steps in their order, which were followed in order to obtain a master contract.

A meeting of the manufacturers should take place, at which a bargaining committee should be selected and written authority given to that Committee to act on behalf of the individual manufacturers. At that time, the manufacturers should be warned not to discuss with the union any negotiations or points involved in the proposed master contract.

The bargaining committee which has been selected by the manufacturers

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should elect a spokesman or chairman to negotiate and speak for the bargaining committee itself. The channeling of the discussions through a chairman or head is important as it prevents preliminary discussions which sometimes react unfavorably in the negotiations.

Any of the members of the committee can speak for a certain point or argument without showing that the committee itself speaks only through the chairman. The chairman also must be limited in authority as he cannot bind or commit the committee in the negotiating discussions unless previous approval has been obtained.

A survey must be made of all the existing labor contracts covering the manufacturers. It must be tabulated in such form that the identity of each manufacturer remains secret, known to only one person on the committee.

From this survey, the good points of each individual contract are followed, to be ultimately incorporated in the proposed master contract.

Wage rates, if they are high or low, should be kept confidential by the one making the survey of present labor contracts. This is most important as the bargaining committee must not cause any penalty to those who have received concessions from the union so that any wage raises which may take place will be based on the present wage rate and added as an increase for one and all. In this way, those who have favorable contracts will still be in a more favorable position.

This is particularly true with smaller manufacturers. Most unions are not so forceful in their negotiations with smaller manufacturers.

After this small amount of work is done, there should be a preliminary meeting with the union to discuss the major points of bargaining. For instance, vacations, paid holidays, welfare plan, if any, and other usual terms and conditions of negotiation.

At this point, the union will probably present its requests and then the bargaining committee itself will, or should, retire to discuss these points in private before discussing them with the union. At this stage, we found that we required many meetings with the union to discuss individual points. These points were usually discussed by one or two of the bargaining committee as we progressed with the bargaining itself.

After the work was completed to this point, we found that a preliminary draft of the master contract should be discussed with the union as the major points of bargaining, i.e., wages, welfare plan, etc., had been previously settled.

The meetings regarding the labor contract wording itself are lengthy but usually can be resolved without too much trouble.

The next and final step, which is the most enjoyable of all, is the signing of the master contract with the union and the bargaining committee present. The signing should take place with all the manufacturers present, and at that time the manufacturers should also sign the four or five master copies involved.

Our negotiations covering this first contract took approximately eight months, but after they were completed, we found that labor and management benefited in many ways. We found that a very co-operative spirit was shown by labor throughout the entire negotiations and that labor itself feels better with a uniform contract covering all workers in the industry in a definite area.

At the outset, the workers themselves may not feel too favorably regarding the bargaining, but they later realize that each and every person doing the same type of work is being covered by the same type rate schedule.

In the past, a feeling of antagonism sometimes existed against the management of a plant in the negotiation of contracts, but this has been dissipated as there is no personal responsibility on the part of any single manufacturer in the writing of the contract. The employes are therefore more inclined to co-operate with industry, realizing that all are being treated alike under the same rules and regulations.

I hope that this outline of our activities in the Metropolitan area will serve to some good purpose in the case of any other groups in our industry who may be similarly inclined to work together for their common advantage.

Micro Equipment for Test-Processing of Macaroni Products

Micro milling and macaroni processing equipment at the NDAC Agricultural Experiment Station has speeded the evaluation of durum samples, says Dr. R. H. Harris, cereal technologist of the station.

According to Dr. Harris, micro equipment is in use only at the Canadian Grain Research Laboratory in Winnipeg, and at the NDAC Experiment Station. He says the micro-processing technique has distinct advantages over the methods formerly used because it saves several years in the development of new varieties. Hybrids grown in nursery plots can now be tested and accepted for further testing or discarded in a short period of time. It is desirable to develop varieties which show resistance to leaf and stem rust, and which have a short straw.

The miniature apparatus now in use can produce a single strand of macaroni and requires only 10½ ounces of wheat instead of 10 pounds. The latter amount is needed for tests with the experimental durum milling and macaroni processing equipment formerly used at the Experiment Station.

The macaroni tests are made in the usual way with the miniature equipment. The mixture of semolina and distilled water is mixed, kneaded, and placed in two hydraulic presses. The dough is pressed into a single strand of macaroni. A length of 6 feet of macaroni can be made from one charge of dough. After the macaroni is pressed, it is allowed to dry at a constant temperature of 92 degrees, and the relative humidity is reduced from 96 per cent to room humidity. The drying operation formerly required a three-day period, but tests made at the Station show that two days are sufficient for micro macaroni. After drying, the macaroni is removed from the drier and carefully examined for quality.

When checked against the 10-pound method of macaroni processing, the results with the micro processing equipment were the same, says Harris.

New Men on Winthrop's Special Markets Staff

Addition of two men to the sales staff of the Special Markets-Industrial Division of Winthrop-Stearns Inc., is announced by P. Val Kolb, vice-president in charge. W. O. Edmonds, with headquarters in Charlotte, N. C., will cover North and South Carolina and Eastern Tennessee, while John F. Bozman, stationed at Atlanta, Ga., will be responsible for sales in Georgia, Alabama, Mississippi and Florida.

Mr. Edmonds comes to Winthrop-Stearns from Rice Enrichment, Inc., of Crowley, La., an organization that conducts vitamin research on rice and manufactures vitamin concentrates for use by the rice industry. Prior to that he was employed by the Abilene Flour Mills Company of Abilene, Kansas. He has been especially trained and experienced in the flour mills industry, having majored in cereal chemistry at Kansas State College from which he was graduated in 1942.

Mr. Bozman was formerly employed by the Frederick Stearns & Company Division of Sterling Drug Inc. He was graduated from Michigan State College in 1943 and entered the Navy as a Lieutenant, joining the division immediately after his discharge in 1946.

The Special Markets-Industrial Division of Winthrop-Stearns Inc., now has 17 representatives covering the United States, according to Mr. Kolb.

The important thing in democracy is not the idea that the majority rules but the idea that rules the majority.

Rat Control in Macaroni-Noodle Factories

Milton Caroline, U. S. Experiment Station,
Purdue University, West La Fayette, Indiana

Introduction

The rat population of the United States is increasing in spite of the time and money spent on various methods of control. This experience indicates the need for a continuous control program which emphasizes the application of measures designed to eliminate the causes of infestations in conjunction with the use of reductional methods.

Life History, Habits, Habitat

This paper deals entirely with the brown or Norway rat *(Rattus norvegicus)*, the predominant species in the United States except in the coastal areas of the southern states where the black rat *(Rattus rattus rattus)* and the roof rat *(Rattus rattus alexandrinus)* are also present.

The person engaged in control work should know the life history, habits, and habitat of the rat so that he can understand why certain measures are required and can recognize varying conditions which may affect control operations.

Breeding Data

The brown rat breeds at the age of three to four months and lives until it is over three years old. Females carry their young for 21 days and have five to six litters per year with an average of six to eight per litter. They are good mothers and will frequently be pregnant while nursing a litter. It is possible, but unusual, for rats to breed every month and have as many as 20 young per litter.

Burrow Systems

By preference, rats are ground dwellers, living in burrows in the ground in, under and adjacent to buildings. The presence of burrows on premises indicates that rats have found conditions suitable for their existence and have prepared permanent living quarters.

Runways

Rats follow fairly well-defined paths in their daily travels and deviate from this habit only when migrating to new areas. On dusty floors or on the ground a rat runway or trail can be recognized by the many hundreds of tracks, the packed appearance of the dust or soil and also the greasiness that is frequently quite obvious in a well-packed trail. In most instances these runways are to be found along walls, between feeding and shelter areas.

Nests

Nests are usually built in burrows in the ground, but in cold weather the females select hidden spots under floors, in double walls and among articles of stored material that are infrequently moved. Nesting material includes paper, grass, leaves, cloth or any other similar material that is available.

General Habits

The fact that rats are migratory is one of the prime considerations in attempting to set up a continuous control program. Usually animals are restricted by their food habits, but since rats eat any sort of food, either fresh, stale or spoiled, and use any sort of shelter, they can obtain these requirements at any point in their travels. A rat colony on a refuse dump is always a potential hazard because it can quickly migrate and infest premises where laxity may occur in property maintenance.

The burrowing and gnawing habits are probably the most important characteristics that affect man in the economic sense. These factors are too well known to be discussed in detail, but they must be kept in mind when establishing a continuous control program.

Basic Requirements

Rats need food, water and shelter. Without these requirements they cannot exist.

In the preceding discussion of the life history and habits of rats, their dependence on food and shelter was indicated. Water, too, is a necessity, especially when they exist mainly on dry food. It is conceivable that these requirements may be completely removed in some areas, but in food manufacturing or storage establishments their complete removal from rats is impractical. The problem, then, is to survey the situation to determine what can be reduced or eliminated and to plan a control program accordingly.

Milton Caroline, Chief of the Division of Predatory & Rat Control, Fish, Game and Wildlife Department, Purdue University.

Control Methods

Property Maintenance Storage

The primary method of permanent control is the proper storage of food products and equipment, as well as the removal of waste materials that serve as shelter for rats. For the most part, premises that are clean and neat do not serve as good rat harbors. If a colony becomes established on well-kept premises its size will be small because the amount of shelter is limited.

Shelter and Shelter Removal

Any material lying on the ground or leaning against a wall is a potential source of shelter.

Rats need shelter to hide them from natural enemies as they go through their routine of nesting, feeding and traveling. The most common forms of shelter are rolls of wire, boards, boxes and crates, trash piles, scrap and any other movable material that remains undisturbed.

The removal of shelter outside of buildings refers to the proper management of these materials. If any of this is of value it should be stored on platforms at least 18 inches above ground; but any useless items should be removed from the premises. In most instances a suitable stand can be built from boards and bricks or concrete blocks, etc. which are already on hand.

The control problem is aggravated by the presence of materials stored on the ground under buildings or sheds. This is ideal harborage, since rats usually have suitable shelter near a good food supply. Obviously, open spaces under buildings should be kept clear.

Shelter inside buildings is provided by boards, boxes, crates, scrap, bags, sacked flour and feed, ramps and stairs. All movable material, if required in

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Talk delivered at Macaroni Makers' Convention, Chicago, June 11.

Rat Control

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the operation of the plant, should be placed on platforms 12 inches above the floor and arranged so that a janitor's push broom can be used to reach every part of the floor for cleaning purposes. Floors swept daily are not conducive to good rat housekeeping. Machinery that is used as shelter by rats should be enclosed by ½-inch mesh wire guards to a height of at least 30 inches or more, depending on the type of machinery, and arranged so that it doesn't interfere with the work of the machine operator. *There is nothing inside of buildings that is as attractive to rats as dark, trash-laden corners under ramps and stairs. Such places should be kept clean and not used for storage.*

Ratproofing

The most effective method of ratproofing is its inclusion in plans for new construction or remodeling of buildings.

Doors and Windows

Ratproofing means the closing of all openings that rats can use to enter buildings. The most obvious of these entrances are open doorways and windows near the ground. Windows should be kept closed, with all glass in good repair, or should be covered with ½-inch mesh hardware cloth, or both. Doors should be fitted with strong springs and snap locks so that they will always remain closed when not in use. If they must remain open for ventilation they should be screened. In all cases the closed door must fit properly in its frame and should meet the floor or threshold so that no opening larger than ¼-inch exists. In the case of doors leading to loading platforms, a double half door 30 inches high, equipped with spring hinges, may be installed for use during the day. Such a door will permit the passage of hand trucks and will insure complete closure especially in the early morning and late afternoon when rats are moving. All such doors should be flashed with galvanized sheeting to prevent gnawing and resist climbing.

Foundations

Where the masonry foundations of buildings have deteriorated or are damaged by machinery or by workmen who install or remove pipes that enter the building, such apertures of over ½-inch in any dimension, should be closed with concrete and balls of wire or steel shavings. Wire and shavings not only hold the concrete in place, but serve as a block to rats that may attempt to work their way through before the concrete sets. The use of wire and shavings must not be underestimated because even if concrete is not applied, these materials alone will serve the purpose if they are firmly imbedded in the opening.

Curtain-wall Construction

Buildings with no basements and with shallow foundations may become excellent rat harbors. To prevent entry to rats the foundation should extend into the ground to a depth of at least 30 inches.

Many persons entertain the belief that ratproofing is quite expensive, and, within limits, they are correct; but the expense does not lie in the initial cost. Ratproofing really becomes expensive when a job is done and then not maintained, because without maintenance this work is useless. If a hole torn in screening over a doorway or window is not repaired, there can be no justification for the installation in the first place. All employes must be made to understand the reason for the work and should refrain from carelessness which might lead to damage of ratproofing materials. When damage does occur it should be repaired immediately.

Many stands have been constructed to hold materials above ground, but most of these are flanked by boards and other materials that have dropped to the ground, thus reducing the value of all the original work. Such situations give rise to the periodic activity known as "clean-up" which is a time-consumer of little lasting value. However, if the "clean-up" attitude is instilled in the minds of employes and they are encouraged to be neat and tidy in their work at all times it will not be necessary to set aside special days or periods for this task.

Any permanent reduction in the amount of shelter makes an area less attractive to rats.

Food Removal

Considering the tremendous amount of food available in mills and elevators it would seem that food removal or protection would be impossible and yet this is not always true. There is little reason for allowing an accumulation of food around scales, loading platforms, and other points outside the buildings. With but little effort it can be removed daily. The importance of this point lies in the fact that a migratory rat, finding a ready source of food, looks for shelter nearby and in his search will find the means of entering the building if such an entry exists.

Waste grain or macaroni products on the ground is an excellent attractant. Sweep it up daily.

Particles of food from employes' lunches should be placed in covered metal containers.

Reductional Methods

The removal of rats from an area by the use of poisons, traps, gases and other control methods without removing any of the basic causes of the infestation is known as temporary control. Rats should be destroyed before permanent control is started so that they will not migrate to other premises and create new problems.

Fumigation

Many mills and elevators are fumigated periodically, thereby providing temporary control within the buildings. Fumigating materials can also be used to good advantage outside the plant in burrows in the ground where the gas can be confined for short periods. One of the more popular methods is the use of calcium cyanide applied with a foot pump duster. Carbon monoxide from a gasoline engine exhaust, carbon disulphide, cholorpicrin, and methy bromide are also adequate for this purpose, but they are not ordinarily applied as easily or effectively as calcium cyanide. Directions for use of fumigants are supplied by the manufacturer and should be studied carefully before the material is used. It is important to treat all burrows within a reasonable distance of the plant because the amount of protection obtained is in direct proportion to the size of the area treated. The work should be done systematically, treating all burrows in an area.

Poisons

The use of toxic control materials where a heavy infestation of rats exists is a necessary, yet undesirable, practice. If properly conducted, poisoning is the quickest and easiest method of reducing the rat population to the point where other, less hazardous, controls can be used. The great danger in the use of poison in food establishments is the possible contamination of food by the poison as well as by the carcasses of dead rats.

Qualifications of a Poison

A poison should be of high, uniform toxicity, slow acting and acceptable to rats when properly mixed with food. In addition, its toxicity to man and domestic animals should be negligible. It would be desirable to have a few added attractions such as killing rats where they can all be found, or embalming them after death, but such features are merely wishful thinking. Slow action of a poison is desirable because death frequently occurs in the underground burrows where the carcasses are not a nuisance. Quick-acting poisons, on the other hand, are more apt to kill in every conceivable place, thereby creating contamination as well as odors that cannot easily be removed.

Comparison of Poisons

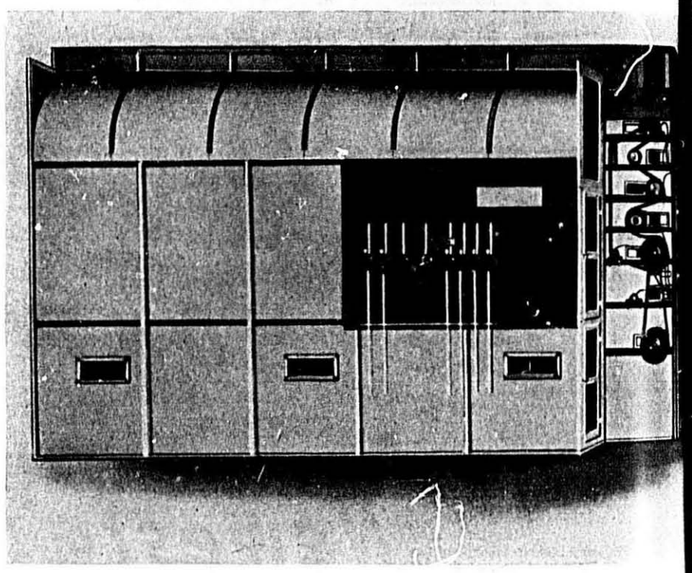
Red squill, barium carbonate, phosphorous compounds, arsenic compounds, thallium sulphate, ANTU (alphanaphthylthiourea) and Compound 1080 (sodium fluoroacetate) are the most widely used raticides. Red squill and bariun carbonate are slow in action, while the rest are known as quick-acting poisons. In effectiveness as rat poisons, red squill, barium carbonate,

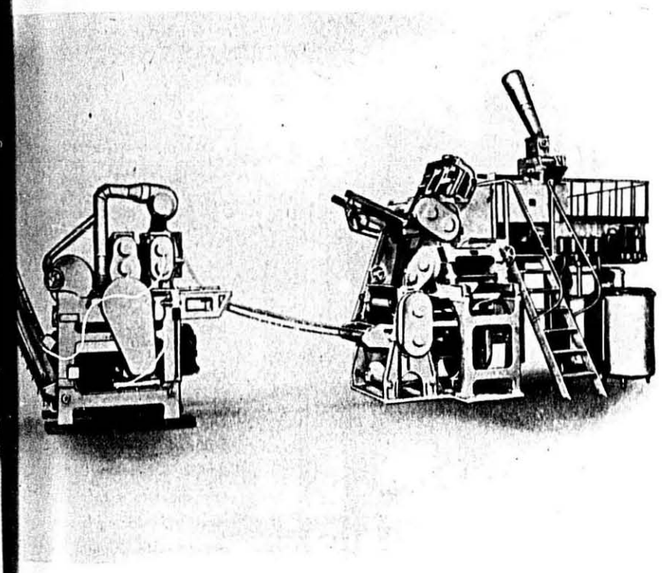
(Continued on Page 19)

THE New Look IN OODLE SETUPS

Modern & Efficiency

WITH "CLERMONT"





The machines shown above are the CLERMONT SHEET FORMER WITH EG APPARATUS, CLERMONT HIGH SPEED NOODLE CUTTER and the prelimina drying unit of the CLERMONT CONTINUOUS NOODLE DRYER. Space limitat prevents showing the finish drying unit. Then, too, the Finish Dryer may placed wherever most convenient and suitable to a manufacturer's plant—on floor above or below, alongside of the setup pictured or in a further continuo line.

This setup is fully automatic: Eggs are mixed and the egg liquid flows simul

usly with flour to the mixer of the Sheet Forming Machine which in turn forms dough sheet. The dough sheet is fed automatically to the Noodle Cutter and product conveyed from the Noodle Cutter to the preliminary drying unit, then he Finish Dryer and finally is conveyed to the packing table, all in one contin- s automatic process.

s setup can be had for production of 600, 1,000 or 1,600 pounds per hour. Labor ut to the bone. Irrespective of the output selected, *ONE MAN DOES THE JOB!*

GET IN TOUCH WITH US AND WE YOU MANY MORE ADVANTAGES

CLERMONT MACH COMPANY, Inc.

266-276 Wallabout Street
Brooklyn 6, New York
New York, U. S. A.

Telephone: Evergreen 7-7540

Rat Control

(Continued from Page 14)

phosphorous, arsenic and ANTU are about on a par, while thallium sulphate and Compound 1080 reach highest toxicity levels.

Red squill has the added advantage of being relatively harmless to man and domestic animals because it is, in itself, an emetic. Rats do not vomit, so red squill acts as a poison to them. It also has an objectionable taste which serves to act as a deterrent to most animals. For these reasons, red squill has our recommendation as a raticide in food-handling establishments.

Because of the usual publicity which accompanies wartime discoveries, ANTU is becoming quite popular. It is an effective poison when properly used, but it has certain disadvantages. It cannot be used as a repeat poison because rats taking a sub-lethal dose develop an immunity that lasts for at least three months. In addition to being used as a poisoned bait, the manufacturers recommend it as a tracking poison. (Rats are killed when they clean their feet and fur after walking over a dusted area.) If rats have access to unprotected food, ANTU should not be used in this manner because of possible contamination.

There are no effective antidotes for ANTU or Compound 1080.

Warning: *Use rubber gloves when handling all poisons except red squill. Do not breathe the dust that arises from poison. Use poison as directed on the containers.*

Baits

Bait Selection

It is the food, not the poison, that attracts rats.

The food used in bait preparation should be selected with care, keeping in mind the seasonal variation in food preference as well as the fact that the food must mask the taste of poisons that may be obnoxious to some rats. During the warm seasons rats prefer vegetables and fruits, as well as meat and fish, while in the cool or cold periods cereals, meat, fish, and other heavy foods are most readily taken. This indicates that meat and fish or their products are acceptable throughout the year, and they can be considered as an all-purpose bait. A preference list of baits would put bread in first place followed by meat, fish, vegtables and fruits, cereals and concentrates in that order. Although bread alone is the best bait when used with a tasteless poison it must be classed with cereals because most available poisons have objectionable tastes and odors which bread alone cannot mask. Therefore, meat and fish remain as the most suitable baits, and both should be used.

Prebaiting

Prebaiting guarantees bait acceptance.

A food which will mask the taste and odor of the poison must be used, but even this may create some suspicion at first if it is new to the rats. To allay their fears, use canned dog food canned sardines and salmon, meat, fresh fish, or chicken *with no poison.* Two or three of these foods should be put out fresh each night for several nights until they are being readily taken; then use the poisoned baits. In prebaiting, expose only *a very small quantity* of unpoisoned food where the poisoned bait will be later used.

Poisoned Bait Preparation

Once the poison and the food are selected the operator must mix the two thoroughly. Sprinkle or pour the poison lightly over the food, a small amount at a time, while mixing. After all the poison has been added, continue to mix for at least 10 minutes to make a nearly perfect blend. To prevent baits from being carried by rats, the consistency should be crumbly (that is, it should fall apart after a handful has been compressed and then released) or very moist. The former condition is preferred.

Poisoned Bait Placement

Poisoned baits should be placed in teaspoonful quantities in runways and near burrows. (Placement near droppings is not usually satisfactory.) The greatest attention must be given to the basement and first floor because most rats use these areas each night.

Place baits in groups of three teaspoonfuls every four feet and leave out for two nights.

Poisoned Bait Protection

Poisoned baits placed in the open are hazardous.

All poisoned baits should be placed in runways where they are sheltered from the weather, out of reach of domestic animals, and where rats can eat them in comparative safety. Materials serving as harborage, such as boards crates, and boxes near a wall are excellent bait protectors. Where periodic poisoning is required, a semi-permanent bait box is essential. This can be constructed of scrap lumber and should be securely fastened to a wall so that it cannot be accidentally upset, thereby exposing the poisoned bait.

Suggested dimensions for a bait box are:

Top	7½ x 16"
Bottom	7½ x 16"
Ends	7½ x 4½"
Sides	5½ x 16"
Openings at ends	2¼"

With these basic dimensions a handyman can construct the desired number of boxes and fasten them to the walls with little effort. The top should be hinged so that poison can be placed in the box easily.

Poisoned Bait Management

Most poisons remain toxic from the time they are put out until removed from the premises and buried or burned. When bait boxes are used the hazard is reduced, but in controlling a large infestation, some poisoned bait will necessarily be exposed without protection. At such times all personnel should be warned not to cover the baits with sacks of feed, boards, debris or anything of a similar nature.

Where a program of rat control is being established, monthly prebaiting and poisoning will be necessary so long as a migration from other areas occurs. It is true that remnants of a colony killed off by poisoning may become "poisonwise" and will refuse to accept any bait. These can be disposed of by trapping or fumigation.

Trapping

The use of traps in food-handling establishments is the safest and most reliable method of temporary rat control. (See Suggestions for Remodeling and Using Wooden Base Rat and Mouse Traps Without Bait.)

Natural Enemies

Hawks, owls, foxes, skunks, and snakes will help control rats that are migrating to establishments near the natural range of these predators. House cats have long enjoyed the reputation of being excellent for mouse control, but they are not effective in destroying medium to large-size rats. *There is no place for a cat inside a food-handling establishment if the operator is interested in a high standard of sanitation.* A good cat *outside* a plant, however, is an asset, but even then it does not have the ability of a small dog. Given access to all places of potential shelter, with all materials piled on stands above the ground, a dog can take care of most migrating rats. Obviously, animals such as cats and dogs should be confined when poison is used.

Recommended Program of Rat Control

The Rat Control Operator

One individual should be given complete responsibility for conducting this program and unless he has the cooperation of all personnel, rat control operations may be of questionable value.

Duties of Rat Control Operator

1. Apply techniques of temporary rat control periodically. (Some plants may find it advisable to secure the services of a commercial pest control operator to conduct temporary control operations.)
2. Establish a property maintenance program.
3. Check all control measures daily.
4. Follow schedule.

Sample Schedule

Tuesday to Friday—

Prebait with 3 to 5 different kinds of food.

Saturday—
Use poisoned baits—use not less than 3 different foods treated with poison.
Monday—
Pick up and dispose of uneaten poisoned baits and dead rats.
Use fumigant outside.
Set traps inside.
Inspect windows, doors, and all other places of entrance to buildings and immediately begin the ratproofing program.
Clean up all trash and store future accumulations in covered metal containers. Provide a covered metal garbage can.
Collect all boards, boxes, crates, and other material and remove from the premises or store on stands 18 inches above ground.
Build and install platforms 12" high for inside storage.
Tuesday—
Obliterate all rat runways and sweep up droppings.
Wednesday—
Recheck outside burrows and fumigate where necessary.
Wednesday (week) —
Recheck outside burrows and fumigate where necessary. Check premises for tracks and droppings in obliterated runways.
Tuesday to Friday (one month) after first prebaiting—
Prebait.
Saturday—
Poison.
Monday—
Pick up and dispose of uneaten poisoned baits and dead rats.
Use fumigant outside.
Note: Poisoning is planned for the weekend when plant is not in operation.
Property maintenance program must be conducted continuously after first poisoning.
Use poison every month or two as required.
Use temporary before permanent control to prevent fear and suspicion which may affect bait acceptance.

Community Rat Control

Although getting rid of rats is to some extent an individual problem, an infestation has a serious effect on the whole community, and organized control effort is highly desirable. A person who allows rats to increase on his property until they menace the entire neighborhood becomes an object of public concern, and a city that permits its refuse dump to serve as a breeding ground for hordes of these pests is committing a grave injustice to its population. Ridding a whole community of rats can best be accomplished by the organized efforts of all the citizens working through interested public and private agencies. Because rats are widespread and prolific breeders, a permanent working organization against them should be established in all cities and rural districts. In certain localities where this system has been in force for some time, it is proving effective in keeping down the numbers of rats.

RAT CONTROL IS A COMMUNITY PROBLEM. THEREFORE, IT SHOULD BE A COMMUNITY JOB.

Summary

1. Check all premises for rat "sign" to determine extent of infestation and migration routes.
2. Prebait and poison, using safeguards.
3. Use fumigant outside buildings. (Inside fumigation is conducted according to already established plant practice.) Set traps inside and outside buildings.
4. Remove rat "sign."
5. Check results of fumigation and re-treat.
6. Begin property maintenance program.
7. Repeat temporary control monthly until sanitation and ratproofing is accomplished. Use temporary control as necessary after that time.
8. Encourage community action.

IF YOU CAN'T DO IT ALL, DO WHAT YOU CAN: BUT ABOVE ALL, MAINTAIN WHAT YOU HAVE DONE BECAUSE EVERY LITTLE BIT HELPS.

Summer Vacation Policies

Plant-wise Shutdowns vs. Staggered Vacations

Most plant workers prefer to take their vacations during the summer months. What plan is most feasible—the "all-at-once" vacations or the set vacation periods for each employe? Here are discussions, showing the good and the objectional features of each:

Mass vacations with plant-wide shutdowns will be so general this year they will have an important effect on industrial operations, *Business Week* notes.

A recent survey made by the publication shows that hundreds of companies plan to halt production to give factory workers their vacations all at once. The peak of the plant shutdown will be around July 4.

The advantages—and disadvantages—of the plan are enumerated. "Companies that have had a happy experience with all-at-one-time vacations claim these advantages," *Business Week* says:

"1. They eliminate the seasonal inefficient production which results from vacations spread over the summer months.

"2. A shutdown provides an opportunity to get major maintenance and repair work done without interfering with production flow.

"3. Personnel problems are minimized. There is no confusion and bother over the job substitutions and reassignments that have to be made when vacations are staggered.

"Mass Vacations come in for criticism too:

"1. Workers who have been taking vacations, with or without pay, at a fixed time each year, dislike the plant shutdown if it doesn't coincide. It means breaking up long-established vacation and touring groups.

"2. Customers have squawked when they could not get shipments of emergency replacements or repair parts during the shutdown. (This fault has been corrected generally by companies keeping a skeleton crew in their shipping departments.)

"3. Mass shutdowns put a strain on summer resorts and transportation services. The New England council, for example, has urged manufacturers in its area to shut down at different times of the year.

"4. Electric and gas companies, which cannot themselves adopt mass vacations because of the need for uninterrupted service, dislike industrial plant closings which mean a drop in power demand.

"5. Local transportation companies experience a sharp slump in some trolley and bus lines when many factory workers are not on the job."

Vacation Plans

Clermont Machine Company Prefers 2-Weeks Straight Plan

American business is divided on the question of whether it is in the best interests of both employer and employe to stagger employe vacations or to close plants for a definite vacation period each year. On the subject, Mr. John Amato of the Clermont Machine Company, Brooklyn, N. Y., says:

"With the exception of 1946, it has been customary for us to stagger employes' vacations over the summer months. This meant that through most of the summer we were handicapped by being continually shorthanded in one department or another. In addition those on the job were burdened with additional duties.

"In 1946 we experimented by trying out the procedure of simultaneous vacations for all. We learned that in every way it is advantageous to close down for a two-week period, giving vacations to all at one time. Most important, we found that this plan enables us to render better service to our customers because it permitted more efficient operation than is usually possible with curtailed force of employes.

"Therefore, we give notice to our many customers in the macaroni-noodle industry that this year our plant and offices will close down from July 24 to August 8, 1948, inclusive. During these two weeks no shipments will be made, no deliveries received and the facilities for response to mail and other communications will be lacking. We are confident that this plan will make for greater efficiency."

A long list of Americans have now written open letters to Premier Stalin. Though many have begun "Dear Joe," it's worth noting that none so far has wound up with the customary "wish you were here."—Pathfinder.

Rossotti Fetes Macaroni Manufacturers

The Rossotti Lithographing Company honored the nation's macaroni manufacturers at a dinner party held in memory of the founder of the firm, Edward F. Rossotti, at the 44th Annual Convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel in Chicago, June 10 and 11. The occasion also marked the Golden Anniversary of the founding of the company.

Alfred F. Rossotti, present President of Rossotti Lithographing Co.

Alfred F. Rossotti and Charles C. Rossotti, authorities on packaging design, addressed the manufacturers. Other company members attending the convention were: George S. Hubbard, Central Division Sales Manager, James MacFarlane, Jean Hansen and Gordon McMahon, Sales Representatives, and Mrs. Florence Carlson, of the Rossotti Chicago Central Division office, who acted as Hostess at the dinner.

The Rossotti organization has been closely associated with the Macaroni Industry since the early days of bulk sales to the present-day modern packaging and brand advertising and promotion. It has specialized in the development of high speed, fully automatic packaging and is one of the leading manufacturers of window-front food cartons.

A $1,500,000 national expansion program for the Rossotti Lithographing Company, Inc., was recently announced by Charles C. Rossotti, executive vice president, at a conference marking the 50th anniversary of the plant, over which he and his brother, Alfred F. Rossotti, president of the company, presided. It was the first postwar national policy and sales conference of the corporation. The company was founded in 1898 by the father of the pair, Edward F. Rossotti.

Charles C. Rossotti stated the expansion program included opening of new plants in San Francisco, Cal., and Tampa, Florida. It also included a $300,000 addition to the main plant at North Bergen, and new sales offices at Seattle, Los Angeles, Baltimore, and New Orleans.

The San Francisco plant is in the former United States Maritime Commission building site at 5700 3rd Street, into which the firm poured $500,000 to make this plant the most modern of lithographing plants on the West Coast. Werner W. Schaumann, formerly of Cleveland, Ohio, was named vice president of the Rossotti West Coast Lithographing Corporation.

The North Bergen lithographing firm opened the Florida plant because

Charles C. Rossotti, Executive Vice President and General Sales Manager

of "a vital need in the citrus industry," Charles C. Rossotti said, and for general lithograph and specialty work. Cecil E. Robinson of Sebring, Florida, who for 20 years worked in the lithograph industry in the New York area, was named vice president of the Tampa plan, incorporated as the Rossotti Florida Lithographing Corporation.

The New Jersey plant was modernized by adding 30,000 additional square feet and an enclosed railroad siding.

The sales organization was increased by the establishment of a Central Division at 409 West Madison Street, Chicago, and the appointment of George S. Hubbard of Chicago as Central Division Sales Manager. Philip Papin of Teaneck, N. J., was named Eastern Division Sales Manager, with sales offices in Boston, Rochester, and Philadelphia.

Paul Shilling of Palisades Park,

Edward F. Rossotti, Founder of Rossotti Lithographing Co. (deceased)

N. J., was named Advertising and Sales Promotion Manager for all plants.

Attending the conference, in addition to Alfred and Charles Rossotti, were Mr. Schaumann of San Francisco; William O. Allison of Teaneck, N. J., controller; Lucas Bella of Teaneck, N. J., vice president and production manager, George S. Hubbard of Chicago, Illinois; Philip Papin of Teaneck, N. J.; Cecil E. Robinson of Sebring, Florida; Paul Shilling of Palisades Park, N. J.; Louis Delsen of North Bergen, N. J.; John Tobia of Closter, N. J.; Henry Wager of Forest Hills, N. Y.; Thomas Sanicola of Ozone Park, N. Y.; Miss Nancy Rappa of Brooklyn, N. Y. production, control; T. F. Slater of Rochester, N. Y.; Henry W. Reis of Pelham Manor, N. Y. account executive; Robert Findlay of North Bergen, N. J.; Eric L. Weil of Oradell, N. J., and Mrs. Ruth Koechel of West New York, N. J., secretary to Mr. Charles C. Rossotti.

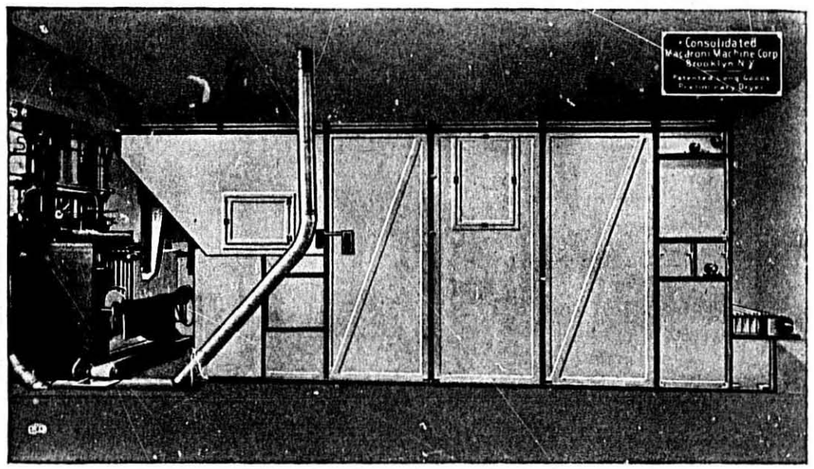
Perkins Joins ERP Staff

George W. Perkins, executive vice-president of Merck & Co., Inc., manufacturing chemists of this city, has been named by the Economic Co-operation Administration to the Paris staff of W. Averell Harriman, United States Special Representative in Europe.

Perkins will serve as deputy to Langbourne M. Williams, Jr., Director of the Industry Division. He will relinquish his post with the company as of June 30, but will remain as director on leave of absence.

Perkins has been executive vice-president and director of Merck & Co., Inc., since 1927, when he joined the company. He was also treasurer until 1947, when John H. Gage was appointed to this position.

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

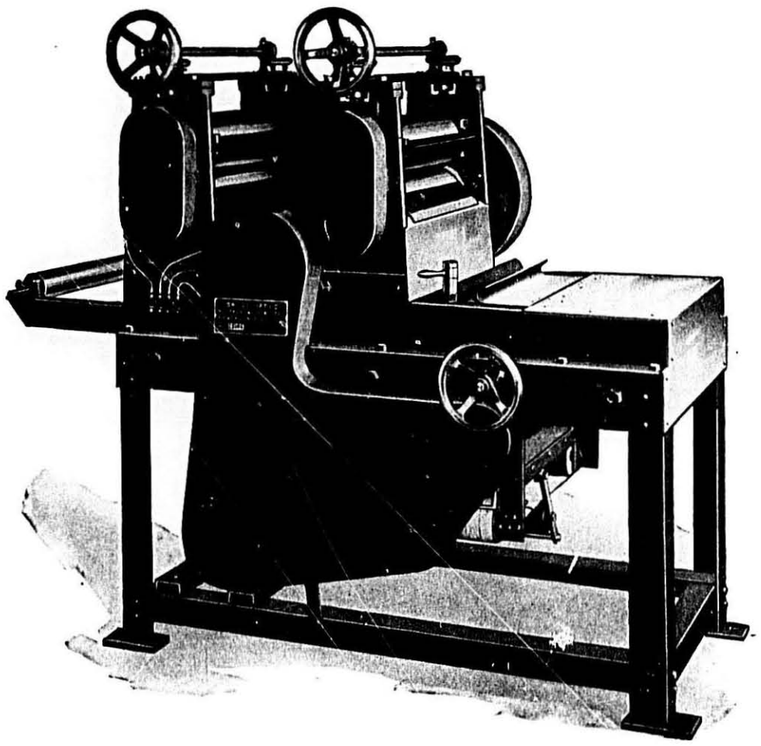
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Practical and expedient. *Fully automatic in all respects.*

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

THE machine shown above is our very latest model noodle cutter and has been specially designed for plants requiring a very large production. It has been designed to facilitate and expedite the changing of the cuts with the least loss of time. All the cutting rolls are mounted in a single frame and the change of cuts can be made instantaneously. All that is necessary to effect a change is to depress the locking attachment and rotate the hand wheel, which will bring the proper cutting roll into cutting position.

Any number of rolls, up to five, can be furnished with this machine. This assortment will take care of all requirements, but special sizes can be furnished, if desired.

It has a length cutting knife and a conveyor belt to carry the cut noodles to the collector for conveyance to the noodle dryer or to the trays.

All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

Machine is direct motor driven and motor and drive are furnished with the same.

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

Write for Particulars and Prices

Comments by
Convention Speakers

Administration Change [illegible] President C. W. Wolfe [illegible] National Macaroni Manufacturers Association [illegible] C. L. Norris [illegible] Benjamin [illegible] Washington [illegible] A. Irving [illegible] Vice President

St. Regis Elects Officer

[illegible] Macaroni Products Chicago June [illegible] North Dakota Association Dr. O. J. [illegible] National [illegible] Assn. Dr. Robert S. Harris Professor of [illegible] Massachusetts Institute of Technology C. L. Norris [illegible] Manufacturers-Distributors Relations Committee

The Social Male

Can You Cope with Spaghetti?

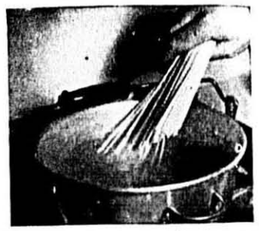
Six Simple Steps Make You a Real Spaghetti Chef

This idea may seem silly, but it isn't: not one man in three knows how to eat spaghetti without (1) looking absurd or (2) getting it all over himself. Even fewer are the gifted souls who can cook spaghetti properly. Yet there is no great mystery about either cooking or eating, as SALUTE's pictures prove. The cooking depends mainly on the sauce; there are half a dozen popular versions, but the meat sauce explained here is both tasty and easy to brew up. The cooking advice, incidentally, comes from Paul Martin, nationally known writer on cookery and an able fellow around a kitchen. As for eating, all you need is the right utensils and the right technique and both are demonstrated below.

—Story and Pictures Courtesy of "Salute Picture Magazine For Men," New York City.

Put two tablespoons of oil in frying pan, drop in segmented garlic, fry till brown; remove garlic (not oil).

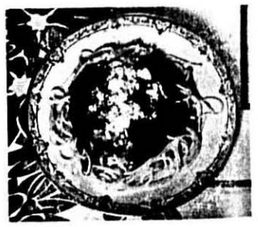
Blend beef in pan with tomatoes, chopped pepper, other ingredients. Bring to boil, let simmer 1 to 3 hours.



When sauce is about ready, drop spaghetti in rapidly boiling salted water. Boil 12-18 minutes, then drain.

For spaghetti sauce get garlic, tomato paste, cheese, tomatoes, red pepper, oil, bell pepper, chopped beef.

In same oil, brown chopped beef (1 lb. beef for an average spaghetti dinner). Stir often to avoid caking.



Blend spaghetti and sauce just before serving; be liberal with the grated cheese —and this is your reward.

Here's How to Eat This Food Neatly—and Enjoy It

Separate a few strands from plate with fork; lift clear.

Brace fork on tablespoons and twist to wind up the strands.

When properly wound, strands become a bite-size mouthful.

Liquid, Frozen and Dried Egg Production

April, 1948

The quantity of liquid egg produced during April totaled 94,225,000 pounds compared with 117,409,000 pounds during April last year, the Bureau of Agricultural Economics reports. Egg drying operations were much smaller than last year and continue to account for most of the decrease shown in total liquid egg produced so far this year as compared with a year ago.

Dried egg produced during April totaled 3,213,000 pounds compared with 9,788,000 pounds during April last year. Production consisted of 1,475,000 pounds of whole egg, 330,000 pounds of dried albumen and 1,402,000 pounds of dried yolk.

The production of dried egg during May will show a considerable increase over that of the past few months because the Government started purchasing dried eggs during May in order to support the price of eggs to insure the producer 90 per cent of parity. Purchases started May 12. The quantity purchased from May 12 through May 20 total 3,307,000 pounds. The Government also let contracts for drying 11,833,000 pounds of Government owned frozen eggs.

Frozen egg production during April totaled 81,499,000 pounds compared with 82,308,000 pounds during April last year. Production during the first 4 months of this year totaled 181,017,000 pounds compared with 183,349,000 pounds during the same period last year, a decrease of about 1 per cent. Storage holdings of frozen eggs on May 1 totaled 194,240,000 pounds compared with 153,870,000 pounds on May 1, 1947, and 182,778,000 pounds for the 1943-47 average. Of the May 1 holdings the Government owned 80,115,000 pounds.

Don't bite spaghetti at this point—suck it in quietly.

Last bite: roll up odd pieces and suck in as best you can.

Change in Address

Michael Derrico, Western representative of the Container Equipment Corporation, Newark, N. J., announces that his headquarters office has been changed from 60 East Jackson Blvd., Chicago, to 360 No. Michigan Avenue, Chicago 1, Ill., Room 1401. His new telephone number is Dearborn 7983.

King Midas Entertains Ladies

At the recent Macaroni convention in Chicago, wives of King Midas Flour Mills sales managers and sales representatives were luncheon hostesses to the wives of Macaroni manufacturers. The luncheon was held in the Marine Dining Room of the Edgewater Beach Hotel on June 11. The King Midas

Miss Rose Sarli, Mrs. Edna Vagnino, and Mrs. Josephine Viviano.

Mrs. Vivian Filippone, Mrs. Joe Scarpaci, Mrs. Frank Liotta, Mrs. David Wilson, and Mrs. Peter LaRosa

hostesses included Mrs. W. M. Steinke and daughter, Marilyn, Mrs. George Faber, Mrs. Lester Swanson, Mrs. W. E. Ewe, Mrs. Dave Wilson and Mrs. W. J. Dougherty.

Ladies in attendance were:

Mrs. John B. Filippone, Mrs. Frank V. Liotta, Mrs. Peter La Rosa, Mrs. Joseph Giordano, Mrs. Richard Rezzolla, Mrs. Mary A. Cavagnaro, Mrs. Louis DeMartini, Mrs. James F. Ponte, Mrs. C. Daniel Maldari, Mrs. H. V. Jeffrey, Mrs. Bertha Weiss, Mrs. Peter D. Motta, Miss Mary Sheridan, Mrs. Vincent J. Marino, Mrs. P. Poll, Miss Pellitteri, Mrs. Wm. G. Hoskins, Mrs. A. J. Ravarino, Miss Anita Ficcione, Mrs. Jos. Viviano, Mrs. Lloyd Skinner, Mrs. Jo Viviano, Miss Rose Sarli, Mrs. Paul Laido, Mrs. Sam Coniglio, Mrs. L. Roncace, Mrs. Mary Procino, Mrs. Charles Presto, Mrs. C. Constant, Mrs. Henry D. Rossi, Sr., Mrs. Henry Rossi, Jr., Mrs. Cel Krahulec, Mrs. Jos. Scarpaci, Mrs. Dorothy Wilson, Mrs. C. Frederick Mueller, Mrs. Ina Ronzoni, Mrs. Jos. De Francisi, Mrs. Mary Ambrette, Mrs. Louis C. Ambrette, Mrs. Donato Maldari, Mrs. W. F. Ewe, Mrs. Albert S. Weiss, Mrs. Frank A. Motta, Mrs. James Riva, Mrs. A. Ruttino, Mrs. A. Blunda, Mrs. Pellitteri, Mrs. Abbenante, Miss Emma Surico, Mrs. Paul Piccione, Miss Judy Piccione, Miss Vita J. Viviano, Miss Josephine Amato, Mrs. Edna Vagnino, Mrs. Amy Swanson, Mrs. Fred Marcellino, Mrs. W. J. Dougherty, Mrs. B. Arena, Miss Patricia Pensome, Miss Marilyn Steinke, Mrs. Naomi M. Faber, Miss Jane Allison, Mrs. Albert Rossi, Mrs. Esther King.

Mrs. Sam Coniglio, Mrs. Wm. Steinke, Mrs. B. Arena, and Mrs. Louis Roncace.

Mrs. Albert Ravarino, Miss Emma Surico, Mrs. Jessie Hoskins, Mrs. Joseph Giordano, and Mrs. C. Fred Mueller.

Impulse Buying—30%

Wilmington, Del.—Food shoppers in the United States, who last year spent about 28 billion dollars, did a large part of their buying on impulse, according to a national survey conducted by the Cellophane Division of E. I. du Pont de Nemours & Company.

The coast-to-coast study of buying habits recently completed shows that 29.9 per cent, or practically one in three items of all purchases in service type food stores, were made on impulse.

Out of a grand total of 9,412 grocery items bought by the 1,448 shoppers interviewed in service type stores, less than half were planned ahead of time. The survey was conducted on a double interview system. Shoppers' planned purchases were listed upon entering the store and checked against actual purchases upon leaving.

A similar study was previously made by Du Pont in super-markets, in which impulse buying amounted to 38.2 per cent. In view of these figures for markets where self-service is so much a factor, the impulse figure in the latest survey of service stores is surprisingly high. The report points out that this impulse buying trend in all types of stores is undoubtedly stimulated by open display and effective packaging.

White House Dinner Goes A-glimmering

Walter F. Villaume, president of the Minnesota Macaroni Company, Saint Paul, Minnesota, like hundreds of thousands of his fellowmen from the stamping grounds of Harold E. Stassen, had visions of a "Spaghetti Dinner" on the grounds at the rear of the White House . . . but all hopes were dashed by the actions of the delegates at the Republican National Convention last month, when they failed to give their favorite candidate the longed-for nomination.

So confident was Walter of the nomination of ex-Governor Stassen for the highest office at the command of the voters of America, that he sent to the editorial offices of the JOURNAL a full-page illustrated story of the Stassens' home life, pointing out with pride that spaghetti is no stranger in their home. Shown are several pictures of the interior and the exterior of the Stassen home with Mrs. Stassen and the children, Glenn and Kathleen. With reference to the food tastes and food preparation habits of this famous family, is the following taken from the very interesting story:

"When the Stassens entertain indoors they feel the size of their dining room lends itself best to eight or ten guests but when the affair is in the garden the list can be expanded. Like many a man with no yen for the kitchen, Harold Stassen is most adept at out-of-doors cookery. His son proudly tells you that once his father and he fixed steaks for 50 people. However, the Stassens' hospitality more often takes the form of spaghetti dinners for 20 or 30."

Economical - Political - Industrial

National Industries Service

Wasting Time With Russia

Washington, D. C., July—The United Nations was founded to restore peace to the world and outlaw war, forever.

Russia was one of the charter members in framing all the plans and in organizing the United Nations.

This letter challenges anybody and everybody to point out a single important instance in which the Russian government has lived up to the principles of the United Nations—from the start at Dumbarton Oaks in Washington up to the present time.

None of us have any faith in Russia. From the beginning they have been waging a "cold war" against the nations with whom they associated.

The United States has gone far beyond its responsibilities and piled up our liabilities—a condition which all leads to war—everything but the shooting.

We ask you: Why doesn't the United Nations expel Communist Russia from membership in its organization?

Evidently the United Nations likes the location on the East River, New York City. There has been a good deal of talk in Washington over the failure of Congress to approve the $65,000,000 loan to be used for new housing for the great peace organization.

Some of our best news hawks are awfully hot under the collar and they go out on the limb to say that the United Nations have been snubbed by Congress. Nonsense!

History repeats itself. Geneva was the capital of the League of Nations and that great organization came to a tragic end. It was just as energetic in its efforts to bring peace to the world as the United Nations. It really accomplished more during its lifetime than is likely to be achieved by the United Nations.

In fact we are almost at war with Russia right now.

Teamsters Still Hold the Lines

Some of the biggest Democratic blowouts held in Washington in recent years have been under the leadership of the Teamsters Union. The big American Federation of Labor has declared itself to be a supporter of President Truman. The boys on horseback don't agree.

Farm Legislation

The farm legislation passed in the closing hour of the Eightieth Congress continues some features of the price support programs, leaving it up to the Secretary of Agriculture to figure out the best way for extension of government wartime farm assistance until the end of 1949. On that date there will be lower support level and a revision of the formula for computing the parity prices. As one studies the alleged new "formula" the impression seems to fasten into the mind of the student that Congress is simply pushing the matter aside until the elections are over.

The postwar increase in the farm population of the United States slowed down during 1947. The number of people living on farms in January 1948 was 27,440,000 not appreciably different from the number a year earlier. . . Net migration of civilians from farms to nonfarm places amounted to 640,000 in 1947. . . Nearly a million persons are estimated to have moved on to farms from cities, towns, and villages during the year, whereas more than a million and a half moved away from farms.

Once again Congress is undecided on statehood for Hawaii, and for the fifth time lawmakers must make that long, hard trip to the Islands to get the lei of the land.—Pathfinder.

New Betty Crocker Spaghetti Promotion Announced by General Mills, Inc.

H. I. Bailey

Millions of women will be introduced to a new and delicious spaghetti dish this fall—and the introduction will be made by the nation's most respected food authority, Betty Crocker.

For 21 years General Mills, through Betty Crocker, has been backing spaghetti and macaroni promotions with strong nationally advertised support—this year with the most potent support ever put behind a General Mills Betty Crocker promotion.

The star-studded Betty Crocker Magazine of the Air will be carried by 184 stations of the ABC network. It is an exciting radio show that rates high on the housewife's list of favorite daytime programs. The star of the program is the famed Betty Crocker of General Mills, who is better known than any movie favorite you can name. She is known by 19 out of 20 women.

This big promotion is built around a delightful new spaghetti dish—SPAGHETTI WITH PAPRIKA VEAL—developed by Betty Crocker. It is a colorful "company dish" that's easy to prepare as well. A complete meal-on-a-platter,—hearty enough for the men, yet fancy enough for bridge luncheons. Thorough tests by Betty Crocker's staff have proved it's a family favorite wherever tried. The sales effect of this important Betty Crocker broadcast cannot help but be felt in the grocery stores across the land.

In addition, General Mills will be happy to supply the macaroni manufacturers with complete tie-in material at cost. There will be available—

Beautiful full-color reprints
Attractive inserts
Grocer listing ads
Newspaper mats
50-100 word radio scripts for local stations.

It is a grand opportunity for the macaroni industry to take advantage of a merchandising "natural" by coordinating his local advertising effort through the use of the tie-in material available for the General Mills Betty Crocker promotion.

At Industry Convention, in Chicago, June 11.

Louisiana Has New Package Law

The Governor of Louisiana has signed into law the bill approved by the legislature setting up some strict regulations on Weights and Measures of packaged products. The legislature also appropriated the sum of $100,000 for its strict enforcement.

Opponents failed in their several attempts to amend the law which evidently had the sanction of the governing interests in that state but only a few of them were incorporated into the final bill. One to which the opponents can point with pride is the provision that "There shall be no violation under this act for any discrepancy between the actual weight or volume at the time of sale to the consumer, and the weight marked on the container, or between the fill of container and the capacity of the container, if such discrepancy is due to unavoidable leakage, shrinkage, evaporation, waste, or to causes beyond the control of the seller acting in good faith."

However, the final bill still retains the provision authorizing the Weights and Measures officials to establish standards of fill of packages. It gives State officials power arbitrarily to establish their own ideas as to what constitutes "reasonable standard of fill." Packages which comply with Federal laws and with laws of other States would, in all probability, violate such legal standards. This will probably lead to confusion and unnecessary hardship on sellers.

The new law will affect equally all made-in-Louisiana macaroni products and other packaged goods as well as all articles shipped into that State. Manufacturers doing business in that State might well study the effects of the new legislation on their products.

Durum Acreage Lower; Crop Prospects Good

Association Director Maurice L. Ryan, sales manager of the Quality Macaroni Co., Saint Paul, Minnesota, has completed a trip to the durum areas in North Dakota and as of July 7, reports conditions to be good with only a "good soaking rain in July" to insure a harvest of quality durum to meet the macaroni industry's requirements for the 1948-1949 crop year. His findings agree with those of veteran durum grower, B. E. Groom of Fargo and Langdon, whose conclusions are reported elsewhere in this issue.

"The information that I secured on both the acreage and the prospective yield of durum for this crop year bears out what had already been pretty well understood, that is, that in this prime durum country there definitely is less acreage because of the inability to plant due to wet weather.

"Further south there is an increase of durum acreage brought about by the high premiums that prevail on durum.

"As far as I can figure out at the moment, there will be approximately 3 per cent less acreage this year than there was last year. The crop is doing well and I am told that one more good soaking rain, coming within the next couple of weeks, will practically insure the crop.

"I have also talked to a number of durum growers and they do not have any illusions about being able to get premiums on good durum of somewhere in the neighborhood of 15 to 20 cents per bushel.

"I have been invited to return to North Dakota about the last of July to spend several days actually going out through various counties looking at the wheat in the fields. They have agreed to furnish an escort of experts so that what I learn at that time should be good information for all of us in the macaroni business."

Object to Tuneful Macaroni Making

Philadelphia Ladies Protest Singing By Night Shift in Macaroni Factory

According to reports from Philadelphia papers and dispatches from the several press services, the age-old suggestion of "Sing While You Work" finds few supporters in a group of Philadelphia women who seem to be in no tuneful mood over a "Spaghetti Nocturne."

The story is that on May 26, twenty women in Philadelphia told Common Pleas Judge Vincent A. Carroll that they "had no objection to music," but that the nightlong singing by the employes of the Philadelphia Macaroni Company, 11th and Catherine Streets, Philadelphia "is just too much."

"No one," said Mrs. Florence Russo, of 765 S. Marvine St., today, "loves and appreciates grand opera more than I do. But I'm getting tired of being wakened night after night by some would-be Pagliacci sounding off."

Mrs. Lucia Pascale, of 761 S. Marvine, told Judge Carroll:

"When the plant went on a 24-hour, seven-day schedule during the war we didn't mind," said one of the complainants. "We realized it was turning out macaroni and spaghetti our boys in the armed services wanted. But the war's over and we think it's about time for peace and quiet to return to our neighborhood at night."

Judge Carroll agreed and was about to sign an order requiring the factory to shut down from 10 p.m. to 6 a.m. Then he said he would see if the factory management would take that action voluntarily—to either shut down the plant at night or make the singers shut up.

RETROSPECTIONS

by Edwin J. Sullivan

Gleanings from July Journals

Five Years Ago

The 40th Annual Convention and second World War II Conference of the National Macaroni Manufacturers Association was held June 25-26 at the Edgewater Beach Hotel, Chicago. The well-attended and successful business convention stressed the need of promoting friendly relations between macaroni-noodle manufacturers and government war agencies.

Frank Fenton Ladd, president of Illinois Macaroni Company and Northern Illinois Cereal Company, of Lockport, Illinois, died June 28, 1943. Mr. Ladd had served as president of the cereal company for twenty years.

The War Food Administration called a public hearing in Washington, D. C., July 21, to consider the advisability of requiring all white flour, distributed for human consumption, to be enriched.

Ten Years Ago

With emphasis being placed on an enlarged program of industry promotion, the 35th Annual Convention of the N.M.M.A. was held at the Edgewater Beach Hotel, Chicago, June 20-21.

W. E. Woolley, manager of the Duluth-Superior Milling Division of the Standard Milling Company, announced that the firm would discontinue the grinding of durum wheat and would, therefore, drop out of the semolina business indefinitely.

Fire partially destroyed the macaroni plant of G. D. Del Rossi Co., Providence, R. I., the morning of July 4. Large quantities of finished goods and raw materials were a total loss because of fire and water damage.

Twenty-Five Years Ago

The Sheffield-King Milling Company, of Minneapolis, was changed in name to the H. H. King Flour Mills Company. This action was taken at a meeting of the Board of Directors, on the occasion of the 40th anniversary of the organization.

Macaroni manufacturers, throughout the country, were watching with intense interest the effect of the cooperative billboard advertising being carried on by several progressive macaroni firms in Los Angeles.

sure, there were a few who felt the time was opportune for "gouging" the consumer. Not so, the big majority, who felt that the opportunity was one of alertness to retain the good will of both considerate distributors and careful housewives.

In the face of the heavy demand for export, practically every important manufacturer has kept his feet on the ground—in fact, some of their feet were too deep in the ground, as reflected by the exceptionally low prices quoted. Exporters were willing to pay almost any price asked for macaroni for export. Fortunately few fell for the lure.

Unwary ones might still feel that an opportunity exists to demand unreasonable prices for their goods due to the continuing strong demand by exporters. However, it is wisely reasoned that as in the past, the present sprint in demand is but temporary, that foreign orders will gradually dwindle as raw materials again become available to operators of idle plants in Europe and Asia. When domestic demand returns to normal, all will be glad that they did not accede to the urge to up prices in the emergency which is fast passing.

Food Technologists Hold Eighth Annual Conference

The Eighth Annual conference of the Institute of Food Technologists held in Philadelphia June 6-10 brought the largest attendance the Institute has ever drawn. There were 1,012 registered delegates from thirty-six states and four continents.

Food experts and executives of food-processing firms from all branches of the industry heard a wide variety of papers by experts in many fields of food technology.

Two outstanding features of the convention were the presentation of the Nichols Appert award, an annual presentation of the Chicago section of the Institute, to Dr. Conrad A. Elvehjem. Dr. Elvehjem is professor of agricultural chemistry at the University of Wisconsin and has received many honors of distinction for his outstanding work in the field of nutrition and food technology. The Institute of Food Technologists initiated a new award at the traditional luncheon held on Wednesday, June 9, by the presentation of the Stephen M. Babcock award to Dr. Fred C. Blanck for his life-long work and many valuable contributions to the various branches of food technology.

Over two hundred of the delegates availed themselves of a carefully planned group of plant visitations to several of the large food-processing plants in and around Philadelphia.

Officers were elected for the coming year as follows: president, Helmut C. Diehl, Director and Secretary of The Refrigeration Research Foundation, Inc. of Berkeley, California, and vice president, Bernard E. Proctor, Director of Food Technology Laboratory, Massachusetts Institute of Technology, Cambridge Massachusetts.

To "Up" or To "Hold"

There are always promising things to come for an up and going trade, always new things to do, and checks to make.

Many still recall the war days when macaroni-noodle products were among the good foods that were not rationed. Encouraged by public demand and governmental consideration, as a war mea-

Durum 44,000,000 Bushels (?)

The indicated production of durum based on July 1 estimates is 44,000,000 bushels according to the Federal Agricultural Statistician of the U. S. Department of Agriculture, Fargo, North Dakota. If this is the final harvest, it compares favorably with the 1947 crop of the same number of bushels and with the 1937-1946 average of 35,000,000 bushels.

The 1937-1946 average of acreage harvested was 2,500,000 acres, in 1947 2,900,000 acres, and this year's indication 3,200,000 acres.

The yield per acre for the 1937-1946 average was 14.0 bushels. The 1947 yield 15.0 and the expected 1948 yield 14.0 bushels.

The North Dakota indications and past production for comparison with the U. S. figures are as follows: During the 1937-1946 period the average planting was 2,085,000 acres; in 1947, 2,678,000 acres and as of July 1, 1948, 2,865,000 acres.

The 1937-1946 average yield per acre was 14.3 bushels; for 1947 it was 15.0 with an indicated average in 1948 of 14.0 bushels.

The average yield for the 1939-1946 period was 29,064,000 bushels; for 1947, 40,170,000 and the indicated 1948 production 40,110,600 bushels.

Figures are subject to change should weather conditions be more unfavorable than expected. The July 1 estimates are most encouraging, being better than many had expected.

Macaroni Products Removed from "Positive List"

Effective July 9, 1948, several cereal products will be removed from the Positive List of commodities in short supply, the Department of Commerce announced today through its Office of International Trade.

The cereal products which may thereafter be shipped without validated licenses to any destination outside the European group of countries are malt, corn meal, hominy and corn grits, macaroni products, oat meal (bulk and packaged), soya flour (edible), corn starch and corn flour, wheat cereals to be cooked, pearl barley, and buckwheat. Except for malt these products are already on general license for destinations in the Western Hemisphere and the Philippines.

The reason given for the removal of these commodities from the Positive List is the general improvement of cereal supplies throughout the world and the present crop forecasts in the United States and Canada.

Under the "R" country procedure, export licenses are still required for the shipment of these commodities to Europe and adjacent islands, French North Africa, and the Asiatic possessions of Turkey and U.S.S.R.

One-trip Paper Bags Popular

The extent of the swing of the milling and baking industries to the use of the multiwall paper bag as a container is indicated by the fact that at the present time nearly 60 per cent of total bakery flour production is being packed in paper. This constitutes a marked contrast with the 25 per cent packed in paper in 1947 and the 10 per cent in 1946.

Currently, about 57 per cent of the paper bags in which flour is being packed are valve bags, against 46 per cent in 1947. The ratio of valve bags is steadily rising, reflecting the unique advantages of the packaging system for flour developed by the St. Regis Paper Company. Through use of the factory-closed multiwall paper valve bags and high-speed packing equipment, mills are able to obtain not only a highly mechanized packing operation—and resultant lower costs—but also the highest degree of sanitation.

Regulations have been adopted by many states prohibiting the reuse of unlaundered, second hand bags, while in other states this prohibition has been extended to the use of all used bags.

As a result, the shift in interest to one-way bags has become necessary for millers and bakers alike and in this respect it appears apparent that the multiwall bag is the only container which meets the requirements of protection against contamination and infestation, while at the same time offering sound economies through lower original costs and by preventing loss of flour through sifting and retention.

On the basis of the one-trip flour containers, the net cost of paper is just about half that of the cotton sack. This, of course, is after giving due consideration to the average salvage prices in both cases.

Durum Conditions Good

As of the first week of July, the 1948 durum crop conditions are "very good," according to B. E. Groom, durum grower of Langdon and Fargo, who says in addition: "Improved a lot in the past 10 days. Durum area coming all O.K. One good rain in July is all that is needed."

The cool weather and local rains in the durum area, have given that crop a noticeable boost. Durum is heading and may ripen with a shorter straw, which is no drawback. Some fields are weedy, but otherwise in fine shape.

A Continuing Table of Semolina Milling Facts

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

Production in 100-pound Sacks

Month	1948	1947	1946	1945
January	1,142,592	1,032,916	984,608	878,487
February	1,097,116	664,951	743,018	732,026
March	1,189,077	760,294	741,624	795,998
April	1,038,829	780,650	672,899	823,981
May	1,024,831	699,331	379,861	992,675
June	889,260	650,597	628,518	859,867
July		719,513	638,758	751,280
August		945,429	788,374	694,782
September		1,012,094	705,292	883,662
October		1,134,054	980,461	1,101,092
November		1,033,759	901,333	1,116,434
December		1,187,609	968,855	928,760

Includes Semolina milled for and sold to United States Government:

Crop Year Production

July 1, 1947—June 30, 1948	12,414,163
July 1, 1946—June 30, 1947	9,556,879

Ollie the Owl

Dear Editor:

We had a baseball league here in Birdland, but it broke up last year. A few teams in the league were hitting it just right, the rooters were flocking to their games, they were making money and the players were getting fat pay envelopes.

One team in the league, the Sparrows, were all left-wingers and they didn't have a chirp on the ball; they were always tail-enders, the rooters didn't roost in their bleachers, the team took in little at the gate, the players weren't worth much and they got paid in kind.

Last year, when the season got under way, the Sparrows, as usual, were down in the chimney, and so, the left-wingers began to squawk. They were working as many hours as the topflight teams and they wanted the same pay. "But we don't get the crowds," said the club owner. "We can't afford to pay as much as the clubs that are getting the big gates."

"We play as many innings as the leading teams, and so, we should get as much money," argued the left-wingers. "There's an unequal distribution of rooters in Birdland. We demand our share of the fans. Ration the rooters in equal numbers to each ball park so that we all have equality at the gate."

The club owner argued that this wouldn't work, but the left-wingers won the argument, the baseball commission ruled that prices would be the same at all ball parks, that the rooters would have to stop flocking to the winning teams' games and go in equal numbers to the games of the tail-enders.

And so, the left-wingers got more money and the winning teams cut salaries to share the gate. Pretty soon, the winning teams began to lose enthusiasm, played so listlessly that even the lowly sparrows beat them, the rooters stayed away, the teams played to empty bleachers and the league broke up.

You can't pull up those on the bottom by pulling down those on the top.

Very wisely yours,
Ollie, The Owl

Conference on Export Macaroni

Benjamin R. Jacobs, Washington Representative

On June 24 a meeting was held in Washington between a group of macaroni manufacturers and various Government Agencies on the licensing of macaroni products for export. The following manufacturers attended the meeting:

Jack Wolfe, Horace Gioia, Peter Viviano, Trenton; Sam Viviano, John Zerega, Jr., Peter Viviano, Carnegie; Glenn Hoskins, Robert F. Sheeran, B. R. Jacobs.

We first called on the Italian Technical Delegation who advised us that the Italian Government was going to use its ECA money to buy flour and wheat; first, because the Italian plants are available, and, second, because many Italians in Italy are idle.

We then called on the Office of International Trade and were advised that beginning July 1 that agency would do its best to have the Macaroni Industry obtain licenses for export.

In the afternoon we called on the Production and Marketing Administration of the Department of Agriculture whose job is to allocate agricultural products for export and were also advised there that it would do everything in its power to allocate macaroni for export.

An announcement will be made in the next day or two under what conditions export licenses will be issued but I am very hopeful that it will be most generous.

B. R. Jacobs

EXPORTS OF MACARONI PRODUCTS

Date	Total Exports	To Italy	Percentage To Italy
1946	72 Million	6 Million	8.3%
1947	75 "	19.0 "	25.
1948			
January	16 "	11.1 "	69%
February	19 "	13.9 "	74
March	38 "	31.1 "	82
April	52 "	45.0 "	87
Total	125 "	101.1 "	80

In 1946 Portugal 36 million; Brazil 14 million; Greece 12 million. In 1947 Belgium 15 million; Greece 12 million.

Liquid, Frozen and Dried Egg Production, May, 1948

The quantity of liquid egg produced during May totaled 103,652,000 pounds, compared with 129,216,000 pounds, in the same month last year, the Bureau of Agricultural Economics reports. The quantity produced for drying was much smaller than last year and continues to account for most of the decrease shown in total liquid produced so far this year.

Dried egg produced during May totaled 5,541,000 pounds, compared with 14,014,000 pounds a year earlier. Production consisted of 4,158,000 pounds of whole egg, 328,000 pounds of albumen and 1,055,000 pounds of dried yolk. Of the whole dried egg produced, 285,000 pounds were dried from frozen liquid eggs.

Frozen egg production during May totaled 82,652,000 pounds, an increase of about 5 per cent over the production of 78,942,000 pounds in May last year. Production during the first 5 months of this year totaled 263,669,000 pounds, compared with 262,291,000 during the same period last year.

Storage holdings of frozen eggs on June 1 totaled 250,797,000 pounds, compared with 202,245,000 on June 1 a year ago and 244,686,000 pounds for the 1943-47 average. Of the June 1 holdings, the government owned 40,055,000 pounds.

Soldier Found Promising Sweet Potatoes

Sweet potatoes collected on Tinian Island by a U. S. soldier in 1946 are likely sometime in the future to supply American farms and gardens with varieties more highly resistant to wilt or stem rot than any now grown in the U. S. The soldier, Lieutenant Sidney DuBose—then of the Army Air Forces—had been a student in horticulture at Louisiana State University and had been encouraged by the head of horticultural research there to send in any promising plants found in the Pacific areas. His sweet potatoes were sent to plant introduction specialists of the U. S. Department of Agriculture, at Beltsville, Md., who grew sprouts from them in a quarantine greenhouse.

None of the popular eating varieties of sweet potatoes in this country, according to Dr. Clarence E. Steinbauer, plant physiologist and sweet potato breeder of the Plant Industry Station, possesses any appreciable resistance to wilt and, until very recently, no important varieties of the starchy industrial type had much. But of the three selections sent from Tinian (in the Marianas) one, known for the present as P. I. 153655, has higher resistance to stem rot, even in greenhouse "death beds" loaded with the fungus, than any other variety tested by the U. S. Department of Agriculture. The roots have rose-purple skin and white flesh and are rather thick, sometimes nearly globular.

Furthermore, says Dr. Steinbauer, this unusual Tinian sweet potato gives promise of yielding well, and, in addition to being a valuable breeding parent for improvement of other varieties, it may be valuable "as is" in the production of commercial crops for feed and industrial use. Already small quantities of propagating stock of P. I. 153655 have been sent out for trial to sweet potato breeders at several State experiment stations. Planting stock is not available for general distribution.

St. Regis Executive Retires

Announcement is made of the retirement of Ambrose T. Plunkett, vice president of the St. Regis Sales Corporation, subsidiary of St. Regis Paper Company, effective July 1.

Mr. Plunkett has been associated with St. Regis, and its subsidiary, the Taggart Corporation, for the past thirty-three years. He is a native of Watertown, N. Y., and joined Taggart there in 1915. When St. Regis acquired a substantial interest in Taggart in 1928, Mr. Plunkett was moved to the St. Regis head office in New York.

The retiring executive was honored by his associates at a luncheon given by Roy K. Ferguson, St. Regis president, at the Union League Club in New York recently.

Cooking Hints

One pound of dry egg noodles makes about six cups when broken into one-inch pieces.

When cooked, noodles almost double in bulk. One cup of dry noodles makes nearly two cups of cooked noodles.

Do not add macaroni, spaghetti or any type of macaroni-noodle products to water until its actively boiling. For four ounces of egg noodles or eight ounces of macaroni or spaghetti, use three quarts of boiling water and one tablespoon of salt. Actively boiling water keeps the strands separated and smooth; also keeps them from sticking to the bottom of the pan.

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

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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
Want Ads.....50 Cents Per Line

Vol. XXX July, 1948 No. 3

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

More States Ban Unlaundered Bags

Iowa and Michigan have now joined the growing list of States that prohibit the use of unlaundered sacks for shipping flour, etc., for human consumption. This makes a total of 13 states that have banned the use of sacks unless properly cleansed. Several other states have the matter under advisement. The Iowa regulations provide "new or properly laundered sacks." The Michigan order requires that all flour packed or used in that state be in new containers.

NPIP Spells More Eggs

The National Poultry Improvement Plan has proved says Albert B. Godfrey of the Bureau of Animal Industry, "a very efficient program for the identification, multiplication, and distribution of superior strains of poultry breeding stock." Since the plans were put into operation, says the U. S. Department of Agriculture, the annual rate of lay in the United States has increased from 122 to 155 eggs a year, based on the number of layers in flocks. Other factors contributed, but the bureau says the improvement plan was a major factor.

All States but Nevada now co-operate in the plan which involves about 27 million birds that are tested for pullorum disease and selected to improve breeding qualities. The co-operating States have adopted uniform terminology and are obligated to meet at least the minimum requirements of the plan.

Price Corrections on Enrichment Ingredients

Merck & Co., Inc., announce the following corrections in prices quoted on Vitamin Mixtures and Wafers for Macaroni Enrichment:

NO. 32P VITAMIN MIXTURE FOR MACARONI ENRICHMENT

25 lb. drums	$1.88 lb.
100 lb. drums	1.88 lb.
Each ounce contains:	
Thiamine (Vitamin B_1	400 mg.
Riboflavin (Vitamin B_2)	170 mg.
Niacin	2500 mg.
Iron*	1100 mg.

The balance is starch.

*Derived from 7.1 gm. Sodium Iron Pyrophosphate.

One ounce of this Vitamin Mixture added to each 100 lbs. of semolina will add to each pound of semolina the following: 4.00 mg. Thiamine, 1.70 mg. Riboflavin, 25.00 mg. Niacin, 11.0 mg. Iron.

MERCK ENRICHMENT WAFERS FOR MACARONI PRODUCTS

Packed in boxes of 25 wafers each. Shipped in full cartons of 20 boxes at $117.50 per 1000 wafers.

Each wafer contains:	
Thiamine (Vitamin B_1)	400 mg.
Riboflavin (Vitamin B_2)	170 mg.
Niacin	2500 mg.
Iron*	1100 mg.

Balance is starch and other excipients.

*Derived from 4.4 gm. Ferric Phosphate.

Entertain Business Women

The Creamette Company of Minneapolis according to the press reports from the Twin Cities was host to the National Federation of Press Women on June 24 at a reception and dinner at the Minnesota Club, St. Paul.

The occasion was the twelfth annual convention of the feminine journalists of which Miss Catherine Dines Prosser of Denver, Colo., is national president. Over 250 publishers, business women and guests attended the dinner and the cocktail party preceding it.

During the afternoon the visitors were taken on a tour of Minneapolis and St. Paul and were shown through the plant of The Creamette Company to see for themselves just how macaroni products are made in sanitary American plants. James T. Williams, Sr., president, was host at the dinner party, assisted by his son, James, Jr., and other officers of the host firm

International Milling Buys Midland

Controlling interest in the Midland Flour Milling Company, Kansas City, Mo., was acquired by the International Milling Company of Minneapolis, according to an announcement by Charles Ritz, president of the latter firm. The purchase price is approximately $2,000,000.

The Midland Flour Milling Company with a capacity of 12,500 sacks of flour and 350 tons of feed daily will continue to operate as an individual enterprise. Its wheat storage capacity aggregates 2,225,000 bushels at mills and country elevators.

Macaroni Export Under General License

On July 9, 1948, Benjamin R. Jacobs, the Washington Representative of the National Macaroni Manufacturers Association, after contacting the various agencies connected with the export of foods to Europe, and particularly macaroni products, wired the members of the National Macaroni Manufacturers Association as follows:

"Effective July 9, the export of Macaroni Products will be under general licenses. There will be no limit to the amount exported except that manufacturers must find their own customers.

"The Italian government would like to control issuing of licenses of exports to Italy but the United States will protect the macaroni industry by issuing them as usual.

"We have a potential capacity for exporting at least 300 million pounds this year of which 125 million pounds have already been exported between January 1st and June 30th. We also have a carry-over of about 8 million pounds of durum wheat. We are in good shape if we can get the business."

(Signed) B. R. Jacobs

The action taken was in line with the special meeting held in Washington as reported elsewhere in this issue.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers Association

Local and Sectional Macaroni Clubs

OUR MOTTO:
First—
INDUSTRY
—
Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1948-1949

C. L. NORRIS, President.....The Creamette Co., Minneapolis, Minn.
A. IRVING GRASS, Vice President.....J. J. Grass Noodle Co., Chicago, Ill.
C. FREDERICK MUELLER, Vice President....C. F. Mueller Co., Jersey City, N. J.
ALBERT RAVARINO, Vice President.....Ravarino & Freschi, Inc., St. Louis, Mo.
C. W. WOLFE, Adviser.....Megs Macaroni Co., Harrisburg, Pa.
B. R. Jacobs, Director of Research.....1839 Newton St. N. W., Washington, D. C.
M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois

Region No. 1
Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.

Region No. 2
Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.
C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J.
C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.

Region No. 3
Horace Gioia, Gioia Macaroni Co., Rochester, N. Y.

Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Charles Presto, Roma Macaroni Mfg. Co., Chicago, Ill.

Region No. 5
Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.
Thos. A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn.

Region No. 6
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7
E. DeRocco, San Diego Macaroni Co., San Diego, Calif.

Region No. 8
Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region No. 9
C. L. Norris, The Creamette Co., Minneapolis, Minn.

At-Large
Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.
Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y.
Maurice Ryan, Quality Macaroni Co., St. Paul, Minn.
Frank Traficanti, Traficanti Bros., Chicago Ill.
Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

The Secretary's Message

Does Advertising Always Pay?

We like very much the answer given by Sidener and Van Riper, Inc., in *The Indianapolis Star* to the above question. We mention it because Macaroni-Noodle Manufacturers are becoming more advertising conscious as the battle by different foods for a place on the American food table rages, which increase in fury when conditions again become normal. We feel that you will like it also.

DOES ADVERTISING ALWAYS PAY?

YES . . . advertising *does* pay—*always*—if wisely directed. There'd be no business without advertising—of *some* kind.

Every manufacturer advertises . . . in one or more of many ways.

Your product's package . . . the catalog your salesman carries . . . even the letters you write . . . are forms of advertising.

The public, which buys and uses your product, is the most important factor in your success. These "consumers" prefer and favor the product which they have come to know by name and reputation through advertising of many kinds.

Jobbers and dealers prefer to handle and *do* push products which they know their customers want . . . the *advertised* products.

In advertising, as in all else, you succeed only when you "stick to it."

Advertising maintains, stabilizes, and protects business . . . and helps it to grow.

M. J. Donna, Secretary.

Sure—nobody's going to *knit* your spaghetti. BUT . . .

It *is* a fact that if spaghetti, macaroni, and noodles are notably and consistently good, people *will* use them in more ways—serve them oftener—*buy* them oftener.

Keeping your products as good as that calls for uniformly dependable durum products. That's the kind of durum products Pillsbury has been milling for many years. You can rely on them to do their part in keeping *your* products right.

PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, Inc. General Offices: Minneapolis 2, Minn.