

**THE
MACARONI
JOURNAL**

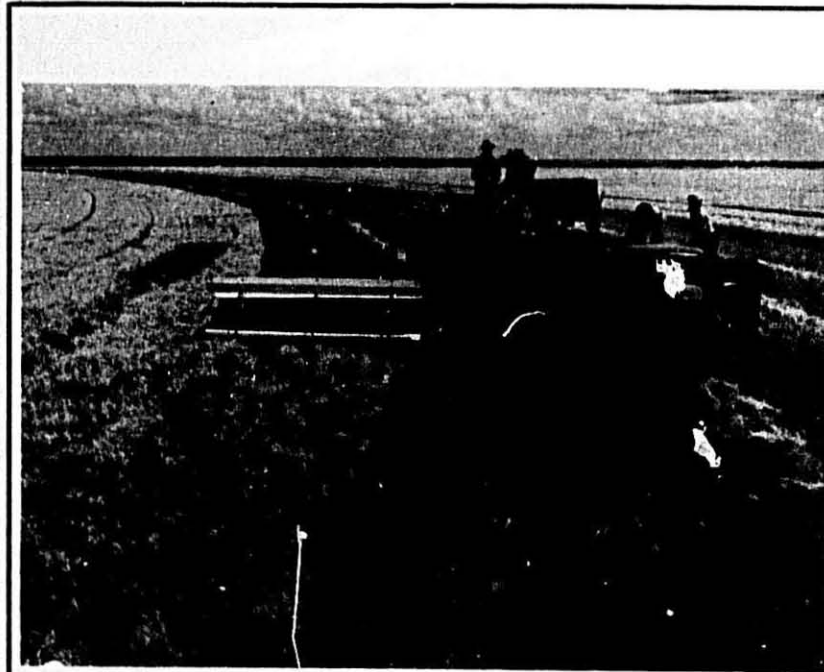
**Volume XXX
Number 7**

November, 1948

NOVEMBER, 1948

the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



HARVESTING A CONTOUR-FARMED WHEAT FIELD

Organized by the
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXX
NUMBER 7



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.
ROSSOTTI WEST COAST LITHOGRAPHING CORP. • SAN FRANCISCO, CAL.
ROSSOTTI FLORIDA LITHOGRAPHING CORP. • TAMPA 1, FLA.
SALES OFFICES: PHILADELPHIA • BOSTON • ROCHESTER • CHICAGO

INSTITUTE

Roll of Honor

A Revised List of "Co-operators" That Returned
One-Cent-A-Bag Contracts to November 10, 1948

Names of new signers of contracts received after October 9, 1948, appear in their alphabetical order in italics.

- American Beauty Macaroni Co., Denver, Colo.
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
Fausst Macaroni Co., St. Louis, Mo.
Favro Macaroni Co., Seattle, Wash.
Fort Worth Macaroni Co., Fort Worth, Texas
Galato Brothers Co., Chicago, Ill.
Gallo Macaroni Mfg. Co., San Jose, Calif.
Gioia Macaroni Co., Inc., Rochester, N. Y.
Golden Grain Macaroni Co., Seattle, Wash.
Good 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., Cleveland, Ohio
Indiana Macaroni Co., Indiana, Pa.
Italian American Paste Co., San Francisco, Calif.
*Kansas City Macaroni Co., Kansas City, Mo.
La Premiata Macaroni Corp., Coniellsville, Pa.
V. LaRosa & Sons, Inc., Brooklyn, N. Y.
La Vita Macaroni Co., Chicago, Ill.
Megs Macaroni Co., Harrisburg, Pa.
Mill-Brook Macaroni Co., Minneapolis, Minn.
Milwaukee Macaroni Co., Milwaukee, Wis.
Minnesota Macaroni Co., St. Paul, Minn.
Mission Macaroni Co., Seattle, Washington
Mrs. Becker's Noodle Co., Cleveland, Ohio.
Musolino-Lo Conte Co., Boston, Mass.
C. F. Muel'ler Co., Jersey City, N. J.
National Macaroni Mfg. Co., Garfield, N. J.
Antonio Palazzolo & Co., Cincinnati, Ohio
Paramount Macaroni Mfg. Co., Inc., Brooklyn, N. Y.
Frank Pepe Macaroni Co., Waterbury, Conn.
The Pfaffman Co., Cleveland, Ohio
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.
Rocco's Macaroni Mfg. Co., San Diego, Calif.
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.
Roth Noodle Co., Pittsburgh, Pa.
A. Russo & Co., Inc., Chicago, Ill.
A. Russo & Sons Macaroni Co., Cleveland, O.
Sanacori & Co., Brooklyn, N. Y.
Santa Rosa Macaroni Factory, Santa Rosa, Calif.
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, Wash.
Vimco Macaroni Products Co., Carnegie, Pa.
V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.
Weiss Noodle Co., Cleveland, Ohio
A. Zerega's Sons, Inc., Brooklyn, N. Y.

*Including its subsidiaries—

Macaroni Manufacturers, Inc., Wichita, Kansas
Pacific Macaroni Co., Los Angeles, Calif.
Porter-Scarpelli Macaroni Co., Salt Lake City, Utah

NOTE: Names of firms whose contracts are received after November 10th will be added to the revised list in the December issue.
(The Editor)



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

Volume XXX

November, 1948

Number 7

The Industry's Winter Meeting

The practice of holding a Winter Meeting of the U. S. macaroni industry was inaugurated more than a score of years ago when it was noted that many manufacturers got into the habit of attending the Grocery Trade Conferences, the conventions of the canners and brokers, then held regularly in Chicago in January.

With so many out-of-town manufacturers in one city at one time, it was natural to ask them to take a little time from the things that attracted them to the city to give a little heed, unitedly, to some of the problems facing them: unsolved problems and new ones that arose after the annual conventions. Thus was founded the Winter Meeting habit which is more and more appreciated as a business necessity.

Other industries recognize the opportunity as did the macaroni-noodle makers with the result that the Grocery Trade Conference grew in size until it attracted annually in excess of 50,000 businessmen, mostly food dealers and processors. No hotel anywhere in the country was large enough to accommodate the conference, with the result that individual groups were compelled to congregate in different hotels, changing what was first a Grocery Trade Conference into a number of individual meetings.

For the first few years, the macaroni manufacturers were readily and willingly accommodated in first-class hotels. Later they, like many other smaller industries, were shunted around from hotel to hotel, until it was almost impossible to get accommodations of the class demanded by the macaroni-noodle men.

Our Winter Meetings were adversely affected by the attitude of the hotel management, first in Chicago where the Grocery Trade Conferences were usually held before the World War II, and then in Atlantic City, the scene of the postwar gatherings.

Unable to get first-class hotel accommodations in Atlan-

tic City in connection with the Grocery Trade Conference there in 1946, the macaroni men were forced to go to the Seaview Country Club, fifteen miles from the resort city, for its January meeting. It was a fortunate change, as those who attended can vouch. But the club became so popular that its increased membership made it impossible to accommodate the macaroni group in 1947. Then, too, this group had begun to lose interest in the general food conferences and became more and more inclined to attend the Winter Meeting of the industry, held each January but independent of other conferences.

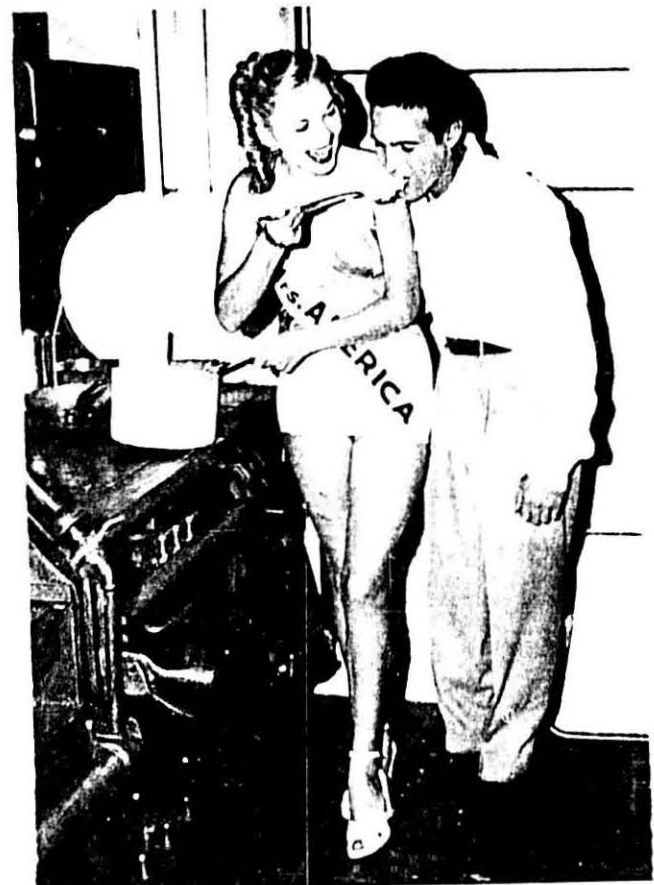
The 1947 Winter Meeting in New York City attracted a large attendance from as far west as the coast, and the 1948 meeting in the same city drew an equally large attendance. In that way the macaroni men became more and more inclined to be on their own, feeling that their problems were of sufficient importance to merit an in-between-convention conference.

In the last two years there has been quite a clamor for a meeting in the Southland. A poll taken on the date and place of the 1948 Winter Meetings was nip and tuck, and might have been decided either way by those in charge. It was finally agreed that the 1948 meeting would again be held in New York City, though it was felt that sooner or later some consideration would have to be given to those who would like to "go South" for a change.

Heeding that inclination the Board of Directors of the National Macaroni Manufacturers Association voted in favor of a meeting in the South in January, 1949—"the farther South the better." It directed the president and secretary to explore the possibilities and to issue a call accordingly. In advance of doing so, a poll is again being taken. Again it is nip and tuck between New York and Florida. The decision will be made at the Directors' meeting in New York, November 12, 1948.

Macaroni Promotional Test A Huge Success

By BERT NEVINS
President of Bert Nevins, Inc.



Here is lovely Mrs. America, Maria Strohmer, giving husband Raymond the first taste of the macaroni recipe which won her the coveted title as prettiest married woman in the country and the nation's perfect housewife.



Mrs. M. Strohmer
1000 Broadway, N. Y. C.
New York, N. Y.
Head of the Macaroni
Mrs. America for 1934



Bert Nevins

A Practical Approach To Your Advertising Problems

By W. FRANK T. WELCH, President, The AD-VER-TIS-ER, Inc.,
Fort Wayne, Indiana

(EDITOR'S NOTE: This is the first of a series of four articles dealing with the problems encountered by the average small businessman in attempting to set up an intelligent, practical and productive advertising program. The author is the head of one of the largest outdoor advertising companies in the country, but he writes without bias on various advertising media, aiming his remarks at the businessman whose advertising budget is limited, and who must carry out his program without benefit of expert advice and counsel.)

PART I

The Advertising Budget

The average small businessman knows less about advertising than about any other phase of his business! This is a challenging statement, and one that may be flatly denied by some small businessmen, but it is a fact backed up by the results of a survey conducted not only among businessmen themselves but also among editors of business publications, executives of advertising agencies, and executives of various advertising media.

The average small businessman can give one an intimate glimpse into the problems of buying or manufacturing the product he sells, or he can discuss fully and completely his methods of merchandising a service. He can lead one through a maze of tangled trails involving state and Federal taxes; he can go on at length concerning supply and demand, inventories, personnel, equipment, wage and salary controls, and a thousand other facets of his business, but how much can he tell one about the value and practicability of his advertising program? Very little!

And why? Simply because most, if not all, of his other problems deal with tangibles. By observance of hard cold facts and figures, he can quickly ascertain his degree of success or failure as a businessman. On the other hand, the intricacies of an advertising program are so intangible as to baffle him with their unexplainability, and he has not the time to devote to this phase of his business that would enable him to view

his advertising problem, not as a mystery that leaves him wondering whether it is worthwhile, but as a problem that asks only the application of common sense to arrive at a solution.

Few small businessmen, for instance, realize that all advertising is divided generally into two categories: (1) Quick-pull and (2) long-pull.

Quick-pull advertising is designed to help sell a product or a service quickly, through the media of special inducements, price appeal, scarcity, et cetera. Long-pull advertising lays no particular emphasis on helping to sell a product or a service quickly, or in a given time, but rather on the establishment of good will, prestige and general public acceptance of a product or a service over a long period of time.

Both types of advertising offer certain advantages and disadvantages. Neither should be used individually without a complete analysis of results desired, and in many cases a combination of both is desirable for the accomplishment of a successful advertising program.

Too many businessmen face the problem of advertising with the lackadaisical attitude of the rookie infantryman who, upon hearing that the war was ended, blandly remarked, "Who won?" It's just such a "so what" trend of thought that leads the average small businessman up a blind alley.

He may point with pride to his books and prove beyond doubt that he's making money. But, how much money is he losing by employing careless advertising methods? What happens when he uses long pull media when he should be using a quick-pull method, or vice versa? What happens when his advertising fails to pull customers, creates ill will, is executed in poor taste, and in other ways becomes afflicted with bookkeeping gremlins? It all adds up to lost revenue, whether or not the profit and loss statement comes out in the black every month.

Advertising is a salesman who will meet more potential customers than any human sales force ever assembled. It meets the customer and prospect in every walk of life, every hour of the day, in the home, at business, or in the world of social and recreational activ-

ities. It goes without saying that such a tremendous business stimulant as this is truly deserving of the utmost thought and consideration.

"But I haven't got the time," says the small businessman as he juggles a bookkeeping entry, wraps a package, signs an incoming order and answers the phone. Mister, you'd ought to take time! Or, if that's impossible, get someone who is qualified to help you with your advertising program.

Maybe you can't afford the services of an advertising agency, or the full-time employment of an advertising manager, but there are other ways. Usually there are competent persons right at the source of your advertising media who are fully equipped to help you with your advertising problem. They know their business just as you know yours. They can go a long way toward getting the biggest and best use from your advertising dollars, if you'll give them a chance.

Like everything else, advertising costs money. So, before establishing a program, it is necessary to determine a budget, or an appropriation for advertising, keeping in mind the objectives to be gained.

There are six generally accepted methods of establishing a budget, with a combination of two or more of these methods providing a seventh method. They are:

Unit of Sales: Under this method, the merchant sets a fixed amount of money from the sale of each unit of merchandise to be spent for advertising. Multiplying this amount by the number of units sold in the past year, or the anticipated number of units to be sold in the ensuing year, gives him his advertising appropriation. For example, a macaroni manufacturer with a 100,000-case capacity might set aside 25 cents a case, or unit, for advertising. Simple multiplication shows that this merchant plans to spend \$25,000 for advertising.

Percentage of Sales: This method can be based on either past or anticipated sales, net or gross. After whatever figure is decided upon, a rule-of-thumb percentage is placed against it, and the result determines the appropriation. Assuming that a noodle maker has an annual gross earnings of \$100,000, he might arbitrarily establish 10 per cent, or \$10,000, as his advertising allotment.

Objective, or Task: Here the task, or sales objective, which the advertising program is supposed to fulfill, is determined and the cost of performing the work is estimated. If the estimated cost is too great a drain on the business, then the objectives are reduced until the estimated cost is within reason. A spaghetti specialist might set forth to obtain 1,000 new customers. He estimates that it will

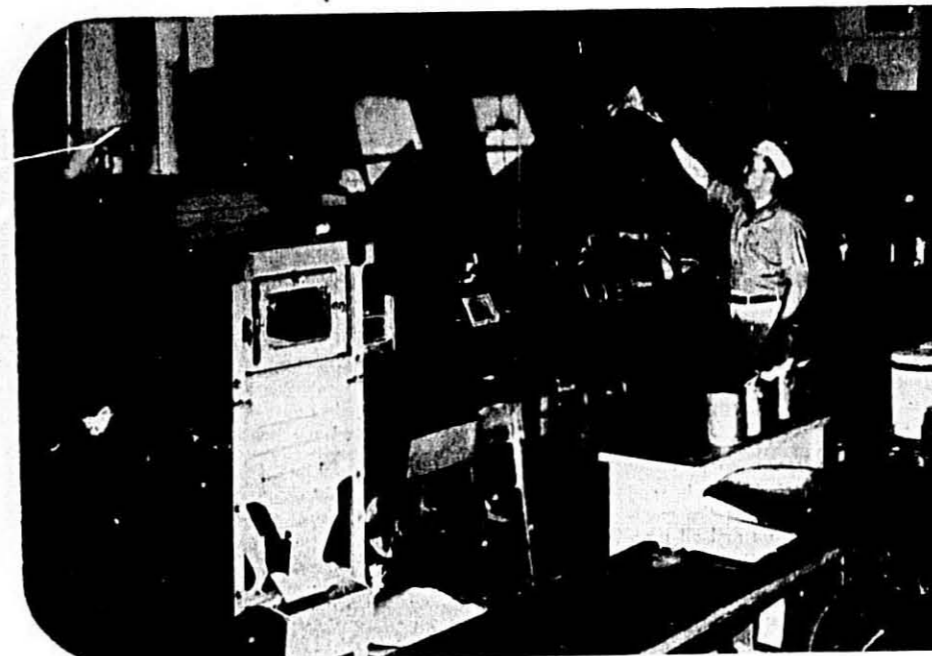
(Continued on Page 40)

November, 1948

THE MACARONI JOURNAL

9

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



PUTTING DURUM WHEAT "THROUGH THE MILL"

You need a "just right" blend of durum wheats to produce uniform, high quality macaroni products. And the miniature mill pictured above is only one of the many exacting test devices used by General Mills' Products Control Department to guarantee the selection of better durum wheat mixes. Mixes that will help you make better macaroni.

From stalk to sack, General Mills checks and rechecks the quality of its Durum Wheat Products all along the way. Careful selection, skillful blending and tireless testing, under controlled conditions, are the rule. Every sack the same and every sack right, year after year. That's what macaroni manufacturers have learned to expect from General Mills' Durum Wheat Products.

Yes . . . durum wheat selection is a science. And General Mills' "Durum Detectives" have mastered it. You can depend on General Mills—today, tomorrow or next year—to supply you with the most in quality and uniformity from the Durum wheat available.

General Mills, Inc.

DURUM DEPARTMENT

CENTRAL DIVISION

CHICAGO 4, ILLINOIS



Overtime On OVERTIME

This Problem is Most Important, Complex and Far-Reaching

Pending the issuance of an expected new ruling by the wage-hour administrator of the National Labor Relations Board on the payment of overtime on OVERTIME, Chairman John P. Zerega, Jr., of the National Macaroni Manufacturers Association's Labor and Welfare Committee warns the members of the organization and all macaroni-noodle manufacturers to be most cautious in their action under the law. "My suggestion," says Chairman Zerega, "is that each manufacturer consult with his labor union, if any, and his own lawyer also so as to avoid the penalties of a Supreme Court decision, and to take every precaution to protect himself against possible law suits."

The situation of the payment of Overtime on OVERTIME is full of dynamite, according to most of the labor authorities. In an interesting article in *Labor Reports*, September 2, 1948, issued by Prentice-Hall, Inc., under the heading "Better Take Another Look," reference is made to the provisions of the contract on V. La Rosa & Sons, Inc., Brooklyn, N. Y., and some interpretations. However, the publisher in a letter to the JOURNAL Editor, October 19, warns that there may soon be a new ruling and that the article referred to should be read with the expected new ruling in mind.

Meanwhile, it would seem wise for all macaroni-noodle manufacturers to follow Chairman Zerega's recommendations. (a) Consult with your own lawyer; (b) Confer with your labor union; (c) Read your union contract fully and carefully; (d) Proceed with the utmost caution.

If you think the Supreme Court's overtime on overtime decision is going to up your overtime bill, maybe you should take another look at your union contract. Don't read just the premium pay provisions for Saturdays, Sundays and holidays. Read the whole contract and read it as a whole. One company we know did that and decided it didn't have to pay one cent more than it had been paying.

Here's the story:

The Contract: Three clauses in the contract between V. LaRosa & Sons and the AFL Bakery & Confectionery Workers Union seemed to leave the company liable for overtime-on-overtime payments. But on reading the whole contract, the company and union agreed that the overtime payments called for really did fulfill the requirements of the Wage-Hour Law.

The troublesome clauses were:

1. A clause providing that the overtime rate shall be paid for all work performed on Saturdays and on any of ten specified holidays.

2. A second clause specifically covering holiday work, reading as follows: "Employees working on a paid holiday shall receive time and one-half for the hours worked on that day and in addition shall receive holiday pay of 8 hours at the regular rate."

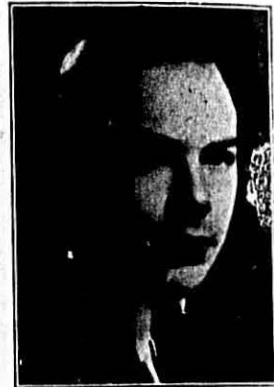
3. A third clause calling for double-time for all work performed on Sunday.

"These clauses," said Labor Relations Manager Joseph Giordano, "definite in commitment as they are, appeared on their face to present insurmountable obstacles to the avoidance of 'overtime on overtime' for, read alone, they clearly express the intent to pay premiums for the 'undesirability' of working on Saturdays, Sundays and holidays as such."

The Way Out: The Wage-Hour Administrator has emphasized in his interpretations that premium pay for Saturday, Sunday and holiday work will count as true overtime if it can be shown that the payments are actually contingent on an employee's having previously worked a specified number of hours or days in a week, according to a bona fide standard.

The LaRosa company concluded that other clauses in the contract brought these overtime payments within the Wage-Hour overtime rules. The following two clauses led to LaRosa's solution of its overtime problem.

"Overtime:—An employee, who works all the regularly scheduled



John P. Zerega, Jr., Chairman,
Association Labor and Welfare
Committee

work days in a week shall be paid time and one-half for each hour worked in excess of 8 hours per day. Otherwise, the overtime rate shall be paid only for all hours exceeding forty (40) in the week.

"Absenteeism:—As a deterrent to unexcused absences, the overtime rate for Saturdays and holidays shall be paid only if the employe has worked the regularly scheduled hours in a week, unless employe was unable to so work by reason of illness confirmed by medical certificate."

OBSERVATION—Note that employees are entitled to premium pay for weekend and holiday work only after working their scheduled workweek.

The Clincher: To eliminate any doubts the company and union exchanged correspondence clarifying the intent of the agreement. The paragraphs below are the pertinent excerpts from the letters:

"... we wish to confirm that the basis for premium or extra pay for work performed on Saturdays, Sundays and Holidays was and is to compensate employees for working longer hours than those contemplated in the work week as defined in our contract to wit: the scheduled hours of work, which may, depending upon the circumstances, be 40 or less, from Monday to Friday, both inclusive.

"Specifically, an employee is required to work all the scheduled work hours in the work week (except for properly excused absences) before he becomes entitled to the 'overtime' or extra pay provided for Saturdays, Sundays and Holidays. Such extra or premium pay was not intended to become part of the base wages on which overtime must be computed."

PACKAGES THAT SELL!

Macaroni and Noodle Products

Oneida packages give you maximum protection, super strength and sound package construction. In addition to these structural qualities you also get this prize-winning, sales-building combination:

Brilliant Colors

Skillful Design

Beautiful Printing

Full Product Display

This combination will sell your short goods, long goods and round goods like they have never sold before! Your products will sell in the face of competition both within the industry and from other types of food products.

Take a look at the shelves of any food store that carries macaroni and noodles. You'll see many types of products. You'll find several types of packages and many competitive brands. Your package, then, HAS to be good to hold its own, to build repeat sales ... volume sales.

Catch the eye ... and make them buy!!!

According to a recent DuPont survey, 48% of all macaroni and noodle products are bought on impulse. In order to get your share of the big, fifty million dollar macaroni and noodle market your package must stand out enough to attract the eye,

be looked at ... examined ... and BOUGHT!

Let Oneida show you examples of fine quality packages. Let Oneida show you how economical it is to package this proven way. Let Oneida prove its claim. Write today for samples and new prices.

ONEIDA
paper products, inc.



Manufacturer and Converter

Plain and Printed Specialty Bags • Cellophane Envelopes • Printed Rolls and Sheets

FORT WORTH, TEXAS • 10 CLIFTON BOULEVARD, CLIFTON, NEW JERSEY • LOS ANGELES, CALIFORNIA



Mrs. M. M. Kiehl
Secretary-Manager
National Retail Grocers Assn.

**NARGUS Executives Optimistic—
FOOD RETAILING ON THRESHOLD
OF MOST PROGRESSIVE ERA**

← "Conquer Fear and We Win"

"Grasp Opportunity—Meet Challenge" →



C. C. Praetore
President
National Retail Grocers Assn.

During the past decade, business in the United States has undergone more changes and businessmen have faced more problems than in any comparable period in our history.

We have had shortages, regulations, regimentation, rationing. We have been unable to serve customers as we had been accustomed to serving them in the past. We have had to get along with old equipment and stores that needed repairs and remodeling. We have had to make substitutions, whether we liked them or not. But as retailers we made the best of all of these things and we survived.

Now a new condition, a new problem, has appeared. Actually, it is uncertainty. The causes of it are many but basically it is caused by fear. We all fear higher prices. We fear depression to follow the present inflationary period. We are afraid of war and entanglement in foreign affairs which we may feel are none of our concern.

Most of all we fear for the future of our businesses, despite the fact that we are right now in the midst of the greatest prosperity in our country's history.

National income is at a fabulous high of 208 billion dollars annually at present. Net per capita farm income last year was seven times that of 1933.

We have the highest employment in the United States in our history, with 61.3 million gainfully employed in June, 1948, and the value of our products during the first half of the year rising to the annual rate of 246.5 billion dollars.

There are more than 40 million automobiles on the highways of our country. About 560,000 new dwelling units were started during the first seven months of 1948, more than during any previous such period of our history. Bumper grain crops have been harvested throughout our great plains. At the beginning of this year, Americans had 172 billion dollars in liquid assets in the form of currency, deposits in banks and savings and loan companies, and Government bonds. All of this adds up to virtually unparalleled prosperity here in America.

But what does it mean to us in the food industry? In the first place, there seems now to be little prospect for any radical change in this picture of prosperity. Business authorities generally point out that supply has still far to go before it catches up with demand at home. They point out, too, that so long as we are called upon to supply certain short commodities to nations abroad, there will be an abnormally high demand.

This means continued high levels of employment and of income. It means that American workers for some time to come will have money with which to fill their needs and probably even satisfy their longing for a few luxuries. Furthermore, it means that they will continue to eat well.

Most of all, it means that there are thousands of retailers throughout the United States who are in business today, doing a fine job of merchandising and selling food and food products.

The independent food retailers of this country, despite the fact that they are actually suffering from the result of high prices over which they have no control, are on the threshold of the most progressive era retailing has yet seen.

It is an era in which retailing will not only regain its former aggressiveness but surpass it to become a pace-maker among comparable business. This era brings with it both challenge and opportunity, especially during the last of 1948 and the first half of 1949. What retailers make of the opportunity and challenge during that period will determine in large measure the whole foreseeable future of our business.

The reasons for this are many. Crops have been of record size with the exception of corn-fed cattle. Industrial production, employment and national income are still on the upswing. Demand remains high for all commodities. Building is increasing. Farm income is stable. Current tax reductions are beginning to be felt.

Every one of these factors means that Americans will have money to spend for food, appetite to eat well, and that we in the food industry will have ample supplies with which to fill consumers' demands.

This does not mean however that business in the retail food establishment will be all smooth sailing. It won't be, for the food business since the war has become increasingly competitive and margins have become decreasingly small as prices have risen. Furthermore, there is some consumer resistance to prices, although this is true, for the most part, of those who are in fixed income groups, and are of course most seriously affected.

Food prices show every indication of remaining at comparatively high levels during the next few months, with some decreases showing up in certain seasonal items and some foods affected by the bumper grain crops. However, there can be no spectacular drops in food prices so long as wages, cost, foreign relief demands, Government price supports and our own domestic demand continue at their present rate.

Here then is the opportunity and the challenge. The retailer who takes advantage of the opportunity and meets the challenge will do so by utilizing every bit of merchandising and selling ability he possesses. He will look about for new ways in which to serve his customers and he will double his efforts to find means of cutting his overhead so that margins may be cut correspondingly. All this presages, probably, the most progressive era in the food stores of this nation. It will bring with it widespread modernization, new equipment, new operating methods, and, in fact, new thinking in our field.

**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—free 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.

Stocked for quick delivery: Rensselaer (N.Y.), Chicago, St. Louis, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

USE Roccal®
POWERFUL SANITIZING
AGENT

Address Inquiries to:
Special Markets—Industrial Division
WINTHROP-STEARN'S Inc.
170 Varick Street, New York 13, N. Y.

PLANT SANITATION SCHOOL FOR Macaroni, Noodle and Soup Mix Manufacturers

Conducted November 3rd and 4th Under the Direction of
Glen G. Hoskins, Chicago—the Hugé Company, St. Louis

Reported by William G. Hoskins

Sixty-four plant owners, managers, maintenance men and others attending the "Plant Sanitation School for Macaroni, Noodle and Soup Mix Manufacturers" in Chicago, November 3 and 4, may have come out of curiosity. But they stayed to wonder—and left for home with a hatful of information and a somewhat sheepish realization that their plants were not as sanitary as they had thought. The program was presented for his clients by Glenn G. Hoskins, sponsored jointly by the Hugé Company of St. Louis, sanitation consultants and manufacturers of Excelcide insecticides and rodenticides.

The express purpose of the school was to cram as much practical sanitation information into the two-day session as possible—solid facts that would permit plant operators to work up effective control programs at home. Before they were through with the school a lot of "students" had an entirely new idea of what a clean food plant really was. They left with an honest enthusiasm to do something about it.

The problem of maintaining a clean plant and a sanitary product is no longer only a moral problem. The Federal Food, Drug and Cosmetic Act of 1938 has made it a criminal offense not only to sell an insanitary product, but to produce a product in a place where it may become contaminated, whether it does or not. The Act itself is necessarily not too specific in its provisions. The paragraphs which affect the macaroni manufacturer, Sections 402 (a) (3) and (4), state that "A food shall be deemed to be adulterated if it consists in whole or in part of any filthy, putrid or decomposed substance, or if it is otherwise unfit for food; or if it has been prepared, packed or held under insanitary conditions whereby it may become contaminated with filth, or whereby it may have been rendered injurious to health; . . ." This does not say, for instance, what a decomposed or filthy substance is. However, the Food and Drug Administration is currently making it pretty clear just what these provisions do mean.

The first day of the school was held at the American Institute of Baking in

their Lecture Hall. The site and some of the speakers were chosen because of the similarity of bakers' problems to those of the macaroni manufacturer. The A.I.B. has pioneered in developing methods of insect and rodent control and general plant sanitation, and has instituted a lively sanitation school which has been presented all over the country.

Mr. Malcolm R. Stephens, Chief of the Chicago Station of the Food and Drug Administration, and Dr. Edward Holmes, Director of the Department of Sanitation of the A.I.B., keynoted the program with talks on FDA regulations and their practical application. Mr. Stephens explained that the Food, Drug and Cosmetic Act had developed and was being enforced because of public approval of its provisions. Both these men pointed out the disastrous effects of many cases of contaminated food where individuals have been affected, deaths have resulted and manufacturers have gone out of business because of filthy, adulterated or actually poisoned products. The general impression was that Food and Drug is not fooling. Throughout the program, numerous instances arose where manufacturers had been fined or jailed simply because evidences of insects or rodents had appeared in their plants. The Food and Drug Administration has become a strong and effective arm of the government. They are determined to make food processors keep their plants as sanitary as a clean kitchen in the home.

The problem, of course, as Dr. Holmes pointed out, is that a manufacturing plant is not a kitchen. Quantities of materials handled are necessarily much greater, methods of handling are entirely different, and even though a machine operator were as conscientious as a housewife, he would not be able to keep his work area really sanitary with a comparable amount of effort.

Mr. William Walmsley, Principal of the School of Baking of the A.I.B., received an enthusiastic response from his audience with his use of models, charts and other graphic illustrations to explain just what "filth" constituted, and what was necessary to prevent the

contamination of a macaroni plant. He described flour-handling equipment as the principal source of infestation in the macaroni plant. He used models of screw conveyors, dump bins, et cetera, to show that wherever flour is allowed to settle and stagnate, bugs will surely grow. He stated that it is absolutely essential in the first stages of a cleanup program to completely take apart every piece of flour-handling equipment, taking out every screw and removing every board or piece of metal in order to rout out the invaders, and to pursue a continuing sanitation program. He further pointed out that poison gases will not touch most of the bugs in the cracks. These cracks would have to be sealed or opened up every week to guard against infestation.

The presence of filth in a macaroni product has been the most common reason for condemnation and criminal proceedings against the manufacturer. "Filth" is not easily defined, but the FDA seems to be interpreting it as any foreign matter in a food product that might be regarded as filthy if, for instance, it were eaten separately. Insect fragments understandably are considered as filth. Rodent hairs have been brought under the definition of filth. This, too, is understandable when it is considered how the hairs got into the product. Mr. Walmsley explained this by saying that when rodents clean themselves—the same way as a cat does—they lick their paws and swallow the hairs. These same hairs are left around the plant in their excreta, or pellets, which may find their way into the processing equipment. Water and mixing procedures dissolve and distribute the pellets so that the only remaining evidence is the hairs, which are easily spotted.

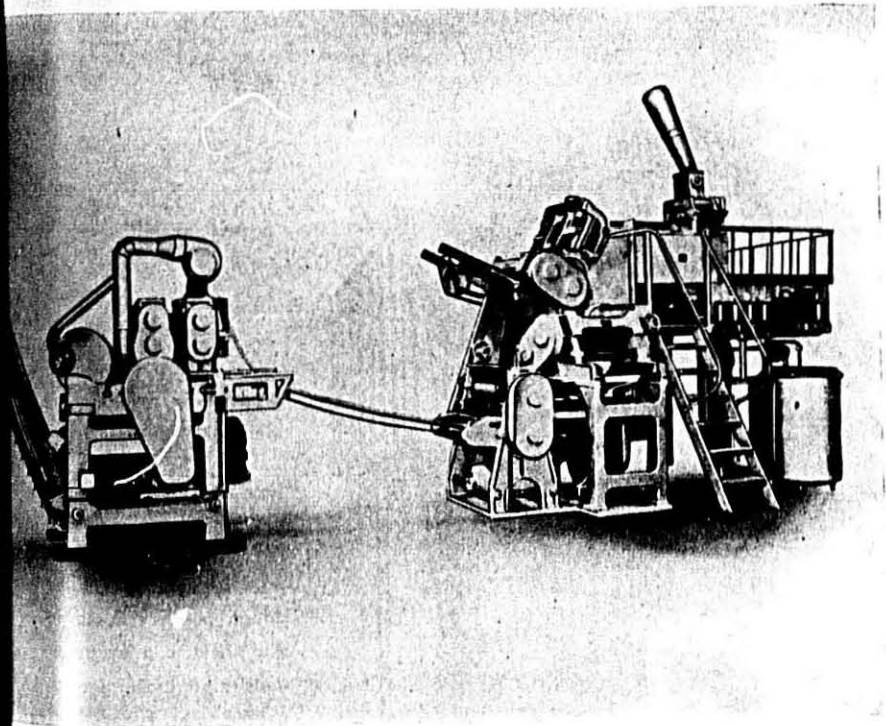
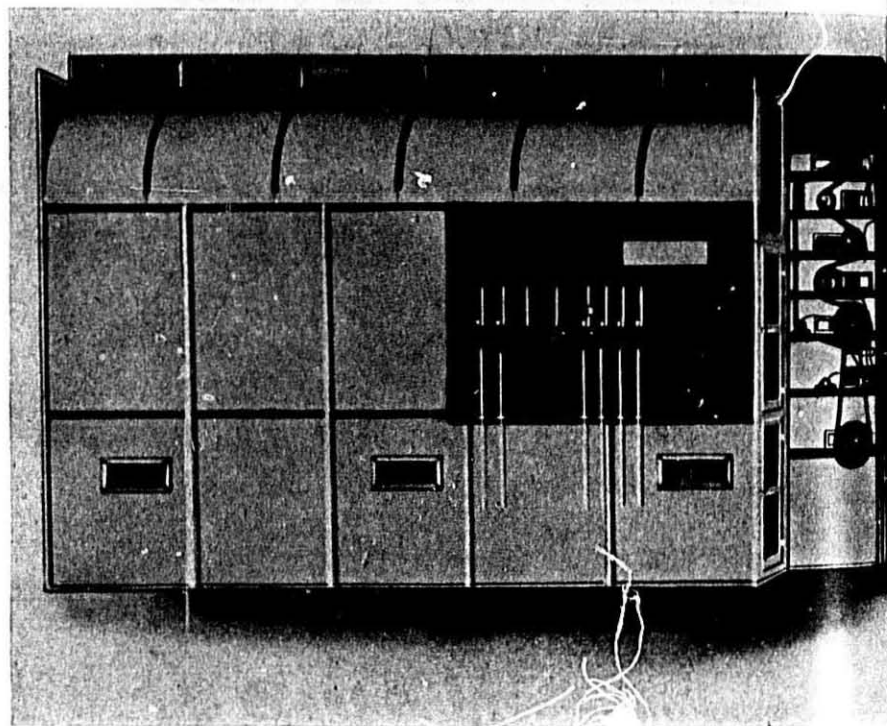
All of the pests, insects and rodents, which contribute to this filth and to the possibility of contamination come into a plant for simple reasons. They want harborage, or shelter, and food. Whenever either of these is provided and steps are not taken to keep the pests out, or to kill them once they are in, they will be present and will contaminate.

The first corrective step is the elimination of "avenues of infestation," or means whereby the pests can get into the plant. The second is to eliminate sources of the pests, such as stagnant pools and garbage dumps in the immediate vicinity of the plant. Mr. Gerald S. Doolin, Director of Sanitation for the National Confectioners Association, presented a number of colored slides—scenes of harborages and breeding places for all kinds of pests which were only too familiar to many of his listeners. The overstuffed garbage can too near an opening in the plant wall, the pile of boards and rags in a forgotten corner, the dead flour space in the

(Continued on Page 48)

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 EGGS 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 the 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 simulta-

neously with flour to the mixer of the Sheet Forming Machine which in turn forms the 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 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.

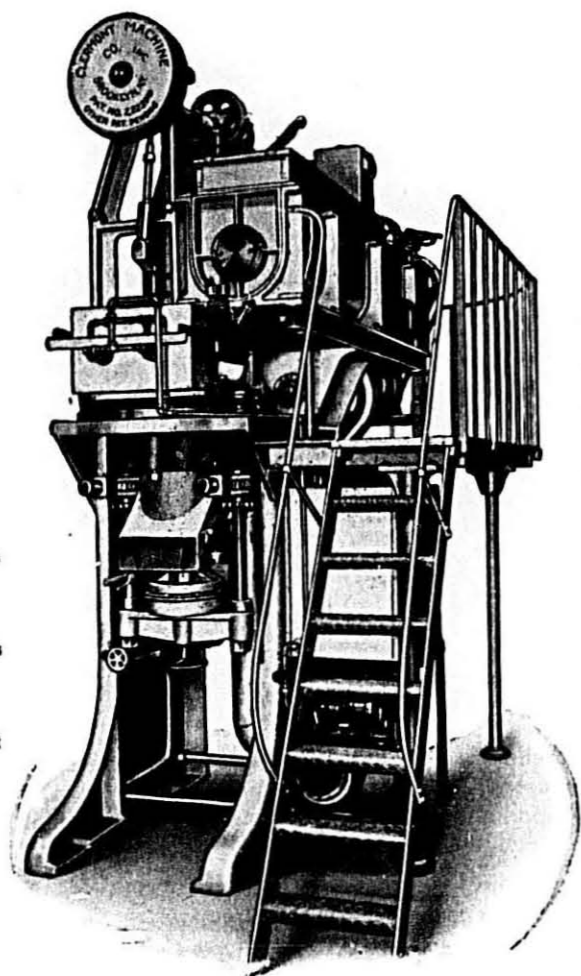
266-276 Wallabout Street
 Brooklyn 6, New York
 New York, U. S. A.

Telephone: Evergreen 7-7540

Presenting
to the Macaroni Industry

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Ingeniously Designed

Accurately Built

Simple and Efficient in
Operation

Production—1200 pounds
per hour

Suitable for long and short
cut goods

Brand new, revolutionary
method

Has no cylinder, no piston,
no screw, no worm.

Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a product
of strong, smooth, brilliant,
yellow color, uniform in
shape, free from specks
and white streaks.

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK

DURUM WHEAT FOODS

MACARONI

SPAGHETTI

NOODLES

By Clara Gebbard Snyder, Director

Department of Food and Nutrition, Durum Division, Wheat Flour Institute

Durum or Macaroni Wheat Makes Quality Spaghetti, Macaroni and Noodles

"SOUP-TO-NUTS" FOOD

A more accommodating and versatile food family than the durum wheat triplets—macaroni, spaghetti, and noodles—could hardly be found. They are real from-soup-to-nuts foods, for one or another of them fits into any type of meal, or into any course of a meal.

Wherever these foods are used, they add desirable qualities without intruding on other more flavorful foods. Because they are made of wheat, they themselves have a smooth bland flavor of which one never tires. Because the best quality of these popular foods is made of high-protein durum wheat, they absorb and "spread out" the flavors of other foods.

Soups with noodles added have been favorites since the days when every homemaker made her own noodles. Nowadays manufacturers make such good noodles that "noodle soups" are still mighty popular, but modern cooks like to vary their family's favorite soups now and then by cooking elbow spaghetti or macaroni in them.

So far as main dishes are concerned, the durum trio make one-dish meals that can be prepared in a single utensil, and they also serve as the foundation for the richest, most elaborate dishes. Whatever the dish, macaroni, spaghetti, and noodles add food value and good eating while they subtract cost.

In desserts these foods perform the same economy tricks. Noodles shine a bit more brilliantly in this role than do the others. Perhaps that is because noodles contain 5.5 per cent egg solids, and wheat flour blended with egg is just naturally a fine combination. Noodles cooked to custard tenderness and folded into crepe or cream filling for pie make delicious puddings as well as thrifty, delicious pies.

Experimenting with the durum wheat trio is fun, the kind of fun that pays generous dividends in enjoyable, nutritious eating.

EFFICIENT FAMILY-FEEDING TEAM

Like a football coach who shrewdly appraises his players and then builds a team, today's homemaker appraises foods, and fits them into an efficient family-feeding team.

Many a football coach has a star player or two, just as homemakers put one or two foods into the star classification. The homemaker is luckier than the coach, for on her nutrition team she has a few special foods that are all-around stars. They can play several positions on the team, and they play brilliantly wherever they are placed.

Such special all-purpose foods are those of the macaroni family. Served in soup, in main dishes, in salads, and even in desserts, they give their followers their money's worth of satisfaction.

Feeding families well these high-priced days can become a bit grim. The job is made much less complicated and much more rewarding when durum wheat foods are fitted into menus often. Their topnotch wheat proteins are all-around stars. These proteins are equally clever at absorbing and extending the nippy goodness of mellow cheese, the juicy richness of beef or ham, the festive flavor of chicken or turkey, the savory satisfaction of seafoods. Because macaroni, spaghetti, and noodles cook quickly they save time and fuel as well. Many of the dishes in which these foods star are practically one-dish meals, so they save effort and energy, too.

All these virtues would seem to make any food almost worth its weight in gold. Instead of being costly, macaroni foods, like most other foods made from durum wheat, are among the most economical on the grocer's shelf. Not only are they low in cost, but they are truly economical. They give their own food energy and protein to the menu, and, in addition, they are nutritious carriers for the food values provided by other foods. As the football fans would say, "Let's give a cheer for durum wheat foods!"

"NON-FATTENING" BUT SATISFYING

The fact that macaroni, spaghetti, and noodles are economical is well known. The fact that they are valuable providers of protein along with their excellent energy-giving carbohydrates is not quite so well known. The fact that they are not "fattening" seems to be hardly known at all.

These days it is recognized that almost every food has a place in the diet. Most foods can even have a welcome place in a diet designed to take off weight. A good diet, whether it be for a normal person, an overweight person, or an underweight person must: (1) supply adequate amounts of the necessary food nutrients; (2) supply the proper "fuel value," that is, calories (proportionately more for the underweight, fewer for the overweight); (3) appeal to the eye and the taste; (4) satisfy the appetite; (5) satisfy hunger; (6) contain a combination of food elements which will help prevent quick recurrence of hunger.

The durum wheat food trio makes a contribution to each of these "musts."

- (1) Macaroni, spaghetti, and noodles supply considerable amounts of protein, as well as energy-yielding carbohydrates.
- (2) They supply a modest share of "fuel value," or calories. An ounce of macaroni or spaghetti (uncooked) supplies only 100 calories—far less than most persons think.
- (3) They appeal to the eye and the taste. Spaghetti with meat sauce, macaroni with salmon and peas, noodles and hot deviled eggs—how good they look on the dinner plate!
- (4) & (5) They satisfy the appetite and they satisfy hunger.
- (6) Because they contain a combination of proteins and carbohydrates they are digested at a moderate (instead of fast) rate. This means that they help prevent quick recurrence of hunger.

One way to keep the cost of reducing diets down is to make wise use of the macaroni foods. They themselves add only a modest calorie count to the diet—when served with simple, basic foods, such as lean meat, seafoods, eggs, poultry, cheese. Rich sauces and dressings increase the total calorie value of the diet, whether they are served on macaroni or any other food.

Economical - Political - Industrial

National Industries Service

A FEW TOUGH FACTS

J. E. Jones

Washington, D. C.—High prices affect everybody. By steady jumps prices are now 75 per cent over 1939. Food has gone up more than 127 per cent.

Production has nearly doubled in the past few years. Average hourly earnings in manufacturing, retail trade, coal mining and private building all show increases. Wages of coal miners are up 183 per cent. At the same time profits have jumped 300 per cent since 1939.

Despite the high cost of everything more people have been saving money the last year than at any time since the close of the war.

The Federal Reserve Board reports that new credit restrictions have reduced the prices of new automobiles about a hundred dollars. There is still a great need for housing, but the prices are so high that there is a slump in building enterprises.

Evidently steel production continues to be a perpetual bottleneck, and that's what is tying up the railroad and other industries. There are 66,000 fewer freight cars today than in normal years.

Government spending is terrific—because of international conditions.

The only consolation in the summary of conditions is that State and local Governments are spending more for streets, highways and the schools than in former years.

The picture is rather pessimistic but somehow or another everybody seems to be eating, sleeping and drinking, just about like they were in the "good old days." We all keep jogging along!

THE TRUTH ABOUT OIL

The total consumption of petroleum products in all fields in 1947 was about five-and-one-half million barrels a day. Interstate Commerce Commission reports show that the railroads absorbed some 317,000 barrels a day, or 6 per cent, as follows:

Heavy fuel for 6,000 fuel oil burning steam locomotives, 265,000 barrels a day.

Diesel fuel for 5,000 Diesel-Electric locomotives, 52,000 barrels a day.

This adds up to an amazing total of 317,000 barrels a day.

The interesting fact is that the 5,000 Diesel locomotives do five times as much work as the 6,000 oil-burning steam locomotives.

In view of this, it was curious last winter when some leaders in both Gov-

ernment and industry stated that the shortage of liquid fuels and the huge availability of coal warranted the immediate replacement of Diesel-Electric locomotives by those burning coal.

Moved by this sly distortion of the true picture, the Electro-Motive Division and the Research Laboratories Division of General Motors Corporation made a thoroughgoing analysis of the Nation's petroleum consumption which has just been released, with a foreword by the noted research leader, Charles F. Kettering.

It shows, on the basis of Government reports, that 40 per cent of our total 1947 petroleum supply went into gasoline; residual fuel and asphalt use 25 per cent; home heating and Diesels other than railroad, 15 per cent; coke and gas, 10 per cent; kerosene, 6 per cent; lube oil, 3 per cent and less than 1 per cent was used by the 5,000 Diesel locomotives in operation on the American railroads. That's less than was used during 1947 in kerosene lamps, small heaters and the like.

Meanwhile, the report shows, a real attack upon the problem of lengthening the life of our visible petroleum reserves is under way. Forty per cent of the Nation's petroleum products consumption of two million barrels per day (as compared with railroad Diesel consumption of 50,000 barrels a day) now is in gasoline, chiefly used in highway vehicles.

The report discloses that General Motors has successfully operated test automobiles hundreds of thousands of miles with new engines that give a 20 per cent gasoline saving; furthermore, developments have progressed to the point where the report flatly states: "engines capable of 40 per cent fuel savings will ultimately become available."

If the miles per gallon obtained in automobiles and trucks were increased by only one mile, three times as many barrels of petroleum would be saved as is used by all of the Diesel locomotives in operation today.

To insist that the railroads invest their money in coal-fired steam locomotives which were recognized as obsolete ten years ago in the light of the foregoing conditions, is like asking the automobile companies, because of the shortage of steel and fuel, to return to the manufacture of carriages.

FACE AND FEET AS FIRST FRONTS

Once we read of a father who was about to paddle his small son for some trifle, when his eyes fell to the two lit-

tle feet before him. Something about the innocent way they stood there, with toes turned slightly in, made him reconsider and plan another way to deal with his youngster.

And a woman we know told us the other day that she always steals a glance at a person's feet first thing after an introduction. She thinks it is inexcusable not to have well-shined shoes at all times. We must admit, too, that the time and cost of a dash of the ol' shinola now and again isn't worth mentioning.

The ostrich covers his head, believing that no one can see him. And many think their face is their best front. It might be well to remember, though, that our shoes are showing, too.

BABE: WHERE ART THOU?

There were 141,000 less babies born in the first seven months of 1948 than in the same seven months of 1947. The government statisticians are trying to explain why the baby boom is falling off.

OYSTERS "R" IN SEASON

With the advent of the "R"-months, the traditional oyster-eating season is upon us. But unless you're a hide-bound antiquarian who demands his oysters raw and in the shell, the Government Fish and Wildlife Service sees no reason to restrict your enjoyment of the luscious, nutritious oyster to the months of September through April, when fishermen harvest America's best oyster beds.

The tradition of waiting until the first "R"-month before eating oysters dates back several decades, before frozen oysters acquired their current popularity. Today, modern transportation, packaging and freezing techniques enable people in all parts of the country to eat oysters every month in the year.

It's *passé* to confine your oyster appetite to the traditional "R"-months, says William H. Dumont, the Fish and Wildlife Service's fishery market news chief. He advises oyster fanciers to continue gratifying their lust for oysters even after April, when the harvest ends.

Reports reaching the Service indicate that this year's oyster crop should be larger than last year's. Higher costs for seed oysters and higher wages, however, will prevent prices from dropping.

November, 1948

THE MACARONI JOURNAL

21

Sift these facts before you order flour

When your supplier uses St. Regis Packaging Systems to pack your flour in St. Regis Multiwall Paper Bags, you get these *plus* advantages:

SANITATION! The valve bag filling method is the only *completely sanitary* method of packing flour. No contaminating elements can reach the flour during packing.

NO SIFTAGE! Flour can't possibly sift through the strong kraft paper of a St. Regis Multiwall. And seams and closures are all sealed tight to avoid loss.

NO RETENTION! Flour packed in St. Regis Multiwalls pours more freely. There's no loss to you through flour clinging to sides and in corners.

So when you order your next flour shipment, remember these facts . . . then specify delivery in St. Regis Multiwall Paper Bags.

SALES SUBSIDIARY OF **SR** ST. REGIS PAPER COMPANY

ST. REGIS SALES CORPORATION
230 PARK AVENUE NEW YORK 17, N.Y.

NEW YORK • CHICAGO • BALTIMORE • SAN FRANCISCO • ALLENTOWN • OFFICES IN PRINCIPAL CITIES
IN CANADA: ST. REGIS PAPER CO. (CAN.) LTD., MONTREAL • HAMILTON • VANCOUVER
ST. REGIS — WORLD'S LARGEST MANUFACTURER OF MULTIWALL PAPER BAGS



1949 Registered Trade-Mark Expirations

A survey of the trademarks registered for macaroni-spaghetti-egg noodles in the U. S. Patent Office show that the following will expire in 1949 and may be renewed, if desired, under the new trademark law:

Owner	Registration Number	Date Registered
Volpe Brothers	257,826	June 18, 1929
Brooklyn Macaroni Co.	262,084	Sept. 24, 1929
Megs Company	260,304	August 20, 1929
Traficanti Brothers	257,547	June 11, 1929
Traficanti Brothers	258,300	July 2, 1929
Kansas City Mac. & Importing Co.	261,486	Sept. 17, 1929
S. Viviano	260,799	August 27, 1929
S. Viviano	261,164	Sept. 10, 1929
Gagnard Products, Inc.	259,727	August 6, 1929
Anthony Macaroni Co.	262,930	Oct. 29, 1929
Neighbor Products Co.	262,461	Oct. 15, 1929
L. Clemente	254,386	March 26, 1929
V. C. Naso	264,899	Dec. 10, 1929
C. W. Zaring & Co.	258,689	July 9, 1929
Strohmeier & Arpe Co.	76,702	Feb. 8, 1930
Cumberland Macaroni Mfg. Co.	256,921	May 14, 1929
Cumberland Macaroni Mfg. Co.	260,785	Aug. 27, 1929
A. Messuri & Son	257,591	June 11, 1929
P. Pastene & Co.	251,729	Jan. 15, 1929
Roman Macaroni Co., Inc.	262,906	October 29, 1929
Sanacori & Co.	262,643	October 15, 1929
B. S. Scotland	260,806	Aug. 27, 1929

Survey Shows Many Brands

The Illinois Daily Newspaper Markets, Inc., Springfield, Ill., recently released some interesting facts on Packaged Macaroni Products in 40 city zones covered by Illinois daily newspapers outside Chicago.

Because Illinois is quite typical of other states comprising the Central section of the country, it is safe to assume that the trade elsewhere shows the same trend.

The results of the survey made April, 1948, by the house-interview method were released in September. The 40 city zones covered by the 45 newspapers outside Chicago had a population of 1,512,990, with 418,297 families, of which 12,798 were included in the survey and analysis.

The questionnaire sought to determine where trading was generally done whether at independent stores or chain stores.

In the Package Macaroni and Spaghetti questionnaire sent to families that had been classified into four Income Groups based on rents paid or the rental value of homes owned, the question asked was—"Do you buy package macaroni or spaghetti?"

When compiled the answers of the 418,297 showed that 374,376 answered Yes (or 89.5 per cent) and only 43,921 said No—(10.5 per cent).

In the 40 city areas covered by the survey, 89.2 per cent of the customers mentioned 48 different brands of package macaroni and spaghetti, while 10.2 per cent reported that they did not know the names of brands purchased.

No attempt was made in the survey to find out the frequency of purchase of this food, confining the search to the brand preferences of the families surveyed.

How many brands of Packaged Macaroni and Spaghetti are there in the United States? The Illinois survey may give an inkling. In the 40 city areas covered by 45 newspapers outside Chicago, 48 brands were reported with several almost unheard of private brands in addition. Named were:

- | | |
|------------------|----------------|
| AMERICAN BEAUTY | ELCO |
| AMERICAN LADY | ENCORE |
| AMERICAN TEA CO. | EUREKA TEA CO. |
| ANN PAGE | FARMER'S PRIDE |
| BLUE RIBBON | FAUST |
| C & W | FOULDS |
| CHEF-BOY-AR-DEE | GOLD MEDAL |
| CLOVER FARM | GOOCH'S |
| CREAMETTE | GRAND PRIZE |
| CRESCENT | GRAND UNION |
| CYRELLA | HAPPY HOUR |
| DIAMANTINE | HEINE |

Macaroni-Noodles Trade Mark Bureau

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

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

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

All Trade Marks should be registered, if possible. None should be adopted until proper search is made. Address all communications of this subject to Macaroni-Noodles Trade Mark Bureau, Broadwood, Illinois

Owner	Registration Number	Date Registered
B. S. Scotland	265,250	December 17, 1929
F. G. Pivrotto	74,955	Aug. 24, 1929
United Macaroni Co., Inc.	257,658	June 18, 1929
West Virginia Macaroni Co., Inc.	259,111	July 23, 1929
Parma Importing Company	265,036	Dec. 10, 1929
De Martini Macaroni Co.	253,758	Mar. 5, 1929
John B. Capepa Co.	255,043	April 9, 1929
John B. Capepa Co.	260,296	Aug. 20, 1929
Knorr Food Products Corp.	263,495	Nov. 5, 1929

The Macaroni Trademark Department will handle all renewal requests at cost to Members of the National Macaroni Manufacturers Association and for a small fee to non-members.

- | | |
|---------------|--------------------|
| J.G.A. | RED & WHITE |
| INDIA TEA CO. | RICHLEU |
| JACK SPRATT | ROSE |
| JEWEL TEA CO. | RUBSO'S |
| KOVAK & RIVA | SKINNER'S |
| KRAFT DINNERS | ST. LOUIS MACARONI |
| KROGER | TENDERONI |
| MAMA MIA | TOPMOST |
| MONARCH | TOM BOY |
| QUAKER | UNIVERSITY |
| R & F | VERMICELLA |
| RED CROSS | VIVIANO |

New Macaroni Plant Financed

Ronzoni Macaroni Gets \$850,000 on New Factory

A building and permanent loan of \$850,000 at 4½ per cent interest for fifteen years was obtained by the Ronzoni Macaroni Company from the Jamaica Savings Bank on the factory building being erected at 50-02 Northern Boulevard, Long Island City, Queens. Alfred K. Wiener was the broker and title was insured by the Home Title Guaranty Company.

The building is of reinforced concrete construction and will be partly two and three stories high. It will contain a total floor area of more than 200,000 square feet. The property has a frontage of approximately 317 feet on Northern Boulevard, and has an average depth of 500 feet.

New York Times, Nov. 3, 1948

The Story of Macaroni

No. 13

INDUSTRY PROGRESS

Domestic macaroni first appeared in this country about 1880, but it was another 10 years before commercial production began. One authority states that one factory had a possible daily capacity at that time of 25 barrels, but even as late as 1900 the entire industry did not consume more than 500 barrels a day.

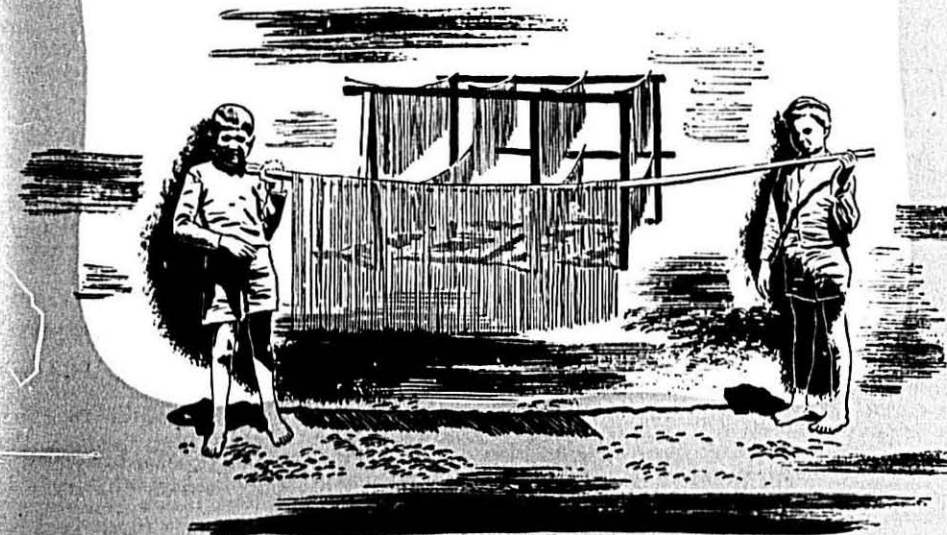
From this small beginning, production increased steadily and today over 300 American plants produce over 1 billion pounds of macaroni products annually.

Production is limited only by the size of the durum wheat crop-- and by the demand for quality macaroni products.

King Midas Semolina is milled especially for those who demand only the highest quality.

KING MIDAS FLOUR MILLS

Minneapolis Minnesota



Trade-Mark Department—

FIRST YEAR of the NEW TRADE-MARK LAW

Many Valuable Macaroni-Noodle Trade-Marks Have Not Yet Been Brought Under Its Protection

The Latham Act, as the latest law governing trademark registrations is known and which went into effect on July 5, 1947, has been in effect a little more than a year and already its good effects have been noted by the sponsors and those whose interests it aims to serve. Commenting on its first year of operation, the National Trademark Company that handles the Federal registrations for the Macaroni-Noodle Trademark Bureau, with the interest of the macaroni-spaghetti-egg noodle manufacturers particularly in mind, comments on its operations, as follows:

In the first year as the law-governing trade-mark registrations, the Latham Law has made noticeable progress in straightening out the registration mess. Many cases have been filed with the Patent Office, with many still unacted upon, and many first actions have merely called attention to minor clerical errors, due mostly to the fact that temporary rules had later been changed. Mr. Derenberg of the Patent Office in an address before the United States Trade Mark Association in New York said he was surprised that more cases had not been filed.

Many of those who have technical registration under the 1905 Act, and which have a number of years to run, have been a little slow to convert to the new law in order to take advantage of the five-year incontestability provision, and other benefits. Hesitated, for one thing, because they don't want to be bothered with the affidavit which must be filed at the end of five years. You know that is obligatory or else the registration will be cancelled. A bona-fide excuse would be considered, but the registrant is only once advised of this requirement, so he or his attorney must see there is no slip-up on this affidavit of use, a "slip" means the Commissioner shall cancel the registration.

Of course all registrations under the 1920 Act, must be re-registered, as they cannot be renewed at the end of twenty years, so if the mark is of consequence, it should be re-registered without delay, and if it has been in use five years or more the new registration will be on the Principal Register, as the mark will have become distinctive of the goods.

Then there is another thing that can be done, namely, if renewal time is at hand the registration may be renewed and converted in one operation, which should lessen the fee somewhat in

favor of the applicant. The renewal of a registration under the new law does not thereby bestow the benefits of the new law automatically, as some think, but the registration must be converted to the new law before it is subject to the incontestability provision, et cetera.

Here is another point of which many are not aware: Under the new law the registrant is given an extension of three months within which to renew his registration, and that is why the Patent Office cites "expired" registrations against new applications. After the extension time has passed, expired registrations are no longer cited. This is very important as some times the moment a registration expires, someone files an application without further investigation, only to find a belated renewal has been filed. This is another good extension in the new law. If one cannot get an opposition filed within 30 days, he may be granted a short extension for that purpose.

Concurrent applications are not doing so well, because each new applicant must have used his mark prior to the filing date of the already granted registration or registrations. Few can overcome this obstacle. The "Hawks Bill," now pending, changes this and the applicant only has to show prior use to the republication date under the new law. The Bill S-1919 hasn't been passed yet. An applicant now must swear he is using the trade-mark applied for at the time the application is filed.

It is quite refreshing to see how many good trade-marks are still in use and are being republished under the new law. It seems that some owners have hesitated to convert their registration because of the supposed repetition

The Other Fellow

Premiums—Macaroni, Cereals

—Lighters

Skinner Manufacturing Company, Omaha, Nebr., offers a series of monthly prizes to brokers, district directors and retail salesmen for setting up displays of Skinner's macaroni products and breakfast foods. First prize each month is 4,000 coupons which can be applied toward premiums earned in Skinner's regular co-operative coupon plan. In addition, every man who sets up 25 or more displays will receive a Zippo lighter bearing his initials and a steerhide billfold; those

of the Affidavits. Under Section 8 of the New Law an affidavit of continued use is required to be filed by the registrant at the end of the first five years. The Commissioner of Patents interprets this to mean just one affidavit, which does not have to be repeated every five years.

It is more than probable that after a little when more is known about the intricacies of the new law, more registrations will be converted.

There is more liberality under this law, particularly where a non-technical mark has become distinctive of the owner's goods, and when a licensee extends the mark to additional goods, which are approved by the licensor, both he and the owner of the mark is benefited and the owner may include all such goods in a registration.

Trade-Mark Renewed

La Gloria

The trade-mark "La Gloria" registered November 17, 1908 by the Atlantic Macaroni Co., New York, N. Y., was renewed November 17, 1948, to Caruso Foods, Inc., Long Island City, N. Y., a corporation of New York. The mark is used on the firm's macaroni products.

Trade-Marks Republished

Jenny Lee's

"Jenny Lee's," a trade-mark registered December 7, 1947, under registration number 352,567, by Minnesota Macaroni Company, St. Paul, Minn., a corporation of Minnesota, was republished by the registrant. The mark has been used since April 15, 1931, by the owner for macaroni food products and egg noodles.

Richeroni

Jellum, Inc., of Joliet, Illinois, a corporation of Delaware, has republished the trade-mark "Richeroni." The mark has been used for macaroni products since August 10, 1946, and was registered July 29, 1947 under registration number 431,657.

with between 10 and 24 displays get billfolds. . . .

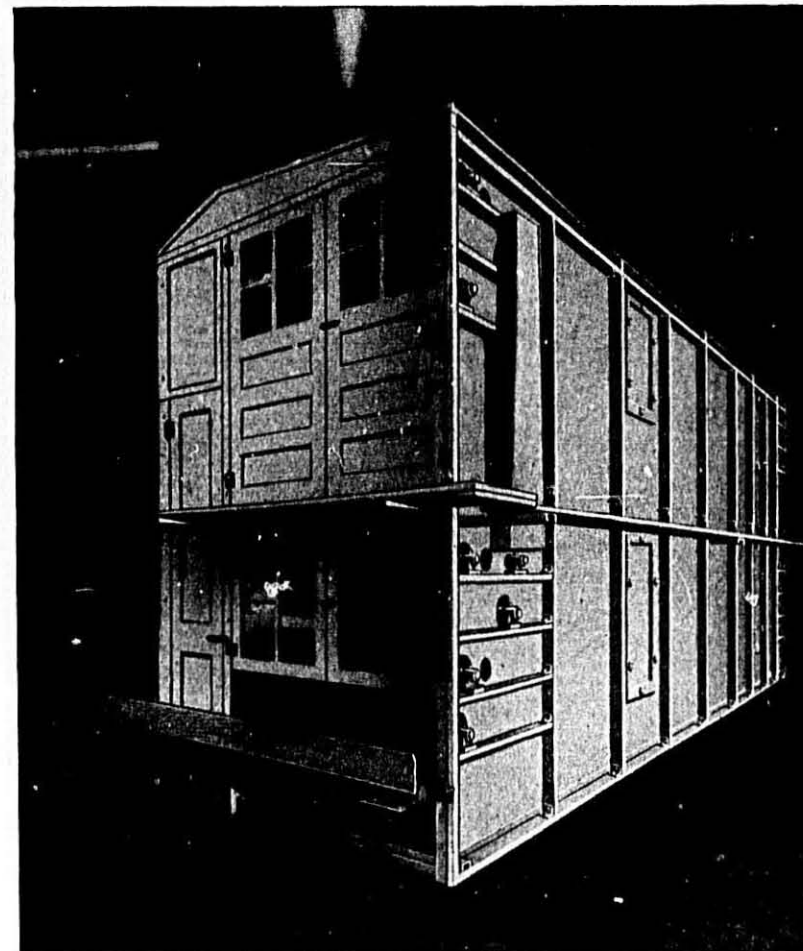
Premium Practice and Business Promotion, September, 1948.

Premiums—Macaroni—Food Bags

The Creamette Company, Minneapolis, Minn., offers four plastic utility food-storage bags for 25 cents and a trade-mark from a Creamettes macaroni carton. The transparent bags are in assorted sizes, up to 10 by 15 inches and are said to be worth \$1.00 at retail. Creamette newspaper display ads include an order form. . . .

Premium Practice and Business Promotion, September, 1948.

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.

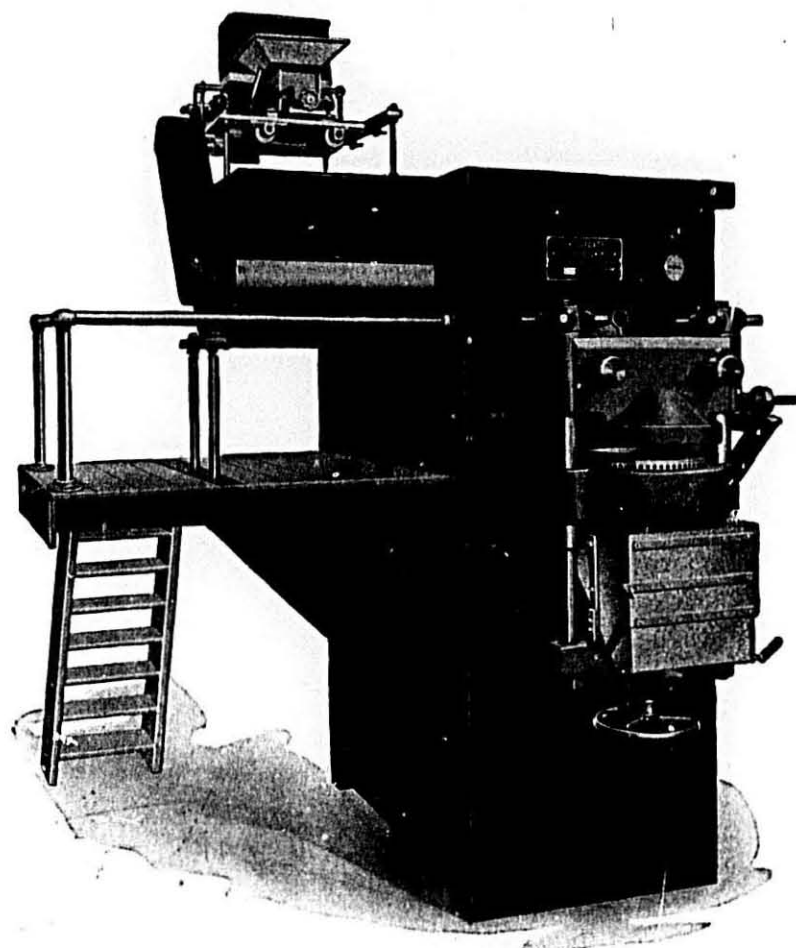
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

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.

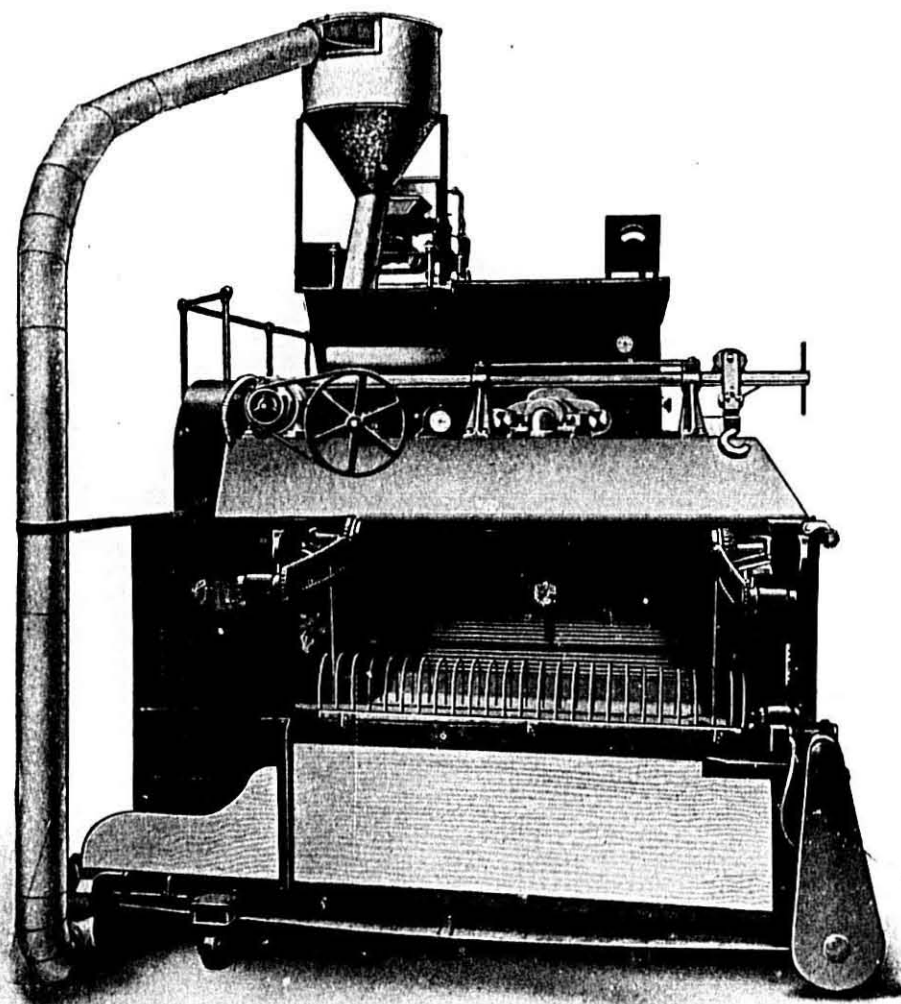
Production, not less than 1,000 pounds of dried products per hour.

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

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

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, Ziti, 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.

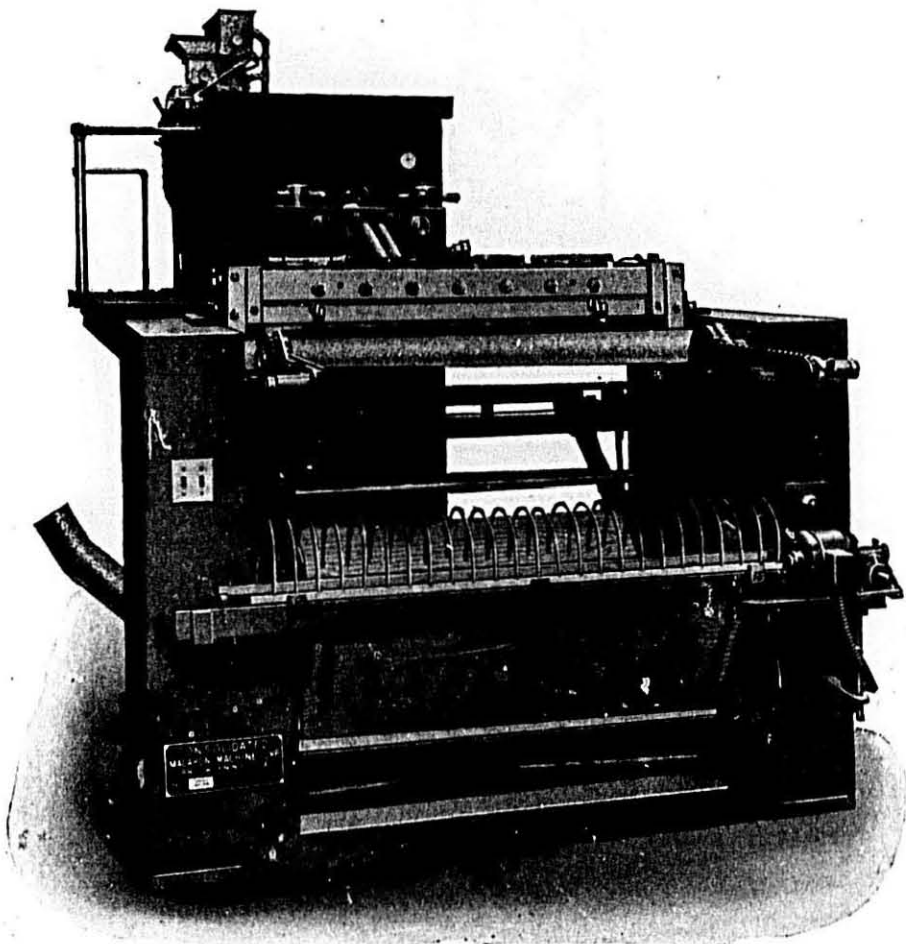
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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

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.

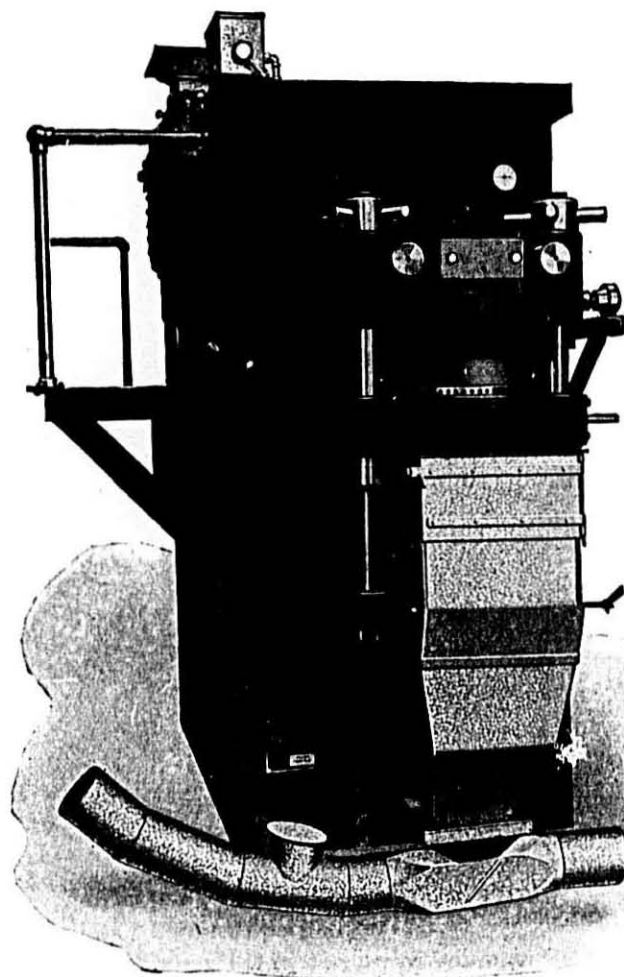
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

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.

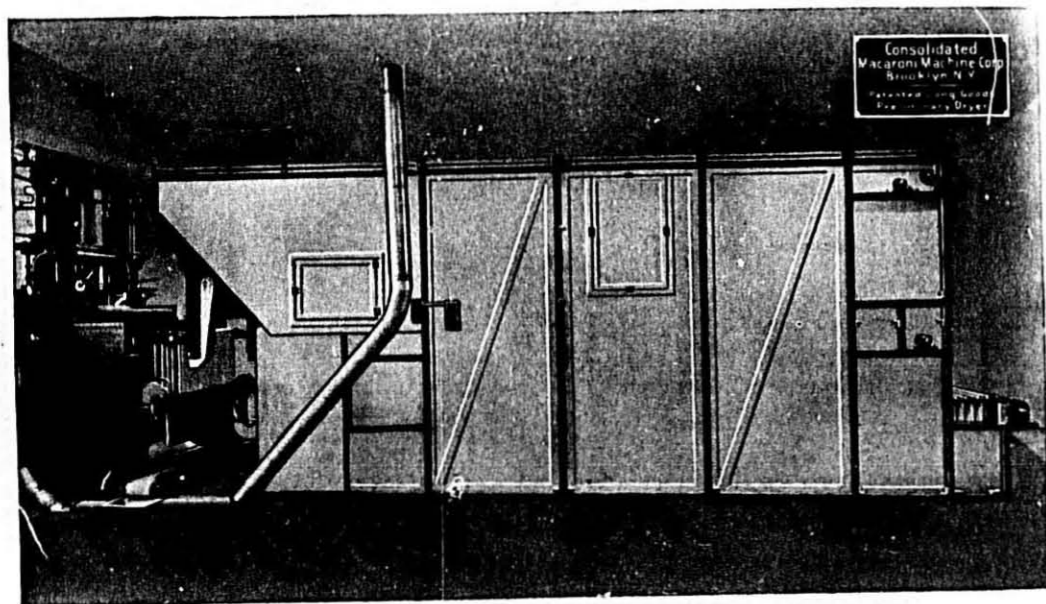
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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

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.

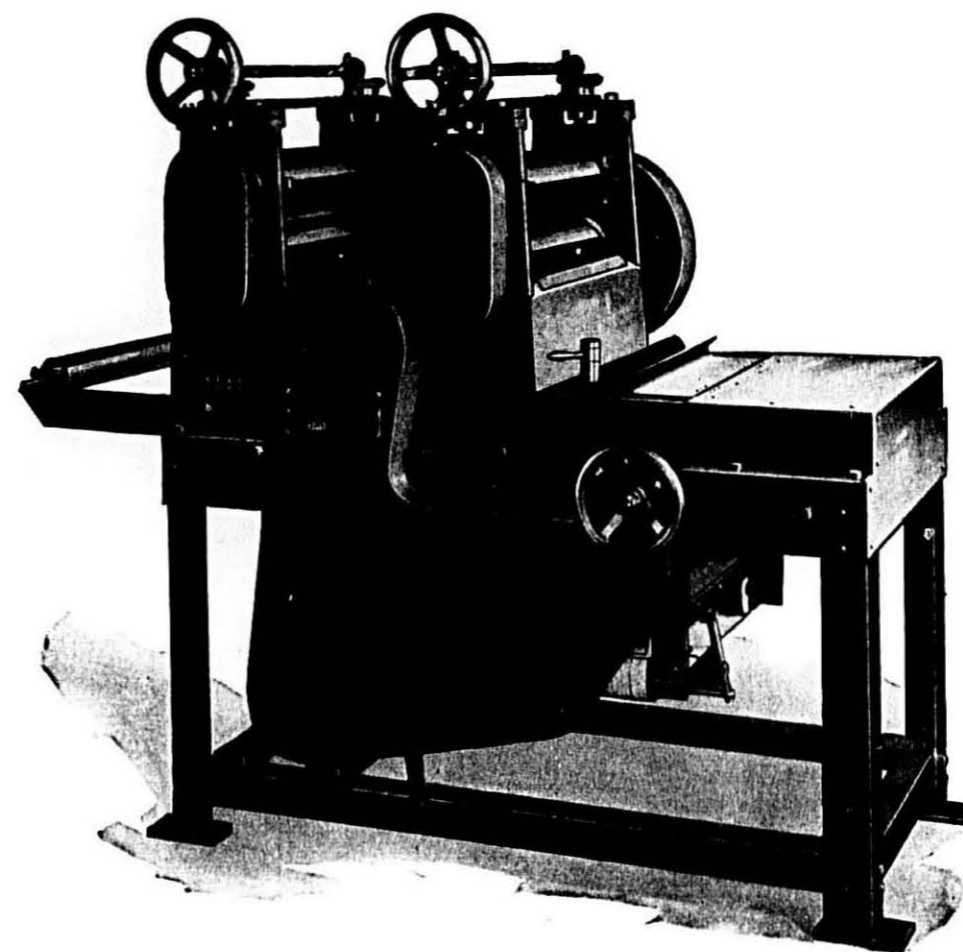
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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.

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

Write for Particulars and Prices

STANDING AND SPECIAL COMMITTEES

President C. L. Norris at the September 9 meeting of the Board of Directors announced the appointment of the following Association Committees for fiscal year, 1948-1949:

STANDING COMMITTEES—1948-49

EXECUTIVE

Peter LaRosa, Chairman
J. H. Diamond
A. Irving Grass
Peter J. Viviano
C. W. Wolfe

STANDARDS

Louis S. Vagnino, Chairman
Thomas A. Cuneo
Horace A. Gioia
Emanuele Ronzoni
Joseph Sanacori

FINANCES AND ASSOCIATION INCOME

J. H. Diamond, Chairman
Peter LaRosa
Joseph Pellegrino
Lloyd E. Skinner
Peter J. Viviano

STATISTICS

Joseph Pellegrino, Chairman
Charles Presto
Walter F. Villaume

LABOR AND WELFARE

John P. Zerega, Jr., Chairman

E. D. DeRocco
Peter J. Palazzolo

MEMBERSHIP

A. Irving Grass, Chairman
Vincent J. Marino
Joseph Santoro

EDUCATION AND PUBLICITY

Albert J. Ravarino, Chairman
John Linstroth
E. Z. Vermylen

TRADE PRACTICES

Peter J. Viviano, Chairman
Erich Cohn
Guido P. Merlino
Jack Procino
Peter Ross Viviano

ASSOCIATION ACTIVITIES

C. Frederick Mueller, Chairman
(Other members are the chairmen of the Standing Committees)

Executive

Peter LaRosa

Standards

Louis S. Vagnino

Finances and Association Income

J. H. Diamond

Statistics

Joseph Pellegrino

Labor and Welfare

John P. Zerega, Jr.

Membership

A. Irving Grass

Education and Publicity

Albert J. Ravarino

Trade Practices

Peter J. Viviano

SPECIAL COMMITTEES—1948-1949

DURUM GROWERS' RELATIONS

Maurice L. Ryan, Chairman
Alden Anderson
Charles Presto
Walter F. Villaume

AMERICAN MACARONI EXPORT

Peter S. Viviano, Chairman
Glenn G. Hoskins, Consultant
B. R. Jacobs, Technician
Henry H. Jacoby, Export Agent
C. W. Wolfe, Liaison Officer

ARMY BUYING CONSULTATION

Co-Chairmen

Peter J. Viviano (Directors)

P. M. Petersen (Millers)

INSTITUTE EXECUTIVE BOARD

C. Fred Mueller, Chairman

C. W. Wolfe

Peter LaRosa

Peter J. Viviano

Albert J. Ravarino

Sam Viviano

Guido P. Merlino

President C. L. Morris (ex officio)

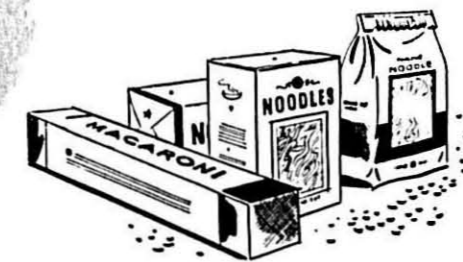
each and every Cloverbloom egg is . . .

Breakfast Fresh



Yes, these are the eggs that go into the making of Cloverbloom Frozen Egg Yolks . . . select, breakfast-fresh eggs 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

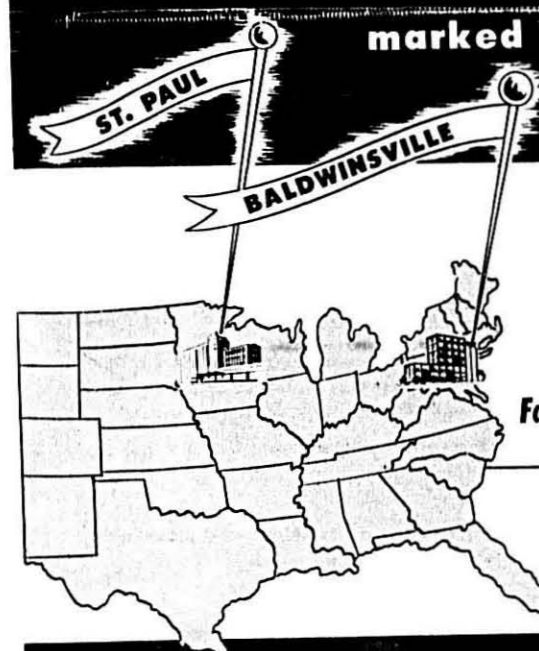
When you use Cloverbloom Frozen Egg Yolks, you'll be sure of finest quality in your noodles. You'll save time and trouble, too, because Cloverbloom Frozen Egg Yolks are always ready to use, always uniform. Armour produces Cloverbloom frozen whole eggs, whites, sugared and salted yolks; spray-powdered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



General Offices • Chicago 9, Illinois

CENTERS of CAPITAL QUALITY

marked on the Wise Buyers Map



CAPITAL GRANULAR

Famous for Quality and Dependable Uniformity

CAPITAL FLOUR MILLS

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

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

Plant Facilities Expanded

The Consolidated Macaroni Machine Corporation through its president, Conrad Ambrette, announces an extensive addition to its plant at 156-166 Sixth St., Brooklyn, through the purchase of an adjacent building that will provide the firm with an additional floor space in excess of 8,000 square feet. The space is to be devoted exclusively to the manufacture of all types of macaroni, spaghetti and egg noodles dryers, including Continuous Short Cut Dryers, Long Goods Preliminary Dryers, etc.

The new building has been equipped with a complete line of modern, time-saving machinery "to enable us to turn out these various dryers rapidly and to expedite their delivery."

1948 Wheat Crop—U. S. Crop Reporting Board

September 10 Estimate of Durum Placed at 45,938,000 Bushels

With durum harvest reaching its final stages during the first part of September, the U. S. Crop Reporting Board estimated on September 10 that the 1948 durum crop will be considerably above normal in quantity but

makes no reference to its quality. It is interesting to compare the Government figures with those reported elsewhere in this issue by crop experts in the durum center.

According to this government agency, 3,170,000 acres were planted with durum this year as against 2,925,000 acres in 1947 and the 1937-1946 average of 2,549,000 acres. Durum production of 45,938,000 bushels this year is about 4 per cent above the 1947 crop of 43,983,000 bushels and 33 per cent above the average of 34,619,000 bushels. Yield of durum wheat is indicated to be 14.5 bushels per acre—a half bushel more than the average, but a half bushel below last year. Improved yield prospects since August 1 in Minnesota were more than offset by a reduction in prospects in South Dakota.

Other Wheats

All wheat production is now estimated at 1,284,995,000 bushels. The indicated production is about 6 per cent below the record crop of 1,364,919,000 bushels harvested in 1947, but is 36 per cent above the 10-year average. The estimate of all wheat production for 1948 includes 981,415,000 bushels of winter wheat for which the last estimate was made as of August 1.

All spring wheat production is placed at 303,580,000 bushels, slightly

above the August 1 forecast, about 2 per cent more than last year's 296,949,000 bushel crop, and 20 per cent more than the 1937-46 average of 254,017,000 bushels. Harvesting of spring wheat is nearing completion although some late planted areas still remain to be harvested in Minnesota, South Dakota, Washington and Oregon, where wet weather has delayed maturity and combining. Weather has been favorable for harvesting in Montana, Wisconsin, North Dakota and Idaho. Yield of all spring wheat is indicated at 16.1 bushels per acre compared with 15.3 last year and the average of 14.9 bushel.

Other spring wheat production, estimated at 257,642,000 bushels, is 2 per cent above the 252,966,000 bushels harvested last year and 17 per cent above the average of 219,398,000 bushels. Yield prospects for other spring wheat, at 16.4 bushels per acre, remained the same as a month earlier, but were 1.1 bushels better than the final outturn last year and 1.3 bushels better than average. Yield prospects improved during August in Montana, Wyoming, New Mexico, Iowa, and New York, where weather conditions were favorable, but prospects were lowered in Wisconsin, Nebraska, and Utah by dry weather, and in Washington because of excessive rainfall during August.

One way to lick higher packaging costs



With a surprisingly low investment you can secure all the benefits of mechanized packaging now enjoyed by the great majority of macaroni packers. A CECO Adjustable Carton Sealer will quickly and inexpensively seal and deliver your cartons right to the shipping case. The machine is instantly adjustable without tools by any inexperienced operator for an infinite variety of carton depths. Both ends of cartons are sealed automatically.

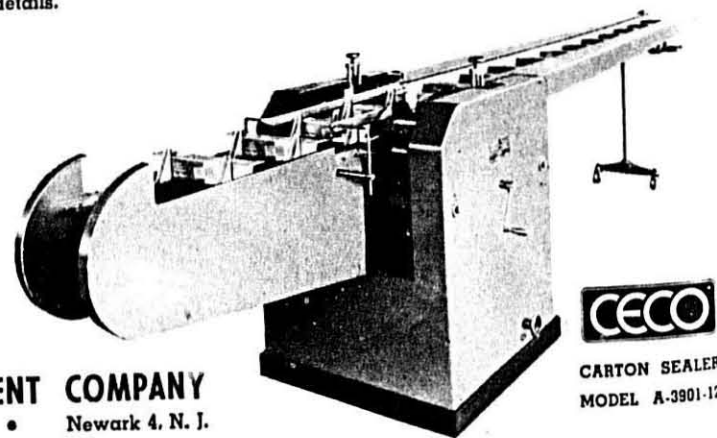
A CECO Adjustable Carton Sealer produces cleaner, stronger, tamper-proof packages at a saving which should return your low initial cost within a year. Write for details.

CECO

Adjustable
CARTON SEALER

CONTAINER EQUIPMENT COMPANY
210 Riverside Avenue • Newark 4, N. J.

Baltimore • Chicago • Jackson • Pittsburgh • Rochester • St. Louis • San Francisco • Savannah • Toronto



CECO

CARTON SEALER
MODEL A-3901-12

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 Merchant 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.

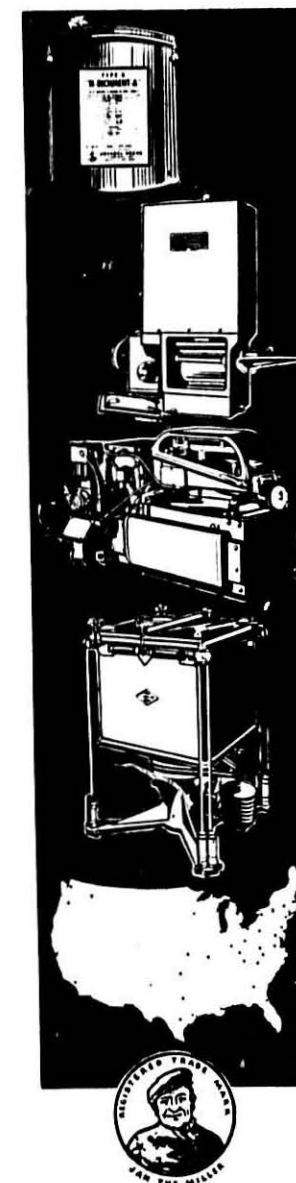
Besides these Sifters, Richmond also provides Niagara Permaflux Magnets, which can be used either for spout or chute installation. They are recommended as being particularly efficient in the removal of such impurities as fine metallic particles and tramp iron.

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



MANAGEMENT and LABOR

Much has been said and little done to solve the pernicious problems that confront Labor and Management in this country. Fred Maytag, II, president of the Maytag Company, renowned washing machine manufacturer, in a recent address advanced some industrial philosophy, excerpts of which follow:

"Our entire American system is under persistent and continuing attack both from without and within. At long last we have come to recognize that our attackers are in deadly earnest. It is not merely an academic debate between the merits of two philosophies. Rather, we are engaged in a life-or-death struggle between the two diametrically opposed, fundamentally irreconcilable systems of living. No matter what form the conflict may ultimately take, it is real, it is fundamental, it is unavoidable, and we can't make it go away by hiding our heads in the sand.

"I cannot refrain from making the observation that we would come much closer to having the kind of government you and I want if more businessmen, instead of sitting in their swivel chairs and damning the politicians, would offer their own services to get in there and do something personally about achieving good government. There is plenty of room for good men in politics at all levels, from precinct committeeman to the Presidency. If every member of this audience could develop half the interest in politics that he now has in his favorite hobby, the effect on our government would be wonderful.

"In what respect is Industry challenged by this growing conflict? We are challenged to increase production at an unprecedented rate, to sell our products at low prices, to pay high wages and to promote harmony within our own ranks as well as to assist in promoting community and national welfare. In short, we are challenged to make free competitive enterprise do a better job of satisfying man's wants than ever before. To meet the challenge requires leadership perhaps beyond anything industrial management has previously displayed, and yet I believe that American industrial leaders, as represented in the National Association of Foremen, are equal to the task.

"Whatever may be the shortcomings of our system of government and of our economy it is indisputably true that we have provided the richest life that has ever come to any civilization. American industry has contributed immeasurably to this accomplishment by producing more and better goods, at lower cost in terms of human effort, and distributing them more

equitably among all our people than in any other land in the history of this globe.

"The average American worker can earn a quart of milk in ten minutes; in Russia it takes an hour and eighteen minutes. The American worker earns a pound of spaghetti in seven minutes against an hour and ten minutes in Russia. Our average worker can earn a double-breasted wool suit in 28 hours. In Russia it takes 580 hours. Even during the worst days of the war, when everything was scarce and many things were rationed, we were better off than people in other nations during their periods of greatest prosperity.

"And what made all this possible? American industry operating under the free enterprise system.

"There is a growing recognition that modern mass production industry, by taking the skill out of the worker and putting it into the machine, has taken from the worker many of the satisfactions which skilled craftsmen of previous generations enjoyed. While vastly increasing the productivity of the worker and satisfying his material needs, we have at the same time created a new set of psychological problems. It is not necessarily true that the modern worker who owns his own home, drives an eight-cylinder car, and plays golf on Saturday as well as Sunday, is more happy than his grandfather who led

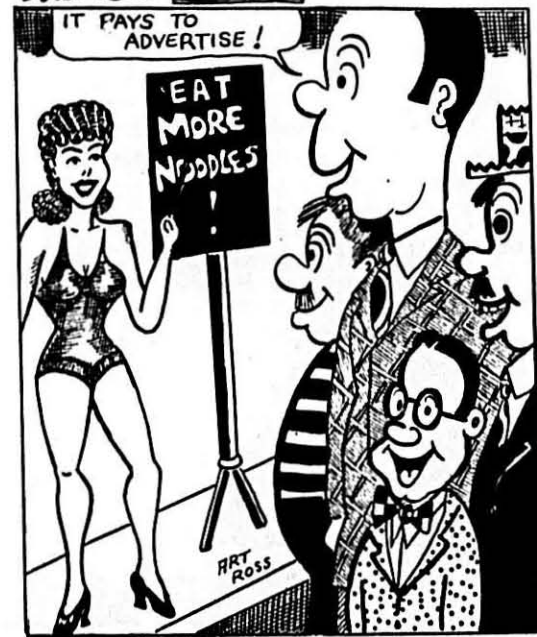
a much more spartan existence. His grandfather had greater pride in his job and got more satisfaction from his work. This problem provides a thrilling challenge and opportunity for members of management.

"I happen to hold the view that much of the labor unrest of recent years is management's own fault that along with self-serving or misguided labor leaders, we must share the blame for bad human relations. Too often we have either handled labor relations in our spare time, or tried to delegate them to an overworked and understaffed personnel department, instead of treating with them at the level of the individual worker and his immediate superior. On occasion I have said, more than half seriously, that some of us have been so busy fighting with organized labor that we haven't had time to inquire into the fundamental reasons for their acting the way they do.

"I don't want anyone to conclude from these remarks that I believe in a 'soft' labor policy. Quite the contrary. But I do believe that while being firm, we must try better to understand that the people we are dealing with are human beings; we must deal with them accordingly, on a basis compatible with fundamental human dignity.

"Management and labor have so much in common and so few real differences that neither can afford the luxury of fighting. Instead we need to work together towards achievement of the common goal of producing more goods at lower cost and distributing them equitably among all our people."

PROMOTE PRODUCTS - NOT ONLY BRANDS.



ENRICHMENT BY WAFER

MERCK

Enrichment Wafers for all varieties of Macaroni Products

Macaroni, Spaghetti, Noodles, Pastina, etc.

Manufactured by MERCK & CO., Inc. • RAHWAY, N. J.

DIRECTIONS: One wafer is used for each 100 lbs. of macaroni. Add the wafer to the water used for the boil. When water is completely absorbed, stir the macaroni and pour into strainer containing the wafer.

Each Wafer Contains:

- Thiamine Hydrochloride (Vitamin B1) 400 mg.
- Riboflavin (Vitamin B2) 170 mg.
- Niacin 2800 mg.
- Iron 1100 mg.

The balance is starch and other components.

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE

For the Enrichment of All Varieties of Macaroni Products Such As Macaroni, Spaghetti, Noodles, Pastina, etc.

Each ounce contains:

- 400 mg. Thiamine (Vitamin B1)
- 170 mg. Riboflavin (Vitamin B2)
- 2800 mg. Niacin

1100 mg. Iron

The balance is starch

771 Cal. Value for Production

Minimum Federal Requirement for Enriched Macaroni Products per pound:

- 4.0 mg. Thiamine
- 1.7 mg. Riboflavin
- 27.8 mg. Niacin
- 12.0 mg. Iron

One ounce of this Vitamin Mixture added to each 100 lbs. of macaroni will add to each pound of macaroni the following: 4.00 mg. Thiamine, 1.70 mg. Riboflavin, 28.00 mg. Niacin, 11.00 mg. Iron.

This formulation is recommended by the National Macaroni Manufacturers Association for the enrichment of macaroni products.

MERCK & CO., Inc. • RAHWAY, N. J.
Manufacturing Chemists

AT YOUR SERVICE TO MEET THE OPPORTUNITY 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 provides an outstanding service for the milling, baking, cereal, and macaroni industries.

- Merck Enrichment Ingredients (Thiamine, Riboflavin, Niacin, Iron)
- Merck Vitamin Mixtures for Flour Enrichment
- Merck Bread Enrichment Wafers
- Merck Vitamin Mixtures for Corn Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment



A Guaranty of Purity and Reliability

MERCK ENRICHMENT PRODUCTS

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

Manufacturing Chemists

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill.
Elkton, Va. • Los Angeles, Calif.

In Canada: MERCK & CO., Ltd., Montreal • Toronto • Valleyfield

New "Hook-'N-Haul" Truck

Henry A. Techtmann, inventor, is shown demonstrating one of the many applications of his versatile Hook-'N-Haul Truck.



The double-hook feature enables the hook-arm to bite into totally closed wood boxes or cases; or into open boxes; while the upper hook conveniently take hold of handles on metal tote boxes, et cetera. Easy manipulation of the hook-arm is made possible by the convenient hand grip on the arm itself.

When the load is "hooked," the operator merely pulls backward and the load slides easily onto the balanced tilting carrier plate. Bulky boxes can be "tumbled" onto the carrier plate. The powerful leverage principle employed reduces the operator's effort to a minimum.

To discharge, a slight push with the hook-arm overbalances the carrier plate and allows load to slide gently to floor. The tilting carrier plate is constructed of parallel steel plates and is balanced so the forward movement of the hook-arm places it in loading position. In pulling position or when a load is being hauled, the carrier plate

is automatically tilted back off the floor.

Of rugged, all-steel welded construction, the Hook-'N-Haul is equipped with one swivel and two stationary casters, either steel or rubber, and can be easily turned in its own axis. Painted "fire-engine red" for quick locating when needed.

Descriptive literature showing versatile application of the Hook-'N-Haul is obtainable from Techtmann Industries, 714 West Wisconsin Avenue, Milwaukee 1, Wis.

H. Kirke Becker Heads PMMI

The Packaging Machinery Manufacturers Institute, at its Sixteenth Annual Meeting held October 12-13 at the Roosevelt Hotel, New York, elected the following officers for the ensuing year:

President, H. Kirke Becker, president, Peters Machinery Company, Chicago, Ill.; vice president, John P. Corley, vice president, Miller Wrapping & Sealing Machine Co., Chicago, Ill.; vice president, Edward G. Kuhn, president, Consolidated Packaging Machinery Corp., Buffalo, N. Y.

H. E. Stratton is secretary-treasurer of the Institute which has offices at 342 Madison Avenue, New York City.

Newly elected directors are: William B. Bronander, Jr., secretary and general manager, Scandia Manufacturing Co., North Arlington, N. J.; W. E. Coughlin, vice president, Pneumatic Scale Corporation, Ltd., North Quincy, Mass.; George A. Mohlman, president, Package Machinery Company, East Longmeadow, Mass., and Louis R.

Muskat, president, Triangle Paper Machinery Co., Chicago, Ill.

George W. von Hofe, New York, Machine Corp., retiring president, remains on the board as an advisory member. Other directors who remain in office are: Harry L. Cohen, vice president, S & S Corrugated Paper Machinery Co., Brooklyn, N. Y., and Carl E. Schaeffer, president, S & S Smith Co., Philadelphia, Pa. George W. Cott Fuller, Dexter Folder Co., was chairman of the meeting. Among featured speakers from the industry were Morehead Patterson, chairman of the board, American Machine and Laundry Co.; Boyd H. Redner, general manager, Battle Creek Bread Wrapping Machine Co.; Howard R. Stewart, vice president, Economic Machinery Co.; Harry L. Cohen, vice president, S & S Corrugated Paper Machinery Co., and H. Lyle Greene, president, J. I. Ferguson Co. The present European market for packaging machinery was discussed by George A. Mohlman, president, Package Machinery Co. An Experience Clinic was conducted by Roger L. Putnam, chairman of the board, Package Machinery Co.

"New Developments in Packaging Machinery" was the subject of a talk by George W. von Hofe, retiring president. Mr. von Hofe listed outstanding developments in 1949, and emphasized the factors in development costs for packaging machinery, saying that greater attention must be paid to these costs, if more efficient packaging machinery is to be provided to customers.

The Packaging Machinery Manufacturers Institute will hold its Spring meeting on May 9, 1949, at the Hotel Dennis Atlantic City, New Jersey.

Jacobs Cereal Products Laboratories Inc.

Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products

Vitamins and Minerals Enrichment Assays.
Soy Flour Analysis and Identification.
Rodent and Insect Infestation Investigations.
Macaroni and Noodle Plant Inspections.

Benjamin R. Jacobs Director
156 Chambers Street
New York 7, N. Y.

REDUCE YOUR MACARONI PACKAGING COSTS

If you would like to reduce costs in packaging your macaroni products and speed up production, change from the obsolete method of hand packaging to the modern machine method.

Let us show you how to increase your production and reduce costs.

Send us samples of the cartons you are now using. We will be pleased to send you complete information on the most economical and efficient machines to meet your requirements.



PETERS JUNIOR CARTON FORMING & LINING MACHINE sets up 35-40 cartons per minute. Requires one operator. Can be made adjustable to set up several carton sizes.



PETERS JUNIOR CARTON FOLDING & CLOSING MACHINE closes 35-40 cartons per minute. Fully automatic. Can also be made adjustable to close several carton sizes.

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

The Home of STAINLESS STEEL



Now

STAINLESS STEEL
DIES WITH
STAINLESS STEEL
PINS



SMOOTHNESS
GUARANTEED
100%—
NO MORE
REPAIRING



Write for Information

LOMBARDI'S MACARONI DIES

805 Yale Street, Los Angeles 12, Cal.

MOULIN-Sicaria-
Mod. 3060
pour moulure abriges

*Efficiency
Perfection
Quality*

"REGGIANE"
REGGIO EMILIA (ITALY)

*Machinery and Pneumatic
Grain Handling Plants for*
FLOUR-MILLS and SILOS
Machinery and plants for
MACARONI FACTORIES

**PRESSE AUTOMATIQUE
CONTINUE**
Mod. P.C. 45/1

OFFICINE MECCANICHE ITALIANE SpA

PRACTICAL ADVERTISING

(Continued from Page 8)

cost approximately \$12.00 per customer, so his budget is set at \$12,000.

Buying Inquiries from Prospects: This method is generally confined to a mail-order business, and is usually set up on the basis of anticipated sales. If experience shows that the cost of the sale of an item is 50 cents and the merchant wants to sell 10,000 items during the ensuing year, the advertising budget automatically will be \$5,000.

Following the Lead of Competitors: Hardly a method, yet many businessmen do use this unjustified way of arriving at their advertising budgets. It is not to be recommended. It works like this: A businessman finds that a competitor is spending twice as much for advertising and making twice as many sales as he is. Since the merchant wants to sell as much goods as his competitor, he doubles his advertising budget.

Arbitrary: Under this common method, a sum is fixed to be spent for advertising which seems reasonable in the light of experience, profits, competition and an estimate of future business.

Most businessmen use a combination of two or more of these methods to finally arrive at an advertising budget that suits their needs and their pocketbooks.

It should be remembered that the money spent for advertising should be in direct ratio to the results which it achieves. There is no hard and fast rule for establishing a budget, and a trial-and-error procedure may be necessary at first until the most satisfactory results are obtained from a particular method or combination of methods.

Now that the advertising budget has been determined, the next and most important step is to select a medium or combination of media which will accomplish the objectives of the advertising program.

The remainder of this series of articles will be devoted to a consideration of media. The next article will discuss the newspaper as an advertising medium.

Winthrop's Minneapolis Office

An office for the special markets and industrial division of Winthrop-Stearns Inc., handling food-enrichment products and industrial chemicals, including Vanillin, has been opened at 1800 Rand Tower Building, Minneapolis, P. Val Kolb, vice president and director of the division, has announced.

N. J. Stromstad, who has been with Winthrop since 1932, has been named manager of the office, Mr. Kolb said. Because of the importance of Minneapolis as a flour milling center, Robert S. Whiteside, associate director of the division, who makes his headquarters

at 170 Varick Street, New York will spend part of his time at the Minneapolis office.

The Minneapolis office directly serves Minnesota, Wisconsin and North and South Dakota.

Merck & Co.—New Vice Presidents

Four executives of Merck & Co., Inc., have been appointed vice presidents by the board of directors. Company President George W. Merck announced today.

The new company officers are Reginald P. Lukens, vice president for production; Eugene J. Lyons, for personnel; Blythe M. Reynolds, for engineering and purchasing; and Dr. J. L. K. Snyder, for domestic sales.

Fred C. Goodwill to Kalamazoo

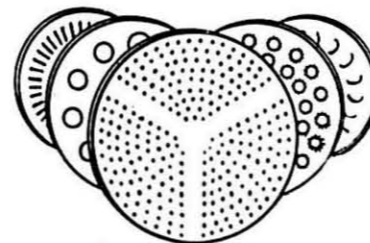
Roy K. Ferguson, president of the St. Regis Paper Co., announces the appointment of Fred C. Goodwill as resident manager of the Kalamazoo mill of the company.

John H. Heuer, the announcement states, will succeed Mr. Goodwill as technical director of the central laboratory of the company at Deferiet, N. Y.

Peter J. Massey, hitherto resident manager of the company's Kalamazoo mill, has been appointed chairman of the company's new products development committee and will have his headquarters in New York City.

STAR DIES WHY?

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



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



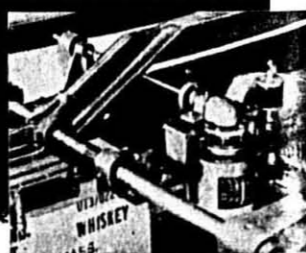
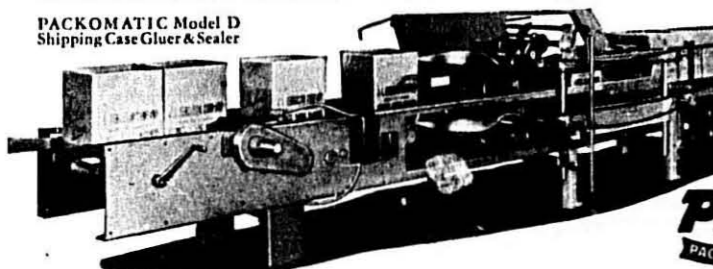
SAVE MONEY...
IMPROVE SALES

PACKOMATIC's Gluing, Numbering, Imprinting, Paper Case Sealing Combination

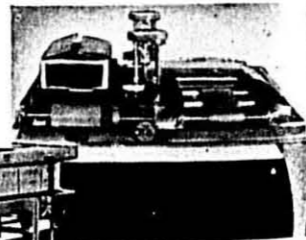
PAPER shipping cases sealed, counted... consecutively serial-numbered... dated... and one or more panels imprinted as desired—with all operations automatic—that's what you have with a PACKOMATIC Model D Shipping Case Sealer, equipped with PACKOMATIC Consecutive Serial Numberer, augmented by a PACKOMATIC Case Imprinter.

Model D Gluers & Sealers are adaptable to practically any production requirement or plant layout, for handling a wide range of case sizes at speeds up to 3,000 per hour. Serial numberer is mounted on gluing mechanism to imprint 8" high numbers consecutively up to 999,999 plus any one of 10 symbols. Separate dating device similarly operated.

PACKOMATIC Model D Shipping Case Gluer & Sealer



PACKOMATIC's Consecutive Serial Numberer



PACKOMATIC's Case Imprinter

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON CO. SOLETS INC.

Chicago • New York • Boston • Philadelphia • Baltimore • Cleveland • Denver • San Francisco • Los Angeles • Seattle • Portland • Tampa • Dallas • New Orleans

140 Lbs. Net
Duramber

Fancy No. 1 Semolina
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.



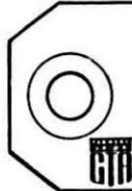
140 Lbs. Net
PISA

NO. 1 SEMOLINA
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.



120 Lbs. Net
ABO

Fancy Durum Patent
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.



Amber Milling Division of
FARMERS UNION GRAIN TERMINAL ASSOCIATION

Offices: 1667 No. Snelling Ave., St. Paul, Minn. Mill: Rush City, Minn.

with STANDARD SIZE Cellophane Bags

Unique "STANDARD SIZE" Bag Program has already proved its value to many leading macaroni manufacturers. This new engineering approach to bag manufacturing makes possible premium quality cellophane bags at no extra cost.

Send for samples. Compare them for bag quality, printing sharpness, color brilliance and sales appeal.

DOBECKMUN
Self-selling packages in processed films and foils

MAIL COUPON
FOR FAST ACTION

The Dobeckmun Company
Box 6417, Cleveland 1, Ohio
We're interested in improving packaging quality and saving costs. Please send full information on your STANDARD SIZE Bag Program.

Name _____
Firm _____
Address _____
City and State _____

MACARONI PROMOTION TEST

(Continued from Page 7)

seen and heard by a million more persons. During her interview, Mrs. Strohmeier mentioned that it was her macaroni recipe which helped her win the coveted title. There was so much interest created in the macaroni recipe of "Mrs. America" that both the Associated Press and United Press received requests from papers in the Middle West and far West for description of the recipe itself. They released the complete recipes for both long and elbow macaroni on the nation-wide wires and clippings are now coming in from all over the country, showing stories headlined "Mrs. America's Macaroni Recipes Revealed."

A big home town welcome was arranged for "Mrs. America" upon her return to Philadelphia, including a parade, meeting with the mayor, et cetera. Here again, the Bert Nevins publicity offices, in rounding out a thorough job, saw to it that both the City Club which conducted a luncheon in her honor and the Penn Sheraton Hotel, which housed her for a press conference, featured the prize winning macaroni recipe of "Mrs. America"—with resultant publicity.

In addition to the story being played up in the news columns many, to re-

peat . . . on the front pages . . . food columns weren't overlooked in this macaroni test. Papers like the *Philadelphia Bulletin* devoted an entire page to a feature story on "Mrs. America" and her macaroni recipes, describing them in detail.

To carry the project even further, as this article is being written, "Mrs. America" is making a personal appearance at the N. J. State Fair in Trenton, appearing daily in the domestic arts building of the fair, and she is distributing mimeographed copies of her prize-winning macaroni recipes to all who visit the building. On the first day of the fair, over 10,000 women rushed to get copies of recipes for both long and elbow macaroni, and the initial supply was gone during the first hour. Extra copies of these recipes were printed and over 50,000 copies of Mrs. America's macaroni recipes for both long and elbow macaroni, will be distributed to women from New Jersey, Pennsylvania, Delaware and surrounding territories who visit the fair.

Publicity was continued on the macaroni association with "Mrs. America" with even the *New York Times* on the opening day of the fair referring to Mrs. America and her recipes for long and elbow macaroni.

So far, the Bert Nevins offices report receiving over 4,000 clippings of Mrs. America's macaroni recipe. It is estimated that 1,500 radio stations had

some announcements about the contest and the recipes.

The beautiful part of the entire promotion is that it afforded equal recognition to manufacturers serving the West, Mid West, South and East and it gave equal play to both elbow and long macaroni.

This macaroni test was another indication of the news merit to all macaroni products. If presented properly it proves conclusively the tremendous amount of publicity that can be achieved by the macaroni industry in a long-range program.

Macaroni Maker Robbed

The Cleveland Macaroni Co., 3723 Woodland Ave., Cleveland, Ohio, was robbed of \$100 on Saturday, October 2, by two men who carried nickel-plated revolvers. Joseph Liparino, president, reported that he gave them \$90 from the cash register and \$10 from his pocket. They escaped on foot, leaving no clue.

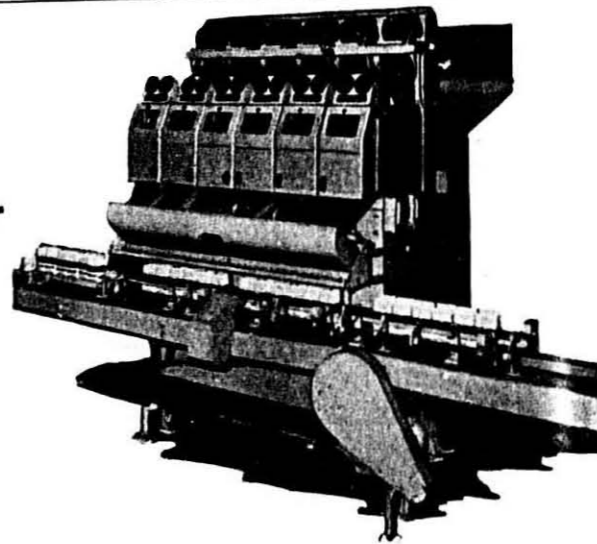
Hating destroys a man. Never hate—be big—Forget it!

It takes more than sweeping statements to clean up the mess we're in.



Here's another example of how Triangle engineering and Triangle machinery can lower packaging costs and increase production. The Triangle Model A6CA Elec-Tri-Pak Vibratory Feed Weigher with synchronized conveyor illustrated is installed at the Samuel F. Mueller Company, Jersey City, New Jersey. It provides fully automatic weighing and filling of 16 oz. amounts of elbow macaroni and spaghetti into machine lined cartons at the speed of 80 per minute! Discharge hopper and spouts are especially designed to spread the liner automatically prior to filling.

No operators . . . high speed . . . low cost . . . extreme accuracy—this is typical of the kind of job Triangle can do for you. Whether your production is large or small, there is a Triangle machine to handle it. Write today for literature.



TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

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

Want "Convenient" Coins

A 2-cent piece, a 6-cent piece and a 12-cent piece

William von Zehle, head of the von Zehle agency, has petitioned Secretary of the Treasury John W. Snyder to mint three new coins—a two-cent piece, six-cent piece, and seven-cent piece—to aid shoppers in department stores, food and drug stores, and other retail outlets where business transacted in pennies for the sale of nationally advertised packaged products adds up to millions of dollars a day. Putting three new coins into circulation will greatly relieve tempers and speed up marketing in food stores alone, von Zehle believes, because items that sell on a broken price structure of five, six, seven cents, et cetera, can often be purchased with a single coin, or at most with two coins, thus simplifying complicated change-making for busy housewives now compelled to wait their turn in long lines at cash registers on heavy shopping days. This "Convenient Coinage," von Zehle adds would also help bus and subway riders in cities where fares are now six or seven cents, and transfers two cents, by speeding up traffic and eliminating threat to public safety where vehicle operators must concentrate on making change instead of driving safely.

The 1948 Durum Crop

Nature has again provided us with another bountiful supply of durum. The total crop is reported at nearly 46 million bushels. This is approximately two million above the 1947 crop and 11 million above the ten-year average, according to Henry O. Putnam, Northwest Crop Improvement Association, Minneapolis.

These figures include red durum. If we assume that 10 per cent of the crop was red durum it still leaves over 41 million for macaroni products and durum seed.

North Dakota produced 90 per cent of the crop, South Dakota 7 per cent and Minnesota about 2 per cent.

The acreage of durum increased on the western edge of the durum area because of the sawfly problem in bread wheats. Durum is less susceptible to this pest.

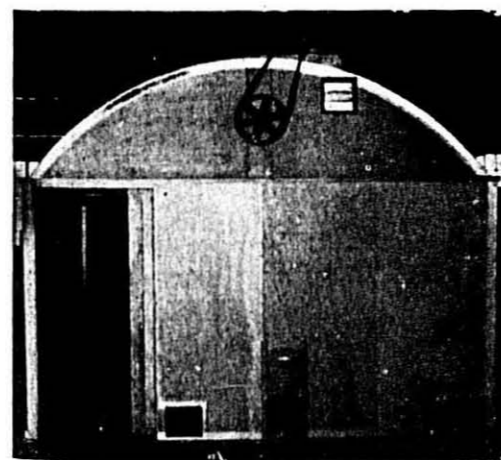
Much of the new crop shows evidence of blight damage. Much of the durum grades No. 2 chiefly because it carries over 2 per cent of damage. Kernels removed as blighted must show severe blight in the crease and usually on the germ end of the kernel. The blighted germs are often removed in milling process but it is much harder to remove the blight damage in the crease in the milling process. A high percentage of the crop falls in the hard amber durum subclass. This means



Henry O. Putnam, Executive Secretary Northwest Crop Improvement Association

that 75 per cent or more of the kernels in this class are free of starch pockets and will produce semolina of the desired color.

Mills are finding the 1948 durum crop more difficult to process but macaroni manufacturers can expect an ample supply of semolina and flour to meet their trade demands provided too much durum wheat is not exported or locked up indefinitely under Government loans.



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO DRYING MACHINES

Executive Offices
55-57 Grand St.
New York 13, N. Y.

Plant and Service
9101-09 Third Ave.
North Bergen, N. J.

New York: Walker 5-0096—Phones—New Jersey: Union 7-0597

Pack-Rite Machines Develops "Master Series" Speedsealer

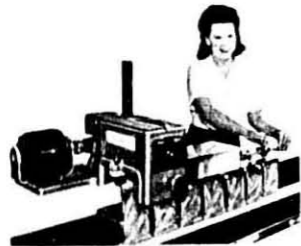
The "new look" in rotary heat sealing machines is more than just surface deep. Beneath the cast-aluminum SPEEDSEALER cover are radical improvements, the result of intensive research and engineering development.

Glady's A. Techtmann, Sales Manager of Pack-Rite Machines, Milwaukee, Wisconsin, is shown demonstrating the new "Master Series" SPEEDSEALER, designed for heat-sealing bags and pouches of cellophane, polyfilm, foil, and similar materials at 400 inches per minute. The new machine was introduced publicly at the American Packaging Exposition in Cleveland, April 26 to 30.

Prominent among the improvements is the safety locking slide-type adjustment. This development insures uniform sealing pressure over the full surface of the crimping rolls, at whatever pressure setting is used. At the same time, a spring release eliminates all possibility of gear damage should foreign particles come between the crimping surfaces.

Troublesome and expensive lubrication problems are entirely eliminated in the new SPEEDSEALER. All bearings are of the graphite-bronze type and both roll shafts are driven by a hardened-steel roller chain from a motor-operated, self-lubricating speed-

ducer. Accurate temperature control, longer heater life, and positive temperature indication are provided in the improved heater mounting and new type thermostat. The operator simply sets the dial on the front of the machine for the desired heat-sealing temperature, and a pilot light immediately



"Master Series" Speedsealer

above the dial automatically indicates when the machine is ready for operation.

The new SPEEDSEALER'S simplified engineering design has eliminated many wear and maintenance problems. All surfaces subjected to wear are protected by easily replaceable, inexpensive wearing plates. As a consequence, practically no limit can be placed on the lasting service which this unit will give.

Since the sealing rolls are made of aluminum bronze, the hardest heat-transmitting material available, extra-

long roll life is assured. Working parts are cradled, one-piece cast aluminum free; the parts are easily accessible by turning a single knob and the cast-aluminum cover.

Death of Sam Ippolito

Sam Ippolito, a partner in Macaroni Co., established nearly 40 years ago, and manager of the company before he became ill, died Oct. 1, 1948, at Vincent Charity Hospital. He was the brother of Dr. A. Ippolito, official physician for the land.

Mr. Sam Ippolito was born in Italy and was a graduate of Holy Cross High School. After graduation he entered the macaroni-making business, founded at 208 1/2 11th Ave. by his father, the late Guido Ippolito. An ardent sportsman, he lived at 3153 Whitman Rd., Land Heights.

Surviving are his wife, Mrs. Shilack Ippolito, to whom he was married 12 years; two sons, Sam and Jack, three months; his sister, Mrs. Adeline Dodero, his nephew, Ralph Dodero, and two brothers, Dr. Victor Ippolito. He was a member of St. Anthony and St. Catholic Church.

Funeral services were held October 3, burial in Cleveland.

Rossotti Plant No. 3

President Alfred F. Rossotti and Vice President Charles C. Rossotti of Rossotti Lithographing Co., New Bergen, proudly report the addition of their third plant, the last one in Tampa, Florida, to better care for their growing business in the South. The ultra-modern Rossotti plants in North Bergen, New Jersey, and San Francisco, California, are now being served by a completely new plant in Tampa, Florida. These additional plants assure speedy deliveries to all parts of the country and guarantee prompt, efficient service to customers.



Alfred F. Rossotti



Charles C. Rossotti

ing consultant to macaroni-noodle manufacturers for half a century. The facilities of the new plant enable the Rossotti Lithographing Company to now offer a more complete service for lithographing all types of advertisements and promotional materials, including the new color process.

The new Tampa plant is under the management of Carl F. Robinson, Vice President, who has spent the past 20 years in New York in the printing, lithographing and advertising business.

Spaghetti to the Rescue

A student at the University of Minnesota School of Journalism, while on a field assignment, had a story concerning the dependability of spaghetti, not only as a nutritious and satisfying food but also as a life preserver, as has been demonstrated in a recent incident.

The spaghetti was served to a party held at a summer camp on an island in the family of Kerkwood, Minn., well known to the home. The spaghetti was served in a bowl from a wooden tray, and the survivors have not forgotten.

The incident occurred in Minnesota several summers ago. All three members of the family, husband, wife, and 14-year-old son, were operating a boat's summer camp on an island in a large lake.

When the camp closed for the summer, these three guests left behind a few boxes of spaghetti and other provisions for the long voyage home. They had not had time to pack up their supplies, and the boat was not to leave until the following morning. The guests had only one food supply left in the boat, and that was the spaghetti.

At first the castaways were somewhat amused by the turn of events. They began a "spaghetti stew" when they realized how low their food supplies were. A few bits of hamburger and some assorted vegetables were all that remained. This was supplemented by a few packages of spaghetti which the boat found in the camp's storeroom.

Determined to make these packages of food last until help came, the guests were mixed the whole lot up with spaghetti stew. The result was delicious. When, after three days, the family was taken off the island by fishermen, their first desire was to buy more spaghetti and vegetables and try to duplicate their exciting new dish.

Thus they did, as soon as they reached home. They sprung it on friends at a dinner party. Now the recipe is the most widely circulated and most popular in Kerkwood.

John J. Cavagnaro

Engineers and Machinists

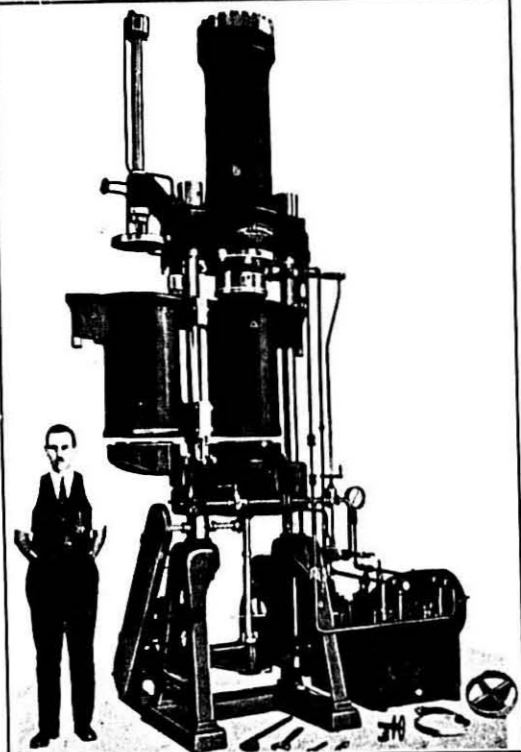
Harrison, N. J. - - U. S. A.

Specialty of Macaroni Machinery Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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



PRESS NO. 222 (Special)

Ottima Durum Flour the "Tops"

in Noodle Flour for the particular Manufacturer

A. L. Stanchfield, Incorporated

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

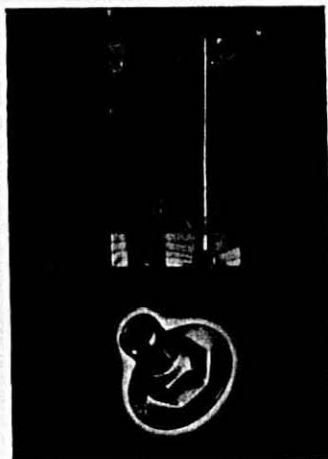
Offices: 500 Corn Exchange Bldg. Minneapolis, Minn.

Mills: Minneapolis, Minn.

The New "HY-C" Nut

East Bay Machine Works, 1833 Peralta Street, Oakland 7, Calif., recently announced its new "HY-C" nut, an industrial connector, particularly applicable to pallets, et cetera. Shown is a cut illustrating comparison between the new connector and the old style.

Among other valuable features claimed for the new device are: flush



New HY-C Nut

type; washer on top; self-centering; cadmium plated; high speed assembly; split-second removal; nut and bolt will

not gall. Engineering Bulletin No. 105 will be sent on request.

Death of Joseph Craco

Joseph Craco, for many years engaged in macaroni manufacture, died at his home in Los Angeles, Calif., on September 30 at the age of 75 years. He was born in Patzena, Italy, in 1873, and came to America in 1893, settling in Denver, Colo., where he became associated with the American Beauty Macaroni Co. He later organized and operated for fifteen years the Queen City Macaroni Co. in that city, retiring to California in 1927.

Surviving him are his wife, Mrs. A. Notary Craco, Los Angeles; a brother, John Craco, Denver; two sons—Louis J. Craco and Joseph E. Craco, Los Angeles; three daughters, Mrs. Rose Pastore, Mrs. Lucille Preston and Mrs. Eva Vessa, all of Los Angeles, and seven grandchildren. Funeral services were held October 2. Burial in Los Angeles.

Gluten Interpretation

In connection with an invitation sent egg noodle manufacturers by the Quartermaster Corps of the Army to submit bids for "meat and noodles" rations, a question arose as to the quantity of optional ingredient, gum gluten, might be added to meet the protein specifications.

Benjamin R. Jacobs, the National Association's Director of Research, took the question up with the Food and Drug Administration and in a special bulletin to the Association members communicated the interpretations of those officials on how much gum gluten might be added to make the protein added "to the protein derived from semolina, durum flour, farina, flour or any combination of these," to meet the specifications.

The interpretation concerns section 16.1 of the regulations defining macaroni products. It is noted that the regulation on whole wheat macaroni products excludes added gum gluten.

Spaghetti and Meat Balls For Brother-meet-Sister Act in St. Paul

A retired street car conductor in St. Paul was thrilled recently by a visit with his sister whom he had not met since leaving Sweden 42 years ago. He is Edward Cook and the visitor is Dr. Karin Koch, only woman member of the Swedish cabinet, appointed by King Gustaf in 1947 as the Minister of State in charge of industrial and economics problems.

Dr. Koch is a member of an official delegation named by the king to attend the Swedish Pioneer Centennial celebration in the Twin Cities. She is a doctor of economics, having held a professorship at the University of

Stockholm for 8 years before taking a post in the cabinet. Some 8 per cent of the Swedish parliament are women.

The big problem for Mr. Cook and his wife, Lydia, was what to serve as the main dish of the meal to be served at the reception of his sister and her delegation on the occasion of their first get-together in 42 years. The matter was debated at length. They rejected a Swedish meal on the ground that Dr. Koch has probably had too many of them. They turned down the possibility of chicken or steak in the belief that the delegation has been

stuffed with that fare in its trip across the country.

The decision: "Let's give them the American-adopted dish of spaghetti and meatballs!" The result: a most enjoyable meal, with spaghetti cementing a happy reunion of brother and sister after a parting of 42 years."

Foreman Techniques in Announcing Promotions

To aid foremen in handling human relations problems that arise from rank-and-file promotions within a

plant, *Foreman Facts*, a publication of the Labor Relations Institute, New York, offers a "human relations" checklist.

Whenever a worker is promoted, the foreman publication points out, disappointments and misunderstandings arise among workers who were passed by. To meet this problem, the following procedure is suggested for foremen:

1. Make a general announcement of the promotion to all workers. It should be verbal, if possible.
2. Call in workers who've had their eyes on the job filled by the promotion . . . make them feel at ease and do your best to overcome their suspicions and tenseness.
3. Give them a chance to say what's on their minds. If they prove hesitant, bring out their thoughts by asking a few tactful questions.
4. Explain the thinking that went into the promotion. Review why the other man was chosen; his qualifications, et cetera.
5. Don't say the promotion was "out of your hands" and pass the buck "upstairs."
6. If necessary, offer to compare the records of the winner and the loser.
7. End the talk by stating that there will be other promotions. Urge the employes to continue their good work and improve their weak spots.

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks		
	1948	1947	1946
January	1,142,592	1,032,916	984,608
February	1,097,116	664,951	743,018
March	1,189,077	760,294	741,624
April	1,038,829	780,650	672,899
May	1,024,831	699,331	379,861
June	889,260	650,597	628,518
July	683,151	719,513	638,758
August	845,142	945,429	788,374
September	661,604	1,012,094	705,292
October	963,781	1,134,054	980,461
November		1,033,759	901,333
December		1,187,609	968,855

Includes Semolina milled for and sold to United States Government:

Crop Year Production

July 1, 1948—October 30, 1948	3,153,678
July 1, 1947—October 31, 1947	3,811,090

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.

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

OVER 60 YEARS EXPERIENCE SERVING THE MACARONI INDUSTRY

MALDARI'S INSUPERABLE MACARONI DIES

Bronze Alloys Stainless Steel Copper

Trade Mark Reg. U. S. Patent Office

Makers of



Macaroni Dies

DONATO MALDARI

178-180 Grand Street, New York City

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

SANITATION SCHOOL —

(Continued from Page 14)

boot of a bucket elevator, a crack in the flour-handling equipment where flour can sift in and become stagnant, all provide harborage or food for the destructive pests.

The third step is to eliminate the bugs and rats already in the plant. Louis and Tom Huger demonstrated and showed films of equipment and poisons for catching and killing the live pests. They stressed the necessity of using only "safe" insecticides and rodenticides in macaroni plants because of the possibility that the poison itself might get into the product. Careless use of the popular 1080 rodenticide in food plants was universally condemned by the Huger's, as well as most of the other speakers, as being too potent to be used except under carefully controlled conditions.

Elimination of the pests means complete removal, too, as well as actual destruction. Any number of plants have considered actual killing as sufficient to obviate the chance of contaminating the product. But a dead bug is not discriminating as to where a piece of his leg goes, or does a dead mouse have much control over the final distribution of his hair.

Mr. G. W. Shadwick, first speaker at the second day session at Beatrice Foods Company, outlined the "Sanitary Sam" program which has proved so successful in over a hundred of their dairies and other plants. "Sanitary Sams," impartial inspectors, not connected with Beatrice Foods, rate each of the plants and each individual. The plan has been merchandised to employes on a grand scale so that there is now a continuing competitive spirit and a genuine pride on the part of each employe in keeping his area up to standard. On "Sanitary Sam's" first inspection only 20 per cent of the plants scored above 90 per cent in sanitation. On the sixth inspection, 90 per cent were above this level.

The steps in a sanitation program are clear and relatively easy to follow. However, to do an effective job, it is bound to cost money. Mr. C. L. Norris, Vice President and General Manager of the Creamette Company, and President of The National Macaroni Manufacturers Association, who spoke on the second morning, said he increased his force of janitors and has put a portable vacuum cleaner on every floor. It costs money, also, to take apart and clean equipment, seal up rat entrances in the walls, spray regularly, and even to sell the sanitation program to personnel. But the costs of the program can be written off by the gain in peace of mind that comes from knowing the product is absolutely sanitary and contains only ingredients the producer would want to use on his own table.

Well I'll Be "Bibbed"

Determined to cling to a practice that is still tolerated by some spaghetti eaters, the proprietor of the Del Monaco Restaurant, V. Navarro, of Houston, Texas, "The Chicago of the South," still requires his waitresses to "bib" all customers who order spaghetti, the restaurant's specialty. "I read all about your new-fangled school suggestion that the proper technique if the spoon and fork method for eating the long spaghetti strands, but we still believe that our customers should be privileged to eat that fine food in any manner they individually choose . . . and to protect waists, shirts and ties, we require our waiters to tie a bib around the necks of our customers—an old-fashioned custom among my people."

So, according to that ancient custom, both hosts and guests at an honorary luncheon sponsored by Sam and Anthony Lucia, proprietors of the Magnolia Macaroni Co., Houston, all were duly "bibbed" before attacking the delicious spaghetti and chicken specialty August 18. Among the guests were M. J. Donna, the Association Secretary and JOURNAL editor, S. V. Donna, his brother, Mrs. Leo (Esther Donna) King, his daughter, and T. B. Hargrave, salesman for General Mills, Inc.

Such then is the power of custom over new-fangled things!

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE
 C. L. Norris, President
 A. Irving Grubb, Vice President
 C. Frederick Mueller, Vice President
 Albert Ravarino, Vice President
 M. J. Donna, Editor and General Manager

SUBSCRIPTION RATES
 United States and P.O. . . \$1.50 per year in advance
 Other North American Countries . . . \$2.00 per year in advance
 Foreign Countries . . . \$3.00 per year in advance
 Single Copies . . . 15 cents
 Back Copies . . . 35 cents

SPECIAL NOTICE
 COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIRST day of the month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

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

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

ADVERTISING RATES
 Display Advertising . . . Rates on Application
 Want Ads . . . 30 Cents Per Line

Vol. XXX November, 1948 No. 7



"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."

Corrections

Vextram
 In item Page 40 of September issue, two typographical errors are noted: the price of Vextram should have read 98 cents per pound and the name of the product made and sold by Winthrop-Stearns, Inc., was spelled incorrectly. It should read Vextram.

Effective Date

In the special bulletin from the office of the National Macaroni Institute, Inc., Braidwood, Ill., announcing the effective date of the contracts submitted by the "co-operators" pledging the payment of *One-Cent-a-Bag* monthly to the Institute Promotion Fund . . . the effective date of November 1, 1948, is correct, but the first payment on the contract is due, not on or before November 20, 1948. As the first payment is on the number of sacks of semolina, farina, granular and/or flour converted in November, payment cannot be made until after the close of

that month when the total conversion is known. Hence, the first payment is due on or before December 20, 1948.

What Are Trade Associations?

"Trade Associations are an inherent part of our democratic system. They provide a medium through which all firms—from the smallest to the largest—in any business or industry may join forces and work together for their common good. In any line of business the benefits of association action, such as increased efficiency, improved products, better marketing, elimination of uneconomic restrictions and practices, are reflected throughout the entire business community, and ultimately are passed on to the customer of business." (Chamber of Commerce of the U. S.)

Isn't It True?

The average restaurant operator who is contacted for membership, will immediately ask the question, "Well, what can the Association do for me?" The answer to this is the same as the answer which would be given to any such question where a group of individuals are concerned. It isn't what the Association can do for the individual—it is what the individual can do for the industry of which he is a member. Without the co-operation of every individual composing an organization the organization can never hope to accomplish its aim of assisting each individual. It is true that through the co-operation of all members, the Association is able to render services of value to the individual restaurant operator. (From Southern California Restaurant Assn. Memo.)

The Traficanti's

Frank and Nicholas Traficanti, former co-partners in Traficanti Brothers that operated a modern noodle plant at 451 North Racine Ave., Chicago, and which they sold last September, are now enjoying a well-earned rest from their years of business.

Frank and Mrs. Traficanti are on a tour of the South and West expecting to be home early in December. They visited the Association headquarters office in Braidwood, Illinois, on their way South.

Nicholas has gone to Tucson, Ariz., where he will purchase a home. His family will move there after the present school season.

1948 Durum Crop

The October 11, 1948, report of the U. S. Crop Reporting Board shows no change in its September 1 estimate of 45,938,000 bushels, which includes red durum which does not concern macaroni manufacturers as the lat-

ter goes practically all into feeds. The estimate is four per cent higher than last year's crop of 43,983,000 bushels and a third larger than the ten-year average of 34,619,000 bushels.

The yield of durum is estimated at 14.5 bushels per acre—a half bushel less than in 1947 but a half bushel above the average.



Ollie the Owl

Dear Editor:

A big stork used to hang around Birdland. He was a great kidder and everybody liked him. Suddenly he disappeared. No one knew why.

One day when barnstorming in another neck of the woods, I met an old magpie who knew everything about everything and was quick on the chirp with the gossip. "Remember that stork who used to hang around Birdland?" I asked her. "Sure thing," said Mag, "he's in jail down here."

Well, I could hardly believe it. That good-natured stork a jailbird! The sheriff told me the story when I went down to see him.

It seems that the stork got a job driving a delivery truck for a hatchery and one day a lark brought in some eggs to put in the incubator. "When they hatch out, send them to 945 Cedar Grove," he told the hatcheryman.

When the eggs were hatched, the hatcheryman got the address twisted and told the stork to deliver the little birds to 459 Cedar Grove, which happened to be the address of an old hen who never had a boy friend.

The neighbors began twittering when they saw the stork knock at the old hen's door with a nesting of larks. Scandal had come to town and they made the most of it. The hen got mad as a hornet when the gossips began to dust her feathers in the dirt. She got hold of the sheriff and had the stork jailed for malicious mischief, libel, defamation of character and malfeasance in office.

The stork is blamed for a lot of things that ought to be blamed on the lark.

Very wisely yours,
 Ollie The Owl

Used Equipment For Sale

Priced for Quick Sale—
 All in Good Running Condition

- 2—13 1/2" Consolidated Vertical Hydraulic long cut presses, complete with pumps and motors.
- 1—11" Consolidated Horizontal short cut press, complete with pump and motor.
- 1—1 1/2 bbl. Champion Mixer complete with motor and drives.
- 1—1 1/4 bbl. Lazzaro Mixer complete with motor and drives.
- 1—1 1/2 bbl. Consolidated Kneader complete with motor and drives.
- 1—1 1/4 bbl. Walton Kneader complete with motor and drives.
- 1—DeFrancisci die-washing machine for round dies, complete with motor
- 1—Barozzi type Preliminary Long Cut Dryer
- 1—14 1/2" Stainless Steel NEW Spaghetti Die.
- 4—13 1/2" used dies: 3 Spaghetti and 1 Ziti.
- 21—11" used dies, one each of the following:

- | | | |
|--------------|----------------|-----------------------|
| Ditali Lisci | Semi Mellone | Occhi di Lupo |
| Tubetti | Semi Cicoria | Assabessini |
| Alphabet | Streghetto | Magliette Lisci |
| Assabet | Streghetini | (Ditalini) |
| Conchiglie | Gnocchi | Spaghetti Elbow |
| Rosa Marina | Elbow Macaroni | Small Spaghetti Elbow |
| Stelline | Baby Pastina | Rotelle |
| | Baby Shells | |

Milwaukee Macaroni Co., Inc.
 3210 No. Pierce St. Milwaukee 2, Wis.

MACARONI MACHINERY FOR SALE

COMPLETE EQUIPMENT FOR MANUFACTURING MACARONI AND NOODLE PRODUCTS

Hydraulic Presses, Dies, Mixers, Kneaders, Brakes, Rotary Cutters, Fancy Stamping Machines, etc. Including brand new Consolidated Automatic Long Cut Press with preliminary dryer.

All in Good Condition—Immediately Available

Mr. Harris, 376 Greenwich St. New York 13, N. Y.

NEED A BRANCH?

Cleveland, Ohio's, finest macaroni-noodle factory is for sale. Now operating profitably with an annual production of 250,000 lbs. This capacity can be doubled with no additional equipment. Building of 15,000 sq. ft. is 1- and 2-story brick construction; ideally located near heart of city; 3 truck entrances from 2 main streets; stoker steam heat; fluorescent lighted; 1 ton elevator; modern offices.

Price \$125,000
 or \$55,000 for equipment and inventory and building can be leased at a very attractive rate.

Box 71 Macaroni Journal, Braidwood, Illinois

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

OUR OWN PAGE
National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:
First—
INDUSTRY
—
Then—
MANUFACTURER

OFFICERS AND DIRECTORS 1948-1949

C. L. NORRIS, President.....The Creamette Co., Minneapolis, Minn.
A. IRVING GRASS, Vice President.....J. J. Grass Noodle Co., Chicago, Ill.
C. FREDERICK MUELLER, Vice President.....C. F. Mueller Co., Jersey City, N. J.
ALBERT RAVARINO, Vice President.....Ravarino & Freschi, Inc., St. Louis, Mo.
C. W. WOLFE, Adviser.....Mega Macaroni Co., Harrisburg, Pa.
B. R. Jacobs, Director of Research.....1837 Newton St. N. W., Washington, D. C.
R. M. Green, Public Relations Director.....139 No. Ashland Ave., Balatine, Ill.
M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois

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

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

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

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

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

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

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

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

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

At-Large
Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.

Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y.

Maurice L. 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

Business Future Is Anyone's Guess

The election is over, with its jubilation and disappointments; but no matter how one voted, it was done as a true American. There are probably as many differing opinions on the business future of this country as there were about the result of the presidential election.

No one can be sure as to what the future will bring; but here are some interesting comments by Dr. Sumner H. Slichter, Lamont University Professor at Harvard:

"Great wars have usually been followed by a long decline in prices. In the summer of 1948 the price level in the United States had risen higher than ever before. Most economists appear to believe that history will repeat itself, and that World War II will be followed by an extended period in which the dominant movement of prices will be downward.

"I fail to agree because these forecasts fail to take account of the major changes in world conditions, in economic institutions, and in public policies.

"Previous wars have been followed first by a brief, but pronounced, boom and then a sharp, though short,

depression. The boom following World War II is now nearly three years old. Is not the postwar recession overdue?

"There are plenty of signs that the postwar boom is leveling off. These signs are found in the slackening rate of increase in spending, in the slower rise in prices and wages, in the halt in the increase in bank credit, and in the drop in the net export surplus.

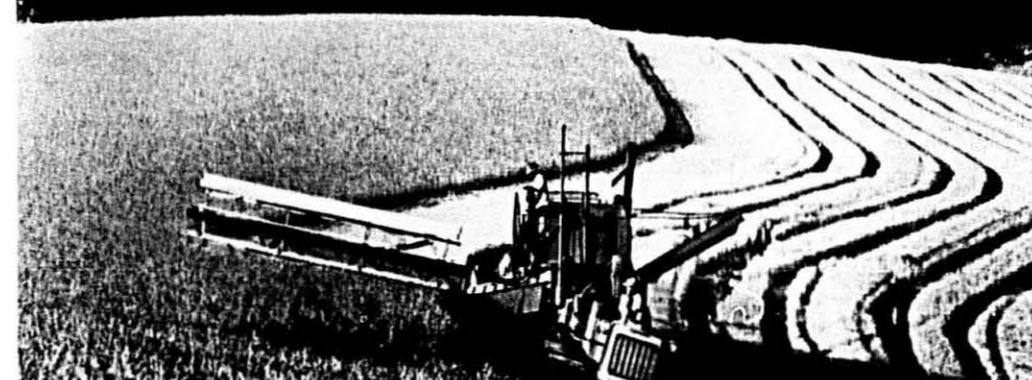
"I agree that an early drop in business spending is a probability, but I do not believe that it will go very far or that it will produce a recession. It will be promptly offset by a rise in consumer buying and in government buying. The rise of consumer spending and government buying will limit the drop in business spending."

In conclusion, Dr. Slichter thinks that after three years of business boom the country as a whole is in a remarkably sound position and despite the large increase in production and price, the economy has developed but few serious weaknesses.

M. J. Donna, Secretary

One of a Series Dedicated to the Nutritional Advances of the Food Industries

KEEPING FAITH WITH NATURE



DURUM WHEAT IS ENDOWED BY NATURE with abundant nutritional values. Many of these values have been necessarily lost in the milling process and in kitchen procedures. But through scientific advances, the makers of macaroni, noodles, spaghetti, and similar products restore these health-giving qualities—through enrichment. Truly, the macaroni manufacturer who enriches is keeping faith with Nature and America.

Outstanding Nutritional Accomplishments

Today, large quantities of these products are enriched:

- MACARONI
- SPAGHETTI
- NOODLES
- PASTINA



Macaroni makers who enrich should be proud of their service to America.

Copyright 1948 Hoffmann-La Roche Inc.

'ROCHE'

Vitamins for Enrichment

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY



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

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

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



PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, Inc. General Offices: Minneapolis 2, Minn.
© P.M.I.