

**THE  
MACARONI  
JOURNAL**

**Volume XXIII  
Number 7**

**November, 1941**

NOVEMBER, 1941

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *Spaghetti-Hamburger Patties*



A popular and delicious year-round meat-wheat favorite and fall specialty that is appreciated by young and old

Official Organ  
National Macaroni Manufacturers Association  
Bradwood, Illinois

Printed in U.S.A.

VOLUME XXIII  
NUMBER 7



## PLANNED PACKAGING

pays!

**GOOD PACKAGING CAN SAVE YOU DOLLARS. IT IS A POWERFUL ADVERTISING MEDIUM. IT BOOSTS YOUR SALES.**

### *What is a Package?*

It wasn't so long ago that a Food Package represented merely a container—a box or wrap designed to convey a product safely from the manufacturer to the retailer and finally to the consumer's pantry. In recent years, the Food Package has assumed other vital roles. Today the Package is an effective means of product identification. It proudly calls out your brand. It carries your sales message. It generates the purchase impulse by its crisp look, handsome styling and appetizing natural color pictorial of the contents.

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The modern Package begins to work its wonders even before it reaches point-of-purchase. Take folding cartons, for instance. Constructed of top-grade, seasoned paper-board, Rossotti-created cartons are thoroughly tested for strength, uniformity, and packaging accuracy. The small manufacturer who packs by hand finds these cartons easy and fast to handle. They feed into high speed packaging machinery like a charm, with waste and production stops reduced to a minimum.

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## To Fortify or Not to Fortify

*A United Industry Is Its Greatest Protection*

While the Macaroni-Noodle Industry is pondering the problem of whether or not to fortify its products with approved vitamins and minerals, and the policies relative thereto which each individual operator might adopt, the proposal to include optional ingredients in the definitions now being drafted by the Food and Drug Administration is meeting unexpected opposition from a potent outside source. The Committee on Food and Nutrition of the National Research Council has declared against the fortification of foods other than flour, bread, cornmeal, milk, table fats and salt.

The resolution was the first public expression of policy by the Council which has played a prominent part in the country's current nutrition program. It is inclined towards selective rather than indiscriminate fortification. It feels that the privilege of fortifying should be granted only after the Government has made a thorough study of the availability of enrichment materials and of the foods that lend themselves naturally to enrichment—and all in the interest of improved national health.

Since the hearing on the government's proposed standards for macaroni products on November 3 was the first important one on the docket following the announcement of the present attitude of the National Research Council, it was rightly expected by the food trade that the policy would get its first test there. That prediction came true when technical witnesses appeared to testify in favor of the proposed vitamin restriction. For the full facts in this connection, read Benjamin R. Jacobs' report which appears elsewhere in this issue.

As Director of Research for the National Macaroni Manufacturers Association, Jacobs acted as leader of discussion at the hearing, speaking not only for the Association but for practically every important operator and every worth-while interest in the trade.

It was noticeable early in the hearing that the Federal Security Agency was being guided in its actions by the recommendations of the Research Council in that its representatives did not appear to agree to the proposal that macaroni products be included among those that might be enriched if manufacturers would so choose. This attitude was rather surprising because in its official call for the hearing early this month, the manufacturers had been asked to give any evidence they thought desirable in support of the proposal for products enrichment. Thus the whole burden of proving the desirability and the feasibility of macaroni products fortification rests directly on the Industry.

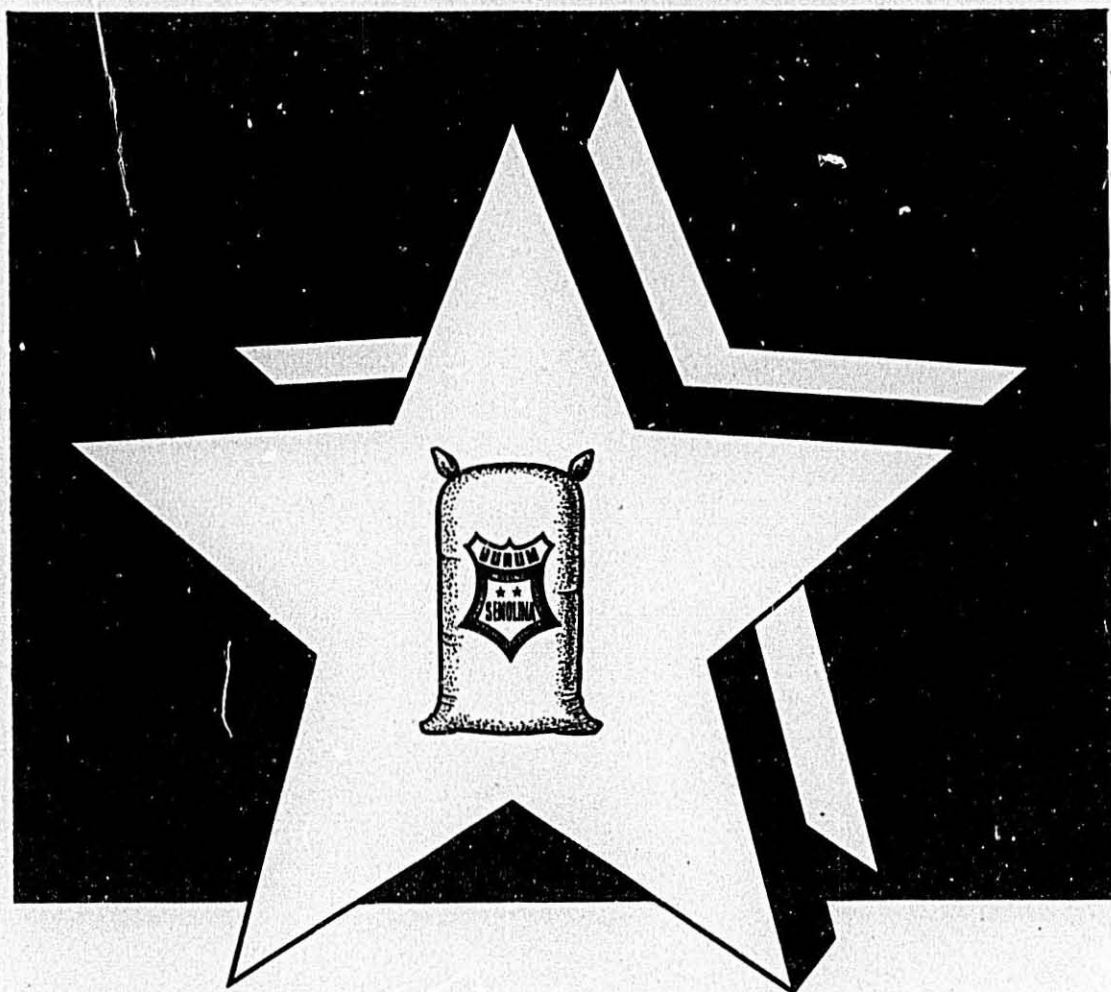
It is further predicted that this same attitude will be taken towards all proposals of food enrichment, other than those listed in the resolution. The reasoning is that food generally can be clearly divided into two classes: (1) natural foods that already contain some of the essential minerals and vitamins; and (2) vehicle foods, or those which lose these natural elements in their processing.

Spaghetti, macaroni, egg noodles, etc., are naturally good foods, despite the implication that some of the vitamins and minerals they contain may be lost in preparing them. So the matter of retaining a larger portion of these elements is merely a matter of a studied change in the method of cooking them for human consumption. But there is also the matter of how much or how little the industry stands to lose if it were finally decided that these products may not be enriched.

This merely strengthens the contention of the leaders in the Industry, that there is a standing need for greater unity of purpose and better understanding between manufacturers, particularly in such matters of industry and national import. This is but another reminder that all progressive manufacturers, large and small, should arraign themselves alongside of the National Macaroni Manufacturers Association as supporting members of a body that unselfishly and continuously sponsors the general promotion of the trade's interests.

A strong Association, like a strong nation, seems more than ever to be the need of the hour. Nonmembers should seriously reconsider their attitude of indifference and cooperate with fellow manufacturers in an increased effort to promote the rights and privileges of their trade.

Who'll be first to enroll as volunteers? There's room for all, and there's need for greater support of industry action for which no excuses need be made.



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

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## Defense First

In the opinion of business and government leaders, this country is facing war conditions even though up to this moment actual war is undeclared. The nation is literally up to its neck in an "all out" defense program closely approaching conditions of war.

Where does the macaroni-noodle industry fit into this "all out" picture? It produces no shooting material, true, but it does produce a good food that can be used to bolster national defense as a source of health, energy and strength, not only for those in the service, but to the general citizenry on whose support the program rests.

As a defense measure, the Government proposes to purchase millions of pounds of macaroni, spaghetti and egg noodles to be served to the millions now in training for whatever may develop—war, a stalemate or continued peace. The keeping qualities of macaroni products stamp this food as one that can be stored for future use. It involves no weighty transportation problems because the food is light in weight considering its bulk. Centuries ago, the Crusaders noted that the soldiers in the Italian armies of those days were strong and healthy because they subsisted on macaroni products that were capable of being stored and carted great distances without spoiling.

This heavy Government buying should have a healthy effect on the macaroni-noodle business, but the degree of benefit will be in the ratio of the quality of the products bought and supplied to the total production. It may be restated, with emphasis, that to thousands and thousands of those in the armed service of this country, strange foods will be served, foods that they are little accustomed to eat at home. In this habit-forming period, it would be unfortunate if they were asked to eat some of the low-grade, tasteless and insipid dishes of macaroni products that would create dislike for our food, because we would not only stand to lose the individual as a future consumer of our products but there is every reason to fear that he may later transfer this dislike to his family and friends on his return to civil life.

Apparently this is the time when macaroni-noodle manufacturers might show more than ordinary fortitude. They should insist on quoting only on products of a grade that they need not be ashamed of and one that will make for increased consumption. Even the highest grade of macaroni products suffers when cooked in the large quantities needed to feed big units of soldiers, sailors, marines and airmen. It should be insisted that the Government purchasing agents specify quality products in all their bids for this food.

While the so-called "big firms" in the business may land the big orders, it has been the established policy of the Government to spread out its requirements to include the smaller firms in the knowledge that they need such help in this emergency. But no matter who obtains this

government business, there are new and confusing restrictions to be observed, higher wages to be paid and greater production costs to be absorbed. Increased taxes must be met, and, in addition, there is the matter of obtaining quality raw materials, dependable shipping containers and cartons, machine replacements, and such—all of which are factors with which both large and small operators must contend in bidding for any business.

As to raw materials, what is the current situation?

The durum millers advise that there is at the disposal of the macaroni makers a bumper crop of good durum wheat from which may be ground ample quantities of the best semolina obtainable anywhere.

Users of farina are assured of a plentiful supply of the grade of raw materials that they have been using, even if the demands become abnormal as all expect under the existing war-like conditions.

Makers of flour products can get comfort from Government figures covering the 1941 soft wheat crop. But just as the durum wheat shortage of five or more years ago and the consequent high price of semolina and farina caused a trend towards the use of cheaper and unsatisfactory flours, so should the present heavy demand for quality macaroni create a reversal of that trend towards the increased use of semolina and farina. This seems to be the opportune time for upping the grade of macaroni-noodle products all along the line.

The egg market presents a problem, not of scarcity, but of price. Because of the heavy shipment of eggs to Britain, eggs of every kind have increased in price, in some cases from 30 to 50 per cent—whether they be fresh, dried or frozen. Some are trying to get by with less egg in their product, which is against the law and all good judgment. Others have appropriately increased their prices, which is good business.

So in this "Defense First" program, the macaroni-noodle industry confronted with increased cost of ample raw materials, and the general increase in the cost of doing business, can appropriately do two things—first, produce a better piece of goods than has ordinarily been the practice and second, price the food reasonably, but profitably.

Fortunately, the macaroni-noodle industry is not taxed to capacity to maintain the average production of the past five years. It is in a position to double its production, if need be, to help maintain a reasonable standard of living for servicemen and non-combatants who should be taught by every known means to appreciate the true value of quality macaroni products, their economy and their adaptability to almost endless combinations with almost every other good food. Do this in the name of defense, if you choose, but do it for products promotion and self-advancement.

## Report of the Director of Research for the Month of October

By Benjamin R. Jacobs

The announced hearing on Standards of Identity for macaroni products has been going on since last Monday, November 3. This is Friday evening and we have just recessed until next Wednesday because of the intervening week end and holiday.

The Standards of Identity as proposed by the Food and Drug Administration for the macaroni industry provide a range of moisture of between 11 per cent and 13 per cent. At the hearing the F.D.A. proposed a maximum of 13 per cent which is the amount existing in the administrative Standards of Identity which have been in force for many years. This moisture limitation applies to all macaroni and noodle products.

In the case of egg solids content of noodles, it has been fixed at 5.5 per cent and there appears to be no opposition to this figure. There will be no attempt to increase this figure and certainly none to decrease it.

Plain noodles or water noodles have been eliminated from the picture so that when these standards become operative it will be illegal to manufacture any product with less than 5.5 per cent of egg solids and still call it a noodle product, with or without any modification of the term.

After reviewing the evidence that has been submitted to the F.D.A. at the hearing by a number of witnesses it is safe, I believe, to draw the following conclusions, particularly concerning special types of macaroni products and the use of optional ingredients:

It is safe to say that the use of soy flour will be permitted; that 10 per cent of soy flour would be the minimum requirement and that the product made may be called "SOY MACARONI PRODUCT," etc.

It is also safe to say that *Pastina Glutinata* or "GLUTENATED MACARONI PRODUCT," etc., may be manufactured by the addition of gluten flour to semolina, farina, or flour, provided the total protein content is not less than 18 per cent.

It is safe to say that "MILK MACARONI PRODUCT," etc., will be permitted and labeled as such, provided the milk solids content is not less than 3.7 per cent.

It is safe to predict that "SPINACH MACARONI PRODUCT," "TOMATO MACARONI PRODUCT," "CARROT MACARONI PRODUCT," etc., will be permitted to be

made and labeled as such, provided they contain not less than 3 per cent of the solids of the respective vegetables.

Other vegetables, such as celery, onion, parsley, and herbs for seasoning will all be permitted as optional ingredients provided the proper declaration of their presence is made on the label.

It is probable that the use of disodium phosphate in quantities not exceeding 1 per cent will be permitted "for quick cooking."

It is safe to say that "WHOLEWHEAT MACARONI PRODUCT," etc., will be permitted to be manufactured, provided the sole farinaceous ingredient is wholewheat flour of any class.

And now we come to the matter of enrichment of our products with vitamins and minerals.

Before we entered the hearing there were certain rumors concerning objections to the fortification of our products by the Committee on Foods and Nutrition of the National Research Council. This was made quite apparent when their witness, Dr. R. R. Williams appeared on the stand. There was introduced in evidence a letter from an outstanding nutrition expert in the Price Control Administration objecting to the waste which might result from the use of vitamins and minerals in macaroni products.

There was also the evidence given by Dr. Williams to the effect that the proposed enrichment of our products would interfere with the program of the National Research Council, and that although he saw merit in the proposal, that the Council objected to it

(1) because it was premature and would interfere with the enrichment program of the Council; (2) because of the small part of the diet that macaroni products play in the national program; and (3) because of the losses that are caused in the cooking of our products. However, Dr. Williams realized that in all probability these losses were not any greater than the losses that occur in ordinary enriched flour when it is used in the kitchen for the various purposes to which it is put by the housewife.

Because of the objections to the enrichment program, it has been thought advisable to request the F.D.A. to postpone that part of the hearing until a later date so that the industry can be better prepared to submit a more com-

plete case on this subject. The attorney for the Association thought that it would be better to have a postponement than to submit a poorly prepared case and have the refusal of enrichment based on the inadequate showing made by the industry. Therefore the proposed enrichment program of the Association will be materially delayed.

It was developed at the hearing that the proposals of the macaroni industry to enrich their products would be made a test case by the Government in order to establish a precedent which may be used to deny the privilege to a number of other industries and their products, at least until such time as the present enrichment program, which consists of flour and bakery products, has had a sufficient try-out.

There are unquestionably political angles to this enrichment program which, however, were not discussed at the hearing but which nevertheless form, in my opinion, a powerful factor in the decisions which may be made concerning this matter.

The hearing will be continued next Wednesday, November 12, and until all the evidence is in. The government still has some evidence to submit, but the program so far has been very favorably received.

The only ingredient on which there was considerable controversy was the use of Lecithin as an optional ingredient. I opposed this on the ground that it would interfere with the determination of egg solids in egg macaroni products and also on the ground that so far as our knowledge of the substance was concerned it would not perform any useful function in the production of macaroni products.

### He Bought It

The clothier was trying to sell Hiram a new suit, and he raved about the garment, its texture, its stylishness and its fit. Hiram decided to try it on. "I'm telling you," he said, "that even your best friend won't recognize you in that suit. Just take a walk out to the natural light for a minute, get the feel of the garment while admiring its beautiful color."

Hiram went out and returned a moment later. The clothier rushed up to him with a happy smile.

"Good morning, stranger," he exclaimed, "what can I do for you?"

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# Is it Good?

## The most VITAL question your products have to answer

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

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

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

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

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT  
**WASHBURN CROSBY COMPANY**  
(TRADE NAME)

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

## Durum Farmers Boost "Faith in North Dakota Week"

Interesting Discourse by H. H. Graham, publisher of Devils Lake Daily Journal, on History, Uses and Processing of Durum Wheat, Features Celebration

Farmers of Northeastern North Dakota will keep faith in their state as long as their durum crops continue to bring them profitable returns.

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 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 form 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 an area comprising the Northeastern section. 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.

### Seed From Russia

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 Northern North Dakota where its resistance to rust made satisfactory production more certain than with varieties of bread wheat then available.

In the early years there was no domestic macaroni industry or specialized durum market as we know it today. Durum production was limited and there was no large interest in the crop. To stimulate interest, a strenuous and successful campaign of education, led by the U. S. Department of Agriculture, was instituted to acquaint the people of the United States with durum wheat and its value as food. The superior quality of North Dakota's northern-grown durum helped to build not only a domestic macaroni industry but also attracted the attention of the foreign macaroni manufacturers. This increasing demand and larger outlet for durum wheat, with a more satisfactory and stable market, resulted in the rapid increase in the production of durum wheat in this state.

### Durum Characteristics

Durum differs from common bread-wheat in both plant and kernel characters. The plant is taller and the stem more pithy. The head is compact, usually having long, coarse awns. The most desirable type of durum has amber kernels, larger than those of

hard red spring wheat and very hard and flinty. Mindum and Kubanka are recognized as the two superior durum varieties, and durum millers pay higher prices for them.

In industry durum wheat is ground into semolina, a coarse, granular product, distinct from flour, and is made into macaroni products. Prepared and served well, these tasty, nutritious and healthful cereal products are a pleasing and valuable addition to our food resources. Certain cereal foods, such as puffed wheat, also are prepared from durum wheat.

From 15 to 18 million bushels of choice amber durum wheat are annually ground into semolina in the United States. Lower grades of durum are sold as commercial feeds. Semolina mills are located principally in Minnesota. Production and consumption of macaroni products are greatest in New York, Pennsylvania, Illinois and Minnesota, states with large centers of farming population, but consumption is increasing elsewhere. During the years preceding 1930, North Dakota-grown durum wheat enjoyed a large export market.

### Fermentometer for Determining Thiamine (Vitamin B<sub>1</sub>)

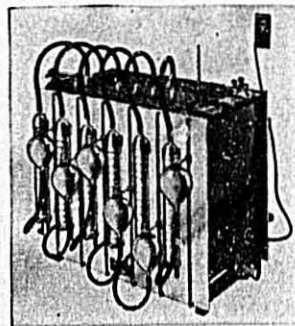
This new instrument, originated in the laboratories of the Fleischmann Laboratories of Standard Brands, Inc., and now built and marketed by the American Instrument Co. of Silver Spring, Maryland, offers a means of determining thiamine (Vitamin B<sub>1</sub>) by the speedy, simple and accurate yeast fermentation method.

The Fermentometer has a universal application in the field of vitamin determination and control, since it can be applied successfully to all foods, a great many biological fluids, plant and animal tissues, metabolic studies, etc., and its use permits five different or similar samples and the control to be run simultaneously.

The outstanding advantage of the fermentation methods lies in the fact that complete fermentation tests are made in three hours by persons who need not have technical knowledge.

It is only necessary to prepare a fine suspension or solution of the

sample in water, add the necessary reagents, and place the sample in the Fermentometer. After a specified time, the volume of gas generated



within the gasometer assemblies is read and the thiamine content computed.

A complete description of the instrument and the advantage of the method, together with literature references, is given in new Bulletin 2104 available from the manufacturer.

"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



## 1810 Cases of Macaroni Products Condemned

Federal Food and Drug Administration Reports on Disposition  
of Misbranded Products Seized in Last Year's  
Food Law Enforcement Drive

Just as it got around to reporting on the results of its 1940 drive in food law enforcement, rumors emanate from the nation's capital that the Federal authorities contemplate another concerted drive aimed at continued or new abuses of the misbranding section of the Federal Food Law.

Most macaroni-noodle manufacturers need have no fear of any action that might be taken. However, those whose products, packages or practices are at or near the "border-line," might well check things over and "put their houses in order" immediately in anticipation of the inevitable action to protect the law-abiding manufacturers and the innocent consumer.

In any event, all will be interested in the "Search-Seize-Condemn" procedure which the food authorities have found to be an invaluable weapon for its "clean-up" campaign during the spring and summer drive of last year. Below are a dozen cases reported in a recent issue of *Notices of Judgment*, with names and brands purposely deleted—the purpose being to point out the things or practices against which action will be taken when the officials make their next move. The cases reported are in no regular order so that any thought of connecting them with any particular firm is purely guesswork.

### Notices of Judgment

#### CASE 1.

*Seizure* involved 46 cases of spaghetti shipped interstate into Kansas.

*Charge*—Product occupied only an average of 69 per cent of the capacity of the package; (b) The packages were misbranded in that container was so made, formed or filled as to be misleading.

*Disposition*—Claimant consented to the entry of a decree. Judgment of condemnation was entered and product was ordered destroyed.

#### CASE 2.

*Seizure* involved 39 cases of macaroni and 59 cases of spaghetti shipped into Kansas from a nearby state.

*Charge*—(a) Products were misbranded in that the statement on the label "7 oz. net weight" was false and misleading since it was incorrect; (b) They were in containers so made, formed or filled so as to be misleading;

(c) They did not bear an accurate statement of the contents.

*Disposition*—Consignee consented to the entry of a decree and judgment was entered ordering destruction of the products.

#### CASE 3.

*Seizure* involved 22 cases of macaroni products shipped interstate into Texas from a mid-western state.

*Charge*—They were misbranded; the container was so made, formed or filled as to be misleading.

*Disposition*—No claimant having appeared, judgment of condemnation was entered and product sold to a charitable institution for a nominal sum.

#### CASE 4.

*Seizure* involved 215 cases of macaroni shipped interstate into New York from a nearby state.

*Charge*—Product was misbranded because it was short weight and bore a label that contained the statement "Guaranteed to conform with all Pure Food Laws," since that was not true.

*Disposition*—Claimant admitted allegations of libel, goods were condemned and ordered released to the manufacturer for repacking in a manner to comply with the law.

#### CASE 5.

*Seizure* involved 53 cases of egg noodles shipped interstate into Missouri from a nearby state.

*Charge*—Product contained an artificial coloring, turmeric; (b) The artificial color, turmeric, had been substituted wholly or in part for eggs to make them appear better or of greater value than they were.

*Disposition*—No claimant appeared and product was ordered destroyed.

#### CASE 6.

*Seizure* involved 220 cases of egg noodles and macaroni products shipped interstate into Connecticut from a nearby state.

*Charge*—(a) Product contained a coal-tar color, tartrazine, which gave it the appearance of a product containing a greater amount of egg than was actually present; (b) Product was adulterated and the inferiority concealed by artificial coloring; (c) Product was misbranded for the reason that it contained the statement "Pure Egg Noodles," which was false.

*Disposition*—Claimant consented to entry of a decree, judgment of condemnation was entered and the product ordered distributed to charitable institutions.

#### CASE 7.

*Seizure* involved 504 cases of "Spaghetti Dinner" shipped interstate into Maryland from a nearby state.

*Charge*—Product consisted of a package of spaghetti, a can of sauce and a can of grated cheese inclosed in a carton with a false bottom which occupied about 30 per cent of its capacity; (b) The package containing the spaghetti was deceptive since the package occupied less than 60 per cent of the volume of the package.

*Disposition*—Claimant admitted allegations of libel. Judgment of condemnation was entered and the product was ordered held under bond and ordered repacked and not disposed of in violation of the law.

#### CASE 8.

*Seizure* involving 400 cases of spaghetti shipped interstate into Rhode Island from a nearby state.

*Charge*—(a) Contents occupied only about one-half of the capacity of the package, which was so made, formed or filled as to be misleading; (b) That statement of the quantity of the contents required to appear on the label was not prominently placed thereon with such conspicuousness to be read by the ordinary individual under customary conditions of purchase and use.

*Disposition*—Claimant admitted the allegations, product was ordered released under bond for repacking under the supervision of the Food and Drug Administration.

#### CASE 9.

*Seizure* involved 200 cases of noodle soup mix shipped into Washington from a North Central state.

*Charge*—(a) Package was slack-filled, being so made, formed or filled as to be misleading; (b) Contents occupied less than one-fourth of the capacity of the package.

*Disposition*—No claimant appeared, goods were condemned and ordered destroyed.

#### CASE 10.

*Seizure* involved 75 cases of noodle soup mixture shipped interstate into Colorado from a midwestern state.

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*Charge*—The contents occupied less than 70 per cent of the capacity of the package. Statement of the contents of the package was inconspicuously placed on the back label.

*Disposition*—Claimant accepted service, products were condemned and ordered distributed to charitable institutions.

#### CASE 11.

*Seizure* involved 12 cases containing 48 packages of noodle soup mixture.

*Charge*—Product was represented to be a mixture from which home-style noodle soup could be made. It contained the vegetable protein monosodium glutamate, an artificial flavor which was not declared as such and which is not employed in making home-made noodle soup; (b) The container was larger than necessary and the contents only occupied 77 per cent of their capacity.

*Disposition*—No claimant appeared, products were condemned and ordered destroyed.

#### CASE 12.

*Seizure* involved 21 cases of Chinese noodles shipped interstate to Nevada from a nearby state.

*Charge*—Packages were filled to only one-third of their capacity, the containers being so made, formed or filled as to be misleading.

*Disposition*—No claimant appeared, goods were condemned and ordered delivered to a charitable institution.

### How Many Farmers?

The nation's farm land might support as few as 5,500,000 farms and 25,000,000 farm people, or as many as 9,500,000 farms and 45,000,000 farm people, depending on initial assumptions and on the standards of living that farm people might be willing to accept.

This is the conclusion reached in an article in the *Land Policy Review*, published by the Bureau of Agricultural Economics, U. S. Department of Agriculture. The article is entitled, "How Many Farmers Do We Require?"

Assuming that farming generally should be conducted on the same scale and farmers should have the same income as in the Corn Belt, our most prosperous farming section, the article points out that only 5,182,000 farms and 24,202,200 farm people are needed. But assuming it desirable to maintain the largest possible farm population by conducting farm operations on the scale and comparable income of our most densely populated commercial farming section, the Cotton Belt, it is stated that our farm land could support about 9,643,000 farms and

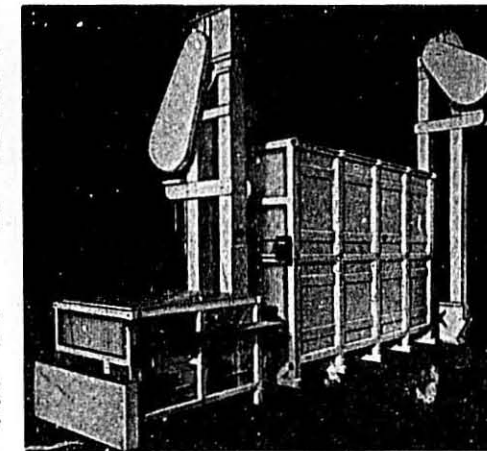
45,032,000 farm people. Both these estimates compare to an estimated average farm population for 1936-38 of 31,774,000 and the 6,812,000 farms reported by the census for 1935.

No set of figures can provide the final answer to the original question, according to the author of the article, Oris V. Wells of the Bureau of Agricultural Economics. "We may move," he writes, "and it may be desirable to move, in either direction; or it may be that our farm population will eventually stabilize at about the current level."

### \$4,500 Wage Reimbursement

Payment of back wages amounting to \$4,564.72 to nineteen of its employees who have been underpaid through the years was provided in a consent decree signed last month by Federal Judge Michael L. Igoe of Chicago enjoining the Roma Macaroni Manufacturing Company from violations of the Fair Labor Standards Act.

Managerial ability is best acquired through self-management.



DON'T LET  
OBSoLESCenCE  
STEAL YOUR  
PROFITS

INSTALL THIS MODERN

## CHAMPION

Flour Outfit and Semolina Blender

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## Dried Eggs

There was a time not many years ago when the pioneer egg noodle manufacturers used only fresh eggs in the production of those tasty "tid-bits" like those that "grandmother used to make." The preparation of a batch of eggs of the proper quality and color was not only a big problem but a messy process. Soon the trend was decidedly away from the fresh to the dried, powdered eggs mostly imported from China. Then there was developed the modern freezing method whereby egg yolks are delivered frozen but fresh from the big refrigeration plants conveniently located throughout the country.

That, briefly, is the story of the egg in the noodle. By far the greatest number of manufacturers of egg noodles and egg macaroni now use frozen yolks, but there is every indication that the dried egg will again be favored by many because of the revival of the egg drying business in this country, as a defense measure. Here is what Senior Chemist, T. L. Swenson of the Food Research Division, Bureau of Agricultural Chemistry and Engineering, has to say on this subject:

Dried eggs for Britain.

That is the slogan of Defense Officials these days, as the United States prepares to increase its dried egg production from 12,000,000 pounds per year to well in excess of 100,000,000 pounds.

American requirements are estimated at 14,000,000 pounds for the next 12 months, including the Army and Navy. The rest will go to Britain.

The dried-egg industry is growing steadily, and the demand for dried-egg products has reached the point at which dealers now find it profitable to use high-grade current-receipt eggs for drying. The excellent quality of the dried products usually found on the market is largely responsible for their increased use by bakers and other consumers.

Eggs normally contain approximately 73 per cent of water. During the drying process about nine-tenths of the water is driven off, and the eggs are reduced to approximately one-fourth of their original weight. It requires 36 to 40 average-sized eggs to make one pound of dried material, which represents three times the monetary value of a dozen eggs in the shell. About 3½ pounds of liquid whole egg, 2¼ pounds of yolk, or 7½ pounds of white is required to produce one pound of each in the dried state.

Three general methods—the spray, tray, and belt methods—are used by

the trade in drying eggs, though each manufacturer may vary the procedure slightly according to his particular desire and experience.

### The Spray Method

By the spray method, the liquid egg is pressure-sprayed into the upper part of a high-ceiling chamber heated to a temperature of 160 to 170 degrees F. The fine spray dries readily and is collected from the lower part of the chamber. Whole egg and yolk are the two products best suited for spray drying; white alone is too viscous to spray easily.

### The Tray Method

By the tray method, the liquid egg is run into metal trays of any convenient size or shape, usually made of aluminum or some of its alloys. Other metals, such as iron, are to be avoided because of their tendency to discolor the product. The liquid egg, usually the liquefied white, may be poured directly onto the trays or pumped to them through flexible tubing fitted with hand-controlled nozzles which run from the tanks of liquid egg to the drying room. The trays are placed on shelves in specially constructed cabinets. Hot air is forced through the cabinet, entering on one side and escaping through appropriate ducts on the other.

It requires from six to 12 hours to make one drying at a temperature of 110 to 120 degrees F. The dry material is removed from the pans, collected in convenient bins, and graded for market. Egg white is the principal product dried by this method, although egg yolk is sometimes dried in the same way.

### The Belt Method

By the belt method a thin film of liquid egg is allowed to flow onto an endless belt made usually of aluminum. This belt traverses a warm chamber through which circulates filtered air heated to about 140 degrees F. The belt is of sufficient length that the egg film is dried in one revolution, after which it is automatically removed by means of a metal scraper and allowed to fall into drawers or bins. The first drying requires one and one-half to two hours. The product is next spread on trays with wire-screen bottoms and further dried in a "finisher," which is a large cabinet kept at 100 to 110 degrees F. It is kept in the finisher for two to three hours after which it may be graded into flakes of various sizes or pow-

dered to a uniform fineness. The finished product usually contains three to eight per cent of moisture.

Flake-dried whole egg is the product which is scraped from the belt or pan in flake form. It is an attractive yellow product and is usually reconstituted for use in the ratio of one ounce of dried flake to three ounces of water. When reconstituted, it should have the liquid consistency of a fresh egg. Powdered whole egg is usually made by the pressure-spray method. It is a finely divided substance and is reconstituted in about the same manner as the flake-dried egg.

Flake-dried yolk is prepared on the belt or sometimes by the tray method. It is collected as flakes. Drying usually takes from three to four hours. It is reconstituted in the proportion of one ounce of dry yolk to three ounces of water. A characteristic liquid-yolk body should result. Powdered dry yolk is made by the pressure-spray method. It is a finely divided product. Importance of color in the dried material depends on its intended use. A rich yellow is usually desirable. Powdered dry yolk is reconstituted in the same proportions as flake-dried yolk.

## Dried Egg Production Increasing

Though the production of dried eggs has increased many fold during the last few months because of the need of supplying the warring nations, the demand has not seriously affected the frozen egg stocks, as yet. However, if the foreign demand for dried eggs continues, there is every reason to believe that even frozen yolk stocks on which the noodle manufacturers are greatly dependent for their egg needs, will be affected.

The Agricultural Marketing Service, Washington, D. C., reports as follows on October 21, 1941 concerning the September egg situation:

### Liquid and Dry Egg Production

Liquid egg production by commercial egg breaking plants in September was over five times that of September last year, the U. S. Department of Agriculture reports. Production was estimated at 12,701,000 pounds, compared with 2,401,000 pounds a year earlier. The large increase this year can be attributed to the heavy buying of dried eggs by the Government. If it were not for this demand, most of the plants now operating would be closed down until next spring. The demand for dried eggs is so large, however, that production facilities have been greatly expanded. It would not be surprising if the monthly production of dried eggs during the spring months next year would be as

## Child's Food Makes the Man

Today—at long last—nutrition is recognized for the national and personal problem it is. Statesmen now consider the feeding of a country as important to making it strong for defense as are guns and ammunition. Strong and alert nations, they have come to realize, are built by strong and alert people. Strong and alert people are built by abundant and well-balanced diets. A child's food helps

determine how strong and alert a citizen he will grow up to be.—Dr. Louise Stanley, Chief of Bureau of Home Economics, U. S. Department of Agriculture.

A timely suggestion—Feed children more good wheat food in the form of macaroni-spaghetti-egg noodles in any of the many appetizing and nutritious combinations to which this fine food is easily and readily adapted.—Editor.

So many want gold; so few want to mine for it.

# MORE DOUGH AT LOW COST

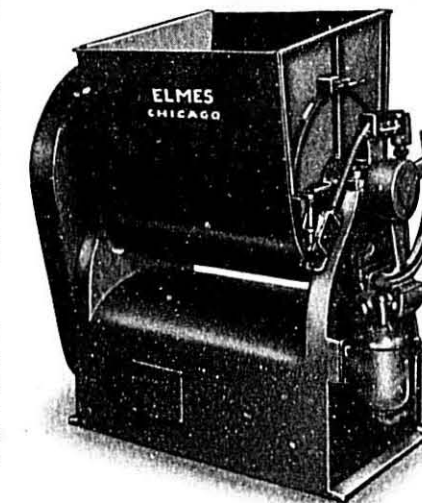
There are several good reasons why you can turn out large quantities of dough at low cost with an Elmes Mixer.

First, the Mixer is built to last a long time. Sturdy materials and construction are used throughout . . . producing an unusually high factor of overstrength.

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Third, parts in contact with the dough are easily cleaned. The whole mechanism is simple to keep in top-notch operating condition.

There are still other reasons why you will find the Elmes a profitable Mixer. Ask about them today.



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large as the total output of the year 1939 when 10,039,000 pounds were produced.

Utilization reports show that 65 per cent of the September production of liquid eggs was used for drying, compared with 28 per cent in September last year. Ten firms drying eggs reported a production of 2,697,269 pounds, compared with 107,576 pounds last year. Approximately 83 per cent of the production consisted of dried whole eggs, the type that is being exported to Great Britain under the Lease-Lend Act. But despite the unusually large dried egg production, only relatively small quantities of frozen eggs were used for drying purposes, because the September farm output of eggs set a new high record for the month at 7,353,000 cases. Later in the fall as farm egg production drops to its low for the year, dryers may have to draw upon frozen egg supplies to meet their commitments. September purchases of dried eggs by the Federal Surplus Commodities Corporation totaled 5½ million pounds. Purchases from October 1 through October 17, have totaled 9,121,500 pounds.

Stocks of frozen eggs on October 1 totaled 177,940,000 pounds. This was 47,153,000 pounds greater than on October 1 last year and 56,464,000 pounds above the October 1 average. The firms reporting stocks of dried eggs on October 1 showed that out of a total of 5,332,285 pounds only 357,782 pounds remained unsold.



Several times, in this column, I have asked certain questions pertaining to safe driving. Some of the editors have felt that this type of information is valuable and interesting.

The question today is: During any one-hour period, when are automobile accidents most frequent?

There have been some wild guesses on this, but statistics show that the hour between 5 and 6 P.M. is the danger hour for accidents. This is due to several things. In a congested or metropolitan area, people on their way home from work take unnecessary chances in hurrying through heavy traffic. On long trips, the average person becomes tired at dusk and, therefore, coming darkness together with fatigue, are responsible for many accidents.

Be careful all of the time, but be especially careful at this time of the day.



## First Aid Technique in Accident Cases

By Harry Subin, M.D., F.A.C.S.  
Atlantic City, N. J.

This discussion of accidental wounds implies primarily a thorough knowledge of two basic problems; first, the proper handling of the wound during the emergency; second, the care of the wound to avoid infections.

The rudiments of treating injuries are well known to those who have been trained in first aid to the injured. Most of you are engaged in industries where the prevention of accidents and the care of the injured make up a major portion of your training. Therefore, I can speak somewhat freely of the science of first aid to the injured, while suggesting how such advice may be relayed to those, perhaps, less experienced.

### Hemorrhage

In the care of accidental wounds the control of hemorrhage and the handling of a fracture comprise the two most urgent considerations. Not all wounds require heroic measures or breath-taking speed. In most instances, mobilization of a fractured bone comes next.

The armamentarium for the control of hemorrhage consists of tourniquets, pressure bandages, pillows for the elevation of extremities, clean dressings, sterile instruments, and antiseptics, usually those of an alcoholic base or containing a penetrating dye.

The actual control of hemorrhage is best accomplished by a tourniquet applied above, or a pressure bandage made directly upon, the bleeding part of the limb. The packing of a wound with sterile gauze, held in place by a circular bandage and applied to the parts so that pressure might be made directly upon the open mouths of the cut or torn vessels, is the first aid method of choice.

### Handling of the Fracture

The next important single consideration is the handling of a fractured bone. Splinting of a broken bone should be done by extension of the part or by fixation of the part to a parallel, resistant splint. The latter may be anything from the twig of a tree to an ironing board. It may be an umbrella, a walking stick, a crutch, or a scaffold board. Traction, meaning pulling on the part, is essential in those instances where a bone projects through the skin or soft tissue. AVOIDING IN EVERY INSTANCE, DIRECT HANDLING OF THE EXPORT BONES.

Splints, hot water bottles, and some form of traction apparatus, (e.g., the Jones Splint for the arm or leg) constitute the armamentarium for those doing first aid work in the handling of fractures of long bones in the upper or lower extremities.

A straight board or splint should provide the only support when lifting a patient suspected of having sustained an injury to his spine. This patient should never under any circumstances be lifted at the head or heels, because of the risk of severing the cord when the spine is curled by bending the trunk in the forward plane. These patients must always be moved by rolling gently on the side long enough to place a splint or board from the head to the heels and so transported with minimum or no flexion of the spine whatsoever.

Having checked the flow of blood and having immobilized torn or fractured limbs, attention can be then directed toward general or constitutional care. In other words, without prompt and efficient local care of these two main conditions, namely hemorrhage and fracture, the general, constitutional effects of the accident may be greatly increased. The principle constitutional effect of an explosive force or an extensive laceration or a deep contusion is shock.

### Shock

To institute measures to combat shock is futile if the wound continues to bleed or if a bone remains projected through the skin without dressing or immobilization.

How can shock be recognized? What are the outstanding phenomena of shock? (1) Sub-normal temperature; (2) Cold, clammy skin; (3) Soft and almost imperceptible pulse; (4) shallow and perhaps unnoticeable respirations; (5) A dull lusterless stare; and (6) A quiet, immobile, and listless attitude.

The patient in deep shock lies quiet, cold and motionless. He does not volunteer any complaint and he is very slow to respond—resembling one who has fainted. Shock signifies that the effect of the accident has been so violent as to retard the vital forces of the body to such an extent that the cardiac, the thermogenic and the respiratory centers have all been temporarily inhibited in their action.

The indications therefore are to restore circulation to the brain and so renew activity of these vital centers

herein located. These are best accomplished by placing the patient with head downward in order that gravity will assist in the flow of blood to the base of the brain, instead of to the feet.

Heat is then added by hot water bottles or blankets or an electric pad to raise or maintain temperature to its normal level. Gentle transportation to the nearest first aid station or to the nearest hospital for further treatment is next in order. This completes the first step in the handling of an emergency by the first aid or emergency crew.

### Infection

The next problem is the prevention of infection. The definition of an infection is the entrance and the reproduction of organisms in some tissue of the body. It may enter the body by any one of a number of routes. Depending upon the route by which the organism is introduced, the virulence of that organism may be modified. For example, a typhoid organism may be injected by inoculation into the skin and will prove of only minor importance. Yet this same organism introduced through the intestinal tract will by virtue of its affinity for the tissues of the alimentary canal, produce typhoid fever.

An organism introduced through the mucous membrane of the nose or throat may readily cause meningitis or streptococcal sore throat. And yet this same organism, if applied to the surface of unbroken skin, may produce little or no effect. It therefore behooves a student of infections, and in this you are primarily interested, to be certain that there shall be no interruption in the continuity of the skin and that there shall be no abrasion, blister, brush burn, cut or any other type of skin trauma that will reduce local tissue resistance.

The unbroken skin is in itself possessed of great resistance to infection. When the epithelial layer is broken, infection can penetrate with little difficulty. It then becomes a simple matter for infection to spread through the lymph channels into the blood stream. An abraded area must be protected by an antiseptic or a dressing of gauze to safeguard it against the entrance of organisms. Given 100 per cent intact skin surface, the likelihood of infection is reduced to a minimum. Given an exposed area as for example tissue underlying a pre-

viously blistered surface, such an area would at once be susceptible to the most virulent type of infection.

It must be recalled THAT ALL ACCIDENTAL WOUNDS ARE POTENTIALLY INFECTED. This is an inescapable truth. Working clothes become soiled with garden, road or factory dirt. The skin of the body is of necessity unclean during working hours. The instrument responsible for the laceration of the skin, or the breaking of the continuity of bones, is primarily infected. Since the responsible instrument is unquestionably an infected one, it is inconceivable that dousing with any solution or chemical referred to as an antiseptic can prevent the growth of an organism. Therefore, it is unsafe to rely solely upon the antiseptic properties of any chemical to prevent or destroy infection. Other measures are required.

These are the complete cleansing of the wound after the initial introduction of antiseptics. If tissue has been badly macerated (chewed or crushed or burned, or pinched) such tissues are devitalized and have no power to resist infection. Nor could that power be restored by the pouring in of gallons of antiseptics. These tissues must be removed, for upon sloughing they act as foreign bodies

inviting organic or microbial growth.

This cleansing of the wound of foreign or dead material need not be considered an emergency measure. The wound should be handled on first aid ground or at the first aid station in such manner that further care, namely that of flushing and debridement, might be completed at the next stop, namely the doctor's office or the hospital.

If the wound is a simple one and sutures are taken, the rule for drainage, no matter by what material, must never be broken. The purpose of drainage is to cope with infection that most certainly will develop and will perhaps show itself by:

1. Local heat.
2. Swelling.
3. Redness.
4. Painful motion of the injured part within twenty-four to thirty-six hours.
5. Constitutional temperature rise.

If and when these signs develop then infection has occurred and drainage must be instituted forthwith and immediately or the infection will spread. To avoid infection is to insert drains, no matter of what material, in all wounds arising out of accidents.

What then are the further complications of infected wounds? (1) Local abscess. (2) Spreading inflammation

through the cellular tissue beneath the skin. (3) Spreading inflammation by way of the lymph channels and lymph glands, producing the long red streaks from the infected part up to the first line of defense, spoken of as the regional glands or lymph nodes. (4) Septicemia or the entrance of the poisonous products into the blood stream, and (5) Gas-bacillus infection.

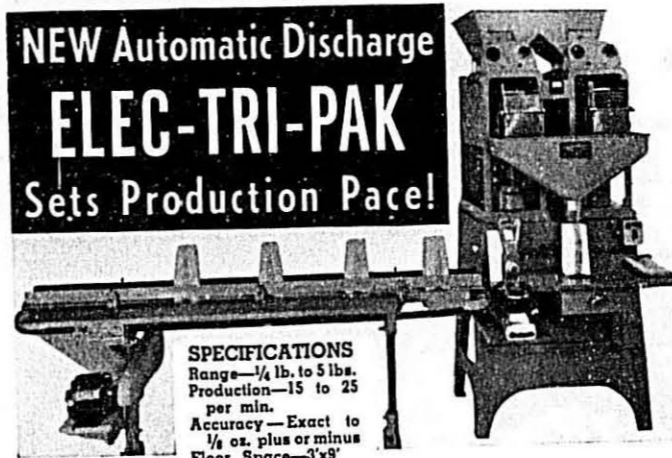
When we see the long red streaks extending up the arm or leg, reaching from the infected part to the nodes, we know that those wounds have not been sufficiently drained. Once having spread by way of the lymph channels and next having broken through the regional or secondary line of defense, namely the lymph nodes, we recognize that the infection is well on its way to enter the blood stream, at which time we deal not only with a local, but a constitutional infection commonly called blood poisoning.

### Gas-bacillus Infection

While infection through abrasion, laceration or burn is dangerous, there is even a greater danger of infection lurking in the direct or penetrating puncture wound. This infection travels so rapidly that a local area of resis-

(Continued on Page 21)

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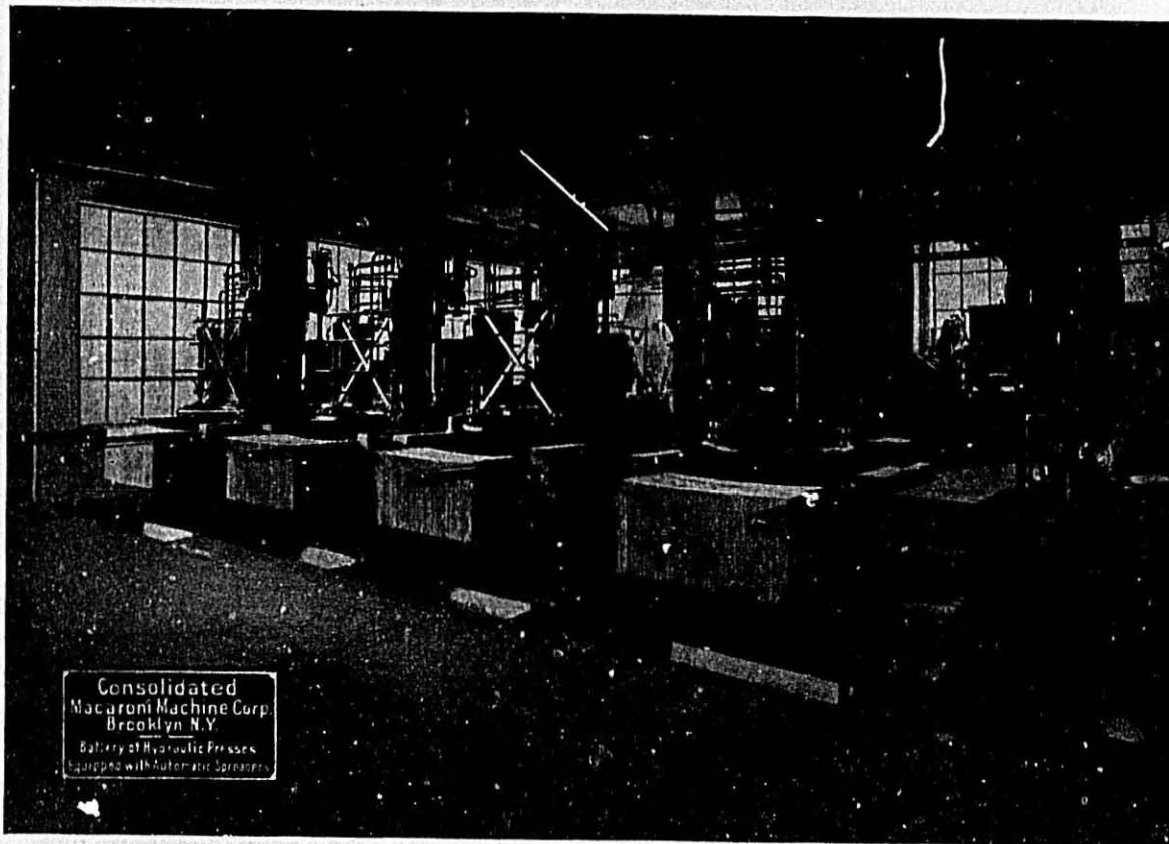
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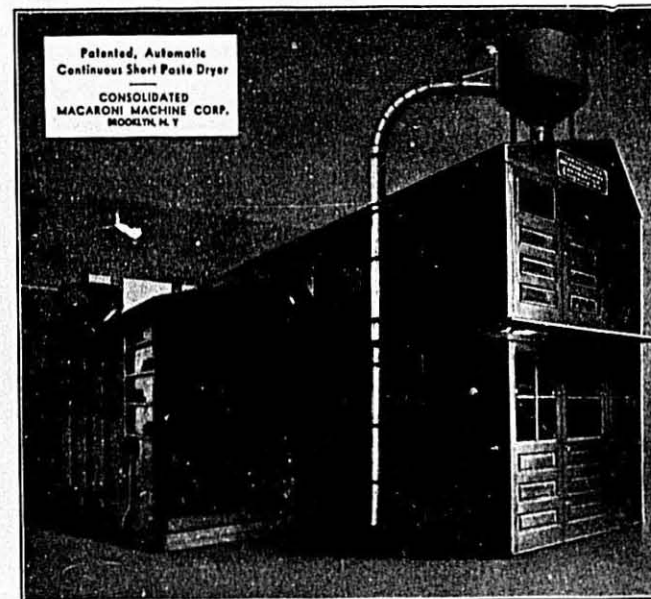
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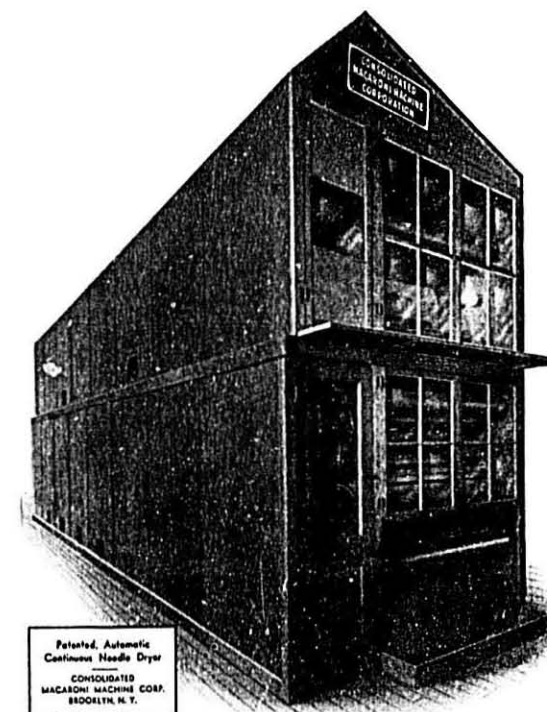
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## "How America Lives"

The kitchen and not the living room is the best equipped, best planned, and most used room in the American home.

For around \$40 a week with good management a family of four can have an attractive home of its own, a car, a sound diet, security, and fun.

When the pinch comes, Americans economize on clothes first, but the permanent wave has become a practical necessity to American women.

As much money is spent on ice cream and soft drinks as in building houses.

These, in brief, are some of the findings of a group of *Ladies' Home Journal* specialists, who have travelled to every part of the nation during the past year, studying how America lives in the homes of typical Americans of every income bracket.

Their full report on such matters as how Americans make their money and how they spend it; what they eat and how they come to fall in love in the first place is revealed in "How America Lives," published by Henry Holt.

The families range from that of Thomas Wilson, millionaire head of the Wilson Packing Company of Chicago, to the family of Henry Bracey, negro Mississippi sharecropper, whose cash income last year was \$26.

The following summarizes the conclusions arrived at by the editors of the *Ladies' Home Journal* on America's standard of living as of 1940-41.

### Income

The 1940 U. S. Census says \$22 a week is the salary of the average man in America. The editors of the *Ladies' Home Journal* found that a man with a family of two children needed to earn at least \$35 to \$40 a week before he could own his own home, carry insurance, and give his children welcome advantages. He could only do this if there were no sickness and he had saved up an initial lump sum for the down payment on his house.

Dream of all American families is to own a home. Chief hurdle is saving up down payment. The least amount of money that sustained life, editors found, was the 3 cents a day per person the colored sharecroppers in Mississippi lived on by eating flour and molasses in winter.

### Credit

The typical American family's credit is good. Majority of families "pay as they go." Installment buying records show 98½ per cent fulfill their payments. (Figures from U. S. Department of Commerce Retail Credit Survey.) Foreclosures in FHA mortgages over five years have amounted to less than half of one per cent — .45

(FHA report for 1931.) In most American homes the "Mrs." holds the purse strings.

### Housing

Low points in American living are American houses (expensive and inexpensive). Less than 40 per cent of the houses in America are in good condition. Eighty per cent were built without architects. Less than 50 per cent have bath tubs. Functionally they are inadequate. Esthetically they are unfortunate. Number one fault is the lack of closet space. FHA regulations are improving this condition by higher standards of design and building. Last year as much money in America was spent for ice cream and soft drinks as was spent for the building of new homes.

### Housekeeping

High points in American living are American kitchens—best equipped and most modern room in the house; living room is shabbiest, dining room barest and least used.

Ninety five per cent of women in America employ no household help. Average American housewife's week (in home with growing children) runs 50 to 60 hours. Grandmother worked 100. Today's housewife doesn't go in for annual housekeeping orgies. Weekly housecleaning with occasional clearing out of closets, attic and basement, does the trick.

American boys and girls still help with the chores, even if they live in city apartments.

### Eating

Largest single item of American families' yearly spending is food—\$14 billions. Ten dollars a week feeds a family of four adequately, but without many frills. Toughest subject among American housewives is the food budget, about which she becomes more defensive and passionate than about a national presidential campaign election. A tidal wave of indignant letters broke on the *Ladies' Home Journal* with the publication of Mrs. Aulden Griffin's (Cedar Rapids, Iowa) food budget of \$7 a week for four people. This was under the U. S. Government relief standard for cities.

American housewives have been made acutely vitamin conscious. Production and shipment of oranges jumped from 10 million boxes in 1900 to 55 million in 1935.

The big Sunday dinner is passing. More and more families go on automobile outings instead. Saturday night dinner has replaced Sunday noon as the big dinner of the week.

Gingerbread and baked beans are still America's number 1 choice; beef, number 1 meat; apple pie and chocolate cake, number 1 desserts.

### Dressing

When the pinch comes, American families economize on clothes first. But American women love clothes and have a vast choice in inexpensive styles (48 million felt hats in the \$3.95 to \$5 quality were sold last year). There is no more Main Street in fashion. Mrs. Griffin in Cedar Rapids was wearing a Schiaparelli mad-cap (\$1.95) simultaneously with fashion editors in New York's "21."

American women's chief fashion fault—doing a good thing to death. If veiling is the fashion they lose themselves in the mists. If open shoes are good, they go for the most extreme and open styles. They pile on too much junk jewelry.

### Beauty

The "spaniel" head-do of the past few years is giving way to bangs and pompadour. Two permanents a year, averaging \$3 to \$5 are fixed charges in the budget. Perfume (expensive, even if it comes in bottles so small a medicine dropper has to be used) their favorite beauty gift from men.

### In Tribute to C. E. Vickery

Mr. C. E. Vickery of C. E. Vickery Company, Pittsburgh, Pa., a popular semolina salesman who frequently attended the conventions of the Macaroni Industry, died September 25, 1941, after a brief illness. At the first fall meeting of the Pittsburgh Flour Club, of which the deceased was a charter member and later its president, the following resolutions were unanimously adopted:

"It is with sorrowful regret that the Pittsburgh Flour Club records the passing of our fellow member, Past President C. E. Vickery. We pause and stand together in silent memory, asking that God's comforting peace may relieve those aching hearts which mourn within his home.

"We are very conscious of his absence at this time and as we write within our minutes a record of his going hence we look upward toward his Heavenly Home to say, 'We miss you, Vic'."

A copy of the resolutions was sent to the family of Mr. Vickery.

The last convention of the Macaroni Industry attended by Mr. Vickery was that held in Chicago, June 1940. He was too ill to attend the 1941 conference held last June in his home city.

Saying it can't be done is just a way of leaving it to somebody else to do.

# GEARED TO SERVE YOU

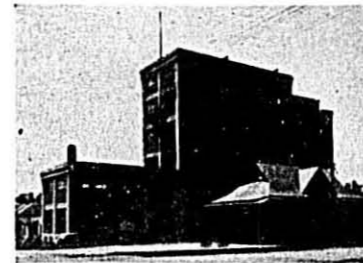
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### Macaroni Jewelry

The more mature minds may be capable of thinking up new ways of using macaroni, spaghetti and egg noodles along the culinary lines, but it takes the ingenious youngsters to think up anything so amazingly clever and strikingly beautiful as necklaces, wristlets, identification pins and lapel ornaments—all made from macaroni, spaghetti and egg noodles!

Yes, jewelry made out of macaroni is absolutely the latest fad and is being made and worn by many students in San Antonio and surrounding Southwest Texas towns.

Ingredients necessary to follow "recipes" for making an assortment of colorful and quite unique jewelry is as follows: 1 box of shell shaped macaroni; 1 box of spaghetti; 1 box of alphabet noodles; an assortment of quick-drying enamel paints; two or three brushes; 1 small bottle of nail polish; 1 tube of waterproof glue; a few small safety pins; a few yards of various colored silk cord; spool of strong thread; a few medium-size needles; a handful of chicken leg-markers!

For the necklaces, "seashell-shaped" macaroni is found to be most charming. First the shells are carefully selected (any nicked ones are discarded), then tinted the desired color by applying a light coat of quick-drying

enamel; when thoroughly dried, by means of needle and thread the shells are strung together until desired length is reached. For end fasteners—of all things—chicken-leg markers are used! Some necklaces are painted in delicate pastel shades, while for others the very popular colors of red, white and blue are used.

"Coral" necklaces and wristlets are made by breaking spaghetti into slightly uneven pieces; using a coral shade for tinting, then stringing. Or a string of "rich ivory" coral, made by applying a coat of natural color nail polish, is equally as pleasing as the red coral. It is really remarkable how closely the "spaghetti-coral" resembles the real.

For making the identification pens or lapel ornaments: Use a soft wood, whittled or sawed into any shape desired—painted any color; select letters from alphabet noodles for name, apply a liberal amount of glue on back of each letter then quickly press it on to the wood foundation, hold in place with a light weight until thoroughly dry, then apply a light coat of natural color nail polish to each letter. As a means of fastening—a groove can be cut in the back of the foundation and a safety pin glued in, or a hole can be bored in wood and a cord run through, either to be worn around the neck or on the lapel. (Contributed.)

### George R. Webber Elected President

Mr. GEORGE R. WEBBER, Director of the Package Development Bureau of Standard Brands Incorporated, New York City, was elected President of the PACKAGING INSTITUTE, INC., at their recent annual meeting at the Westchester Country Club, Rye, New York, it was announced today.

Mr. Webber has long had the regard and esteem of the packaging industry, not only for his work as a pioneer with Institute, his membership dating back to the earliest days of the organization, but for his own contributions to packaging and merchandising.

Starting with Standard Brands in 1929, he established and organized their Coffee Plants in Birmingham, Alabama; Dallas, Texas; and Hoboken, New Jersey. He managed the Hoboken Plant until 1934 at which time he was appointed director of the Package Development Bureau of Standard Brands where he was responsible for some of the most successful packaging projects of the Company.

Mr. Webber served as a judge of the All-America Package Competition for the past seven years.

## Are We Well-fed?

Are we, the people of the United States, well-fed?

That's a question that thinking men and women are asking these days. For no nation achieves total strength unless its citizens are well-fed. Strong people make strong nations. And strong and alert people are built by abundant and well-balanced diets.

Are we well-fed? Here's the answer from Dr. Hazel K. Stiebeling, food economist of the Bureau of Home Economics, U. S. Department of Agriculture. Dr. Stiebeling finds the answer in an analysis of a nation-wide study of diets of families in the United States.

"Judged by standards for good nutrition, here's the national diet picture," says Dr. Stiebeling.

"Looking at the facts we see that about one-fourth of the families in the United States are apparently living on diets that can be rated good. That is, their diets furnish the kind and quantity of food needed to maintain the body, plus a margin of safety that enables them to stand up under the stresses and strains of living.

"More than a third of our families are getting fair diets. That is, these families are getting just enough to keep them going, plus a slight margin of safety or no margin at all.

"The rest are getting diets that should definitely be rated poor. In one or more ways their diets are not furnishing even the minimum of all the food the body needs for good health."

What does this mean—this having millions of people living on diets below the safety line for good nutrition?

"It means," says Doctor Stiebeling, "that some of these people are hungry. It means that some of them have well-defined deficiency diseases such as beriberi, scurvy, anemia, and pellagra.

"But more than that it means that others having none of these clear-cut symptoms are getting inadequate diets, suffering from them, and may not even know what's wrong. Inadequate diets may not put us to bed, but they can destroy our sense of well-being—our joy in being alive and well and able to do our work. They take their toll in chronic fatigue, in shifting aches and pains, and in certain kinds of digestive disturbances. They prevent a child's normal growth and development. And they lower natural resistance to infection."

Where are they—all these people who are not well-fed?

They're in every State in the Union and in every community in every State, says Doctor Stiebeling. As a rule, more of the ill-fed may be found in the lower income classes than in the higher—more in the larger fam-

ilies than in the smaller—and more in cities than on farms.

What are the reasons so many of us are ill-fed?

Sometimes it's not having enough to eat. Sometimes it's not having the right kinds of foods. Good management of a limited food budget and home-grown "protective" foods can often make the difference between fair or poor diets and diets that are good.

What are these important protective foods that every diet must have?

They are the foods that are rich in the very food values that diets so often lack. They are the foods that protect against acute dietary diseases, that help to lift bodies from a low to a higher level of good health.

First foods to be called protective were milk, and the green, leafy vegetables. They enrich diets in calcium, vitamin A, riboflavin, and high-quality protein. Recent additions are the foods rich in the vitamins of the B group, especially the less highly refined flours and cereals. Still others are fruits and vegetables rich in vitamin C—oranges, grapefruit, tomatoes, raw cabbage, and others. And in some parts of the country lean cuts of meat, rich in the pellagra-preventive nicotinic acid, riboflavin, and high-quality protein, are considered protective foods.

Recent studies show that the Nation needs to consume at least 10 to 20 per cent more milk—10 to 25 per

cent more butter—and 25 per cent to 70 per cent more tomatoes and citrus fruits, and about twice as much of the leafy, green, and yellow vegetables.

### Canada Licences All Food Dealers

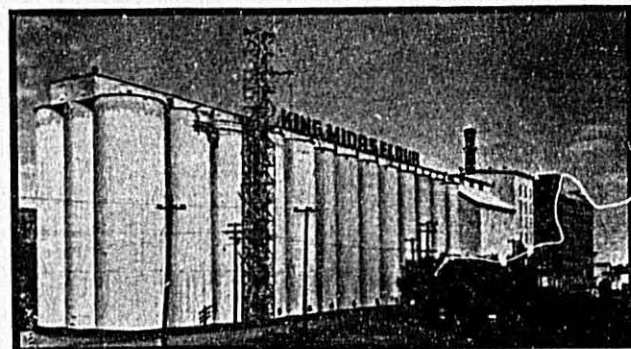
Toronto—All food retailers in Canada, totaling some 100,000 stores, will be affected by federal government announcement that, as a wartime measure, all distributors of food products in the Dominion will be placed under license before the end of this year.

License plan, it is stated, will provide Dominion's wartime prices and trade board with machinery for "policing prices" and for obtaining data necessary for allocating food supplies in the event of shortages. No fees will be charged for licenses, but the government licensing program includes the vesting in government the power of "prescribing terms or conditions of sale of goods or services."

The salmon pack this year will exceed 6,500,000 cases according to government estimates—an increase of more than 30 per cent over the 1940 pack.

—Buy Defense Bonds and Stamps—

By buying Defense Savings Bonds and Stamps regularly you can help the Defense Program and, at the same time, help yourself and your family.

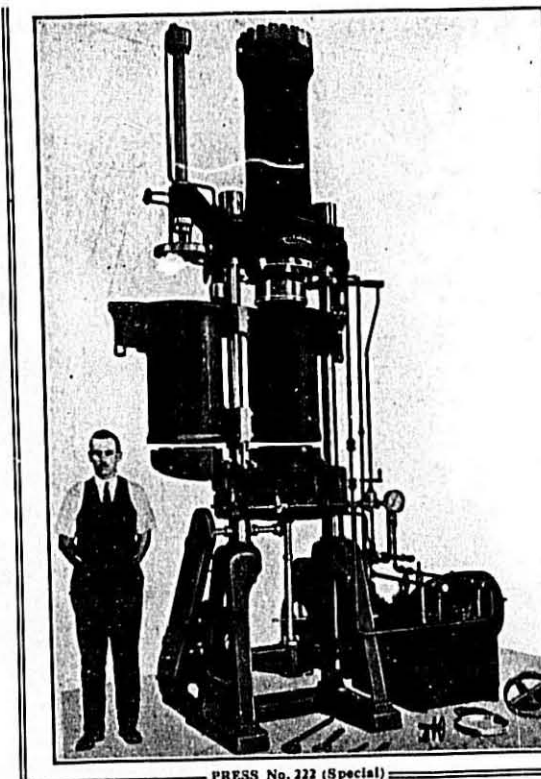


### King Midas Complete New Storage Tanks at Superior Mill

Completion of new concrete storage tanks at Superior, Wisconsin, to provide space for an additional 500,000 bushels of Durum Wheat, was announced this week by the King Midas Flour Mills. The new addition brings the total storage capacity of the company's Superior Mill, which is devoted exclusively to the manufacture of Semolina and Durum products, to 1,400,000 bushels. All storage tanks at this mill are of the hoppers-bottom type with self-emptying bins,

thus eliminating the necessity of shoveling any of the grain.

Located advantageously, both for the receiving of Durum Wheat and the shipping by lake or rail of the finished products, the King Midas Mill on the shore of Lake Superior is one of the show places of "America's Air Conditioned City!" Other mills, located at Minneapolis and Hastings, Minnesota, give the King Midas Flour Mills a total storage capacity of 3,000,000 bushels of grain.



PRESS No. 222 (Special)

### FIRST AID TECHNIQUE IN ACCIDENT CASES

(Continued from Page 15)

tance can hardly be built up in time.

The crush wound, or that in which the vessels have been so badly smashed that circulation of the part is rendered inadequate to flush out foreign material or to bring the protective blood cells, is also susceptible to gas bacillus infection. The type of wound that has been closed from the air from the start and has subsequently been deprived of sunlight and air and which allows the organisms described as anaerobes to incubate and reproduce are those wounds in which the gas bacillus infection produces either gas gangrene or lock-jaw. In this type of wound those germs, whose habit is to thrive in the absence of air, produce the gas bacillus infection. Of these organisms the most virulent type is the bacillus of tetanus or lock-jaw.

To combat the latter type of infection we must first obtain adequate drainage of the wound depth and next a free exchange of air and sunlight, and in addition the administration of prophylactic dose of antitetanic serum. Recently we have come upon the use of a combined serum which includes most of the organisms responsible for gas bacillus infection.

As laymen and first aid messengers, you should appreciate that a wound

left open is much more desirable than a wound improperly and pre-maturely closed. A secondary closure can always be done, but once an overwhelming infection of tetanus starts, it can be checked rarely.

### Write Ads—Win Prizes

Newspapers of the country are making much of the new "Ad Writing" game for amateurs. It not only reacts to the benefit of the successful competitor but to the products of the firms entering the contest and the sponsoring newspaper.

As an example, *Time* of Los Angeles, California, started such a game on January 5, 1941. It will end on Saint Patrick's Day, March 17. A grand prize of \$500 in cash will be awarded to the amateur who submits the best list of ads for the 37 Los Angeles firms that are participating in the game. Additional merchandising prizes will be given for the next best 100 ads submitted during the current period of the game. To qualify for these 100 merchandise awards, contestants may submit as many amateur ads as desired.

Each day throughout the contest, the products of one or more of the 37 participants are described or il-

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery  
Since 1881

Presses  
Kneaders  
Mixers  
Cutters  
Brakes  
Mould Cleaners  
Moulds

All Sizes Up To Largest in Use

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

lustrated, all with the idea of aiding the contestants. On February 23, 1941, the products of the Sunland Biscuit Company of Los Angeles, manufacturers of the "Raulli" brand of macaroni products were described, a macaroni press illustration accompanying. Its helpful suggestions to interested Ad Writers read as follows:

The immaculate new plant of the Sunland Biscuit Company at 1300 Goodrich Bldg., has under its roof complete facilities for the manufacture of Raulli Brand spaghetti, macaroni, egg noodles, Munch wafers and other assorted types of crackers and cookies.

Ideal "talking point" about Raulli spaghetti is the fact that it is made with 100 per cent No. 1 Semolina flour, long favored for its high nourishment qualities and comparatively low starch content. Semolina retains much of the goodness of the hearts of wheat.

If you are in the neighborhood of the Sunland Biscuit plant, a visit will provide literally scores of ideas of effective amateur ads. Visitors are welcome.

—Buy Defense Bonds and Stamps—

The best investment you can find: Defense Savings Bonds and Stamps. Buy them regularly.

## Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

## New Illinois Trade Mark Statute

State registration of trade marks and labels will become more and more valuable if the tendency towards new legislation on trade mark registry and reporting continues. Already many of the states of the Union have revised their laws governing state registrations. Example of this trend is the new law recently passed by the Legislature of Illinois, requiring firms or individuals having their brands or marks registered in that state to report by January 1, 1942, and every eight years thereafter, giving name of holder and the use being made of registered trade marks.

The new law governing the operations of the Illinois Trade Registration Code, requires, as a matter of verification, that:

"Each holder of a registration for a label, trade mark, term, design, device or form of advertisement as provided for in this Act shall, not later than January 1, 1942, and every eight years thereafter, file a report \* \* \* setting forth the name of the present holder of the label, trade mark, term, design, device or form of advertisement as an individual or on behalf of a corporation or partnership, the manner in which he acquired such right, e.g., as original registrant, assignee or otherwise, whether such label, trade mark, term, design, device or form of advertisement is actually in use or has been abandoned, and the class of goods to which such label, trade mark, term, design, device or form of advertisement applies with regards to the classification established."

It is the contention of the sponsors of the Amendment that the new law will be welcomed by the commercial world as an important step in two directions. Inactive registrations are automatically removed from the records. By filing confirmation of continued use, active trade marks remain

as obstructions to new applicants. Changes in ownership name, or assignment, are also kept up to date.

It is further claimed that interstate registration statutes provide in many instances for fines and imprisonment as redress for infringement, such penalties also forming a strong basis for entering written protest in correcting unfair trade mark practice. Further, that state registration assists distributing outlets, as well as original sources, to keep the field free from infringing substitutes, protecting not only the trade mark from encroachment but also the advertising investment in state promotion.

## Patents and Trade Marks

### TRADE MARKS APPLIED FOR

#### "Kold Kist"

The trade mark of the Kold Kist, Inc. Company of Los Angeles, California, filed on January 31, 1940 for use on frozen meats, spaghetti, and vegetables. The applicant claims use since December 18, 1939.

#### "Cavallere"

The trade mark of Clarence W. Wolfe, doing business as Megs Macaroni Co., Harrisburg, Pennsylvania, filed on October 16, 1939, for use on macaroni, elbow macaroni, spaghetti, and egg noodles. The applicant claims use since July 1, 1935.

### TRADE MARK REGISTERED

#### "Campbell Spaghetti"

The trade mark of the Campbell Soup Co. was registered for use on spaghetti in hermetically closed containers. The registrant claims use since May, 1911. Application was filed June 14, 1941 and was published August 19, 1941.

## Package As Advertiser

### Right Kind of Package Delivers Final Sales Punch

Though there are still a few firms that sell the greater portion of their output in bulk—that is in boxes—the big trend in the Macaroni-Noodle Industry in the last two or three decades is definitely towards packaging of their products for sale to consumer. It is feared that many have gone to packaging macaroni products without giving the technique of proper packaging sufficient thought and consideration.

Take the housewife referred to in a recent article by E. W. Presser in *Southern Advertising*. Here's how he tells a pointed story, and then follows through with reasoning that should be of interest to all who package food for consumer buying:

"Modern packaging has become an integral and vital part of every advertising campaign in which a packaged article is to be merchandised. The growth of self-service stores has given

packaging a tremendous impetus. Today, the package itself must do the job formerly done by the clerk. It, and it alone, must tell the story, or convey the impression of the freshness, the tastiness, the cleanliness and the quality of the goods inside. It must look intriguing enough to warrant a special glance from the shopper as she passes by. It must revive all of the sales advantages which the advertising has stressed. A trifle of difference in attractiveness and effectiveness may make a whale of a difference in sales.

A Southern macaroni maker recently told me of seeing a woman in a self-service store pick up one of his own packages, and then discard it in favor of a competitor's. He introduced himself, and asked why she had made the change, and she answered that the other package had looked so attractive that she decided to try it, just once. This happens thousands of times a day, all over the land.

The package is really the last piece of advertising which has a chance to influence the sale. As such, it should be the focal point in the whole campaign. Everything must point towards it, and it must be so designed that it will bring back into the prospect's mind, at the all-important moment when he or she is in the mood to buy, all of the points which were stressed in the campaign. It is the tip of the advertising funnel, and determines the effectiveness of the whole campaign. The magazine ad may have been read weeks ago. The newspaper ad was read last night or this morning. The car card or the billboard may have flashed their messages only hours ago. But in the meantime sister Mazie may have had twins, the car may have run out of gas on the way down, Hitler may have invaded Turkey, or your prospect may have been trying to match a piece of silk and couldn't do it. Unless the sight of the package brings back the messages of the other ads, the best campaign in the world may fail to achieve the success it deserves.

The burden of properly distributing a variety of foods to 130,000,000 Americans falls upon the retail grocers. They'll do a good job of distributing macaroni products if the manufacturers will do something towards increase consumer demands for their products.

### Happiness

HAPPINESS is the only good.  
The place to be happy is here.  
The time to be happy is now.  
The way to be happy is to help make others so.

Robert G. Ingersoll.

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

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



## Rules For Computing Interest

The following will be found to be excellent rules for finding the interest on any principal for any number of days. When the principal contains cents, point off four places from the right of the result to express the interest in dollars and cents. When the principal contains dollars only, point off two places.

Two Per Cent.—Multiply the principal by the number of days to run and divide by 180.

Two and One-half Per Cent.—Multiply by number of days and divide by 146.

Three Per Cent.—Multiply by number of days, and divide by 120.

Three and One-half Per Cent.—Multiply by number of days, and divide by 140.

Four Per Cent.—Multiply by number of days and divide by 90.

Five Per Cent.—Multiply by number of days and divide by 72.

Six Per Cent.—Multiply by number of days and divide by 60.

Seven Per Cent.—Multiply by number of days and divide by 52.

Eight Per Cent.—Multiply by number of days and divide by 45.

Nine Per Cent.—Multiply by number of days and divide by 40.

Ten Per Cent.—Multiply by number of days and divide by 36.

Twelve Per Cent.—Multiply by number of days and divide by 30.

Fifteen Per Cent.—Multiply by number of days and divide by 24.

## 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.

**Timely Topics**  
by **S. M. Noodler**

**Stay to the Finish**

Are you the man I heard calling himself a failure?

Are you feeling that your business affairs are on the toboggan and going down hill? Are you letting them slide because you are sure they are going to slide anyway?

It is all a matter of nerve. When you lose your nerve, things will go badly anyway, no matter what the general conditions around you may be. When you keep your nerve and show fight, you can prevent things from going wrong, even when there's a general tendency that way.

Just as long as a man is not licked, there is a chance he will not be. While nerve remains there is always the possibility of turning the tide. Plenty of men have quit just in time to miss a turn of the tide. They have given up a few minutes before it was absolutely necessary, when those few extra minutes of fight would have saved them.

Zoroaster said, "To the perserving mortal the blessed immortals are swift." There is likely to be a swift reaction in favor of him who holds on, determined to give up only when it becomes absolutely necessary.

While there is life there is hope, and there is something more. There is opportunity to keep on keeping on, and many a success has been pulled out of failure at the last minute.

Of course it takes backbone to brace up and make good after you have half-way decided you are a failure. You cannot pull off a last minute success with jawbone or wishbone. Backbone is the only kind of bone that will help.

The fact that other people tell you you are a failure does not make you one. You can be a failure only when you make up your own mind that you are one. If you make up your mind that you are a failure, and quit, then you are a failure indeed.

Vote "No" on any proposition that you are a failure unless you are willing to have the epitaph on your gravestone read, "He quit too soon."

**Dig, Don't Talk**

Get out and do something—work, sweat, hike, hump yourself, starve if need be—but dig on and deliver.

Then talk if you want to, but the chances are that you won't feel so much like it.

James Howard Kehler

No salary ever will be adequate unless one's present salary is made so.

**Super Markets Data**

The super markets are growing both in number and in influence in consumer distribution. Here are some facts presented last month by John Guernsey of the United States Census Bureau to the convention of the Super Market Institute in Philadelphia, (owners of more than 1,000 markets): "Super markets will have gross sales this year of about \$2,000,000,000—22 per cent of all U. S. retail food sales.

"How much larger a chunk of the nation's food bill super markets might eventually get, no one could guess. The U. S. had 9,250 super markets at year's beginning, has 10,100 now, is getting more all the time."

And some never know happiness because of a superstition about the danger of being TOO happy.

**Sizable Increase in October Flour Production Recorded, Especially in Northwest**

During October mills which annually produce 65 per cent of the flour manufactured in the United States turned out a sizable increase in production over the same month last year, reports compiled by *The Northwestern Miller* show. In the month just ended, 6,469,796 bbls produced by these mills represented a 291,000-bbl gain over the previous month's figures and an increase of 234,000 bbls over the October, 1940, output.

Increases over the production of the same month last year were evident at the larger producing centers. The Northwestern gain was almost 350,000 bbls; in the Southwest, the increase was nearly 145,000 bbls, but Buffalo mills produced about 40,000 less in October this year than last.

Monthly increases over September, 1941, were numerous. Northwestern mills moved ahead about 105,000 bbls, southwestern plants 62,000, Buffalo 24,000, North Pacific Coast 21,000 and mills of the eastern Central West 27,000 bbls. The Pacific figures, however, showed a decrease of more than 200,000 bbls from the October, 1940, report.

Below is the detailed table, with comparative figures.

TOTAL MONTHLY FLOUR PRODUCTION					
(Reported by mills producing 65% of the flour manufactured in the U. S.)					
	October, 1941	Previous month	1940	1939	1938
Northwest .....	1,562,742	1,457,038	1,214,435	1,470,123	1,530,064
Southwest .....	2,433,107	2,370,318	2,288,249	2,334,965	2,249,950
Buffalo .....	891,998	867,675	932,275	1,006,681	1,028,030
Central West—Eastern Div. ....	623,779	551,410	606,553	487,708	528,490
Western Division .....	273,007	272,271	274,250	295,816	326,815
Southeast .....	107,751	103,597	139,581	131,217	*346,597
Pacific Coast .....	577,412	556,466	780,514	610,967	438,506
Totals .....	6,469,796	6,178,775	6,235,857	6,337,477	6,448,458

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

**THANKSGIVING THANKS**

WE TAKE this opportunity to express our thanks during the Thanksgiving period to the many loyal customers who have been constant customers with us since the inception of our business.

Maldari Macaroni Dies will bring a vote of "thanks" from you when you see the improvement that is made in your manufactured product.

**F. MALDARI & BROS., INC.**

Makers of



Macaroni Dies

178-180 Grand Street

New York City

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

**Dependable — that is why Capital's**  
**A/A No. 1 Semolina excels year in and year out**



THE TRADE MARK OF EXCELLENCE

**CAPITAL FLOUR MILLS, INC.**  
General Offices: Minneapolis Mills: St. Paul

**Babbin Thermostatic Commercial Tempering Valve**

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

SINGLE HANDLE CONTROL—WITH SHUT-OFF



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

**THE STRAINERS**

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

**OPERATING FEATURES**

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

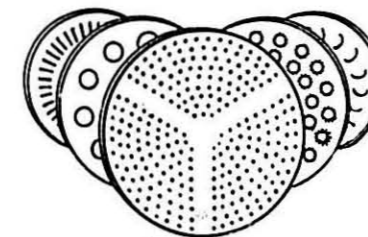
Can be used with any type of water meter. Send for Circular with prices.

**Babbin Inc.**

258-260 CANAL ST. NEW YORK, N. Y. Phone: Canal 6-1885, 1889

**STAR DIES WHY?**

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



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

Old Ad Wins Current Medal Award

The letter written by a director of advertising to the Tide magazine of New York City is of interest to macaroni-noodle manufacturers for several reasons. It proves that there are pioneers among the outstanding firms that constitute the macaroni industry of America; that the re-use of good material can always be made, frequently to advantage; and that no one has a corner on the English language or on the imagination of artists. The author of the letter submits cuts of the two advertisements discussed to prove his point—"That what was good nine years ago, is a winner today." The letter:

Medal Awards
SIRS:
Advertising does (and should) move forward in some respects—but sometimes it's mostly a matter of just a slight change of style, while both the headline wording and the nature of the featured approach remain almost exactly the same.
Here, for example is a comparison of a "1940 Medal Award" series to an ad I created nine years ago. Change the word "spaghetti" to the word "coffee" and you have the same headline and same featured idea.
In the commentary which accompanied publication of the medal award (Feb. 1941), the fact is stressed that for the Hills Brothers series by N. W. Ayer & Sons, "the campaign hinges around the slogan, which is the headline for each piece of copy." The same headline is boldly featured in each of the ads published as the medal award winning series.
I happen to have a tear sheet of a full color page from a 1932 issue of the American Weekly. The newsprint has

yellowed with age and the colored inks have faded, but I am sending you a photograph of the tear sheet which is one of a series of advertisements I produced for Mueller's Spaghetti, whose newspaper advertising I wrote and prepared in 1932, 1933 and 1934 (through the agency which then handled the Mueller account).
The Mueller ad appeared in large space in many newspapers, and the top section was adapted for car cards. If memory serves me right, it was also one which was adapted for a display card. You will be able to identify the 1932 copyright which appears above the right corner of the logotype.
Of course, I do not contend that there was any intentional copying from the campaign I originated, but it is interesting to note the extraordinary basic similarity in the Hills Bros. ads. In the smaller type above the caption of the Hills Bros. ads, the woman explains that "My husband always says," and then follows the bold caption, "Now that's what I call good coffee!" In the Mueller ad-

FOR DEFENSE



HE STANDS FOR SAFETY AND FREEDOM

A Message to You

Defense Savings Bonds and Stamps give us all a way to take a direct part in building the defenses of our country—an American way to find the billions needed for National Defense.

The United States is today, as it has always been, the best investment in the world. This is an opportunity for each citizen to buy a share in America.

BUY UNITED STATES DEFENSE SAVINGS BONDS and STAMPS

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National Macaroni Manufacturers Association

QUALITY SEMOLINA

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DURUM PATENT

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

vertisement, the husband is actually shown enjoying the food product, while he makes the headline remark, "Now THAT'S what I call Spaghetti!"
Thus it is clear that a headline of nine years ago, and the same featured psychological appeal, are still good enough to be the dominating part of 1940 Medal Award winners.

RAYMOND LEVY
President
Raymond Levy Organization, Inc.
New York

October is a popular "week" month. Macaroni-Noodle Week was unofficially observed by thousands of grocers October 5-11; National Campbell's Tomato Soup Week—Oct. 9-18; Wine Week was observed October 12-19; National Candy Week—October 13-18; National Retail Grocer's Week—October 20-25; National Apple Week—October 23-30; Donut Week—Oct. 26-Nov. 1.

Why not a concerted campaign to get grocers to display macaroni-spaghetti-egg noodles in related food displays in windows and on counters?

Buy Defense Bonds and Stamps
President Roosevelt bought the first Defense Savings Bond on May 1, 1941. Your bank or your post office is waiting for you to call for yours—today!

It Can Happen to You!

... and WILL with these machines in your carton packaging department



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.



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**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  
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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.  
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The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.

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**ADVERTISING RATES**

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Vol. XXIII NOVEMBER, 1941 No. 7

**Hamburger Patties With Spaghetti**

(Front Cover Illustration)

To mothers who are at a loss as to just what to serve a hungry family for luncheon or dinner this fall or in any season, here is a recipe that manufacturers can freely and consistently recommend. The ingredients are inexpensive—the resulting dish appetizing and satisfying.

**Ingredients**

- 1/2 lb. spaghetti
- 1 can tomato soup
- 1 lb. hamburger
- Salt and Pepper

Shape the hamburger into desired number of patties or balls. Pan-broil the meat until well browned, add the can of tomato soup, season to taste with salt and pepper. When this

comes to a boil, cut the fire low and add the spaghetti (uncooked). Cover tightly and let simmer for 20-25 minutes or until all ingredients are tender. Place on platter, sprinkle with grated cheese and serve hot with your favorite salad.

Those desiring a dish with more "zip" might try adding 1/4 cup of chopped onions, 1/4 cup of mushroom stems and caps and 1/4 cup of chopped green peppers.

Mr. Manufacturer: Put this prominently on your "Recipes To Be Recommended" list, and don't hesitate to recommend it.

**Name Omitted**

In listing the names of the firms represented at the Philadelphia meeting on Macaroni Standards, September 22, 1941, in our October issue, the name of one of the oldest firms in America, a charter member of the National Macaroni Manufacturers Association was inadvertently omitted. We are sorry. John P. Zerega, Jr., ably represented this Association and Industry minded firm at said meeting.

**Repair Parts Assured**

Manufacturers of macaroni products are assured of necessary repairs for broken or wornout machinery under the new policy set up by the government concerning its priority policy. A definite plan of help for food processors who find themselves in need of repair material has been set up by the reactivated Division of Priorities.

It was order P-22 which permits certain food processors to obtain preference ratings of A-10 for repair parts merely by endorsing a special statement on their purchase orders. No application need be made to Washington or elsewhere; the priority order is automatic if the processor qualifies. Protection against abuse by those not entitled to preference is provided by penalties which may shut off needed supplies.

Specifically, order P-22 grants preference ratings to "plants engaged in any of the following: milling, refining, preserving, refrigerating, wholesaling or storing of food for human consumption or livestock feed."

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GIVE US A TRIAL  
**NATIONAL CARTON CO.**  
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Benjamin R. Jacobs  
Director

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Vitamin Assays a Specialty.

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FOR SALE: Macaroni Factory with up-to-date equipment. Complete for immediate manufacturing. Building recently renovated. Interested in all offers. Write to: Michele Spinelli, 15 Ashford St., Hartford, Conn.

Fall days will bring increased sales of all kinds of quality macaroni products—but only if the macaroni-noodle manufacturers want 'em.

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2. Honest.
3. Simple, the faster to penetrate harassed minds.
4. Full of life when there is so much death about.
5. Quick on its feet, to meet changing conditions.
6. Thrifty—the most you can get for your money.

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**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.

L. SONNEBORN SONS, INC., 88 Lexington Ave., New York, N. Y., Refiners of White Oil and Petrolatum

**Odd but Valuable Information**

By W. F. Schaphorst, M.E.

**Determining The Correct Pulley Diameter**

When measuring pulley diameter for determining belt velocity, don't follow the method shown in Fig. 1 as that gives merely the outside diameter of the pulley and will result in an incorrect answer when making computations.

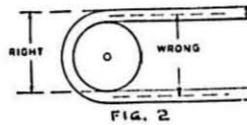


Fig. 2 shows a pulley with a thick belt on it. There are two ways in which to measure correct pulley diameter, one being marked "wrong" and the other "right." The "wrong" method is all right if one can measure exactly from belt center to belt center, but it is easier, quicker, and more likely to be accurate to measure the "right" way, as indicated, so that the correct belt thickness will be added to the pulley diameter.

In other words, always add the belt thickness to the pulley diameter, and the "right" way, in Fig. 2, is the best way in which to do the measuring.

The same method of measuring applies to both driving and driven pulleys. After obtaining the "correct" diameters, use them in your standard formulas. Do not use the bare pulley diameter pictured in Fig. 1.

**Boiler Tube Buckling**

It has been observed many times that when tubes in horizontal water tube boilers buckle, they buckle upward. And on the other hand in the fire tube type of boiler the tubes buckle downward.

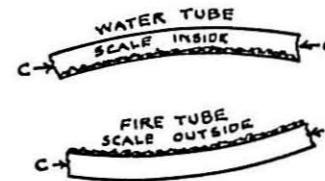
The sketches herewith show why the tubes buckle as they do, in opposite directions.

When the steel of which boiler tubes are made becomes heated, it

naturally weakens, and therefore the hottest side is the weakest side. In the water tube boiler the weakest side is on the bottom because the bottom is hottest. The forces "C" acting on the tube when in operation are compressive forces and are equal and opposite in direction, acting from the ends parallel with the tube. The hottest side compresses more readily than the cooler side, and therefore in the case of the water tube boiler the buckling is upward.

For the same reason the upper side in the fire tube boiler is the hottest and therefore the weakest side. Consequently the buckling is downward.

Another contributory cause is soot. Soot and ash always deposit to greatest depth on the top or outside of the horizontal water tube boiler. The top side is therefore insulated against heat while the bottom is not. And in fire tube boilers soot and ash deposit on the bottom or inside of the tubes. Therefore the bottom is insulated against heat while the top is not. In other words it is perfectly natural for horizontal water tubes to buckle upward and for fire tubes to buckle downward.



of columns will explain fully why buckling is always such that the hottest side becomes concave. However it is hoped that the above has been made plain enough so that anybody can now understand clearly why tubes buckle as they do.

**How to Align Pulleys of Different Width**

It is easy to align pulleys of the same width. An ordinary cord will do it, as illustrated in this sketch. Light "touching contact" of the rim edges of both pulleys is all that is necessary.

But where the pulleys are not of the same width a little calculation is necessary. First align them in precisely the same way and make a mark on the shaft of the smaller pulley to indicate its position and move that pulley in a direction away from the cord.

The distance to move the smaller pulley is obtained from this rule: Subtract the width of the smaller pulley, in inches, from the width of the larger pulley, in inches, and divide the difference by 2. The quotient will be the distance, in inches, to move the smaller pulley from the mark made on the shaft. The two pulleys will then be aligned perfectly.

For those who prefer formulas to rules, this is the formula:

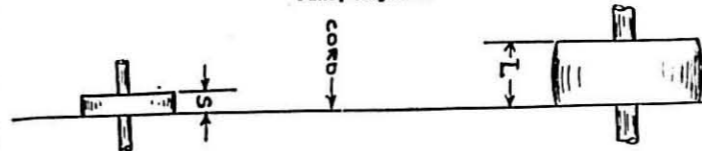
$$D = \frac{L - S}{2}$$

Where

- D = distance in inches to move the small pulley;
- L = width of large pulley in inches;
- S = width of small pulley in inches.

Example: If the pulleys are 7" and 4" wide, respectively, the above rule and formula tell us that the smaller pulley must be moved 1.5 inches.  $(7 - 4) \div 2 = 1.5$  inches.

**Pulley Alignment**





<p><b>OUR PURPOSE:</b></p> <p>EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b></p> <p>National Macaroni Manufacturers Association</p> <p>Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b></p> <p>First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>
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## Secretary's Message

### Macaroni Products and Defense

"Food will win the war and write the peace," said Secretary of Agriculture Wickard recently. Most food producers, including leading manufacturers of macaroni-noodle products, are of the opinion that the statement is rather broad. Good food may do so, but not the poor quality that fails to supply the strength and energy which a fighting nation needs, be the nation a war monger or a peace lover.

To any informed person it is obvious that during the period of heavy demand for any product is the time when greater care than ever should be taken to supply the best possible grade at fair and reasonable prices in order to build consumer goodwill that will later reflect creditably to the producer.

It is equally obvious that during the time of "easy selling" manufacturers of macaroni-noodle products, for instance, should step up their products promotion plans for the good reason that more people are eating this food, otherwise sales would not have increased, and this greater number of consumers makes for an increased number of good testimonials as to the taste, quality and economy of this staple food.

Macaroni-noodle manufacturer, what, if anything, are

you doing to win greater consumer acceptance of your food in this period of war hysteria when the civilians of a peace-loving nation like ours must be provided with as much good food as they must supply good ammunition and equipment to the fighting nations?

It is imperative that all manufacturers of macaroni products consider more seriously than ever any and all proposals to enlarge the circle of cooks, be they chefs or housewives, who should be more fully acquainted with the merits of the foods they prepare and the dishes they serve to civilians and to members of the armed forces.

Bluntly speaking, now is the time to do some products promotion and consumer education campaigning for your products. Do it as individuals, if you prefer, or in cooperation with other manufacturers—which is not only less expensive, but preferable in every way—but do it!

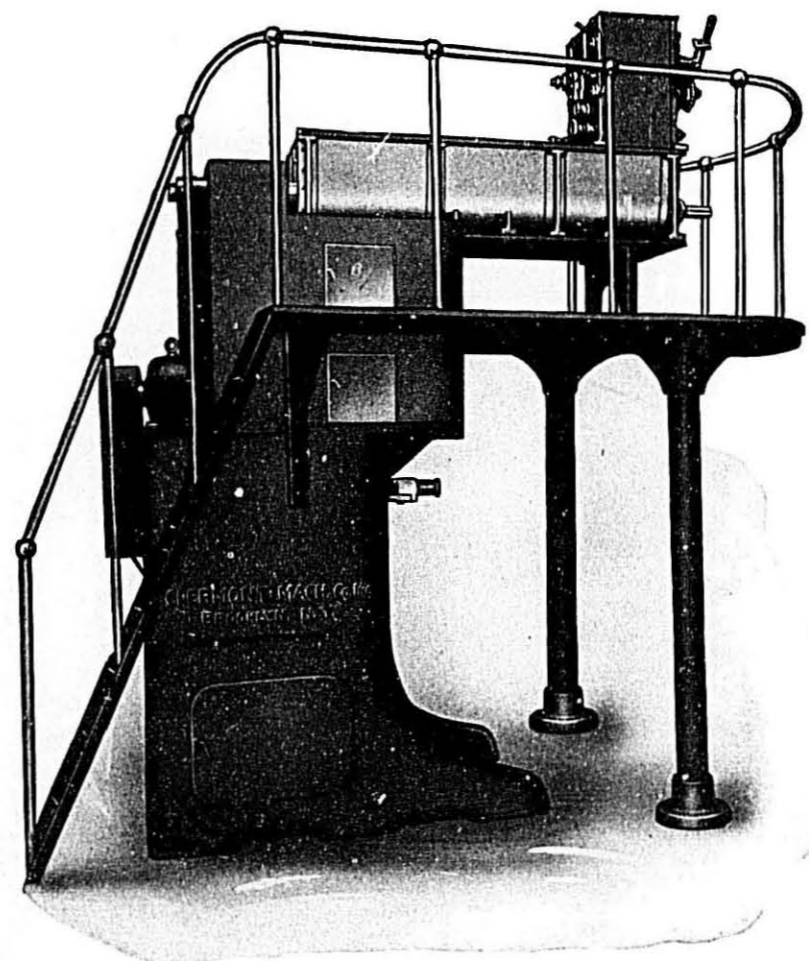
The job of getting more Americans to eat more macaroni products is tremendous. It is a one-firm job—but one for manufacturers and allied who have the foresight and the fortitude—a willingness to invest a few dollars now on what appears to be a "sure thing" for the industry in the future.

—M. J. DONNA.

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An Original Type of Continuous Automatic Macaroni Press  
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Suitable for short and long goods.

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