

**THE
MACARONI
JOURNAL**

**Volume XXX
Number 5**

September, 1948

SEPTEMBER, 1948

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Public Relations

An authoritative statement says:

"More and more Macaroni-Noodle Manufacturers are studying the matter of Public Relations as they affect their Industry, their individual business and their particular food."

"Favorable public opinion has become almost as important to Industry today as good sources of raw materials and marketing methods."

This authority predicts that businessmen will spend more and more time, energy, money and imagination on Public Relations in the future than ever before.



Look of the Month Club

Best sellers in the package parade are those labels and cartons that make the customers look—and buy . . . that serves as constant reminders, month-in and month-out.

Rossotti helps keep your product at the top of the buyer's list. For perfect purchase-appeal, mouthwatering eye-appeal, surefire display-appeal, Rossotti Labels and Cartons have few equals.

Fifty years of specialized service is one reason Rossotti has led the field in dynamic sales-effective packaging. Now, with modern, fully-equipped plants on each coast, we can assure prompt, fast, dependable service from coast-to-coast. When a packaging problem confronts you, consult Rossotti—specialists since 1898.



50 YEARS OF SERVICE

Rossotti

SINCE 1898

ROSSOTTI LITHOGRAPHING COMPANY, INC. • NORTH BERGEN, N. J.
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It's a New Wrinkle!

Call it wrinkle or call it crinkle, it's that new feature in the St. Regis multiwall paper bag. An outer sheet of creped paper . . .

This new creped outer wall bag is in no way a replacement of the bag you know so well. That stalwart multiwall is more popular than ever. The creped bag is simply another evidence of St. Regis' policy of making all worthwhile developments available to you.

If you want to experiment and see if the creped bag is easier to handle and to stack—ask your miller to pack your next flour shipment in this new bag. There is a slight upcharge, because the creped wall costs more to make.

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+ MULTIWALL =

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N-A services

for the Macaroni and Noodle Product Industry

FOR GREATER PRODUCT SALES APPEAL

N-Richment-A Type 6 is available in wafers for batch mixing and a powdered pre-mix for continuous presses. Backed by over a quarter-century of experience in the cereal and cereal product industries, N-Richment-A ensures economical and uniform enriching.

FOR EASY APPLICATION OF POWDERED N-RICHMENT-A

N-A Feeders have been used for years in the milling industry in the handling of enriching and similar ingredients. They are ideally suited to the application of N-Richment-A Type 6 Premix in continuous presses.

FOR ACCURATELY FEEDING SEMOLINA BY WEIGHT

W&T Merch Scale Feeders are used by leading macaroni and noodle product manufacturers to handle the feeding of semolina easily and accurately BY WEIGHT. Design is backed by over thirty-five years' experience in the feeding and handling of dry materials. In conjunction with this Feeder, the W&T Liquid Flow Regulator provides a simple and dependable means of maintaining a constant flow of mix-water to mixers in proportion to semolina feed rate.

FOR REMOVING IMPURITIES FROM SEMOLINA OR FLOUR

Richmond Gyro-Whip Sifters are the most modern and efficient means of scalping away infestation, strings, pieces of paper and other impurities from semolina or flour before entering into process, and are available in 3 sizes with capacities ranging up to 10,000 lbs. per hour.

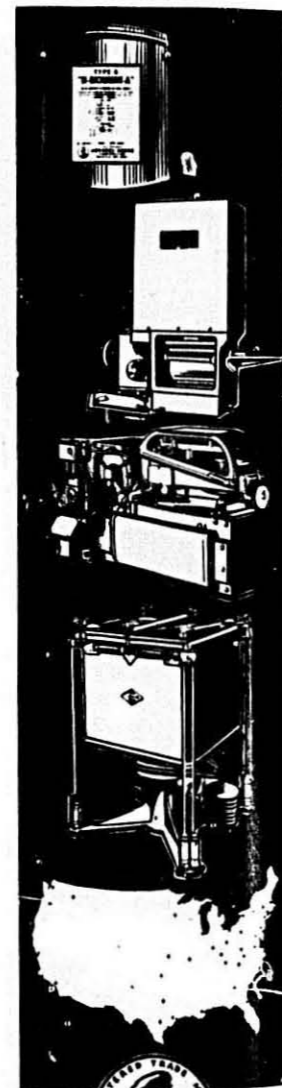
Besides these Sifters, Richmond also provides Niagara Permaflux Magnets, which can be used either for spout or chute installation. They are recommended as being particularly efficient in the removal of such impurities as fine metallic particles and tramp iron.

FOR TROUBLESOME TECHNICAL PROBLEMS

N-A's Nationwide Service Division—composed of field experts familiar with the practical problems of cereal product processing; extensive laboratory facilities and a staff of laboratory technicians—is always available to your staff and consultants in the solving of enriching and feeding problems.

Write today for detailed information on any phase of N-A Service.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE
 BELLEVILLE 9, NEW JERSEY



NA-28



Women always like
to "window-shop"

Alert retailers will tell you that even *inside* the store women like to "window-shop."

They're always searching for new foods or variety in menus... and ready to buy when they see a good value. You satisfy this "window-shopping" instinct by packaging your product in *transparent* Du Pont Cellophane and making it an impulse seller.

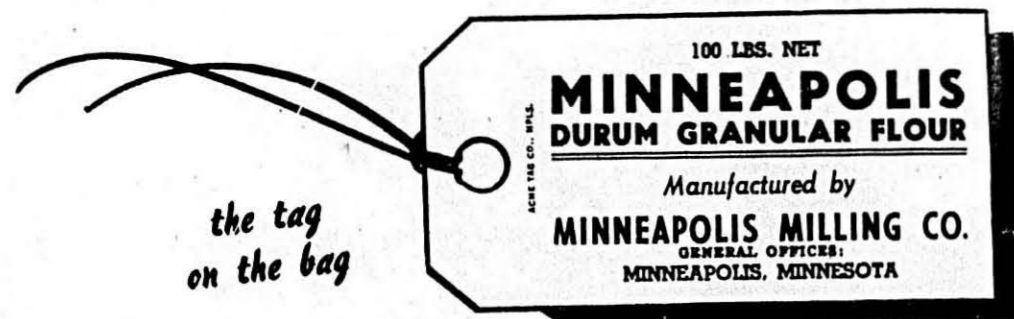
Du Pont Cellophane

shows what it protects
protects what it shows
... at low cost!



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

For the latest information on the extent of impulse buying, write for a copy of "Extra Sales Point," a new study on buying habits in service food stores. E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.



It's a new and improved high extraction product as requested by the National Macaroni Manufacturers Association.

It's your assurance of better macaroni foods and continued consumer demand.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

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Food Plant Sanitation Stressed by USDA

In keeping with its policy of one industry at a time, the food and drug officials of the Federal government, aided and abetted by collaborating State officials, are now concentrating their attention on macaroni products and the processing plants in all parts of the country. In its long-range program, it now seems to be the macaroni makers' turn to be quizzed, fined or imprisoned for violations of laws long on the books and all with the so-called purpose of protecting consumers.

While the inspecting and prosecuting action was directed at other food trades, it was the policy of too many macaroni-noodle manufacturers to give little heed to either the laws governing plant sanitation and food infestation or to the efforts of any State or Federal officials to enforce their provisions. True, there were occasional cases of action against unsanitary plants and seizures of infested goods, but not until the officials took drastic action in a number of cases did many in the industry realize that after all the Government has a vital interest in the cleanliness of food-processing plants and in the purity of the foods manufactured.

In recent months heavy fines have been assessed in cases of flagrant violations of the sanitary code of the Government and in a few cases even jail sentences were imposed against repeat violators.

There have been bales of informative literature printed and distributed by the Federal and State officials obligated to make regular inspections of all food plants and to analyze foods offered consumers to see that it is fit to eat. To plead ignorance of the provisions of the sanitation laws is often considered an admission of guilt. The laws governing plant cleanliness and products purity are not new... they are merely being more strictly enforced in the macaroni industry at the moment.

Officials of USDA are now inspecting macaroni-noodle plants rigorously. They are also checking finished products in stock rooms, in railroad cars, and in other storage places, and, what is most important to the processors, in cases where infestation is found, the responsibility is not placed on the owner of the infested products but reverts back to the manufacturer—not on the last owner but on the original processor.

It would seem a wise procedure for every macaroni-

noodle plant to delegate to a special employe or foreman the specific duty of seeing that the factory is sanitary at all times, and to hold such employe or foreman personally and strictly accountable for its sanitation. His first duty should be to make a survey of every department of the plant, from the incoming raw materials stock, through the storage, processing, drying, packaging processes, even to the condition of the containers into which the finished goods are packed and the cartons are shipped. Only then can it be shown that the responsibility for the goods that may later become infested no longer is the responsibility of the manufacturer.

There are many sources of products infestation and the sanitation designee is often at his wits end to cope with all of them. Weevils that later appear in finished products often are found in cars of durum wheat that enter the mills, and despite everything that can be done by the millers to eradicate weevils, they sometimes find their way into the ground durum, into the railway cars and transportation trucks, into the plants and finally into the finished products.

Weevils are not the only source of products infestation. Rats and mice do millions of dollars of damage to grain products from field to kitchen. The plant sanitation official has a specific job laid out for him in ridding the factory of rats and mice, their excreta and hairs. He must first inspect the exterior of the plant to discover where the rodents enter the plant, close them, and then organize a plan of extermination until every rat and mouse is accounted for by any of the many death-dealing methods.

There is much that this official can do towards weevil and rodent eradication. His plan of attack is through plant cleanliness. Every piece of machinery in the plant, every nook and corner, must be made and kept scrupulously clean. His obligation should end with instructions to buyers on what should be done to prevent infestation of products in storerooms and on shelves of dealers and housewives.

With Government officials determined to protect the consumer in the matter of food cleanliness, the macaroni-noodle manufacturers have a never-ending job of plant cleanliness which they should undertake knowing that it is in the public interest.

Shipping Care of Paper Bags

Macaroni Manufacturers Complain They Are Experiencing Heavy Losses Through Improper Protection of Rail Shipments

A leading Eastern manufacturer speaking for many in that area of long overland hauls is of the opinion that something should be done through understanding between the National Association and the Durum Millers to prevent heavy losses in raw materials in transit from mill to factory. He recently wrote:

Since the inauguration of the new ruling against the use of old cotton bags and grain sacks, unless thoroughly laundered, we are experiencing terrific losses in semolina and granular shipped in paper sacks, due to inadequate protection against door damage. I wonder what the Association can do towards getting the shipping departments of the mills to eliminate this loss.

At the recent convention of the Industry, the Association Directors and durum mill representatives gave serious consideration to the condition complained of, and discussed the many suggestions made by shippers and receivers. It was suggested that much of the car door loss might be eliminated by the use of the Signode Retaining Strips and suggested that an article be prepared for publication in THE MACARONI JOURNAL to acquaint

all who are interested with ways and means for reducing this loss in transit from mill to factory and in readying for unloading of paper sacks at the latter.

To point out the protection that its retaining strips provide, the Signode Steel Strapping Company, Chicago, submits the following article prepared with the Macaroni Noodle industry's needs in mind:

Steel-Strap-And-Paper Strips Prevent Doorway Damage to Boxcar Shipments

When boxcars are loaded solid across the doors with cartons, boxes, bags, bales or bundles, shippers usually find it necessary to barricade the car doorways in some manner to prevent the load from becoming lodged in the car doorways en route. Unless some kind of barricade is erected across door openings, the lading invariably shifts outward against the car doors, making the doors difficult to open.

Pushing or pulling car doors open when lading is lodged against the doors frequently causes damage to the load and results in loss claims and trouble

some adjustment problems at shipper and receiver.

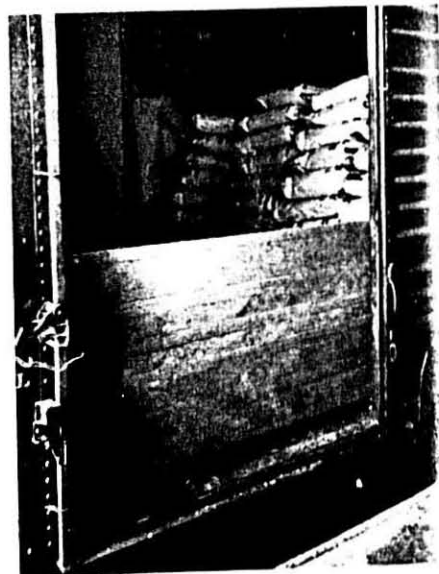
To avoid this common source of trouble, many shippers are obliged to erect costly, cumbersome and difficult car door barricades. Each shipper had to devise methods to suit specific needs and such expedients are often hard to install. The services of high-priced and sometimes add considerable weight costs to the expediting.

Alex to the need for a high-low cost, easy-to-install, easy-to-use system of car doorway protection, Signode Steel Strapping Company, Chicago, Illinois, has developed a trenchly successful type of steel and kraft paper car door strip that is now proving its practicality and soundness in daily shipping operations of all kinds of concerns in a wide range of industries.

This inexpensive, streamlined barricade uses no lumber or strips of 3/4 x 020 Signode strapping and heavy, white



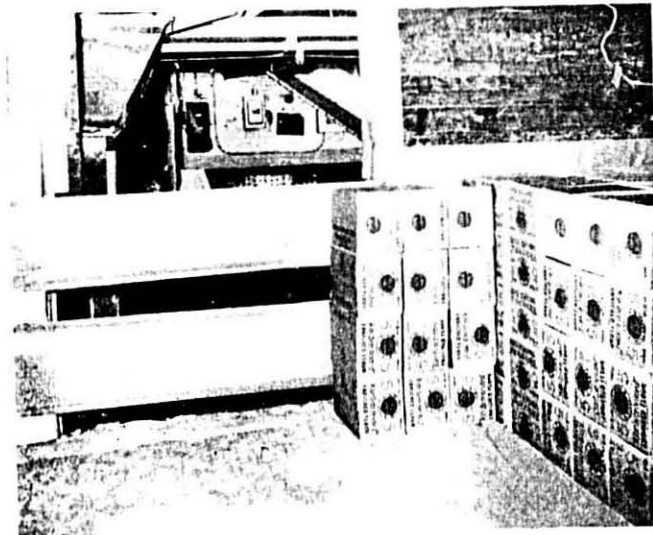
Exterior view on arrival showing undamaged condition of load with strips cut, ready for unloading. With the Signode Retaining Strips there is no need for consignee to "knock in" car door barrier. The steel straps at top and bottom of each strip are simply snipped across, and the car is ready for unloading... a time-saving feature greatly appreciated by receiver of semolina and granular shipments.



Overlapped application of Signode Retaining Strips showing complete doorway protection for a multi-walled paper bag load. Made of strong steel strip and heavy kraft paper, these new, low-cost car doorway barricading strips effectively prevent doorway damage.

paper these new retaining strips fold thru the steel strapping in the door openings inside the car, depending upon the character and weight of the load, the strips being overlapped or spaced to insure protective efficiency. At weight, the average damage to a car with Signode Straps will be 10 to 20 pounds.

The Straps are now made in two sizes, 18" high x 84" wide for boxcar door doors, and 18" high x 48" wide for boxcars with extra wide doors. Each strip is made of two layers with steel door handles and shows that these two sizes meet the needs of nearly any doorway damage. Hundreds of shippers report that use of Signode retaining strips instead of constructed door blocking bars prevent damage to cartons, boxes, bags and bundles from striking and slipping on sharp edges, splinters, bolts and protruding nails. Lading will become lodged against car doors and this is no longer necessary to knock in a doorway barrier, as this need only strip the steel handle of the retaining strips. Damage to



Two signode Retaining Strips applied across each doorway protects this boxcar load of cartons against doorway damage. Signode Retaining Strips may be butted, overlapped, or spaced, depending on the weight and characteristics of the load. Low in cost and exhaustively tested they are now helping hundreds of shippers in many industries to save time money and trouble from boxcar doorway shipping damage.



Interior view of boxcar showing Signode Retaining Strips protection of paper-bagged lading. Made of strips of 3/4 x 020 Signode steel strapping glued securely into 2" flaps at top and bottom of heavy 18" x 84" kraft paper sheet. Signode Retaining Strips are applied with 8d nails through the steel strapping, top and bottom, at each end. If desired, these cars can be had with nail holes perforated and crossed in the steel strap for easier nailing.

cars piled near the doorway is seldom experienced but when reported is simple to handle and storage of cartons, bags, bales or bundles. A standard 250 lbs. of 18" x 84" Signode retaining strips weighs only 360 lbs. and can be stored in a space only 30" x 24" x 6". The standard rate of 125 lbs. of 18" x 108" weighs but 245 lbs. and can also be stored in a small space. A car can thus be returned to the room required for lumber or other materials required to

cooper an equivalent number of cars and the saving in storage and preparation space is at once obvious. A prime advantage of these new strips is the ease with which they can be applied, and the simplicity of disposal. Installation requires no special skill. Application is quick and easy with ordinary hammer and 8d nails. The strips come ready for immediate application, no cutting or fitting is necessary. Receivers of Signode-protected boxes

can simply cut the strips across the door openings and the car is ready for unloading. The strips are made of two layers with steel door handles and shows that these two sizes meet the needs of nearly any doorway damage. Hundreds of shippers report that use of Signode retaining strips instead of constructed door blocking bars prevent damage to cartons, boxes, bags and bundles from striking and slipping on sharp edges, splinters, bolts and protruding nails. Lading will become lodged against car doors and this is no longer necessary to knock in a doorway barrier, as this need only strip the steel handle of the retaining strips. Damage to

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Is A Cost Department Feasible in a Small Manufacturing Business?

By John H. Walker

Editor's Note: Mr. Walker writes from actual experience as the secretary-treasurer of a small manufacturing plant in a midwestern (U.S.A.) city.

In the large manufacturing plant, a cost department is considered a vital necessity.

On the other hand, many a small manufacturer hesitates to introduce a cost department because he expects the maintenance expense will wipe out the probable savings.

It is both feasible and possible for a small company to have a cost accounting system or procedure to compile and accumulate the data necessary to give its management a true picture of production costs. I have deliberately used the phrase "It is possible to have a cost accounting system," rather than to say that it was possible to have a cost department. I did so in order to convey the idea that a cost accounting system in the average small factory does not require the maintenance of an extensive cost department to secure adequate cost information and control. As a matter of fact, in many small plants such a system could be installed merely by revamping the present accounting setup, and handled by the regular personnel without any additional help.

As an actual example of this, my company has, during the past six years, installed a cost system. It enables us to prepare and accumulate all the necessary data. The work is done with the aid of one clerk who has other duties. The remainder of the work is handled by our regular accounting department, the size of which remains the same.

Cost accounting is simply a phase of general accounting procedure to give details of the cost of material, labor, and expenses necessary to produce and sell an article or product. These facts are recorded, summarized, analyzed, and interpreted. To further simplify matters, I will now confine myself to cost accounting connected with that part of the financial statement known as the "Statement of Cost of Goods Manufactured and Sold." This part of the Statement summarized the phase of cost accounting work in which I believe the average small manufacturer is most vitally concerned. Items to be covered under this statement are as follows:

1. The cost of materials and supplies entering into or consumed in producing an article or product.
2. The cost of direct labor.

3. Indirect expenses, including indirect labor, incident to and necessary for the production of an article or product.

Before dealing with these three items, I will describe briefly the two main classifications of cost accounting systems; the job order and the process system. Many small plants will be able to use one or the other exclusively, whereas other small plants may have to use a combination of both.

The job order cost accounting system should be used by the factory which wishes to know its cost in producing a variety of products in small jobs or lots. When this system is used, the most logical procedure is to prepare a regular cost form with columns in which may be entered the materials used on the job, the labor assigned to the job, and the manufacturing expenses chargeable thereto. The purpose of this regular cost form is, of course, to summarize the cost for each job or lot of goods.

The Process Cost Accounting System should be used in factories where operations during the day are on a more or less continuous basis where in the nature of the manufacturing operations requires a continuous flow of work through the factory. In such instances, it is more expedient to compile costs on a daily, weekly, or monthly plan. Costs covering the three items of material, labor, and manufacturing expense are collected by processes or departments for the period used, instead of being segregated by jobs or lots. Unit costs are developed at the close of the period by dividing the total costs of various departments or processes by the units manufactured by each.

In the average small plant there should be very little difficulty in compiling both material and direct labor costs under either plan, for in most instances at least a portion of this job can be done either by supervisors, foremen, or by the factory employees.

Raw materials used can be entered on a standard form by the foreman in charge. The cost of wrapping and packaging materials used can be readily computed based on the number of units manufactured. The cost of other materials, if not used in sufficient quantity to justify recording, will neces-

sarily have to be handled under the classification of manufacturing expense.

Direct labor costs can be computed in many various ways. In our own plant, we use a combination of records kept by the employe and by the supervisor. At the end of each day, it is a simple matter to balance out the individual employe's record against the supervisor's record. The employe's record, having been proved out against the various supervisors' records, is then transferred to a weekly record which is kept for each employe and on which the hours in each department or process are recorded. At the end of the week, the number of hours shown on the employe's weekly record for each process or department are extended against the rate of pay providing the distribution of labor costs into departments by employes. The total, by employes, are then summarized to give the direct labor costs for each department. The clerical time involved in assembling this information in the office amounts to less than one hour a day.

In the average small factory then, there should be little difficulty in providing a system for the assembling of direct labor costs and direct raw material costs, for these are the items which can be readily measured and determined. However, the third element of cost, manufacturing expense covering indirect material and supplies, indirect labor, rent and taxes, fire and compensation insurance, heat, light, power and water, depreciation, repairs and superintendence present a more difficult problem inasmuch as they cannot be conveniently charged directly to each job or product. These expenses which are also frequently referred to as overhead or burden are more difficult to allocate since some of these expenses are fixed, regardless of the amount of production, while others vary with the number of units or jobs produced. Furthermore, it is frequently impossible to know definitely the exact amount of certain of these costs until the end of the fiscal period.

The distribution of manufacturing expense or overhead is somewhat easier in the process system of cost accounting, for in this case, the expenses can be divided into two groups, one covering the expenses or costs originating and remaining entirely within a certain department and directly chargeable to that department.

(Continued on Page 40)

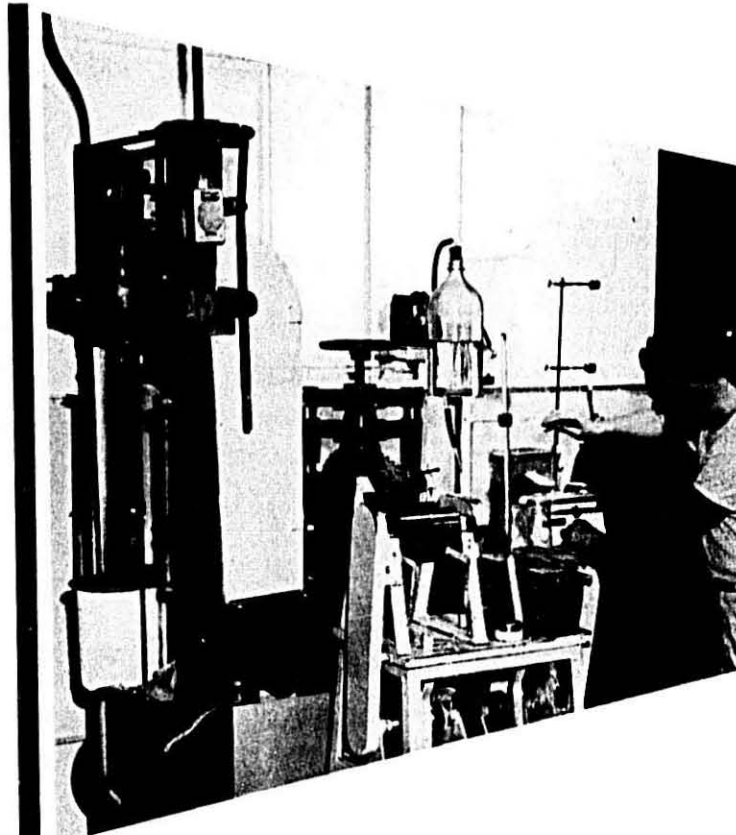
September, 1948

THE MACARONI JOURNAL

11

How General Mills' Durum Detectives Guard The Uniformity of Your Products . . .

**MIDGET
WITH A
MAN-SIZED
JOB**



The equipment you see pictured above is a macaroni plant in miniature. It's not very big, and it won't break any production records, but you can be sure that it's doing a king-sized job for you and your macaroni products.

This gem-of-a-little-machine is used by the Products Control Department of General Mills. Its job is to take the guesswork out of Durum wheat selection. To assure more uniform Durum Products for you.

From wheat field to sack, General Mills double checks the quality of its Durum Products all along the way. Durum samples are subjected to a rigid series of tests. Color and other important qualities must be exactly right before the finished product can be delivered to your factory.

Samples are milled in a special test mill, made into dough and put through this miniature macaroni plant. A thorough inspection, under controlled conditions, follows each operation.

This exacting test procedure means better Durum Products for you. The utmost in quality and uniformity that can be obtained from the Durum wheat available.



General Mills, Inc.

DURUM DEPARTMENT
CENTRAL DIVISION CHICAGO 4, ILLINOIS

Institute Roll Of Honor

"Co-operators" That Returned One-Cent-A-Bag Contracts

The firms listed below, representing an estimated production of more than 63 per cent of the 1947 production of the entire membership of the National Macaroni Manufacturers Association were reported by Managing Director M. J. Donna of the National Macaroni Institute to the Board of Directors of the National Association at its meeting in Chicago, September 9, 1948, as having returned signed contracts as of that date.

Under the terms of the contract which all members and non-members were invited to sign, the creation of the institute's "One-Cent-A-Bag" fund becomes effective on the attainment of signatures with an aggregate production of 70 per cent of the entire membership's production. With over 63 per cent of the necessary production already enrolled, a feeling of optimism prevails that the long talked-of plan to create a fund for the advancement of industry relations, for products promotion and consumer education will soon become a reality, fostered and supported by the cream of the industry.

Based on the most reliable available information, the entire industry in 1947 produced an estimated total of 931,700,000 lbs.

Similarly calculated, the 91 firms comprising the National Macaroni Manufacturers Association produced in 1947 a total of 781,000,000 lbs.

On the same basis, the 48 "co-operators" listed produced in 1947 in excess of 486,000,000 lbs., approximately 63 per cent of the association's and 52 per cent of the industry's 1947 output.

- American Beauty Macaroni Co., St. Louis, Mo.
- V. Arena & Sons, Inc., Norristown, Pa.
- Bay State Macaroni Mfg. Co., Everett, Mass.
- W. Boehm Co., Pittsburgh, Pa.
- Carmen Macaroni-Weber Noodle Co., Bell, Calif.
- Colonial Fusilli Mfg. Co., Brooklyn, N. Y.
- Columbus Macaroni & Noodle Co., Cleveland, Ohio
- The Creamette Co., Minneapolis, Minn.
- Cumberland Macaroni Mfg. Co., Cumberland, Md.
- Delmonico Foods, Inc., Louisville, Ky.
- The DeMartini Macaroni Co., Inc., Brooklyn, N. Y.
- G. D. Del Rossi Co., Inc., Providence, R. I.

- El Paso Macaroni Co., El Paso, Texas
- Fort Worth Macaroni Co., Fort Worth, Texas
- Galioto Brothers Co., Chicago, Ill.
- Gioia Macaroni Co., Inc., Rochester, N. Y.
- Gooch Food Products Co., Lincoln, Nebraska
- A. Goodman & Sons, Inc., Long Island City, N. Y.
- Grand Macaroni Co., Chicago, Ill.
- I. J. Grass Noodle Co., Inc., Chicago, Ill.
- Ideal Macaroni Co.
- Indiana Macaroni Co., Indiana, Pa.
- LaPremiata Macaroni Corp., Conneville, Pa.
- V. LaRosa & Sons, Inc., Brooklyn, N. Y.
- Megs Macaroni Co., Harrisburgh, Pa.
- Mill-Brook Macaroni Co., Minneapolis, Minn.
- Minnesota Macaroni Co., St. Paul, Minn.
- Mission Macaroni Co., Seattle, Washington.
- C. F. Mueller Co., Jersey City, N. J.
- Paramount Macaroni Mfg. Co., Inc., Brooklyn, N. Y.
- F. Pepe Macaroni Co., the Pfaffman Co.
- Prince Macaroni Mfg. Co., Lowell, Mass.
- Procino-Rossi Corp., Auburn, N. Y.
- Quality Macaroni Co., St. Paul, Minn.
- Ravarino & Freschi, Inc., St. Louis, Mo.
- Refined Macaroni Co., Brooklyn, N. Y.

Liquid, Frozen and Dried Egg Production

Production of liquid egg during July totaled 48,834,000 pounds, the Bureau of Agricultural Economics reported today. This total is 12 per cent below the July, 1947, production of 55,451,000 pounds. Of the total liquid egg produced 30,202,000 pounds were used for drying, 17,681,000 pounds were frozen and 951,000 pounds used for immediate consumption. Dried egg production in July totaled 9,047,000 pounds, only slightly less than the July 1947 production. Production consisted of 8,397,000 pounds of whole egg, 275,000 pounds of dried albumen and 375,000 pounds of dried yolk. Of the whole dried egg production, 1,005,000 pounds were dried from frozen egg.

Production of dried egg during the first 7 months of 1948 totaled 30,440,000 pounds, compared with 83,330,000 pounds during the same period last year. The production of 17,681,000 pounds of frozen egg in July was 22 per cent lower than the July production last year. Production from January through July totaled 330,248,000 pounds, compared with 335,088,000 pounds during the same period last year. Storage holdings of frozen egg on August 1 totaled 257,905,000 pounds, compared with 241,573,000 pounds on August 1 last year and 298,014,000 pounds, the August 1947 average.

- Roma Macaroni Mfg. Co., Inc., Chicago, Ill.
 - Ronco Foods, Memphis, Tenn.
 - Ronzoni Macaroni Co., Inc., Long Island City, N. Y.
 - Peter Rossi & Sons, Inc., Braidwood, Ill.
 - Sanacori & Co., Brooklyn, N. Y.
 - G. Santoro & Sons, Inc., Brooklyn, N. Y.
 - Schmidt Noodle Co., Detroit, Michigan
 - Skinner Manufacturing Co., Omaha, Nebraska
 - Sorrento Macaroni Co., Inc., Trenton, N. J.
 - St. Louis Macaroni Mfg. Co., Inc., St. Louis, Mo.
 - U. S. Macaroni Mfg. Co., Spokane, Washington
 - V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.
 - Weiss Noodle Co., Cleveland, Ohio
 - A. Zerega's Sons, Inc., Brooklyn, N. Y.
- This will be a continuing ROLL OF HONOR. New names will be added as signed contracts are received. After the enrollment has been completed there will be carried on this page the names of the "co-operators" who each month make payments to the One-Cent-A-Bag institute fund. The Roll of Honor is open for the addition thereto of all member and non-member firms that manifest their willingness to support the nationwide activities of the institute by mailing in signed contracts. The augmented listing will appear in the October MACARONI JOURNAL, with the final Honor Roll in November or December. Association and industry members: There remains open to you the opportunity to enroll as supporters of industry activities for which there is a dire and a growing need. Look up the contract forms sent you. Sign and mail to the National Macaroni Institute, Braidwood Illinois, M. J. Donna, Managing Director.

MERCK
Enrichment Wafers
for all varieties of
Macaroni Products
such as
Macaroni, Spaghetti, Noodles,
Pasta, etc.
Manufactured by **MERCK & CO., Inc.** • RAHWAY, N. J.

No. 32P-VITAMIN MIXTURE
For the Enrichment of All Varieties of Macaroni Products Such As
Macaroni, Spaghetti, Noodles, Pasta, etc.
Manufactured by **MERCK & CO., Inc.** • RAHWAY, N. J.

AT YOUR SERVICE TO MEET THE CHALLENGE OF ENRICHMENT

Merck & Co., Inc., foremost in enrichment progress from the very beginning of this basic nutritional advance, brings its technical skill and varied experience in food enrichment to the service of the macaroni and noodle manufacturer.

Concurrent with the establishment of new Federal Standards of Identity, Merck has specifically designed two enrichment products to facilitate simple and economical enrichment of your products:

- (1) A specially designed mixture for continuous production.
- (2) Convenient, easy-to-use wafers for batch production.

Here are two enrichment products planned to assist you in making a preferred product, accepted by nutritional authorities and a vitamin-conscious public.

The Merck Technical Staff and Laboratories will be glad to help you solve your individual enrichment problems.

MERCK ENRICHMENT PRODUCTS

MERCK & CO., Inc. RAHWAY, N. J.

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- Elkton, Va. • Los Angeles, Calif.
- In Canada: MERCK & CO., Ltd. Montreal • Toronto • Valleyfield



A Guarantee of Purity and Reliability

The Schools' Part in Consumer Education

Classroom Study of Macaroni Products Tends to Make Lifetime Users of That Fine Wheat Food

"Industry's customers of tomorrow are in the high school classrooms of today" observes Thomas J. Durham, chief executive of Amberson Associates of New York, in recommending that the macaroni industry make full use of the possibilities for products promotion offered by the educational channels of the country.

"Under the leadership of realistic teachers—especially in the areas of home economics, social studies and business education—millions of young people are learning facts about the goods and services of American business. They are also developing habits of thinking and buying. From the businessman's point of view, this common sense training reflects itself in increased sales and better consumer relations as the boys and girls go out from school into homes of their own.

To give you some idea of this vast and ever-growing army of customers-to-be:

Some 2,500,000 student homemakers study applied problems of homemaking under the direction of about 25,000 home economics teachers.

Approximately 4,000,000 boys and girls analyze social and economic developments closely related to business under the leadership of about 43,000 teachers of social studies.

An estimated 3,000,000 students study the everyday routines of commercial business under the direction of about 39,000 teachers of business education.

"These figures are the numerical count for any one year and cover students and teachers at the senior high school level. Each year as classes graduate, new thousands of students all over the country move into the school and begin learning for living.

"In home economics the emphasis is on food, clothing, housing, money management, human relationships. Students learn how to buy with discrimination a wide variety of consumer goods and how to use those goods or products in everyday family life.

"In social studies a new approach is made to the study of American life through a blend of history, civics,

economics, geography, sociology. The student is taught to think of himself in relation to his own home town. He sees his town as a part of his state, his state in a rapidly changing nation which plays a significant part in the community of nations. He learns about natural resources, human resources, the growth of business and industry and what this growth means to him in goods and services for a better standard of living, in job opportunities for his future. He studies, among many other things, laws and the reasons behind them, private enterprise in a democracy, labor and management problems, the significance of world affairs to his world.

"In business education young people are given a thorough grounding in the everyday routines of the business office. Modern business education includes most of the subject matter of the old commercial course—bookkeep-

ing, typewriting, forms, the understanding of business machines and practices. In addition, students learn about business law, taxation, the establishment of big and little organizations and are given an over-all social and economic story of business paralleling the first year course in social studies.

"Forward-looking business organizations with an eye on future markets and better-informed buyers are already reaching these millions of young people in home economics, social studies and business education through their teachers. By way of teaching aids—charts, bulletins, pamphlets, work sheets, films, recordings—business groups help vitalize education even as they tell their own story of research, product development, improved services, job opportunities, future goals.

"Teachers of realistic education need, want and will use business-sponsored teaching aids if those aids are:

- 1—geared to existing courses of study
- 2—free from too much or objectionable sales promotion or brand advertising
- 3—simply and concisely organized and presented so as to offer practical assistance as reference material or active classroom material
- 4—factually sound and unbiased

Spaghetti As Inflation Cure

Chef Would Kill Inflation With New Diet

According to a United Press report the consumers could easily put an end to the inflation spiral, if the policy of a noted chef were adopted. Spaghetti is the cure.

Chef Louis Turco, armed with ladle and typewriter, said today he was ready—singlehandedly—to hang Ol' Man Inflation with a strand of spaghetti.

President of the Epicurean Club, a member of L'Amis D'Escoffiers and a former prexy of the International Geneva Association, the man who once served spaghetti to an Italian king said he was writing a book that would knock high prices flat. Food prices, that is.

"My book will be called 'Spaghetti—Atomic Energy of Life,'" Turco announced in a loud, firm voice. "It will open a new eating vista for Americans. They'll stop mortgaging their grandmothers for porterhouse steaks."

When he's done, he said, cowboys will be ploughing their longhorns under to plant wheat. It'll be spaghetti—for breakfast lunch and dinner 365 days a year—throughout the U. S. A. It's the perfect food, he said. Vitamin loaded.

"It's great for pancakes," he ex-

plained rapturously. "Superb for salads. Makes wonderful hot and cold cereal dishes. Can't beat it doused in cream or mixed with a raw egg. I have it all down in my book—how to make steaks and chops obsolete."

Turco said he got the yen to make the world spaghetti-conscious in 1913, the year he gave a command performance of his cooking craft for then-King Victor Emanuel III in Italy.

"I had a grandmother named Teresa Di Cicco in Genoa," he said. "She never ate anything but spaghetti day or night. She lived to be 97 and never had a sick day in her life. That's what proved to me spaghetti was the perfect basic food."

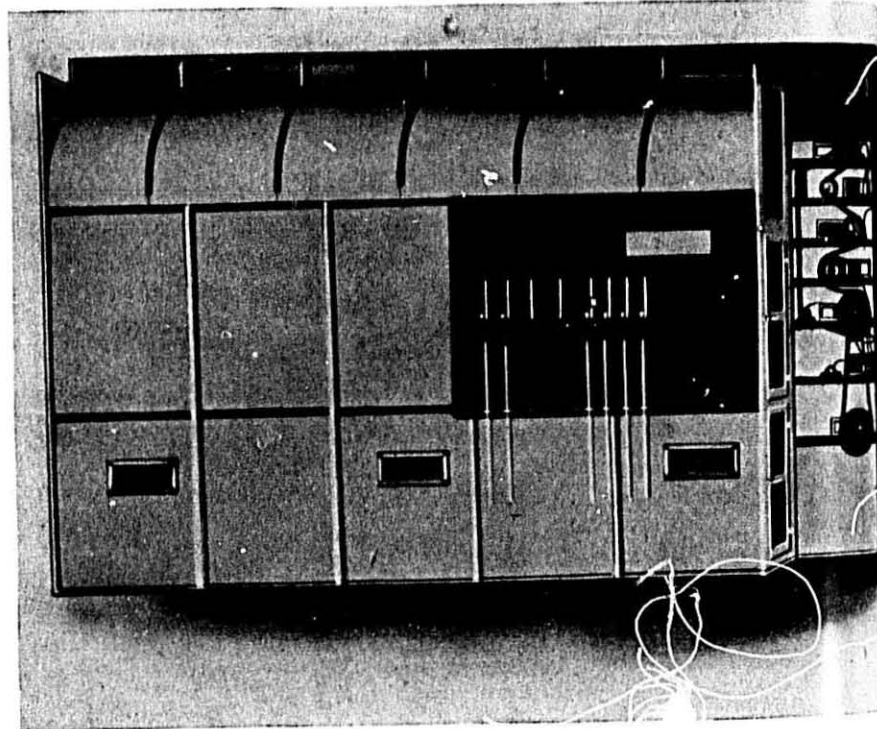
In the forthcoming book, he said, will be a section devoted to the intricacies of keeping your elbows out of the main course. It'll be headed "Spaghetti—eat it, don't wear it."

"This isn't a common cookbook," he said, "it's an inspiration. It'll back food prices in half—cut 'em to practically nothing."

That was all for the signor today. Lunch time, he explained, and he doesn't believe in blending talk with food. He sat down at a table in the kitchen of the Hotel Somerset where he is chief chef and waded into a mountainous platter of you-know-what.

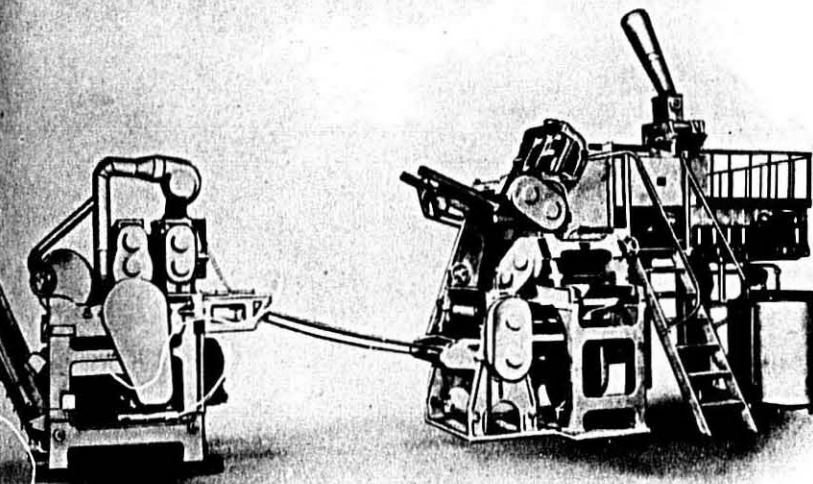
Watch For CLERMONT'S Newest Developments

THE *New Look* IN NOODLE SETUPS *Modern & Efficiency* WITH "CLERMONT"



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

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



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

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

GET IN TOUCH WITH US AND WE'LL SHOW YOU MANY MORE ADVANTAGES

CLERMONT MACHINE COMPANY, Inc.

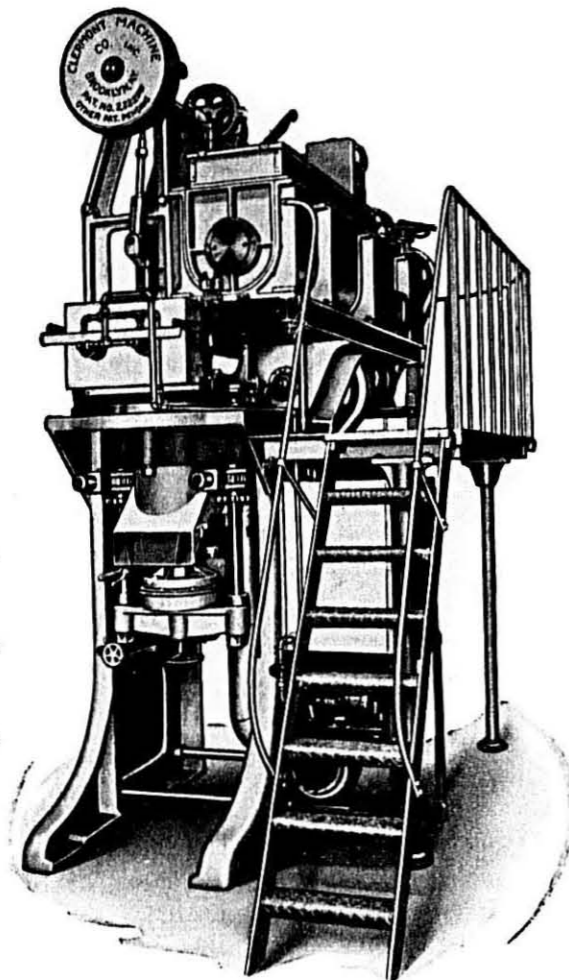
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Production—1200 pounds
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Suitable for long and short
cut goods

Brand new revolutionary
method

Has no cylinder, no pis-
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dough is worked out in
thin sheet to a maximum
density producing a prod-
uct of strong, smooth, bril-
liant, yellow color, uni-
form in shape, free from
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BROOKLYN 6, NEW YORK

Labor Relations

Plant Health Programs Pay Dividends, Cost Little

Pointing out that more than nine out of ten companies with health programs have experienced a decline in absenteeism, accident rates and illness since instituting their programs, the Labor Relations Institute, New York, has prepared a 25-point checklist of health program essentials for the guidance of its members. Some of the questions follow:

1. Have you established a plant dispensary equipped to give employees physical examinations and emergency care?
2. Do foremen send all plant sickness and accident cases to the dispensary, no matter how slight?
3. Is your safety equipment inspected regularly?
4. Does your plant have a program for housekeeping to help maintain safe, healthful working conditions?
5. Do your employee publication and bulletin boards feature articles on prevention of occupational diseases and other health topics?
6. Is accident prevention stressed through supervisory meetings, plant posters and executive letters to employees?
7. Do you co-operate with community accident and disease prevention campaigns?
8. Are checks made on "accident prone" workers so they can be transferred to safer jobs?

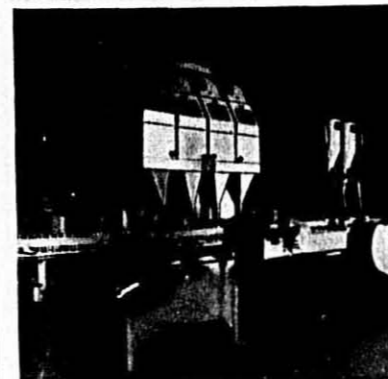
"Rising prices have affected health programs as well as other aspects of the industrial scene," the Institute reports. However, recent figures show that a program can be established for less than \$15 per worker per year—only a slight increase over the pre-war cost of \$12.36. The \$15 figure includes the cost of amortizing the initial investment over a ten-year period. This investment ranges from \$550 to \$3,500 for the average small plant, depending upon the number and size of the rooms used, the amount of equipment purchased and the salaries paid to plant health personnel. In most cases, the total cost to the company for the entire installation was less than the ex-

pense formerly borne by the same firm for industrial accidents alone.

"As compared with this small outlay, consider the results. One manufacturer with 225 employees, after one year's experience with a health program, reports absenteeism reduced almost 85 per cent, accidents down 90 per cent, labor turnover reduced to a minimum, and a 25 per cent saving in workmen's compensation rates. In one year, total net savings to this employer amounted to almost \$10,000."

Wherever possible, the small employers in each area should combine to set up a centrally located dispensary, the Institute recommends. This reduces the expense for each company, and usually makes it possible to engage full-time services of a qualified physician and an industrial nurse, as well as the establishment of a well-equipped medical center for employees.

Employers should also take full advantage of local community services provided by city or county health departments. Many of these departments provide free preventive medicine tests for employees and their children.



Take a good look at this setup. It's another example of a unique packaging problem solved by Triangle engineering and Triangle machinery. The four-section Triangle Elec-Tri-Pak Vibratory Feed Weigher at the left is accurate weighing 3/4 oz. amounts of 1 1/2" long straight noodles into cans at a speed of 60 to 65 per minute! From here the cans are automatically conveyed to the two Triangle Model SPA fully automatic fillers at the right, the first of which deposits 1 1/4 oz. of sea-

soning powder and the second of which deposits 1/4 oz. of dehydrated vegetables. The entire unit is synchronized and completely automatic, and no-can, no-fill control prevents spillage of material if the flow of empty cans is interrupted.

This is typical of the kind of jobs Triangle can do for you. For accuracy, high production and low cost, put your macaroni packaging problems up to Triangle.

Completely Automatic
packaging of
NOODLE SOUP MIX

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

Sales Offices: New York, Pittsburgh, San Francisco, Los Angeles,
Memphis and Jacksonville, Branch Factory, Los Angeles.

Ask for the new Elec-Tri-Pak
Weigher Bulletin.

A Creature of Habit

By R. J. O'Leary

Corn Products Refining Company

Every employe in macaroni-noodle plants throughout the country should be shown and asked to study the article that follows, not only for his personal safety but for the prevention of injury to others or damage to the plant. The article is part of "Food Safety," published monthly by the National Safety Council.

"Man is a creature of habits, and from infancy he has developed them. Some are helpful, others are the opposite.

"You, as one of these creatures of habit, have acquired such helpful ones as personal cleanliness, hygiene and health from the early and constant teaching of your parents or your teachers.

"Habits of the opposite type are acquired through association, from environment, lack of teaching, a false spirit of bravado, or a lack of good common 'horse' sense.

"How does an unsafe habit begin? "Remember your first smoke? Got sick, didn't you. Turned green around the gills. Swore you would never try that again. The second time was not so bad, neither was the third, the fourth, and before long you smoked with no apparent ill effects. You were developing a habit.

"Remember the first time you took a chance on your job? You left the

guard off the saw for just a short cut job. Or you didn't put your goggles in place over your eyes for that small grinding job. You took a chance and adjusted the machine without locking it out. It took only a minute.

"You got away with it. Perhaps you had a tremor of fear, when the job was done, for what might have happened. But nothing happened. So you did it again and then again until it became a habit. It became commonplace. And it would remain commonplace until either you or your fellow worker got hurt. Then you would realize just what harm an unsafe habit can do, too late to avoid the accident that has occurred, but not too late to avoid the accident that will occur.

"To avoid that future accident you must break the unsafe habit. You must correct the unsafe working methods. Don't wait for the accident to remind you.

"Go over your job today. Check into every detail, every step in the performance of your duty. Ask yourself as you check your job:

"Is there anything in the way I am doing this job that might possibly injure me or my fellow workers?"

"Don't take 'maybe' or 'maybe not' for an answer. Unless it is an emphatic 'NO,' it is time to take corrective action.

"Change your work methods to conform to the safe standards of the job. "Do your job the right way, which is the safe way.

"Break yourself of the unsafe habit. "DO IT NOW!"

Package Machinery Meet—Oct. 12-13

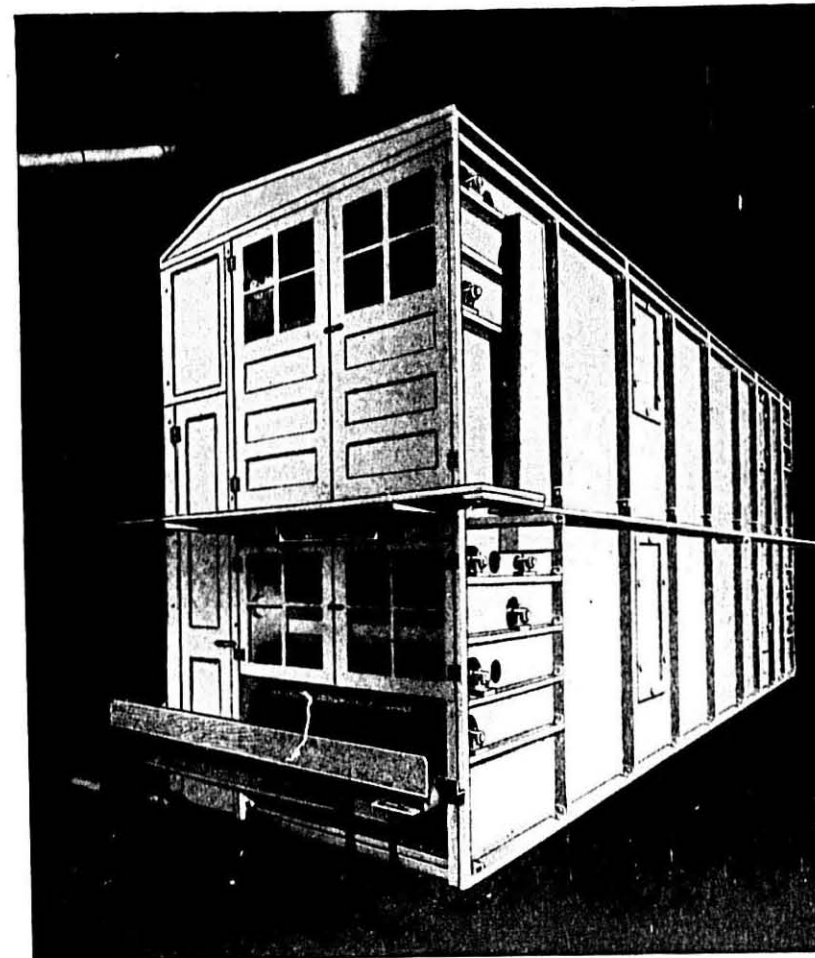
Packaging Machinery Manufacturers Institute will hold its Sixteenth Annual Meeting at the Hotel Roosevelt, New York, on October 12 and 13, 1948, according to announcement made by George W. von Hofe, President.

Industry Leaders In Conference

Leading macaroni-noodle manufacturers and representatives of the durum mills have been called to a conference in Chicago, September 8 and 9, to consider, among other matters, the quality and extent of the 1948 durum crop and its probable effect on the grade of raw materials to be demanded by the manufacturers during the 1948-1949 crop year, the attitude of the industry towards the planned co-operative promotion campaign, the macaroni products export situation and the possibility of obtaining a government grant for macaroni production research.

All the subject matters stipulated in the call by President C. L. Norris are of vital interest to all in the industry. The meetings were held at the Drake Hotel, Chicago, and every member of the National Macaroni Manufacturers Association has been sent a notice of the conference plans. Action taken will be reported to the membership in circulars and in the October issue of THE MACARONI JOURNAL.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER
Model CAND

We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

IMPORTANT. We have a very choice selection of secondhand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

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Perfection
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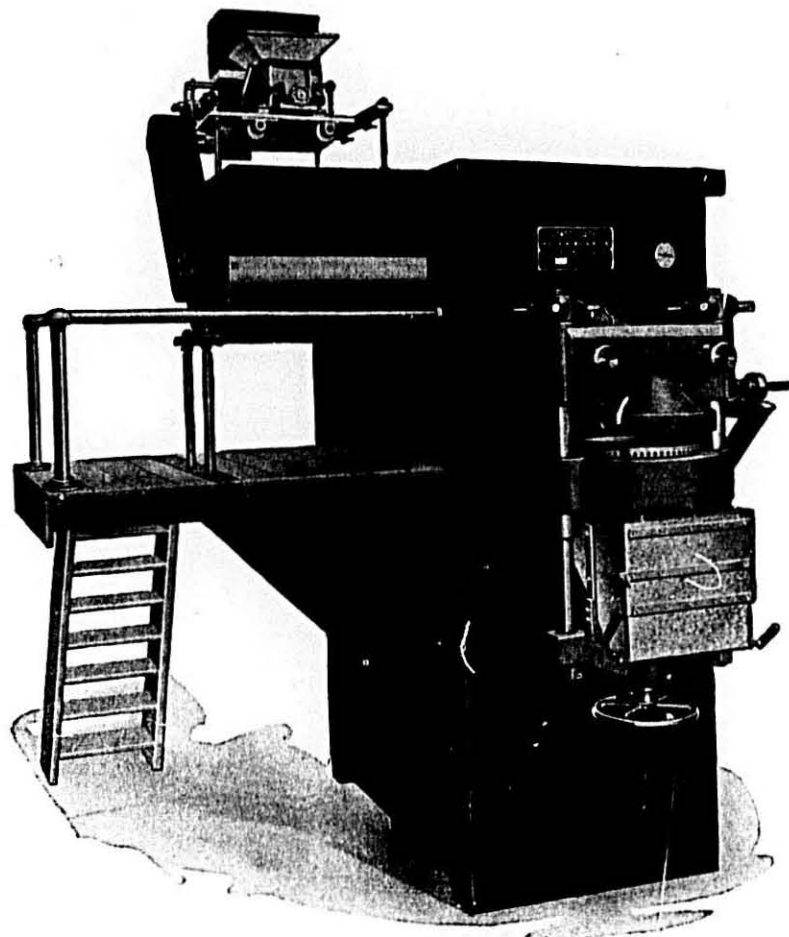
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Mod. P.C. 45-1



OFFICINE MECCANICHE ITALIANE S.p.A.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

The machine shown above is our Continuous Automatic Press for the production of all types of cut macaroni, such as elbows, shells, stars, rigatoni, etc.

From the time the raw material and water are fed into the water and flour metering device and then into the mixer and extrusion device all operations are continuous and automatic.

Arranged with cutting apparatus to cut all lengths of short cuts.

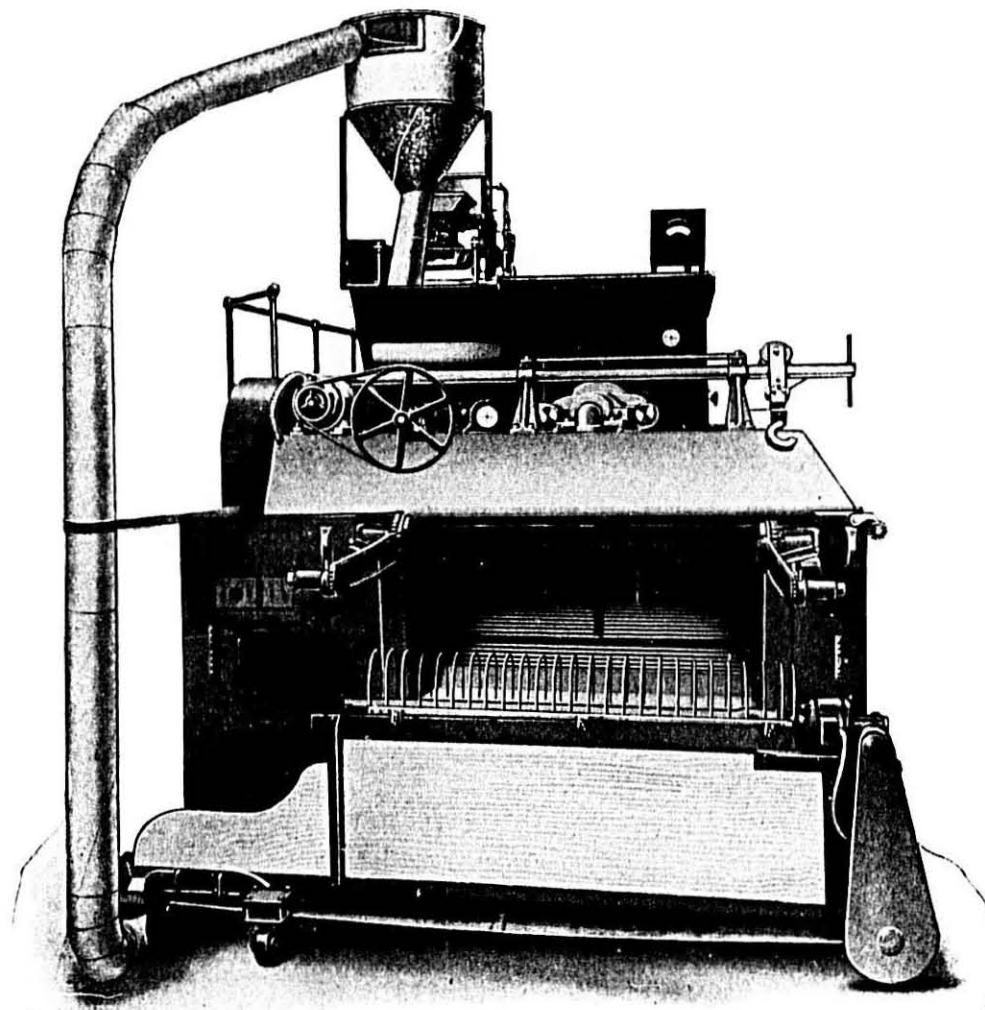
Production, not less than 1,000 pounds of dried products per hour.

The product is outstanding in quality, appearance, and texture, and has that translucent appearance which is so desirable.

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Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT AND LONG PASTE WITH SPREADER

Model ADS

The Continuous Long Cut Press with Automatic Spreading worth while waiting for.

The Press that automatically spreads all types of round goods, with or without holes, such as Spaghetti, Macaroni, Zit', etc.

Also all types of flat goods, Lasagne, Linguine, Margherite, etc.

Can be arranged with cutting apparatus for short pastes also.

The Press that produces a superior product of uniform quality, texture and appearance. No white streaks; cooks uniformly.

Production—900 to 1,000 pounds of dried products per hour.

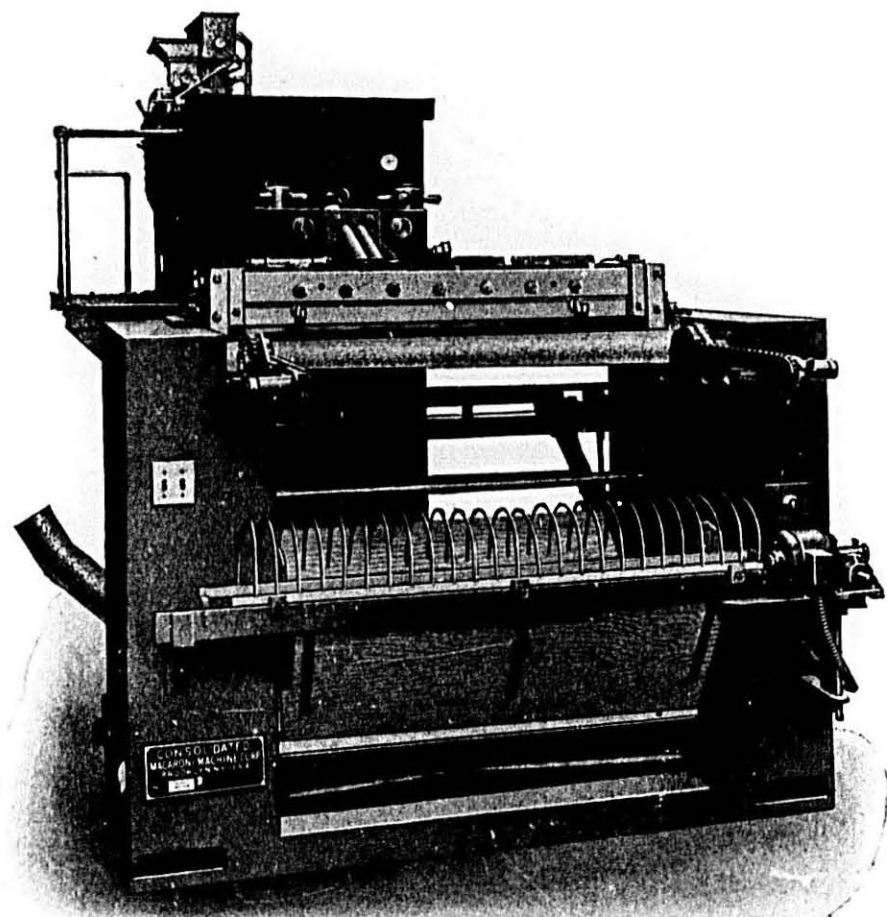
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model DAFS

From Bin to Sticks without handling.

The Press shown above is our latest innovation. It is the only continuous press consisting of a single unit that will produce both long or short goods.

It can be changed from a short to a long goods press, or vice versa, in less than 15 minutes.

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small

plants which have space for only one continuous press that can produce both long and short cut products. Production of this machine is 1,000 to 1,100 pounds of short goods, and 900 to 1,000 pounds of long goods per hour.

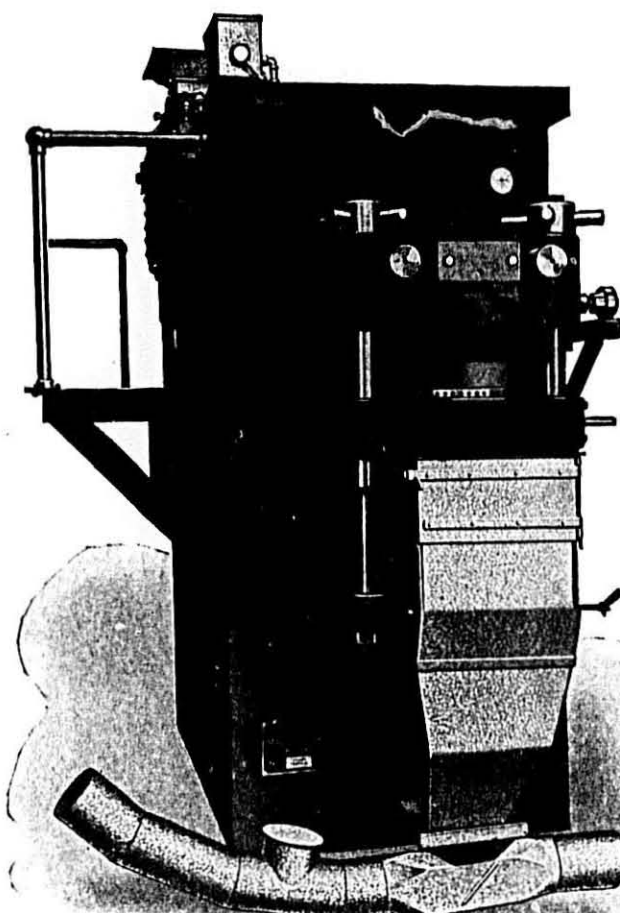
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

The machine illustrated above is our latest model Continuous Automatic Press for the production of Short Cut Goods of all types and sizes.

By making some improvements in this Press, we have eliminated the defects which existed in our earlier models.

The Short Cut Goods produced by this new model are superior in every respect.

This product is a revelation.

It is outstanding in quality, appearance and texture.

The mixture is uniform, producing that translucent appearance throughout, which is so desirable in macaroni products.

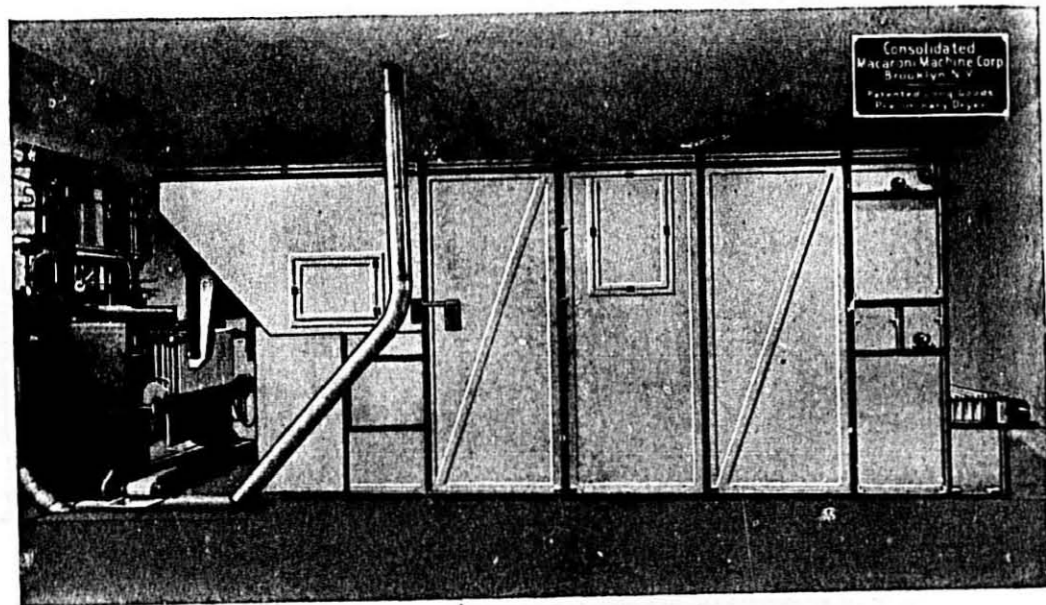
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

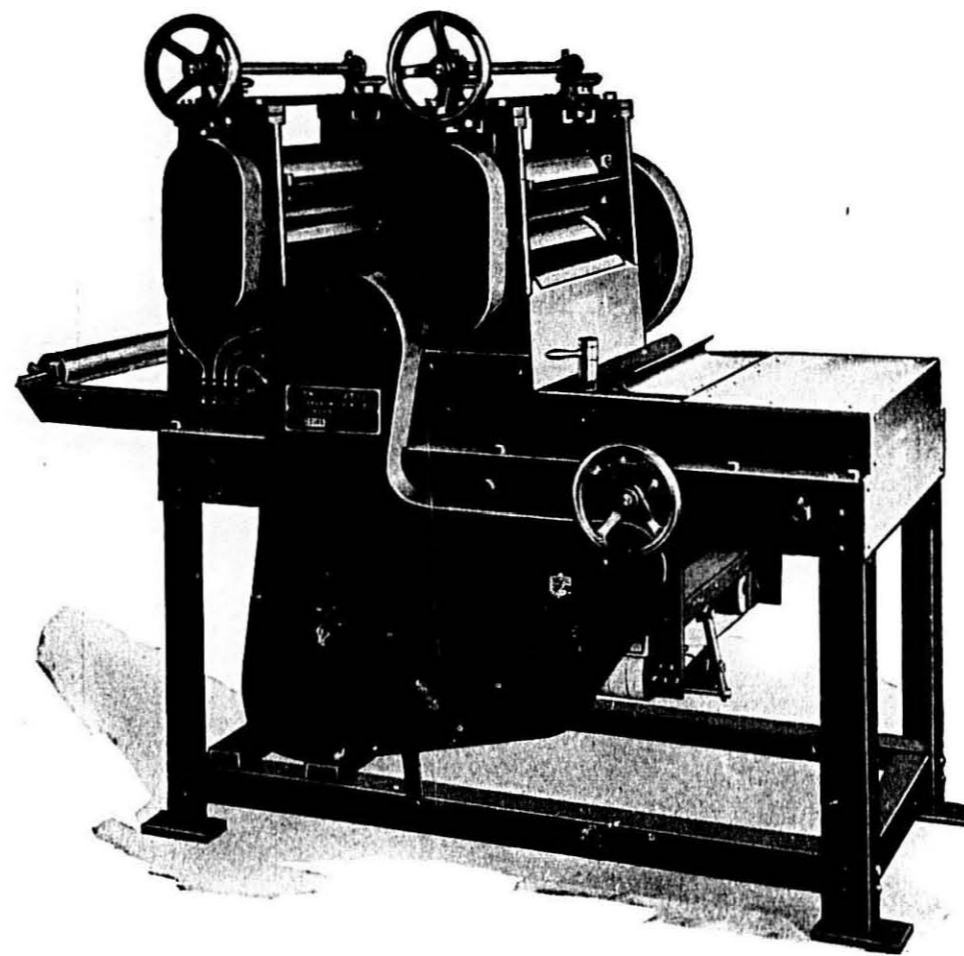
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

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

Any number of rolls, up to five, can be fur-

nished with this machine. This assortment will take care of all requirements, but special sizes can be furnished, if desired.

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

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

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

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Write for Particulars and Prices

DURUM WHEAT FOODS

By Clara Gebbard Snyder, Director
Department of Food and Nutrition, Wheat Flour Institute

A Real Benefactor

Mark Alfred Carleton's name is known today to only a few plant scientists, millers, and retired farmers. Many who knew him during his life considered him a failure. Yet because of Mark Carleton's vision and persistence, millions of prairie acres are now green with some of the world's finest wheat.

In the late eighteen and early nineteen hundreds, farmers in that great part of our country which during the past several years has been the bread basket of the world had become discouraged. Year after year they sowed wheat, but only now and then did it produce a good crop. Either the winter was too severe, or the growing season was too dry, or the plant disease called rust destroyed the growing plants. Many of the farmers were sure the prairies were not meant to be farmed. Mark Carleton, however, was sure that this good soil would produce wheat, if only the right variety could be found.

He noticed that even in that "problem country" the Mennonite farmers who had come to Kansas from Russia always had good wheat yields, regardless of severe winters or dry summers. The wheat seed they had brought with them from their homeland seemed perfectly adapted to the soil and climate of prairie country. It produced wheat with beautiful large heads heavy with plump kernels.

Carleton went to Russia. Patient inquiry and thoughtful observation eventually led him to the steppes. Here among wild ex-nomads in this country of bitter cold winters and hot dry summers he found the kind of wheat he was seeking. It was the durum wheat called Kubanka.

Back in this country, he planted the wheat. It yielded well. But the plump amber-colored kernels were so hard they were flinty. Millers did not know how to mill this hard wheat, and those who tried found that the flour did not make good bread. But a few farmers persisted in growing this wheat and related varieties because they produced a good yield when others failed. Gradually a way was found to mill this durum wheat into the granular farina-like product called semolina, the Italian word that comes from the Latin word *simila*, meaning "the finest wheat

flour." It is this semolina, the milled inner part of the amber, flinty durum wheat kernels, that still makes the finest macaroni and spaghetti. Now we have learned that the hardness is largely due to the high protein content of this excellent wheat and that this protein content gives fine food value as well as superlative cooking quality to these popular, thrifty, versatile foods.

The Country of Snow And Durum

"There was a lot of snow in North Dakota last winter, so the durum wheat crop should be good."

So spoke, in May, a North Dakotan who keeps tabs on weather and crop conditions in the durum wheat producing areas. It is the country the poet Stephen Vincent Benét called "the blond country, the country of snow and wheat."

"A lot of snow." The thought is pleasant in August. Yet in the short time from March to August a miracle has happened—the kind of miracle most people take for granted. First the prairie exchanges its holiday mantle of ermine for brown corduroy work clothes, as chugging tractors draw harrows and seeders over plowed fields. This year, say the farmers, spring came late and made the planting season

PEACE HANGS IN THE BALANCE

Everything that can be done to provide the peoples of the globe with materials, knowledge, and ability to utilize the abundance that is available is of utmost importance if we are going to establish peace on a permanent basis.

Topping the list of needed items is food. We are happily sharing our food with peoples in destitute countries, and it is causing us no hardships. Second on the list is petroleum. Here also we are contributing as much as possible and doing it to the extent that it is hurting—not economically so much as physically.

In Europe, millions striving for independence both politically and economically need oil for their very existence. One American company has been working for fifteen years to alleviate this situation by tapping the lush field of Saudi Arabia. Until recently

short. Many a tractor chuffed and chugged all night, driven by men in shifts, for tractors need not rest as men and horses do.

Gradually under the sun's coaxing the earth shed its brown workaday garb for robes of emerald velvet, its pile made of millions of new little wheat plants.

Now, in late summer, the green has turned to pale rippling gold. More precious than any metal, this gold means food. It is durum, harder than any bread wheat—hard because it is high in protein, that food substance that helps build sturdy bodies and gives strength to man. This is the wheat that makes the world's finest macaroni and spaghetti and noodles. It is the wheat that makes these energy-yielding, body-building foods so efficiently and so economically that the humblest family may enjoy them freely and benefit from their goodness. Perhaps only those who watched the wheat grow, saw it milled into creamy semolina and then made into translucent macaroni and spaghetti will feel as did the grandfather of little Dobry. To the grandson who grew up to be an artist the wise old man said, "We are eating months of sunlight, weeks of rain and snow from the sky, richness out of the earth. It all becomes a part of us. We should be great."

progress had been up to expectation, but conflict and other obstacles have materialized to stop development of a sorely needed pipe line that would bring the oil 1,070 miles overland to the Mediterranean Sea. This line, which will deliver 300,000 barrels of oil a day, is already well under way but a recent decision by the Department of Commerce halted export of materials vital to the completion of this project.

Much less material is required to finish this job than would be needed to build the number of tankers required to deliver a similar amount.

It is obvious that this life-sustaining line should be completed. And more important, prime consideration should be given this job because in the balance hangs the peace of the world.

September, 1948

THE MACARONI JOURNAL

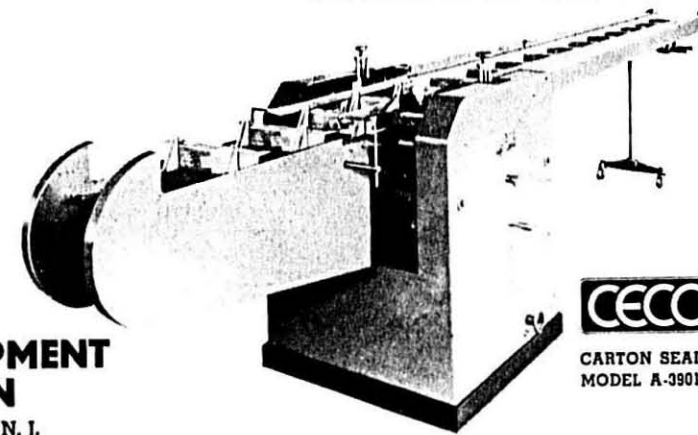
29

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You no longer need complicated, expensive special equipment to seal cartons mechanically. A CECO Carton Sealer will quickly and inexpensively seal and deliver your cartons right to the shipping case. It is instantly adjustable, without special tools, for any carton depth from 1" to 12" and for speeds up to 60 per minute. Machines also available for cartons up to 65" deep. Machine seals and squares-up both ends of cartons simultaneously. It is mounted on casters, and is fully portable.

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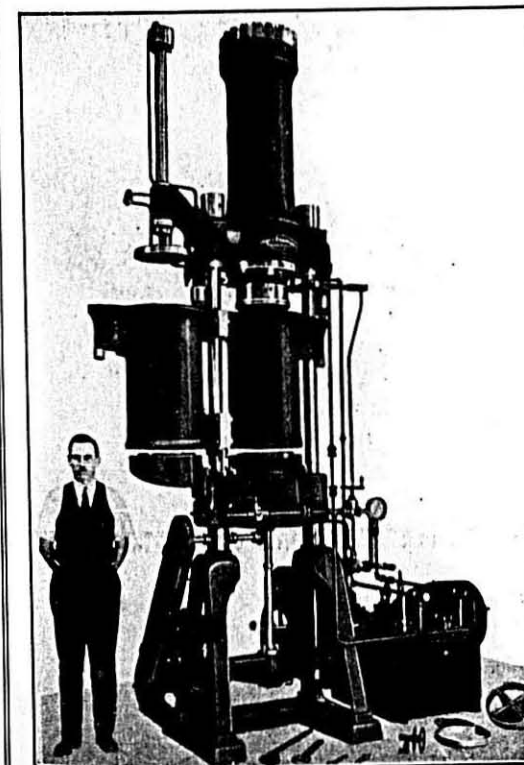


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Spaghetti Helps Build Italian Old Peoples' Home

Food Most Popular at Saint Frances Xavier Cabrini Festival

Elgar Brown, feature writer of the Chicago *Herald-Examiner*, July 30, credits spaghetti with producing a great share of the profits from the Saint Frances Xavier Cabrini festival, Chicago's own saint, which will go to the construction of an Italian Old Peoples' Home in that city. Portions of the interesting report which are of interest to macaroni makers are given herewith.

Chicago's own saint, Frances Xavier Cabrini, would have liked the goings-on these nights in the wide open spaces around Roosevelt Rd. and Cicero Ave. Her people are having fun. Those from her native land are mingling with those of her adopted land in festive mood.

St. Frances always felt God meant humans to be happy. And how her great heart would have warmed to the noble motive behind this boisterous gaiety.

The Italian Festival is built for pleasure, and everybody's pleasure is greater in the knowledge that their money will build an institution of mercy.

In Melrose Park, on one of two sites now under consideration, an Italian Old Peoples' Home will arise be-

cause of the money raised at the festival.

Maybe that's why Mamma Vitucci and the bambini find Papa Vitucci so careless with his money when the family arrives at the gaudy, noisy midway with its myriad attractions.

Maybe that's why thousands of non-Italian visitors consume more heaping plates of spaghetti than they thought was possible, then waddle forth to sample all the other diversions, uncomfortable but radiantly pleased with themselves.

It is figured roughly that 10,000 to 20,000 visited the gala grounds nightly through Aug. 8, when the festival ended, and that the "take" will be \$150,000.

That's quite a building fund to add to \$70,000 or more already turned in by house-to-house canvassers. But the real point of the festival is its fun.

But those Italian-Americans are great eaters, you know, and the "vittles" are the backbone of every gala evening.

1,000 at Dinner

Under an acre or so of canvas the capable women of St. Callistus parish, 2167 DeKalb St., directed by Chairman Eileen Cherroni, set table late each afternoon for 1,000 spaghetti dinner guests.

A crew of 45 superb-chefs from as many model kitchens prepares 2,000 meat balls, 50 gallons of Italian sauce, mountains of yard-long bread loaves and enough spaghetti, if laid end to end, to reach to Palermo. (Try to lay it end to end.)

Holding the ice cream and the cold drinks in reserve they pile the viands on the block-long tables, holler "Come and get it," and then duck for shelter.

Noisy But Good

Ticket-holders make it in nothing flat, with no special privileges for women and children. For several hours, then, this is Chicago's busiest and noisiest eating place—and heaven help the gent who can't twist the spaghetti on his fork.

"Let 'em have fun," chuckles Father Donanzan with a twinkle in his eyes. "Let 'em spend their money, too. Every nickel we get improves our chance to hold that Melrose Park cornerstone laying on Aug. 15."

"And if these happy people run out of funds as the years pass—well, at least the Italian Old Peoples' Home will be a going concern by that time."

Oh, St. Frances would like these mellow goings-on.

Knowledge is power—get knowledge. An ounce of loyalty is worth a pound of cleverness—you can develop loyalty.

WHICH IS BEST FOR YOU? BOTH WAYS SAFELY ENRICH YOUR MACARONI AND NOODLE PRODUCTS



To users of the BATCH PROCESS:

The B-E-T-S method is the way to enrich macaroni and noodle products accurately, economically, easily in the batch process.

Use Orange Label B-E-T-S to enrich your products to meet *Federal Standards*. This Winthrop-Stearns tablet contains the nutrients required for adequate enrichment of macaroni products.

Gain these advantages by using
B-E-T-S in the batch process:

- 1. ACCURACY**— Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.
- 2. ECONOMY**— No need for measuring—no danger of wasting enrichment ingredients.
- 3. EASE**— Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.



To users of the CONTINUOUS PROCESS:

The VEXTRAM method is the way to enrich macaroni and noodle products accurately, economically, easily in the continuous process.

Use Blue Label VEXTRAM to enrich your products to meet *Federal Standards*. This free-flowing Winthrop-Stearns mixture will adequately enrich all macaroni products made from semolina because it feeds accurately and it disperses so readily by the continuous process.

VEXTRAM

has these important properties:

- 1. ACCURACY**— The original starch base carrier—freer flowing—better feeding—better dispersion.
- 2. ECONOMY**— Minimum vitamin potency loss—mechanically added.
- 3. EASE**— Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.

Consult our Technically-Trained Representatives for practical assistance with your enrichment procedure.

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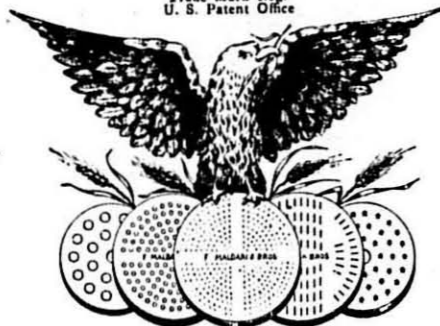
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Wheat Straw Paper

Another boon to wheat growers is nearing reality. It may not be long before you write those business letters, even your love notes, on wheat straw paper.

The agriculture department today said its technicians have developed what promises to be an economical and practical way to convert straw into fine papers.

Earlier processes have been too costly. Most paper now is made from wood.

If put to use, the new method could make use of the more than 95,000,000 tons of wheat straw that is burned and wasted yearly.

Ronzoni's New Building

Work has started on a new factory building in Long Island City, N. Y., which is to house part of the expanded operations of the Ronzoni Macaroni Company of that city, according to an item that appeared in the August 13, 1948, issue of the *New York Herald Tribune*. The item follows:

Fuller Concern Awarded \$1,200,000 Queens Job

The George A. Fuller Company has been awarded a contract for the construction of a new factory building for the Ronzoni Macaroni Company according to Brown's Letters, Inc. The building will be erected at Northern Boulevard and Forty-eighth Street and will be three stories, 178 by 519 and will cost approximately \$1,200,000. Plans and specifications for the building were prepared by Frank S. Parker.

W. J. Warner Dies in Minneapolis

Funeral services have been held for William J. Warner, prominent Minneapolis Pillsbury Mills officer, who died at his home September 7 of a heart attack. He was 46 years old.

Mr. Warner joined the company in 1924 after graduating from Yale University. He was manager of durum, rye and coarse flour sales of Pillsbury's flour milling division.

He was the son of Mrs. Harry F. Warner, St. Paul. Also surviving are his wife, Zella; three daughters, a sister and a brother.

Creamette Co. Wins Infringement Suit

Last month the U. S. District Court, Western District of Washington, Northern Division, made permanent a temporary injunction against the further use of the trade name, "Missionette" by the Mission Macaroni Company, Seattle, Wash., on the grounds that the name infringed on

the rights of the Creamette Company, Minneapolis, Minn., owners of the trademark "Creamette."

The decision rendered August 19 by District Judge Lloyd L. Black provides, among other things, that "Upon stipulation of the parties, The Creamette Company, plaintiff, and Mission Macaroni Company, defendant, a Consent Final Judgment is entered into as follows:

1. The trade mark CREAMETTE is owned by the plaintiff, and is good and valid.

2. That the defendant has infringed upon said trademark CREAMETTES by use of the term MISSIONETTES upon a package of a macaroni product sold by it within this district.

3. That a permanent injunction issues restraining the defendant from the aforesaid infringement.

4. That said injunction shall not become effective until six (6) months after the date hereof in order to permit defendant to use up its stock of cartons on hand bearing the term MISSIONETTES.

5. That damages are waived and each party will pay its own costs."

This is the second decision by a Federal court upholding the right of The Creamette Company to the word "ETTES" as applying to macaroni products.

Traficanti Plant Sold

Frank Traficanti, president of Traficanti Brothers, has announced the sale of the egg noodle plant at 451-453 N. Racine Ave., Chicago, to the Air-Craft Appliance Corp., of Chicago, who will operate the factory under the name of Aunt Sarah's Food Products, a subsidiary.

For over a quarter of a century, Frank and Nicholas Traficanti have made and sold egg noodles, featuring the Aunt Sarah Brand. Frank Traficanti has been active in the affairs of the National Macaroni Manufacturers Association during most of those years. At the Chicago convention last June, he was re-elected to the Board of Directors of the national Association, a position which he has held for ten years, being first elected at the June, 1938, convention of the organization.

Nicholas Traficanti was production and plant manager. Accompanying the announcement of the sale is a statement to the effect that "In passing, Traficanti Brothers wishes to thank the officers of the National Association, its Directors and Members for their co-operation and pleasant business relations enjoyed by us during the past 25 years. For the immediate future, our plans are indefinite."

Ingredients Costs Are Higher

Yet Over-all Cost Comparatively Low

The *Woman's Day Kitchen*, interested in housewives preference of recipes, has released three prize recipes with macaroni products as a base, that serve not only good eating but an opportunity to measure the increase in living costs as it concerns the ingredients.

Manufacturers of macaroni products should be interested in computing the present-day costs as against the estimated costs of a year ago. The three winning recipes, one each on macaroni, spaghetti and egg noodles, are as follows:

MACARONI, BACON AND CHEESE CASSEROLE

Costs 62 cents (September, 1947)
Serves 4

1 8-ounce package macaroni, cooked	2 cups milk
1 cup grated sharp cheese	Salt and pepper
	2 slices bread
	6 slices bacon

Mix macaroni, cheese and milk; season to taste with salt and pepper. Pour into greased 1-1/2-quart casserole. Break bread into small pieces; sprinkle over macaroni mixture; top with bacon slices. Bake in moderate oven, 350° F., 30 minutes or until bacon is crisp.

Mrs. Karl S. Keller, Baltimore, Md.

EGG NOODLE PANCAKES

Costs 29 cents (September, 1947)
Serves 4

1 8-ounce package egg noodles	2 eggs, grade B, beaten
6 cups water	1/2 cup grated sharp cheese
2 teaspoons salt	1/8 teaspoon pepper

Cook noodles in boiling salted water about 1 hour until noodles are cooked to pieces and water almost evaporated; stir often. Drain and add remaining ingredients, mixing thoroughly. Drop by tablespoonfuls on hot greased griddle and cook until brown on both sides. Serve with butter, syrup or jam. Makes about 16 2-1/2 inch pancakes.

Mrs. Harry Clark, Melrose Park, Ill.

CHEESE, SPAGHETTI AND BACON

Costs 82 cents (September, 1947)
Serves 6

1/2 pound bacon	1/2 pound cream cheese
1 8-ounce package thin spaghetti	Salt and pepper

Dice bacon and cook until crisp. Cook spaghetti according to package directions; drain. Pour fat drippings and bacon into hot spaghetti. Add small pieces of cream cheese and mix well. Season to taste. Bake in greased 1-1/2-quart casserole in moderate oven, 375° F., for 30 minutes or until brown.

Mrs. Joseph Volkel, E. Northport, N. Y.

each and every Cloverbloom egg is . . .

Individually
Candled

This is only one of the many safeguards insuring the quality of Cloverbloom Frozen Egg Yolks . . . safeguards that help you make better noodles—noodles of superior color and finer texture.

From the selection of breakfast-fresh eggs to their quick-freezing, Armour guards this quality. Careful and continuing tests are made to keep Cloverbloom Egg Yolks free of shell and fibre—to maintain their deep color, their fine flavor, their solids content of 45% or more.



That means better Noodles

When you use Cloverbloom Frozen Egg Yolks you'll be sure of finest quality in your noodles. You'll save time and trouble, too, because Cloverbloom Frozen Egg Yolks are always ready to use, always uniform. Armour produces Cloverbloom frozen whole eggs, whites, sugared and salted yolks; spray-powdered whole eggs, whites, yolks, yolk blend, meringue and stabilizer.



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Cash Discount Savings

A buyer cannot claim privileges denied to the seller. The buyer rightfully expects the seller to live up to his part of the bargain. Yet when it comes to paying the bill the buyer too often forgets his reciprocal obligations to the seller.

He may ignore the terms of payment under which the goods were bought, or hold out for terms to which he *thinks* he is entitled.

He may make unauthorized deductions for freight, damage, or overcharges regardless of whether he bought the goods f.o.b. shipping point or delivery point.

He may unjustly make deductions for cash discount after the cash discount period has elapsed, thereby taking a discount which he did not earn.

Such action on the buyer's part invalidates the agreement, because the conditions are thus made unenforceable. If the buyer places his order under the standard terms of the seller—say two per cent discount for cash in ten days or thirty days net—the buyer has no right, legally or morally, to change those terms without the consent of the seller. Neither has he any legal or moral right to take the two per cent discount after the discount date has passed.

A cash discount is a financial discount and not a trade discount. It is given by the seller to the buyer in order to get his money in quickly, so

that he may take the money and use it to manufacture more goods. In this way he increases his capital turn-over and his net profits.

On the other hand, if the buyer fails to send the money to the seller so that he can employ it in his business, but takes an unearned discount on the theory that the seller would rather allow the deduction than to take a chance of losing a customer, the buyer is actually taking money to which he is not entitled. It is *stealing*, just the same as if he took that money from the seller's cash till, on the theory the seller would not turn him over to the police for fear of losing his business.

	Per annum
1/2% 10 days—net 30 days =	9%
1% 10 days—net 30 days =	18%
1 1/2% 10 days—net 30 days =	27%
2% 30 days—net 4 mos. =	8%
2% 10 days—net 60 days =	14%
2% 30 days—net 60 days =	24%
2% 10 days—net 30 days =	36%
3% 10 days—net 4 mos. =	10%
3% 30 days—net 60 days =	36%
3% 10 days—net 30 days =	54%

The cash discount is what a seller is willing to give his customers for paying his bill *twenty days* before the expiration of the full thirty-day period. A two per cent cash discount thus gives the buyer an inducement of thirty-six per cent a year, since there are eighteen periods of twenty days each, which might be anticipated by the buyer if he were having shipments

made to him constantly through the year. Where is it possible to make money faster?

Who Breaks the Eggs?

About 2 billion eggs, or 5 per cent of all eggs produced annually, become inedible or are broken during their transit from producer to consumer. Who breaks these eggs has become the Great Mystery of 1947. A research project aimed at bringing about a reduction in egg losses during handling, processing, packing, transporting, and warehousing has been set up by the United States Department of Agriculture under the Research and Marketing Act of 1946.

Under the research project, studies will be made to determine the causes of breakage and quality loss, and where these losses occur. Research will also be conducted to determine the ideal size, dimensions and construction of cases and cartons which will more adequately protect eggs, without extra cost. The project can result in savings running into millions of dollars annually. Department poultry specialists estimate.

The project has been assigned to the Production and Marketing Administration of the Department of Agriculture. Handlers, warehousemen, and common carriers will co-operate in carrying out the project. By 1950, we should know who is the busy little gremlin who smashes one out of every 20 of our eggs.

Plan Now for Maximum Efficiency from Your New Automatic Presses

Our Free Consulting Engineering Service

—can be helpful to you in the planning and placement of equipment to insure the maximum of production and minimum operating cost.

If you are planning to install the new type of automatic press . . . you will need to consider: (1) revision of your present flour sifting equipment or (2) installation of a specially designed automatic Champion Flour Sifting Outfit.

This calls for thought and study, as well as raw steel procurement, manufacture and installation. You should take these steps well in advance of any plant change-over date to avoid costly delays in your production.

Our experienced service is yours for the asking and it involves no obligation. Our engineers are qualified to advise you regarding layouts, measurements, capacity requirements and other details.

We invite your inquiries now—so as to allow plenty of time for completing these important details and to avoid delays in the delivery of co-ordinating equipment.

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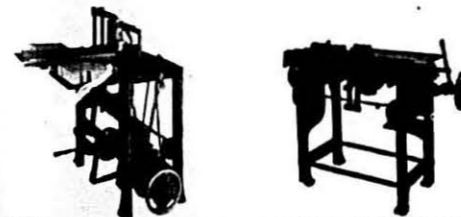
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Day after day many Macaroni manufacturers are showing savings in hand labor, added production and increased profit with PETERS' economical packaging machines.

If you are trying to find new methods of increasing output and reducing your labor costs, why not look into the advantages offered by these PETERS' automatic and semi-automatic carton set-up and closing machines?

Send us samples of the various cartons you are now using. We will gladly make recommendations for your consideration.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE. Sets up 35-40 cartons per minute, one operator required. Can be made adjustable to set up several carton sizes.

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DIES WITH
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Spaghetti With Paprika Veal

bridge luncheons. Thorough tests by the Betty Crocker staff have proved it's a family favorite wherever tried. Millions of women will be listening when Betty Crocker describes Spaghetti with Paprika Veal on the star-studded "Magazine of the Air" program October 14. On this popular daytime radio show, 20 full minutes will be devoted to spaghetti. The sales effect can't help but be felt in grocery stores across the land.

The colorful brochure sent to all

spaghetti makers gives details of the entire promotion and is replet with sales ideas that manufacturers can put to work for their products. Because in past years it has proven so beneficial to make full use of materials supplied in similar promotions by Betty Crocker, the nation's second best-known woman, many manufacturers are again co-operating fully, as it strikes them as a "natural." The time for collaborating is from now until the middle of October; the radio climax, October 14.

A Timely Betty Crocker Promotion by General Mills

All the industry has been supplied with a beautiful four-color brochure by General Mills, Inc., describing "Spaghetti With Paprika Veal" promotion that was released to the press and which will be climaxed with a nationwide broadcast over 187 radio stations of the ABC network on October 14. The sponsoring firm offers to supply macaroni manufacturers with complete tie-in material at cost; beautiful full-color reprints, attractive inserts and grocer listing ads.

For 21 years General Mills has been backing spaghetti and macaroni promotions with strong national advertising. This year it will be given the most potent radio support. The big promotion is built around a delightful new dish—Spaghetti with Paprika Veal. Developed by Betty Crocker of General Mills, it is a colorful "company dish" that's easy to prepare as well. A complete meal-on-a-platter—hearty enough for the men, yet fancy enough for

DELISH DISH... A COMPLETE MEAL-ON-A-PLATTER!

SPAGHETTI with PAPRIKA VEAL

RECIPE by Betty Crocker
of General Mills

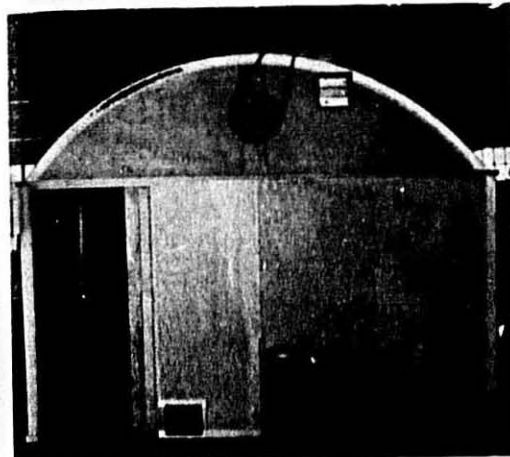


Cut into individual servings... 2 lb. veal steak (½ to ¾-in. thick)
If desired, rub a skillet with... 1 cut clove garlic
Melt in skillet... 3 tbsp. fat
Brown meat thoroughly in the hot fat.
Season with... 1 tsp. salt
 ½ tsp. pepper
 1 tsp. paprika
 1 cup hot water
Add... 2 lb. spaghetti
Cover and let simmer 1½ hours.
Add... 2 qt. boiling salted water (1½ tsp. salt)
Cook, stirring occasionally, until tender (5 to 15 minutes), depending on the type of spaghetti or as directed on the package. Drain. Place on warm platter. Arrange meat around the spaghetti.
Into gravy, left in pan, blend... 1 tsp. GOLD MEDAL "Kitchen-tested" Enriched Flour
 1 cup cream (sweet or sour)
Stir until smooth and thickened. Pour over the spaghetti on the platter. Sprinkle paprika over the top and garnish with toasted almonds. Serves 6.
Serving Tip: Serve freshly cooked broccoli arranged on platter with veal and spaghetti. Red cherry peppers are an attractive and colorful accompaniment.

September, 1948

THE MACARONI JOURNAL

57



Exterior View—Lazzaro Drying Room

Less Talk!

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Steel Industry Needs Scrap Iron

Government Pleads for Aid in Supplying Foundry Needs

The Macaroni Industry as well as other large users of steel and iron has been asked to co-operate in an intensive scrap drive this fall and its executives invited to attend a conference in the Department auditorium by the Secretary of Commerce, Charles Sawyer, to study ways and means to gather up old iron and steel for re-use. Here are some of the facts advanced for closer co-operation in the action:

I am writing to you to request the assistance of your association in solving one of the gravest problems facing American industry today. I refer, of course, to the necessity of maintaining full steel and foundry production. This essential objective, as you know, depends in large measure on ample supplies of iron and steel scrap being

available to the mills and foundries. In fact, I am convinced that without an increased supply of scrap, our domestic, military, and foreign aid requirements will not have the badly needed benefit of maximum iron and steel production.

Briefly, this is the scrap situation. During 1947, the iron and steel industry consumed approximately two million tons more of purchased scrap than any previous year. Despite this, the mills could have produced an additional three million tons of steel ingots and the foundries could have produced an undetermined tonnage of castings for much-needed machine tools, housing requirements, et cetera, if more scrap had been available. The average monthly consumption of scrap to date this year indicates that the rate of 1948 consumption will be more than two million tons in excess of the record-breaking 1947 tonnage.

In April, the White House centered all Government scrap activities in the Department of Commerce. Until now,

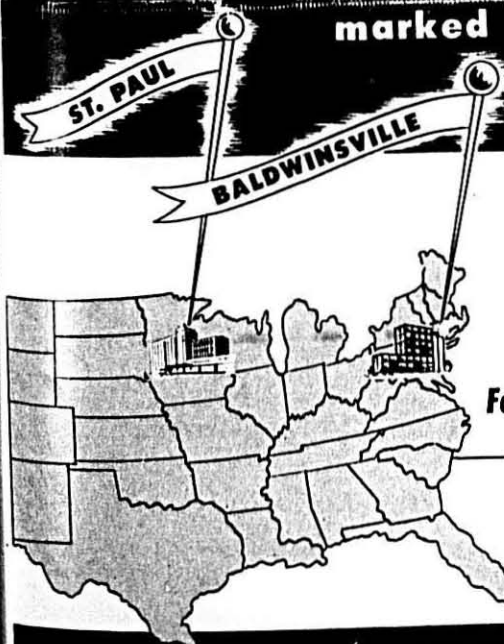
the Department, through its Office of Industry Co-operation, has concentrated its efforts in trying to obtain the return of German, Japanese, and other foreign scrap to this country. We realize, however, that some time may elapse before a steady flow of scrap from overseas is assured.

To bridge this gap, the Department is instituting a national industrial scrap drive in the hope that by this means little if any steel production will be lost in the winter of 1948-49. From past experience and a spot check that we have made, there is no doubt that a determined and systematic combing of industries which are large users of machinery and other equipment made of iron and steel that becomes obsolete will produce a substantial scrap tonnage over and above the amounts normally processed.

A dog's life, after all, may not be so bad. Dogs find adventure every day. Do you?

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CAPITAL GRANULAR

Famous for Quality and Dependable Uniformity

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Mills at Saint Paul, Minn. and Baldwinsville, N.Y.

DIVISION OF INTERNATIONAL MILLING COMPANY, GEN. OFFICES, MINNEAPOLIS 1, MINNESOTA

Death of Jerome I. Maier

Jerome I. Maier, Secretary, Treasurer and General Sales Manager of A. Goodman & Sons, makers of Noodles, Macaroni, Spaghetti and Matzos, died



at his home in New York City on August 9, after a brief illness.

Mr. Maier was a graduate of Commercial High School, Brooklyn. In 1914 he became associated with A. Goodman & Sons, which was founded by his grandfather, August Goodman, in 1865. During the past thirty-four years, he worked in many capacities, attaining the position of General Sales Manager in 1930, and of Secretary-Treasurer in 1939. His genial disposition and fine integrity made him very popular in the trade.

He frequently represented his firm at meetings of the National Macaroni Manufacturers Association of which it has long been an active member and for a term or two served as a member of its Board of Directors.

He is survived by his wife, the former Ethel Weinberg; his mother, Mrs. William Maier, and three daughters, Mrs. Sam Feinberg, of Boston and the Misses Margery and Wilma Maier of New York.

N. R. Jackson Joins St. Regis

Kenneth D. Lozier, vice president St. Regis Sales Corporation, subsidiary of St. Regis Paper Company, announces the appointment of Norton B. Jackson as advertising manager of the company.

Mr. Jackson came to St. Regis from the American Can Company where he had acted as advertising manager, and previous to that had been for a number of years advertising manager of the Thatcher Glass Manufacturing Co., Inc., at Elmira, N. Y.

Mr. Jackson is a member of the Job Finding Committee of the Advertising Club of New York and of the Public Relations Committee of the Boy Scouts of America. He resides at Scarsdale, N. Y.

Curtiss Candy's Sweetening Policy

"If big business will only provide liberal social benefits to employees, much of the nation's labor bickering would be eliminated," said Otto Schreier, president of Curtiss Candy Company, in addressing nearly 200 members of that organization's new 15-year club.

"Because employees are not treated as individuals and are given no opportunity to share in the profits or to attain security in their old age, it is only natural that they should cause dissension within an organization which does not provide that end," he added.

Many of the Curtiss employees belong to the 15, 20, 25 and 30-year clubs, denoting that much service with the company.

Egg Producers Convention

The National Egg Producers' Association has announced that arrangements* have been completed for the semi-annual convention of the organization to be held at Hotel Sherman, Chicago, on Monday, October 11. It is being held in conjunction with the National Poultry, Butter & Egg Association convention.

N.F.D.A. Convention Huge Success

The 21st annual convention of the National Food Distributors' Association, which was held at Hotel Sherman, Chicago, Ill., August 18-21, 1948, went down in N.F.D.A. history as the most successful Store-Door Service Food Distributors' Convention since pre-war days. Welcomed to Chicago by Mayor Martin Kennelly, the several thousand convention visitors, exhibitors and delegates from every section of the United States, Canada and Mexico, filled in four busy days that were jam-packed with luncheons and business sessions addressed by national leaders from Washington, D. C., as well as by nationally recognized authorities on the merchandising and selling of food products.

Over 200 nationally known food manufacturers exhibited their products and all reported heavy bookings of orders from Store-door Service Food Distributors in attendance.

R. V. Dancey of Detroit, Mich., was re-elected president of the association; E. J. Martin of Chicago was re-elected secretary-manager, and Chicago was unanimously voted the 1949 convention city.

Patent Granted To Vextram

United States Patent Number 2-444,215 has been granted to Vextram, introduced in 1942 to simplify flour

enrichment for millers, according to an announcement made here by P. Val Kolb, vice president and director of the Special Markets and Industrial Division of Winthrop-Stearns, Inc.

Dated June 29, 1948, the patent was issued to Mr. Kolb and Robert S. Whiteside, associate director of the division, and assigned by them to Winthrop-Stearns.

Vextram was developed after exhaustive research, being selected from a total of 46 different experimental mixes for the enrichment of flour as "a free-flowing stable composition through the medium of which flour can be enriched uniformly without adversely affecting its ash value." First large-scale mill tests were made in March 1942 at a milling company in Buffalo, N. Y. Shortly thereafter similar successful tests were concluded in a Kansas flour mill.

Five claims allowed by the United States Patent Office cover the stability of Vextram, its free-flowing qualities and the fact that it provides for the proper dispersion of vitamins. Since its introduction, the product has become universally used by the milling industry.

Huntington Announces New Non-slip Floor Polish

A new non-slip floor polish called Safe-T-San which actually reduces the slipperiness of any flooring material, has been developed by Huntington Laboratories, Inc., Huntington, Indiana. It is an amazing product of synthetic resins which contains no wax, yet dries bright in a few minutes and produces a beautiful floor finish.

Tests in the field and in the laboratory have proved that Safe-T-San effectively reduces slipperiness and the danger of costly accidents. It assures durable protection for floors and makes maintenance easier. Safe-T-San is economical and easy to apply... simply mopped on with a lamb's-wool mop. It is self-leveling and dries bright in approximately twenty minutes.

Because of its great non-slip qualities, Safe-T-San may scuff slightly, but the original high lustre can be maintained by occasional buffing.

New Macaroni-Cutting Machine

The Sarioni Company, Inc., designer of the new machine that cuts long macaroni on sticks, announces that it has entered into a contract with the Tech Machine Works, Inc., Brooklyn, N. Y., to manufacture the cutting device. The machine will be known as The Tekut Machine. The designer is continuing his research for the development of new machinery and devices for the macaroni industry.



WHEN EYE-APPEAL COUNTS!...

COUNT ON PACKAGES BY MILPRINT

LEADING FOOD PACKERS know the vital importance of package eye-appeal to food sales. Competitive products are on display side by side... and the choice is purely up to the consumer. That's why many famous food packers choose Milprint to provide the extra eye-appeal necessary to get immediate attention and whet the appetite. They know, too, the vast creative and technical service available to them... and the sales-success that follows so many Packages by Milprint. Why not call in Milprint yourself for a packaging consultation?

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COST DEPARTMENT

(Continued from Page 11)

The other group covers expenses affecting the plant as a unit and these must be allocated on some predetermined and equitable basis. Under the job order system the distribution is rendered more complex by the fact that the manufacturer does not know either the amount of many of the variable expenses or the total units to be produced until the end of the fiscal period. He must, therefore, use an estimated or predetermined rate to compute the amount of manufacturing expenses chargeable to each job.

Under either system the most common bases used in allocating manufacturing expenses are: units manufactured, material costs, labor costs, labor hours, machine hours, or a moving average. It is not possible to recommend any one, or any combination, inasmuch as the methods of production within even the same industry vary considerably. There is probably no more controversial subject than that of the proper application of manufacturing expenses.

Having covered briefly the three main items of material, labor factory expense, it might also be well to add that most cost accounting varies with the method of computation. The first of these is the Standard, Estimated, or Predetermined Cost System in which costs are calculated before the manufacturing operation begins, either on the basis of past experience, scientific study and computation, or of sample or test runs. Any difference between Standard Costs and Actual Costs represents an increase or decrease in the efficiency of the operation. The second system is known as the post-mortem or Historical Cost System in which costs are not available until after the completion of the job or the cost accounting period.

Choice of a cost system will depend on the nature of the operation, within the factory and the personnel available to handle the system. In any event, some sort of a cost system can be, and should be, used by every manufacturer so that he may know WHICH of his products are the most profitable. It will be even more important for him to know WHICH products are actually being sold at a loss. It is easy for this loss to be hidden in the sale of the more profitable lines.

The National Macaroni Manufacturers Association some years ago developed a Uniform Cost and Accounting System, particularly for use by macaroni-noodle firms which is now in use in many plants throughout the country.

The system is in two forms—a simple one, Class "B" adapted to the small plants, and a more elaborate one

Class "A" for the larger firms desiring more detail.

Complete information may be obtained by writing the Secretary of NMMA, P. O. Drawer No. 1, Braidwood, Illinois. . . . *The Editor.*

Merck & Co. Builds in St. Louis

New office and warehouse facilities for the company's St. Louis, Mo., branch were announced late in August by Merck & Co., Inc., manufacturing chemists. Plans call for a one-story warehouse, a main office, two smaller storage buildings, and a garage. The five new buildings will be erected on a recently purchased tract of land at Oleatha and Maury Avenues, St. Louis.

Company operations, now conducted at 4528 South Broadway, will be moved into these larger, more modern quarters. The building contract has been awarded to The Gamble Construction Co. of St. Louis. The buildings will provide approximately 61,000 square feet of floor space and will be of steel, concrete, and masonry construction.

In addition to the office and warehouse space, there will be cafeteria facilities for Merck employees. Construction is scheduled to start in September and be completed in the summer of 1949.

On the Trail of Nutrient X

Research on Nutrient X—still a puzzle to food chemists and nutrition workers—is leading to a better understanding of eating habits and how the body makes use of foods. Today's food may have an important influence on how much and what kind of food will be palatable tomorrow, according to studies by C. A. Cary and A. M. Hartman of the U. S. Department of Agriculture at the Bureau of Dairy Industry laboratories at Beltsville, Maryland.

Nutrient X is a food factor that scientists have not yet been able to isolate in pure form. It seems to have the properties of a vitamin and apparently plays an important part in the palatability of food. "Palatability" of food, as regarded by science, depends not only on the "taste" of the food offered but also on the need of the body for the food and the use the body will be able to make of the food if it is eaten. This is how the white rats used in the Nutrient X studies have reacted. Lacking sufficient Nutrient X stored in their bodies, these rats would not eat enough of a diet deficient in X to keep them growing well. Supplied with Nutrient X, the rats ate more of the same diet and grew better. It was not necessary to add the Nutrient X to the diet. It

could be fed separately or injected into the rats. If they were supplied with Nutrient X the diet proved more palatable. X is especially essential when the rats are fed diets high in protein, animals receiving a diet containing 65 per cent of protein failing to survive without X.

These investigators have been on the trail of Nutrient X for more than four years, starting with studies of the desirable effect of milk as a supplement to a standardized diet. The Nutrient X factor is present in milk and several milk products, also in certain other foods and feeds—lettuce, egg yolk (but not the white), beef muscle and pork muscle—and as sources of X for cows, in bluegrass and alfalfa, and in alfalfa and timothy hays. A rich source of the X factor is liver extract.

The research, the investigators believe, further emphasizes the importance of milk in human nutrition. Milk furnishes the X factor which may prove to be no less essential as a nutrient for man. If not derived from dairy products, the X factor will have to come from the limited group of other foods containing the X nutrient.

Macaroni Export Figures

The special Macaroni Export Committee, of which Benjamin R. Jacobs, Washington, D. C., Director of Research of the National Macaroni Manufacturers Association, is chairman, reports the following figures on the export of macaroni products:

The total macaroni products exported in May 1948 amounted to 59,800,000 pounds, of which 53,500,000 pounds went to Italy, 3,100,000 pounds to Greece, 1,000,000 pounds to Switzerland and the remainder scattered among other foreign countries.

Exports of macaroni foods in June 1948 amounted to 13,500,000 pounds of which 9,900,000 went to Italy.

The price paid American manufacturers ranged from 11.2 cents to 11.67 cents per pound.

Others who compose this important committee are Henry R. Jacoby and Peter S. Viviano.

Price Changes On Enrichment Ingredients

Winthrop-Stearns, Inc., manufacturers and distributors of ingredients for enriching macaroni products, announced a change in prices effective the first week of August.

"B-E-T-S," which are contained in an orange label, price \$61.25 per thousand, packed in boxes of 200 tablets. "Vestra M," in blue label, price 90 cents per pound. With either, the cost of enrichment per 100 pounds of semolina is 12½ cents.

T S M

No. 11

THE GENIUS OF ROSSINI

One of the most famous macaronis was that concocted by Rossini, composer of the opera "William Tell".

Rossini's macaroni, already softened and swollen by the gentle caress of slow boiling water and then dried on a fresh linen cloth, was cooked in a silver casserole. The macaroni was then stuffed with a rich mixture of chicken livers, tender truffles, a few glasses of old Malvaisie, and a small amount of orange juice and nutmeg.

Then it was replaced in the casserole and cooked once more, amid a myriad of vapors that permeated the dish.

It is said that Rossini claimed that this dish merited as great fame as his music.

What food more tempting "than delicious Macaroni" made from high quality King Midas Semolina?

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Economical - Political - Industrial

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Living on Hopes

Nearly everything in our own country, from the potato patch, the meat market and store counters is sold at inflationary prices.

The American Government, after January, will face the same problems that are bearing down upon us this early fall. Right now, you and your neighbors, and everybody else's neighbors, are hoping that there will be a rare quality of statesmanship in the United States in the coming year. It is a hope to be worked out. The great problems are international obstacles that still hang like a shroud over the civilization of the world.

Food Costs Don't Make Sense

What's everybody talking about these days? Dollars to doughnuts it's about food—the high cost of food. During the war years most of us were primarily concerned with shortages and rationing, understandable problems. But now with food plentiful, with everyday necessities sky-high and out of reach of the average income, the situation does not make sense.

One of the few products which has

held a steady grip on prices has been margarine. Despite rationing and the shortage of oils and then the high cost of oils, margarine prices have increased very little compared with other food products. Now as in the past it sells at retail stores less than one-half the price of butter. And to further assure the finest product at the lowest price, Best Foods, who manufacture Nucoa margarine, continue their "bowl mix" method of adding the yellow color wafer because it brings to the customer the best textured product for less money. And the "bowl mix" is just as fast a way of getting a delicate, smooth color as any other method.

Of course, rightfully, margarine should be colored in the churn. Soon it is hoped that a fair-minded Congress will repeal antiquated laws restricting this procedure and thus give to the American homemaker delicious and nutritious margarine the way she wants it, yellow.

Crowding Into the Cities

The population of the United States at the present time is 146,116,000. There is a notable shift that shows an

increased population in industrial centers and resort areas away from agricultural regions. There is a real boom on the Pacific Coast that shows an increase in population of 45 per cent in California, 49 per cent in Oregon, 40 per cent in Washington, 35 per cent in Arizona, 28 per cent in Nevada. In Florida and the District of Columbia there is an increase of 29 per cent in each case. The only slumps reported were 6 per cent in South Dakota, 2 per cent in Kansas, 3 per cent in Mississippi and 12 per cent in Montana.

Strangely enough the growth of U. S. population for the year just ended has been about double the prewar rate.

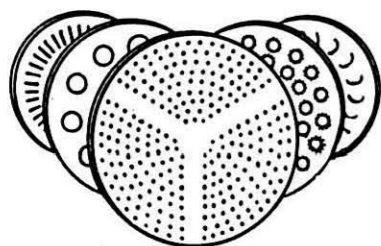
Births exceeded deaths by 2,242,000 over last year.

Whew! Where Do They Get All That Money?

A dependable unofficial estimate of our Federal Government for all purposes in the year ahead will be about \$43 billion dollars, against \$38 and one-half billion in the year just past. So save your money and have it on the spot when the tax collector demands you to turn it over.

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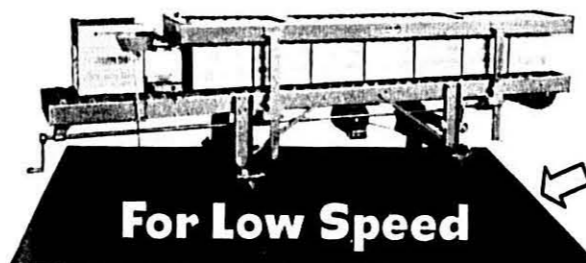
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Trade Mark Registered U. S. Patent Office
Founded in 1903
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Vol. XXX September, 1948 No. 5



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

Brain Strainers

Varied and interesting are the questions hurled at the editor from time to time and many of which are beyond satisfactory answering. Here are some recent samples:

Figure "8" Machine

Among our customers are many Latin South of the border. They prefer the twisted Fideos or Vermicelli which one of our girls makes laboriously by hand. One of our competitors has an old machine that twists these wheat threads into figure eights. Can you give us the name and address of firms that manufacture such machines?

Judging and Grading Materials

A consumers' organization asks whether or not the National Macaroni Manufacturers Association, The National Macaroni Institute or this pub-

lication has any material on judging and grading of macaroni and spaghetti products. Unfortunately, the answer is "No."

Bibs for Spaghetti Eaters

To what extent are bibs provided in hotels and restaurants to those who eat spaghetti as is the custom in some foreign countries?

Answer: In the U. S. the practice never became a general custom, except in Houston, Texas, where the thoughtful waiter still ties a colorful bib on diners when spaghetti is served. For proof ask Sam or Anthony Lucia of Magnolia Macaroni Co. of that city, or the editor, who was recently bibbed.

Chins Up

The reason we do not find a job, or reach the goal, is because we do not know what we are looking for.

We are aiming at something, but we haven't set the target.

A colored chauffeur saw as he came into the room a seamstress hemming a dress that was on one of those old-time dressmaker's forms. For a moment he looked confused as he exclaimed, "Lawd, that statue sho scared me. I ain't never seen one of them things sence I worked for Miz Broughton. She used to have one up in the attic. She sez to me one day, 'Plummer go up in the attic and bring down Matty.' And I jes said 'Yes'm.' I never knowed what she meant by wantin' me to bring down Matty. But I went looking fur Matty.

When I got up in that dark attic I struck all the matches in my pocket looking fur Matty. But I never did see no Matty—and I tole Miz Broughton so.

She sez, "Plummer, did you know what you were looking for?" And I sez, "No 'am, but I sez to myself when I see it, I'll know it."

Most people are like Plummer; they start looking for success without knowing what it is. Without setting up a target of success to aim at. They just use up all their energy with no real goal in mind. They keep looking around figuring that when they do come upon success they will know and grasp it. Occasionally it does happen. People speak of that as luck. But to be certain of finding success one must first decide what success means and to him. When he knows what he is looking for he is much more likely to discover it.

INFORMATION WANTED:

On a postal card, name and address of Macaroni and Spaghetti CUTTING SAW you are using. Thanks, fellows. M. J. Donna, c/o Macaroni Journal, Braidwood, Illinois.

WANTED
Used Short Cut Macaroni Prod. 10 or 12 1/2", complete with de. Write Box No. 70, c/o MACARONI JOURNAL, Braidwood, Illinois, state make, condition and price.



EX LIBRIS
Ollie the Owl

Dear Editor:

Lucy Ostrich worked in a downtown department store. One night she went uptown to the movies and after the show it began to rain in torrents. Lucy didn't want to get her feathers ruffled so she dropped in to see her friend Minnie, a bantam hen, who was called "The Big Cluck" because she never laid any eggs, but yelled her head off whenever the other hens produced. Minnie invited Lucy to stay in the hen-house for the night.

Early the next morning before Minnie and the other hens were up, Lucy laid an egg and left right afterward so that she wouldn't be late for work. When Minnie awoke and saw the big ostrich egg, which measured eight inches in girth, she started to cluck to beat the band. She made such a racket that Farmer Brown went to see what all the clucking was about.

When he saw the big egg, he was more excited than the little hen. "That's the biggest egg ever laid by a hen, and to think a little bantam did the job!" he cried. "How much material remains in that roll?" Or, "Does the original roll contain full length?"

There are numerous formulas for computing lengths in rolls, but I find that all of them are more or less complicated. We are told to find the outside diameter, the inside diameter, then subtract, multiply, and do various other things, and finally, we get the answer.

Here is a simple rule of my own derivation which I contend is the simplest possible. Make the one measurement "S," as shown in the sketch herewith, in inches. Then count the number of turns. Multiply the two together and then multiply that by 0.2618. The result is the length of the roll in feet.

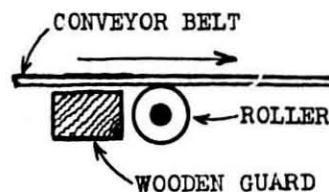
Very wisely yours,
Ollie The Owl

THE ENGINEERING DEPARTMENT

by
W. F. SCHAPHORST, Licensed Mechanical Engineer

How They Reduced the Accidents

Workers should be careful about getting caught in machinery, and most workers are careful. But nevertheless, despite their care, accidents are continually occurring. For example, in one plant a common accident was to get hands caught between the moving conveyor belt and the roller, as roughly pictured in the sketch, the belt moving toward the right in the direction of the arrow. The seriousness of the injury



would depend largely on the weight of the load on the conveyor belt.

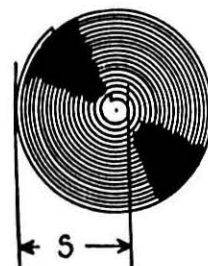
Accidents were reduced by simply placing a wooden block in front of the roller as indicated, to prevent a hand from getting in between the roller and conveyor belt. The safety idea was worked out by the operators of the conveyor in co-operation with the manufacturers. It is simple, but valuable and effective.

The Quickest Way to Estimate Length of Material in Any Roll

Most food plants are users of considerable material that comes in rolls—wire cloth, paper, hose, belting, cables, canvas, metal bands, wire, roofing, rope, chains, etc.—and the question often arises, "How much material remains in that roll?" Or, "Does the original roll contain full length?"

There are numerous formulas for computing lengths in rolls, but I find that all of them are more or less complicated. We are told to find the outside diameter, the inside diameter, then subtract, multiply, and do various other things, and finally, we get the answer.

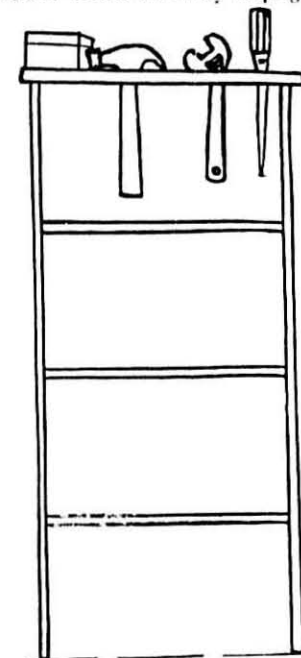
Here is a simple rule of my own derivation which I contend is the simplest possible. Make the one measurement "S," as shown in the sketch herewith, in inches. Then count the number of turns. Multiply the two together and then multiply that by 0.2618. The result is the length of the roll in feet.



How to Improve the Value of Your Step Ladder

Operators are continually finding it necessary to use a step ladder in and around the plant. So, since mechanics as well as executives endeavor to be efficient, it is logical that step ladders should be made more efficient—if possible.

As shown in the accompanying sketch, a step ladder, or any other ladder for that matter, can be considerably improved by fitting the top with a holding slot or with several holes or devices for safely keeping the



tools you use most while at the top of the ladder.

It is a good plan, also, to attach a box to the top containing small brads, nails, screws, etc., also as indicated in the sketch. The box should have a cover that can be fastened securely so that when the ladder is carried to any position the small parts therein will not spill out.

Climbing up and down a ladder to get a forgotten or needed tool or appliance is tiring, time-consuming, and costly. Little improvements like this can therefore save considerable time and money in the course of a year. It is easy and in the end well worth while to improve a ladder in this manner.

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EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

OUR OWN PAGE
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Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y.
Maurice Ryan, Quality Macaroni Co., St. Paul, Minn.
Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.
Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio



The Secretary's Message

There Will Be Changes Made

A current song hit says—"There Will Be Changes Made!" With little or no change the thought applies nicely to industry and to business, more so than the ordinary songsters realize.

During and following the war, selling was easy. All one needed were the goods to be delivered. That condition has been rightly termed "the sellers' market."

As supply caught up with demand, as it seems to have done now in many items and services, the buyers are again in the saddle, thus changing it to "buyers' market."

Selling and salesmanship have once again become the privilege, and to most macaroni-noodle manufacturers, a necessity. The change compels them to check their sales staffs to weed out the "order-takers" and to replace them with "order-getters."

Salesmanship is the greatest need in a narrowing market. But even the best sales efforts will not result in

the hoped-for orders in a market where the demand is near the point of exhaustion.

So while macaroni-noodle manufacturers are busy slanting their sales forces toward the changing conditions, they must give more thought than ever before to the need of creating an ever-increasing consumer demand for the products generally, and thus indirectly for the brands of the individual concerns.

The thought is not new—neither are the conditions that makes its expression timely. Yes, changes must be made, particularly in the thinking among so many, that widening the macaroni market is "the other fellow's job." It is a job that is too big for any individual or small group to tackle . . . it is an industry job that must be done co-operatively with all worthwhile manufacturers contributing their mite towards financing an industry promotion for which there is an increasing need.

CHECK ✓ AND CLIP THIS IMPORTANT DATA!

a review

OF

enrichment requirements

● The ready-reference table below summarizes the minimum and maximum levels of various vitamins and minerals required for the products listed, in accordance with Federal Standards of Identity or State laws. Additional copies of this table available on request.

Product	Thiamine Hydrochloride (B1)	Riboflavin (B2)	Niacin	Iron
Enriched BREAD, or other baked products	1.1-1.8	0.7-1.4	10.0-15.0	8.0-12.5
Enriched FLOUR*	2.0-2.5	1.2-1.5	16.0-20.0	13.0-16.5
Enriched FARINA	1.46	1.2	6.0	4.0
Enriched MACARONI**	4.0-5.0	1.7-2.2	27.0-34.0	13.0-16.5
Enriched CORN MEALS	2.0-3.0	1.2-1.8	16.0-24.0	13.0-26.0
Enriched CORN GRITS***	2.0-3.0	1.2-1.8	16.0-24.0	13.0-26.0

All figures represent milligrams per pound.

*In enriched self-rising flour, at least 500 mg. of calcium per pound is also required.

**Levels allow for 30-50% losses in kitchen procedure.

***Levels must not fall below 85% of minimum figures after a specific rinsing test described in the Federal Standards of Identity.

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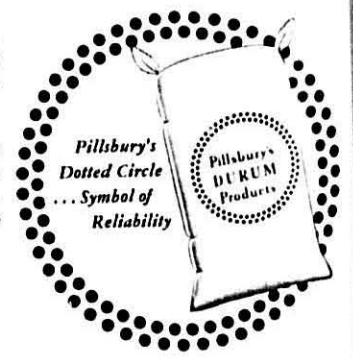


"Bet those sales will bust right out of the chart!"

It sure is nice when sales of macaroni products keep going up and up—seemingly of their own accord.

When that happens, it's usually because the manufacturer has made his products so good that people are tempted into eating them *more often*.

Our job is to turn out durum products that will give your spaghetti, macaroni, and noodles the "eat-more" quality you want them to have. You can count on Pillsbury's Durum Products for that sort of quality—always.



PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, Inc.

General Offices: Minneapolis 2, Minnesota

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