

**THE
MACARONI
JOURNAL**

**Volume XXX
Number 8**

December, 1948

DECEMBER, 1948

the **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

CHRISTMAS • 1948



The Season's Greetings!

May the good Christmas spirit fill every
heart during the Holidays and always!

Organized by the
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXX
NUMBER 8

**A
NEW
VU of
a Grand
old
Sentiment**



All the best things come in little packages—that's why we are sending you our best wishes for '49 in a Singl-Vu Carton.

We address it to all our friends in the Macaroni Industry—which literally means the entire Industry.

We of the Rossotti organization join together in hoping that the year ahead will bring full realization to all your present expectations . . . that 1949 will be most successful and profitable for you all.

To one and all—we express our deepest heartfelt wishes for

A Merriest Christmas and the Happiest of New Years

Rossotti
SINCE 1898

ROSSOTTI LITHOGRAPHING CORPORATION • NORTH BERGEN, N. J.
ROSSOTTI WEST COAST LITHOGRAPHING CORP. • 5700 THIRD ST., SAN FRANCISCO 24, CAL.
SALES OFFICES: PHILADELPHIA • BOSTON • ROCHESTER • JACKSONVILLE • CHICAGO

INSTITUTE *Roll of Honor*

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

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

American Beauty Macaroni Co., Denver, Colo.	<i>Monett's Noodles, Columbus, Ohio</i>
V. Arena & Sons, Inc., Norristown, Pa.	Musolino-Lo Conte Co., Boston, Mass.
Bay State Macaroni Mfg. Co., Everett, Mass.	C. F. Mueller Co., Jersey City, N. J.
Mrs. Becker Noodle Co., Cleveland, Ohio	National Macaroni Mfg. Co., Garfield, N. J.
W. Boehm Co., Pittsburgh, Pa.	<i>New England Macaroni Co., Providence, R. I.</i>
<i>Eutoni Products, Inc., New York, N. Y.</i>	Antonio Palazzolo & Co., Cincinnati, Ohio
Carmen Macaroni-Weber Noodle Co., Bell, Calif.	Paramount Macaroni Mfg. Co., Inc., Brooklyn, N. Y.
Crionial Fusilli Mfg. Co., Brooklyn, N. Y.	Frank Pepe Macaroni Co., Waterbury, Conn.
Columbus Macaroni & Noodle Co., Cleveland, Ohio	The Pfaffman Co., Cleveland, Ohio
The Creamette Co., Minneapolis, Minn.	Prince Macaroni Mfg. Co., Lowell, Mass.
Cumberland Macaroni Mfg. Co., Cumberland, Md.	Procino-Rossi Corp., Auburn, N. Y.
Delmonico Foods, Inc., Louisville, Ky.	Quality Macaroni Co., St. Paul, Minn.
The DeMartini Macaroni Co., Inc., Brooklyn, N. Y.	Ravarino & Freschi, Inc., St. Louis, Mo.
G. D. Del Rossi Co., Inc., Providence, R. I.	Refined Macaroni Co., Brooklyn, N. Y.
El Paso Macaroni Co., El Paso, Texas	Rocco's Macaroni Mfg. Co., San Diego, Calif.
Faust Macaroni Co., St. Louis, Mo.	Roma Macaroni Mfg. Co., Inc., Chicago, Ill.
Favro Macaroni Co., Seattle, Wash.	Ronco Foods, Memphis, Tenn.
Fort Worth Macaroni Co., Fort Worth, Texas	Ronzoni Macaroni Co., Inc., Long Island City, N. Y.
Galioto Brothers Co., Chicago, Ill.	Peter Rossi & Sons, Inc., Braidwood, Ill.
Gallo Macaroni Mfg. Co., San Jose, Calif.	Roth Noodle Co., Pittsburgh, Pa.
Gioia Macaroni, Inc., Buffalo, N. Y.	A. Russo & Co., Inc., Chicago, Ill.
Gioia Macaroni Co., Inc., Rochester, N. Y.	A. Russo & Sons Macaroni Co., Cleveland, O.
Golden Grain Macaroni Co., Seattle, Wash.	Sanacori & Co., Brooklyn, N. Y.
Gouch Food Products Co., Lincoln, Nebraska	Santa Rosa Macaroni Factory, Santa Rosa, Calif.
A. Goodman & Sons, Inc., Long Island City, N. Y.	G. Santoro & Sons, Inc., Brooklyn, N. Y.
Grand Macaroni Co., Chicago, Ill.	Schmidt Noodle Co., Detroit, Michigan
I. J. Grass Noodle Co., Inc., Chicago, Ill.	Skinner Manufacturing Co., Omaha, Nebraska
Ideal Macaroni Co., Cleveland, Ohio	Sorrento Macaroni Co., Inc., Trenton, N. J.
Indiana Macaroni Co., Indiana, Pa.	St. Louis Macaroni Mfg. Co., Inc., St. Louis, Mo.
Italian American Paste Co., San Francisco, Calif.	U. S. Macaroni Mfg. Co., Spokane, Wash.
*Kansas City Macaroni Co., Kansas City, Mo.	Vinco Macaroni Products Co., Carnegie, Pa.
<i>Kientzel Noodle Co., Inc., St. Louis, Mo.</i>	V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.
LaPremiata Macaroni Corp., Connellsville, Pa.	Weiss Noodle Co., Cleveland, Ohio
V. LaRosa & Sons, Inc., Brooklyn, N. Y.	A. Zerega's 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	

*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 December 10th will be added to the revised list in the January issue.

ENRICHMENT BY WAFER

ENRICHMENT BY MIXTURE

Merck
Enrichment Wafers
for all varieties of
Macaroni Products
Macaroni, Spaghetti, Noodles,
Pastina, etc.

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)
2500 mg. Nicotinamide

One ounce of this Vitamin Mixture added to each 100 lbs. of semolina will add to each pound of semolina the following: 4.00 mg. Thiamine, 1.70 mg. Riboflavin, 25.00 mg. Nicotinamide, 11.00 mg. Iron.

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

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

Each Wafer Contains:
Thiamine Hydrochloride (Vitamin B1) 400 mg.
Riboflavin (Vitamin B2) 170 mg.
Nicotinamide 2500 mg.
Iron 1100 mg.

The balance is starch and other ingredients.

*U.S. Pat. Pending

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, Nicotinamide, 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

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



A Guaranty of Purity and Reliability

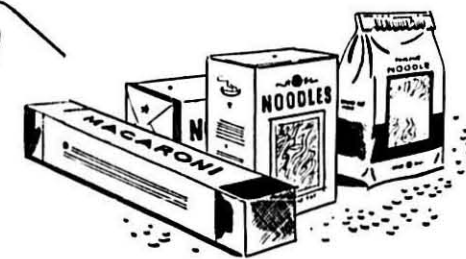
each and every Cloverbloom egg is . . .

Individually Inspected



It's such painstaking care that safeguards the quality of Cloverbloom Frozen Egg Yolks . . . helps you make better noodles - noodles of superior flavor 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.



ARMOUR
CREAMERIES

GENERAL OFFICES • CHICAGO 9, ILLINOIS

*"You command the best when you demand
Commander Durum Products."*

**SUPERIOR
FANCY No. 1
SEMOLINA**

**COMET
STANDARD No. 1
SEMOLINA**

**ROMAGNA
GRANULAR
FLOUR**

**CAMPANIA
DURUM
PATENT FLOUR**

COMMANDER MILLING COMPANY
MINNEAPOLIS 1, MINN.

The MACARONI JOURNAL

Volume XXX

December, 1948

Number 8

Export Holiday Apparently Ended

Macaroni manufacturers are rightly worried over the loss of their export market, passing from its peak early in 1948 to a mere dribble by mid-year. The drastic lowering of the demand for macaroni products for shipment to Italy, Greece and other European countries for relief and general purpose under the Marshall Plan has affected even those manufacturers who were not interested in the export trade, because it caused the firms whose surplus production was sent abroad to turn to the domestic market for an outlet.

Even manufacturers that for real or fancied reasons are not supporting members of the National Macaroni Manufacturers Association's unselfish program of industry promotion have seen fit to compliment it on its past accomplishments with respect to gaining for the trade a lucrative export market while it lasted and for its untiring efforts to revive the business under the more normal conditions affecting all foreign trade.

Sensing the decrease in this lucrative market as early as last June, the National Association was put on the alert to combat any developments, to be in a position to take advantage for its members and for the industry generally of any opportunities for improvement that might present themselves or—to warn of impending dangers. When the adverse trend was definitely established, the Association at its special meeting in Chicago in September appointed a special American Macaroni Export Committee to explore the possibilities of getting our Government to continue buying macaroni and spaghetti for relief purposes and to encourage other Governments to include this food in their purchases.

The Association's Director of Research, Benjamin R. Jacobs, speaking for that special committee, has regularly advised the members of the situation as it changed from week to week. Despite everything that the committee could do, the export market continued its gradual decline until by early fall it had practically disappeared.

The attitude of the Italian Government with respect to its preference for raw materials rather than finished foods, expresses the general thinking of all other countries receiving aid under the Marshall Plan or the assistance made available by the Economic Cooperation Administration (ECA). Mr. Jacobs' report to the Association members quotes an ECA statement made to an inquiring Congressman, which reads, in part:

"The Italian Government now states positively that it does not wish to import macaroni from the United

States or elsewhere. Representatives of that government emphasize that adequate plant capacity is available in Italy for the production of the total macaroni consumption of the Italian population, and that the unemployment problem in that country is acute. Under such circumstances, the Italian Government considers it essential that its very limited dollar resources should be used to the greatest possible extent for raw materials, whether derived from Italian exports or through ECA financing, should be used to the greatest possible extent for raw commodities, such as wheat, rather than for the more expensive finished goods, such as macaroni. The Italian Government contends that this policy will contribute to the reduction of unemployment and, at the same time, provide more dollars for industrial recovery.

"As a matter of general policy, the ECA considers the Italian position to be reasonable and basically sound. Furthermore, the Italian position is considered to be in the best interest of the United States since the effectiveness of the U. S. expenditures through ECA in support of the Italian economy is directly dependent upon the extent to which Italian-earned dollars are economically used."

Commenting on the stand taken by ECA, Director of Research Jacobs says: "In my follow-up work, I was told that the Export Committee would only be wasting its time in trying to get, on any terms, either the ECA or the Italian Government to consider buying finished macaroni products. I was also advised that a commercial Italian delegation consisting of Italian millers and macaroni manufacturers had persuaded the Italian Government to import only wheat and flour, or wheat alone, and to allow them to make the macaroni that is consumed in Italy.

"From another source I am advised that Italy is now under almost normal production and that macaroni products of good quality are available there for less than 11 cents a pound—a price which I believe could not be met by American manufacturers after paying freight, insurance, special packaging, inspection and such."

What is true in Italy, is also true in Greece and other former heavy buyers of American macaroni and spaghetti. Apparently the macaroni export holiday is at an end and the American manufacturers will have to turn to some planned educational and promotional program to increase domestic consumption.

A PRACTICAL APPROACH to your ADVERTISING PROBLEMS

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

PART II
**The Newspaper As An Advertising
Medium**

ONCE the small businessman has discovered his need for an advertising program and has established a budget to cover his program, he then faces the important problem of selecting the right type of advertising media.

Generally speaking, there are four types of media which are most commonly used by the small businessman—the newspaper, radio, outdoor posters and direct-by-mail. Supplementing these media, of course, are such miscellaneous methods as house organs, car cards, motion picture trailers, novelties, directories, window displays, counter displays, sampling, sky-writing, publicity stunts, handbills, coupons, exhibits and demonstrations, and others.

Before the businessman selects his media, he must first determine just what objective, or task, he wants his advertising dollars to perform. Is it to move a certain item of merchandise off his shelves in a big hurry, or is it to build a name, prestige, good will and general public acceptance of his business as an institution in his community?

In studying the advantages and disadvantages of the four common media under consideration—newspaper, radio, outdoor posters, and direct mail—it will become evident that, while all four are qualified to do both jobs, some are better suited to aiding quick sales while others are more qualified to build prestige.

The cost of any advertising medium is not of paramount importance when the task is one for a quick-pull medium, for here a rapid and profitable return on the advertising dollar invested is possible. Cost becomes a major factor, however, when the advertising task is building prestige, confidence and good will. In this case many dollars must be invested over a period of time with quick results apparent, but with a definitely accumulating tangible value. This is a job of a long-pull medium.

Although much space could be devoted to the development of a history of the four media to be considered principally in this series, and an elaborate technical discussion could be evolved, it will best serve the interests of the small businessman to set forth the advantages and disadvantages briefly of the various media. By comparison, he will be able to determine

Editor's Note: This is the second of a series of four articles dealing with the problems encountered by the 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 council.

which medium, or combination of media, can be of greatest service for the number of dollars invested in accomplishing his advertising objectives.

Now let's look at the first medium to be considered—the newspaper.

Almost every community has a newspaper, whether it be a daily, weekly, or semi-monthly. Also, in most cases, the large city dailies are circulated in the neighboring smaller towns. Here, then, is a common medium that reaches nearly all of the small businessman's real and potential customers, regardless of where they may be.

Most newspaper offices are staffed with advertising salesmen who are qualified to aid the businessman in his space-buying problems. With his cooperation, they can teach the merchant the value of buying space on contract to obtain lower rates; the need for securing certain positions in the paper for ads with certain types of appeal; the psychology of running ads at the right time, and the differences in the preparation of quick-pull and long-pull copy.

The major advantages of newspaper advertising are:

1. Practically everybody reads the newspaper, giving the advertiser the

opportunity to reach all income groups.

2. Virtually every city, town and hamlet has a newspaper, making this medium readily accessible to any advertiser. A staff of advertising salesmen, or solicitors, are on the streets daily, calling on advertisers and prospective advertisers, making it doubly easy for the advertiser to buy this medium.

3. The newspaper is timely and newsworthy, which guarantees readership and aids the advertiser to obtain quick sales reaction.

4. For the advertiser who desires wider coverage than the immediate urban area, the larger newspaper offers coverage, also, of its trading area.

5. The advertiser can specify special position in the newspaper to reach the type of reader desired.

6. The newspaper's daily publication schedule (in the case of dailies only, of course) and short closing date (an ad can be ordered today to be inserted tomorrow) are advantages to the advertiser to whom the time factor is important. For example, the filling station operator, who knows by the weather forecast that zero temperatures are approaching, can quickly insert an ad for anti-freeze.

7. An advertiser can get "in" and "out" of a newspaper any time he desires. He is not bound by contracts, unless he wilfully signs a contract to take advantage of a reduced rate on a contract basis.

8. The circulation of most newspapers is guaranteed. It is audited and known absolutely before an advertisement is purchased.

Now, then, some of these "advantages" also can work to the disadvantage of the local advertiser. Point No. 1 (circulation) for example: In this case, the small businessman doesn't mind everybody reading his ad, but he might well object to paying the cost of the "extra" circulation that permits everybody to read his ad. He knows that the newspaper reader on the far side of town, or the reader in the suburban area is not necessarily a potential customer of his store. Thus, he

(Continued on Page 34)

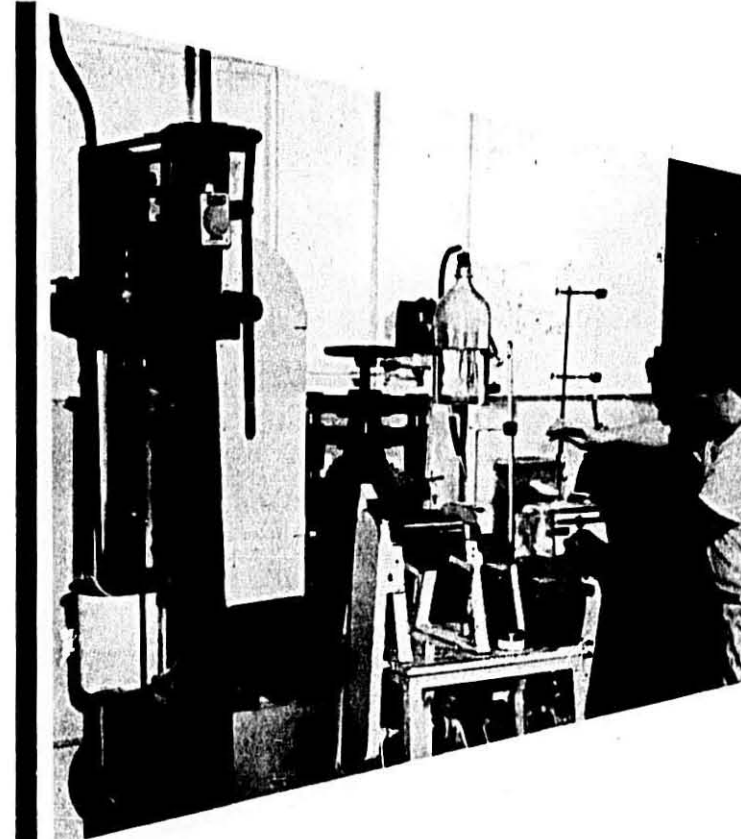
December, 1948

THE MACARONI JOURNAL

9

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

**MIDGET
WITH A
MAN-SIZED
JOB**



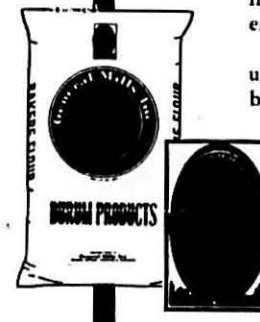
The equipment you see pictured above is a macaroni plant in miniature. It's not very big, and it won't break any production records, but you can be sure that it's doing a king-sized job for you and your macaroni products.

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

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

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

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



General Mills, Inc.

DURUM DEPARTMENT
CENTRAL DIVISION CHICAGO 4, ILLINOIS

1948-1949 OFFICERS AND DIRECTORS OF THE NATIONAL MACARONI MANUFACTURERS ASSOCIATION



C. L. NORRIS—Minneapolis, Minn.
President



C. W. WOLFE—Harrisburg, Pa.
Advisor



A. IRVING GRASS—Chicago, Ill.
Vice President



CHARLES PRESTO—Chicago, Ill.
Director, Region Four



THOMAS A. CUNEO—Memphis, Tenn.
Director, Region Five



PETER J. VIVIANO—Louisville, Ky.
Director, Region Five



ALBERT RAVARINO—St. Louis, Mo.
Vice President



C. FRED MUELLER—Jersey City, N. J.
Vice President



ROBERT M. GREEN—Balatine, I.
Public Relations Director



J. H. DIAMOND—Lincoln, Neb.
Director, Region Six



E. DE ROCCO—San Diego, Calif.
Director, Region Seven



VINCENT DE DOMENICO
San Francisco, Calif.
Assistant Director, Region Seven



JOSEPH PELLEGRINO—Lowell, Mass.
Director, Region One



PETER LA ROSA—Brooklyn, N. Y.
Director, Region Two



HORACE GIOIA—Buffalo, N. Y.
Director, Region Three



GUIDO P. MERLINO—Seattle, Wash.
Director, Region Eight



EMANUALE RONZONI
—Long Island City, N. Y.
Director-at-Large



MAURICE L. RYAN—St. Paul, Minn.
Director-at-Large

CONTINUATION OF DIRECTORS, NAT'L MACARONI MANUFACTURERS ASSOCIATION



LLOYD E. SKINNER—Omaha, Neb. Director-at-Large



LOUIS S. VAGNINO—St. Louis, Mo. Director-at-Large



ALBERT S. WEISS—Cleveland, O. Director-at-Large

Report to Institute Co-operators—

The Good Work Moves Along!

The Macaroni Industry Promotional Program has made real progress in the past six weeks.

"Operation Cross Country" is, roughly, half through with over five thousand miles of territory east of the Mississippi River covered. We have talked to representatives of more than 114 Macaroni and Noodle Products manufacturing firms in some forty-five cities in seventeen states.

We are meeting today with the St. Louis area manufacturers and, between now and December 9, will see manufacturers in Kansas City, Omaha, Lincoln, Denver and Salt Lake City. We will visit in the Seattle-Portland area before attending the big Pacific Coast Convention in San Francisco, December 13. Our follow-up will keep us in the Los Angeles area until approximately December 20. Between the 20th of December and the 1st of January, we will cover El Paso, Fort Worth, Houston, Shreveport, New Orleans, Memphis and be back in St. Louis en route to Davenport, Iowa and Chicago. Our return to Chicago will be in time to get set for the mid-year meeting program at Miami Beach, Florida, January 24 and 25.

This traveling is accomplishing two important things:

1—Personal contacts with Industry Members are being made. In get-

ting better acquainted, we are getting first-hand value of their ideas and knowledge of their problems. 2—Additional support for the Macaroni Industry Promotional Program is being enlisted. Seventy-



Robert M. Green

seven (77) contracts have been signed to date, representing better than eighty per cent of the Association Members' total production. (See page 3).

Those Industry members who have been sitting on the sidelines are signing up to promote their products after seeing the form the program is going to take and the thinking that is being done on it. We are confident that close to ninety per cent of the Industry will have joined in this effort by the first of the year.

Definite strides were made in New York at the Executive Committee meeting November 12. Public Relations Counselors were interviewed and gave us ideas of what could be done in a program on various budget levels. They indicated that other industries are doing a real job and they had every confidence that our Industry, with a strong basic product, can do equally well. Recommendations for an agency will be made by the Committee at the mid-year meeting. After recommendations have been made to the membership in convention and the agency appointed, we will be sending out material by February 1. As of that date, we will have had the collections of two months production which will give us a good indication of how our budget is shaping up.

Merry Xmas and
Happy New Year

Maldari & Sons
Per Daniel Maldari
PRESIDENT

FIRST FLORIDA WINTER MEETING

The Flamingo Hotel, Miami Beach
January 24 and 25, 1949

Monday, January 24, the Association and Industry Conference featuring the discussion of such subjects as Plant Sanitation and Products Purity; action on report of the Macaroni Products Export Committee; reports of all Association committees on current action and recommendations; labor relations study as they concern macaroni-noodle plants and a general review of the Association's finances and future activities.

Tuesday, January 25, the Institute and Industry Conference, featuring the organization of the newly incorporated National Macaroni Institute, Incorporated, the election of officers and committee appointments. There will be reports first on the preliminary work done towards making possible the organization, the work done by the newly appointed Public Relations Director and the continuing fine work on products publicity by the durum millers, with a probable illustrated talk.

On Sunday preceding the reg-

ularly scheduled Industry meetings the Board of Directors of the National Macaroni Manufacturers Association will meet to wind up its 1948 business and to plan its program for 1949.

There is much more than the good Florida sunshine in the program for the Winter Meeting now being planned. Naturally there will be enjoyments different from those that featured the January gatherings in the North, but the business end will not be overlooked, because the thought behind the whole planning is BUSINESS UNDER THE MOST ENJOYABLE WEATHER CONDITIONS.

As officially announced from the Association's headquarters, the Winter Meeting of the entire industry will be held in the Flamingo Hotel, Miami Beach 39, Florida. It is a beautiful, ideally located hotel with all the winter-time conveniences that northerners will enjoy. The dates are at the height of the 1949 winter vacation season, and arrangements have been

made to set aside a block of all double rooms for those who attend the convention, with special grants to macaroni-noodle factories. Already many of the requests have been requested by factories from Canada to Texas to the Rocky Mountains to the Atlantic Coast.

However, there is still time for your room reservations and should be made direct with The Flamingo Hotel, Miami Beach 39, Florida. To be accommodated it is necessary that you state that rooms are required for occupancy during the macaroni men's convention there. With a business program of interest to everyone in the industry and a social program of the salubrious summer-like climate of the well-known winter vacation State of Florida for the enjoyment of those who attend, the planned conference should attract manufacturers and their families, thus making this the attendance in the first industry conference in the Southland up to the expectation of those in charge of the affair.



dependability
**CAPITAL
GRANULAR**

Painstaking scientific research, skilled personnel, and constant laboratory control guarantee dependable uniformity in all Capital products.

CAPITAL FLOUR MILLS
AT

SAINT PAUL, MINN. • BALDWINVILLE, N.Y.

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

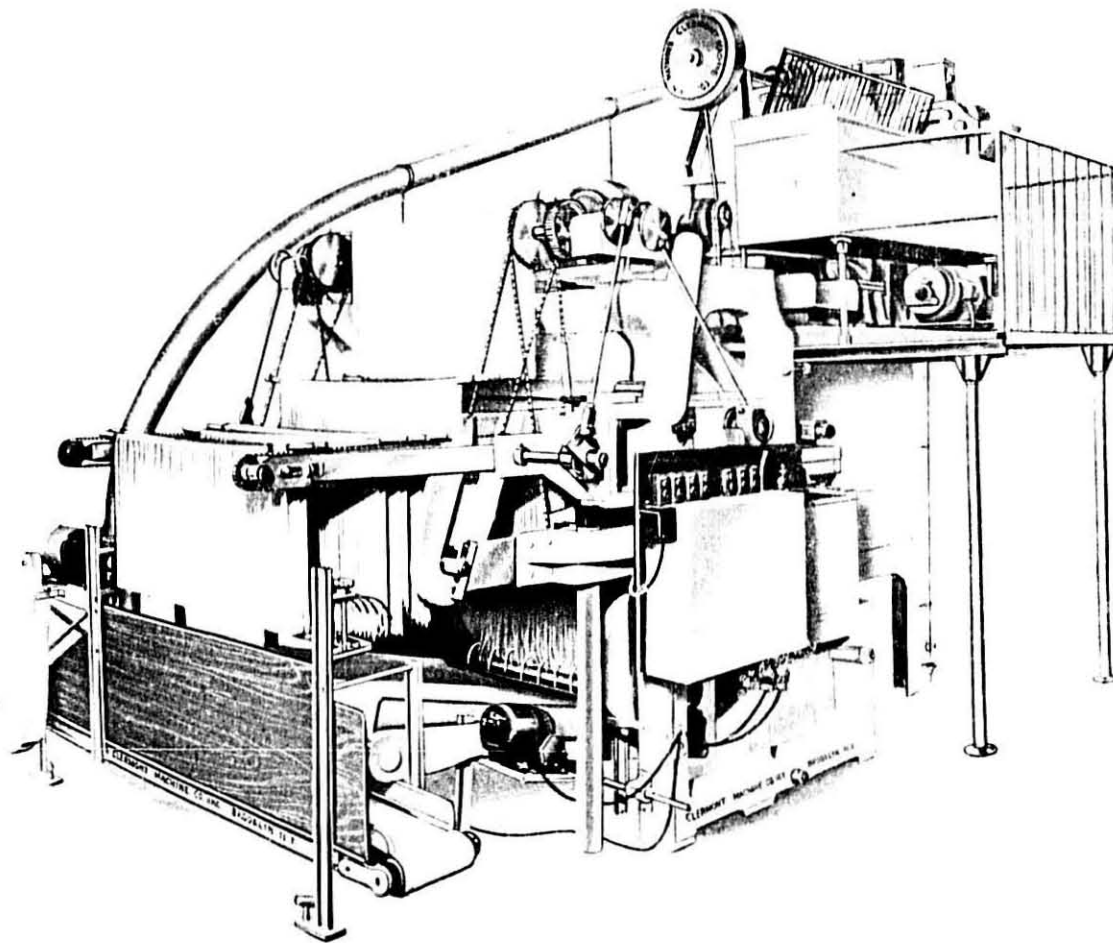
SERVING YOU BETTER FROM
TWO CONVENIENT LOCATIONS



CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS, Model No. 1-A

For Short and Long Goods

with Automatic Long Goods Spreader Attachment



The long goods Spreader Attachment was designed to give superior quality and large output. The quality is achieved by the rolling process of the press and by the slow extrusion through the dies. The quantity of approximately 1000 lbs. per hour is secured by the large extrusion area which produces and spreads three sticks on each cut. Expert macaroni manufacturers know that the slower the extrusion, the smoother the product, the higher the color and the firmer the texture.

write for detailed information to

CLERMONT MACHINE COMPANY, INC.

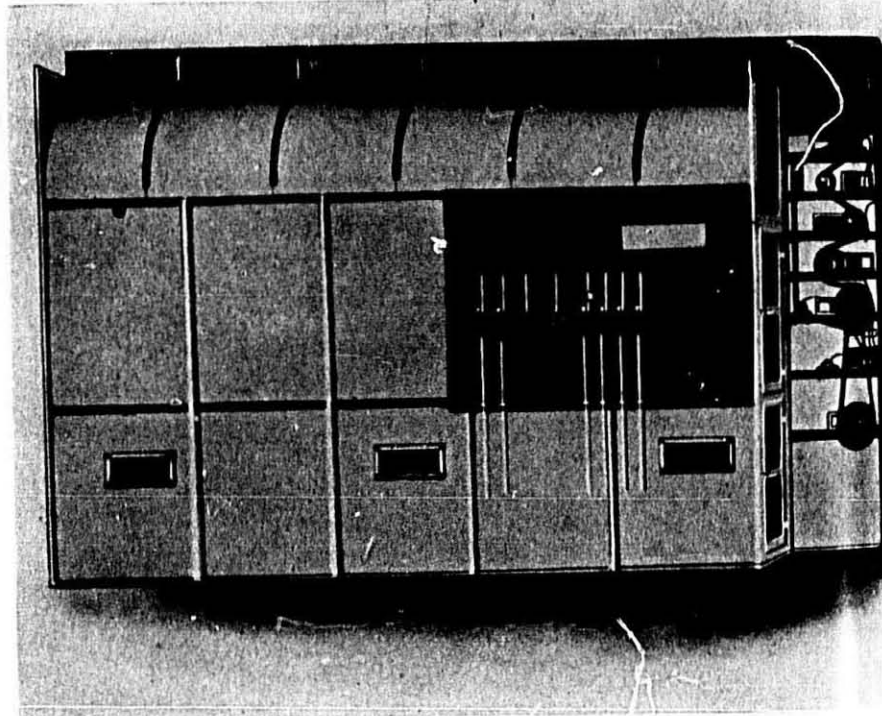
266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK

THE *New Look* IN NOODLE SETUPS

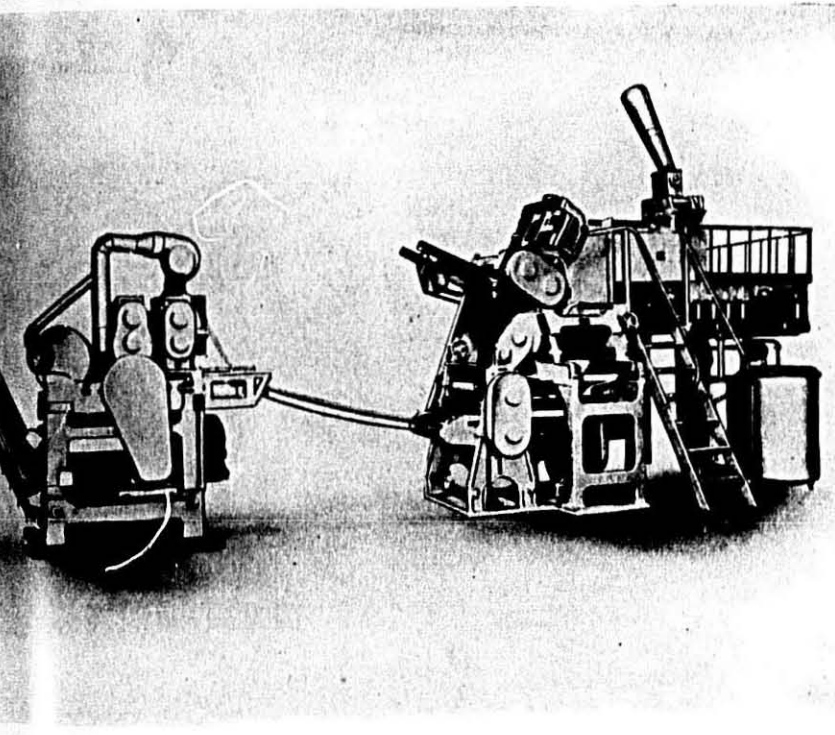
Modern & Efficiency

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 in 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 a dough sheet. The dough sheet is fed automatically to the Noodle Cutter and the product conveyed from the Noodle Cutter to the preliminary drying unit, then to the Finish Dryer and finally is conveyed to the packing table, all in one continuous automatic process.

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

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

CLERMONT MACHINE COMPANY, Inc.

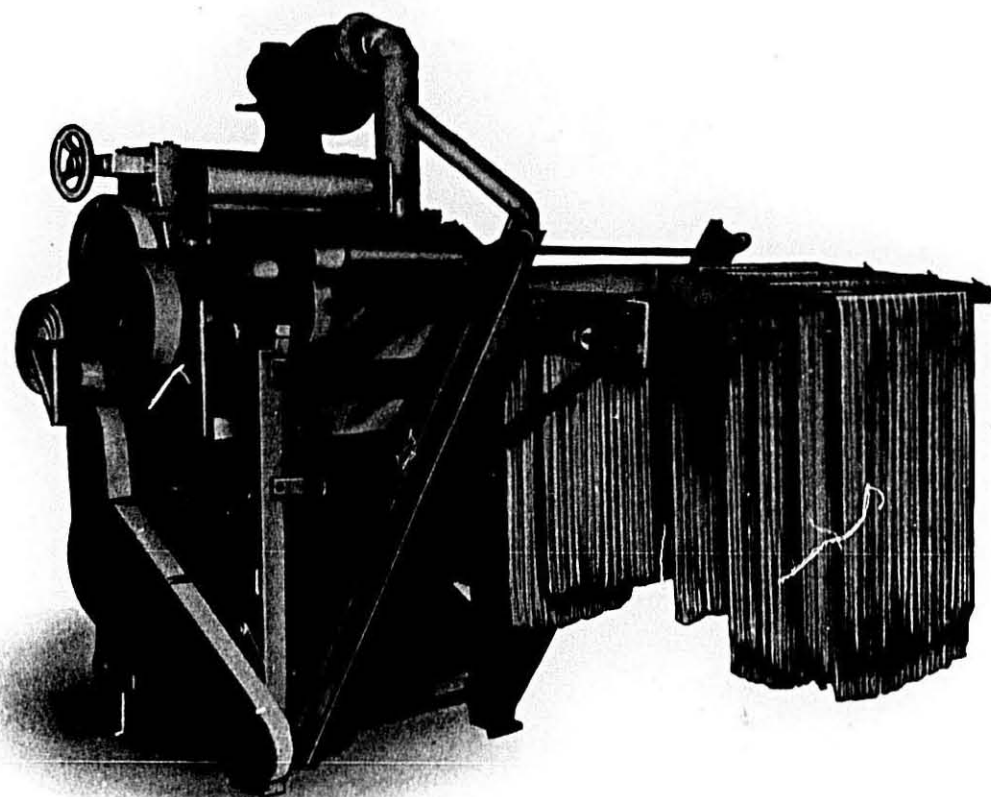
266-276 Wallabout Street
Brooklyn 6, New York
New York, U. S. A.

Telephone: Evergreen 7-7540

CLERMONT NOODLE CUTTER, Type NA-2

with

Automatic Stick Feed and Automatic
Spreading Attachment



The noodles can be made in any desired pre-determined length. They are dried on a stick similar to the process used in drying of long goods macaroni. The machine is used extensively in Central and South America and by the Chinese trade. Capacity 600 lbs. per hour.

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK

Economical - Political - Industrial

National Industries Service

THE NATION IS RUNNING IN THE RED

J. E. Jones

Washington, D. C., December—The United States is spending more money than at any previous period of peace times.

Washington is told that President Truman will ask the new Democratic Congress to increase taxes. The indications are that the Democratic Congress will split on the issue of more taxes. But nobody knows.

The latest forecast reveals that the fiscal year ending June 30, 1949, will show expenditures of more than 42 billion dollars, and that indicates a deficit for the year of a billion and a half dollars.

It is probable that the Truman plan, even if it does include an excess-profit tax will go through.

PROBLEMS RIGHT HERE AT HOME

Strikes increase the prices of all manufactured goods, clothing, food, housing, rents, et cetera. The burdens of World peace are carried by the United States, and everybody knows that the Marshall Plan has the approval of the American Government and our people. But the American people haven't been given necessary support and foreign aid for the United Nations Organization. And unless that great institution can do a better job than it has in the past the United States may tire of carrying the load indefinitely. But, if we should pull out, the Communists will defeat all hopes of a World peace. That would likely draw the United States into another war.

COMMUNISTS

There seems to be a lot of fiddle-dee and fiddle-dum as to whether a Congressional Committee has a right to question a witness as to whether he is a Communist. The Department of Justice seems to have no doubt about its power to put suspected Communists on the spot.

In our humble opinion the Communist is a plain straight-out enemy of the Government of the United States and should be treated as such. We may have to look upon the Communist threat in Europe from one standpoint—which is that the Russians are apparently plain enemies of the United States. Communists are traitors, and they defy the American system of Government.

We already have had too many radicals and trouble rousers in our United States, and the idea of protecting Communists who refuse to tell Congressional Committees that they are loyal to the Russian plan, is defiance of our ways of life. Every Communist should be booted out of our country. The United Nations should help protect the United States.

TOO MANY BAD LOBBYISTS

There were 1,142 registered lobbyists representing about 500 organizations who are now in the spotlight because they are accused of "working assiduously for special favors from Congress."

Nearly every movement of National concern is represented by spokesmen who appear before Committees of Congress to present their cases. This is recognized as a perfectly legitimate activity.

However, the Department of Justice started an investigation into the extent

to which special groups, in appealing to Congress, were complying with the Lobbying Act of 1946. This law requires registering and accounting for how-much-it-cost. President Truman says there is a "desperate attempt to block the legislative program" of the new Administration.

Congress should know absolutely what the suspected lobbyists are driving at. For instance, businessmen and their lawyers have a perfect right to state their views and opinions before Committees of Senators, House Members, and all Departments of the Government. These groups "will not harm legitimate representation of any group in Washington," according to a statement endorsed at the White House.

NEW POSTAL RATES

On January 1 new postal rates will go into effect but these rates will not affect first-class letter mail, post cards, newspapers, magazines, library books or publications of fraternal, scientific or religious organizations.

Special delivery packages will be raised from 13 cents to 15 cents for 2 pounds and gradually up from 25 cents to 35 cents for 10-pound packages. Parcel post rates will be doubled in some cases. Money orders will cost almost twice as much. Registered mail jumps with heavy increases.

WATCH YOUR ROADS

There are lots more cars coming out on the highways every day, which calls for lots more careful and safe driving by you-all-and-company. There should be no letdown on careful supervision of all highways, particularly by local authorities. The number of accidents and deaths on the highways is tremendous. MR. AND MRS. DRIVER: Drive Carefully.



FIRST PACIFIC COAST CONFERENCE

Winter Convention for Convenience of Western Manufacturers

Something new in the way of improved, closer relations with manufacturers who cannot regularly attend industry conferences elsewhere was attempted this month as a move by the officers of the National Macaroni Manufacturers Association to prove their interest in the welfare of the industry everywhere in the country. The macaroni-noodle industry on the Pacific Coast has expanded materially during the last decade and is now an important factor in the trade, not only as it affects business in their natural territory but because of the effect on the industry in all sections.

Recognizing that only a few manufacturers can afford the time for distant traveling to the industry meetings that are usually held in the central or eastern sectors of the country, because of the preponderance of the plants in those parts, and the further fact that long trips across the country are not only quite expensive but take proprietors away from their plants for too long periods, the leaders wisely de-

cide to feel out the real interest of the western manufacturers by sponsoring an all-coast conference on December 13, 1948, as a possible harbinger of similar affairs in the years to come.

The Pacific Coast Conference, though only a one-day affair, had all the features of a normal industry convention. President C. L. Norris and M. J. Donna, Secretary of the Association, other officers and directors as well as some of the leading Central and Eastern manufacturers and allies attended to supervise a program that was of general interest to manufacturers everywhere, including some features that were of special concern to western manufacturers because of their local significance. In attendance also was the Industry's new Public Relations Director, R. M. Green, to outline a program of improved business relations and products promotion for which there is a great and growing need.

The program, owing to its haste of preparation, was subject to last min-

ute changes, all for the good of the conference. In addition to business matter on the same basis of a general convention, with leading Association officers and outstanding allied spokesmen in charge, there was the usual entertainment for which the macaroni-noodle industry is famous, such as a complimentary dinner sponsored by Buhler Brothers, Inc., of New York City on the Sunday evening preceding the convention with a showing of industry film and other entertainment, and a group luncheon on Monday, December 13, with the Rossotti Lithographing Company as hosts.

The Association officers and other industry leaders are viewing with concern the probable attendance to the first Pacific Coast conference by Western representatives, for the good reason that similar meetings under national sponsorship are dependent upon the response made to the current call to conference as will be shown by the registration roll.

(Official Program on Page 32)

Plan Now for Maximum Efficiency from Your New Automatic Presses—

Our 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

A Bakers' Dozen from Multiwalls

Yes, you get a bakers' dozen from Multiwalls . . .

You needn't worry about loss of measure through flour sticking to the sides or in corners of St. Regis* Multiwalls. Flour packed in these paper bags pours more freely. There's no retention . . .

St. Regis Multiwalls also solve the problem of sifrage. Flour can't possibly sift through the strong kraft paper walls. This could mean an additional loaf of bread out of every 100 pounds of flour.

And St. Regis Multiwalls are sanitary. No contaminating elements can ever reach the flour during packaging, in transit, or in storage.

So specify St. Regis Multiwalls for your next shipment. It's the wise way to order flour.

SALES SUBSIDIARY OF  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

*Reg. U. S. Pat. Off.



Rice Diet Treatment for Heart Disease

Macaroni Products are Low-Salt Foods

Dr. Walter Kempner, Assistant Professor of Clinical Medicine at Duke University, Durham, N. C., the originator of the rice diet as a treatment for high blood pressure, heart and kidney ailments, told members of the New York Heart Association recently of the encouraging results in the treatment of these major killers of civilized peoples. The diet recommended—the one which he has so successfully used on hundreds of patients—consists entirely of rice and fruit, with a highly restricted intake of salt.

"In 70 per cent of the 700 patients with high blood pressure, most of whom were seriously ill and had failed to respond to other forms of treatment," Dr. Kempner reported, "the rice diet for 35 to 900 days proved beneficial. Many of the patients with extremely high blood pressure returned to normal after weeks or months of strict adherence to the diet.

"The rigid dietary regime commonly known as the 'rice diet' contains in 2,000 calories not more than 5 grams of fat and about 20 grams of protein derived from rice and fruit and not more than 200 milligrams of chlor-

ide and 150 milligrams of sodium. This does not mean that the patient's caloric intake is restricted to 2,000 calories; it varies according to whether weight gain or weight loss is desirable in the individual patient.

"The rice diet contains less sodium and chloride (the two constituents of table salt) than any other low-salt diet. It is believed that the elimination of salt is responsible for a metabolic chain reaction leading in consequences incompatible with the factors responsible for cardiovascular and kidney diseases."

Commenting on the report, particularly that portion that refers to the low-salt contents of the rice diet, Dr. G. Buitoni of Buitoni Products, Inc., New York City, wonders why macaroni products might not be a good diet, saying "A few weeks ago I happened to find the salt contents of various foods, which are as follows: rice—25 mgms. to 100 grams; bread—30 mgms. to 100 grams; potatoes—21 mgms. to 100 grams; milk—50 mgms. to 100 grams; oat meal—62 mgms. to 100 grams and MACARONI—8 MGMS TO 100 GRAMS."

"You will note," continues this authority, "macaroni is the food containing the least salt. Therefore, if rice is beneficial in the above-mentioned special diets because of its very low salt content, macaroni should be even more so, in that its salt content is less than one-third of the salt content of rice."

Stressing the value of low-salt foods in fighting high blood pressure, heart and kidney disease, Dr. Kempner states, "The urinary excretion of sodium falls by 90 per cent in the course of the rice diet and the urinary chloride excretion by 96 per cent. The changes in sodium chloride and potassium are not the only changes in the mineral metabolism of patients on the rice diet. The urinary excretion of inorganic sulfates decreases by 82 per cent, the urinary inorganic phosphate excretion decreases by 62 per cent."

Dr. Buitoni makes a good point. His thinking merits study and research in connection with any program of products promotion because it concerns health in which all consumers of foods and all patients, too, are primarily interested.

Ottima Durum Flour the "Tops"

*in Noodle Flour for the particular
Manufacturer*

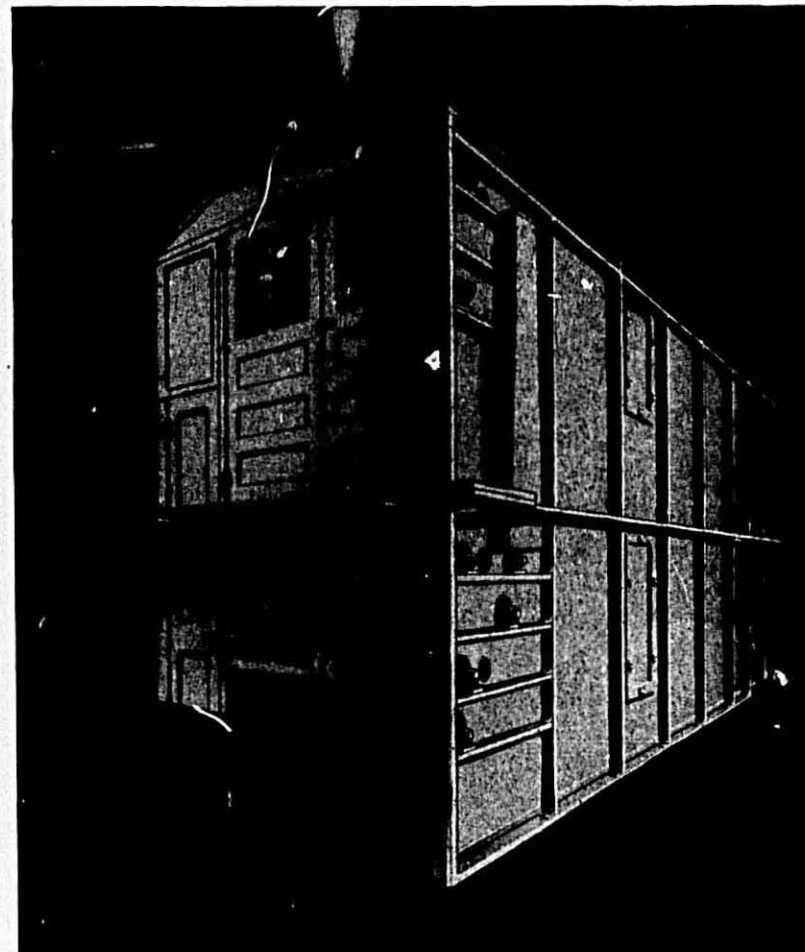
A. L. Stanchfield, Incorporated

MILLS OF DISTINCTIVE DURUM SEMOLINAS

Offices:
500 Corn Exchange Bldg.
Minneapolis, Minn.

Mills
Minneapolis, Minn.

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.

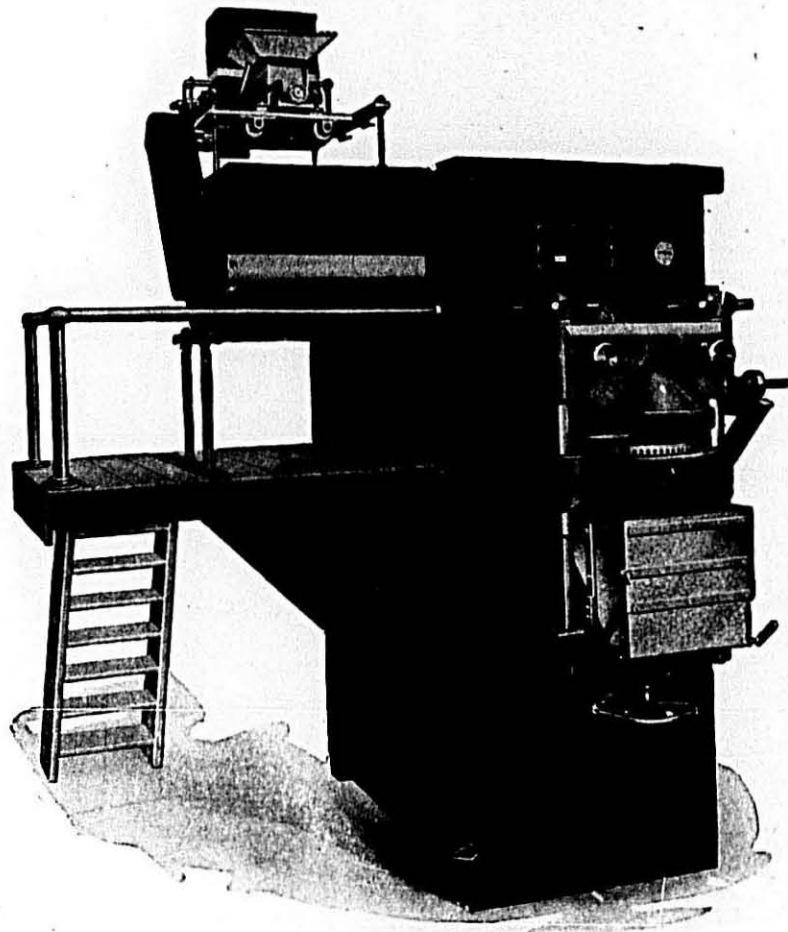
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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.

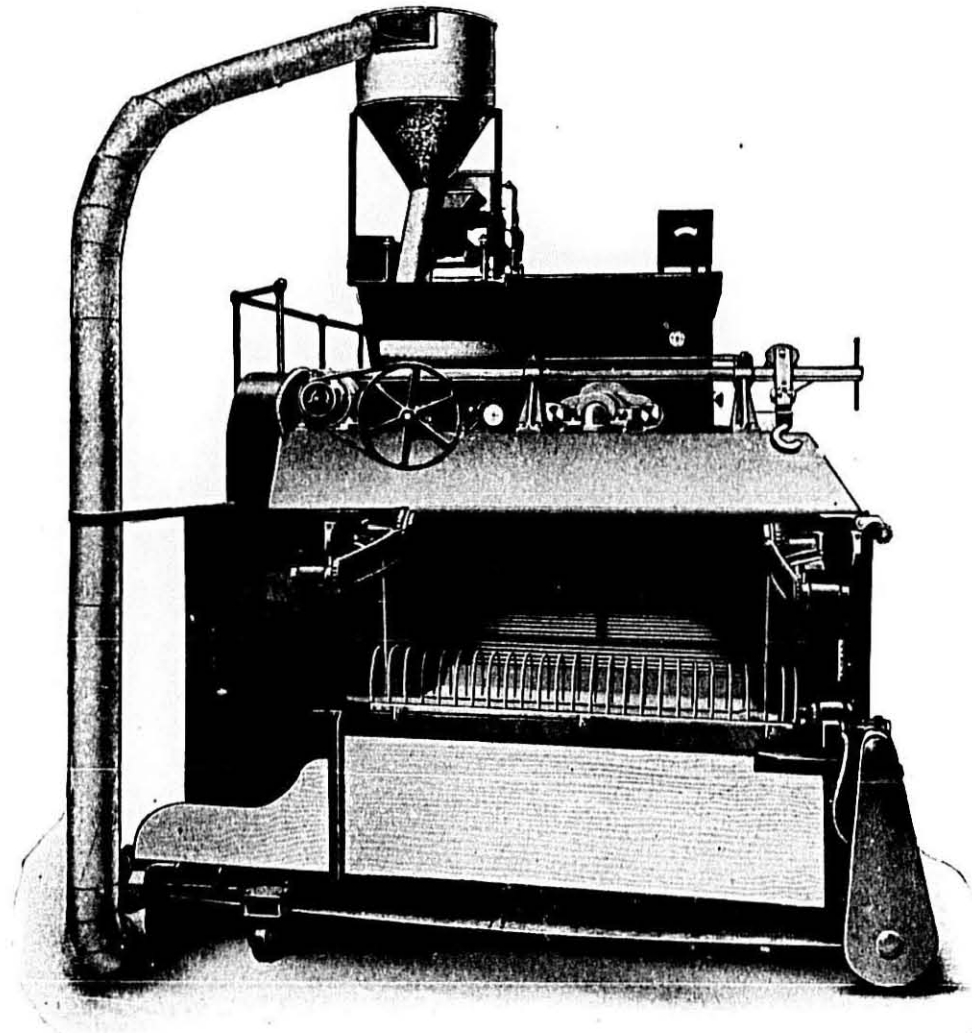
Production, not less than 1,000 pounds of dried products per hour.

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.

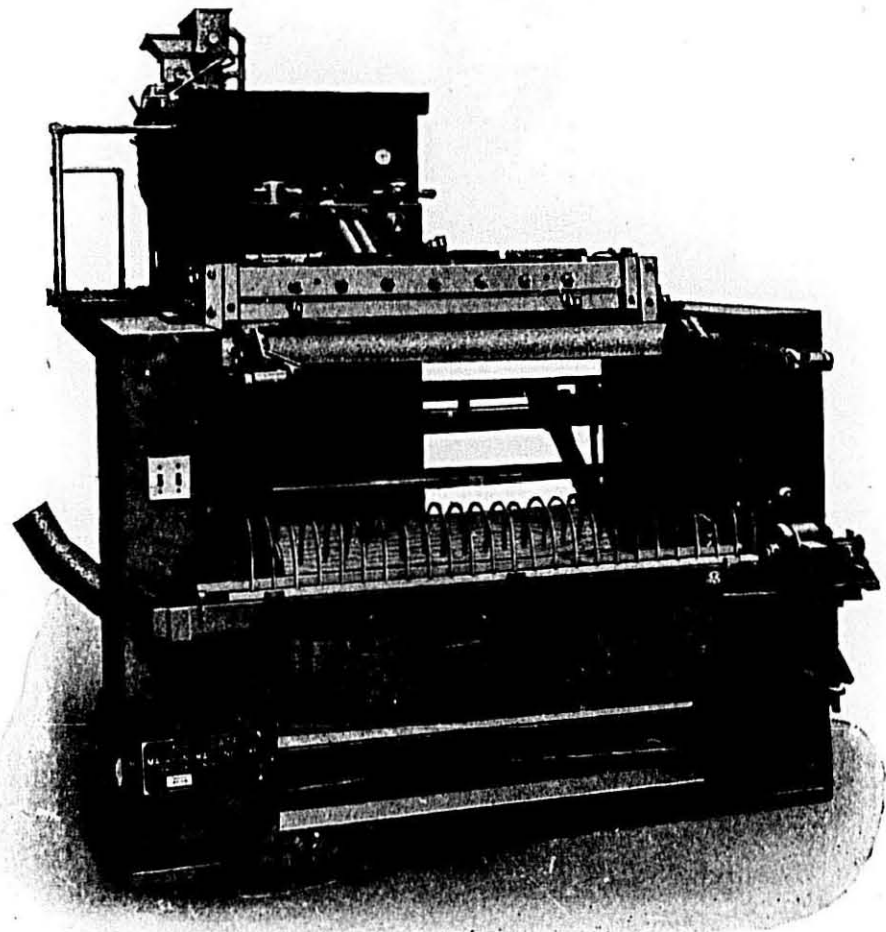
The Press that is built for 24-hour continuous operation, and meets all requirements.

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 and 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.

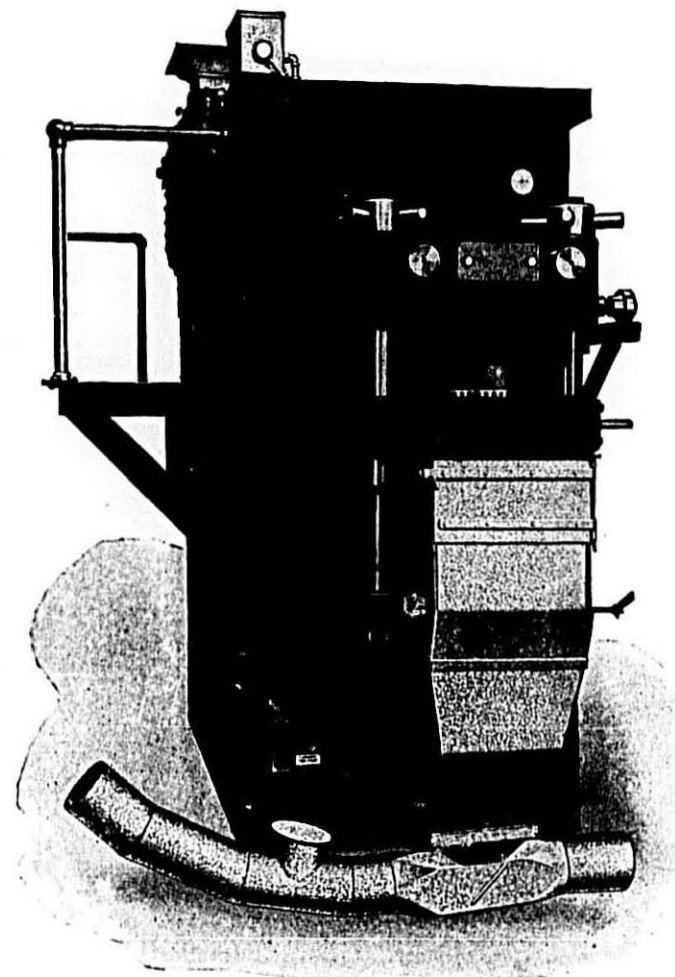
Produces a superior product of uniform quality, texture and appearance.

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.

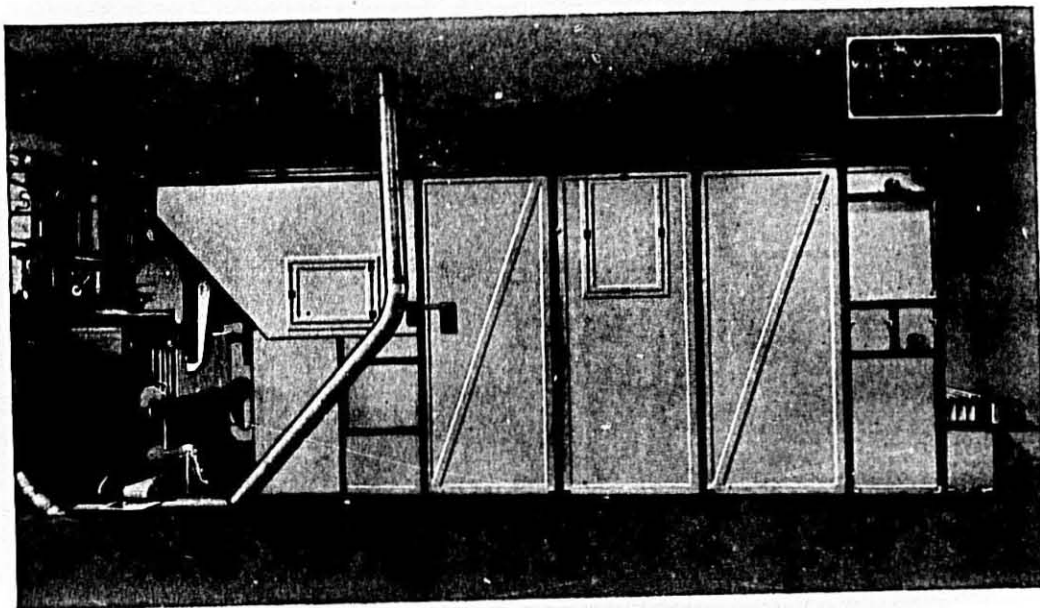
Production—Over 1,000 pounds net of dried products per hour.

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.

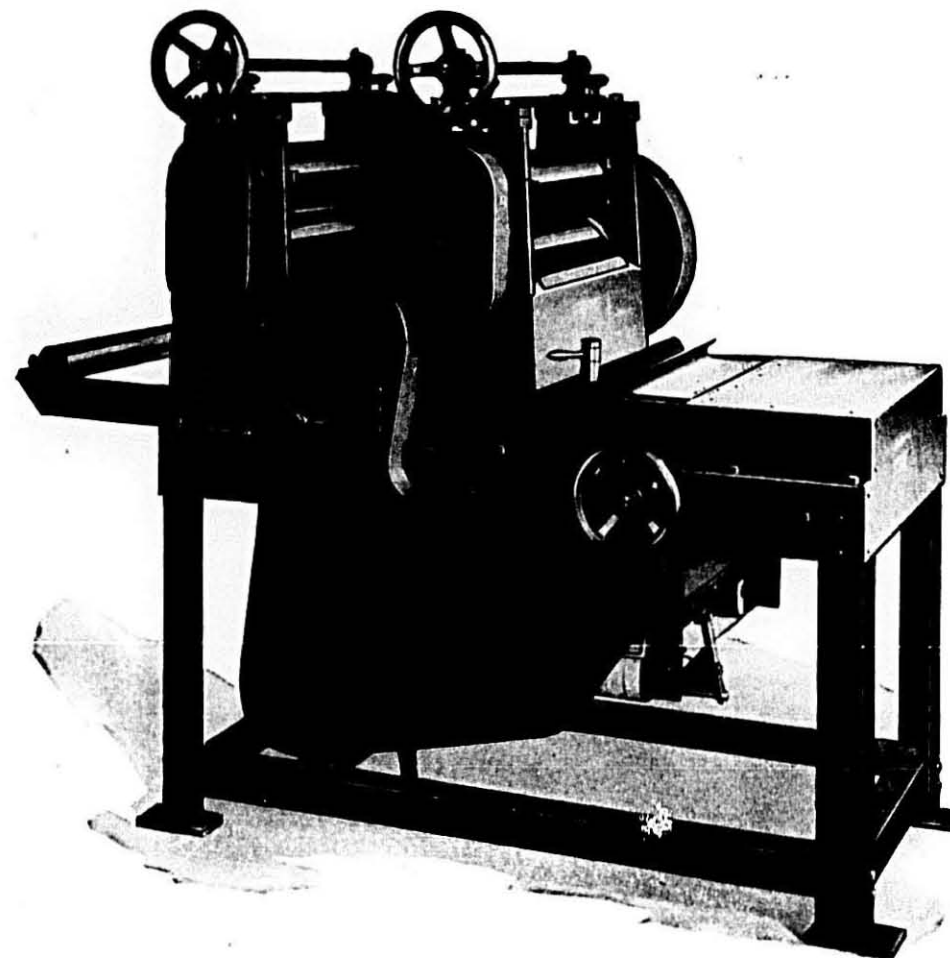
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

See Downward Food Prices

Abundant U. S. food supplies are still working to bring about a lowered food price level but the downward movement may be counteracted to some extent by the upward movement of the national economy which serves to increase demand and to boost manufacturing and distributing costs, according to Paul S. Willis, president, Grocery Manufacturers of America, Inc.

Higher wages, the European Recovery Program and the National Defense Program are cited by Mr. Willis in a year-end statement as typical economic factors which tend to increase further consumer income which, in turn, increases demand.

"Nevertheless, current information indicates that the downward trend of food prices has merely started and that the stabilization level will not be reached until sometime in 1949. The economic factors referred to will temper the decline but are not likely to stop it.

"The chief reason for this, of course, is the record-breaking 1948 farm crop production which is large enough to take care of the increased demand. The large crops have resulted in a substantial reduction of farm prices. An allied reason is that foods which have been in shortest supply—and therefore

the highest priced—are beginning to loosen up. Items such as meat and dairy products, which figured so prominently in increasing the overall average of food prices, are now either on the verge of moving downward, or have started the downward movement.

The Business Outlook

"The outlook for business is on the hopeful side. The fact that food prices have evidently reached their peak and are expected to decline gradually to somewhat lower levels indicates that the American people in 1949 will be able to buy larger quantities, and a greater variety, of food and grocery products. Full employment and high consumer income point to a continued high purchasing power in the new year. Grocery manufacturers should therefore be able to continue making progress in the expansion of industry dollar volume.

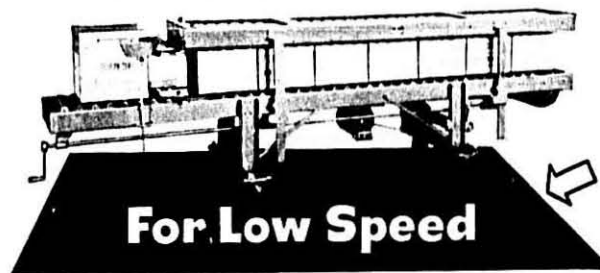
"We will produce ample quantities of food in the next 12 months and there is evidence that the American people will have plenty of money with which to buy them.

"Grocery manufacturers are fully aware, however, that competition for



Paul S. Willis

the buying dollar will become keener in the days ahead and are prepared to use merchandising techniques to full advantage. The introduction of new and exciting products, the improvements of older products, the use of new packaging, accelerated advertising and sales promotion campaigns—all will work to keep the homemaker interested in foods and anxious to set the best table possible."



For Low Speed



AND HIGH SPEED
PAPER SHIPPING CASE SEALING

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON CO., JOLIET, ILL.

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

Whether your shipping case gluing and sealing operation is large or small, continuous or occasional, you will find PACKOMATIC case gluing and sealing equipment to help you.

Where total volume is small, or where small runs are handled periodically, PACKOMATIC's hand-glue, belt compression sealer is a preferred unit for the manual application of adhesive and compression sealing of cases. Equipment has feed table, glue pot and brush. Only one operator is required.

For large or continuous production requirements up to 3,000 cases per hour, PACKOMATIC's automatic Model D shipping case gluer with belt compression sealer will reduce costs in the handling of corrugated or heavy

solid fibre containers . . . is adaptable to practically any production requirement . . . built for varying operating speeds . . . highly flexible in the application of adhesive. A time, labor and money saver. Automatic.

For descriptive literature consult classified telephone directory for nearest PACKOMATIC office or write J. L. Ferguson Company, Route 52 at Republic Ave., Joliet, Illinois.

he tory of macaroni

HAIL DURUM

Hail durum wheat, instrumental in the rapid development of the macaroni industry!

Until an especially hardy variety of durum was brought to America from Russia in 1898 by the United States Department of Agriculture, our annual production was less than 100,000 bushels.

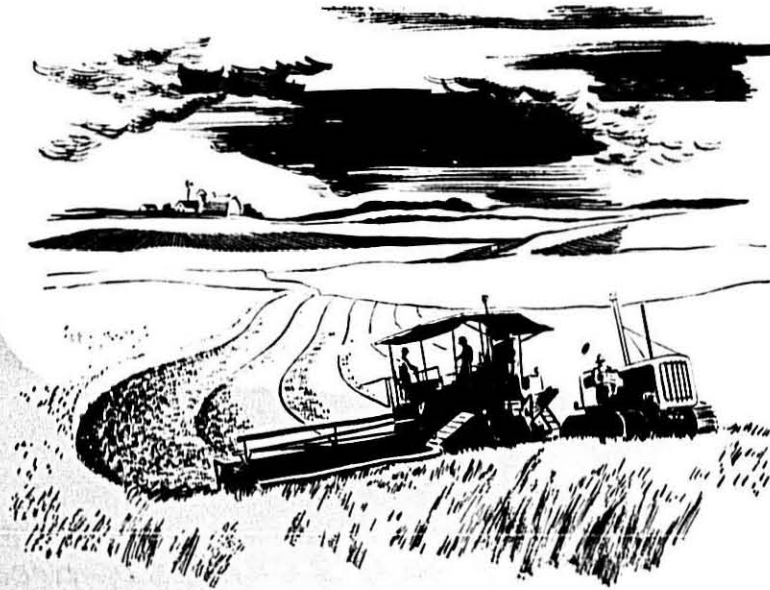
However, macaroni manufacturers were quick to realize the advantages of the new wheat and the macaroni industry began to flourish in America. In three years, durum production leaped to six million bushels . . . and in 1947, almost 44 million bushels were produced.

As one of the important builders of a great industry, durum may rightfully accept its place of honor in the wheat family.

Only the very finest quality durum is ever used
in milling King Midas Semolina.

KING MIDAS FLOUR MILLS

Minneapolis Minnesota



Official Program, Pacific Coast Conference

Macaroni-Noodle Manufacturers everywhere will be interested in the official program of the Pacific Coast Macaroni-Noodle Manufacturers Convention in Hotel St. Francis, San Francisco, Calif., Monday, December 13, 1948, as prepared by Secretary M. J. Donna of NMMA.

Sunday—December 12, 1948

5:30-6:30 p.m. Reception—Host, General Mills, Inc.

6:30 p.m. In Green Room—Pre-Convention Dinner Honoring Officers, Members and Guests. Compliments of Buhler Brothers, Inc. (O. R. Schmalzer, V.P.) New York

Movie—"Hidden Hunger"—Compliments of Merck & Co., Rahway, N. J.

Monday (Morning), December 13, 1948, in Borgia Room

9:00 a.m. Registration—No Fee

9:30 a.m. Call to Order—Introduction of Presiding officer by Assistant Director, Vincent De Domenico, NMMA
The President's Message
C. L. Norris, Minneapolis
Automatic Roll Call

10:00 a.m. Industry's NMMA Activities and Finances—M. J. Donna, Secretary NMMA, Braidwood, Illinois

10:10 a.m. Why An Industry Organization—James T. Williams, Sr., Past President, NMMA

10:30 a.m. PLANT CLEANLINESS and INFESTATION PREVENTATIVES—Leader of discussion, C. L. Norris, President

The Government Angle—H. Nelson Elliott, District Agent, Predator & Rat Control, U. S. Department of the Interior, Sacramento, California

The Manufacturer's Angle—(Guido P. Merlino, Director (Edward D. DeRocco, Director

(Vincent DeDomenico, Asst. Director

General Discussion

12:00 M Noon Recess

Group Luncheon—Compliments of Dobeckmun Company Cellophane Converters, Oakland

Monday (Afternoon) in Borgia Room

1:30 p.m. Call to Order—C. L. Norris, President, NMMA

1:35 p.m. Reports of Committees

2:00 p.m. FORUM—NATIONAL MACARONI INSTITUTE, INC.

Introductory Remarks—President C. L. Norris
Pertinent Facts—M. J. Donna, Secy-Treas.

Practical Demonstrations of Needs and Possibilities—R. M. Green, Public Relations Director

General Discussion

3:30 p.m. SYMPOSIUM—Availability and Probable Prices of Raw Materials and Packaging Needs in 1949.

Farinaceous Ingredients—Lester Swanson, King Midas Flour Mills, Minneapolis, Minnesota
Eggs—Les Houy, Armour & Co., San Francisco, California

Cartons & Labels—Alfred F. Rossotti, Pres., Rossotti Lithographing Co., North Bergen, New Jersey

Cellophane—Ed De Lue, Milprint, Inc., San Francisco, Thos. Bruffy, The Dobeckmun Co.

General Discussion

4:30 p.m. WINTER MEETING—M. J. Donna, Secretary, NMMA
Introduction of New Subjects for Discussion
Resolutions

5:00 p.m. Final Adjournment

(This Program is subject to necessary changes as conditions warrant.)

The First Pacific Coast Convention of the Macaroni-Noodle Manufacturers and Allied is open to any and all who are interested in the present and future welfare of the industry.

Respectfully Submitted,
M. J. DONNA, Secretary



"WE HAVE 3 GRADES OF NOODLES—WIN, PLACE AND SHOW!"

Lobbying Honorably and Effectively

Joe Meek, Executive Secretary, Illinois Federation of Retail Associations

One of the best ways of calling attention to legislation in which we are interested is by urging our members to visit with their own Congressmen and delegates to the state legislature, to provide an intelligent understanding of the effects of legislation. The manner in which both you and your members approach your representatives and senators and array your "merchandise" for them to judge can determine whether they will support or oppose bills in which you are definitely interested.

Your obligation is to contact your legislator at just the right time—if at all! You sent him to Washington or to the State capitol to do a job for you. Presumably you have confidence in him and on most occasions you can leave him alone. But there will be times when this legislator will genuinely appreciate advice and counsel. It may be on a measure of a highly technical character; one in which both sides of the argument are very persuasive and close; one in which the actual operations of your business may be at stake. On such occasions you would of course, be expected not to simply wire or blurt out "no" or "yes" but to demonstrate your position just as you attempt to sell your merchandise . . . hoping that your viewpoint will receive careful consideration and acceptance. . . . Such action is far better at home than at the capitol . . . on Fridays, Saturdays or Mondays (let's let

him have Sunday in peace!) when he is at home! Such occasions as demand personal contact are very rare and very far between.

Don't overdo it! . . . A legislator is human. . . . He does not want a man "around his neck" all the time gabbing about bills incessantly. . . . He can be friendly to a man but abandon that friendship if gabbing is over-injected. He, like you, wants to grant favors. He likes to be a good fellow. But he has others to think about . . . records to build up with other people . . . a good rule is never to ask something of a legislator if you have good reason to believe that he will do the right thing without your entering into the picture.

Please be logical, understanding, sympathetic, wise and cautious in your views on legislation. Never ask for a vote unless it is absolutely necessary to do so . . . and never ask for that vote unless you give good, concise reasons for your request. . . . Guard your "credit," don't dissipate it!

In short, we believe all amateur and professional lobbyists should heed these 19 principles:

1. Realize the importance of legislative work . . . that constructive interests must be active if democracy is to survive.
2. Know your legislators, like them, be loyal to them.
3. Don't poke fun at politics. Politics is democracy at work!
4. Urge individuals to contribute to the campaigns of good candidates.

5. Know your man before he goes into office. If he is not your friend before he goes, he won't be after he gets there.
6. Don't get excited over every bill introduced. . . . Know the who, what and why behind each bill . . . if you can. Concentrate on a few bills.
7. Beat gentleman, always, before committees, everywhere.
8. Don't take credit for everything. Congress or the Legislature did the work, after all—the legislators and the folks who contacted them.
9. Always invite legislators as honored guests at all meetings. They deserve the attention, they ought to know what you're talking about, too.
10. Don't damn a legislator. If you can't praise him, say nothing.
11. Don't be vindictive. Praise your friends, ignore your enemies.
12. Sell your point of view as you sell merchandise. Ask only for the chance to sell. If you don't make the sale, blame the goods and not the customer. Shine the product up and try again.
13. Remember, there are always two sides to every question!
14. Realize that a legislator must please more than just YOUR group.
15. Don't pester. If you're a friend don't overdo it. Don't try to capitalize on friendship. Remember the Golden Rule.
16. Keep away from trying to get legislation passed unless you must have it. There are enough laws now—a darn sight too many!
17. Remember that for America to win economic peace there must be a fair deal on all sides—not just your side.
18. Vote—Always—For Everything! Think before you vote!
19. Don't take yourself too seriously—ever!

New Homes and New Lives for Refugees



After years of flight, growing numbers of European refugees are settling down in new homes found for them by the International Refugee Organization (IRO). At left, in the sparsely-settled farm lands of Venezuela, a homesteader



(right) fresh from a refugee camp in Europe chats with his new neighbors. At right, a pair of young displaced persons, who were among the first group of refugees to be admitted to the United States under a recently-approved law.

ADVERTISING PROBLEMS

(Continued from Page 33)

buys a certain quantity of "waste" circulation.

Point No. 3 (timeless) is definitely an advantage when the advertisement is of a timely nature—when a quick pull job is required, when price appeal, for instance, is involved. The disadvantage occurs when none of these factors is involved and an advertiser attempts to use the newspaper solely as a prestige medium. The newspaper's rates, generally, are too high to make it practical for the small advertiser to use this medium as constantly as he should for that purpose. The use of prestige advertising must be consistent for desired results. The high cost involved in using newspaper space is often too great for a modest advertising budget.

Point No. 7 (no contracts) also presents certain disadvantages in the face of its obvious advantages. The fact that an advertiser can get "in" or "out" of the newspaper any time he desires makes for a practice of inconsistency in his advertising schedule, and it is a well-established fact that consistency is the basis for success in any advertising program. If the budget permits an advertiser would do well to sign a newspaper contract for the use of a certain number of inches of space over

a given period of time. This will give him consistency, repetition, lower rates, and will reduce the tendency to carry out his advertising program on a haphazard, hit or miss basis.

Another disadvantage of this medium so far as the small business-man



**Peter L. Rack,
Vice President**

At the annual meeting of the Board of directors of Kurtz Brothers Corporation, Bridgeport, Pennsylvania, packers of Kurtz and Magic Coat Brand Foods, the appointment of Peter L. Rack as executive vice president and general manager was announced. Mr. Rack was formerly the general manager of the company. He has specialized in the food line for over 25 years and is known from coast to coast through his many years of covering the trade. He has personally visited the company's sales representatives forty-six of the forty-eight states.

In the past few years he has been abroad in the development of the firm's foreign markets. He is a member of many trade groups and has been active in promoting many industry-wide plans.

is concerned is the fact that in many cities and towns there are two or more newspapers, which create divided readership within the trading area, making it necessary to place advertisements in the two or more newspapers in order to get full coverage of the market. Thus more dollars are spent for newspaper

John J. Cavagnaro

*Engineers
and Machinists*

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

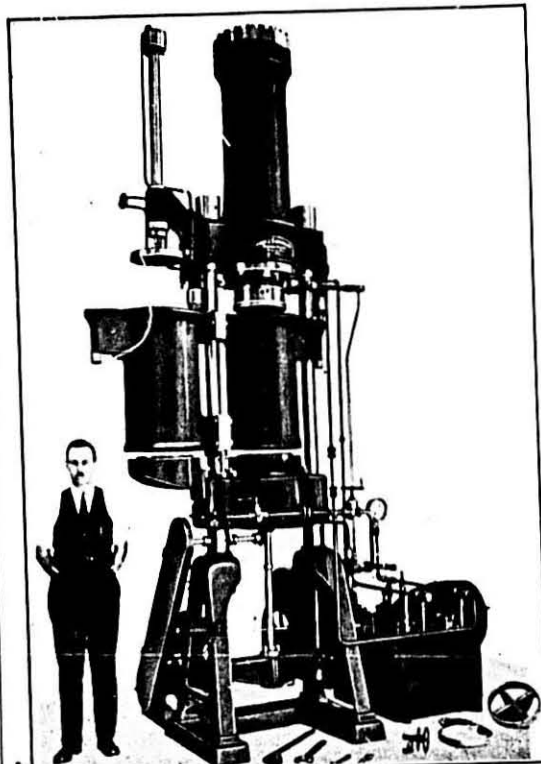
Specialty of
Macaroni Machinery

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)

N-A services
for the Macaroni and Noodle Product Industry

FOR GREATER PRODUCT SALES APPEAL

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

FOR EASY APPLICATION OF POWDERED N-RICHMENT-A

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

FOR ACCURATELY FEEDING SEMOLINA BY WEIGHT

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

FOR REMOVING IMPURITIES FROM SEMOLINA OR FLOUR

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

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

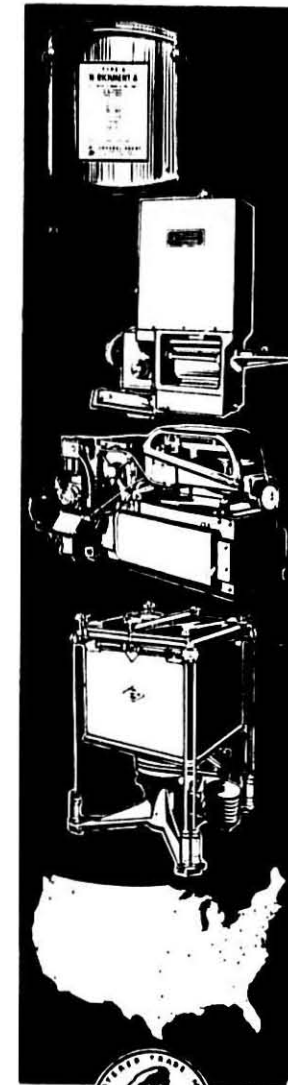
FOR TROUBLESOME TECHNICAL PROBLEMS

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

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

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE

BELLEVILLE 9, NEW JERSEY



Need Competent Salesmen In Change To Buyer's Market

If there is any field in which the demand is still far in excess of the supply, it is in competent salesmen. That's what the Associated Industries of Cleveland, an organization of more than 1,000 manufacturing firms in the Cleveland area, has found in a check on the transition from the seller's to the buyer's market.

It was learned that every one of 103 salesmen in Cleveland companies, despite their individual problems, agreed on one thing: the smart, well-trained salesman was a real casualty of the late war. With competition beginning to set in, this is becoming more and more apparent.

Of course, all industries are not affected as yet. Those allied with the still-booming automotive, steel and construction businesses report that at present it is all they can do to keep up with orders, or take orders and file them. Even these, however, are planning for the future, and fundamental in their plans are well-rounded training programs for members of the sales forces.

The general attitude of Cleveland sales managers is best reflected in the comment of a vice president in charge

of sales for a large tool factory. "Right after the war," he said, "the government was our biggest competitor. It was dumping surplus machines on the market. It may have been a good thing, for it forced our boys to go out and sell. This put us on our toes right at the beginning, and made us pay attention to service. We increased our advertising appropriation, and sought out the customer. Our sales force was enlarged, and the deadwood eliminated."

An analysis of the data secured by the Associated Industries brings one fact into sharp focus. Those companies whose lack of experience has taught them how to cope with the fluctuations of business, and which have an established prewar product, are not worried about the situation in spite of a tightening up here and there in the market. On the other hand, war-born firms that have had to develop and merchandise a peacetime line are, in some cases, finding the going rough.

A breakdown of the information gathered shows sales managers are meeting the problem this way: enlarging sales forces and conducting intensive training courses to re-educate

salesmen; improving customer service facilities; bringing out new models and effecting economies in manufacturing by improved techniques to bring down rising prices; increasing advertising budgets, and slanting advertising more directly to the customer; changing designs of product packaging to effect a greater economy; building a competitive spirit among salesmen by offering bonus incentives; starting direct mail campaigns to dealer organizations; broadening lines; exercising more care in the selection of salesmen; improving distribution methods.

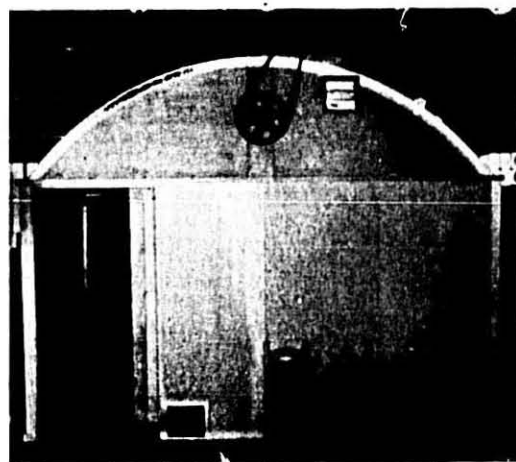


Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms



Exterior View—Lazzaro Drying Room

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

When You **ENRICH** Macaroni and Noodle Products



A special formula, Orange Label, B-E-T-S is offered for the enrichment of macaroni products to meet *Federal Standards*. One tablet for each 50 pounds of semolina—a convenient way to enrich any size batch.

We developed the *best* food-enrichment tablet. Proof of its acceptance rests in the fact that the tablet method is now *universally* used to enrich dough.

B-E-T-S* TABLETS

OFFER THESE ADVANTAGES

- 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.

Consult our Technically-Trained Representatives on any matter pertaining to enrichment of Macaroni and Noodle products.

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



Winthrop-Stearns offers a special formula, Blue Label, VEXTRAM for the enrichment of macaroni and noodle products to meet *Federal Standards*. Add two ounces of Blue Label VEXTRAM per 100 pounds of semolina in the continuous process.

VEXTRAM, you know, is the trade-marked name of Winthrop-Stearns' brand of food-enrichment mixture used for enriching flour by millers in practically every state of the Union.

VEXTRAM*

OFFERS THESE ADVANTAGES

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

USE *Rogool*
POWERFUL SANITIZING
AGENT

Address inquiries to:



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

DURUM EXHIBIT at INTERNATIONAL SHOW

The Greater North Dakota Association, among other grain products, had an interesting display of durum at the International Livestock, Grain and Hay Show at the Amphitheater in Chicago, November 27 to December 4, 1948. In charge was B. E. Groom, Chairman of the Board of Directors of the greatest durum growing state. He was aided by Mr. Seben, also an official of GIDA, who many years ago was awarded a cup by the National Macaroni Manufacturers Association as the grower of the best durum in several years of competition.

Commenting on his exhibit, which attracted thousands of interested showgoers, Mr. Groom says: "Our durum show was not so satisfactory as in many former years for we lacked the competition that was usually in evidence, sometimes even too much even for us self-styled durum specialists, but who on the whole would much rather show our products and lose some prizes and places, than to have too little competition. The net result of this show is that we went right down the line without entries which were carefully scanned and sorted before coming down.

"We have black-point trouble this year and this eliminated some of our very best prospects. The following is the way our durum showings were rated with test weights listed:

1. Gary Gibbons, Lakota, N. D. 65.8 Stewart
2. Gus Tweton, Oberon, N. D. 65.3 Stewart
3. Ralph Peterson, Devil's Lake, N. D. 63.4 (Not named)
4. Fred Ebel, Fessenden, N. D. 63.2 Kubanka
5. Don R. Groom, Langdon, N. D. 64.4 Carleton
6. Warren Howe, Velva, N. D. 63.2 Stewart

"We expect much more competition at the Langdon Show next February for the beautiful plaque annually offered by the National Macaroni Manufacturers Association despite the damage to fine durum we usually produce in North Dakota. There were only rare fields that produced durum last summer that was entirely free from the "black-point" that cannot be entirely eliminated in milling and which contributes to more than ordinary black specks in the finished macaroni products. Our scientists are constantly searching for ways and means of pre-

venting black-point and we hope that their research will soon develop ways and means for avoiding it entirely.

"We had this year the finest display of corn that I ever brought to the International. Our corn was very dry and perfectly matured, many of the ears being unusually large. On the whole we are very much satisfied with this showing this year. We had durum, flax, broome grass seed, shelled corn, and while badly outranked by Canadian barley, we had the best barley in the U. S. We fell down on oats but scored well with sweet clover, alfalfa, beans and all corn classes for our region.

"It was nice to see the interest taken



B. E. Groom
Chairman, Board of Directors
Greater North Dakota Assoc.

in our exhibit, especially that of the National Macaroni Manufacturers Association in the person of its Secretary-Treasurer, M. J. Donna, who last year had a fine companion exhibit with our durum showing. It shows that the interest of the macaroni men in the welfare of the durum farmers is sincere."

Liquid, Frozen and Dried Egg Production, September-October, 1948

Production of liquid egg during September totaled 17,752,000 pounds compared with 10,350,000 pounds during September last year, the Bureau of Agricultural Economics reports. Egg drying operations during the month were on a much larger scale than a year ago while freezing operations were on a much smaller scale.

Dried egg production during September totaled 3,692,000 pounds, compared with 184,000 pounds in September last year. Production consisted of 273,000 pounds of dried albumen, 215,000 pounds of dried yolk, and 3,204,000 pounds of dried whole egg. Production of dried egg during the first 9 months of 1948 totaled 39,862,000 pounds, compared with 84,843,000 pounds during the same period last year. The Government has, from May through October 15, contracted for 27,226,000 pounds of dried whole egg for egg price support purposes.

The production of 3,894,000 pounds of frozen egg during September was 58 per cent less than the 9,163,000 pounds produced in September last year. Storage holdings on October 1 totaled 201,322,000 pounds, compared with 216,762,000 pounds on October 1 last year and 253,193,000 pounds, the October 1943-47 average. Withdrawals of frozen eggs from storage totaled 32 million pounds, compared with 17 million pounds during September a year ago and an average September

decrease of 28 million pounds.

Production of liquid egg during October totaled 9,633,000 pounds, compared with 6,596,000 in October last year. Of the total October production, 1,734,000 pounds were frozen, 6,986,000 pounds were used for drying and 913,000 pounds were used for immediate consumption.

Dried egg production during October totaled 2,221,000 pounds, compared with 226,000 pounds in October last year. Production consisted of 2,049,000 pounds of whole egg, 14,000 pounds of dried albumen and 3,000 pounds of dried yolk. Production of dried egg for the first 10 months of 1948 totaled 42,083,000 pounds, compared with 85,069,000 during the same period last year. From May through November 19 government contracted 27,575,000 pounds of dried whole egg for egg price support purposes.

The production of 1,734,000 pounds of frozen egg during October was 63 per cent less than the 4,712,000 pounds produced in October last year. Storage holdings on November 1 totaled 170,883,000 pounds, compared with 189,596,000 pounds on November 1 last year and 212,390,000 pounds, the November 1, 1943-1947, average. Withdrawals of frozen egg from storage totaled 30 million pounds, compared with 27 million during October a year ago and an average October decrease of 41 million pounds.

December, 1948

THE MACARONI JOURNAL

39

Simplicity of **CECO**
Adjustable

CARTON SEALER

Gives you these
important advantages

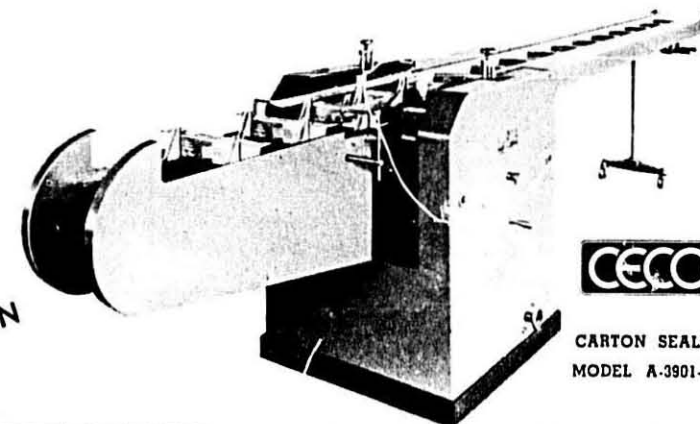
Lower
FIRST COST

Lower
OPERATING COST

Lower
MAINTENANCE

A Ceco Adjustable Carton Sealer gives you more package production capacity per dollar invested because of its extreme simplicity and flexibility. Simultaneously seals both ends of any size carton from 3" to 12" deep, from 30 to 120 per minute. No special experience is required for operation. No complicated gadgets to get out of order. An inexperienced operator can maintain and adjust machine setting for different size cartons without special tools. Get details of this flexible, low cost, high production machine today.

CONTAINER
EQUIPMENT
CORPORATION



CECO

CARTON SEALER
MODEL A-3901-12

*Packaging Machinery
Specialists*

210 RIVERSIDE AVE., NEWARK 4, N. J.
BALTIMORE • CHICAGO • JACKSON • PITTSBURGH
ROCHESTER • ST. LOUIS • SAN FRANCISCO
SAVANNAH • TORONTO

Heads Institute



H. Kirke Becker, president of Peters Machinery Co., Chicago, is the newly installed president of the Package Machinery Manufacturers Institute.

Discovery of Crystalline Vitamin B₁₂

Crystalline vitamin B₁₂, for the treatment of pernicious anemia, can now be produced by fermentation, it was revealed by the research laboratories of

Merck & Co., Inc., manufacturing chemists. An article in *Science* magazine by Edward L. Rickes, Frank R. Koniuszy, Norman G. Brink, Thomas R. Wood, and Karl Folkers, reports that crystalline vitamin B₁₂ has been isolated from a mold. This mold, *Streptomyces griseus*, belongs to the same species as that which produces streptomycin, the new drug used so successfully in the treatment of certain types of tuberculosis.

The isolation of vitamin B₁₂ from liver was first reported last April by the same group. Their research was aided by the clinical investigations of Dr. Randolph West of the department of medicine of Columbia University and by the microbiological tests of Dr. Mary S. Shorb of the department of poultry husbandry of the University of Maryland. This ended a 22-year search for the factor in liver that counteracts pernicious anemia. Other medical investigators have confirmed that B₁₂ can be substituted for liver therapy in treatment of this disease.

Other tests indicate that the new vitamin is an important nutritional item. B₁₂ speeds the growth and improves the health of poultry and other animals and is one of the most important elements of the so-called "animal protein factor."

In probing for B₁₂ sources other than liver, the research workers found that many natural products such as milk

powder, beef extract, and culture broths of several bacteria and molds showed microbiological activity similar to that of the new vitamin. As the result of intensive investigations of culture broths from *Streptomyces griseus*, a red crystalline compound was isolated. Tests proved this to be identical with the B₁₂ isolated from liver.

This achievement is similar to developments with other vitamins. Vitamin B₂ (riboflavin), biotin, folic acid and other members of the B complex are known to be produced by many bacteria and molds.

Robert William Foods Buys Macaroni Plant

Robert William Foods, Inc., which last month took over the Miller Food Products Macaroni Co., has just purchased the 61st St. Budget Pack Macaroni plant. Both are in Los Angeles. Increased demand on both the old Miller and the new DiGiorgio Egg Spaghetti lines prompted the purchase, according to Bob William, president of the parent company.

The additional plant will triple the company's production capacity.

It started operations immediately, holding over most of the plants' staff. The company's main offices remain at the 3451 Whittier Blvd. address.

IT'S PROFITABLE PRODUCTION That Counts!



PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute. One operator required.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute. No operator required.

Today more than ever before labor and production costs must be held down.

If you are not using PETERS economical packaging machines to package your macaroni products at present, it will pay you to investigate the many advantages they offer.

High operating efficiency and low maintenance costs will increase your profits.

Send us a sample of each size carton you are now using and let us show you how PETERS machines can help solve your packaging problems.

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



The CHEF'S advice is heeded. The National Macaroni Institute's "One-Cent-a-Bag" Promotional Fund Gets Necessary Manufacturers' backing and is now aiming at 90 per cent enrollment. For the latest report, see page 12.

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

Viviano's 45th

November 14, 1948, marked the 45th anniversary of the marriage of Mr. & Mrs. Salvatore of Carnegie, Pa., known familiarly throughout the Pittsburgh area as "The Spaghetti King." Commenting on the celebration and on the events connected with it, the *Press* of Pittsburgh says, in part: "Mr. Vi-

products have been the business of Salvatore Viviano—and he has turned it into a fortune with the aid of his wife, his family and a group of 'long-time' employees."

The occasion was also the setting for properly recognizing the Carnegie philanthropist. He was honored as a Commander in the International Order of



Mr. and Mrs. Salvatore Viviano received congratulations on two grounds November 14. November 15 was their 45th wedding anniversary, and Mr. Viviano received a high Catholic honor for charity work.

viano arrived in America in 1900 a penniless immigrant. He became a railroad section hand and saved enough money on which to marry and later open a spaghetti plant in St. Louis. Since then spaghetti and the allied

the Legion of Honor of the Immaculate Virgin Mary, being one of the few Americans to be so honored.

The honoring of "The Spaghetti King" followed a dinner held in Mr. Viviano's factory where several hun-

dred well-wishers were assembled for the occasion. The Very Reverend Francis Smith, president of Duquesne University, Pittsburgh, told how, since the recent World War, Mr. Viviano, the 73-year-old president of Viviano Macaroni Products Company, has given more than 100 tons of American-made spaghetti to the needy in Italy. On receiving his certificate and emblem of office, and responding to the words of praise, Mr. Viviano said: "As to my gift of food and other charities—why not—that's why I'm in business . . . to help others."

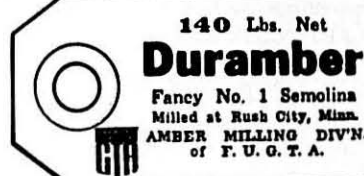
American Wines

To the real lover of spaghetti, wine is a natural accompaniment to a dish of that luscious food,—almost as favorite combination as Crackers and Cheese, Ham and Eggs and Bread and Butter. Knowing this, macaroni men are interested in the availability of good table wines.

The 1946 production of wine in the United States hit the astounding all-time high of 177,634,000 gallons.

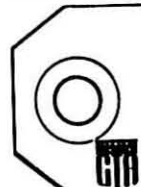
For the first time in the history of our country we made more than one gallon of wine for each person.

Americans are not noted wine drinkers. Our annual consumption is less than one gallon each. This compares with 30 gallons each in France, 26 gallons each in Italy and 19 in Spain.



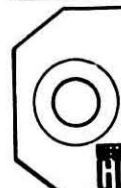
140 Lbs. Net
Duramber

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. Mills: Rush City, Minn.

Jacobs Cereal Products Laboratories Inc.

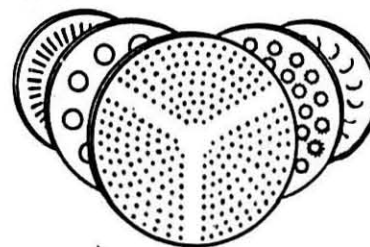
Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Yolks.
- 3—Soy Flour Analysis and Identification.
- 4—Rodent and Insect Infestation Investigations.
- 5—Macaroni and Noodle Plant Inspections.

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

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.

— EQUIPMENT FOR SALE —

The following equipment is all in good running condition:

- 2—12½" Consolidated Vertical Hydraulic Long Cut Presses complete with pumps and motors each \$1,300.00
- 1—1½ bbl. Champion mixer complete with motor and drives \$400.00
- 1—1½ bbl. Consolidated kneader complete with motor and drives \$500.00
- 1—1¼ bbl. Lazzaro mixer complete with motor and drives \$300.00
- 1—1¼ bbl. Walton Kneader complete with motor and drives \$400.00
- 1—De Francisci die mashing machine for round dies complete with motor \$150.00
- 1—Barozzi type preliminary long cut dryer \$400.00
- 1—14½" Stainless Steel NEW Spaghetti Die \$100.00
- 4—13½" Used Dies: 3 Spaghetti 1—Ziti each \$ 25.00
- 6—11" Used Dies: 1 of each of the following: each \$ 25.00

Tubetti Elbow Macaroni
Magliette Lisci (Ditalini) Assabesini
Spaghetti Elbow (Tubettini) Small Spaghetti Elbows
1—10" Consolidated horizontal short cut press complete with pumps and motors \$1,000.00

15—11" Used Dies: 1 of each of the following: each \$ 40.00

Ditali Lisci Stelling Rotelle
Alphabeta Semi Mellone Baby Pastina
Assabesi Semi Cicoria Baby Shell
Conchiglie Streglette Occhi di Lupo
Rosa Marina Stregghetti Gnocchi

Milwaukee Macaroni Co., Inc.
3210 No. Pierce St. Milwaukee 12, Wis.

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.

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 Grass.....Vice President
C. Frederick Mueller.....Vice President
Albert Ravarino.....Vice President
M. J. Donna.....Editor and General Manager

SUBSCRIPTION RATES

United States and Poss.\$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 Copies15 cents
Back copies35 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.....50 Cents Per Line

Vol. XXX December, 1948 No. 8



"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."

Celebrates 35th Anniversary

November 13, 1948, marked the anniversary of a business generation, for it was just over a third of a century ago—November 13, 1913—that Wallace and Tiernan Co., Inc., was founded. On that day this year Charles Frederick Wallace and Martin F. Tiernan—founders of the company—joined with all members of the organization to celebrate its 35th anniversary. The occasion was marked by a half holiday for all employees, and a concert by the company musical clubs and a dance in the evening.

In informal remarks to the main office personnel in Belleville, N. J., Mr. Tiernan recalled the early days of the company and his and Mr. Wallace's trials and tribulations in the building of a business. Despite humble beginnings, however, the company has grown through the years to a place of respect in the community and in all its fields of activity.

At the start, it was not unusual for the two founders to work together building a machine and then go out to find a customer before they could begin to build the next unit. Today Wallace and Tiernan and Associated Companies are among the leaders in the field of water purification and are engaged in such other activities—all beneficial to mankind—as flour processing and enriching, the manufacture of pharmaceuticals and the design and manufacture of lighthouse apparatus and other aids to navigation. A world wide organization services the products manufactured in the Belleville and other plants.

Promoting International Relations

While touring in Mexico last August, Secretary and Editor M. J. Donna was pleasingly entertained by the chief Executives of the three big macaroni manufacturing plants in Monterrey, namely: La Industrial y Pastas, S.A., Pasa—Products Alimenticios, S.A. and Martinez, S.A.

Visiting that city at the same time were Mr. & Mrs. Frank Lombardi of

find the Mushroom Spaghetti Sauce a welcome change. A quick and easy sauce for any of the many types of macaroni-spaghetti-egg noodle products can be made by combining one 10½-ounce can of cream of mushroom soup and a half cup of milk in the top of a double boiler. Heat over hot water. Serve with spaghetti or other types of macaroni food cooked to taste.



EX LIBRIS
Ollie the Owl

Peep and Chirp opened a restaurant called the Bird Cage. They did a good business from the start, but Chirp, the go-getter, was never satisfied with results. Night after night the tables were filled, yet, Chirp growled at the till. "We gotta get a floor show in here to boost the till," he said to Peep. "Pretty things on velvet swings to hop and jump and sing for supper."

Peep insisted that they couldn't afford it, they would have to raise prices to cover the extra expense, that higher prices would drive trade away. But Chirp won out. So, they hired a flock of larks and canaries to raise a racket, then they raised prices.

"Now, we gotta install a television set on every table," said Chirp. "I believe in giving our patrons the best service."

Peep objected again. "We're already in the red. We've got to watch our costs." Said Chirp, "Birds like you would have tried to stop Columbus from discovering America. We'd still be hitched to the horse and buggy if Ford had listened to your twittering. You're a pessimist who sees failure in every opportunity. I'm an optimist who sees opportunity in every failure. We'll fly in the face of adversity and change the red to gold."

Chirp won his point again. Pretty soon the creditors began asking for a lot of money that wasn't there and then the sheriff closed them up.

A pessimist is a good man to have around when an optimist gets too optimistic.

Very wisely yours,
Ollie (The Owl)



Mrs. Lena Lombardi (left), Mrs. Avalina Garza Di Martinez and daughter

Los Angeles. Mr. Lombardi is president of Lombardi Macaroni Dies and with his wife was enjoying a business vacation South of the border.

The quintette, Mr. & Mrs. Frank Lombardi, Secretary Donna, his daughter, Mrs. Leo B. King and his brother, S. V. Donna thoroughly enjoyed the hospitality of the friendly manufacturers, the finale being, not the bull ring, but the beer garden.

Good, Easily-made Spaghetti Sauce

Housewives who have neither the time nor the inclination to make the regular Italian Spaghetti Sauce, will

CARTOON CORNER
BY ART ROSS

I CAN LICK ANY MAN IN THE WORLD— I TRAIN ON MACARONI AND SPAGHETTI.

JOHN L. SULLIVAN
WAS AN ENTHUSIASTIC NOODLE FAN

MRS. RITTENHOUSE, WONT YOU JOIN ME FOR DINNER?

A HOLLYWOOD RESTAURANT INVITES MOVIE STARS TO ACT AS "GUEST CHEFS" AND TRY THEIR HAND AT PREPARING SPAGHETTI!

THIS DISH IS DELISH!

MACARONI CAME OVER ON THE MAYFLOW!
IT WAS ONE OF THE MOST POPULAR DISHES SERVED DURING THE HISTORIC VOYAGE.

DOWN AT ALLEN'S ALLEY, WE KNOW WHAT'S COOKIN'!

FRED ALLEN
WHILE STAYING AT A THEATRICAL BOARDING HOUSE, CLAIMS TO HAVE DINED ON MACARONI PREPARED 107 WAYS!

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First— INDUSTRY — Then— MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1948-1949</p>		
<p>C. L. NORRIS, President.....The Creamette Co., Minneapolis, Minn. A. IRVING GRASS, Vice President.....I. 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. H. Jacobs, Director of Research.....1819 Newton St. N. W., Washington, D. C. R. M. Green, Public Relations Director.....139 No. Ashland Ave., Baltimore, Ill. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
<p>Region No. 1 Joseph Pellegrino, Prince Macaroni Mig. Co., Lowell, Mass.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p>	
<p>Region No. 2 Peter LaRosa, V. Lakosa & Sons, Brooklyn, N. Y. C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p>	<p>Region No. 7 E. DeRocco, San Diego Macaroni Co., San Diego, Calif.</p>	
<p>Region No. 3 Horace Gioia, Gioia Macaroni Co., Rochester, N. Y.</p>	<p>Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.</p>	
<p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Charles Presto, Roma Macaroni Mig. Co., Chicago, Ill.</p>	<p>Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn.</p>	
<p>Region No. 5 Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky. Thos. A. Canoe, Mid-South Macaroni Co., Memphis, Tenn.</p>	<p>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 Mig. Co., Omaha, Nebr. Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>	



The Secretary's Message

THE PLACE OF GOOD IDEAS

Men in all lines of business have learned to realize, and to appreciate the fact, that whenever two or more of their trade or profession meet there is an outflowing of ideas, many of which are most pertinent to the success of their business.

What is so in other lines is equally true of the Macaroni-Noodle business. Whether the gathering be of two or three individuals or of a hundred or more in a called conference, the result is always good, for out of such meetings and conferences, no matter how often or where held, comes much of value not only to those who personally attend, but through the results of their combined thinking—good to the entire industry.

Two such opportunities for friendly consideration of the problems and united action aimed at their solution present themselves this winter—

- (1) The first Pacific Conference in the Industry's history in San Francisco, Calif., on December 13, 1948, with headquarters at St. Francis Hotel. That conference will have completed its deliberations

before this issue goes to press. The program is purposely set up for the convenience of those manufacturers and allied OUT WEST who cannot afford neither the time nor the expense of traveling several thousand miles to the National Winter Meet.

- (2) The regular Winter Meeting, the first to be held in the Southland on January 24 and 25, 1949 with headquarters in The Flamingo Hotel, Miami Beach, Florida. A meeting of the Board of Directors of the National Macaroni Manufacturers' Association will be held on Sunday afternoon, January 23, and the organization meeting of the National Macaroni Institute, Incorporated, will be held on January 24. A program in keeping with the need of the hour is in the making with something of interest to every manufacturer in the business, whether members of the National Association or not. All are welcome.

M. J. DONNA, Secretary

CHECK ✓ AND CLIP THIS IMPORTANT DATA!

a review OF enrichment requirements

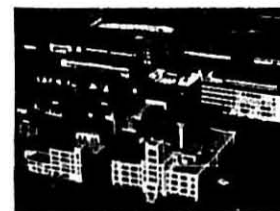
● The ready-reference table below summarizes the minimum and maximum levels of various vitamins and minerals required for the products listed, in accordance with Federal Standards of Identity or State laws. Additional copies of this table available on request.

Product	Thiamine Hydrochloride (B ₁)	Riboflavin (B ₂)	Niacin	Iron
Enriched BREAD, or other baked products	1.1-1.8	0.7-1.4	10.0-15.0	8.0-12.5
Enriched FLOUR*	2.0-2.5	1.2-1.5	16.0-20.0	13.0-16.5
Enriched FARINA	1.66	1.2	6.0	6.0
Enriched MACARONI**	4.0-5.0	1.7-2.2	27.0-34.0	13.0-16.5
Enriched CORN MEALS	2.0-3.0	1.2-1.8	16.0-24.0	13.0-26.0
Enriched CORN GRITS***	2.0-3.0	1.2-1.8	16.0-24.0	13.0-26.0

All figures represent milligrams per pound.

*In enriched self-rising flour, at least 500 mg. of calcium per pound is also required.
**Levels allow for 30-50% losses in kitchen procedure.
***Levels must not fall below 85% of minimum figures after a specific rinsing test described in the Federal Standards of Identity.

Published in the interests of the Milling and Baking Industries by 'ROCHE'
Vitamin Division



HOFFMANN-LA ROCHE, INC., NUTLEY 10, NEW JERSEY



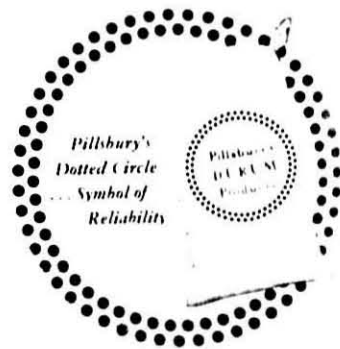
"Don't worry...
I know my
Spaghetti!"

It's no pleasure to eat spaghetti for those who can't get their spaghetti to hold together.

How easy is that? Have a little word with you for favoring a certain brand... it's perfectly natural for them. You need a brand that has earned the respect and confidence.

Since public confidence is your most valuable asset you have a right to be particularly about the quality of durum products that go into soups, macaroni and noodles. Being what you'll appreciate the years of dependability of Pillsbury's Durum Products. Might as well benefit by Pillsbury's long durum experience and labor controlled standards of control.

**PILLSBURY'S
DURUM PRODUCTS**



PILLSBURY MILLS, INC.
General Office: Minneapolis 2, Minn.