

**THE
MACARONI
JOURNAL**

**Volume XXIII
Number 8**

December, 1941

DECEMBER, 1941

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Two Good Wishes Extended to Our Readers

JOY

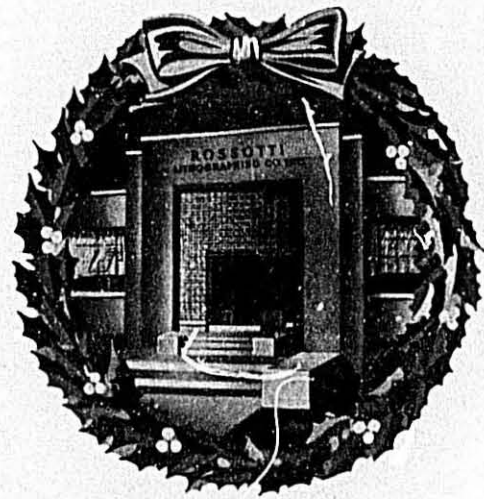
at Christmas
For the New Year

CHEER

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXIII
NUMBER 8

Printed in U.S.A.



To our friends...

Friendship in business represents one of man's finest ideals. We sincerely regret, as the holiday season approaches, our inability to meet our many friends in person, clasp them by the hand, and extend the compliments of Christmastide.

It is with a feeling of inner warmth that Rossotti looks back over 1941. It was an exciting year. Midst the stress and strain of events, we made new friends. We cemented our bond with old ones. More than its share of material things came to Rossotti. Last but hardly least, we are proud to say that in 1941 Rossotti was able to extend its service and improve the quality of its product to a degree never before achieved. In the year to come we will endeavor to continue this program.

We take this occasion to express our gratitude for the patronage and cooperation of our friends and to wish them, one and all, a Merry Christmas and Happy and Prosperous New Year.

Alfred Z. Rossotti

PRESIDENT

THE ROSSOTTI LITHOGRAPHING CO., INC. NORTH BERGEN, N. J.

**TO WHOM
IT MAY
CONCERN**

*meaning everyone connected with
the Macaroni-Noodle Industry!*

Call to Mid-Year Conference

Association Members and All Other Interested Manufacturers Invited by President C. W. Wolfe to the Mid-Year Meeting Always Held During the Grocery Trades Conferences.

Date—January 26, 1942. Place—Morrison Hotel, Chicago

Each and every Macaroni and Noodle Manufacturer is staring in the face a great many problems that are not as simple as the price of semolina, durum flour or farina related to the price of macaroni and egg noodles. They are problems with which he has little experience and he is fearful of future problems and difficulties that loom still bigger.

As an individual manufacturer he cannot cope with the future as a rugged individualist quite anywhere near as well as he can as an integral part of an organization like the National Macaroni Manufacturers Association, which represents the investment of all its members in their business—their very present and future livelihood.

Our MID-YEAR MEETING at the Morrison Hotel, Chicago, Monday, January 26, 1942, is open to all manufacturers and allied. We especially invite all who have chips on their shoulders, and private gripes about present and past experiences. We want to hear them expressed in a free and open meeting. We need a solidified opinion on all matters. **Singly, as manufacturers, we are a lost minority. Joined together we become a voice.**

Haven't you seen during the past few months what consolidated organization has done for those who single-handed would have gained nothing?

We will have an inspiring worthwhile MID-YEAR MEETING if you, and You and YOU—all attend. Bring your chips and gripes with you.

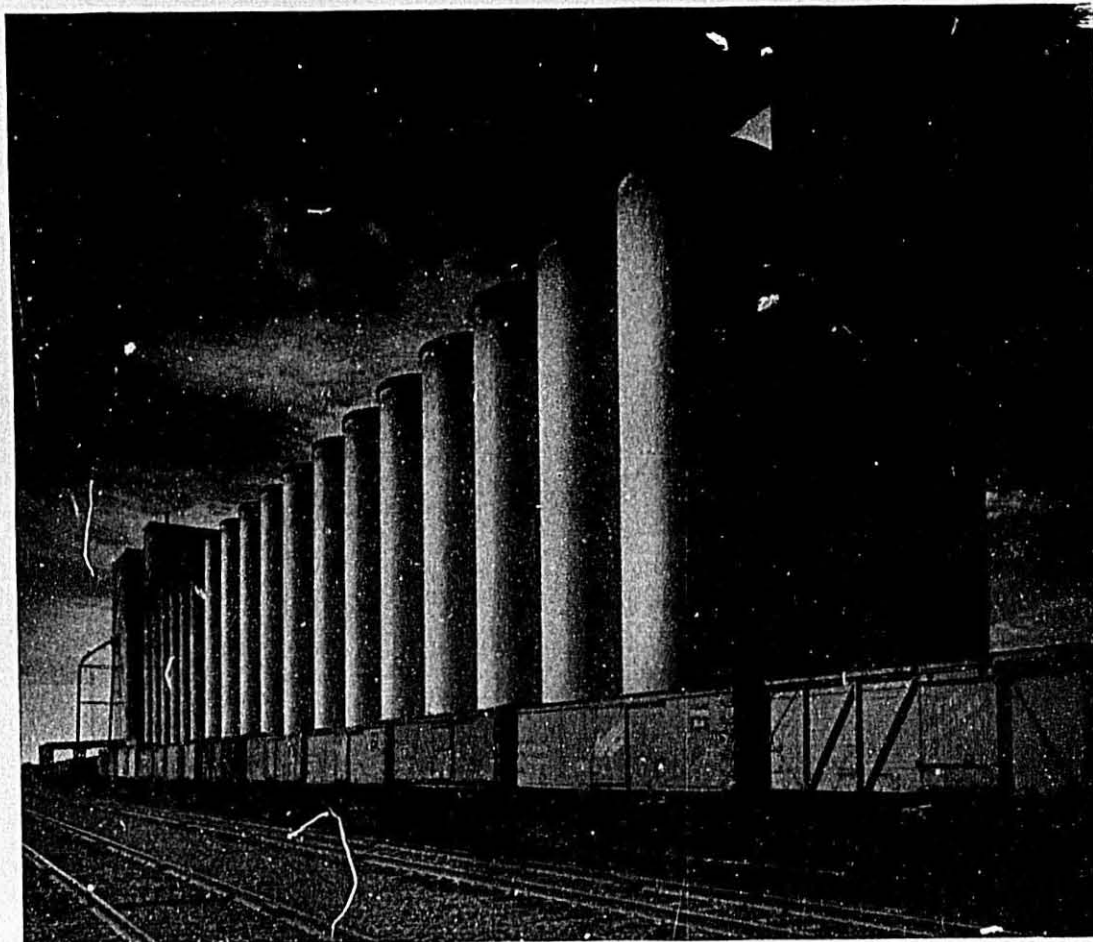
We will have before us the complete testimony offered by the Government witnesses as well as by those that represented the Macaroni Industry at the Washington hearing, on Standards of Identity and the question of the standardization of Vitamin Content of Macaroni and Egg Noodles, to present at the Mid-Year Meeting. The copy of the testimony cost us \$120, and there are 800 pages of it.

DO YOU WANT TO GIVE, or
DO YOU WANT TO TAKE?

No matter which—come to the Mid-Year Meeting in Chicago on Monday, January 26, 1942, at the Hotel Morrison.

C. W. WOLFE, President
NATIONAL MACARONI MANUFACTURERS ASSOCIATION

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



The MACARONI JOURNAL

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Macaroni Products in War or in Peace

The Year 1941 which is now nearing its close will be recorded in history as a war year in one half of the world and as a near-war year in the other half.

Happily the United States is not yet in a shooting war against any nation, but indications are that this relation may be disrupted at almost any moment because of the warlike transgressions of some nations that would like to see our country involved.

In preparation for the worst, while praying for the best, this country is undergoing all-out preparations for whatever may betide. As a result of these feverish preparations, dislocations have arisen that seriously affect even the non-war industries.

Take the macaroni-noodle industry, for instance. It produces neither ammunition nor guns, airplanes nor tanks, yet its business has been disrupted seriously without recompense. This disruption of business as usual comes from such warlike acts as priorities, prohibitions and limitations that will become even more rigorous before they improve.

For nearly twenty-three years the Macaroni-Noodle Industry has adapted its activities to the ways of peace. During a few of these years, the industry operated profitably; during most of them it was purely a matter of trading dollars with a good many firms on the losing side. Unfortunately few of the concerns composing the industry have been able to set aside a reserve to tide them over the rough months that seem to be immediately ahead—war or uncertain peace.

The country's program of defense has not greatly spurred the macaroni products business. True, there are a few concerns that have received some big orders from the procurement division of the armed services, but buying by civilians has shown no great impetus.

General reports have it that the industry will be denied the privilege of enrichment of its products despite the government's aim to improve the public health. But macaroni products are naturally nutritious and may well get along without enrichment if producers will persist in manufacturing only high quality macaroni products, avoiding entirely the low grades that are only trouble-makers, not trade-builders.

This is predicated on the thinking that the food needs of a nation embarked on a gigantic defense program and the emergency thus created, may develop more problems affecting production than selling.

On the raw materials side, there is the matter of the supply of quality durum and other suitable wheats, as well as good eggs because of the country's plans to feed the allies.

Shipping materials are becoming more and more scarce and what is available is becoming almost prohibitive in

price. Priorities on wood and paper make it quite difficult to get wooden boxes, paper shipping cases, cartons and wrappers. Then there is the shortage of tin. It not only affects the manufacturers who have developed a lucrative canned-products business, but indirectly affects all producers whose raw material needs, such as frozen eggs, commercial sauces, etc., are packed in tin.

In order to save storage space and reduce shipping cost, the use of dehydrated vegetables has increased to such an extent as to seriously threaten the newly developed noodle soup-mix business.

Britain's demand for American cheese has raised the general cost of this flavoring ingredient. This will have a tendency to cheapen the grade of this condiment, with serious effects on consumption.

Then comes the matter of taxes. They come at you from every side. These, together with the scarcity and high cost above referred to, must greatly increase the cost of production of even such an inexpensive food as macaroni products.

So, wise manufacturers are giving studious attention to the defense preparation era by considering the probable effects on their business by war when it comes and the more welcomed peace that can come none too soon for this industry and for business generally.

It has been quite appropriately suggested that macaroni-noodle manufacturers can best help the present situation and the peace conditions to follow, sooner or later, by keeping their business flexible—making no long-term contracts, buying sensibly and selling profitably, though reasonably.

On the other hand, the public, whatever its state of mind towards war or peace, should never be permitted to forget the real value of macaroni products as a food. There is a recognized obligation on the part of every operator concerned in the future expansion of the business to do his bit in the way of products promotion and consumer education under any circumstance—defense preparation, war or peace.

It is almost imperative, more so in this field than in most other food supply lines, that manufacturers continue to produce only the highest possible quality product, everything considered. The quality of a food provided in such emergencies will remain in the memory of the ultimate consumers long after prices are forgotten. By trimming its production and sales within reason, avoiding long-term contracts of any kind, keeping up the quality and teaching the millions of Americans the true food value of this food and the many ways of preparing it in almost endless combinations, the industry will be ready for the conditions that now exist, the uncertainties of the future, or those of war or peace.

The Quality of Western Canadian Amber Durum Wheat, 1941 Crop

By J. Ansel Anderson and R. L. Cunningham

Summary

The 1941 crop of Western Canadian amber durum wheat is about equal to the 1940 crop in bushel weight and macaroni color, and slightly lower in protein content and 1,000 kernel weight. Data for average samples indicate that bushel weight, kernel weight, semolina yield and macaroni color score, all decrease with grade. Nos. 2 and 3 C.W. amber durum are about equal in protein content (13.0%) but 1 C.W. is 1.6% higher. With respect to carotene content, the grades fall in decreasing order as follows:—2 C.W., 3 C.W., and 1 C.W. All things considered, the 1941 crop of durum wheat appears to be about average in milling and macaroni-making quality.

Production is estimated at 4,200,000 bushels, made up of 2,700,000 from Manitoba and 1,500,000 from Saskatchewan. This represents a decrease of 55% in Manitoba and 40% in Saskatchewan. Of the total number of cars inspected from Aug. 1 to Oct. 17, 61% graded 2 C.W. and 88% fell within the top three grades.

The Grain Research Laboratory of the Board of Grain Commissioners for Canada issues this report for the information of prospective buyers of Canadian amber durum wheat who are interested in this commodity from the standpoint of macaroni-making quality.

The section entitled "General Information" contains data on the production and grading of the crop up until October 17, 1941. The second section deals with the quality characteristics of the average samples and export standards. The comparison drawn between this and last year's crop is based on the data obtained for the average samples.

General Information

Production

Durum wheat is grown mainly along the southern border and in the Red River Valley of Manitoba, and at scattered points in southeastern, south-central and central Saskatchewan. The Dominion Bureau of Statistics estimates (Field Crops' Estimate of September 10, 1941) the 1941 crop at 4,200,000 bushels. This total is made up of 2,700,000 bushels from Manitoba and 1,500,000 bushels from Saskatchewan. This represents a decrease of 55 per cent in Manitoba, and of 40 per cent in Saskatchewan. The decrease in total production for Western Canada this year is approximately 51 per cent.

The weather conditions prevailing in the durum producing districts in southern Manitoba and in the southeastern corner of Saskatchewan were somewhat more favorable during the growing season than the average for western Canada as a whole. The durum districts in south-central and central Saskatchewan suffered from heat and drought in June and the crop failed to recover after the rains which fell at the end of the month. Yields were only fair in these Saskatchewan districts.

Grading

During harvest time, there was a great deal of rain in southern Manitoba and bleaching and sprouting are important grading factors this year. On the other hand, "black-point" is not prevalent in the current crop. Figures representing inspections for the period August 1 to October 17, indicate that the 1941 crop will be somewhat lower in grade than the 1940 crop. Although these early inspections

show about twice as much 2 C.W. as 3 C.W. amber durum, it is expected that this relationship will change as more durum wheat is shipped from areas where threshing was delayed and bleaching and sprouting prevalent. It would not be surprising if it turns out that as much of the 1941 crop of amber durum wheat grades 3 C.W. and lower as grades 2 C.W. and higher.

Quality Characteristics of Average Samples and Export Standards, 1941 Crop

To provide information on the quality of the 1941 crop, experimental milling, macaroni making, and miscellaneous physical and chemical tests have been made on average samples, and on the export standard samples approved by the Western Committee on Grain Standards at a meeting held in Winnipeg on October 23, 1941. The average samples were made up from carlots passing through Winnipeg during the period August 1 to September 30. The number of carlots represented in each grade was as follows: 1 C.W., 13; 2 C.W., 224; 3 C.W., 78. A few cars of 1940 wheat are included in these figures. It seems probable that the average sample of the largest grade, 2 C.W., is representative of the shipments of this grade which may be expected to follow during the remainder of the current crop year. On the other hand, 3 C.W. may be expected to contain somewhat larger amounts of bleached and sprouted kernels than occur in the average sample now available. The number of carlots of 1 C.W. inspected prior to September 30 was so small that it is doubtful whether the average sample can be considered represent-

ative of the grade. It will be noted, however, that 1 C.W. will be a comparatively small and unimportant grade this year.

The report issued by this laboratory in 1936, entitled, "Quality Characteristics of the 1936 Canadian Amber Durum Wheat Crop" gives details of the methods employed for the evaluation of quality. All procedures remain unchanged, with the exception of the carotene determinations. The extraction of carotene is made, as since 1939, with water-saturated normal butyl alcohol, and the carotene content is measured with an Evelyn Colorimeter, calibrated according to the method given in *Cereal Chemistry*, 18:10-19 (1941).

In the color analyses of the macaroni, both Munsell and Wallace and Tiernan discs are used, with a Bausch and Lomb Color Comparator. It has recently been found that our instrument needs adjustment and standardization at frequent intervals. After a careful review of data previously reported on past crops, we are of the opinion that macaroni color scores for the 1936, 1939 and 1940 crops were out of line, and that for these years comparisons should be restricted to those which can be made between grades of the same crop. Revised data are available for the 1940 crop and it is with these that data on the 1941 crop are compared. It should be noted that data for "hue," "saturation" and "brilliance" are not expected to bear a close relationship to each other when calculated from Munsell and from Wallace and Tiernan discs. The single-figure color score reported is calculated from the Wallace and Tiernan discs.

The experimental results for the (Continued on Page 24)

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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

It's Persistency That Counts . . .

Continuous Advertising at All Times is the Proven Road to Better Business . . . Funds Should Be Allotted During Boom Years to Maintain Advertising When Depression Strikes, Famed Business Leader Asserts

By George S. May

Chairman, Board of Trustees, George S. May Business Foundation, Chicago

EDITOR'S NOTE: In view of the spasmodic, though encouraging, attempts by a few far-seeing macaroni-noodle manufacturers at products promotion and consumer education through the good offices of The National Macaroni Institute, which is in a position to serve the industry efficiently and in their special interest, this author's article on "persistency" should be interesting.

Keep ad-budgets and publicity funds steady and adequate, he advises. With a thousand dollars a month budget—a mere pittance for a \$75,000,000 industry—for the next ten years, The National Macaroni Institute could function efficiently and persistently in much needed macaroni products promotion and consumer education.

Mr. May believes that most unsuccessful advertising efforts fail simply because the advertiser did not follow through to the point where maximum results could be obtained.

Last October I spoke at the University of Illinois on "What I think about American business," and in the course of that talk I criticized the advertising policies and practices of the average industrialist. In particular I decried the lack of persistence in advertising efforts. Recent developments, which I shall discuss shortly, are adding further confirmation to my contentions.

Persistency is easily the most essential element in successful advertising. If we remember that old definition of advertising as "salesmanship in print," and then recall the well-proved axiom that "the more calls a salesman makes, the more he will sell," it becomes obvious that the printed message must be repeated time and again until it sinks in. The star salesman makes repeated calls on old customers and on new prospects. Advertising must do the very same thing if it is to sell.

Lack of persistency commonly is evidenced in one or more of the following three ways:

1. The advertising campaign isn't carried on long enough.
2. Advertising is curtailed when business conditions become unfavorable.
3. Advertising is discontinued when the company has all the business it can handle.

The first fault is most frequent among those who "don't believe" in advertising. Usually these non-believers have tried it, and you have their solemn word that advertising doesn't pay. Investigation will almost always show that these persons made a brief experiment, and then gave up.

Personal experience has proved to me that results sometimes are not received from advertising for one and even two years. That doesn't necessarily mean that the first ad wasn't effective. Perhaps the reader wasn't entirely convinced the first time, or perhaps he didn't need the service un-

til much later. It was persistence, however, that finally brought him around and prevented him from forgetting us.

The curtailment of advertising when business conditions become unfavorable is probably the most common fault among advertisers today. Most advertising budgets are established as a percentage of sales, so the greater the sales volume, the more the company will spend. When the business cycle is on the upswing the budget makers loosen up the purse strings with rare generosity, and when the cycle starts downward they begin to count pennies.

If someone points out that this is illogical he is told that the time to go after business hardest is the time when there is business to be had. I don't agree. The time to fight hardest is when the going is toughest, for that's when it counts most. A big profit one year, wiped out by a deficit the next, isn't good for business individually or collectively. Yet, that is about the only effect possible when advertising is geared directly and inflexibly to sales. The present practice tends to make the peaks of the business cycle higher and the valleys deeper. Properly used, advertising would make the swings of the business cycle less violent.

Advertising is an effective means for increasing sales, so why not use more of it when sales are most needed? One company in the heavy industry field experimented with an arbitrary increase of 25 per cent in its advertising expenditures for a period of three months when others in its field were experiencing a decline in sales. The result was an improvement in sales and profits.

Of course, I believe in keeping a definite relationship between sales volume and advertising outlays, but with this modification. Expenditures should be regulated so that advertising can be carried on without interruption during periods when sales begin to

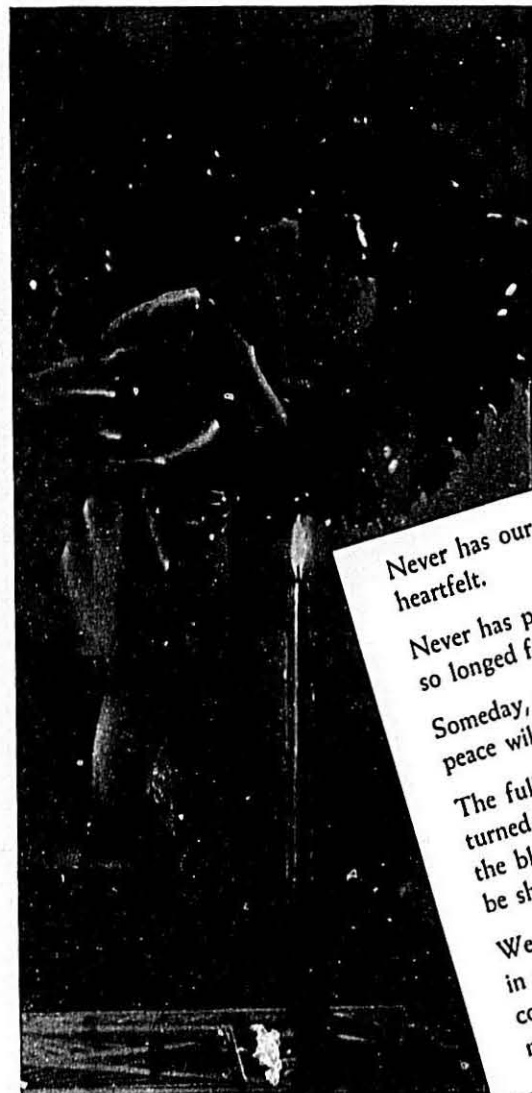
slip. A reserve should be set up when sales are heavy, and drawn on when sales slack off and profits shrink. In other words, the amount available for advertising should be set up in direct ratio to sales but the spending of the fund should be more or less in inverse ratio to the sales volume. With an adequate system of controls it should be possible to determine at any time the amount of additional sales volume required to bring profits to the desired level, and therefore the amount the company can afford to take from advertising reserves to bring about the sales increase. A reserve has the very great advantage that it enables the management to keep up its advertising without demoralizing the profit and loss account. Thus it avoids trouble with stockholders who might object to any "unnecessary" expenditures at such a time.

The third form in which the lack of persistency is commonly found, namely, curtailment when business is good, is the one I had in mind when referring to recent developments that have confirmed my previous criticisms of advertising policies.

We are beginning to hear of advertising budgets being reduced drastically or cancelled because the advertisers have more business than they can handle. "We can't fill any more orders, so there's no sense in spending money for advertising," is the usual explanation. I'm quite confident that the decisions in such instances are not being made with the approval of the advertising manager. On the contrary, he probably is opposing them with all his energy but is being overruled.

If there is any time when advertising budgets can be safely cut it is when business is good, but for a firm virtually to abolish its advertising simply because it is riding the crest of a boom market is an almost self-evident fallacy. It is an admission that advertising brings in new business, and yet

(Continued on Page 10)



"Peace on Earth
Good Will to Men"

Never has our Christmas wish been so heartfelt.

Never has peace been so precious—so longed for.

Someday, we hope, a permanent and lasting peace will be achieved.

The full flood of human ingenuity can be turned then to the arts of peace. And the blessings of good will among men will be showered on all.

We promise that Sylvania will play its part in this resurgence as it is now doing in cooperation with our Government for the needs of National Defense.



Copy, 1941 Sylvania Ind. Corp.

Sylvania Cellophane
SYLVANIA INDUSTRIAL CORPORATION
Executive and Sales Offices: 122 E. 42nd Street, New York
Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA, GA. . . . 78 Marietta Street
BOSTON, MASS. . . . 207 Devonshire St.
CHICAGO, ILL. . . . 111 N. Canal Street
DALLAS, TEX. . . . 812 Santa Fe Building
PHILA., PA. . . . 260 South Broad Street



Pacific Coast

Blake, Moffitt & Towse
Offices & Warehouses in Principal Cities

Canada

Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

(Continued from Page 8)

a deliberate rejection of those potential new customers without whom no business can have lasting prosperity. Every enterprise must constantly add new customers. Over a period of time some of the old customers are certain to go out of business or be taken away by competitors. Unless they are replaced, the business depending on them soon finds its market growing narrower and narrower.

Several years ago a toy manufacturer launched a national advertising campaign that proved highly successful. A number of months prior to the end of the manufacturing season, orders had been booked to the limit of capacity, but instead of cancelling its advertising this company merely changed the form of its copy. Full page ads were run expressing regret that no more orders could be taken, but assuring all customers that every effort would be made to take care of them next year. Now these ads accomplished three important things:

First, they notified customers in advance that they couldn't get delivery on new orders for some months.

Some companies are calling their salesmen in but still keeping them on the payroll until the time arrives when there is something to sell. However, the salesmen are not completely idle by any means. Wise managements are having them keep in touch with customers in order to preserve good will. A similar long-term view should be taken toward advertising. Advertising

is really worth while must be continued year in and year out with the same persistence that a sales force is continued, or even that the product itself is continued.

In recent years there has been too much advertising for the quick turn. Copy is written and placed to bring quick results, and unless the returns come in immediately the campaign is considered a failure. Of course, there's a glib rationalization for this practice—"The future is uncertain, so we can't risk long-term advertising programs."

When was the future ever anything but uncertain except to prophets? Anyone who expects to be in business five, ten or fifteen years from now is foolish to conduct his business as though it were to be liquidated in a few months. Plans must be made years ahead in order to have a goal and to know what course to steer.

The real difficulty encountered by anyone who preaches persistency in advertising is the inescapable fact that exact measurement of results is impossible under most circumstances. Statisticians have tackled this problem, and psychologists, too, and while they have made valuable contributions, the fact remains that exact methods of measurement remain to be devised.

One of the oldest and largest advertising agencies in the nation reports that after nearly three quarters of a century it has not yet been able to reduce to actual facts and figures a formula for business success based on a certain specified amount of advertising. Yet the agency has found one thing to be true: "Advertising that

is really worth while must be continued year in and year out with the same persistence that a sales force is continued, or even that the product itself is continued."

The exact measurement of advertising results may be impossible, but that does not detract one bit from the value of advertising as a builder of business. Every smart businessman knows that advertising is indispensable. And if there are no exact figures to go on, the next best thing is to use sound reasoning backed up by all available experience.

Sound reasoning tells us in clear terms that advertising must be continued persistently in good times and bad. It tells us, further, to lay aside funds when sales and profits are high, so that advertising can be maintained, and, perhaps, increased when general business conditions are unfavorable.

Imports Down—Exports Up

There was little change in the international exchange of macaroni products during the month of July, 1941, according to figures compiled by the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce.

Imports of macaroni, vermicelli, etc., during that month totaled only 82,817 lbs. with a value of \$9,723. The total for the first 7 months of the year was at the low figure 354,082 with a total value of \$37,130.

During the same month a total of 173,339 lbs. of American made macaroni products were exported, mostly to the countries in the western hemisphere. The value of exports in July was \$11,658.

The exports for the first 7 months of the year equaled thrice the imports. The total was 1,648,533 lbs. with a value of \$113,758.

Slight Pickup in August

From the same source we glean the information that there was little change in the trend of macaroni imports and exports during the month of August, 1941.

The imports are still dwindling but there was small increase in the foreign demand for American macaroni products in anticipation of the heavier fall buying.

The imports of this food fell off to 57,056 lbs. with a value of \$6,573. During the first 8 months of this year, 411,138 lbs. valued at \$43,703 were imported.

On the other hand, the export of domestic macaroni products leaped to 331,066 during the month of August. The value of these exports was \$24,193.

The total quantity exported for the first 8 months of the year were 1,979,599 with a value of \$138,751.

Industry's Plea Denied

The Government Rejects Motion For Time Extension of Macaroni Hearing

Enforcement of Riboflavin Requirement Postponed to July 1, 1942

Though the macaroni-noodle industry had expected strong opposition on the part of the National Research Council to the suggested enrichment of macaroni-noodle products, the strength of the objection was underestimated. Pleading for more time to plan the preparation of the Industry's arguments in favor of its proposals, Daniel Forbes, Association Counsel, contended that the testimony of Dr. R. R. Williams for the committee on food and nutrition opposing enrichment of macaroni products, had placed an undue burden upon the industry; that the attitude came as a surprise.

After considering the plea of the industry, the Hearing Officer, Wilcox, denied the plea of the industry's council for a reopening of the hearing for the presentation of evidence supporting the enrichment of macaroni products. Under the rules, all interested parties have until December 15 to file briefs and exhibits before the order is finally entered.

It was thought probable that the case of the macaroni-noodle industry would be made a test of the restrictions recommended by the Research Council. The Government's contentions are that the supply of artificial vitamins is still insufficient to permit use in all foods, and for the time being it proposes to restrict the use of this added ingredient to flour and bakery products. In line with this thinking, Federal Security Administrator Paul V. McNutt on December 3 issued an order postponing to July 1, 1942, the effective date of the mandatory riboflavin requirement in the Definitions and Standards of identity for enriched flour, enriched bromated flour, enriched self-rising flour and enriched farina.

In taking this action Mr. McNutt made the following statement:

"A thoroughgoing canvass recently has been made of the present and prospective production of synthetic vitamins, including riboflavin. At the present time the supply of riboflavin, in forms suitable for addition to enriched flour and like products, is not sufficient to permit the production of such foods on a scale which would meet current demands. Riboflavin will become increasingly available in the first half of 1942, and it appears that by July 1 there will be adequate supplies for the enrichment program. In the light of this situation I am postponing to July 1, 1942, the effective

date of the mandatory riboflavin requirement in the definitions and standards of identity for enriched flour, enriched bromated flour, enriched self-rising flour, and enriched farina."

All the other provisions of the definitions and standards of identity for these products, published in the Federal Register of May 27, 1941, will become effective on January 1, 1942.

They Love Cheese

Production of American cheese is up more than 26 per cent over last year. More than half of all our American cheese is made in Wisconsin. England loves our cheese.

Macaroni Company Expands

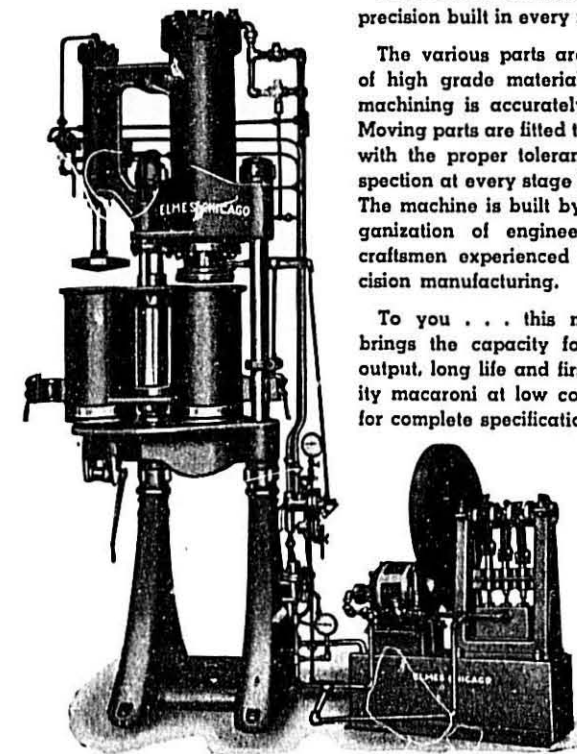
Finding it necessary to have larger quarters, the Atlanta Macaroni Co. of Atlanta, Georgia, has leased a new factory at 230 Eugenia St. S. W., where new machinery and equipment has been installed sufficient to more than double its output. The firm was organized about a year ago and its plant was formerly located at 325 Pryor St., N. W. G. Luchesi is president of the firm and Jim Fraterrigo is general manager. Both have had a number of years of experience in plants in Tampa, Florida.

A PRECISION BUILT MACARONI PRESS

The ELMES Macaroni Press is precision built in every respect.

The various parts are made of high grade materials. The machining is accurately done. Moving parts are fitted together with the proper tolerance. Inspection at every stage is rigid. The machine is built by an organization of engineers and craftsmen experienced in precision manufacturing.

To you . . . this machine brings the capacity for large output, long life and first quality macaroni at low cost. Ask for complete specifications.



CHARLES F. ELMES ENGINEERING WORKS
213 N. MORGAN ST. Chicago SINCE 1851

Industry Pledges Complete Support

President Albert W. Haukes of the Chamber of Commerce of the U.S.A. recently wired for an expression of the Industry's attitude on support of the country by business and industry and the National Macaroni Manufacturers Association, speaking again for the Industry in this emergency, replied as follows:

Braidwood, Ill., Dec. 10, 1941.

Mr. Albert W. Haukes, President Chamber of Commerce, U.S.A. Washington, D. C.

The Macaroni-Noodle Manufacturing Industry of America with plant equipment capable of doubling and trebling present daily output of macaroni, spaghetti and egg noodles, if need be, and with a determination, individually and collectively, to do all in our power in this emergency, pledge all our resources and services to the Government to help bring this war to a victorious conclusion.

National Macaroni Manufacturers Association
M. J. Donna, Secretary.

President Haukes cited these messages in his nation-wide address the night of December 10 and later presented to President Roosevelt a compendium of opinions expressed.

Opportunity to consolidate opinion and to solidify activities towards the end expressed, will be given at the Mid-Year meeting of the whole Industry at Hotel Morrison, Chicago, Ill., Monday, January 26, 1942, to which every friend of the Industry is invited—urged to attend.

Report of the Director of Research for the Month of November

By Benjamin R. Jacobs

The Federal Specifications Board has recently issued new Federal Specifications for guidance in the purchasing of macaroni, spaghetti and vermicelli by the Government.

These specifications differ in many respects from the old ones, particularly in the number of types. These have been increased from 4 to 6 types.

Under these specifications macaroni is tubular and spaghetti and vermicelli are solid rods, and the length of these products has been changed from 11 inches to not less than 7 inches. This change gives the manufacturer a wider latitude in packaging his product. The most important change, however, is in the method of stating the protein and ash content in the various types of products.

Under the old specifications the minimum protein required was 11.0 per cent on a 12.0 per cent moisture basis. On the new specifications the protein content has been changed to 12.5 per cent, calculated on a moisture-free basis instead of the old method of calculating it on a 12.0 per cent moisture basis. In the accompanying table the percentages of protein and ash are converted from a moisture-free basis to a 12.0 per cent moisture basis. This is done for your convenience and to indicate to you that there is very little actual difference between the old requirements and the new.

A number of manufacturers have protested to me that the ash and pro-

New Federal Specifications N-M-51a, June 6, 1941, Superseding Fed. Spec. N-M-51, Dec. 8, 1931.

Table converting protein and ash content of macaroni, spaghetti and vermicelli from moisture-free basis (new specifications) to 12.0% moisture basis (old specifications).

Type of Product*	New Spec.†	Old Spec.‡
Type I—Semolina	0.85	0.748
Type II—Farina	0.52	0.457
Type III—Semolina and Farina	0.70	0.616
Type IV—Durum Wheat Flour	0.85	0.748
Type V—Hard Wheat Flour not Durum	0.60	0.528
Type VI—Hard Wheat plus Durum Flour.....	0.75	0.66
All Types, Protein.....	12.5%	11.0%

*Macaroni, Spaghetti, Vermicelli.
†Calculated on a moisture-free basis Ash %.
‡Calculated on a 12.0% Moisture Basis Ash %.

tein content of macaroni products has been materially increased in the new specifications. This is not the case.

The method of calculation is the only thing that has been changed and care should be taken that this is taken into account, otherwise rejections will result. For example: Type I, semolina macaroni, requires not less than 12.5 per cent protein and not more than 0.85 per cent ash, both calculated on a moisture-free basis. If these are calculated on a 12.0 per cent moisture basis the protein content will be 11.0 per cent and the ash content will be 0.748 per cent.

Potato Advertising Pays

The Development Commission of the State of Maine is already realizing profits on its advertising of Maine potatoes, reports Sturgis Dorrance, Brooke Smith, French & Dorrance, Inc., New York advertising agency in charge of the Maine Potato activities.

The successful promotion of the Maine potato is being studied by potato growers in other states and already there have been started moves to have different potato growing states follow Maine's example of advertising the leading crops.

In 1940 only 18 cars of Maine potatoes had been shipped into the New York market up to the end of December. This year 130 carloads had arrived in that market by October 31, with receipts increasing weekly. The

reason Maine potatoes are able to make such headway while nearby potatoes from Long Island and New Jersey are still greatly in evidence is not explained, although it is hinted that the accumulated power of all past Maine products promotion may be a factor.

Because Maine potatoes, which are nationally advertised, sold in greater quantity in Detroit than similar products from Michigan, the potato growers of Michigan have for some time been clamoring for a state promotion equal to Maine's.

Maine's success has been achieved with what must be regarded as modest sums in an advertising sense. A total of only 89,000 is the largest amount that has been expended in any one year. Last year Maine's potato growers paid in assessments approximating \$115,000 to the Maine Development

The formula for calculating ash on a moisture-free basis from an "as is" basis is as follows:

100 minus percentage moisture, divided by percentage ash as determined equals percentage ash on a moisture-free basis.

This same formula can be applied to protein by substituting protein for ash in the above formula.

If a manufacturer delivers a product containing 0.85 per cent ash on the "as is" basis, his product will be rejected and he will have no recourse. The fact that he misread the specifications will be no excuse whatever since the method of calculating the ash forms part of the specifications.

The Food and Drugs Administration recently released its promulgated regulations concerning the labeling of foods for special dietary uses.

These regulations are of particular interest to macaroni manufacturers who desire to fortify their macaroni products with vitamins and minerals or who label their "Pastinis" as foods for infants and children. A copy of these regulations will be sent to manufacturers interested in this subject.

Care, however, should be taken by all manufacturers to not make claims concerning particular dietary uses for their products. When such claims are made full information as to its value for those uses should appear on the labels for the benefit of the purchaser of the product.

Commission, the difference being expended for testing and seed development. Prior to this state advertising program, Maine potatoes always brought less than Idaho potatoes. They now command a premium over all American potatoes. It pays to advertise.

Potatoes are the principal competitors of macaroni-noodle products. It would seem timely for the manufacturers of the latter to do something constructive in the way of continuous products promotion and consumer education if potatoes are not to crowd macaroni products further off the American table.

"Food—good food—and plenty of it—is a big factor in producing fine soldiers, and is a big morale builder." Gerritt Vander Hooping, Consultant, Food Procurement Division, O.M.P.

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Liquid and Dried Egg Production October, 1941

Liquid egg production by commercial egg-breaking plants in October was by far the largest on record for that month, the U. S. Department of Agriculture reports. Production was estimated at 18,406,000 pounds, compared with 655,000 pounds in October last year. The present high rate of production is directly related to the Government's program of obtaining dried eggs for export under the Lease-Lend Act. Approximately 82 per

cent of the total liquid egg production in October was dried.

Reports from 14 firms that dried eggs in October showed a production of over 200 times that of October last year—5,003,478 pounds compared with 23,889 pounds. The country's production facilities for drying eggs are adequate now for an annual production of over 100,000,000 pounds. Approximately 135,000 cases of storage shell eggs were used by the firms

reporting drying operations in October—27 per cent of the total volume of eggs used for drying. With the production of shell eggs approaching the low point of the year, even greater amounts of storage shell eggs probably will be used during November and December. Only relatively small quantities of frozen eggs have been dried so far. The firms reporting stocks of dried eggs on November 1 showed that out of a total of 6,674,990 pounds only 324,036 pounds remained unsold.

The Federal Surplus Commodities Corporation accepted offers on 12,686,600 pounds of dried eggs in October. Offers accepted from November 1 through November 13 have totaled 1,816,000 pounds.

Storage stocks of frozen eggs on November 1 totaled 153,622,000 pounds. This was 41,807,000 pounds greater than on November 1 last year and 48,375,000 above the November 1 average. Stocks of frozen eggs were reduced during October by 24,816,000 pounds, the largest reduction on record for that month. As large as this reduction was, a much larger average monthly reduction is necessary during the remaining fall and winter months, if stocks of frozen eggs are to reach normal levels at the beginning of the regular egg-breaking season next spring.

Commodity	Total Reported for October, 1941	Same Firm Comparison		
		October, 1940	October, 1941	Per Cent Change in 1941
Whole	4,277,155	0	4,277,155	
Albumen	200,417	6,879	200,417	+2,813
Yolks	525,906	17,010	525,906	+3,081
Total	5,003,478	23,889	5,003,478	+20,845

You call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota



Food Prices Are UP—but "UP FROM WHAT"

Unfounded Statements of Price Increases
Alarm and Stampede Buyers

Everyone is concerned in the matter of food prices, particularly so the food manufacturers and distributors. They should be, for the steady supply of nutritious food to all people, together with the people's confidence in that supply of food, is one of the most important phases of the present-day crisis.

So startling statements about the rise in the cost of foods to consumers and the implication that such increase is due to greed of producers, prompted a statement on the subject by President Paul S. Willis of Associated Grocery Manufacturers of America, Inc., that sheds some needed light on a subject of such nation-wide concern.

"We feel that the matter of food costs is being misrepresented to the public. We in the food industry must protest strongly when responsible public officials state that food prices are up 'as much as 24 per cent.' We must ask that such statements be weighed fairly with the full information about the industry.

"The grocery manufacturers of America would be the last to deny that the prices of staple foods are rising. They are . . . but they are rising slowly and they are being forced by other powerful economic forces.

"The Bureau of Labor Statistics in Washington has taken the period from 1935 to 1939 and arbitrarily decided that the average commodity prices for these years represent 100. On this basis food prices for August 12, 1941—which are the latest available—are at 108.0. They are 8 per cent above prices during the 'depression thirties.'

A claim of price rises of 24 per cent repudiates these authentic findings of the Bureau of Labor Statistics. It spreads rumors which may easily lead to hysteria on the part of 30,000,000 housewives in America. Any such hysteria could well lead to hoarding, price-spiraling and, possibly, inflation.

The facts are these: Three principal factors are at work gradually forcing the price of food up. They are government spending, higher cost of production, and subsidized and greatly increased farm prices. I advance them not in condemnation, but in explanation.

Government spending for the army, the navy, stock piles, and export under lend-lease has created a great new demand for food. Under normal conditions, such an increase would have the effect of moving prices upward. However, at the same time, the weekly earnings of labor engaged in manufacturing industries has increased 27

per cent, thus adding to the cost of food processing and distribution. Finally, but by no means least important, the prices paid to farmers for farm products have increased 51 per cent since 1939.

If these increases have not been passed to the public, it is because the manufacturers and distributors of foods have been doing an efficient and economic job, particularly during the past ten years. In that period, they have reduced their cost of distribution by 18 per cent. And it was a saving fortunate to the public and to the food industry, too.

When the public officials warn alarmingly that food prices are up tremendously, one must in fairness demand:

"Up from what?"
Prices today are 19 per cent below those of 1929—so they cannot possibly mean up from 1929.

In 1937, according to the Bureau of Labor Statistics, food prices moved to 108.02. Now they are 108.0. They can hardly mean 1937.

There are other facts about the prices of foods that must, in all fairness, accompany any price statements that are made. The average factory worker in 1929 had to spend about one-third of his income on a standard food budget. This year, he has had to spend but one-fourth. His "real" income—the actual purchasing power of his dollar—is one third greater than it was a year ago. But his total cost of living has advanced only one-twelfth over last year.

These are interesting figures, and

Saving Shipping Space

Sending food to Britain is quite largely a matter of squeezing big things into small packages, the U. S. Department of Agriculture explains. With farmers urged to step up production, some emergency technique had to be found to conserve shipping space. Food concentration was one answer.

Concentration is saving space. Between March and September, the Surplus Marketing Administration bought about 200,000,000 pounds of skim milk—in dried form. Squeezed between rollers and sprayed through tiny holes in processing plant machinery, the milk—after drying—can be packed into the holds of relatively few ships.

Eggs are needed on British tables. Between March and September, SMA

they are vital ones. They do not refer to any single man or to any single dollar, but to the whole of them. And it is just as necessary now for the man on the street to look at the whole picture as it is for the manufacturer whose examination of America's needs has caused him to turn his plant from consumer to defense building at the loss of hard-won consumer acceptance or in the event his materials were needed elsewhere, close his plant altogether.

Those who utter scare-head plaints about food prices have these figures as available as we do. Not to refer to them indicates that the food industry is to be made the new whipping boy.

We have no intention of submitting to this. Already the food industry is in the middle of a gigantic squeeze play, in which farm prices are being subsidized to new high levels on one side and retail price ceilings and new taxes are being threatened on the other. We cannot stand both pressures at once.

From the standpoint of a balanced structure, food prices are low. They have been since 1929 and, in fact, ever since the 1920-21 price collapse after World War I. Moreover, they are the best foods to be supplied any nation in history.

With the per capita income of wage earning groups restored to their 1929 levels and with food prices below those even of 1937, it seems an excellent idea to demand, when people speak of price rises in foods:

"Up from what?"

bought about 150,000,000 dozen eggs. A lot of those eggs went abroad, not as they came from the hens, but dumped by the dozen into shining metal cans, sealed and frozen, taking only a fraction of the space needed for shell eggs. Drying eggs into powder form saves even more space.

Take orange juice: Since March, SMA has bought a million gallons. Concentrated to about seven times its normal strength by removal of water, the juice became a thick, sirupy liquid and made only about 180,000 gallons. Much of this went to Britain. Consumers added water—and had orange juice again.

This process of replacing water applies to dried eggs and milk, also. Food experts call it "reconstituting." Eggs and milk return to usable forms. But British bakers use part of these foods in dried form—in cakes and bread. Frozen eggs need merely to be thawed.

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Timely Topics by S. M. Noodler

When My Ship Comes In

The saying, "When my ship comes in," did not originate with the loafers who dangled their legs from New England's countless wharves, watching the horizon and, perhaps, hopefully jerking now and then on a stout fish-line.

"When my ship comes in" was the qualifying phrase of sailing ship owners who were almost as numerous along our Atlantic coast a century ago as motor boat owners are today. And everyone of them made his promises and boasts of what he would do when his ship came back to port.

But everyone of those men had sent out a ship. He had spent time and money and energy in fitting out a ship and getting a cargo for it. "When my ship comes in," for those old time ship owners meant a day when back would come a small fortune, perhaps, for a single voyage.

Today "When my ship comes in" is only another way of saying, "When I get a good break," "When I have a streak of good luck," "When things come my way," perhaps as the result of some long shot chance rather than because of well considered plans or a hard work build-up.

It is all very well to sit back and wait for good luck to come, but waiting for luck is a mighty uncertain way of securing success. The best way to have good luck is to make your own luck. E. W. Scripps once declared he knew there was such a thing as luck, but he had never known a fool to have any but bad luck.

If our ship is to come up the harbor, sunk to the Plimsoll mark by the cargo that is to make a fortune for us, it will be because some time ago we prepared thriftily for that event by securing a ship, loading it and sending it out.

Waiting for a ship to come in when we have sent out no ship is nothing more than waiting for someone else to do something that will bring success while we merely wait and wish.

Macaroni Prices Stiffening

There has been a general stiffening in macaroni prices throughout the country according to reports from many firms and market surveys. Increased prices are generally attributed to the heavy buying orders that were placed during the months of October and November. It is expected that

there will be a falling off in orders during December. For instance, the market on macaroni products in the New York area continued quite strong and the quoted minimum prices are rock bottom according to the *Journal of Commerce* of that city which adds:

"There is no shading below these rock bottom prices and manufacturers are not overanxious to sell at them. Stocks in the trade require a certain amount of replacement trading."

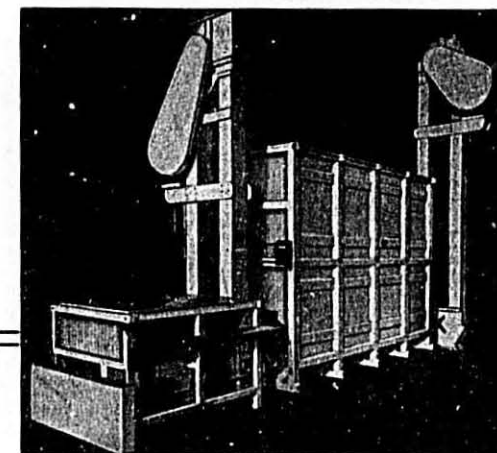
The better grade of products demand around \$1.30 for a 20 lb. box

while the flour grades sells at approximately \$1.00. Fancy Egg Noodles are 10c a lb. or slightly less.

Mid-Year Meeting

The Industry's Mid-Year conference will be held at the Morrison Hotel, Chicago, Illinois, starting promptly at 10 a.m., Monday, January 26, 1942.

This meeting is open to all manufacturers and allied.



Get Set
for
1942
Production
!
Install
This Modern

CHAMPION

FLOUR OUTFIT AND SEMOLINA BLENDER
—and watch Your OUTPUT RISE and COSTS FALL

CHAMPION ENGINEERS
WILL GLADLY MAKE
SUGGESTIONS FOR
OTHER PLANT IMPROVEMENTS . . . NO
OBLIGATION . . .
WRITE TO US FREELY

YOU can Save Money and Increase Production with this Champion Flour Outfit and Semolina Blender. Compact and sturdy in construction . . . automatic in operation. Sifts flour to a uniform fineness and removes all lumps and impurities, thus eliminating the cause of scorched dies and also improving the quality of your products . . . while increasing your output. Furnished complete with or without blending bin for any plant capacity. Priced within reach of every manufacturer and sold on easy payment plan if desired.

CLIP AND MAIL COUPON TODAY FOR ALL DETAILS

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Also mfrs. of
 Dough Mixers
 Noodle Brakes
 Weighing Hoppers
 Water Meters
All Automatic and Accurate in operation. Ask for Bulletin.

Gentlemen: Send me Bulletin of Champion Money-Saving Equipment with complete details regarding your Champion Flour Outfit and Semolina Blender, and tell me about your Easy Time Payment Plan. I am also interested in equipment checked at left.

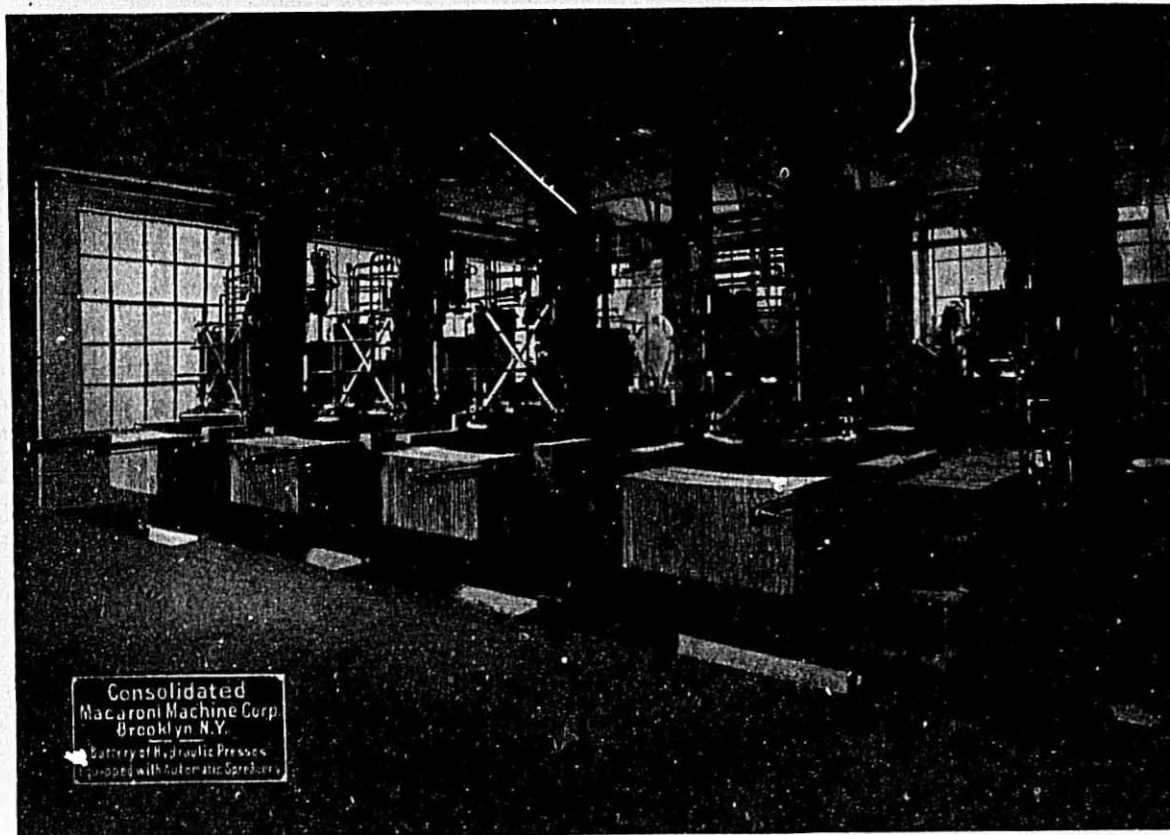
NAME

COMPANY

ADDRESS

CITY STATE.....

Consolidated Macaroni Machine Corp.



This photograph shows four presses with Automatic Spreaders recently installed at the plant of The Paramount Macaroni Company, Brooklyn, N. Y., replacing twice as many of the old style, hand-spreading type. Have been in service several years and are giving perfect satisfaction in every respect.

We invite the trade in general to see the first macaroni factory in the world with spreading done automatically by machine.

The Ultimate in Presses. High speed Production. Over 1,000 pounds net per hour; 40 barrels per day of 8 hours guaranteed.

Improve the quality, texture and appearance of your product. Increase your production and reduce your labor costs. Skilled labor unnecessary, as all operations are automatic.

Not an experiment, but a reality. Produces all types and forms of paste with equal facility. Sanitary.

We do not Build all the Macaroni Machinery, but we Still Build the Best

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

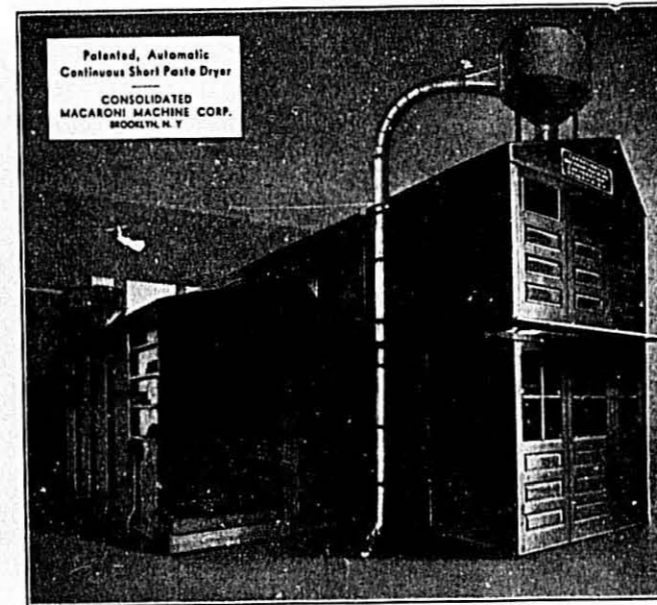
hygienic; product practically untouched by human hands.

Pressure being distributed equally on face of the rectangular dies, strands of extruded paste are of even length.

Trimnings reduced to a minimum, less than 10 pounds per 200-pound batch.

We can furnish you with new presses of this type or we can remodel your present hydraulic press and equip it with this Spreader.

Consolidated Macaroni Machine Corp.



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

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

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

Specialists for Thirty Years

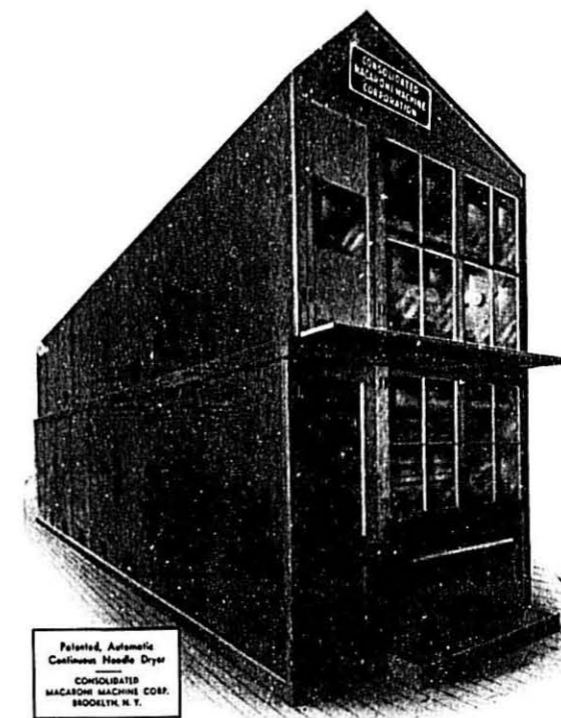
- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles
For Short Pastes

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

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

Address all communications to 156 Sixth Street



1056 Cases of Macaroni Products Are Seized

Condemned as Misbranded or Otherwise in Violation
of Federal Food Law

When it started its drive to push off the market all containers that its deputies claim were deceptive, the Food and Drug Administration in its "Search-Seize-Confiscate" procedure of law enforcement, found many cases of violations other than the shape and size of packages. On the eve of its intended renewal of its drive, it is well to study some of the cases recently reported on its 1940 seizures and condemnations as given in a recent issue of *Notices of Judgment* under the Federal Food, Drug, and Cosmetic Act.

Again in this second listing of case histories involving over 1,000 cases of macaroni products owned by a dozen firms with plants widely separated from coast to coast, names are purposely deleted since the punishment has been sufficient if not in excess of the violation, and in most instances the practices complained corrected in full.

It would be wise to check package sizes, shapes, etc., study wording on labels in keeping with decisions reported in the twelve case histories below:

Notice of Judgment

CASE A

Seizure involved 4 cases of spaghetti and 31 cases of macaroni shipped interstate into Arkansas from a nearby state.

Charge—(A) Package was slack-filled as the spaghetti occupied on an average of 32 per cent and the macaroni about 50 per cent of the volume of the boxes in which they were packed; (B) Containers were so made, formed or filled as to be misleading.

Disposition—Claimant having admitted the allegations of the label, judgment of condemnation was entered and products were ordered released under bond for repacking or sale in bulk. Misleading containers to be emptied and destroyed.

CASE B

Seizure involved 49 cases of macaroni and 49 cases of spaghetti shipped interstate into Maine from a central state.

Charge—Containers were slack-filled as macaroni occupied on an average of 62 per cent and the spaghetti about 56 per cent of the space in their respective containers, which were so made, formed or filled as to be misleading.

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

CASE C

Seizure involved 258 cases of macaroni and 198 cases of spaghetti shipped interstate into Texas from a mid-western state.

Charge—That products were misbranded in that their containers were so made, formed or filled as to be misleading. The macaroni occupied only 71 per cent of the package and the spaghetti occupied only 67 per cent of the capacity of the container.

Disposition—Claimant admitted allegation of the label, goods were condemned and ordered released to the claimant under bond for repacking under the supervision of the Food and Drug Administration.

CASE D

Seizure involved 24 cases of macaroni shipped into New Jersey from a nearby state.

Charge—(A) Product occupied on an average, less than 1/2 the space in the package; (B) Produce was short of the disclosed weight and the net weight statement was inconspicuously placed on the ends of the package; (C) The package was made, formed or filled so as to be misleading.

Disposition—No claimant appeared; goods were condemned and ordered delivered to charitable institutions.

CASE E

Seizure involved 50 cases of spaghetti dinner shipped interstate to New York from an eastern state.

Charge—Carton in which this product was packed contained a wax paper envelope of grated cheese, a small bundle of spaghetti and an unlabeled bottle of sauce. The outer carton and the bottle containing the sauce were not labeled in compliance with the law. The spaghetti sauce was short of the weight declared on the carton.

Disposition—No claimant appeared; products were condemned and ordered distributed to a charitable institution.

CASE F

Seizure involved 10 cases of spaghetti dinner shipped into New Jersey from a nearby state.

Charge—(A) These cartons contained a package of spaghetti, a can of cheese and a bottle of sauce. The spaghetti, which was wrapped in tissue paper, occupied less than 30 per cent of the space of the box in which it was packed. The cheese occupied from 50 to 55 per cent of the space in the can; (B) The containers were so made, filled or formed as to be misleading.

Disposition—No claimant appeared

and products were ordered condemned and ordered distributed to charitable institutions.

CASE G

Seizure involved 82 cases of spaghetti shipped into Louisiana from a nearby state.

Charge—(A) Product was short of the disclosed weight and containers were deceptive in that they filled only 55 per cent of the capacity of the package; (B) Packages did not bear an accurate statement of the quantity of the contents.

Disposition—No claimant appeared; products were condemned and ordered distributed to charitable institutions.

CASE H

Seizure involved 31 cases of spaghetti shipped interstate into Florida from another southern state.

Charge—The product occupied only 70 per cent of the capacity of the package. The containers were so made or filled as to be misleading.

Disposition—No claimant appeared; products were condemned and ordered distributed to charitable institutions for use therein but not for resale.

CASE I

Seizure involved 43 dozen cartons of noodle soup mix and 27 dozen cartons of egg noodles shipped interstate into New Jersey from a nearby state.

Charge—(A) The soup mix consisted of dried vegetables with artificial flavoring in wax paper envelope along one side of the carton, the noodles being packed around it. The product occupied on an average of 85 per cent of the capacity of the package; (B) The egg noodles occupied only about 78 per cent of the capacity of the carton but when fluffed out by shaking they occupied about 85 per cent of its capacity; (C) The name and place of business of the manufacturer was inconspicuously placed on the label; (D) The egg noodles were alleged to be misbranded further in that the statement in the labeling "Made in strict accordance to all U. S. Pure Food Laws" was false and misleading, since it was incorrect; (E) That name and place of business of manufacturer, packager or distributor required by law to appear on the label were not prominently placed thereon; (F) That the noodle soup mix contained artificial coloring and its label did not state that fact.

Disposition—No claimant appeared; goods were condemned, the labels ordered destroyed and the products distributed to some charitable institutions.

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Blow Hot or Blow Cold

BAROZZI DRYERS

Are Constantly on the Job,
Whatever the Weather

Efficient Macaroni Products Drying Systems Are Constructed to Meet
Special Plant Needs and Particular Manufacturing Conditions

Experience Counts!

Write Us About Your Drying Problems
— Advice Given Without Obligation

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

CASE J

Seizure involved 134 packages of noodle soup mix shipped interstate into Ohio from a north central state.

Charge—(A) These packages each contained noodles and an envelope of soup mix which occupied only 60 per cent of the capacity of the package; (B) Part of the envelopes of soup mix did not bear a statement of the quantity of contents and some of the envelopes were unlabeled; (C) That products were artificially flavored, containing neither beef nor chicken as stated; (D) That product was fabricated from two or more ingredients and did not bear the common or usual name of each such ingredient.

Disposition—No claimant appeared; products were condemned and ordered delivered to a charitable institution.

CASE K

Seizure involved 63 cases of egg noodles shipped interstate into California from a north central state.

Charge—Product was insect infested.

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

CASE L

Seizure involved 36 cartons of egg noodle products shipped interstate into New Jersey from a nearby state.

Charge—(A) These packages were filled on an average of only 83 per

cent of their capacity; (B) Containers were so made, formed or filled as to be misleading.

Disposition—Claimant appeared and products were condemned and ordered distributed to charitable institutions.

Durum Quality Below Normal

From the summary report issued by the Agricultural Marketing Service of the U. S. Department of Agriculture, Washington, D. C., is gleaned the fact that the quality of the 1941 durum wheat crop is exceptionally poor based on inspections at Minneapolis and Duluth markets. The finding on durum wheat is presented herewith:

Durum Wheat

The quality of 1941 durum wheat was exceptionally poor, principally because of heavy rains during most of the harvesting and threshing season. A material proportion of the market receipts were graded down on field and storage damage and sprout-damaged kernels. The moisture content was the highest in recent years and 21.0 per cent of the inspected receipts graded "tough" compared with 7 per cent in 1940 and 2 per cent for the 7-year average. Fifty-four per cent of the inspected receipts from August 1 through October graded No. 2 or better and 32.0 per cent of these re-

ceipts graded lower than No. 3 compared with 71.0 per cent and 13.0 per cent, respectively, in 1940 and 72.0 per cent and 15.0 per cent, respectively, for the 7-year average. Eighty-eight per cent of the 1941 crop was classified as Hard Amber Durum, compared with 89.0 per cent in 1940 and 96.0 per cent for the 7-year average.

Lease Additional Quarters

To provide manufacturing and packaging room for its rapidly developing noodle-mix business, the I. J. Grass Noodle Company of 6021-27 Wentworth Ave., Chicago, has entered into a long-term lease of an adjoining factory. It will provide approximately 15,000 square feet of floor space.

The leased building adjoins the Grass factory on the north and is so constructed as to permit the installation of an elevator between it and the original factory. The floor of the new quarters is being reinforced with steel beams and columns in the basement to provide a rigid base for the delicate machines to be installed. Part of the annex will be air conditioned. The firm expects to spend between ten and fifteen thousand dollars in remodeling and hopes to have the new quarters ready shortly after the beginning of the new year.

Dunn Suggests Legal Curb on Private Brands

AGMA Counsel Cites Abuses to Free Channel of Distribution

"Food manufacturers are currently experiencing difficulties in dealing with certain large retail distributors who are active in pushing private brands," Charles Wesley Dunn, General Counsel to the Associated Grocery Manufacturers of America, stated as his opinion in an address before the 33rd Annual AGMA Convention in New York City, November 7. Mr. Dunn's subject was "Control of Private Brand Business by Law."

A number of the manufacturers who heard Mr. Dunn's talk had previously reported that their products were being discontinued by certain large distributors without any advance notice notwithstanding the fact that the sale of their products in the particular markets had been showing a steady growth. Others reported that while various large chains were continuing to carry their products in the warehouse, a check disclosed that the number of stores carrying their products in stock is steadily declining. It was the consensus of these manufacturers that the popularity of the brand did not seem to be the determining factor.

Pointing out that distributors who sell private brands also control essential channels for the distribution of competing products, Mr. Dunn made it clear in his talk that the manufacturer of a standard brand has no just basis for quarreling with the promotion of private brands as such, but that there is sound basis for protest against such unfair manipulation of private brands as would tend to block the free channel of distribution of competing standard brand products.

"The first major injunction of the Federal anti-trust law," Mr. Dunn said, "is against any attempt by anyone, whether acting alone or in conjunction with another, to monopolize any part of interstate commerce. Therefore this law runs against any attempt by a dealer to use his private brand business for the purpose of monopolizing that commerce to any extent, or in any place, or with respect to any product."

"The second major injunction of the Federal anti-trust law is against any use of unfair methods of competition in interstate commerce; regardless of whether they involve an attempt to monopolize that commerce. Therefore this law runs against a dealer's use of any unfair method of competition in that commerce, to promote his private brand business."

Whether or when a dealer promotes his private brand by an unfair method

is a question of fact and law to be determined in each instance, Mr. Dunn told his audience; but it can be said, he added, that a dealer is guilty of such an unfair method:

1. If he substitutes his private brand for a standard brand;
2. If he defames the higher price of a standard brand, e.g., by a price comparison which disregards a supporting product difference;
3. If he represents that his private brand is equal to or better than a standard brand, when it is not;
4. If he advertises a standard brand of which he has no, or an insufficient stock;
5. If he advertises a standard brand at a false or fictitious, or competitively ruinous price;
6. If he uses his private brand as a fighting brand to crush a standard brand;
7. If he systematically gives his private brand a preferential, and a standard brand a prejudicial store position or display, especially in a self-service store;
8. If he uses his distribution position to exact excessively low charge for the manufacture of his private brand, to beat down standard brand competition.

"When a dealer buys a standard brand," Mr. Dunn said, "he assumes responsibility to sell it freely and fairly; a responsibility which he owes both to the manufacturer and the public. To be more specific: dealers control the channels of distribution they provide; these are the only channels available for the distribution of standard brands, in the situation contemplated; the consuming public is deeply concerned to have these channels kept open for the free distribution of standard brands it needs or desires; and consequently a dealer's misuse of such control to block or interfere with the distribution of any such brand, for the selfish purpose of promoting the preferential sale of his private brand is clearly a gross breach of his distribution responsibility to that public, which it is much interested to stop."

Referring to the fact that he had previously suggested a solution of the problem presented by the unfair manipulation of private brands, through enforcement of the anti-trust law and the enactment of supplemental legislation expressly dealing with it, Mr. Dunn pointed out that the Department of Justice has instituted an investigation to ascertain, among other things, whether such unfair manipulation is being employed in violation of the Sherman Act. State Legislation dealing with such practices, he added, promises to be a major grocery trade issue for a long time to come.

Foods Cooked, Then Frozen, Are Promising, Says Diehl

All-in-one dishes of food precooked and then frozen are the most promising advance in the whole frozen food industry, believes H. C. Diehl of the Western Regional Laboratory of the U. S. Department of Agriculture. On the West Coast, in southern California, retail buyers can already get certain precooked frozen combinations of meats and vegetables. Cartons of frozen ready-to-heat-and-eat soups and stews containing servings for four have proved popular.

Experimentally the laboratory has tried about everything "from soup to nuts," Diehl reports. Research on technical methods is still going on but results so far have been very satisfactory. Well-liked combinations include different kinds of stews containing cubed meats, carrots, onions, potatoes, or other vegetables; boned chicken and turkey rolls with stuffing; and several cooked desserts.

These products are prepared and cooked under scientific supervision by methods that save all possible food values, color, and flavor. Vitamin losses are further reduced by prompt handling at every stage. There is no kitchen waste for the consumer. When cooked just right for the table, the foods are quick-frozen. Low temperatures hold most food products unchanged. All that remains for the consumer to do is to heat up the frozen product and serve it.

One of the cross-continental airlines has already ordered a varied assortment of these precooked frozen foods to be served on passenger planes. Other quantity consumers, such as restaurants and institutions, may also find that these all-in-one dishes can eliminate labor, fuel, and unscientific cooking methods. Their convenience recommends them for emergency or combat feeding for the army or navy where refrigeration is available, says Diehl.

Macaroni Truck Destroyed

Fire destroyed a truck load of macaroni products on Route No. 7, South of Conneaut, Ohio, on November 17. The truck belonged to the Erie Macaroni Co. of Erie, Pennsylvania and was filled with products manufactured by that firm.

The cause of the fire is unknown. The driver, Dan Piazza, of Erie reported to the police that his first knowledge of the fire came from a passing motorist who told him the rear of his truck was ablaze. The fire department from a nearby town saved the front portion of the truck. Loss of products and damage to truck is estimated at about \$1,000.

Merry Yuletide

and

Best Wishes

from

Blair Foulds, Adolph Weinke

Arthur Simonetti and Seymour Oppenheimer

EASTERN SEMOLINA MILLS, INC.

Babbin Thermostatic Commercial Tempering Valve

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

SINGLE HANDLE CONTROL—WITH SHUT-OFF



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

THE STRAINERS

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

OPERATING FEATURES

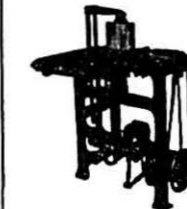
1. One hand control. One shut-off.
 2. The Commercial Mixer operates on temperature only, therefore pressure changes do not interfere with the operating of mixer.
 3. Tempered water remains constant regardless of pressure changes or temperature.
 4. Should the cold water supply fall for some reason, 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. 238-260 CANAL ST. NEW YORK, N. Y. PHONES: CANAL 5-1888, 1889

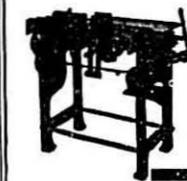
It Can Happen to You!

... 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.

Plant Improvements Keep Step With Products Demand

Modernization Is the New Order in the American Macaroni-Noodle Industry According to Report of Equipment Firm

At the present rate of change, the Macaroni-Noodle Industry will be completely modernized within a few years. While few new plants have been erected recently, those in operation are being constantly improved especially those controlled by the progressive manufacturers.

At the regular rate of depreciation a piece of machinery has practically exhausted its profitable existence after a score of years of use. It is better to replace rather than to repair badly worn machines according to manufacturers who have had experience.

This rate of change is noted in the report of the installations by the Consolidated Macaroni Machine Corporation of Brooklyn, made by N. J. Cavagnaro, treasurer of the firm. Assuming that other leading machinery firms have had similar experiences during the past year, there can be no doubt that the industry is undergoing a change for the better from a production standpoint. In a letter written November 24, 1941, Mr. Cavagnaro reports:

"We are pleased to advise that we have made quite a number of installations of macaroni and noodle equipment in recent months and we wish to enumerate the following:

"The Quaker Maid Company, Inc. (Great Atlantic and Pacific Tea Company) have recently moved their Brooklyn macaroni-noodle department to larger quarters in the Bush Terminal Building. The moving and reerection was done under our supervision. We also furnished the firm additional equipment among which were our automatic, continuous noodle and short-cut dryers.

"The Quaker Maid Company has also enlarged its Terra Haute, Indiana plant. Among the equipment furnished were several long goods presses, noodle cutters as well as one of our automatic drying units for noodles and short-cuts.

"Both the Brooklyn and the Terra Haute plants of this concern use Consolidated equipment exclusively for the manufacture of their brands of macaroni products.

"Among other recent installations: presses, kneaders, mixers and noodle equipment, as well as a preliminary dryer for short-cuts and noodles at The National Foods, Inc., plant in Pittsburgh, Pa.

"Our newly developed automatic

spreading attachments for presses have been installed at the plants of The DeMartini Macaroni Co., Brooklyn N. Y.; Prince Macaroni Manufacturing Company, Lowell, Mass.; Megs Macaroni Company, Harrisburg, Pa.; Campbell Soup Company, Chicago Ill.; Westchester Macaroni Co., Mt. Vernon, N. Y., and C. Arena & Sons Inc., Norristown, Pa.

"Incidentally these spreaders can be adapted to all types of presses, hydraulic or continuous, now in use in any plant.

"The Cumberland Macaroni Manufacturing Company, Cumberland, Md., has erected an addition to the plant which will house one of our continuous noodle and macaroni drying units.

"For reasons not hard to guess, demands for new equipment are coming in from manufacturers in other countries. Recently we have supplied much new equipment to several South American firms. We have under preparation several kneaders, mixers and presses for future delivery to our good neighbors to the south."

Change means progress and every new installation in the modern plants that constitute the progressive Macaroni-Noodle Industry of this country means that Americans will be assured of better products that will help them maintain their envied American standards of living.

What Will War Bring?

Leading macaroni-noodle manufacturers anticipate radical changes in regulations affecting their products as a result of the war in which the nation now finds itself. Those who were in business during the first World War have some idea of what to expect in the way of restrictions and demands.

It is expected that war orders and restrictions affecting the macaroni-noodle business will have been completed or nearing completion at the time the manufacturers meet in Chicago, January 26, 1942, for the Industry's Mid-Year Meeting. It would seem most practical, almost urgent, that manufacturers make plans now to attend this important conference which will be held at the Morrison Hotel, Chicago, starting at 10 o'clock, Monday, January 26, 1942.

First National Wheat King Named

Who grew the best wheat in the United States this year?

The answer is a farmer named L. E. Peterson of Victor, Montana, according to the decision of the judges at the International Grain and Hay Show held in Chicago this week (Nov. 29-Dec. 6), who awarded Peterson the newly-established Philip W. Pillsbury prize for the best wheat grown in the United States in 1941.

A reserve Pillsbury award was given to George Hofman of Iliff, Colorado, who exhibited a hard spring wheat of the "Reward" variety. Hofman's wheat tested 66.2 pounds per bushel.

Peterson, who has exhibited his wheat and oats at the Chicago show for many years and has many times won high honors with his grain, won the Pillsbury prize with a hard red winter wheat known as "Turkey Red," which weighed 66.5 pounds per measured bushel.

Pillsbury, a Minneapolis flour milling executive, established the prize for the best United States wheat this year, in order to further the improvement of wheat.

The new national wheat king has been invited to come to Chicago as the guest of the donor to receive the award, a huge urn-like trophy and a cash prize of \$50 for the sample of wheat exhibited.

Will Handle Mueller Co. Advertising

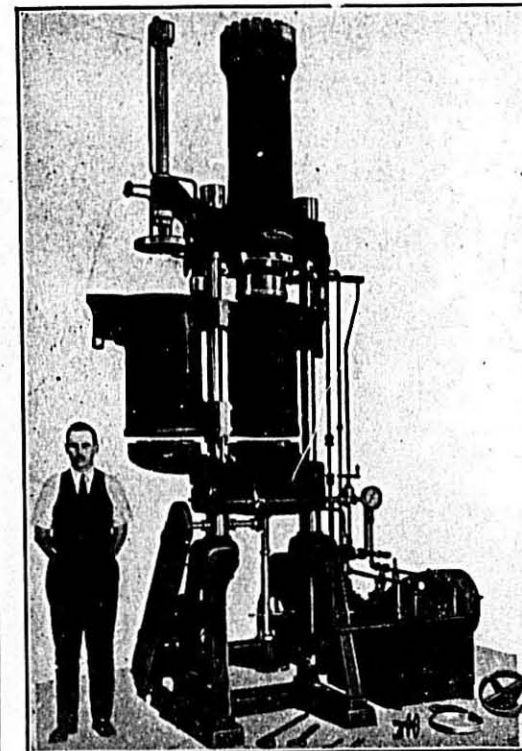
The advertising account of the C. F. Mueller Co., Jersey City, N. J., has been placed with Maxon, Inc. Under the latter's direction, a three-a-week series of news broadcasts for Mueller macaroni products has been instituted over one of New York's leading radio stations according to reports in advertising circles.

Cheese As Gifts

Fruits, candies and cakes have long been welcomed Christmas gifts, but Wisconsin's fine natural cheeses of various types will be added to this year's possible food gifts for the Christmas season.

Following the suggestion made by the Chamber, many leading cheese-makers and distributors have prepared special gift packages and attractive assortments of the state's fine natural cheese.

Cheese production in Wisconsin has more than kept pace with demand. Despite heavy exportations to Britain, the quantity of cheese in storage throughout the country is 60 million pounds above the 5-year average. The 1940 production in Wisconsin was nearly 10 per cent over the 1939 peak of about 407,000,000 pounds.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use
N. Y. Office and Shop 255-57 Center St.
New York City

For Sale MACARONI MACHINERY

In Rochester, New York
(Ready for Immediate Delivery)

41 lift truck skids, 2 Champion dough mixers with motors attached, 2 Charles Elmes dough kneader machines with motors attached, 2 13 1/2-inch Elmes engineering presses, 1 Champion flour outfit with elevators, also bins, hoppers, driers, 5 dry rooms for long macaroni, 3 blowers with motors. Also hydraulic pumps.

For Inspection
Write—Wire—Phone
ROCHESTER MACHINERY
EXCHANGE

P. O. Box 453 Phone Monroe 4610
Rochester, New York

Our heartfelt thanks for your patronage.

May the
Blessings of Christmas
bring to all, renewed hope
for a return to peace in
the New Year.

★
Amber
MILLING COMPANY
EXCLUSIVE DURUM MILLERS
I-F. DIEFENBACH PRESIDENT MINNEAPOLIS
P. H. HOY VICE PRESIDENT

Eye Hazards in Industry

Extent, Cause and Means of Prevention

By Louis Resnick

Lato Director of Industrial Relations, National Society for the Prevention of Blindness

Injured Eyes Make Idle Men

Every thirty seconds throughout every single day an American workingman clasps his hand in pain to his eyes, the victim of an injury that could have been prevented. Today and every day of the working year, 26,880 workers are idle because of eye injuries. At the end of each working year one hundred more American workingmen have unnecessarily lost the sight of both eyes, as a result of occupational hazards, and 1,000 more have needlessly lost the sight of one eye.

Even "Trivial" Injuries Cost Millions

The total number of unnecessary eye injuries in American industry each year is estimated to be more than 300,000. The total compensation cost to industry itself of these preventable injuries is believed to be more than \$100,000,000, but only twenty per cent, or 60,000, of these eye injuries are compensable; and it is estimated that the cost of the 240,000 so-called trivial eye injuries is more than \$10,000,000 a year.

Eye Protection Pays

The workingman who loses one eye may receive as much as \$2,000 compensation. On the other hand the workingman who loses the sight of both eyes may be forced to adjust his standard of living and that of his family to an income of as little as \$30 a month for the rest of his life. There is no question but that the vast majority of eye injuries are preventable. Also, the return on investments

in eye accident prevention is proportionately greater than the dividends of the primary business of industry itself.

Eye Accidents Are Preventable
There is no need for the blinding of any worker in American industry. The causes of industrial accidents and diseases affecting the eyes are now known. Methods of eliminating these hazards or of protecting workers against them have been thoroughly demonstrated. Devices to protect the worker against every type of eye accidents are now available.

Responsibility Cannot Be Divided

The responsibility for putting these eye-protecting methods and devices into effect belongs equally to the owners and managers of industry and their executives and sub-executives; to engineers; to workers both as individuals and groups; to government administrators; to public and private welfare agencies which have any contacts whatsoever with industry or with industrial workers; and finally, and more directly, to safety engineers, safety inspectors, industrial physicians, ophthalmologists, general physicians, surgeons, nurses and sight-conservation agencies.

Where There Is No Vision the People Perish

Conservation of the eyes of American workingmen is as vital to national defense as is the building of armament and the training of men to use defense equipment.

QUALITY OF CANADIAN WHEAT

(Continued from Page 6)

average samples are: (1) Weights per bushel show a considerable spread between grades. (2) Compared with the last year's crop, grade for grade, this year's 1 C.W. is higher in bushel weight, 2 C.W. is the same, and 3 C.W. is slightly lower. (3) Protein content is a little lower this year for grades 2 and 3 C.W. but slightly higher for 1 C.W.

A modified milling process was used this year, hence the yields obtained are not comparable with those published in previous reports. However, the 1940 crop has also been milled by the new method. Comparisons between 1940 and 1941 yields show that the latter tend to be somewhat lower.

This year, 2 C.W. has the highest

carotene content in both wheat and semolina; values for 3 C.W. are slightly lower, and those for 1 C.W. are still lower. Grade for grade, carotene contents are appreciably higher this year than last in both wheat and semolina.

Macaroni color is generally considered the most important single index of quality. This year No. 1 C.W. has the best score and is followed closely by 2 C.W. No. 3 C.W. is definitely poorer the tests showing that the color for this grade contains higher percentages of red and black, and that the brilliance is lower than in the other grades. By comparison with last year's crop, No. 2 C.W. is slightly superior this year, while grades 1 and 3 C.W. are slightly inferior to corresponding grades of the 1940 crop.

Italian Type Cheese In Greater Demand

Americans are eating more of the Italian type cheeses than they did a few years ago, and more and more cheese of the Italian types is being manufactured in the United States to meet this growing demand.

The U. S. Department of Agriculture says that imports of Italian cheese into the United States declined steadily from 1930 to 1939 and fell off sharply in 1940. However, increased domestic production of Italian types increased during this time to more than offset the smaller imports. The per capita consumption of these types of cheese is now fully a fourth larger than it was 10 years ago.

Rails Allowed to Cut Rates on Macaroni

The Rates Division of the Interstate Commerce Commission last week authorized railroads in western trunk-line and southwestern territories to reduce from Column 29½ to Column 20 their 40,000-pound rates on macaroni, spaghetti, noodles and vermicelli.

"The declared object of the proposed schedules," the Division stated, "is to meet truck competition and to promote long-haul movements by rail in lieu of short-haul movements by rail or truck."

The reduced rating was opposed by the Mid-Western Motor Freight Tariff Bureau and the Kansas City Macaroni & Importing Company. It had been under suspension in I. & S. Docket No. 4971.

Dissenting from the decision to approve the reduction, Commissioner Johnson stated that while the Column 20 rate did not appear to be unreasonably low when viewed from the standpoint of earnings, it was "much lower than necessary to meet the competition of highway carriers." He said he believed motor carriers would be compelled "to either forego handling this traffic or make drastic reductions in their own rates."—*Transport Topics* (November), Washington, D. C.

Purchase New Homes

A. Irving Grass, vice president of the National Macaroni Manufacturers Association, and his brother, Sidney, both executives of the I. J. Grass Noodle Company at 61st and Wentworth Ave., Chicago, have finally decided to become permanent residents of the Windy City. Almost simultaneously they decided to purchase residences, Irving at 68th and Euclid and Sidney at 68th and Bennett Avenue.

Season's Greetings

To our many friends in the macaroni industry we extend Christmas Greetings and best wishes for a happy and prosperous New Year.



KING MIDAS FLOUR MILLS Minneapolis, Minn.

The Highest Priced Semolina in America and Worth All It Costs

Food Goals of 1942

Summarizing the farm production goals for 1942, and what they mean in terms of different commodities, Secretary of Agriculture Wickard says: "We need more of practically all meats; we need more eggs, and—especially—we need more milk. We need more cheese, evaporated and dried milk to ship to the British, who have had to kill off many of their dairy cattle because of a shortage of feed. We want to provide these essential dairy products for our friends abroad without lowering the nutritional standards of our own people. We can do this only if we produce more milk.

"To make sure of the increased output of milk, we need more hay and pastures. We especially need more legume crops, some to be used as a substitute for nitrogen fertilizers which may be scarce next year.

"For good nutrition, we need to consume many more vegetables, especially the green and leafy vegetables, so rich in minerals and vitamins. We need to eat more of certain fruits and more tomatoes. Our imports of fats and oils already have been reduced. We must make up the difference with oil crops, such as soybeans and peanuts, and perhaps castor beans. Those are commodities in which our needs are most pressing for 1942.

"A few crops do not need to be increased; rather they should be reduced. Of cotton, we have stored a year's needs, and the 1941 crop will provide as much cotton as American mills will use this year. We have more wheat than we can store properly, enough to last this country for two years if we didn't grow a bushel in 1942. Huge quantities of stored tobacco have piled up because export markets were lost when war began. On these commodities, the 1942 goals call for decreases down to the lowest limits provided by law."

Flour Production Falls Sharply in November Below October Levels

Flour production, according to reports received by *The Northwestern Miller* by plants representing 65% of the total national output, in November fell sharply under that of the previous month—more than 850,000 bbls, in fact—and trailed about 258,000 bbls behind the output of November, 1940.

Total production for November was compiled at 5,614,551 bbls, compared with 6,469,796 the month before and 5,872,252 the same month last year. All the major producing sections registered decreases from their October, 1941, figures.

The northwestern decline over the month was about 220,700 bbls, but the total of 1,342,045 bbls represented a 30,000-bbl increase over the 1940 total for November. Buffalo mills showed a drop of 74,000 bbls from October but made a gain of 24,350 bbls over the 1940 figure.

Southwestern production, totaling 2,061,596 bbls for November, was 37,400 bbls under that of October and 52,600 bbls below the November, 1940, figure.

In the Pacific Northwest, big decreases were also noted, especially the 237,000-bbl slip from last year's monthly total. In the eastern Central West, a gain was made over the 1940 output, however.

A detailed table appears below:

	TOTAL MONTHLY FLOUR PRODUCTION (Reported by mills producing 65% of the flour manufactured in the U. S.)			
	November, 1941	Previous month	1940	November 1938
Northwest	1,342,045	1,562,742	1,312,016	1,245,656
Southwest	2,061,596	2,433,107	2,114,191	2,014,031
Buffalo	817,839	891,998	793,494	715,294
Central West—Eastern Div. . .	590,019	623,779	545,842	527,853
Western Division	216,049	273,007	251,299	254,695
Southeast	103,617	107,751	134,687	124,799
Pacific Coast	483,356	577,412	720,723	474,388
Totals	5,614,551	6,469,796	5,872,252	5,356,716

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

New Noodle Plant

The Chong Hing Noodle Factory is being set up at 532 Walnut St., Kansas City, Missouri, for the manufacture of Chinese noodles and other oriental bakery products. The company operating the new plant is headed by George Toy. A retail department for sales direct to consumer will be set up in the front of the plant.

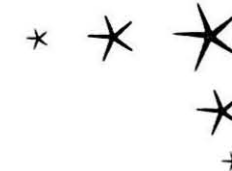
Food Pledge to Britain

"We are planning," says Secretary Wickard, "to send the British during 1942 dairy products that will require between 4½ and 5 billion pounds of milk; about a half billion dozen eggs; 18 million pounds of poultry meat

(chicken for the most part); almost a billion and a half pounds of pork and lard. We have promised to send almost a million and a quarter tons of fruit and more than two and a half million cases of canned vegetables. There are other commodities included in our food commitments, but those cover the principal items."

Filippone Company Buys Building

B. Filippone & Company, macaroni manufacturers, has purchased a four-story building at 18-22 Passaic Street, Garfield, N. J., which it will remodel into a small macaroni-noodle manufacturing plant. The building which has a floor space of approximately 56,000 square feet was purchased from the American Tobacco Company for a reported consideration of \$100,000.



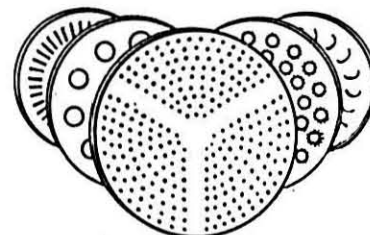
As another Christmas Season approaches we are reminded of our many years of pleasant relations with the Macaroni Industry and we welcome the opportunity to extend our Sincere Christmas Greetings and Best Wishes for a Happy and Prosperous New Year

CAPITAL FLOUR MILLS, INC.



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.

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.

A MERRIE CHRISTMAS

DECEMBER is the month of gladness when the spirit of giving and expressing of appreciation is at its fullest.

We cannot close our books and enter upon the New Year without expressing our sincere appreciation to our many customers for their loyal patronage.

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"

The MACARONI JOURNAL

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

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

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. XXIII DECEMBER, 1941 No. 8

McCall Corporation
Adds Donald E. West

Research Man Formerly Vice
President of American Institute
of Food Distribution

Malcolm MacHarg, Vice President and Advertising Director of McCall Corporation, Publishers of *McCall's*, *Redbook*, *Blue Book* and other magazines, announces that Donald E. West has joined the Market Research Department of the McCall Corporation, where he will work with Arthur P. Hirose, Director of Market Research and Promotion.

Mr. West has just resigned as Executive Vice President of the American Institute of Food Distribution, where he was in charge of market research. Prior to this, he was with the Dartnell Corporation and with "Sales Management" magazine. Mr. West is a graduate of Northwestern University.

You're Welcome

If you are in any way concerned about the future of the Macaroni-Noodle Industry you will be represented at the winter convention of the Industry scheduled for January 26, 1942, at the Morrison Hotel, Chicago. Problems growing out of the war and the necessary regulations thereunder will be given first place in the program being prepared for this conference of utmost importance to all manufacturers, large and small, who are cordially invited to make plans to attend the meeting on January 26, 1942.

500 Attendance Predicted Special Chicago "Reps" Canners Convention Meet

Two nationally prominent speakers, soon to be announced, will address some 500 Canners Convention visitors on "Food Merchandising During Uncertain 1942-43," at a special Monday noon, January 26, 1942, meeting to be held in the Gold Room of the Congress Hotel, sponsored by the well known Chicago Association of Manufacturers' Representatives.

Executives and representatives of the nation's leading food firms will make up the audience. All interested in current food merchandising problems are welcome. Reservations can be made through Bob White, Chairman, 1100 N. LaSalle Street, Chicago.

LaRosa Agents

V. LaRosa & Sons, Inc., operators of one of the largest macaroni-noodle manufacturing plants in the world, with factories in Brooklyn and in Connecticut, has appointed M. H. Hackett, Inc., and Andrew Luotto, both of New York, to handle its advertising.

Position Wanted—A-1 Macaroni Factory Foreman—19 years' experience—Specialist in Barozzi drying and machinery repair. Can furnish references. Address "SPP," care MACARONI JOURNAL, Braidwood, Illinois.

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.

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Complete Macaroni Factory located in good trade territory in the Southwest. Business established and in continuous operation for more than 44 years. Well established and favorably known brands and also considerable private label business. Part cash and terms for balance if desired.

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Goodman's Noodle Soup Mix

The noodle soup mix being distributed in the metropolitan area by A. Goodman & Sons, Inc., New York City, will be advertised through the services of Al Paul Lefton Company, New York Advertising Agency.

WHERE QUALITY COUNTS—USE CARNATION WHITE OIL

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

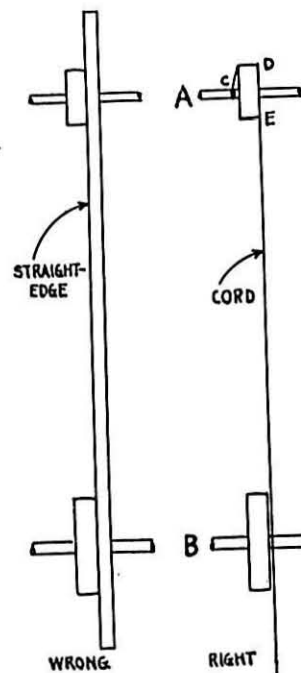
L. SONNEBORN SONS, INC., 88 Lexington Ave., New York, N. Y., Refiners of White Oil and Petrolatum

Odd but Valuable Information

By W. F. Schaphorst, M.E.

How to Align Pulleys

Herewith is a sketch showing a method of aligning pulleys which is commonly used and which I have labeled "wrong." A long slender pole or board is used as a straightedge in the manner shown. The method is



all right provided the straightedge is really straight, but nine times out of ten these straightedges are NOT straight. They may have every appearance of being straight, and yet they are crooked. Sometimes they are straight when lying on the floor, but when lifted and supported at one end they deflect more or less and may become inaccurate and undependable. Therefore, don't use a long slender pole, stick, or board as a straightedge for aligning pulleys.

A method that assures true alignment is illustrated at the right and is labeled "RIGHT." Use a cord instead of a straightedge. I prefer a cord because cords are readily carried around in one's pocket and are available almost anywhere on a moment's notice.

Then when pulled taut a cord is always perfectly straight with respect to a vertical plane. A cord does not warp.

For example, if we have two parallel shafts, A and B, and wish to align the pulleys on them, tie the cord to shaft A as at C, hitch it around the pulley so that the cord makes contact at two points D and E almost diametrically opposite. When "just touching" E the cord is an accurate gauge for locating the pulley on shaft B. As indicated here the pulley shaft B will have to be moved to the right or the pulley on shaft A will have to be moved toward the left to secure proper alignment.

The pulleys marked "WRONG" have every appearance of being in perfect alignment, do they not? But they are NOT in line. The "straight-edge" is not straight. Check it up and you will find that the straightedge is crooked.

Another method employed in installing machinery that is entirely too common is to simply "sight across" from pulley to pulley, place the machine at approximately the desired spot, and then shift the machine by the cut and try method until the belt stays on the pulleys.

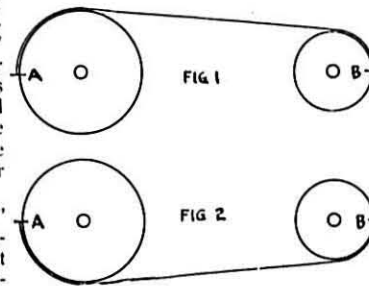
The fact that a belt stays on pulleys isn't proof that the pulleys are accurately aligned. A tight belt on crowned pulleys will offset considerable misalignment, the belt will "stay on" and the drive will "look" all right. It is better practice to first align the pulleys accurately. Then the belt needn't be operated so tight. The belt will pull more, will operate more efficiently, and will last longer.

A thing to watch out for in the aligning of pulleys is "pulley wobble." It is obvious that if the pulley on shaft A is not on "square," the cord may not be exactly at right angles with the shaft. Therefore it is always advisable to rotate the pulley and try the cord in several positions. If the pulley wobbles the cord will indicate various locations for the pulley on shaft B. In that event the "mean" position is the correct position on shaft B. That is, locate the pulley at the midpoint between the two extremes.

Of course you must make certain that the shafts are parallel. Unless the shafts are parallel all of the above work will be of no avail. If they are not parallel, make them so.

Quick Circumference Measuring Kink

Figures 1 and 2 show the quickest way in which to measure the exact distance around two pulleys when measuring for a belt, band saw, rope, cable, etc.



Very often a steel tape is not long enough to reach clear around. And even if the tape does reach clear around it often is a cumbersome method on account of obstructions and the necessity of running back and forth with the tape. Using this method, if the tape isn't long enough, that makes no difference.

This is really a "two man job." One man makes a mark on his pulley at A and the other makes a mark on his pulley at B. Measure the distance around the tops of the pulleys from A to B as shown in Fig. 1. Then measure the distance around the bottoms of the pulleys from A to B as shown in Fig. 2. Add the two measurements and you have the exact distance around the pulleys.

Of course the end of the tape is held precisely at A in making both measurements. The readings are taken and added at B.

It is obvious that this method is particularly valuable where it is desired to know the exact lengths of belts on a long line shaft. The two men can proceed from one end of the shaft to the other in an orderly and efficient manner without any running back and forth with the end of the steel tape. With this method there are seldom any obstructions.

Let's be honest. What others successfully tempt us to do invariably is something we very much wanted to do.

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ELEVATE**

**ORGANIZE
HARMONIZE**

OUR OWN PAGE

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Local and Sectional Macaroni Clubs**

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**Then--
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Secretary's Message



To All...
**ASSOCIATION MEMBERS
JOURNAL SUBSCRIBERS
INSTITUTE SUPPORTERS**

Our Holiday Greetings are simple and sincere!

May your Christmas be joyous;

May the New Year reward your individual effort with success and good fortune;

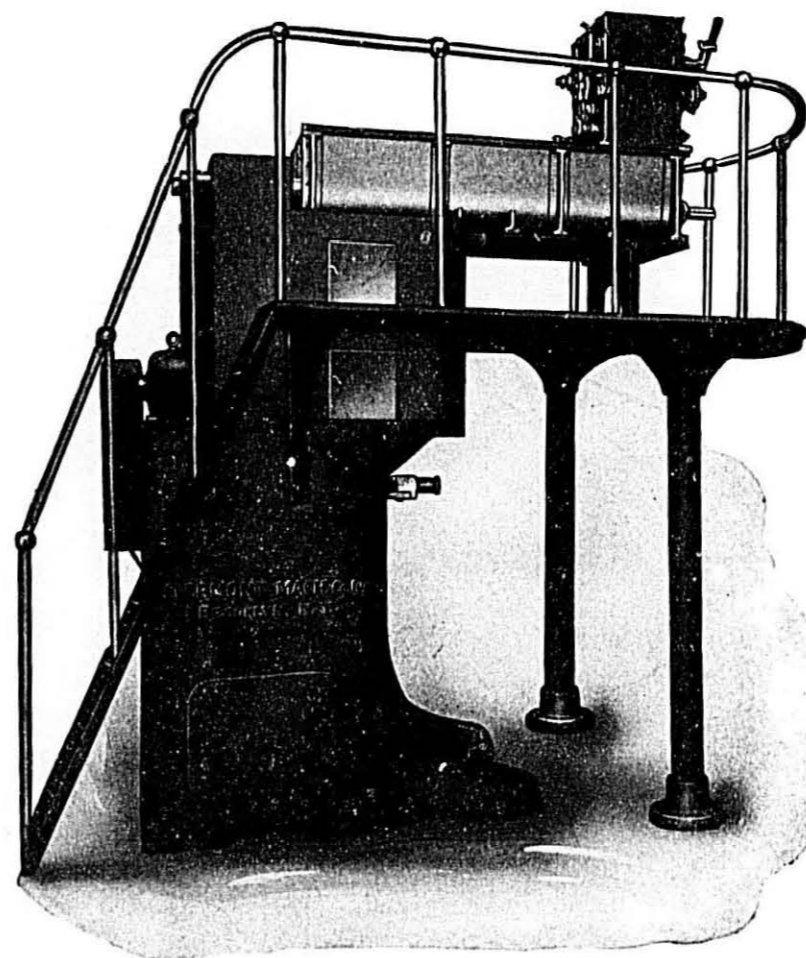
May 1942 repay you many-fold for your support of co-operative industry action for general trade betterment!

The ASSOCIATION, the JOURNAL and the INSTITUTE
By M. J. DONNA.

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Has No Piston, No Cylinder, No Screw, No Worm**



Operation as simple as it appears.

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Suitable for short and long goods.

Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

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