

**THE
MACARONI
JOURNAL**

**Volume XXIII
Number 9**

January, 1942

JANUARY, 1942

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

1942 RESOLUTIONS

*Pledges Worthy of Adoption by Every
Loyal Macaroni-Noodle Manufacturer:*

To Country —

Unswerving LOYALTY,
Unstinted SUPPORT,
Unshaken FAITH!

To Industry —

CONFIDENCE in the trade,
RELIANCE in its leaders,
ALLEGIANCE to its Trade Association!

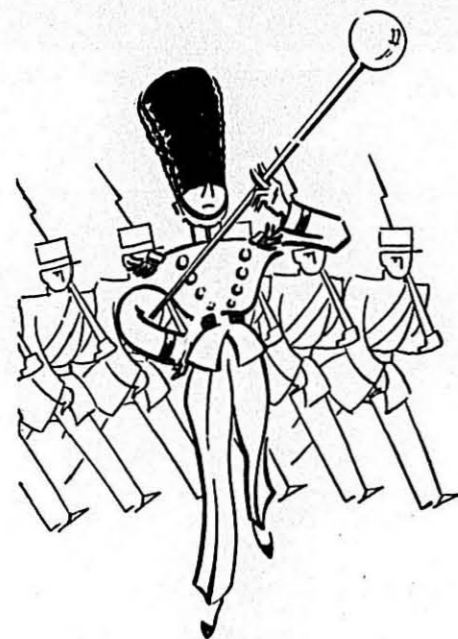
UNITED WE STAND!

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXIII
NUMBER 9

Printed in U.S.A.

When "DRESS PARADE" means
PROFITS!



THE sale of your product is largely affected by the "crowd appeal" of your packaging. If you advertise you will want to insure a ringing and lucrative climax to your efforts with a package designed to stop shopper traffic. If you don't advertise, then upon your carton or label falls the tremendous responsibility of being your brand's only spokesman at point of purchase. Your package must look good, feel crisp and clean, whet the appetite.

For virtually your present cost Rossotti can furnish you with a carton or label that will breathe new life into your brand, make the retailer proud to display it prominently, earmark your product for husky sales boosts. Rossotti's Creative Department has fathered a long line of successful packages. Rossotti's production set-up handles large or small runs with equal economy. Check Rossotti today for an analysis of your present packaging. No obligation.



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Industry in War-Time Conference

Growing Interest in Opportune Convention. Directors to Plan Association Activities for the Duration

Because of conditions growing out of actual war, interest in the Mid-Year meeting of the leading executives of the Macaroni-Noodle Industry at Chicago this month is at a high pitch and attendance is expected to break all records.

The Hotel Morrison will be headquarters for the Industry during the week of the Canners Convention and Grocery Trade Conferences.

The 1941-1942 Board of Directors of the National Macaroni Manufacturers Association will hold its second meeting there on Sunday, January 25, 1942, starting at 12:30 p. m. and continuing throughout the day.

The Mid-Year Conference of the Industry will convene in the same hotel at 9:30 a. m., Monday, January 26, 1942.

The tentative programs given below are subject to such changes as may be brought about through new developments growing out of the war and defense plans, and the part the Industry as a whole or the leading manufacturers may be called upon to play there.

The Mid-Year Conference, which is open to all who are interested in the present and future welfare of the Macaroni-Noodle Industry, will continue in session throughout the day, with a group luncheon at 12:30 p. m.

Directors' Meeting

Hotel Morrison, Chicago
Sunday, January 25, 1942

12:30 p.m. Dinner
2:00 p.m. Call to Order—President C. W. Wolfe
Roll Call
Minutes of Previous Meetings

Officers' Reports

President, C. W. Wolfe
Secretary-Treasurer, M. J. Donna
Director of Research, B. R. Jacobs

Committee Reports

Membership, A. Irving Grass, Chairman
Finances, Henry Mueller, Chairman
Standards, Peter LaRosa, Chairman

New Business

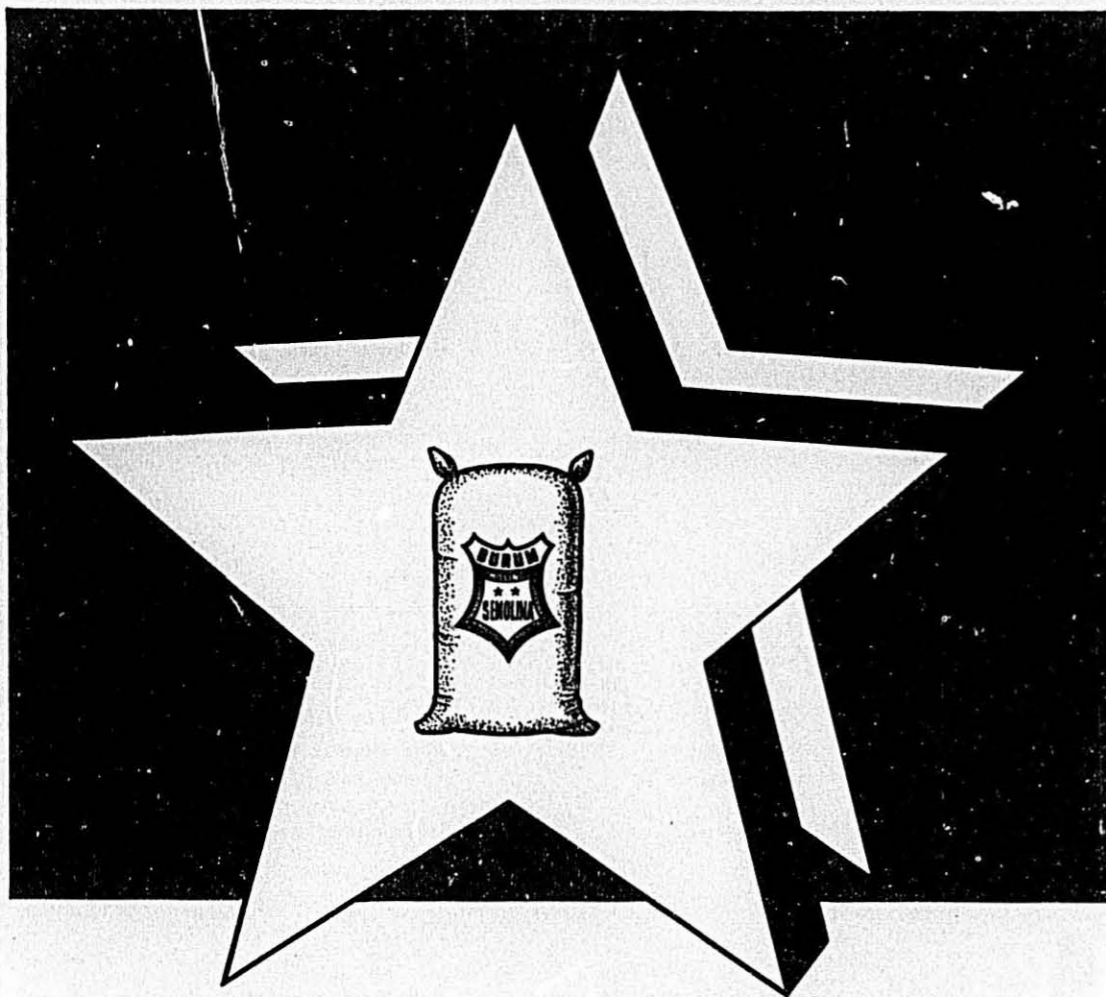
1942 Budget
Mid-Year Meeting Program
Macaroni Journal Anniversary Edition
1942 Convention Dates and Places

General Discussion

Mid-Year Conference

Hotel Morrison, Chicago
Monday, January 26, 1942

9:30 a.m. Registration (no fee)
10:00 a.m. Call to Order—President C. W. Wolfe
Automatic Roll Call
General Survey of Industry's Position—C. W. Wolfe
Summary of Board's Activities—A. Irving Grass, Vice President
Institute's Program—M. J. Donna, Managing Director
12:30 p.m. **Group Luncheon**—(Dutch treat)
2:00 p.m. **Afternoon Session**—President C. W. Wolfe, Presiding
Review of Macaroni Standards Hearing
Peter LaRosa, Chairman, Standards Committee
Benjamin R. Jacobs, Director of Research
Probable Subjects for Discussion:
Wartime Supplies to Fighters and Civilians
New Taxes, Corporation, etc.
Stabilization of Prices and Grades
New Food Laws and Regulations
Note: Speakers qualified to lead the discussions of one or more of these subjects—Government Officials and business leaders—are being considered
5:00 p.m. **Final adjournment**



The Two Star Semolina brand has won the confidence and good will of the macaroni industry because it symbolizes those things that mean most—unvarying high quality, dependable performance, and prompt, personal service.

The MACARONI JOURNAL

Volume XXIII

JANUARY, 1942

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The Macaroni Industry's Opportunity

In a war-fired world, what has 1942 in store for the Macaroni-Noodle Industry? Aside from serving their country with fervid patriotism, what can the manufacturers do to help their trade while making the many sacrifices that will be required to bring victory to our cause?

"Preparedness," the watchword of the American scheme of life, suddenly was replaced by "All Out War" when Japan made its bestial attack on Hawaii on December 7, 1941.

While our Government tackles the problem of shifting from peace-time preparedness to actual fighting in an unwanted war, the macaroni-noodle manufacturers must see to it that our citizens are kept strong and healthy for whatever part individuals may be called upon to perform. As the wheels of industry speed up, good health for our armed forces and for civilians, too, becomes most important. And good health rests upon a foundation of good nutrition, which in turn depends on quality foods and well-planned diets. To this service, the members of this Industry must immediately dedicate themselves.

For the New Year, particularly, and forever thereafter, leaders in this trade should determine to supply to soldiers, sailors, flyers and marines—as well as the civilians on the home front—ample quantities of wholesome and nutritious food such as quality macaroni products provide. Indisputably, this Industry should include a determination to teach Americans the true nutritional and economic values of properly made, carefully prepared and appetizingly served macaroni products.

Other nationals have long marveled at the general healthfulness of the Italians. After considering all factors, they are satisfied that these people's robustness can be attributed to their fondness for wheat foods in the form of macaroni, spaghetti, vermicelli and egg noodles. Some even aver that the present collapse of the Italian fighting forces is due to drastic limitations of their favorite food.

It is interesting to note that the average, pre-war consumption of macaroni products in Italy was over 50 pounds per person annually. If to this is added the many pounds of wheat flour consumed in the form of bread and pastry, the Italians may be termed among the greatest wheat eaters in the world. In this country the annual per capita consumption of macaroni products is approximately five pounds.

In the unwanted war into which this nation has been forced, opportunities are presented for creating lasting likes and dislikes for foods which will greatly influence post war consumption. From 2 to 3 million men will be under arms during 1942—the country's most virile men. Macaroni, spaghetti and egg noodles will be fed them occasionally. Many will taste this food for the first time. How will each react to this food, in so far as future cravings for it are concerned?

Whatever the reaction, the manufacturers are responsible. If the macaroni products supplied our armed forces are of a good quality, are prepared properly and served appetizingly, there is no doubt that the men in the service will develop a liking for it that will beneficially affect future consumption. If, on the other hand, manufacturers with contracts to supply macaroni products to our armed forces, will resort to the unpatriotic subterfuge of delivering products of a poor grade that become soggy and mushy in cooking, the future acceptance of our food will not be what the Industry has a right to expect.

The Macaroni-Noodle Industry has a continuing job to do in 1942. It must determine to produce the highest quality goods from the best available raw materials, regardless of the latter's price. Then it must undertake in a cooperative way the equally important job of consumer education.

Fortunately, there need be no great alarm at present about possible shortages of wheat as a basic food for fighters and civilians, nor of any restrictions or limitations on processing as was the case very early in the last war. The United States Department of Agriculture recently announced a plan to encourage increased production of wheat during 1942 and it is safe to assume that the growers of macaroni wheat will share in this prospective increase, thus assuring the Macaroni Industry an ample supply of quality raw materials.

But it is the eating habits, old or newly acquired, to maintain America's high standard of living, commensurate with the war conditions imposed, that will bear most heavily on our people's future needs. Thus the macaroni-noodle manufacturer is truly at the crossroads. He must choose immediately whether he will travel the "quality route" or the more perilous "price by-way." Assured of a plentiful supply of quality raw materials at fair prices and spurred by an honest patriotic desire to see to it that our fighters have the best possible food at all times—for the sake of health and strength—the "quality route" seems to be most feasible.

The present opportunity to mold the eating habits of millions of good Americans to include macaroni products more frequently in their fare, is one that should not be passed up lightly. In addition to that which individuals can do for their own brands, there is an obligation to do something in a collective way, to educate and to stimulate.

So, 1942 is opportunity year. Business may be regulated as never before. Production may be restricted and other irritating conditions imposed. But if the Industry fully arrays itself behind the protective influences of its national organization where the best minds will confer unselfishly for the trade's best interest, 1942 and future years should find macaroni-noodle products gaining greater favor as the food choice of millions of new consumers won via the "quality route."

Report of the Director of Research For the Month of December

By Benjamin R. Jacobs

The Pennsylvania State Bakery Law has come up for attention by macaroni manufacturers shipping their products into the State of Pennsylvania or those manufacturing macaroni products within the state.

For the benefit of those members of our industry who are not thoroughly acquainted with the requirements of this law as it affects them, it may be well to review the whole subject now.

In 1934 the State of Pennsylvania passed a law requiring an annual license and the payment of an annual license fee by all bakers operating bakeries in the state of Pennsylvania. Under this law the bakers were divided into four classes: (1) those manufacturing not less than 100 barrels of flour per week, were to pay \$5.00 per year; (2) those manufacturing more than 100 barrels and less than 200 barrels per week were to pay \$10.00 per year; (3) those manufacturing 200 or more barrels per week were to pay \$20.00 per year; and those manufacturing less than 50 pounds of flour per week were exempt from any payment of fee or registration of their products or obtaining a license.

The law also requires all bakers to register all their products with the Secretary of Agriculture each year.

Under this law macaroni, spaghetti, noodles and alimentary pastes are included in the definition of bakery products. Therefore, the law applies to macaroni manufacturers doing business within the state of Pennsylvania.

In 1937 the law was amended to include not only products manufactured within the state, but also bakery products sold or imported within the state. Macaroni manufacturers with plants in other states but selling their products in Pennsylvania were required to register each brand of their products as well as to take out a license and pay the same fee required from bakers within the state. Further, all bakery products as defined are required to bear a statement on the label as follows: "Registered with Pennsylvania Department of Agriculture." Last July the Pennsylvania State Secretary of Agriculture promulgated a rule or regulation substituting an abbreviation for the above required labeling as follows: "REG. PENNA. DEPT. AGR." This statement should appear in a clear and legible imprint, readily discernible to the eye.

Because of this added requirement I have recently received a number of

complaints from macaroni manufacturers who feel that this is an added burden more onerous and useless than the licensing requirement. They feel that every macaroni manufacturer located outside the state of Pennsylvania will be required to provide himself with special labels for that part of his business which is carried on in Pennsylvania, or else to have all his products carry the registration requirement above stated.

They also feel that their labels already require numerous statements by various Government (Federal and State) Agencies and that their containers are already over-burdened with printed material which does not in any way benefit them as sellers of their products.

In view of these complaints I called on the Department of Agriculture to discuss this new requirement with the officials and was advised that the requirement would be enforced but that manufacturers would be given ample time in which to make the required changes in their labels. I was advised that these requirements would materially assist their inspectors in determining whether or not a bakery product was registered and licensed within the State of Pennsylvania. This explanation, however, does not seem to me to justify this requirement because an inspector can usually determine whether or not a manufacturer is licensed or has paid his license fee in many other ways without requiring a manufacturer to print this statement on all the labels of all his products or in lieu of that to keep separate inventories and stocks of labels and products which are sold exclusively within the State of Pennsylvania. Furthermore a State Food Inspector could not assume that a product was actually registered merely because the label said so. If there was any doubt in his mind concerning any particular product he would still have to refer to the records in the State Department of Agriculture.

The statement was also made that grocers along the border of the state have been made the victims of fines because they had sold products manufactured outside the state which were not licensed or registered in the state. This can still go on regardless of any labeling.

It is quite apparent that this requirement can do no one any good but may become a very onerous and expensive added burden to the manufacturer of

bakery products. It would appear that when a manufacturer procures his license, pays his fee and registers all his products that then it becomes the function of the state to ferret out all those manufacturers who do not comply, and not depend on statements on labels to detect noncompliance. Furthermore the State of Pennsylvania has set an example to a number of other states in the matter of licensing and collecting fees from macaroni manufacturers. Other states may not be slow in enacting similar legislation and similar requirements of labeling. Therefore, we may look forward to the time when the only statements on our labels will be those required by the numerous Federal and State laws, and there will be no room for advising the consumer concerning the quality of our product or even the contents of the package.

\$1,000,000 Food Research

Fifteen leading food manufacturers have formed the Nutrition Foundation for the cooperative scientific study of nutrition in direct relation to consumers and a long-term consumer educational campaign. It is reported that \$1,000,000 has already been contributed by them to underwrite the undertaking that has been under consideration for several years. Dr. Karl T. Compton of the Massachusetts Institute of Technology has been named to head the laboratory.

Manufacturers supporting the foundation are Corn Products Sales Co., Standard Brands, Inc., Swift & Co., National Biscuit Co., Quaker Oats Co., American Can Co., Beech-Nut, California Packing Co., General Foods Co., Campbell Soup, Continental Can, H. J. Heinz, Libby, McNeil & Libby, Owens-Illinois Glass, and United Fruit Co.

The board of trustees of the foundation will be composed of officers of these companies, government and business leaders, and representatives of other companies which may join the foundation in the future.

The College of Agriculture, University of California, Davis, California, reports the development of a substitute for Romano cheese widely used by lovers of macaroni-spaghetti for flavoring.

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

The
Golden
Touch

King Midas Semolina

Leads in Quality

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

KING MIDAS FLOUR MILLS
MINNEAPOLIS, MINNESOTA



"PARADE" Parades Spaghetti

Feature Proper Technique for Eating This
Increasingly Popular Wheat Food

"Parade," a new weekly picture newspaper that now appears as the magazine section of fourteen of the country's leading newspapers, was launched last September by Parade Publications, Inc., of New York City. It is replete with timely pictures and feature articles of interest to newspaper readers.



Preparing the Sauce Is a Simple Procedure

One page of each issue is devoted to foods of which Americans are fond. In the December 21, 1941, issue, spaghetti and its proper eating technique featured that special page. It was beautifully illustrated by pictures reproduced herewith, supplied by Black Star, owner of the original photos, with permission by the publisher. The

accompanying article was terse and pointed.

SPAGHETTI

Tang Is in the Sauce; It's Easy to Eat, Too

Spaghetti is a man's dish. Set a big bowl of the steaming hot food in front of a hungry male, and watch it disappear to the accompaniment of a satisfied smile, a contented sigh.

It takes no expert to prepare spaghetti. The secret in serving really delicious spa-



Just Before Serving, Sauce Is Poured on the Spaghetti

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Use Both a Fork and Spoon in Eating Spaghetti

ghetti lies in the sauce. A good sauce guarantees a good dish—a poor sauce spells disaster.

For a few tips on making the all-important sauce, "Parade" visited Leone's midtown New York restaurant, watched Mama Leone, who's been cooking the Italian specialty more than 35 years.

Here's the way she goes about making her own delicious sauce: Mama Leone takes olive oil and butter in equal proportions, warms them in a pan. Then she



If You Wind Carefully There Are No Loose Ends



Wind Spaghetti Around Fork. Using Spoon for Base

scutes onions, a piece of beef and garlic, adds pepper and salt. To this she adds tomatoes and boils the whole thing for 10 minutes. Next she puts in carrots, celery and a green pepper, adds more water, boils for 90 minutes.

After the final boiling, Mama Leone pours the mixture through a sieve. She takes the solid ingredients, puts them through a meat grinder. The finely chopped carrots, beef, pepper and celery are then poured back into the sauce.



This Method Is Simple, Keeps Your Chin Dry

Food Sales Up Two Billion

AGMA's President Willis Analyzes Food Industry's Position as of January 1, 1942

In 1942, food sales should reach the 15 billion dollar mark, an advance of \$2,225,000,000 over last year.

The sale of grocery products during 1941 exceeded 1940 by \$1,400,000,000, reaching a new high of \$12,750,000,000. The new year offers the industry an even greater opportunity for increased sales. The national income will probably set an all-time record of \$100,000,000,000. The sale of grocery products may likely reach the huge figure of \$15,000,000,000.

1941 has been a year of rapid changes in the fundamental conditions affecting the food industry. For that reason we have thought it might be helpful to you to gather together the latest available data on food prices and supplies. We have also attempted to show the relative place of the food industry in the rest of the national economy. This is by no means a profound study of the subject—merely a few pertinent statistics which indicate the trend of the industry and the country as we enter the war.

Supplies

1. America enters this war with an unprecedented supply of food.

2. In most cases Production figures set a new record, and it is estimated by the Department of Agriculture that the 1942 production will be stepped up by a substantial percentage.

Prices

3. Using 1935-39 as an index base of 100, the price of food now stands at 113.1 as of December 15, the latest available figures from the Bureau of Labor Statistics. This increase represents a slow, steady rise in the price of food from the subnormal depression period from which the entire American economy is now recovering. The figure is about 25 per cent below the 1929 figure and approximately 73 per cent below the summer of 1920. Because management and Government both clearly remember the inflationary food price spiral from 1917 to 1920, they are determined such an unbridled rise will not occur again.

4. As an indication of the fact that food prices are dragging behind the rest of the national economy, it should be noted that the National Industrial Conference Board reports that the

wages paid in manufacturing in September, 1939, averaged \$24.70. Today, they average \$40.05, an increase of 61 per cent. It must be remembered, however, that the retail food price figure of 113.1 is based on a 1935-39 average, while there is no comparable study of wages paid in industry for the same period. The wage increase cited above is simply an indication and not a true comparison.

5. The same is true of the increase prices paid to the farmer. There has been an increase of 51 per cent in farm prices since 1939. Again this is an indication and not a comparison with the retail food price index figure given above.

Estimated Food Sales in 1941

6. Retail food store sales for the year 1941 will be the largest in history.

7. From present indications food store sales this year will be \$1,400,000,000 higher than in 1940, an increase of 12.5 per cent.

8. Total retail store volume will aggregate \$12,750,000,000 in 1941 thus topping the all-time high of 1929 by \$250,000,000, even though in 1929 retail food prices averaged 20 per cent higher than at present.

9. This increase in sales of \$1,400,000,000 will be distributed throughout the industry, small stores and large stores, independents and chains all enjoying gains over last year.

10. The increase will be almost evenly distributed between independents and chains. Independent grocery and combination stores will increase their sales about \$580,000,000 this year; chain grocery and combination stores about \$600,000,000; specialty food stores, among which independents predominate, \$220,000,000.

11. According to A. C. Nielsen's recent speech before the AGMA Convention, over the past three years grocery store sales have risen less than one-half the extent of the increase in consumer income. Specifically, grocery store sales have advanced 17 per cent, as against a 36 per cent increase in consumer income. During the last year, grocery volume has mounted 12 per cent as against a 20 per cent rise in consumer income.

Food Industry and the National Economy

12. The Department of Commerce estimates that the national income, as measured by payments of money to individuals, had risen to a yearly rate of \$92,000,000,000 in September of this year. This would break all records. For the first nine months of 1941, income payments were \$64,332,000,000, or approximately 17 per cent above the \$54,998,000,000 for the same period last year. Estimated actual payments for the full twelve months of 1940 were \$75,700,000,000. In 1929, a high record up to this time, they were \$82,400,000,000.

13. Unincorporated business was estimated by the Department of Commerce to be 14 per cent above 1940, and farm income 25 per cent above last year. In 1942 it is estimated that the national income will exceed \$100,000,000,000 for the first time.

14. According to Roy F. Hendrickson, Administrator, Surplus Marketing Administration, U. S. Department of Agriculture, food production in 1942 will be the largest in our country's history. On top of a greatly increased domestic market, this country is pledged to meet about 25 per cent of the British need for animal protein food. Mr. Hendrickson said that an average of \$5,000,000 a day of lend-lease money will go for the purchase of lend-lease commodities during the next three months. "We began our buying program last spring, and this week we passed the \$500,000,000 mark in our expenditures for farm products. We are continuing our buying and contracting for food stocks at a rate which will use another \$500,000,000 by the end of February. The third \$500,000,000 is in a sense pledged to be spent afterward so that the farmer may continue to see his way clear to keep on increasing the production of needed products which will be coming from farms and feed lots during the spring and summer ahead."

15. The seven chief productive groups, aside from agriculture, are mining, power, manufacturing, construction, transportation, communication and trade. The average portion of the national income produced by these seven groups over the five years 1934

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to 1938 was \$30,400,000,000 and in 1939 it was \$34,900,000,000.

16. Paul T. Cherington, market expert, estimated that 1942 would show a 30 per cent increase over the five-year average, which would bring the figure to \$42,400,000,000. According to the same source, the portion of the national income attributed to agriculture in 1939 was \$5,600,000,000. Mr. Cherington cautiously estimates that this money income will increase to \$7,000,000,000, or a rise of 25 per cent in 1942.

17. The question on the tip of everyone's tongue—"Have food prices risen substantially since the declaration of war?"—cannot be answered yet, as no figures are available at this time covering the period from December 8 to date.

Production Speed-up As War Aid

Industry Now at 55% of Capacity Only

American industrial concerns can increase their wartime production by seventy-five per cent during 1942 without building a single plant or adding a single machine, according to George S. May, chairman of the board of the George S. May Business Foundation.

Stating that his estimate was based on a detailed survey of one thousand representative American plants, Mr. May said:

"President Roosevelt has called for an all-out 'victory program' of production which envisions a three shift, seven day work week and greatly expanded plant facilities. Such a program requires time to build and equip plants and to train additional supervisors and workers. In the meantime, attention should be given to the possibilities of immediately increased production through the application of tested scientific methods."

A recently completed survey by Foundation engineers of one thousand manufacturing concerns, Mr. May said, revealed an average production efficiency of only fifty-five per cent in plants operating on a day-work basis with only a very few companies operating at sixty per cent or better of possible efficiency. He recommended use of the following devices by war-work factories as the quickest and surest way to step up the flow of munitions:

1. Establish improved methods based upon a scientific job analysis to determine the one best design and one best method of fabrication of each article. Supplement this by setting standards, based upon time stud-

ies, for each manual operation in the plant.

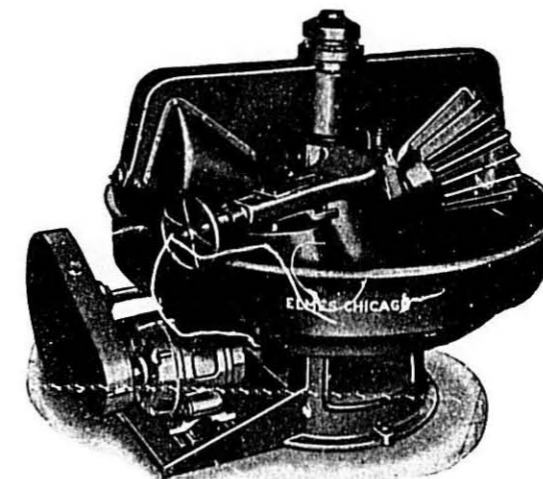
2. Adopt a production control plan for the systematic scheduling of work in accordance with these established standards of operation, such a plan to take into account the capacity of each production center in the plant and to govern the distribution of work in such a way that there is neither congestion nor bottlenecks nor idle men nor machines.

Mr. May recommended that the natural desire of every American to be of service in this wartime emer-

gency be supplemented by the establishment of incentive plans which would provide either credit or compensation or both for all workers and executives who exceeded the standards of performance set for them.

"Neither labor nor management," he maintained, "should object to operating against standards, if these standards are fairly set up. It simply means that wasted motions and ill-advised methods are eliminated with the result that more production can be secured with the same effort and the same equipment."

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SAVE on purchase cost, save on operating cost, save on upkeep—that's what you do and why you're ahead when you have a tried and tested Elmes Kneader.

Here's one machine that helps you make high grade products at a profit. Write for complete Specification Sheet.

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Improved Automatic Dispenser

Manufacturers Keeping Step with Changes in Selling

Self-service stores are becoming more and more popular in the larger cities and even in the smaller communities, and rare are the grocery stores that are not at least partially equipped with some of the many devices aimed at more convenient dispensing of merchandise. Recognizing this trend, progressive macaroni-noodle manufacturers are striving to keep step with new aids for easier selling.



Handy Macaroni Package Dispenser

The introduction several years ago of the transparent package showing all or part of the contents, with the natural products appeal, created quite a spurt in the sale of egg noodles and other macaroni products. First came the window carton; next the cellophane bag and more recently the transparent wrapped package. It is feared that restrictions may adversely affect the visible package expansion so grocers are on the alert for equally effective sales helps.

In keeping with the trend to help grocers sell more conveniently, the food dispenser idea is being developed more than ever. In this connection, the adoption of the improved automatic dispenser by the LaRosa Macaroni Company, Brooklyn, N. Y., is interesting. The illustration shows both the old and the new dispenser, as proof that it is keeping step with the new trend of greater distributor help.

Grocers quite generally welcome the



WOR Women's Commentator BESSIE BEATTY has 12 different sponsors, manufacturers of non-competitive products. V. LaRosa and Sons, Brooklyn, has participation announcements on her program. Mondays through Fridays.

installation of attractive and practical automatic dispensers as they are space and labor savers, that ordinarily keep the products clean and tidy. The advertising thereon usually tells a convincing story of the contents, without actually showing or exposing the contents. The dispenser also makes it convenient for customers to help themselves as they are expected to do in most modern self-service stores.

The new dispenser illustrated was designed especially for the LaRosa Macaroni Company by Robert Gair Co., Inc., New York City, and is now in use in many stores in the East. It is particularly adapted for the dispensing of small packages of fancy shapes of macaroni products, general favorites with babies, invalids and convalescents. Analyzing the changes made in modernizing this dispenser, Secretary W. F. Howell of Robert Gair Company, Inc., says:

"In undertaking to redesign the new sized Fancy Paste Dispenser Displays, the objectives were brighter and more dynamic identity, and more effective contrast with the individual units shown through the opening.

"To this end we used the same colors as on the old, in no way changing color identity. In planning the layout, however, we redistributed the color areas so as to take advantage in the upper portion of the gleaming white of the stock, followed by a dominance of blue, against which the white, yellow and red copy, simply reverse-plated out of the background with no outline (which was the case in the old), reads forcefully and clearly. This, followed then by a considerable area of red with a wholesome and smiling child subject, provides brilliant contrast against the largely pale blue-green character of the individual

contents showing through the opening. On the old container the entire area, from cut-out up, was dark blue and so did not provide this lively contrast. To provide a note of strength at the base, the area below the cut-out is dark blue on the new design; the oblique, crisp character of the word "fancy" and the word "for," in their continuous direction of obliqueness, contribute a note of action to the display and point attention to the individual contents visible through the cut-out.

"The display structure was changed in size somewhat because of a change from a cubical to an oblong package.

"Apparently, these narrow dispensing displays are, for contents of this nature, very successful, since the old dispenser was used for a number of years and, in planning the new, there was no notable structural change made."

Macaroni Goes to Sunshine

Five hundred packages of its finest quality macaroni products were contributed to the Sunshine Division of the Portland, Oregon, police for inclusion in the many Christmas baskets distributed by that charitable organization last month. The donor was S. M. Orso, president of the Oregon Macaroni Manufacturing Company of Portland, Oregon. Philip H. Parrish, editor of *The Oregonian* of that city, revealed in a special broadcast appeal that the Sunshine Division, in addition to the city poor, is also "feeding families of sailors at Pearl Harbor and relatives of workers at Wake and other Pacific islands."

The December 23, 1941, issue of *The Oregonian* carried a picture of the stacked containers that constituted the contribution of the macaroni firm, showing donor Orso and recipient Capt. C. H. Tichenor.

Mueller Co. Honors N. E. Division's Chief

Ben Kellner, New England division manager of the Mueller Company, makers of macaroni products, has just completed his 25th year of service with the firm. At an informal meeting of the board of directors, the president of the company, Henry Mueller, presented Mr. Kellner a gold watch and chain, and a check, in recognition of the occasion.

Mr. Kellner first entered the Mueller Company in 1915 as salesman in the Buffalo, N. Y., office. A few months later he was transferred to Boston and shortly thereafter was made division manager for the New England territory. Mr. Kellner lives at 50 Woodward Ave., Quincy.

Macaroni Products in "Mess Halls"

Since the outbreak of the war and the induction of thousands upon thousands of young men into the armed services of our country, there has been a noticeable increase in the number and size of the bids being made by the government for offerings of macaroni products. Many plants are humming as a result of orders speedily placed for immediate filling.

This should not mean that Macaroni-Noodle Manufacturers should be too busy with their current production problems to overlook entirely the possibilities now being offered for general products promotion and consumer education. "Betty Crocker" of General Mills apparently has not. She will go on the air on February 13, with a message aimed at making Mr. and Mrs. America more appreciative of the fine qualities of high-grade macaroni products.

"Everyone knows America is involved in a titanic struggle for the preservation of the fundamental principles of life, liberty and the pursuit of happiness by and for which this country has lived for the past 165 years," says the announcement by General Mills, referring to its broadcast time over 46 radio stations in which Betty Crocker hopes to sell to the more than 6,000,000 American housewives her new creation—"Mess Call" Macaroni.

A beautifully illustrated brochure has been sent the macaroni manufacturers asking them to tie in with the broadcast and to aggressively merchandise the recipe featured, in the expectation that the recommended dish will be served as a regular part of the diet in the "mess halls" of America's Army, Navy and Marine training stations and in the field kitchens.

Wartime is speed-up time, not let-up time, for food manufacturers who have such outstanding energy foods as has the Macaroni Industry—foods that will play an important part in keeping "Americans on the March."

"Niacin" a New Name For a Food Vitamin

Leaders of the food trades, particularly the millers and bakers, have insistently demanded that a new name be coined for nicotinic acid, an invaluable food vitamin, on the grounds that it leaves a wrong impression on consumers. They are cheered by the recommendation of the Food and Drugs Administration to the Federal Security Agency that the names "Niacin" and "Niacin Amide" be used hereafter as the common and usual names for Nicotinic Acid and Nicotinic Acid Amide.

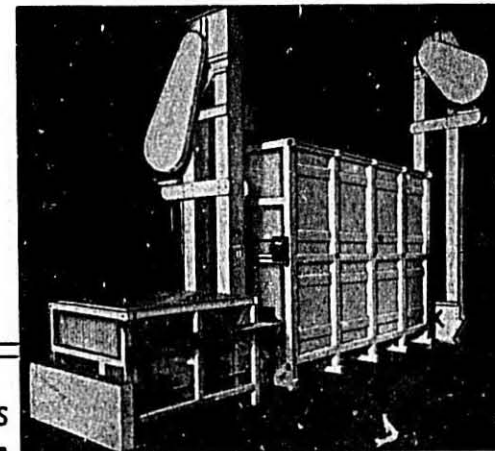
While awaiting official acceptance of the substitute name for this member of the Vitamin B family, food manufacturers and scientists are practically unanimous in favor of its immediate adoption.

Beech-Nut Generosity

Members of the armed forces of the United States who formerly were in the employ of the Beech-Nut Packing Company, will share in the company's

special year-end distribution of \$210,000 to its more than 2,800 employees, it was announced today.

In addition to the usual cash distribution to plant, office and sales employees, based upon length of service in the company, Beech-Nut is sending a check for \$50 to all service men who were employed by the company for more than six months, no matter in what capacity. Those whose terms of employment were less than six months, but more than three, will receive checks for \$25.



THIS

CHAMPION

FLOUR OUTFIT AND SEMOLINA BLENDER
—is the Solution to Today's Economic Problems

TODAY, when National Defense is demanding more and more of the Nation's reserve in man-power, management must adopt new methods to keep business on an even keel. For more than half a century, Champion has been serving the Macaroni and Noodle Industry—in developing better methods and creating new profits from the savings introduced. This Champion Flour Outfit, for example:

- SAVES valuable time and back-breaking labor by AUTOMATICALLY handling and blending the flour.
- SAVES flour and improves products by removing all foreign substances and sifting to a uniform fineness.
- SAVES frequent replacement of expensive dies as clean flour helps prevent scorching.
- SAVES on maintenance cost as is built extra sturdy for lifetime service. Furnished complete with blending bin for any plant capacity.

MAIL COUPON FOR ALL THE FACTS; PRICES

CHAMPION MACHINERY CO.

JOLIET Mrs. of Complete Line of Popular-Priced, Modern ILLINOIS
Bakery and Macaroni-making Machinery.

Gentlemen: Please send me complete information regarding your Champion Flour Outfit and Semolina Blender, prices, terms and tell me about your Convenient Time Payment Plan. Am also interested in Dough Mixer Noodle Brake Weighing Hopper Water Meter.

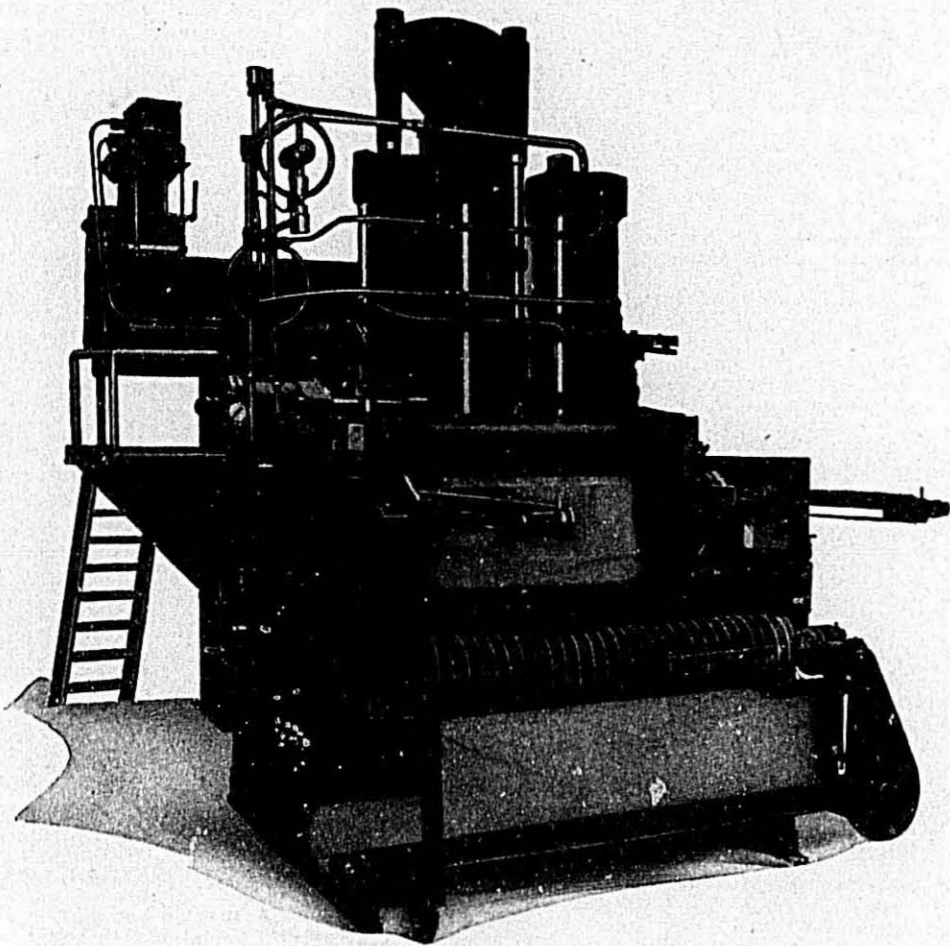
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Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

The only continuous Press that is fully Automatic in all its operations.

From the time the raw material is fed into the receiving compartment until it is spread on the sticks, no handling or attention is necessary as all operations are continuous and automatic.

Not an experiment, but a reality. Produces all forms of paste with equal facility. The paste produced is superior in quality and appearance.

Manufacturing costs greatly reduced.

Sanitary, hygienic. Product untouched by human hands.

Production from 900 to 1,000 pounds net per hour. Trimmings reduced to a minimum, due to method of extrusion as pressure is equal over whole face of die.

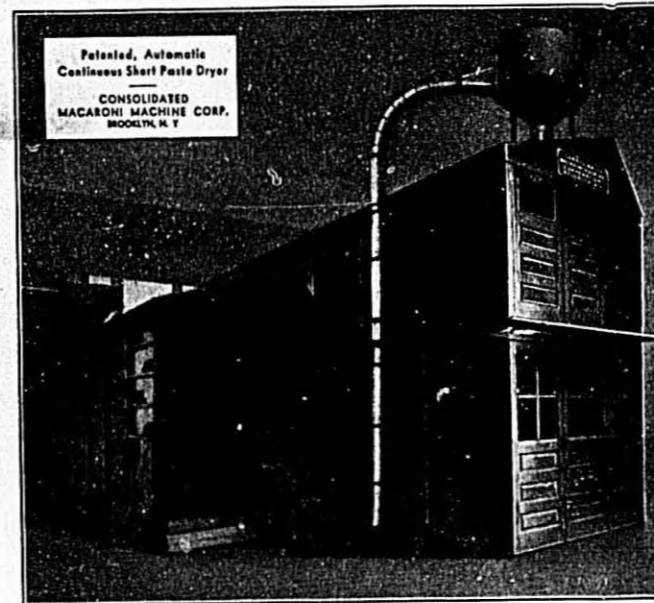
This press is not an experiment. We already have several of these presses in actual operation in a large macaroni plant in this city.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



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

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

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

Specialists for Thirty Years

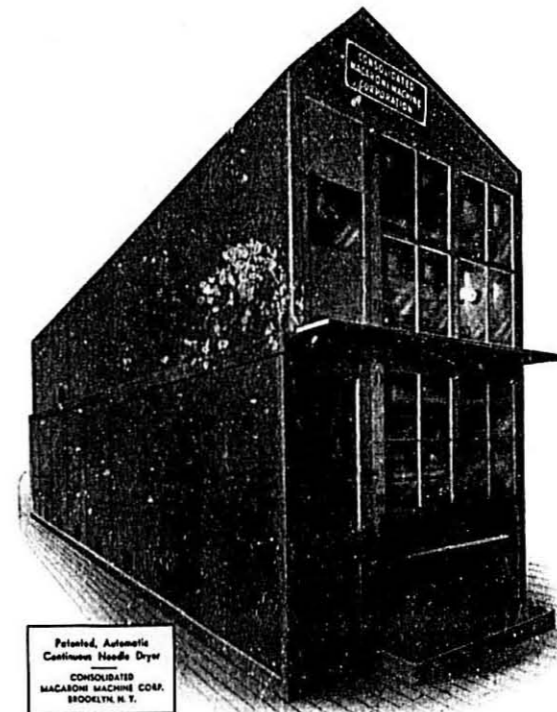
Mixers
Kneaders
Hydraulic Presses
Dough Brakes
Noodle Cutters
Dry Macaroni Cutters
Die Cleaners
Automatic Drying Machines

For Noodles
For Short Pastes

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

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

Address all communications to 156 Sixth Street



Created by Betty Crocker for FIGHTING AMERICA!



"Mess Call" MACARONI



Service men and folks at home
"Eat It Up" for energy!

Already it's scoring a bullseye in the armed forces. And soon it will do likewise with the rest of the country. It's "Mess Call" Macaroni, Betty Crocker's hearty new dish for a hungry, hard-working people.

A sure winner, "Mess Call" Macaroni . . . because it packs a tremendous amount of nourishment in a mighty come-hither way.

Uncle Sam knows that Semolina products pack a terrific *energy wallop!* No wonder then, when defense demands the utmost from our Army, Navy, and Marines that macaroni, spaghetti and noodles have become an important food at camp mess tables throughout the land . . . "where the accent's on energy"! Hungry service men wade into macaroni dishes at frequent intervals as a regular part of their diet—one more good reason why the American soldier is the world's best fed!



ON THE AIR FOR YOU . . . COAST-TO-COAST FEBRUARY 13TH!

With all America "on the march" . . . service men and citizens alike . . . the food America eats has become one of the major considerations of our defense plans. Always an energetic nation, America today faces a time when, more than ever before in her history, the accent is on ENERGY!

Especially fitting in these times is Betty Crocker's creation "Mess Call" Macaroni . . . and especially timely will be her coast-to-coast broadcast of this

unusually delicious recipe on Friday, February 13th, 1942. On this date her audience of more than 6,000,000 home makers will be "sold" as only Betty Crocker can sell them . . . on the grand idea of gathering the family around the dining room table to take a tip from Uncle Sam and wade into a steaming hot dish of "Mess Call" Macaroni.

GENERAL MILLS, INC., DURUM DEPT., CHICAGO, ILLINOIS

**TIE IN WITH Betty Crocker's
BROADCAST FRIDAY,
FEBRUARY 13th!**

**A lucky day for Macaroni Manufacturers
and Distributors!*

"Reps" Treasurer—James P. Canepa

James P. Canepa, of the John B. Canepa Company, Chicago, Illinois, a pioneer business firm of the Middle West, was honored last month by unanimous election as Treasurer of the Chicago Association of Manufacturers' Representatives. He is a worthy representative also of the macaroni-noodle manufacturers of the inland metropolis, as he and his brother John V. Canepa are the chief executives of a well-established firm that was founded by their father shortly after the Civil War.

The newly elected officers and directors for 1942 were announced at the

annual Christmas party of the organization held at the Lake Shore Club, which was attended by over 200 leading members of the Chicago food industry.

The first major event of the new officers of this organization, which has been meeting regularly on each Monday noon for more than 25 years, will be the annual Chicago Food Show meeting scheduled for Monday noon, January 26, 1942, Congress Hotel Gold Room. It is predicted over 500 "reps" and others interested in food sales problems, under current conditions, will attend to hear leading authorities on food merchandizing.



"Reps" 1942 Officers, left to right President Ralph Keller, Geo. A. Hornel & Co. First Vice President Bob White, Oscar Mayer & Co. Second Vice President E. D. Johnson, R. B. Davis Sales Co. Secretary J. F. Vogler, Corn Products Sales Co. Treasurer James P. Canepa, John B. Canepa Co. Assistant Secretary O. P. Walters, G. Washington Coffee Co.

Fundamental Vitamin Story Told

The basic information on vitamins which all who are interested must understand was given to the Mid West Section of the American Association of Cereal Chemists at their November 3 meeting in Chicago, by Doctor F. L. Gunderson, biochemist and director of the Nutrition Department of the Quaker Oats Company. Dr. Gunderson, a member of the Section, did an admirable job in telling the sixty people who were present, constituting one of the largest audiences the Section ever had, just what the principal vitamins are.

Dr. Gunderson pointed out that it was just thirty years ago that Dr. Funk coined the name vitamin and

began an era in which not only new terminology, but new food essentials were isolated. Vitamins are extremely dissimilar in their chemical structure and were named alphabetically purely by chance. The early scientists tried to find some way to identify these products other than by their very long and complicated chemical names.

Dr. Gunderson divided vitamins into three classes. The first, including four vitamins, the fat soluble vitamins; the second, including six vitamins, the water soluble vitamins, and finally twelve additional vitamins of lesser importance at the moment because their functions are not well understood.

Of the four fat soluble vitamins the first is vitamin A which is associated

with vision. The lack of vitamin A causes the individual to have slowness in adjusting his vision when passing from light to darkness and vice versa. Vitamin A is commonly found in milk, vegetables, fruits and fish liver oils. Five to six thousand units are required daily by the average individual. Vitamin D is the second of the four fat soluble vitamins and is found in fish oil and is suspected of being divisible into types. Adults as well as children should take a teaspoon of cod-liver oil daily for needed vitamin D, especially in the winter months when sunshine is low. Vitamin D is very stable when added to food. The third of the four fat soluble vitamins is vitamin E which is an alcohol found in wheat germ oil and also synthesized. It is identified with fertility and is widely distributed in nature. The fourth fat soluble vitamin, vitamin K was named by Dr. Dam, a Danish investigator, because of its effect on coagulation of the blood. In the Danish language coagulation is spelled with a "K" and hence Dr. Dam named this vitamin K. It is found in green tissue such as kale and alfalfa.

The first of the six water soluble vitamins is vitamin C which is the simplest of all vitamins in its chemical structure. It is very stable in the absence of air, and is therefore found in canned foods of many kinds which are processed in air-free atmosphere. Vitamin P, sometimes called citrin, like vitamin C is closely associated with the capillaries and helps to prevent hemorrhage. This is found in lemon peel in large quantities. In the average American diet there is apt to be a shortage of vitamin B₁ and calcium. Vitamin C is not likely to be short in the average American diet. Vitamin B₁, the second of the six water soluble vitamins, was originally thought to be one vitamin but was later divided into vitamin B₁, known as thiamin, and vitamin B₂, or G. According to the Food and Drug Administration regulations covering labeling B₁ will have to be spelled thiamine. Vitamin B₁ is best utilized with the largest meal of the day since excess of vitamin B₁ is rapidly excreted. It would seem, therefore, that anyone taking vitamin B₁ for its value in digestion should take it about an hour before heavy exercise or a large meal rather than the first thing in the morning. The cereal grains and meat, especially pork, are the principal sources of vitamin B₁. Oats are the richest of the cereals in vitamin B₁ content. Riboflavin, another of the water soluble vitamins which is now required in enriched flour under the proposed standards to become effective January 1, is more stable than vitamin B₁. Peanut meal has been found to be a very good source of riboflavin. The flour standards cannot possibly become effective January 1 with riboflavin required since the

A DEPENDABLE AND RELIABLE DRYING SYSTEM

Pays Big Dividends

BAROZZI DRYERS

Have proven their worth through the years
in nearly all the important Macaroni-Noodle
Plants in the U.S.A. and in Foreign Countries

Write for details and prices to

BAROZZI DRYING MACHINE COMPANY
280-294 GATES AVENUE • JERSEY CITY, N. J.

supply will not be great enough to meet the demand. Nicotinic acid, another of the water soluble vitamins, provides no real difficulty from the standpoint of stability since it is handled in foods without much trouble and without loss during ordinary food processing. Vitamin B₆, called pyridoxine, is supposed to be the cause of gray hair. There is no anti grayhair vitamin known, but it is claimed that two vitamins are effective in that respect. After naming the four fat soluble and the six water soluble vitamins Dr. Gunderson passed on to the twelve lesser vitamins practically doing not much more than naming them.

Those which were mentioned are inositol, citrin or vitamin P, grass juice factor, folic acid, biotin, or vitamin H, vitamin W or rat growth factor, vitamin U, vitamin M, vitamin L-1, vitamin L-2, condroitin and choline. The particular properties of these vitamins are as yet less known than the ten fat soluble and water soluble vitamins, but no doubt will become better known and, therefore, these vitamins will assume greater importance as time goes by.

Vitamin restoration and fortification is characteristic of this era, but no sharp increase in prices of foods so restored and fortified should be permitted, otherwise the benefits will be lost. Physiologists, chemists, doctors, government people, teachers and even

the public are interested in this activity.

Dr. Gunderson distributed a four-page folder put out by his company which tabulates the important vitamins and shows their probable formulas, chemical names and important properties, units and weights, methods of laboratory measurement, best known function, recommended daily allowances and the important food and specialty sources.

Joel Y. Lund Elected President

Mr. Joel Y. Lund, Vice President of Lambert Pharmacal Company, St. Louis, has been elected President of the PACKAGING INSTITUTE, INC., according to announcement made today by the Board of Directors. He succeeds Mr. George R. Webber, of Standard Brands, who died on November 1, 1941.

Mr. Lund is in charge of Domestic and Foreign Production of Lambert Pharmacal Company. Serving as director of the Institute since its formation in 1939, and on liaison committees with governmental agencies, he has contributed to the solution of problems of packaging technique, arising from packaging priorities and legislation. A formula for cartoning

collapsible tubes, which enabled users of tubes to meet government requirements without interrupting production or replacing equipment, was developed by Mr. Lund through an Institute committee.

In taking office, Mr. Lund said, "In the present emergency, when nothing must be allowed to interfere with our defense program, the Packaging Industry is faced with many problems arising from shortages of materials and equipment. The Institute has worked successfully with the Government in the past, in helping to solve similar problems, and will make every effort to do so in the future, as occasions arise."

BUY DEFENSE BONDS AND STAMPS

The most effective help which a civilian can give to Uncle Sam is to buy Defense Savings Bonds and Stamps as often as possible.

Good housewives usually choose foods for which there is a family desire. Desire for dishes of macaroni-noodles-spaghetti can be created by just a little lady-needed promotional work.

Accident Prevention Pays

Falls of Persons

By Edward R. Grannis

Director Industrial Division, National Conservation Bureau, New York City

Statistics are undeniably tiresome—unless they are overwhelming in their significance.

Falling persons have been making statistical history ever since the first records were kept. Until 1918, in fact, more people were killed in falls than in any other type of accident. Since then, fatalities from falls have been only slightly fewer each year than those from motor vehicles (28 per cent of all accidental deaths in 1938 against 34 per cent for motor cars) and the next most important classification, drowning, is relatively insignificant (8 per cent in 1938).

Who are all these people who fall to their doom? They are not, strictly speaking, the younger generation. About 47 per cent of our population is under 25 years of age and this group suffers 8 per cent of the deaths from falls. On the other hand only about 5 per cent of the population is over 65 years old, yet in this small advanced-age group occur more than 60 per cent of the fatal falls.

There are two main reasons for this. Older persons are not so spry, and hence fall more easily than younger ones. Again, when they do fall the resulting injury is likely to be more serious.

Falls have no preferred season. There are about as many in July as there are in January. In fact, between January, the high month, and April, the low month (in 1937), there was a difference of only 1 per cent of the annual total. Apparently the summer has its hazards to match icy steps and sidewalks.

That 60 per cent of fatalities resulting from falls occur in the home should surprise no one. Even the industrial worker spends as much or more of his time at home than he does in the plant. To the rest of the family this time exposure is even greater. Add to this the fact that safety receives far less qualified supervision in the home than it does elsewhere, and the reason for poor accident experience becomes obvious.

A little more surprising is that 22 per cent—nearly 6,000 fatal falls—occurred last year in industry. Falls were industry's worst headache, despite the fact that there we have men who can recognize unsafe conditions and supervisors who are able to instruct employees in the safe way to work.

Some 25 per cent of all workmen's compensation payments have been oc-

casioned by falls, which in turn have amounted to one-fifth of the total number of industrial accidents. Plant accidents on or about vehicles, which have been second most expensive, accounted for but 16 per cent of the payments.

This, seemingly, is as far as we can go with a statistical approach. The more important data, the causes of these falling accidents, are not available, and we are not encouraged to believe that at any time in the near future industry will tabulate its accident causes over a wide exposure and present them to some central collecting agency for summary and analysis. For the present, therefore, our cause data on falls of persons will have to be largely a matter of conjecture.

One of the fundamental reasons advanced for so many falls has been a "security psychosis" which all of us eventually develop in varying degrees. Through long experience unbroken by an accident, a mental immunity is set up in most people toward surrounding hazards, which causes them to perform habitual activities without conscious thought or awareness of danger. In other words, the types of dangers that precipitate falls are so common that they have lost their power to shock us.

Blind persons seldom fall, because they make sure of their footing. Some of the reasons reported when people with two good eyes fall are: walking too fast, inattention, failure to look where stepping and day-dreaming. It is impossible to say how many accidents charged to unsafe physical conditions are really attributable to some of the mental conditions cited, but the number must be large.

Since we have proved so helpless in correcting mental attitudes, it would seem that treacherous surfaces are our most effective point of attack. While floors will never be made wholly safe for the dreamy walker, factory floors increasingly are meeting safety requirements. There is probably some improvement in home floors, too, although there advancement will undoubtedly be slower. A polished wax floor covered with scatter-rugs is still too much a thing of beauty for the housewife to give up in a hurry.

Compared with falls on level surfaces, falls from one level to another are less frequent, but the average resulting injury is more severe. Objects are left on stairs, illumination is inadequate, handrails are missing,

unsafe ladders and scaffolds are used, and perhaps a hundred other bad practices contribute to a very unfortunate situation—the deaths of more than 26,000 persons a year.

What constructive recommendations may the safety specialist offer toward reducing accidents due to falls? Necessarily these suggestions must be broad rather than specific, for they will have to be suited to the individual factors in each situation. Three points appear to be salient in a program of improvement:

1. Greater care where older persons are concerned. This involves reducing their exposure to high places and unsafe surfaces.
2. Correction of physical conditions having elements of hazard—such as faulty flooring, unguarded openings, broken steps, and others too numerous to list here.
3. Replacing the "security complex" with an attitude of caution. This calls for recognition of possible dangers in situations to which we have become accustomed and hence about which we are likely to be careless.

Death in Truck Collision

Harold Willis, aged 20, of Parkersburg, W. Va., was crushed to death on December 5 on state route No. 2, four miles north of Parkersburg, when the light bakery truck he was driving crashed into a heavy trailer unit operated by the Viviano Macaroni Company, Carnegie, Pa. Death was almost instantaneous.

John Janocha, of Carnegie, Pa., driver of the trailer unit, stated that he had parked it alongside the highway due to a breakdown; that he had summoned a mechanic from a nearby garage to make repairs and that the mechanic was at work when the crash took place. He further stated that he had placed three warning lights, ahead, behind and at the side of the disabled unit, before leaving to hire a local truck to transfer the load to Wheeling, W. Va.

Willis is survived by his parents, one sister and three brothers.

In Roman times, brine instead of salt was put on the tables. The diner merely plunged his meat into the dish of brine.

January, 1942

THE MACARONI JOURNAL

21

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

COMMAND
the Best
When You
DEMAND



Macaroni Jewelry

Times and taxes being what they are, most American women probably will spend less on jewelry than they have during the past few years. This curb on spending for adornment will apply principally to the more expensive kinds of jewelry and the girls will still find ways, within their means, to accentuate their charms with such things as necklaces, earrings and bracelets.

It is likely that hundreds of European women would, literally, have eaten their jewelry during the past year or two, if that were possible, because some of them certainly have been hungry enough to do that. It isn't, of course, fashioned of metal, wood, porcelain nor any other inedible material—it is concocted of macaroni.

The political powers-that-be in this country are concerned about shortages of this and that and are warning us that we have got to be more careful with our resources. They do not suggest that the time ever will come when the nation's maids and matrons will find themselves in a spot where it would be helpful if they could remove their "jewelry" and make a meal of it.

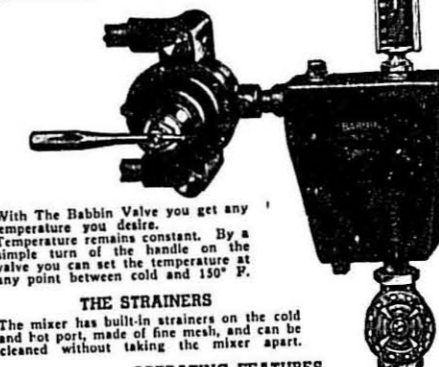
The nation's manufacturers of "junk jewelry" are not particularly surprised by such innovations because they have long since learned that almost any material is grist for their mill. They have found that women like great variety in the inexpensive "gems" they wear—except when they are being very formal—and have turned to many a familiar object which is no more unusual for decorations than macaroni.

Not long ago some odd and attractive necklaces and bracelets appeared on the market which were nothing more than beans which came right off the farm.—Contributed.

Babbin Thermostatic Commercial Tempering Valve

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

SINGLE HANDLE CONTROL—WITH SHUT-OFF



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

THE STRAINERS

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

OPERATING FEATURES

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

Can be used with any type of water meter. Send for Circular with prices.

Babbin Inc.
258-260 CANAL ST.
NEW YORK, N. Y.
Phones: CANal 6-1828, 1829

Liquid and Dried Egg Production

November, 1941

Liquid egg production by commercial egg breaking plants in November is estimated at 22,625,000 pounds compared with 656,000 pounds in November last year, the U. S. Department of Agriculture reports. As was the case in October, this high production is directly related to the Government's program of obtaining large quantities of dried eggs for export. Approximately 93 per cent of the November production was dried, reports from 13 firms that dried eggs in November showing a production of 4,269,178 pounds compared with 28,501 pounds in November last year.

Egg breaking firms continue to use considerable quantities of storage eggs

for breaking purposes. About 207,000 cases of storage eggs were broken out in November by the firms reporting drying operations. Only relatively small quantities of frozen egg have been reported used for drying. The firms reporting stocks of dried eggs on December 1 showed that out of a total of 3,605,650 pounds on hand only 160,639 pounds remained unsold.

The Federal Surplus Commodities Corporation accepted offers on 4,246,675 pounds of dried eggs in November. Offers accepted December 1 to 18 totaled 6,144,340.

Storage stocks of frozen eggs on December 1 totaled 129,899,000 pounds compared with 91,066,000

pounds on December 1 last year and 88,881,000 pounds, the December 1, 5-year (1936-1940) average. Included in above figures were 21,163,000 pounds of frozen eggs owned by the Surplus Marketing Administration and Federal Surplus Commodities Corporation. Stocks of frozen eggs were reduced during November by 23,944,000 pounds, the largest reduction of record for that month.

Maybe Longfellow Can Deliver the Goods

It may be a far cry from poetry to noodle soup, but Irv Grass and some of his distributors have made it in one jump.

It seems that some weeks ago, the well-known and genial Irv Grass, of the I. J. Grass Noodle Company, took to poetry in order to explain why it was necessary to back order his noodles. So he printed up the following little verse; and sent it to all his brokers and distributors:

Your Back Order

Keep your temper, gentle sir
Writes Grass, the manufacturer,
Though your noodles are overdue,
For a month or maybe two.
We can't help it, please don't swear,
Labor's scarce and flour's rare,
Can't get cartons in any size,
These are facts, we tell no lies.

Joey's drafted, so is Bill,
All our work is now uphill,
So your order, we're afraid,
May be still a bit delayed.
Still you'll get it, don't be vexed,
Maybe this month, maybe next,
Keep on hoping, don't say die,
We'll fill your order bye and bye.
—"Irv" GRASS.

Pledge

(Editorial Note)—A. Irving Grass is Vice President of the National Macaroni Manufacturers Association. He solemnly pledges his fellow businessmen that he will not attempt to make his convention reports in poetry on the occasion of the Mid-Year Meetings of the Macaroni-Noodle Industry to be held in Chicago, January 25 and 26, 1942. What a relief!—Editor.

Liquid Egg Production, November 1940-41*

	November, 1940 Thousand Pounds	November, 1941 Thousand Pounds	Per cent change in 1941
Whole eggs	345	20,860	+ 5,946
Mixed eggs (plain)	53	68	+ 26
Mixed eggs (emulsions, also with sugar, salt, etc.)	72	90	+ 25
Egg whites (all descriptions)	82	260	+ 949
Egg yolks	88	724	+ 723
Without salt, sugar, etc.	16	23	+ 44
With salt	—	—	—
All yolk emulsions, including glycerine	—	—	—
Totals	656	22,625	+ 3,349

*Preliminary.

Dried Egg Production, November 1940-41

	Total Reported for November, 1941		Same Firm Comparison		Per cent change in 1941
	November, 1941 Pounds	November, 1940 Pounds	November, 1941 Pounds	November, 1940 Pounds	
Whole	3,730,484	0	3,730,484	—	—
Albumen	164,885	9,658	164,885	—	+ 1,607
Yolks	373,809	18,843	373,809	—	+ 1,884
Total	4,269,178	28,501	4,269,178	—	+ 14,879
Firms reporting	13	—	13	—	—

GREETINGS!

WE ARE pleased to extend the season's greetings to our friends in the macaroni business. We trust that the year of 1942 will bring you many happy moments, and that your business will continue to expand. It is fitting at this time that we should say—"May your sales increase in 1942 through the use of Maldari Insuperable Macaroni Dies."

F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

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

Reputation —

Capital's A/A No. 1 Semolina has earned its reputation by being a consistent and dependable product



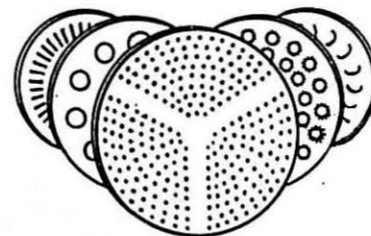
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Because the Following Results Are Assured
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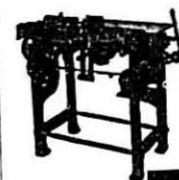
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It Can Happen to You!
... and WILL with these machines
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Economy—Desired by most plants and obtained by those who mechanize their packaging line.

This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to the filling unit. Can be made adjustable to handle several carton sizes.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. After the cartons are filled, they are carried by conveyor belt to this machine which automatically closes them. Can also be made adjustable to handle several carton sizes.

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

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

Wholesaling Undergoing Radical Change

There is a natural interest and considerable concern among progressive Macaroni-Noodle manufacturers in business trends that affect the wholesaler, because of the bearing they will have on production.

Problems created for the wholesale grocery trade during the last two decades by changing methods of distribution and wide fluctuations in economic activity will be intensified by prosecution of the victory program and the need for establishing price ceilings, priorities and various other forms of control, according to the Department of Commerce.

The wholesale grocer must now keep closer control of his business than ever before in order to maintain profits, it was said. In the struggle for survival in the "squeeze" as the victory program becomes accelerated, as well as in the period of post-war adjustment, greater and greater emphasis must be placed on the development of measures to improve the efficiency in every aspect of the wholesaler's operations.

Case studies of operating methods of a carefully selected group of wholesale grocery houses reported in the study by the U. S. Department of Commerce show that while some progressive wholesalers have been quick to adopt innovations in certain aspects of their operations so as to maintain profits, many avenues for improvement remain open. For example, wholesalers who have made adjustments in their merchandising operations still use outmoded and inefficient methods in the physical movement of goods, etc.

The rapid growth of the chain-store method of distribution; the rise of the supermarket; the emergence of an infinite variety of impulse and specialty items following the wider use of the package; the intensification of advertising appeal; and the consequent growth in differentiation are among the major changes that have affected the basis of wholesale grocer operations during the 20-year interlude between World War I and World War II, according to the study.

Newer problems created by the present war will be superimposed upon the many unsolved problems arising in the last two decades and thus make it imperative that wholesale grocers survey their operations and eliminate all avoidable economic waste if they are to continue in business, it was said.

Wholesaler-retailer relations, selection of profitable customers, price policy, order routine, warehouse buildings and branch house operation, delivery, inventory control, and methods of accounting for sales are among the subjects of intensive study covered in the Department of Commerce report, which may be had for 40 cents upon application to the Superintendent of Documents, Government Printing Office, Washington, D. C., or any regional or district office of the Department of Commerce.

North Dakota Durum

"Best in the World" Declares
Publisher M. H. Graham of
Devil's Lake Journal

North Dakota's rich soil and moderate summer temperature have made it possible for this state to become the chief source of durum wheat in the United States. Approximately three-fourths of all the durum wheat produced in the nation is grown on North Dakota farms. Thus it is to North Dakota that manufacturers and consumers of macaroni look for their raw material, for it is from durum wheat that semolina is ground. This is the basis for macaroni products, including the smooth, tubular forms generally known as macaroni, the solid rod forms commonly called spaghetti and the numerous variations of noodles.

North Dakota producers of durum wheat, therefore, have a highly specialized market, and in this year of good production durum is contributing to the general prosperity of the state. The acreage of durum wheat in North Dakota usually represents about 30 per cent of the total.

The experiences and practices of North Dakota farmers, supported by trials conducted by the North Dakota

Agricultural experiment station, show that durum wheat is suited best to the soil of northeastern sector.

Durum yields, compared with hard red spring wheat, are best in this area of the state, and the quality is the best in the world. In some of these counties from 75 to 90 per cent of the wheat grown is durum.

History of Production

The extensive production of durum wheat and the development of the macaroni industry in the United States are relatively new. Durum was first introduced from Russia late in the 19th century. Other introductions were made soon after 1900 in the belief that this type of wheat would do better than hard red spring wheat in the semi-arid sections of the west then being opened up. Durum failed to get much foothold in the western region but did prove that it was well suited to conditions in Northeastern North Dakota where its resistance to rust made satisfactory production more certain than with varieties of bread wheat then available.

Imports and Exports for September

According to the figures compiled by the Bureau of Foreign and Domestic Commerce, the international trade in macaroni products during the month of September 1941 followed the trend that generally prevailed throughout the year. Exports were on the up trend while the imports continued to dwindle.

Exports

During September, 1941 the total exports of macaroni, spaghetti and vermicelli was 601,773 valued at \$53,560. For the first 9 months of the year including September the total was 2,581,372 lbs. with a total value of \$182,311.

Imports

During September 44,790 lbs. of macaroni products were imported. The total value was \$5,513. For the first 9 months of the year the total was 455,928 lbs. with a value of only \$49,216.

Towels for Macaroni

Eat enough macaroni and you'll be assured of towels sufficient for your toilet. That is the promise made to the consumers of "Santoro" brand of macaroni products. Enclosed in each package is a coupon redeemable on the basis of 35 coupons for a fine 22x44 Cannon towel.

WE SOLICIT BUSINESS FROM WHOLESALE DISTRIBUTORS, JOBBERS, ETC.

Di Santo & Company

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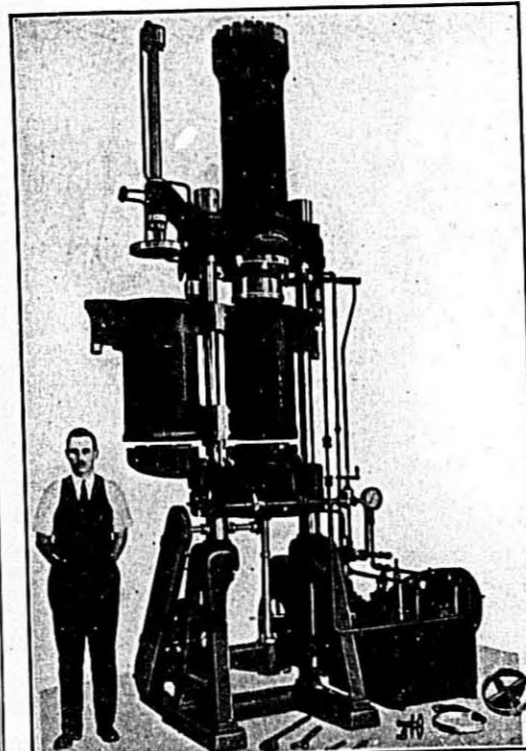
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Specialty of
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Since 1881

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All Sizes Up To Largest in Use

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DURAMBER

EXTRA FANCY NO. 1 SEMOLINA



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NO. 1 SEMOLINA



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MILLING COMPANY

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Automatically
**Cuts Roll Cellophane
to Your Size Sheets**



Saves
14 to 24%

If you are using cellophane sheets for hand wrapping or other purposes, you will find the PETERS CELLOPHANE SHEETING AND STACKING MACHINE will save you 14 to 24% by enabling you to purchase roll stock cellophane rather than cut-to-size sheets.

Any width rolls from 2" to 24" wide can be handled and any length sheets from 3" to 28" can be cut.

No operator is required since the machine stops itself when the stacker table is filled with cut-to-size sheets.

Electric Eye available for spot registering printed cellophane. Also Slitting Attachment and Predetermining Counter can be furnished if required.

Ask us to send you complete information on this economical machine which is widely used in the macaroni industry. We will be pleased to promptly do so.

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

Canadian Manufacturer Weds

Word from across the border announces the fact that on October 4, 1941, Lucien Constant, manager of the plant of the Constant Macaroni Products, St. Boniface, Manitoba, Canada,



Mr. and Mrs. Lucien Constant

was married to Miss Christine Webster. The groom is the son of Mr. and Mrs. Henry Constant of St. Boniface, Manitoba, founders of the macaroni firm, and the bride is the daughter of Mr. and Mrs. Fred Webster of Belmont, Manitoba.

The wedding took place at the Saint Boniface Cathedral of the Catholic Church and was performed by Monsignor Jubinville in the presence of the immediate families, many relatives and friends. Mr. and Mrs. Lucien Constant are now settled in Winnipeg, Canada.

The lowly (?) "hot-dog" was the prize winner among 417 entries in the recent National Food Distributors Package Competition. First honors went to Oscar Mayer & Company because the judges agreed that its package (a labeled can) "tells a complete story in words and pictures."

Life Insurance to Employes

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

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

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

Patents and Trademarks "Ken-Dawn"

The brand name of the C. D. Kenney Company, of Baltimore, Maryland, for use on canned fruits, vegetables and especially spaghetti.

Application was filed on October 27, 1941. The applicant claims use since September 1940.

Terminate Industry-Government Promotion

The much-publicized plan of industry-government enriched flour and enriched bread promotional activity aimed at making Mr. and Mrs. Consumer conscious of the nutritional value of this enriched food, has come to an end after an 8-month trial. The organization set up in Washington for underwriting of a promotional campaign for enriched bread has been dissolved and the plan abandoned for the duration, at least.

Economical displays made of paper-board have in many cases turned dead lines into rapid sellers.

Flour Output Gains 310,590 Bbls. in December Over November Levels

Flour production, according to reports received by *The Northwestern Miller* from plants representing 65% of the total national output, in December was increased 310,590 bbls. over the previous month and 532,064 bbls. over the same month a year previous. Total production for December was compiled at 5,925,141 bbls. compared with 5,614,551 bbls. for the month before and 5,393,077 bbls. for the same month a year previous. All the major producing sections registered increases over their November, 1941, figures. The northwestern increase over the month previous was 46,815 bbls., and the 1,388,860-bbl. December total represented a 313,272-bbl. increase over the 1940 total for the same month.

Southwestern production, totaling 2,326,165 bbls. in December, was 264,569 bbls. over that of the month previous and 325,904 bbls. over that of the same month a year previous. Buffalo mills reported 927,963 bbls. produced during December, 110,124 bbls. more than the previous month and 104,628 bbls. more than the same month a year previous. A detailed table appears below.

TOTAL MONTHLY FLOUR PRODUCTION

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

	December, 1941		Previous month		December 1939	
	1941	1940	1941	1940	1939	1938
Northwest	1,388,860	1,342,045	1,075,588	1,102,544	1,161,889	1,161,889
Southwest	2,326,165	2,061,596	2,000,261	1,954,873	2,083,441	2,083,441
Buffalo	927,963	817,839	823,335	683,904	819,301	819,301
Central West—Eastern Div.	513,977	590,049	502,099	543,740	514,639	514,639
Western Division	247,224	216,049	243,198	281,014	290,441	290,441
Southeast	38,953	103,617	125,559	132,457	141,598	141,598
Pacific Coast	481,999	483,356	623,047	536,039	461,980	461,980
Totals	5,925,141	5,614,551	5,393,077	5,234,571	6,473,289	6,473,289

EASTERN SEMOLINA MILLS, INC.

BALDWINVILLE, N. Y.

Defense Savings Pay-Roll Allotment Plan



voluntary pay-roll allotment plan helps workers provide for the future helps build future buying power helps defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something now to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a systematic and continuous Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, willingly.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his own house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done of its own free will.

In emergencies, America doesn't do things "hit-or-miss." We would get there eventually if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to systematize the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.



FREE - NO OBLIGATION

Treasury Department, Section A,
709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name _____
Position _____
Company _____
Address _____

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up.

No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available. Although this is your plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all you have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do something to help keep your people off relief when defense production sloughs off; something to enable all wage earners to participate in financing Defense; something to provide tomorrow's buying power for your products; something to get money right now for guns and tanks and planes and ships.

France left it to "hit-or-miss" . . . and missed. Now is the time for you to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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C. W. Wolfe.....President
Joseph J. Cuneo.....Editor
M. J. Donna.....Editor and General Manager

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
Display Advertising.....Rates on Application
Want Ads.....50 Cent Per Line

Vol. XXIII JANUARY, 1942 No. 9

Gain Captives But Lose Macaroni

The macaroni-spaghetti-egg noodle situation in Athens, Greece, is daily becoming more serious according to dispatches from that ancient art center, now dominated by the Axis. A large number of the captured Italian soldiers are still stationed in that city, so a shortage of macaroni which is beginning to be felt in Athens has been ascribed to the growing number of such prisoners.

These "Macaronis," as the Italian prisoners are called by the Greeks—other nationals being called similar descriptive names—consume large quantities of the familiar foodstuff which is also a favorite dish of the Greeks and other Europeans. So there has been considerable agitation favoring the earliest possible exchange of prisoners to relieve the spaghetti stringency that seems to have the whole populace on edge.

Dried Egg Boom

Years ago the American egg noodle industry depended on dried eggs for most of its enrichment needs in making the delicious egg noodles for which the trade is universally noted. Up to

the turn of the century, most of the egg noodles were made in small plants that used fresh eggs. Prior to and following the War of 1914-1918, considerable impetus was given the use of dried or powdered eggs because of their better keeping and storage qualities, but more recently the trend has been towards the use of frozen yolks.

The demand for eggs throughout the world has created a revision in the trend, which is again towards the dried whole eggs and yolks for domestic as well as commercial purposes. How will this affect the noodle industry? Will it bring about changes in the formulas that have been in use during the last two or three decades? Time only will tell, but it is interesting to note the changes that have recently taken place in the American egg industry.

Wartime demand for an egg product that conserves shipping space and requires no refrigeration is reviving a 60-year-old American industry, placing it upon a production basis heretofore unequalled in this country.

The industry, which in 1915 fled to China because of unfavorable price relationships here, is egg drying or the conversion of shell eggs into powder.

Trade experts estimated 1941 production would far exceed the record 1939 output of 10,037,000 pounds, or about 32,160,000 dozen eggs, and said the department of agriculture has requested the industry to double its output to enable shipment of 100,000,000 pounds to England within the next year.

Stimulated by government buying under the lend-lease program, which to date has aggregated 5,958,150 pounds, and buying for the nation's armed forces, June production totaled 510,906 pounds, an increase of 228 per cent over June, 1940.

Imports Decrease

Another factor spurring domestic production has been a considerable drop in imports from China due to shipping dislocations and greater activity by German buyers. According to cable advices, shipments from Tientsin, China, in the first seven months of this year amounted to 1,835,000 pounds, a decrease of 26 per cent from a year earlier. In the 1929-31 period shipments averaged better than 10,000,000 pounds annually.

At the start of the year egg drying was under way at 18 plants in Texas, Illinois, Missouri, Nebraska, Kansas,

BUSINESS CARDS**CARTONS**

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NATIONAL CARTON CO.

JOLIET, ILLINOIS.

National Cereal Products LaboratoriesBenjamin R. Jacobs
Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.

Vitamin Assays a Specialty.

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THE MACARONI JOURNAL
Braidwood, Illinois

Oklahoma, Washington and California.

The earliest and most widely used egg drying process was patented in 1865. Production started in 1878. This process involves separation of the yolk and the white which are sprayed separately through a nozzle into a funnel-like machine. There the egg components are struck by hot air and fall to the bottom as a powder.

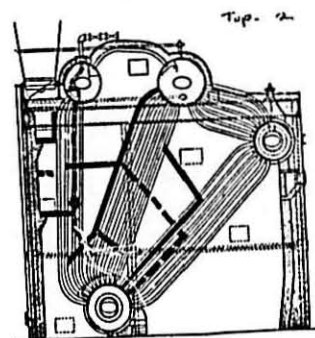
Odd but Valuable Information

By W. F. Schaphorst, M.E.

An Improved Baffle Arrangement on a Water Tube Boiler

The solid black lines on this sketch show how a vertical water tube boiler was baffled.

That method is not the best. By means of the dotted heavy lines I have indicated a simpler and better method. I would remove all baffles shown in solid black lines with the exception of a small protruding baffle



close to the damper which I cannot show on account of the solid line on the drawing. These dotted lines show that less baffling can be employed and that the result will be better because we have more cross flow and fewer corners to turn. Besides, it is usually good practice to avoid baffles that are perfectly horizontal because they form a shelf on which ashes and soot will lodge and difficulty is often experienced in keeping such shelves clean even with a first class soot blower. Also, avoid pockets. At the left wall, as will be noted, close to the damper, there is a pocket which can be eliminated.

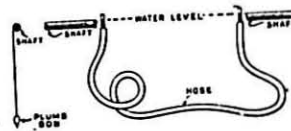
Another objection to the baffling in the boiler is that it is solid. That is, it is cast in one piece. The principal fault with solid walls is that they are too stiff. On account of the continual expansion and contraction of a boiler due to heating and cooling it is desirable that the baffle walls be able to accommodate themselves to such changes. In other words, baffle walls should be flexible, and at the same time they should maintain themselves in a tight condition so that gas leakage will not take place. It has

been my experience that solid walls crack and break in a short time and soon become more inefficient than the poorest tile baffles. Plastic, with leakless snake joints, is what I generally recommend for all kinds of water tube boiler baffling. The joints permit expansion and contraction and at the same time prevent cracking and breaking of the baffle wall. I have known baffles of this type to last fifteen years in boilers that are operated at overload all the time, and even after the fifteen years they are still in good condition.

Accurate Leveling and Aligning Kinks

The accompanying sketch shows how to do it. Slip gauge glass into each end of an ordinary rubber hose and fill with enough water so that the level will show in each glass, as indicated.

When filling the hose with water, care must be exercised to be certain that all air is gotten out of the hose. Hold it in a U-position when filling. Do not attempt to fill it by immersing the hose in a tub of water. Also, one end of the hose must not be warmer than the other end. If the water in

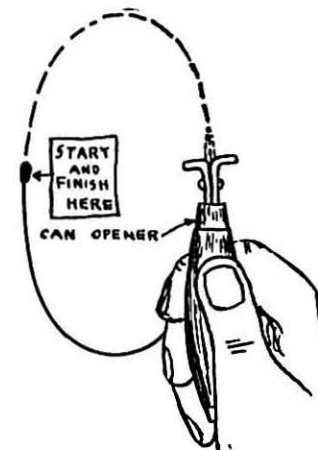


one end is warmer it will occupy greater volume and the level will not be true. In other words, get rid of all of the air and use water of the same temperature throughout.

The sketch also shows one of the simplest methods by which shafting can be aligned. Suspend several plumb bobs from the shaft, as shown, all from the same side of the shaft. It is then possible to glance along from one end to the other and one can see whether or not the cords supporting the plumb bob are in perfect alignment. If they are not in alignment, the shafting is not straight and should be rectified. A cord stretched lengthwise near the vertical cords enables one to measure the exact amount of misalignment and assists in making the shaft straight.

Can Opener Kink

Here is a handy kink which I recently happened onto and have used successfully—the use of an ordinary can opener for cutting openings in sheet metal—openings of any shape—and even for cutting sheet metal in two. I find that for certain purposes



a can opener is far superior to a pair of metal shears, chisel, or other methods commonly used. The objection to shears is the interference of the metal to the working hand and the fact that the metal must be bent away to some extent in order that the shears can be put through.

A can opener does not present any such interference difficulties and as a result both parts of the sheet metal—the part cut away and the part remaining—do not become bent.

Simply punch a hole with the point of the can opener, as indicated on the sketch—just as you do when opening a can—and proceed. In the sketch the solid line is the portion cut and the dotted line is the uncut portion. To cut out an ellipse, circle or any other shape with a can opener becomes a very simple matter.

Milo Perkins has left the Surplus Marketing Administration to accept the managing Directorship of the Economic Defense Board of which his former chief, Vice President Henry A. Wallace, is the head.

WHERE QUALITY COUNTS—USE CARNATION WHITE OIL

Prevents dough from sticking to dies, pistons and walls of hydraulic presses. Carnation White Oil is tasteless, odorless and colorless. Rustproofs equipment. Will not turn rancid, gummy or sticky. Write today for free sample.

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<p>OFFICERS AND DIRECTORS 1941-1942</p>		
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Secretary's Message

"Nicotine" and "Paste"

"Can I sell you any 'paste' today? How many pounds—or yards?" How many times is the question put daily by salesmen, inferentially, if not in those exact words?

Americans are rightly sensitive about the terms used with reference to foods they eat. The bakers discovered this when they attempted to put into effect their enrichment program with governmental cooperation. Term "Nicotinic Acid" with reference to food vitamins foods. The promoters of "enriched" bread soon found that the lay public confused Nicotinic Acid with the well-known nicotine element in tobacco—and who wants tobacco in their food!

Recognizing this line of thinking as a deterrent to its promotion program, the Committee on Food and Nutrition of the National Research Council sought a substitute word for the vitamin. It has recommended to the Federal Security Agency, which includes the Food and Drug Administration, the entire discontinuance of the term "Nicotinic Acid" with reference to food vitamins and the substitution of the word "Niacin." The vitamin will be the same after the change, but to the lay public the new word will be most acceptable and less confusing, when adopted.

The American macaroni-noodle manufacturer has a similar deterrent to increased consumption of its products because the people of this country have the same misconception and the same abhorrence to the term "paste" as applied to macaroni, spaghetti and egg noodles. "Pasta," the term generally used in referring to dried doughs in Italy, has an entirely different significance in the Italian language than has the American word, "paste"—its literal translation.

To the ordinary American, "paste" signifies a glue-y, or gummy substance—surely non-appetizing—and when applied to a fine, nutritious food like macaroni-spaghetti-egg noodles, it arouses the same objections in the minds of the lay public, as does "nicotinic acid," as the "enrichment" promoters soon discovered.

What has the macaroni-noodle industry done about the general use of this most objectionable term. Very little, indeed! We have still too many "Blanket-y Blank Paste Factories or Companies," and entirely too many recipe books that are replete with the word "paste" in reference to all three of our most popular shapes—macaroni, spaghetti and egg noodles.

True, some headway has been made with certain Government agencies. Through the insistence of the National Association, they now refer to our foods generally as **Macaroni Products** instead of Alimentary Pastes, but what is needed is more interest on the part of the manufacturers themselves, more cooperation by salesmen, as well as governmental action similar to that taken in connection with the substitution of the name "niacin" for "nicotinic acid."

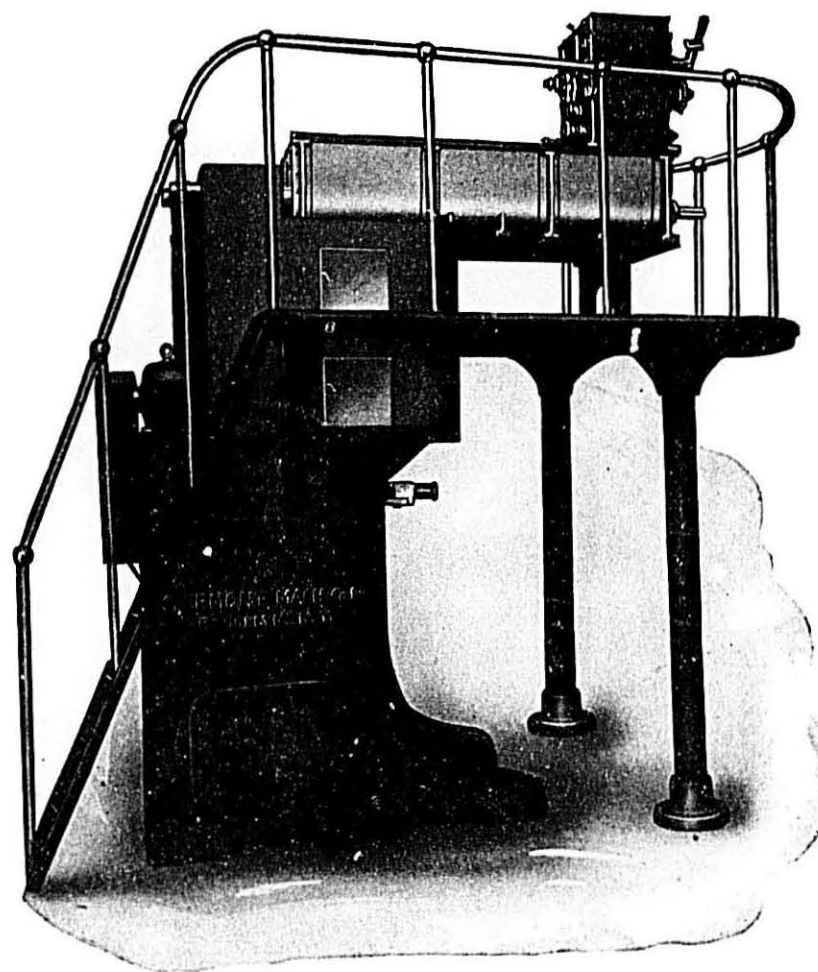
At public hearings we have rightfully concerned ourselves about standards. Would not a little more stressing of our objections to the word "paste" be in order? This industry does not manufacture "pastes." It does produce shaped and dried wheat dough with all the goodness of the world's best wheat. Let's do something to put the lay public right in their thinking about Macaroni Products.

M. J. DONNA,
Secretary, NMMA.

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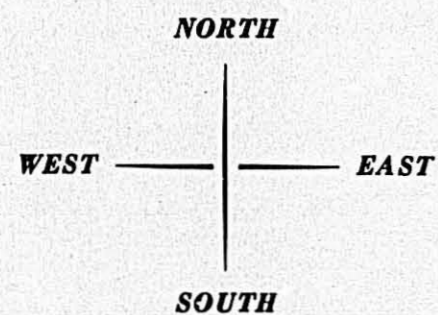
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