

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 1**

May, 1949

MAY, 1949

the **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

State-Show-Association Officials

North Dakota State Durum Show, Langdon.
April 7-8, 1949



Left to Right—Maurice L. Ryan, Miss Lucille Evans, Governor Fred G. Aandahl, Victor Sturlaugson, M. J. Donna and Robert M. Green in the National Macaroni Manufacturers Association's booth at the Durum Show.

Official Organ
National Macaroni Manufacturers Association
Chicago, Illinois

VOLUME XXXI
NUMBER 1

Printed in U.S.A.



Look of the Month Club

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

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

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Tentative Program—45th Convention National Macaroni Manufacturers Association June 27-28, 1949, Edgewater Beach Hotel Chicago, Illinois

Theme: **Better Materials, Better Methods, Better Merchandising for Better Business**

Sunday, June 26

- 10:00 a.m. Committee Meetings
- 12:30 p.m. Luncheon Recess
- 2:00 p.m. 1948-49 Board of Directors Meeting Committee Reports
- 4:00 p.m. Millers-Manufacturers Meeting

Monday, June 27

- 9:00 a.m. Registration and Assembly
- 10:00 a.m. President's Message—President C. L. Norris
Appointment of Auditing Committee
Nominating Committee
Resolutions Committee
- 10:30 a.m. Report on Association and Institute Affairs
Robert M. Green, Acting Secy.-Treas.
- 10:40 a.m. Report on Macaroni Journal
M. J. Donna, Managing Editor
- 10:50 a.m. Report on Research Department Activities
B. R. Jacobs, Director of Research
- 11:00 a.m. 1. "Improving Durum Varieties"—Henry O. Putnam, Executive Secretary, Northwest Crop Improvement Association
- 11:20 a.m. 2. "Improving Durum Products"—open forum discussion led by the following millers:
Earl Cross, General Mills, Inc.
William Steinke, King Midas Flour Mills
Paul M. Peterson, Capital Flour Mills
- 11:40 a.m. 3. "Development of Color Standards for Eggs"—Dr. O. J. Kahlenberg, Director Research National Egg Products Association
- 12:00 4. "Better Packages"—An outstanding packaging engineer
- 12:30 p.m. Discussion Period
- 1:00 p.m. Luncheon Recess

- BETTER METHODS:** President Norris, Presiding
Vice President Grass conducting
- 2:20 p.m. 1. "Improvements in Materials Handling"
Speaker sought
- 2:40 p.m. 2. "New Developments, New Materials in Plant Sanitation"—Tom Hugel, The Huge Company
- 3:00 p.m. 3. "Noodle Packaging Developments"
Rex Stone, Triangle Package Machinery Company
- 3:20 p.m. 4. "Better Pricing Through Accurate Costing"—Alex J. Fulton, Wolf & Company, Certified Public Accountants
- 3:40 P.M. 5. "Merchandising Emptied Bags"—a panel discussion, Robert C. DeVinney, Textile Bag Manufacturers Association
John A. Larigan, St. Regis Paper Company

- 4:00 p.m. Discussion
Announcements
Adjournment
Monday Evening Social Functions
to be announced

Tuesday, June 28

A new feature will open Tuesday's activities at 8 a.m. President Bud Norris will preside at an "Early Bird Breakfast" which will provide convention registrants with fun, good fellowship and an incentive to get out of bed to hear the important messages of the day. Knowing very well that moral compulsion has limited effects on hard sleepers, arrangements are being made to provide a material reward. Convention registrants will be provided with numbered tickets for admission to breakfast. A drawing will be held promptly at 8:30 to determine the holder of the lucky number. He will receive a valuable prize, as well as a good breakfast. Invited guests and celebrities will be on hand to make a spirited beginning for a day devoted to marketing problems.

BETTER MERCHANDISING: President Norris Presiding
Vice President Mueller, conducting

- 10:00 a.m. 1. "Merchandising Ideas"—panel discussion with question-and-answer period. The following distributors have been asked to participate:
E. J. Martin, National Food Distributors Association
M. M. Zimmerman, Super Market Institute
H. McNamara, National Tea Company
E. E. Seck, Food Distributors Association of Illinois
Donald F. Kiesau, Chicago Restaurant Association
- 11:00 a.m. 2. "New Trends in Salesmanship"—H. A. Bergdahl, Manager of Dealer Sales, Crane Company Sales Lecturer, University of Illinois
- 11:30 a.m. Discussion Period
Election of 1949-50 Directors
- 12:30 p.m. Luncheon Recess
(Directors luncheon and organization meeting)

BETTER PUBLIC RELATIONS: President Norris Presiding, Adviser Wolfe Conducting

- 2:30 p.m. 1. "Wheat Flour Institute Presents Macaroni, Spaghetti and Noodle Dishes"—a pictorial demonstration by Miss Alice Jarman, Assistant to the Director, Wheat Flour Institute
- 3:15 P.M. 2. "Progress Report on National Macaroni Institute Public Relations Program"—Ted Sills, Sills & Company
- 4:00 p.m. Discussion Period
Announcements and presentation of 1949-50 Association Officers
Final Adjournment

Tuesday Evening

National Macaroni Manufacturers Annual Dinner Party.

ENRICHMENT BY WAFER

MERCK
Enrichment Wafers for all varieties of Macaroni Products

Directions: One wafer is used for each 100 lbs. of spaghetti. Add the number of wafers needed per batch to a portion of the water used for the batch. When wafers are completely disintegrated, stir the suspension and pour into mixer containing the spaghetti.

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 constituents.
*U.S. Gov. Patent 2,486,848

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

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE
For the Enrichment of All Varieties of Macaroni Products Such As Macaroni, Spaghetti, Noodles, Pasta, 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 spaghetti will add to each pound of spaghetti 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.

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

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

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

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

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

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

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

- MERCK ENRICHMENT PRODUCTS**
- Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.
- Merck Enrichment Ingredients (Thiamine, Riboflavin, 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

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In Canada: MERCK & CO. Limited. Montreal • Toronto • Valleyfield



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wherever you are...
cotton flour bags
are your lowest-net cost
container...

..and unselfish

you are helping to keep down the cost of living by using cotton flour bags

LET'S BE SELFISH: Fine quality Cotton Bags are your lowest net-cost container. They are easier to handle, stack, and store. They provide better protection. The gleaming white or colorful patterns assure much better appearance.

... **AND UNSELFISH:** They have high salvage value. Housewives the country over want them because they make their precious budget dollars

go much farther. Furthermore, there is a reliable Cotton Bag Buyer near you who will make firm offers in advance... 60 days or more.

We will quickly provide his name or address. Or, if you prefer, we will have him get in touch with you. Write us... Write us TODAY.



TEXTILE BAG MANUFACTURERS ASSOCIATION
611 Davis Street
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Textile Bags—
Best OVERALL

Resolved:

**TO KEEP MACARONI FOODS
ON AMERICA'S DINNER TABLE
IN INCREASED QUANTITIES**

THE MACARONI INDUSTRY

It's a big order—but it can be done, and we intend to do our part by continuing to furnish top quality Durum Products to the macaroni industry.

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINNESOTA

The
MACARONI JOURNAL

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May, 1949

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1949 Durum Prospects

The United States Crop Reporting Board is already forecasting the probable 1949 wheat crop. As of April 11, it estimated the probable production of winter wheat in excess of 1,019,680,000 bushels next summer, based on early growing conditions and farmers' intentions to plant.

This estimate would exceed last year's bounteous harvest of 990,098,000 bushels and the 1947 record crop of 1,688,000,000. The 1949 estimate is quite noticeable when compared with the 10-year average (1937-1946) of only 688,606,000 bushels.

It is impossible to forecast the 1949 durum crop since it is not planted yet. The heavy snows of the past winter in the natural durum growing areas were the worst in years, and while providing ample moisture this summer will also delay planting. Many of the fields were covered with water from melting snows and many of the growers feel that it may be early May before sowing starts.

As the result of the splendid co-operation given the growers by the macaroni manufacturers and the semolina millers during the past few years and on even a greater scale this year, together with the fine yield in recent harvests, (and what is even more encouraging, the better prices paid for this type of grain) the farmers in the natural durum area in the eleven counties of northeastern North Dakota and in other smaller durum areas have definitely expressed their intentions to increase the acreage planted to macaroni wheat when planting conditions become normal.

The State of North Dakota, through its durum experimental station at Langdon, has been doing an increasingly good job for the farmers, developing new varieties and strengthening proven ones, thus aiding materially the growers, the semolina millers and the macaroni makers.

With the help of the friendly durum growers assuring the industry ample quantities of good durum, and the millers supplying high quality semolina, the manufacturers should have little concern about the raw material needs in 1949.

Farm Support Proposal

The consumer, not the Government or any political party, is the farmer's best friend. Consumers depend on what the farmer produces for their livelihood, and they want to see him prosperous. No farmer wants to be prosperous at the expense of the consumer, but in keeping with the latter's position in the economic world.

Last month Secretary of Agriculture Charles F. Brannan made a somewhat radical proposal of farm price support that would not only affect the farmer and the consumer, but the processors, too. He proposes a program of farm price support to replace the parity price plan now in effect. It would be a 100 per cent parity arrangement with complete production control.

At hearings in Washington many objections were voiced against the plan, many of the objectors being farmers and farm organizations that see in the move a deeper entry of Government into private business. The Brannan plan is quite similar to that now on trial in England where a socialistic government is attempting to regiment all industry.

The support program proposed for all types of farm products would provide a minimum income for all farmers based on their purchasing power over a 10-year average. The first period to be considered is that of 1939-1948. Next year the period would start and end a year later, but always covering ten years.

Farmers would probably be told what to plant and how much to produce. Yearly they would have to go to the U. S. Treasury for their adjustment checks, between the price obtained for the products sold and that guaranteed by the Government. Gone would be the incentive to produce quality products, as parity is based on quantity, not quality.

The alternative is the sliding scale price support now in effect. The processors, among them the macaroni manufacturers, will have little to say—even less than the farmers, who are also to be the victims of the controlled economy plan proposed by Secretary Brannan.

Sources Of Wheat Protein

By Henry O. Putnam, Executive Secretary
Northwest Crop Improvement Association

A HEALTHY plant requires a balance of plant food. Wheat contains the following mineral elements: calcium, magnesium, potassium, sodium, chlorine, phosphorus, sulphur and lesser amounts of iron, manganese, copper, zinc, boron and other minor elements.

Plant foods are derived from the soil. Continuous cropping depletes the soil unless the land is replenished by the return of plant food elements in the form of barnyard manure, commercial fertilizers, soil building practices and soil building crops. The common plant foods in commercial fertilizers are nitrogen, phosphate and potash. Much of our soil needs phosphate, some soils in the wheat growing area need potash, and nitrogen is often needed. All plant foods must be in solution before they can enter the plant root cells. Soil moisture or water is the transportation medium that carries the minerals as plant foods to the various portions of the plant.

The plant uses simple nitrogen compounds which combine with the soluble carbohydrates (plant sugars) to form amino acids, which are stored in plant cells, and later in the storage cells (grain kernels) as protein. Every plant species produces characteristic and specific proteins. The difference in the type of protein in bread wheat and durum is a good example of protein type. The amount of protein stored depends upon the balance of carbohydrates and nitrates in the plant. If the ratio is narrow, a higher protein is secured.

The ultimate source of nitrogen is the air we breathe which is 80 per cent free nitrogen in an uncombined state. Most plants are unable to avail themselves of it because they require nitrogen in combination with other elements such as nitrates or nitrous acid.

Nature supplies nitrogen by various devices: Lightning discharges cause chemical reactions that combine nitrogen with oxygen which unites with air moisture to form nitric acid. It is washed out of the atmosphere and into the soil by rain and snow. The estimated nitrogen accumulated from the air ranges from five to seven pounds per acre.

When barnyard manure, straw and other plant residues are worked into the soil, it gradually decays and is attacked by micro-organisms (bacteria) which assist in maintaining a nitrogen balance in the soil. Plants such as corn and wheat cannot directly utilize uncombined nitrogen from the air; however, there are various micro-organ-

isms whose life function is to extract elemental nitrogen from the air and transform it into fixed nitrogen compounds essential to plants. Nitrogen returned to soil by this type of bacterial action is estimated to average about 25 pounds per acre. Rainfall and temperatures are important factors in nature's nitrogen supply. A bushel of wheat requires about one and three-quarter to two pounds of nitrogen. A twenty bushel crop would require 35 to 40 pounds.

Nitrogen is added to soil by leguminous plants such as alfalfa, clovers, beans, peas, et cetera through the aid of nitrogen fixing bacteria. About two-thirds of their nitrogen is taken from the air and about one-third from the soil. If top growth of these plants is plowed under more nitrogen is added to the soil. Good legumes may add 80 pounds per acre of nitrogen to the soil.

Proper summer fallow practices accumulate some added nitrogen in the soil for the crop the following year. This practice also decreases some of the soil borne disease.

Commercial nitrogen fertilizers may be purchased. In 1900, most of the world's nitrogen was imported from Chile but at the present time 75 per cent comes from the air by a nitrogen fixation process. However, nitrogen is the most expensive commercial plant food. It is easily lost because it is readily soluble in water and may be either washed away or leached into the subsoil where it is not readily available to the plant.

Sweet clover has been generally grown in the Red River Valley. It is the cheapest provider of nitrogen to wheat land. However, it may leave the soil loose and subject to wind erosion. Many sweet clover stands in the past few years have been eliminated by the ravages of the sweet clover weevil. Some control measures have been discovered which should help farmers in securing better stands of sweet clover.

Plant diseases may be partially responsible for the lower protein. Plant diseases have favorable seasons just as crops have favorable seasons. Blight was severe in the 1948 crop. It is associated with root rots which retard plant growth and limit the food supply to the plant. Loss of plant food starves the plant and upsets the delicate balance between carbohydrates and nitrates and could cause lower protein with a higher starch content in the wheat kernel. Balanced plant food is essential to a healthy plant. Ample moisture and ample available nitrogen



Mr. Putnam

are essential for good yields of high protein.

Moisture has often been a limiting factor in the Great Plains area. If moisture is short and nitrates plentiful, yields will be low and protein per cent high. Moisture is often ample at planting time which gives the crop a good start. If nitrate balance is long, the plants will stool much more and stands will be heavy. Straw is often weak with a tendency to lodge. The heavier the stand, the higher the moisture requirement if the big crop is to properly mature. Drought periods often damage stands and greatly reduce the potential yield. However, under drought conditions, the crop secured is of low yield and often has shriveled kernels of high protein content.

If crop seasons could be correctly and locally forecast for the Great Plains area, nitrogen fertilizers could be used to better advantage. During the nineteen thirties the durum area received limited rainfall with lower yields and a higher protein content. This so-called "dry cycle" was followed by a cycle of heavier rainfall which returned the growers' higher yield and a lower protein wheat because nature spread the available nitrogen into more bushels per acre.

In conclusion, nitrogen is provided by nature, legumes and commercial nitrates. Legumes are the cheapest source and should be utilized to their fullest extent by the grain grower. The position of the wheat grower is, to paraphrase Shakespeare's Hamlet, "To Do or Not to Do." If he annulies commercial nitrogen, and rainfall is ample, nitrogen will be a profitable expenditure. If the season is droughty, which can be expected after a long series of good rainfall seasons, he may actually reduce his yield and gain nothing from his expenditure for nitrogen fertilizer.

References, 1938 U.S.D.A. Year Book and C. O. Swanson text.

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

Making Macaroni Show Its TRUE COLORS



You know how important color is in determining Durum Products quality. Color comparison is no matter of guesswork with General Mills. Far from it. The equipment you see above—specially developed in General Mills research laboratories—compares colors of macaroni test products scientifically. It guarantees the selection of better durum mixes, assures more uniform products for you.

From wheat to sack, General Mills double-checks the quality of its Durum Products all along the way. Durum samples are taken from wheat still in the fields, in freight cars, from blending bins, from the mix as it goes to the mill, at each step in the milling process.

These samples are milled in a special test mill, made into dough, put through miniature macaroni equipment, tested for color and other important qualities.

For you, this exacting test procedure means production guesswork is out. You can depend on General Mills—today, next month, or a year from now—to supply you with the most in quality and uniformity from the wheat available.



General Mills, Inc.

DURUM DEPARTMENT
CENTRAL DIVISION CHICAGO 4, ILLINOIS

Durum Grower — Seminola Miller — Macaroni Manufacturer

Combination Is Clicking

MUCH is expected from the friendly relations during the past few years promoted for the Macaroni Industry by the National Macaroni Manufacturers Association with the actual producers of continually improving quality durum. In the opinion of those who know their semolina and finer granulars, the cultivation of the good will of the farmers in the natural durum areas of the country is the outstanding activity of the organized industry, one that brings blessing to all processors of good durum into fine macaroni products.

The part which the semolina millers are playing in this three-sided promotion is most commendable. It is appreciated alike by the growers who sell their grain to the millers and by the manufacturers who depend on the durum buyers and semolina millers to provide them with an ample supply of dependable raw materials. It is a happy triumverate from which equal benefits flow. The manufacturers are willing to pay a good fair price for semolina and granulars to the end that the millers pay a satisfactory price to the growers to keep them satisfied and increasingly interested in producing more and better durum wheat.

This mutual feeling of good will was most manifest at the 11th Annual State Durum Show at Langdon, N. D., last month when growers, elevator men, state agronomists, grain buyers and representatives of the Macaroni Industry collaborated in a show of national significance. Expressive of the feeling that generally prevails in the natural durum growing territory of the Northwest are those voiced by Victor Sturlaugson, president of the North Dakota State Durum Show:

Langdon, N. D., April, 18, 1949

Mr. Maurice L. Ryan
352 Wacouta St.
St. Paul 1, Minnesota

Dear Mr. Ryan:

Now that our 11th Annual Durum Show is history we wish to express our most sincere appreciation to you personally and the NMMA for the splendid assistance you gave us again this year incident to the State Durum Show. Milling around with the folks, meeting them "on the level," the "knack" of which you possess to such a high degree, helps very materially incident to removing whatever barriers might exist between the growers and the processors and thus fosters a more favorable relationship between all who are so vitally interested in this mutual

Macaroni Manufacturers Are Cultivating the Good Will of Growers While They Are Cultivating Better Quality Durums

enterprise, of growing and processing durum in all of its various phases.

Kindly convey our sincere appreciation to the NMMA for furnishing the beautiful Durum King Plaque again this year. The intimate interest displayed by you gentlemen of the Macaroni Industry relative to setting up the wonderful durum product display, and general participation in the programs is most highly appreciated.

As I believe we mentioned when you



Mr. Sturlaugson

were here we are seriously thinking of changing the dates for the State Durum Show to November, probably November 10th and 11th of 1949. Thus if we do that we will double up for this year but would establish that as an annual date thereafter.

Naturally we should be very pleased if the NMMA would see fit to continue to furnish the Durum King Plaque. If so we would greatly appreciate if you would help to arrange for that for our next Show, and, further, to act as the representative of the NMMA incident to presenting the plaque to the next Durum King. If the Durum Show runs consecutively with the crop year the engraving on the plaque could simply be "1949 Durum King" with the engraving at the bottom.

Sincerely yours,
Victor Sturlaugson, President

Langdon, N. D., April 18, 1949

Mr. M. J. Donna
Sec'y-Treas., NMMA
Braidwood, Illinois

Dear Mr. Donna:

We are most proud of the great success of our recent State Durum Show. We wish to express our most sincere appreciation to you personally and to the NMMA for the splendid assistance you rendered to us incident to the show again this year. The superb manner in which you arranged the beautiful durum product display, "Durum to Macaroni," with Chef Spag MacNoodle proudly presiding over the fine array of durum products, and your general assistance with the various phases of the event were most important factors relative to a successful occasion.

The friendly and diplomatic manner in which you distributed the products at the close of the show made a most favorable impression and I am sure that the recipients would wish to convey their appreciation to all who contributed the samples which they thus received. Also for your thoughtfulness in getting the names of the visiting ladies and later mailing them a copy of your fine cookbook.

I have written to all of the Durum Product Companies who helped to furnish the aggregate of the display, expressing our appreciation to them for their fine co-operation.

Sincerely yours,
Victor Sturlaugson, President

Langdon, N. D., April 20, 1949

Mr. R. M. Green,
Director, Public Relations,
National Macaroni Institute,
Palatine, Ill.

Dear Mr. Green:

Just a note to express our most sincere thanks to you personally and to the National Macaroni Manufacturers Association for the fine assistance you rendered to us incident to the 11th Annual North Dakota State Durum Show. Your help was most valuable.

I have heard many fine comments incident to the messages you gave at both the Men's and Women's programs. The outstanding display prepared by Mr. M. J. Donna and yourself was an all-time "super display" of durum products.

Much should come to all of us from this splendid co-operation.

Sincerely yours,
Victor Sturlaugson, President

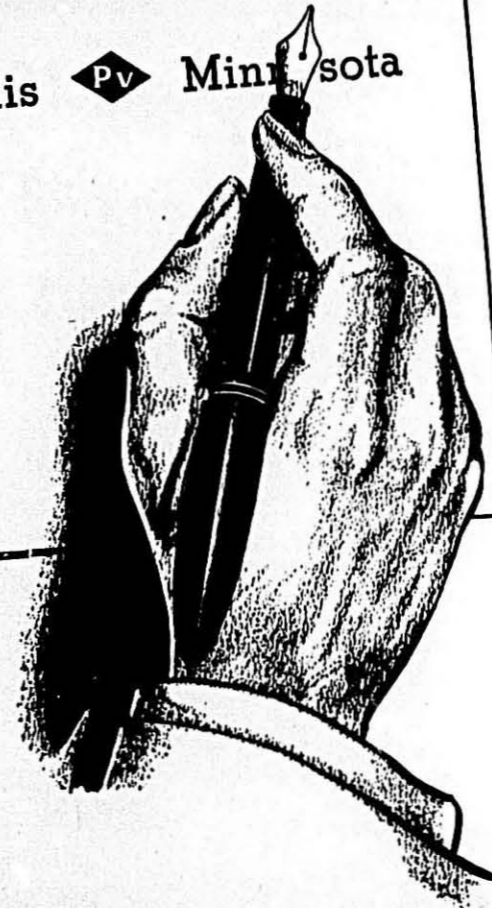
(Continued on Page 40)

OUR PLEDGE . . . now as always

. . . to supply you with
the very finest Products
modern milling methods
can produce!

King Midas Flour Mills
Minneapolis  Minnesota

"Quality is the Surest
Foundation for
Permanent Success"



Du Pont Food Shopping Studies in Self-Service Stores Show:

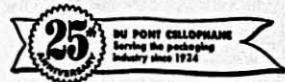


Macaroni Products are high-ranking impulse sellers

This important fact is revealed by nationwide surveys in super markets.

That's why alert merchandisers are reviewing point-of-sale opportunities for their products. They know the burden is on good packaging and good display to attract shoppers and ring up more sales.

A sparkling Cellophane package helps get the promotional backing of retailers . . . because it makes a product its own best salesman. Have you checked the take-home appeal of your macaroni package recently? E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Del.



DuPont Cellophane

Shows what it Protects - Protects what it Shows - at Low Cost



BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

Scenes At Langdon, North Dakota State Durum Show April 7 and 8, 1949



The National Macaroni Manufacturers Association's attractive and educational exhibit of over 500 samples of macaroni, spaghetti and egg noodles supplied by 16 firms.



Hon. Fred G. Aandahl, durum-growing Governor of North Dakota, hears M. J. Donna, Secretary of the National Macaroni Manufacturers Association, explain some of the uses of the different types of macaroni products displayed in the association's booth. Looming in the background is the show's attention-getter, "Chef Spag MacNoodle," intermittently tapping his stomach in satisfaction while smilingly nodding an invitation to the visitors to "Eat More Macaroni, Spaghetti, Egg Noodles and Elbows."



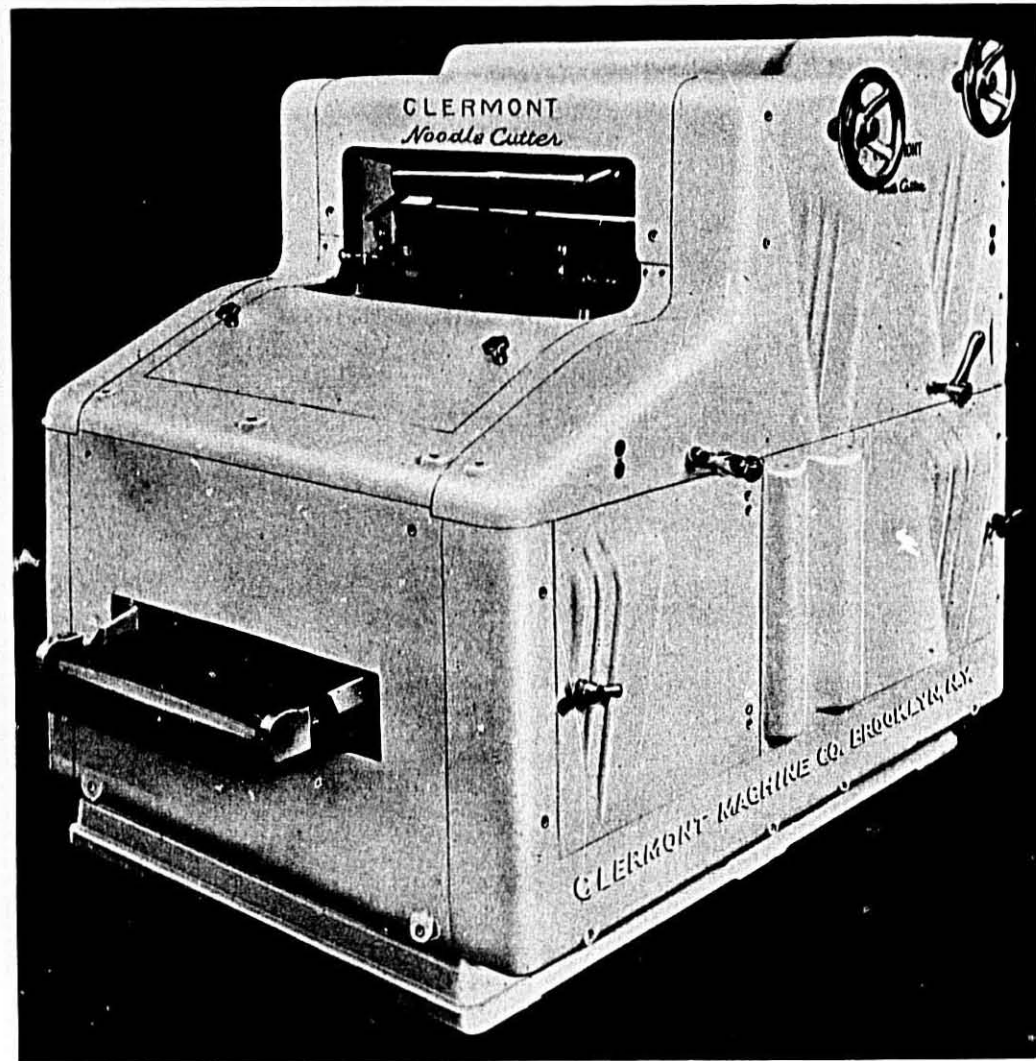
Governor Fred G. Aandahl (right) of North Dakota being enlightened on the shell-like products by Maurice L. Ryan, Chairman of the Association's Durum Growers Public Relations Committee. American manufacturers convert North Dakota durum into more than 50 shapes and sizes. He also explained the Association's advertising in North Dakota newspapers to encourage the production of more and better durum.

(Continued on Page 18)

AAAAAAAAAAAAAAAAAAAAAAAA

CLERMONT STREAMLINES ITS LATEST NOODLE CUTTER

Sanitation Personified



Clermont's years of "KNOW HOW" have gone into the designing and engineering of this superlative machine, the CLERMONT SUPER HIGH SPEED NOODLE CUTTER, TYPE NA-4.

COMPACT: Takes less space; lower in height than all other types. Easy to manipulate.

CLEAN: All moving parts enclosed; all bearings dust sealed; no grease drip; cover keeps out dirt and dust.

SIMPLE: Less gearing mechanism. Revolving cutting roller

drum affords quick change of cutters. Vari-speed rotary knife with cutting range from 1/4" to 6". Central greasing control.

ECONOMICAL: Low maintenance cost; cutting rollers and scrapers of stainless steel, long lasting. Both calibrator rollers. Hardened and ground. Ball bearings throughout for long life.

AND

The largest output of any noodle cutter in the world—1600 POUNDS PER HOUR! Can be slowed down to as low as 600 pounds per hour if desired.

TO SEE IT IS TO WANT IT.

We'll Gladly furnish further details

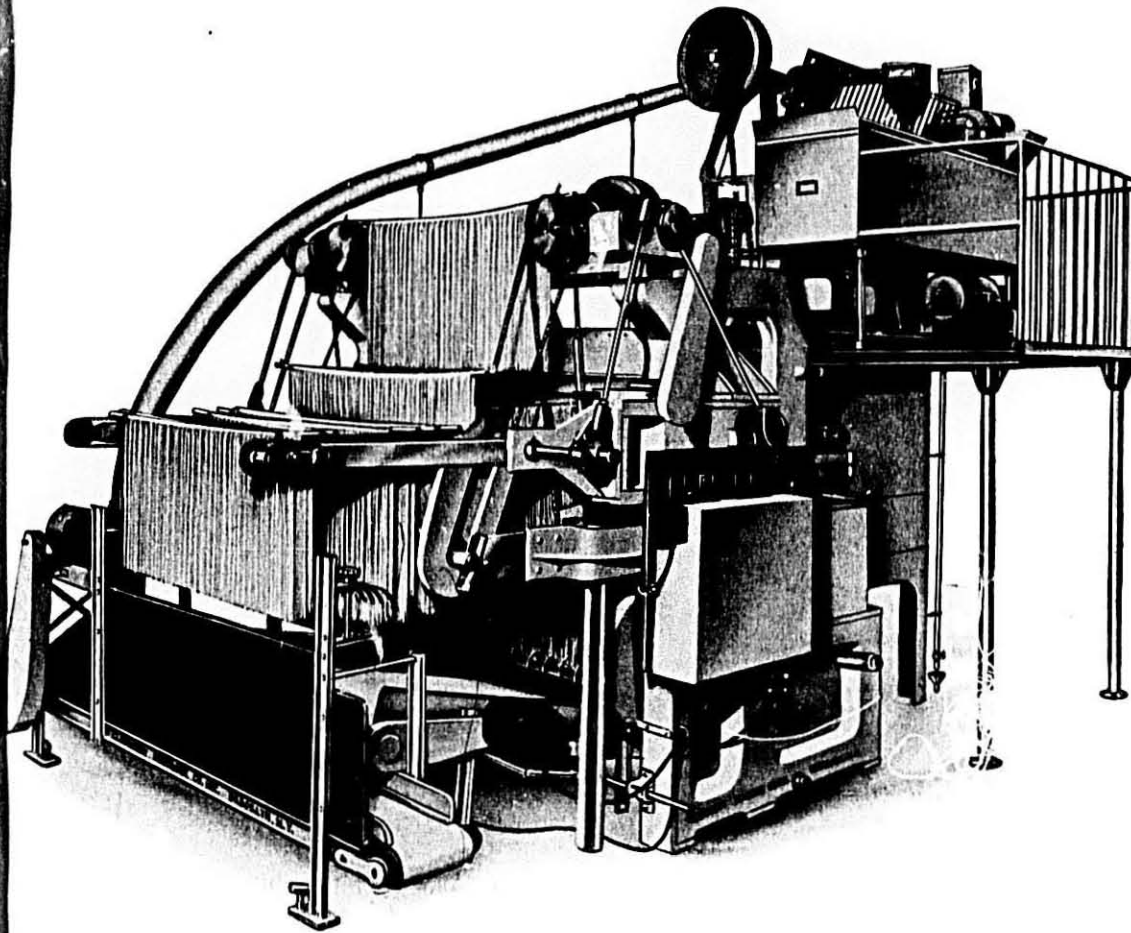
CLERMONT MACHINE COMPANY, INC.

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**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.

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CLERMONT MACHINE COMPANY, INC.

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BROOKLYN 6, NEW YORK



SCENES AT NORTH DAKOTA SHOW

(Continued from Page 15)

Governor Fred G. Aandahl consults the Macaroni Association's Oracle—Spag MacNoodle—and is assured that the durum farmers and the macaroni makers have interests in common that can best be promoted through understanding and co-operation.



While addressing 300 ladies on the place of macaroni products in the American diet, Mrs. Alma Oehler, nutritionist of the State Mill & Elevator, Grand Forks, N. D., nonchalantly prepared a heaping platter of savory spaghetti, which she first tried out on Maurice L. Ryan, macaroni maker from St. Paul and then on the doubting Victor Sturlaugson, president of the durum show. Both lived.



The Macaroni Association's Secretary-treasurer presents the sweepstakes trophy, a gold plaque, intended for William Franzen, Mapes, N. D., the "1948 Durum Crop King" who was storm-bound and for whom the plaque was accepted by Chet Wolla, Nelson County Agent.



Henry O. Putnam, secretary of the Northwest Crop Improvement Association, Minneapolis, a show judge, presents trophy to Arthur Monson, Osnabrock, N. D., first place winner—open class.

(Continued on Page 20)



High Quality
can't be low-priced

... perhaps it's true in many cases, but it isn't true with Empire cartons. At Empire, high quality cartons for the Macaroni, Spaghetti and Egg Noodle industry are *definitely low-priced*. Why? Because Empire makes its own paperboard and inks... and utilizes the most modern, high-speed equipment to achieve volume production. Thus Empire is able to hold down costs and produce finer cartons... high quality cartons... at lower cost to you. Prove it to your own satisfaction. Contact your nearest Empire representative for full facts and figures.



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SCENES AT NORTH DAKOTA SHOW

(Continued from Page 18)



Emil Vallager, program chairman and Smith-Hughes instructor, Langdon high school, presents John Ridley, second place winner, professional class, with check and ribbon.



Hal Hammond, President of Cavalier County Farm Bureau, presents trophy to Duane Heck, Osnabrock, N. D., first place winner in the Future Farmers of America Division.



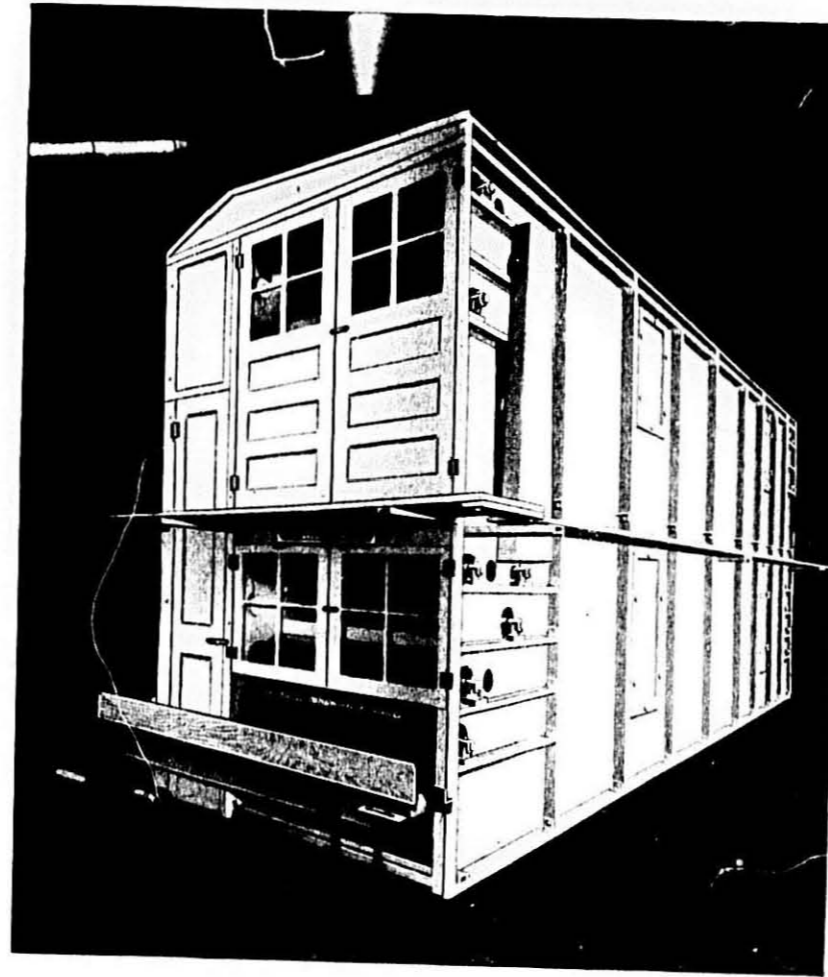
Hal Hammond, president of Cavalier County Farm Bureau, presents trophy to Dale Sturlaugson, Langdon winner of first place in the 4-H division.



"The children really love spaghetti, noodles and alphabets," says Mrs. Oehler, noted food authority. To prove her point she set the platter of prepared spaghetti before the three youngsters pictured and they did a real Jack Sprat and his wife job—they licked the platter clean.



Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER
Model CAND

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

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

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

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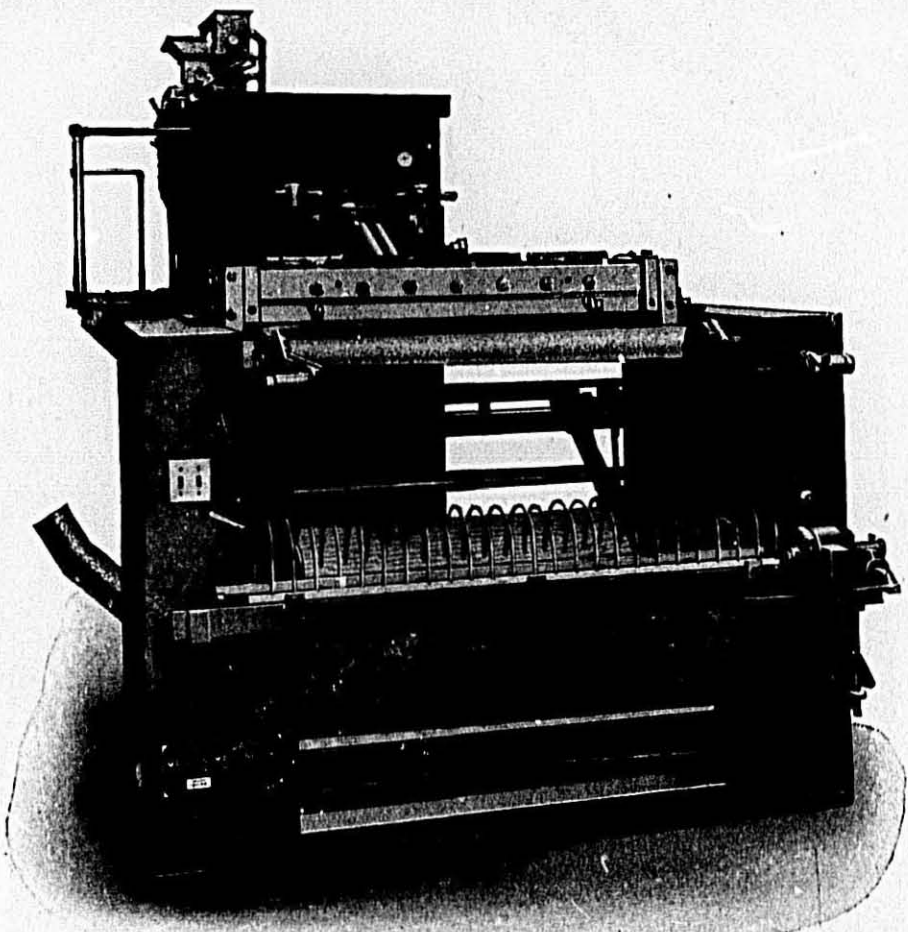
Address All Communications to 156 Sixth Street

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32x

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Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type DAFS

Combination, For Long and Short Goods—Type DAFSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

Our Continuous Press produces a superior product of uniform quality, texture and appearance. No white streaks.

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

Short Goods—1000 to 1100 pounds of dried goods per hour.

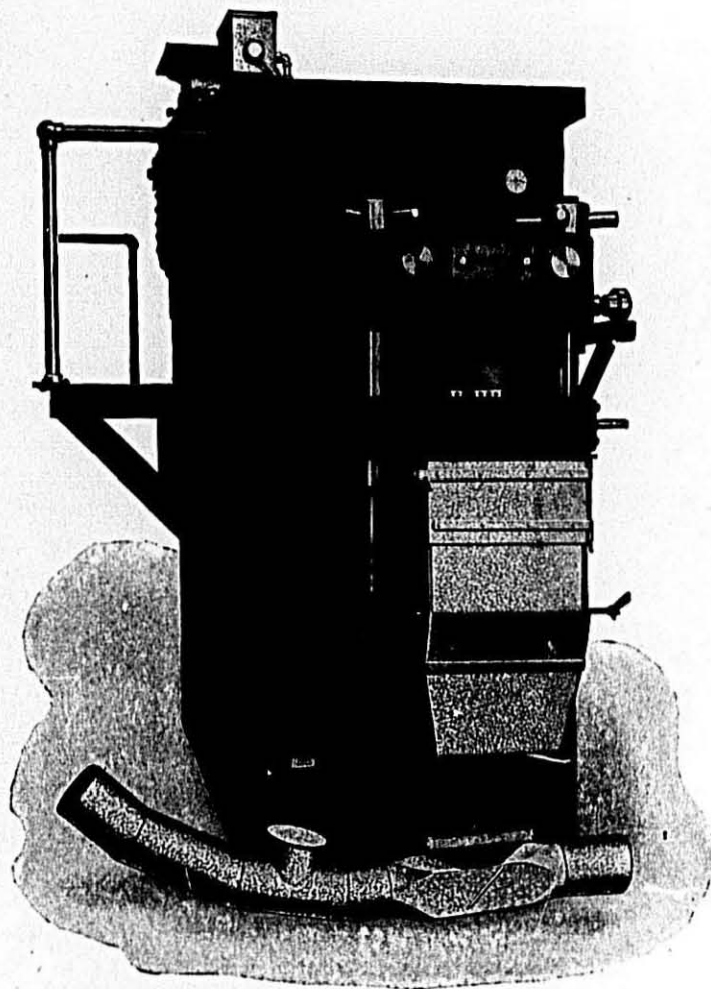
The press that is built for 24-hour continuous operation.

Fully automatic.

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Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

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

This machine is constructed in such a manner as to permit the production of long goods for hand spreading.

From the time the raw material and water are automatically fed into the metering device and then into the mixer and extruder cylinder, all operations are continuous and automatic.

Arranged with cutting apparatus to cut all standard lengths of Short Cuts.

Production from 1000 to 1100 pounds per hour.

Produces a superior product of outstanding quality, texture and appearance. The mixture is uniform, producing that translucent appearance which is desirable in macaroni products.

Designed for 24-hour continuous operation.

Fully automatic in every respect.

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Address all communications to 156 Sixth Street

For The Ladies at Langdon

Women's interests and appetites were well taken care of at the Langdon Durum Show, Friday, April 8, thanks to Mrs. Alma Oehler, advertising manager and Test Kitchen director at the North Dakota Mill and Elevator, Grand Forks, North Dakota. Mrs. Oehler demonstrated the various points of preparing macaroni dishes to a ca-

capacity audience of Homemakers at the Langdon Auditorium, Langdon, North Dakota. Macaroni recipes were given to all the ladies. After the demonstration the Women's Commercial Club of Langdon served a tea and gave the Homemakers an opportunity to sample the macaroni wares.

Among the macaroni dishes served

were: Macaroni Meat Pie, Stuffed Pork Chops with Macaroni Dressing, and Macaroni Shrimp Angel Custard with Mushroom Sauce. All recipes were pre-tested by Mrs. Oehler in the North Dakota Mill and Elevator's Test Kitchen.

Upon completion of the Baking School, Mrs. Oehler helped explain the Semolina milling process to interested Durum wheat farmers at the North Dakota Mill and Elevator's display booth.



Mrs. Alma Oehler, Advertising Manager and Test Kitchen Director, North Dakota Mill and Elevator, Grand Forks, N. D.



*Ottima Durum Flour
the "Tops"*

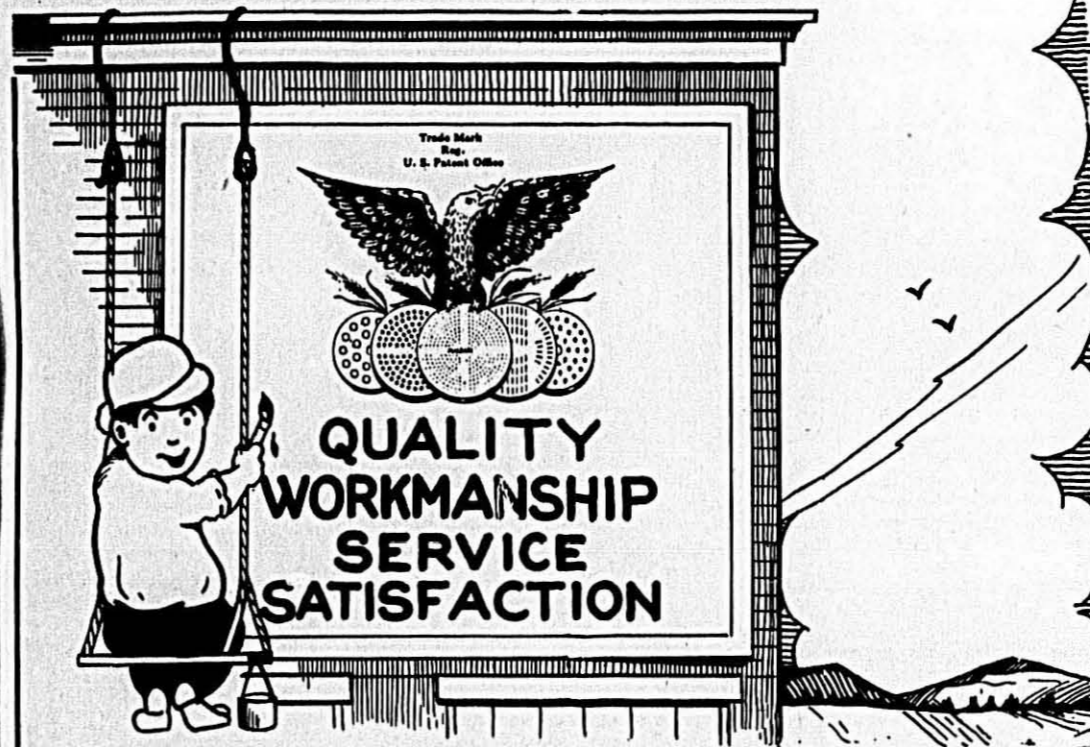
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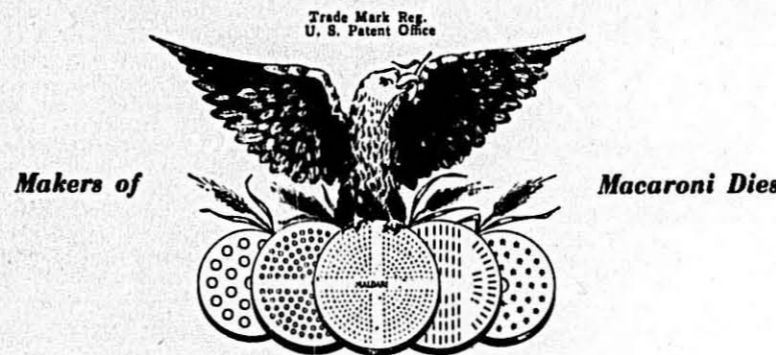
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Social Security and The Small Businessman

Editor's Note: Most of the employers in the macaroni industry can be classified as "small businessmen." This industry employs a large percentage of women. These facts, together with the possibility that the self-employed will

soon be included under the benefit provisions of Social Security, prompted us to ask E. H. Whiteside, manager of the Joliet office of the Social Security Administration, to write this article.

by E. H. Whiteside

IT is estimated that the average employer in the macaroni industry employs from 50 to 60 people. However, many employ from 2 to 10 people as compared to the few who employ over 100. As "small businessmen" you no doubt enjoy many advantages. But perhaps one of the disadvantages is that you are unable to delegate some person to handle employment and personnel work. It may also be true that the person in charge of the payroll also answers the telephone—as well as doing part or all of the bookkeeping. If the shop superintendent does the hiring and firing and perhaps runs a machine part of the time, and the bookkeeper doubles at the telephone and other duties, they must be versatile indeed. Government reports, and the Social Security Tax and Information Report in particular, have to be made as time permits. We can easily understand that you often have problems that come about because of circumstances beyond your control.

Problems

The "problems" which small employers have in connection with their Social Security reports are:

- A. Missing Social Security Numbers
- B. Incorrect Names
- C. Incorrect Social Security Numbers

Missing numbers occur usually with new employes who stay but a short time and leave without notice. A large number of them are transients or people not regularly in the employment market. Incorrect names come about mostly with women who get married and fail to change their names on the Social Security records. Incorrect numbers may happen in several ways, but most frequently it is because of people who try to remember their Social Security numbers. Copying down the number incorrectly by the wage earner or by the person who employs him can be done easily too.

One of our problems is that we have 93 million Social Security accounts. The crediting of the wages reported by employers for some 45 million wage earners each quarter is the largest bookkeeping operation in the world.

One and one-half million of these accounts are under the name Smith (various spellings), and more than 25,000 of them are Mary Smiths. It is obvious that when a Social Security number is missing or incorrect it is impossible to identify the wage earner positively and credit his wages. If the number is correct but the name is now Jones instead of Smith, we still cannot be sure until additional information is obtained.

In the case of the missing numbers the employer gets a letter directly from the Collector of Internal Revenue requesting the numbers soon after the report has been filed. The incorrect items do not show up until the Accounts are posted in our Baltimore office. The name, Social Security number, amount of wages paid for the quarter which the report covers, and identification of the employer is copied onto a card—in the form of holes punched in the card—for every wage earner who is reported on the employers' reports. When these cards go through the machines for the crediting operation, everything must match with the Social Security Account or the machine throws it out. From four to six months after you made your report, you will usually receive notice if the name or number is incorrect. By this time your employe, who married—or the one who gave you an incorrect number, may have quit.

Rules to Follow

Employers, in our contacts with them, usually agree that complete and correct reports are less expensive and

Plan Protein Tests

Plans for durum protein tests from fertilized and nonfertilized land have been completed, according to Henry O. Putnam, Northwest Crop Improvement Association, Minneapolis. He was aided by Robert W. Amstrup, county agent at Langdon, North Dakota.

In the tests the grower will fertilize 38 acres of land with 11-48-0 and also grow 38 acres without commercial fertilizer. The entire 76 acres were summer fallowed in 1948.

The North Dakota State Mill &

time-consuming for them than is supplying information requested later. Here are a few simple rules which have been published in other trade journals which will help you and us in both time and expense:

1. Insist on seeing the Social Security Card of each new employe when he starts work.
2. Copy the name and number exactly as it is shown on the card.
3. Have anyone who never had a Social Security Card obtain one at once. Applications can be obtained at the Post Office or Social Security office.
4. Have anyone who has lost his Social Security Card apply for a duplicate at once. (This is the same application form used for original cards—only it is marked "duplicate request.")
5. Be sure that women employes who marry complete a change of name card (Form OAN-7003) and forward it to the Social Security Administration. These forms are sent on request.
6. Check over reports to be sure they are complete and correct.

Complete and correct reports, of course, mean that the wage earner or his survivors will get all the benefits due them at retirement or death.

No doubt many readers have questions about their own status as well as the status of the older people who work for you. We hope that you will keep them in mind and bring them up at the convention.

Elevator, Grand Forks, N. D., will mill 300 bushels of each lot of wheat into granular and supply same to The Creamette Company, Minneapolis, where the tests will be completed by conversion of the granular into macaroni products.

The products made from the durum grown on the fertilized land and that from the unfertilized plots will then be analyzed for protein. Durum growers, millers and macaroni men are eager to know the final results of the tests.

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



To users of the BATCH PROCESS:

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

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

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

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



To users of the CONTINUOUS PROCESS:

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

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

VEXTRAM

has these important properties:

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

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

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Macaroni Products Inspection and Analysis

Standard Practices Appear as Primary Need

By H. R. Jacoby, Adviser, American Macaroni Export Institute

The office of the American Macaroni Export Institute, 381 Fourth Ave., Suite 1011, New York 16, N. Y., of which Peter S. Viviano is chairman, C. W. Wolfe, B. R. Jacobs, G. G. Hoskins and Henry R. Jacoby are members, has frequently been faced with questions from members, inquiring as to the precise meaning of so-called inspection certificates or analyses to which certain macaroni export contracts were made subject.

Due to the absence of any universally accepted standards, there has been quite some uncertainty as a result of which recently some litigation has arisen which seemed interesting enough to bring to the general attention of members.

A manufacturer who, to our knowledge, never had any troubles of this type before suddenly received a call from an inspection company informing him that a lot of nearly 100,000 lbs. of Durum Granular Macaroni

Products had been rejected due to the fact that (in the inspector's opinion) goods were not made from Durum Granular but from Hard Wheat. The samples of the contested merchandise were sent by inspectors to a recognized New York laboratory for testing, with the result that inspector's findings were confirmed by the analysis report which stated that goods were not made from Durum Granular in analysts' opinion.

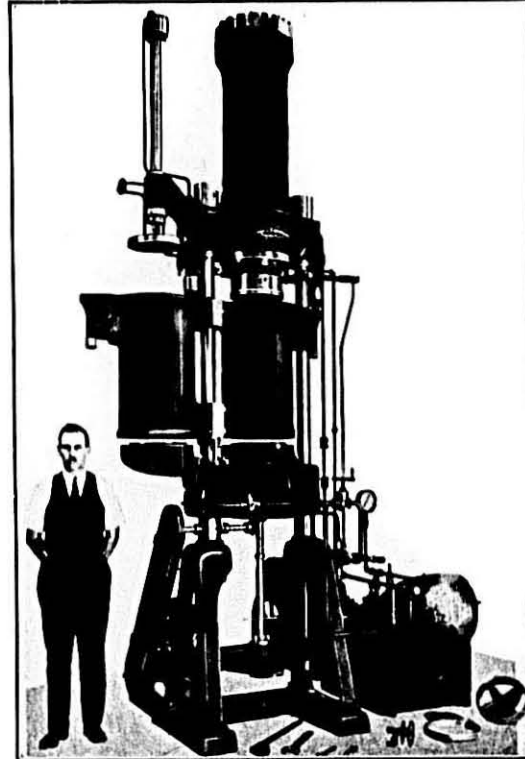
Armed with this certificate, the clients refused acceptance of the goods—with which the manufacturer now remained saddled. The manufacturer, thereupon, had new samples drawn from the same lot and a new analysis made by the same laboratory (although the laboratory did not know that the samples represented the same lot since they were sent through another intermediary). Amazingly, the laboratory now found that the samples showed that goods were made from Durum Granular.

Upon these facts, the judge in a Federal Court, without ruling formally, informed the parties that the original analysis could not be accepted as final—in other words, despite inspector's certificate and analysis certificate, the court stressed that it felt free to inquire further into the facts.

The morals gained are:

(1) It is strongly advisable that the industry work out an accepted standard for sampling, inspection and testing (analyses) of Macaroni Products, binding for all parties concerned.

(2) In the meantime, manufacturers are cautioned against the unqualified acceptance of such terms as "subject to satisfactory inspection and analysis," et cetera. It should be clearly specified what tests will be applied, since the above case shows how unreliable presently employed methods can be and to what consequences they can lead.



PRESS NO. 222 (Special)

John J. Cavagnaro

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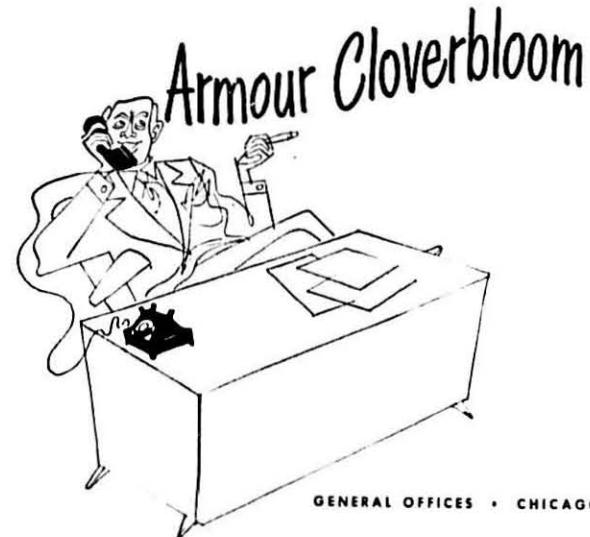
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Liquid, Frozen and Dried Egg Production March 1949

The quantity of liquid egg produced during March totaled 113,618,000 pounds compared with 70,349,000 during March last year, the Bureau of Agricultural Economics reports. The quantity produced for drying was much larger than last year and continues to account for most of the increase shown in total liquid produced so far this year as compared with last year.

Dried egg production during March totaled 13,993,000 pounds compared with 1,781,000 pounds during March last year. Production consisted of 13,027,000 pounds of dried whole egg, 208,000 pounds of dried albumen and 758,000 pounds of dried yolk. The Government has contracted for approximately 35 million pounds of dried whole egg since the first of the year, through April 16, for egg price support purposes.

Frozen egg production during March totaled 64,721,000 pounds, compared with 63,019,000 pounds during March last year—an increase of about three per cent. Production during the first three months of this year totaled 85,160,000 pounds; this compares with 99,608,000 pounds during the same

period last year—a decrease of 15 per cent. Storage holdings of frozen eggs on April 1 totaled 77,764,000 pounds, compared with 143,253,000 pounds on April 1, 1948 and 131,011,000 pounds for the 1944-48 average.

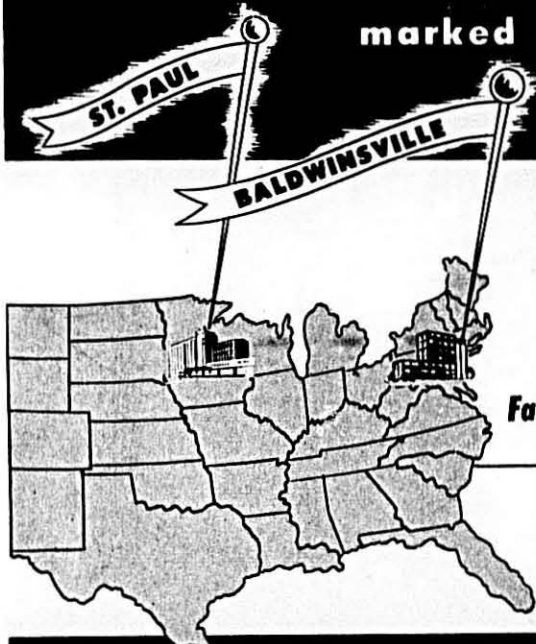
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Famous for Quality and Dependable Uniformity

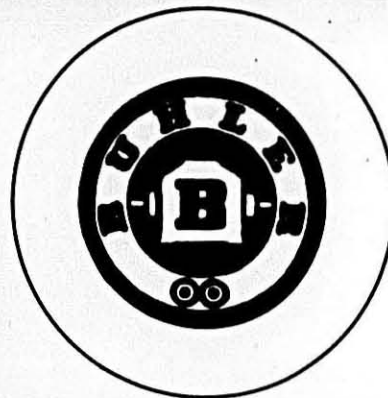
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4. Anthony Macaroni & Cracker Co., Los Angeles, Calif.
5. V. Arena & Sons, Inc., Norristown, Pa.
6. Bay State Macaroni Co., Everett, Mass.
7. Mrs. Becker's Noodle Co., Cleveland, Ohio
8. W. Boehm Co., Pittsburgh, Pa.
9. Buitoni Products, Inc., New York, N. Y.
10. California Paste Co., San Jose, Calif.
11. California-Vulcan Macaroni Co., San Francisco, Calif.
12. Carmen Macaroni-Weber Noodle Co., Bell, Calif.
13. Cassarino & Carpinteri Co., Inc., New Britain, Conn.
14. Colonial Fusilli Mfg. Co., Brooklyn, N. Y.
15. Columbus Macaroni & Noodle Mfg. Co., Cleveland, Ohio
16. Colosseum Macaroni Co., Sacramento, Calif.
17. The Creamette Co., Minneapolis, Minn.
18. Cumberland Macaroni Mfg. Co., Cumberland, Md.
19. Delmonico Foods, Inc., Louisville, Ky.
20. DeMartini Macaroni Co., Inc., Brooklyn, N. Y.
21. G. D. Del Rossi Co., Inc., Providence, R. I.
22. Eichler's Noodles, Middle Village, N. Y.
23. El Paso Macaroni Co., El Paso, Texas
24. Far East Noodle Co., Providence, R. I.
25. Favro Macaroni Mfg. Co., Seattle, Wash.
26. Florence Macaroni Mfg. Co., Los Angeles, Calif.
27. Fort Worth Macaroni Co., Fort Worth, Tex.
28. Galio Bros. & Co., Chicago, Ill.
29. Gallo Macaroni Co., San Jose, Calif.
30. Genoa Macaroni & Vermicelli Fcty., San Francisco, Calif.
31. Gioia Macaroni Co., Buffalo, N. Y.
32. Globe Mills—Pillsbury Mills, Inc., Los Angeles, Calif.
33. Golden Grain Macaroni Co., Seattle, Wash.
34. Golden Grain Macaroni Co., San Francisco, Calif.
35. Gooch Food Products, Lincoln, Nebraska
36. A. Goodman & Sons, Inc., Long Island City, N. Y.
37. Grand Macaroni Co., Chicago, Ill.
38. I. J. Grass Noodle Co., Chicago, Ill.
39. Ideal Macaroni Co., Cleveland, Ohio
40. Indiana Macaroni Co., Indiana, Pa.
41. Italian American Paste Co., San Francisco, Calif.
42. Mrs. Kelley's Noodle Kitchen, Dayton, Ohio
43. Kientzel Noodle Co., Inc., St. Louis, Mo.
44. La Premiata Macaroni Corp., Connellsville, Pa.
45. V. La Rosa & Sons, Inc., Brooklyn, N. Y.
46. LaVita Macaroni Co., Chicago, Ill.
47. Megs Macaroni Co., Harrisburg, Pa.
48. D. Merlino & Sons, Oakland, Calif.
49. Mill-Brook Macaroni Co., Minneapolis, Minn.
50. Milwaukee Macaroni Co., Milwaukee, Wis.
51. Minnesota Macaroni Co., St. Paul, Minn.
52. Mission Macaroni Mfg. Co., Seattle, Wash.
53. Monett's Noodles, Columbus, Ohio
54. C. F. Mueller Co., Jersey City, N. J.
55. Musolino Lo Conte, Boston, Mass.
56. National Macaroni Mfg. Co., Passaic, N. J.
57. New England Macaroni Co., Providence, R. I.

(Continued on Page 38)

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will be glad to discuss and advise you on your special production problems.

Today there are more vital problems that affect your business than ever before . . . new methods and equipment . . . better products and lower costs . . . greater sanitary requirements.

These and many other questions will be taken up at the Conference. You will find it profitable to be there to learn about the latest developments and to keep abreast of the times.

Champion representatives will be on hand to discuss with you the new features of Champion Flour Handling Units, and how they are used in connection with the new type automatic presses . . . and to give you the benefit of Champion engineering experience.

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Manufacturers of Champion Flour Outfits, Mixers, Weighing Hoppers, Water Meters, Etc., for the Macaroni and Noodle Industry

PACKAGES THAT SELL!

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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:

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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.



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



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

PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE. Closes 35-40 cartons per minute, no operator. Can also be made adjustable to close several carton sizes.

PETERS MACHINERY CO.
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MEMBERS—(Continued from Page 36)

- 58. Oakland Macaroni Co., Oakland, Calif.
- 59. A. Palazzolo & Co., Cincinnati, Ohio
- 60. Paramount Macaroni Co., Brooklyn, N. Y.
- 61. Frank Pepe Macaroni Co., Inc., Waterbury, Conn.
- 62. The Pfaffman Co., Cleveland, Ohio
- 63. Philadelphia Macaroni Co., Philadelphia, Pa.
- 64. Prince Macaroni Co., Lowell, Mass.
- 65. Procino & Rossi Corp., Auburn, Mass.
- 66. Quality Macaroni Co., St. Paul, Minn.
- 67. Ravarino & Freschi, Inc., St. Louis, Mo.
- 68. Refined Macaroni Co., Brooklyn, N. Y.
- 69. Rocco's Macaroni Mfg. Co., San Diego, Calif.
- 70. Roma Macaroni Mfg. Co., Chicago, Ill.
- 71. Roma Macaroni Mfg. Co., San Francisco, Calif.
- 72. Ronco Foods, Memphis, Tenn.
- 73. Ronzoni Macaroni Co., Long Island City, N. Y.
- 74. Peter Rossi & Sons, Braidwood, Ill.
- 75. Roth Noodle Co., Pittsburgh, Pa.
- 76. A. Russo & Son Macaroni Co., Cleveland, Ohio
- 77. A. Russo & Co., Chicago, Ill.
- 78. St. Louis Macaroni Mfg. Co., St. Louis, Mo.
- 79. Sanaori & Co., Brooklyn, N. Y.
- 80. San Diego Macaroni Co., San Diego, Calif.
- 81. Santa Rosa Macaroni Factory, Santa Rosa, Calif.
- 82. G. Santoro & Sons, Inc.
- 83. Aunt Sarah's Food Products, Chicago, Ill.
- 84. Schmidt Noodle Co., Detroit, Mich.
- 85. Semolina Macaroni Co., Georgiaville, R. I.
- 86. Skinner Mfg. Co., Omaha, Neb.
- 87. Sorrento Macaroni Co., Inc., Trenton, N. J.
- 88. Sunset Macaroni Factory, Stockton, Calif.
- 89. Superior Macaroni Co., Los Angeles, Calif.
- 90. U. S. Macaroni Mfg. Co., Inc., Spokane, Wash.
- 91. Vimco Macaroni Products Co., Carnegie, Pa.
- 92. V. Viano & Bros., Macaroni Mfg. Co., St. Louis, Mo.
- 93. Weiss Noodle Co., Cleveland, Ohio
- 94. A. Zerega's Sons, Inc., Brooklyn, N. Y.

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Perfection
Quality

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

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CONTINUE
Mod. P.C.45-1

OFFICINE MECCANICHE ITALIANE S.p.A.

Secretary Donna Honored

Former NMMA President James T. Williams (1917-1918) Sponsors Dinner for Association Executive He Employed More than 30 Years Ago

Secretary-treasurer M. J. Donna of the National Macaroni Manufacturers Association was the guest of honor at a surprise testimonial function at the Minneapolis Club, Minneapolis, the evening of April 11. Taking advantage of his presence in the Twin Cities enroute home from the Langdon durum show, having stopped there to look after the publication of the 30th Anniversary Edition of THE MACARONI JOURNAL, President James T. Williams, Sr., of The Creamette Co., planned the dinner to which 48 guests were invited, including representatives of all the four macaroni plants in Minneapolis-St. Paul and other business and social friends.

Mr. Williams was the master of ceremonies that followed the steak dinner, saying: "I'm proud of this opportunity to honor a long and faithful servant of the Macaroni Industry because it was my pleasure on March 1, 1919, over 30 years ago, to engage him as the full-time secretary—an action which I have never had any reason to regret. We got him when his head was bushy—now look at him—his head

—bald as a billiard ball. He not only served the Association well for these many years as Secretary, but also as Managing Editor of THE MACARONI JOURNAL. It was in my office that he prepared the copy for the first issue of that publication, May 15, 1919—and he has supervised the publication of every issue since then."

The affair was a most pleasant affair in recognition of a long friendship between the host and the honored guest. Among the many who were introduced were Maurice L. Ryan of Quality Macaroni Co., St. Paul, and his wife; Eugene and Walter Villame of the Minnesota Macaroni Co., St. Paul, and their wives; Alden Anderson of Mill-Brook Macaroni Co., and his wife; Robert M. Green, of Palatine, Illinois, Assistant Secretary-treasurer, and C. L. Norris, of Minneapolis, president of the National Macaroni Manufacturers Association.

Mrs. James T. Williams, gracious wife of the host, sang several numbers after the dinner, as did Miss Blake, a professional musician, and Joseph Mulhern, of "Danny Boy" fame.

ally forms the package from two rolls of material; fills, seals and delivers these filled packages at an exceptionally high rate of production. It feeds the products from a hopper to a set of precision machined measuring cups, which deposit the accurately measured load through a forming tube into the packet. Feeding can also be accomplished by hand for certain irregular shaped objects.

The unit is readily adjustable, with flexibility within a given range. All four edges are firmly sealed at an extremely low unit cost. Each individual package offers a high degree of air and moisture protection, insuring freshness and flavor.

The machine is extremely compact, floor space but 2½ by 2½ feet square, about 7 feet high. The entire unit is operated on a ½ or ¾ H.P. motor. A bulletin fully describing the machine can be obtained by writing the Triangle Package Machinery Co., 6633-35 W. Diversey Ave., Chicago 35, Illinois.

"Better Homes and Garden" Recommends Better Macaroni Products Recipes

"Spaghetti and Beef Stroganoff" is a tidbit recommended by the well-known *Better Homes and Gardens* magazine on pages 73 and 74 of its March, 1949, issue. The principal ingredients are eight ounces of spaghetti and one pound of round steak, cut in three-quarter-inch pieces. The prepared dish recommended by E. A. Bedell, Fort Belvoir, Va., is attractive in four colors, with the cooked meat and flavoring ingredients nestled in a large loaf pan.

The second illustrated recipe, also in colors, is one for "Macaroni and Cheese," submitted by Mrs. N. Blake, Bedford, Ohio.

"ROTO-PAK" New Package Maker, Fill and Sealer by Triangle Package Machinery Co. Now Being Marketed

The "Roto-Pak" is the newest machine to be introduced for the fully automatic making of a package, filling and sealing it at high speed. The ma-

The package offers attractiveness which will create impulse buying, give brand identification to the packer's product and at the same time protect the contents. Standard packaging films such as cellophane, phtofilm, and foil laminate in either overall printed, plain or registered printed form can be used.

The "Roto-Pak" machine automatic-



Triangle's New "Roto-Pak"

chine is designed to produce an attractive, extremely low unit cost merchandising package for the user's product.

Durum Products Milling Facts

Quantity of durum products milled monthly, based on reports to the *Northwestern Miller*, Minneapolis, Minn., by the durum mills that submit weekly milling figures.

Month	Production in 100-pound Sacks			
	1949	1948	1947	1946
January	799,208	1,142,592	1,032,916	984,608
February	799,358	1,097,116	664,951	743,018
March	913,777	1,189,077	760,294	741,624
April	589,313	1,038,829	780,650	672,899
May		1,024,831	699,331	379,861
June		889,260	650,597	628,518
July		683,151	719,513	638,758
August		845,142	945,429	788,374
September		661,604	1,012,094	705,292
October		963,781	1,134,054	980,461
November		996,987	1,033,759	901,333
December		844,800	1,187,669	968,855

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1, 1948—April 2, 1949	8,097,131
July 1, 1947—April 2, 1948	10,523,751

COMBINATION CLICKS

(Continued from Page 12)

In his yearly report covering the many grains tested at the State Experimental Station at Fargo, its Superintendent Victor Sturlaugson reported as follows on the work done the past year in durum seed testing and culture:

1947 fall moisture conditions were favorable since the precipitation for September and October in 1947 was considerably in excess of normal. We had an unusually cold, rough winter with excessive snowfall and frequent storms. Roads were blocked intermittently throughout the winter. A maximum temperature of 40 degrees below zero was recorded as late as March 10 and the mercury hit 10 below zero, April 2. The spring break-up was slow and late and general field work could not be started in this area until after the first week in May, which is about two weeks later than the normal date for commencing field work operations in this section of the state. The summer season was relatively cool with plentiful well distributed moisture throughout the growing season. This resulted in the production of one of the best crops in history with most grain yields breaking all previous records. A very heavy rain of cloudburst proportions occurred May 14 which caused some damage through soil erosion. However, the benefit derived from the extra moisture far outweighed the damage done. This section enjoyed a most excellent harvest season since the rainfall was very light during the latter half of August and practically "nil" in September. The total mois-

ture recorded for September was only .04 of an inch. Following the completion of the crop harvest the surface soil had become so dry that fall plowing was rendered difficult. As a result of this condition the one-way was substituted for the plow in many instances. About an inch of rain fell early in November, 1948, partially alleviating this situation and placed the surface soil in fair condition from the fall moisture standpoint. The ground froze up November 7 which is identical to 1947, and represents a freeze-up date considerably later than normal.

The major experimental projects continued at the Langdon substation in 1948 include the following: Four thousand rod-row plant breeding nursery under direction of Mr. Ruben Heermann, federal agronomist, stationed at the NDAC, Fargo. Variety trials with thirteen durums.

Relatively cool weather throughout most of the growing season, plentiful and well distributed moisture and a light infestation of rust and other crop diseases were the main factors responsible for record yields of high quality grain in 1948. Most of the better varieties of durum weighed 63 pounds per bushel. The quality was very good, although they suffered minor blackpoint damage. The durums out-yielded the common wheats again this year, though the spread in that regard was less than the average.

Stewart has become the leading durum variety for this area. It is high yielding, rust resistant and of excellent quality. A six-year average gives Stewart a two and one-half bushel per

acre yield advantage over Mindum. It has a bit stronger straw than Mindum but not as strong as Carleton. Carleton is recommended for areas where lodging constitutes a major problem. Mindum maintains a slightly higher yield average than Carleton but is susceptible to rust and lower in yield than Stewart. Mindum, however, is still being grown extensively and successfully. Ld 221, which is closely related to Stewart, maintains a higher yield average than the latter, has slightly stronger straw and is equal to Stewart in most other respects. Ld 308 is a short, stiff-strawed durum, rust resistant with high yield capacity. It matures about the same time as Mindum. There has been no sign of lodging incident to this variety even on strong summerfallow. We believe that this variety will be acceptable to farmers of the area if it will qualify from the standpoint of milling quality. Further tests are being made in order to determine these qualities.

We shall be very glad to assist anyone who might be interested in securing further detailed information incident to the Langdon substation experimental work. July 30, 1948, marked the most successful substation field day in the history of the Langdon station. Over two hundred visitors inspected the field plots at that time. Everyone is cordially invited to our 1949 field day, date to be announced.

580 Cook Books

Having witnessed the fine display of macaroni-spaghetti-egg noodle products at the North Dakota State Durum Show at Langdon, North Dakota, last month, and having their appetites for durum products foods whetted, exactly 580 men and women made requests for free copies of *The Macaroni Magic* booklet offered by the National Macaroni Institute.

Association Secretary-treasurer M. J. Donna, who managed the exhibit, had arranged for a box on which he had placed a sign offering the fine booklet free to all who would request one by merely writing name and address on a card. Copies were mailed within a week after the show. Many letters have been received expressing appreciation for the cook book, which will enable hundreds of families in the ten northern counties in North Dakota to have new dishes of the fine products made from the durum that is grown in that area.

Christopher Robin Green

News from Palatine, Ill., is to the effect that on April 18, 1949, there arrived at the home of Robert M. Green, a month-old adopted son. Mother Green is happy and papa merely says: "A new consumer for good macaroni spaghetti and egg noodle products, a new light in his pop's eyes." GOOD LUCK and SINCERE GOOD WISHES!

by buying less rather than by forcing goods on the market.

The price decline in the 1920-1921 postwar period was sharper than the decline in this postwar period. The Bureau of Labor Statistic Index of wholesale prices show that prices have dropped seven per cent in seven months since August 1948, a point a month. From May 1920 to June 1921, the same index showed a decline of 44 per cent, or 3.4 points per month. Farm prices which have been on a decline since January, 1948, are off 16 per cent, or one and one tenth per cent per month. After the first World War, in 17 months, they dropped 53 per cent, or about 3.1 points per month.

How is the egg noodle industry affected by the Government artificial egg price support? If the Government continues to artificially peg its prices too high, the normal seasonal variations in the price curve—making prices high when the commodity is in plentiful supply—the noodle manufacturer will be forced to be priced out of line with other food commodities at a time when the general trend is downward. It is the general feeling that now is the time to enter a strong protest against the seemingly unnecessary Government support of egg prices.

Green "Lights"

Excerpts from R. M. Green's "News and Views"

Can Prices Decline Without a Business Decline? Asking himself, then answering the question, Robert M. Green, acting secretary-treasurer of the NMMA says: It seldom happens. Price cuts set up a chain of contractions. Both the businessman and householder say: "Why buy now, when tomorrow the price will be lower?"

No matter how cautious the businessman has been, he loses money on inventories on hand when prices are cut. This accounts, in part, for the present quietness in the macaroni business (April 1949). Says the *Northwestern Miller*: "The Lenten season demand for macaroni products has been filled. This normally is followed by a period of light buying by retailers who desire to work shelf stocks down, but this period may not be so long this year, since reserve stocks have been held at very low levels."

How does the postwar situation after World War II differ from that after World War I? The present over-all picture is different from the 1920-1921 or the 1929 period in that the economy is not loaded with debt. By and large, businessmen are reducing inventories

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.



Modern Triangle Package Machinery Will Relieve the Pressure

THERE IS more than one manufacturer having a tight squeeze. Perhaps he, like 3 out of 4, has overlooked the opportunity for modernizing an antiquated packaging department that is robbing him of profits. Triangle owners regularly report savings of 25% and more in packaging costs.

FOR EXAMPLE: The simple Triangle Model SPA Volumetric Filler illustrated is credited with \$60 per month labor saving for a dessert manufacturer. Fast and accurate, this one-operator machine will accurately fill packages with semi-free and free flowing material at a rate up to 60 per minute. Filling and discharging is fully automatic. For high speed, fully automatic production it is available in multiple units with synchronized conveyors. This is one of many Triangle machines for weighing, filling or carton sealing of dry materials.



Write for literature and ASK ABOUT THE TRIANGLE PAY-AS-YOU-PACKAGE PLAN. For complete recommendations, send a sample filled package and state production requirements... we'll do the rest... no obligation.

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

TRADE MARKS

Trade Marks Granted—Not Subject to Opposition

YUSE

Published March 1, 1949, given Serial No. 539,012. Dominic Yuse, doing business as Yuse Manufacturing Co., San Antonio, Texas. Filed December 7, 1948. Claims use since January 1, 1945.

The mark consists of the letters of the name in heavy lower-case type arranged in a slight arch.

ANITA

Renewal No. 72,394. Registered Feb. 2, 1909, by Strohmeyer & Arpe Company, New York, N. Y., a corporation of New York. Renewed February 2, 1949, and published March 29, 1949. For macaroni, spaghetti, vermicelli, et cetera.

L'AIGLON

Renewal No. 72,946. Registered March 2, 1909, by Strohmeyer & Arpe Company, New York, N. Y., a corporation of New York. Renewed March 2, 1949 and published April 12, 1949. For macaroni, spaghetti, vermicelli, et cetera.

CARMEN

Renewal No. 73,116. Registered March 16, 1919, by Strohmeyer & Arpe Company, New York, N. Y., a corporation of New York. Renewed March 16, 1949, and published April 12, 1949. For macaroni, spaghetti, et cetera.

LE DANDY

Renewal No. 73,225. Registered March 30, 1909, by Strohmeyer & Arpe Company, New York, N. Y., a corporation of New York. Renewed March 30, 1949, and published April 12, 1949. For macaroni, spaghetti, vermicelli and imported sardines.

MARIANNE

Renewal No. 73,285. Registered April 6, 1909, by Strohmeyer & Arpe Company, New York, N. Y., a corporation of New York. Renewed April 6, 1949, and published April 12, 1949. For macaroni, spaghetti, vermicelli and olive oil.

KING AND QUEEN

Renewal No. 253,080. Registered Feb. 15, 1929, by Marotta & Cella, New York, N. Y., a firm. Renewed Feb. 15, 1949, and published April 12, 1949. For macaroni and other foods.

Trade Marks Published—Act of 1916

ENFIELD CLUB

Published March 8, 1949 with Serial No. 545,912. H. P. Taylor, Jr., Inc., Richmond, Va. Filed December 31, 1949. For canned spaghetti and other foods. Applicant claims ownership under registration No. 335,581. Claims use since 1926.

The mark consists merely of the name in heavy type, the word "EN-FIELD" in caps and the word "Club" with capital and lower case type.

AMERT

Published March 8, 1949, given Serial No. 541,137. The Great American Tea Co., New York, N. Y. Filed Nov. 14, 1947. For use on spaghetti sauce and other foods. Applicant claims ownership of registrations Nos. 215,009, 307, 357 and 500,971. Claims use since October 2, 1933.

The mark merely consists of the name "AMERT" in black caps.

IXL

Published March 8, 1949, given Serial No. 527,175. Workman Packing Company, San Francisco, Calif. Filed July 5, 1947. For use on canned macaroni sauce on which it claims use since about 1920.

The mark consists of the letters "IXL" in caps contained in a double circle.

CREAM OF EGG

Published March 29, 1949, given Serial No. 541,753. The Creamette Company, Minneapolis, Minn. Filed July 21, 1947. For noodles. Claims use since February 28, 1928.

The mark consists of the name in heavy type. Applicant disclaims the word "Egg" apart from the mark shown. Applicant claims ownership of Registration No. 239,264.

NALLEY'S

Published March 29, 1949, given Serial No. 534,653. Nalley's, Inc., Tacoma, Wash. Filed Sept. 16, 1947, under Section 2f of the Act of 1946. For prepared spaghetti with stew, noodles and turkey, and other food preparations. Claims use since March 15, 1921.

The mark is in heavy type, with letters slightly arched.

Trademarks Republished

ROYAL

Reg. No. 272,897. Registered July 15, 1930. California Macaroni Company, San Francisco, Calif. Republished, March 8, 1949, by California-Vulean Macaroni Co., San Francisco, Calif., a corporation of California. For macaroni, spaghetti and vermicelli. Claims use since October 1, 1887.

Mark consists of the word "Royal"

in heavy type, with an underline beneath the last two letters leading to a crown.

SUPERIOR

Reg. No. 178,901. Registered February 5, 1924. The Pfaffman Egg Noodle Company, Cleveland, Ohio. Republished March 15, 1949, by The Pfaffman Company, Cleveland, Ohio, a corporation of Ohio. For noodles, vermicelli and similar products. Claims use since or about 1873.

Mark consists of the name in outlined capitals arranged in a slight arch.

CLIMAX

Reg. No. 233,071. Registered September 20, 1927. The Pfaffman Egg Noodle Company, Cleveland, Ohio. Republished March 15, 1949, by The Pfaffman Company, Cleveland, Ohio, a corporation of Ohio. For noodles, spaghetti, vermicelli and various other styles of macaroni products. Claims use September 1, 1892.

The mark consists of the name in outlined caps placed over a picture of a hen and a nest of eggs in a three-quarter moon shaped drawing.

LADY CLEMENTINE

Reg. No. 242,589. Registered May 29, 1929. The Terbetts & Garland Stores, Chicago. Republished March 15, 1949, by Hillman's, Inc. Chicago.

a corporation of Illinois. For Italian macaroni in sauce and other foods. Claims use since Sept. 1, 1914.

The mark consists of the name only in script.

SEA SHELL

Reg. No. 69,777. Registered July 7, 1908. The Pfaffman Egg Noodle Co., Cleveland, Ohio. Republished March 22, 1949, by The Pfaffman Company, Cleveland, Ohio, a corporation of Ohio. For macaroni. Claims use since about 1896.

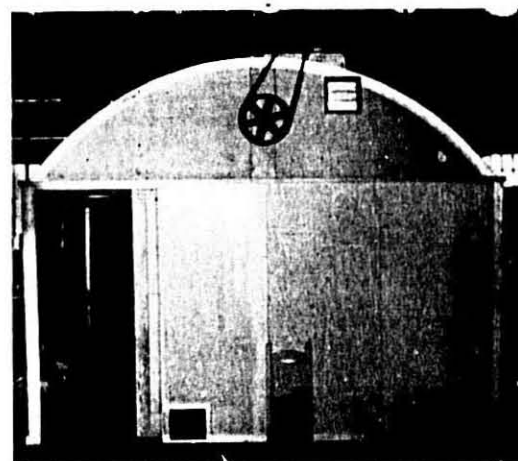
The mark consists of the name only in heavy type.

ROLY POLY

Reg. No. 239,288. Registered February 28, 1928. James Franklin Brown, doing business as The Roly Poly Co., Cincinnati, Ohio. Republished March 22, 1949, by Hollywood Brands, Inc., Centralia, Illinois, a Minnesota corporation. For macaroni and other foods. Claims use since October 12, 1926.

The mark consists of the two words of the name with the beginning letter in each in heavy type and the others in lower case letter, and with the end of the letter "y" in each name swung backward in a flourish to serve as an underline of the last part of each word.

(Continued on Page 41)



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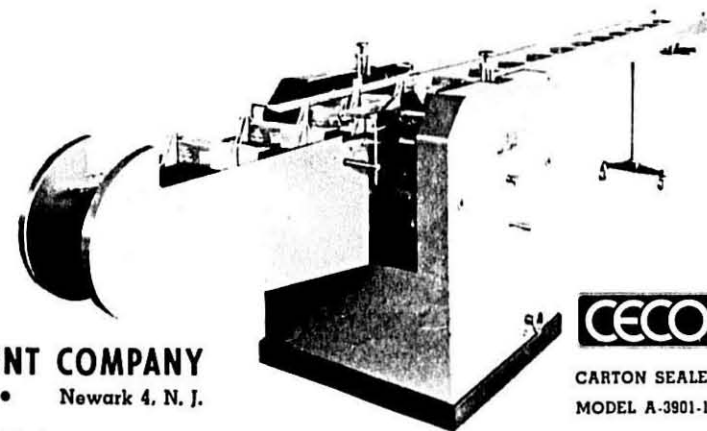
A CECO Adjustable Carton Sealer produces cleaner, stronger, tamper-proof packages at a saving which should return your low initial cost within a year. Write for details.

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CECO

CARTON SEALER
MODEL A-3901-12

TRADE MARKS

(Continued from Page 13)

INSPIRE

Reg. No. 405,039. Registered January 4, 1944. Arthur N. Nicholson, Chicago, Illinois. Re-published by registrant March 29, 1949. Claims use since July 21, 1943.

The mark consists of the name in heavy type. Covers sauces for spaghetti, macaroni, noodles, and ravioli.

MITZURKA

Reg. No. 409,391. Registered October 3, 1944 by Louis Milani Foods, Chicago, Ill. Republished March 29, 1949, by Louis Milani Foods, Inc., Maywood, Calif., a corporation of Illinois. For Noodle Soup Mix with chicken fat. Claims use since about September 18, 1939.

The mark consists of the name in outlined letters.

BEST VALUE

Reg. No. 99,825. Registered Sept. 15, 1914. The Weideman Company, Cleveland, Ohio. Republished April 12, 1949, by registrant, a corporation of Ohio. Claims use since October, 1894. For macaroni, spaghetti, noodles and other foods.

The mark consists of the letters of the name arranged in a slight arch.

For ALIMENTARY PASTE PRODUCTS

Reg. No. 306,691. Registered Sept. 26, 1933. Ronzoni Macaroni Co., Inc., Long Island City, N. Y., a corporation of New York. Republished April 12, 1949, by registrant. For alimentary paste products. Claims use since Aug. 29, 1932.

The mark, without letters or words, consists of a rectangular box drawing. No claim is made for the word "Macaroni." No claim is made to the expression "It Tastes Better Because It's Made Better," except as shown in association with the name "Ronzoni" and the design shown in the drawing.

Merck & Co. Directors Re-elected

At the annual meeting of the stockholders of Merck & Co., Inc. the retiring board of directors was reelected without change.

At a special meeting which followed stockholders approved action proposed by the board of directors involving the split-up of each share of common stock into two shares of common stock and the authorization of 100,000 shares of convertible second preferred stock. The authorized common stock of the company was also increased to a total of 3,000,000 shares.

Heinz Company's 80th Anniversary

H. J. Heinz Co., one of the world's largest food processors, is now celebrating its 80th anniversary.

Three generations of the Heinz family have guided the producer of "57 Varieties" from humble beginnings into an international firm whose products now are sold in 200 countries and territories around the globe.

The founder, his son, Howard Heinz, and his grandson, H. J. Heinz II, present president of the company, are the three men who have headed the firm since its beginning.

The Heinz Co., with headquarters at Pittsburgh, was founded in 1869 by Henry John Heinz, then a young man of 25. His door-to-door neighborhood venture developed through the years into a business which in the last fiscal year reported sales of approximately \$170,000,000.

Today, Heinz operates 12 factories throughout the United States, as well as factories in Canada, Australia, England and Spain. Sales branches are located in virtually every major city in America, while sales representatives sell Heinz products in practically every civilized section of the world.

After-the-honeymoon: "Oh, I don't cook scientifically now—I only cook what he likes."

CARTOON CORNER
By ARTROSS

HOWDY, FOLKS!
TURNING THE CARTOON CAMERA ON THE MACARONI WORLD!

GENTLEMEN, THAT PROJECT WILL HAVE TO WAIT—IT'S TIME TO PUT ON THE SAUCE!

MAYOR PAT SERGI, OF LIDO BEACH, FLORIDA, COOKS SOME SWELL SPAGHETTI DISHES.

MACARONI PRODUCTS HELP ME SERVE TASTY, DELICIOUS MEALS AT LOW COST!
BUY IT ONCE A WEEK, SERVE IT EVERY DAY!

WHEN BETTY SERVED SPAGHETTI, BILLY SAID THEY'D NEVER PART—SHE SURE WAS GOOD-LOOKIN' AND HE LOVED HER COOKIN'—THAT'S HOW SHE WON HIS HEART!

I'VE WAITED ON HELEN HAYES, DANNY KAYE, BABE DIDRICKSON, IRVING BERLIN AND A THOUSAND OTHER CELEBRITIES!

MAYOR PAT SERGI, OF LIDO BEACH, FLORIDA, COOKS SOME SWELL SPAGHETTI DISHES.
40% OF STORE MACARONI SALES ARE MADE ON SATURDAY!

SONGWRITER ANITA LEONARD HAS JUST WRITTEN THE ABOVE NUMBER. SHE ALSO COMPOSED "SUNDAY KIND OF LOVE" AND "THE BEE SONG", BOTH RECORDED BY R.C.A.-VICTOR.

(FERDALE, N.Y.)

For Low Speed

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.

AND HIGH SPEED PAPER SHIPPING CASE SEALING

For production requirements up to 3,000 cases per hour, PACKOMATIC's automatic Model D shipping case gluer, with belt compression sealer is recommended. Unit is adaptable - flexible. Write for literature, or consult classified directory for nearest PACKOMATIC office. J. L. Ferguson Company, 759 Republic Ave., Joliet, Ill.

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- ★ GREATER SMOOTHNESS
- ★ GREATER EFFICIENCY
- ★ LONGER LIFE
- ★ LESS PITTING
- ★ LESS REPAIRING

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Cheerfully Given

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

The MACARONI JOURNAL

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

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

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National Macaroni Manufacturers Association

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Ollie the Owl

A bowerbird flew over from his home in Australia and built a nest in Birdland. These birds build nests with several rooms in them. They ornament the outside with shells. A pretty job when finished.

The birds over here had never seen so elaborate a nest before. Most of them build one-roomers. Here was a

penthouse in a maple tree—something to screech about.

Ben Wren is a cocky little squirt who always talks as though he can pull the tail feathers out of an eagle and make the eagle scream. When he saw the bowerbird's nesting place, he cried, "I won't let any foreigner come here and build a better nest than the birds in Birdland. If that Australian bowerbird can build a penthouse in a tree, I can build a big apartment house next door and rent out rooms at a fat profit."

Forthwith he started to build. He got the first floor finished, then the second, then the third.

"You'll go out on a limb if you put too heavy a load on your foundation," warned the bowerbird, trying to be helpful.

"You're only jealous," sneered Ben. "I can build a big apartment house on this foundation and get an income from it while you'll have to scratch to pay taxes on your home."

Little Ben added another floor then another, then—crash—the whole thing collapsed and fell to earth. Unperturbed, the bowerbird looked out of his penthouse and chirped—

"Unless you limit your overhead these days, you're only building a castle in the air."

Very wisely yours,
 Ollie The Owl

St. Regis Paper Company Sales

St. Regis Paper Co. has announced that net sales for the first quarter of 1949 amounted to \$34,884,296 against \$40,394,136 in the corresponding period of 1948.

Net profit for the first quarter this year amounted to \$2,205,487, compared with \$4,494,289 in the first quarter of 1948.

It has declared its regular quarterly dividend of 15 cents a share on the common stock, payable June 1, to stockholders of record.

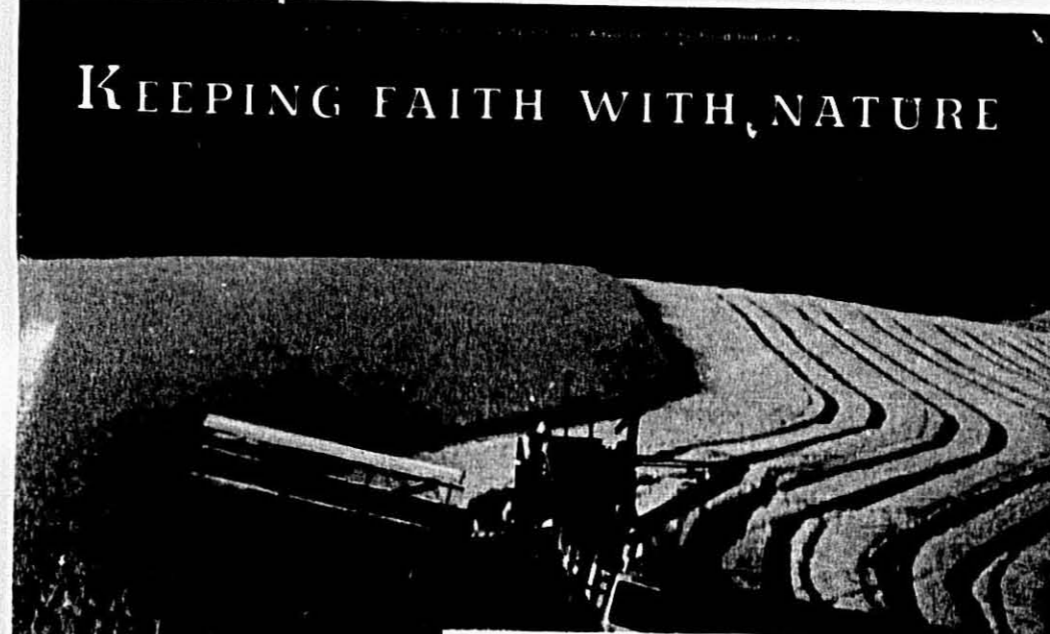
Reappointed Brokers' President

At a meeting of the 1949 Executive Committee of the National Food Brokers Association, Watson Rogers was appointed president of the association for a fourth term. Mr. Rogers is the first full time paid president of the association, being appointed in 1946. Before that time the association's president was an elective office held by member food brokers.

Safety requires clear thinking. Clear thinking requires good health.

The FTC'll get yuh if yuh don't watch out!

KEEPING FAITH WITH NATURE



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

Outstanding Nutritional Accomplishments

Today, large quantities of these products are enriched:

- MACARONI
- SPAGHETTI
- NOODLES
- PASTINA

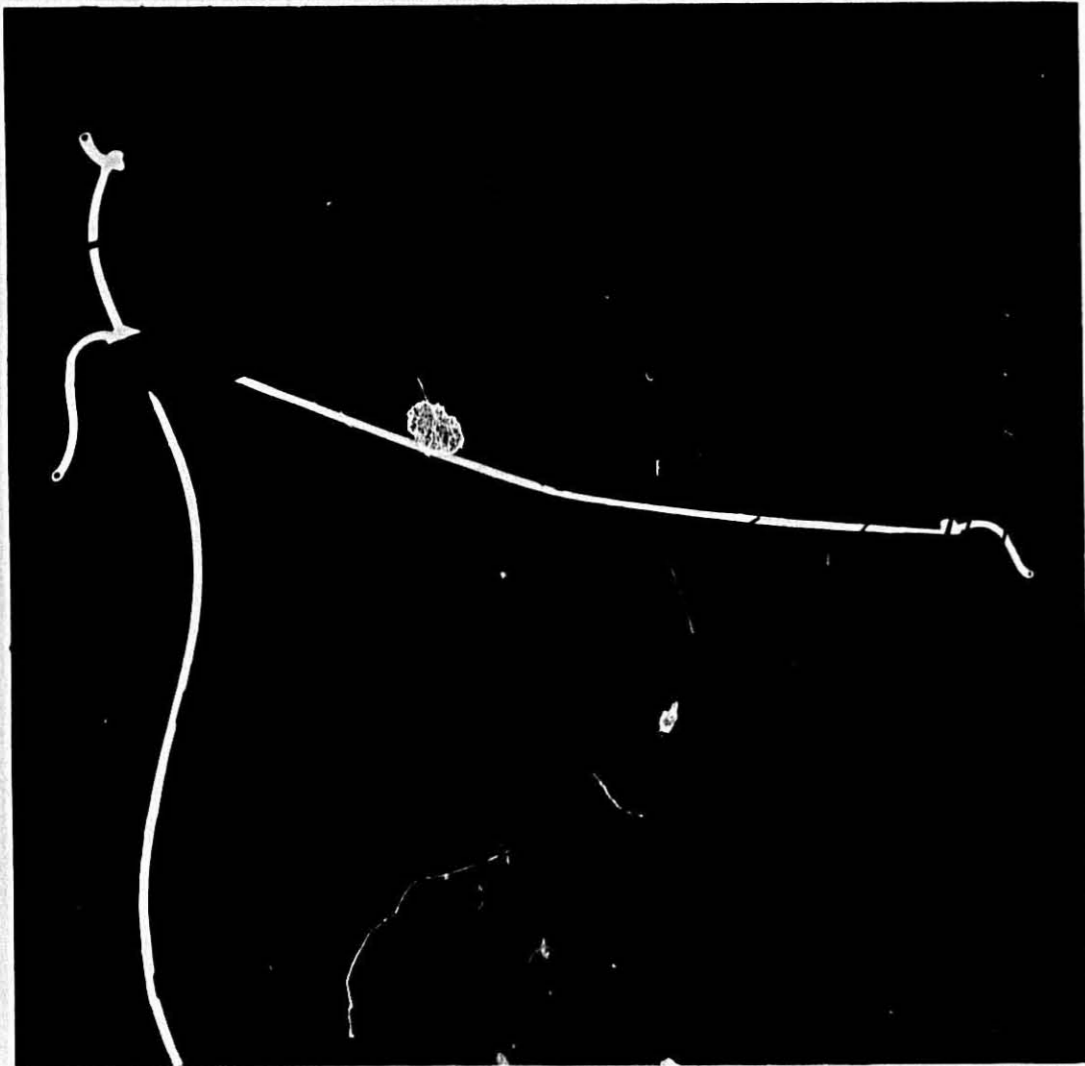


Macaroni makers who enrich should be proud of their service to America.

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SAFE? SURE . . . BECAUSE IT'S GOOD SPAGHETTI!

You, Mr. Macaroni Manufacturer, don't make your living on a tight-wire. Yet your security depends on the quality of your macaroni products, just as surely as a wire-performer's depends on the strength of his wire.

That's why we at Pillsbury take *our* job so seriously. That job is to give you, at all times and under all conditions, the finest possible durum products—so that *you* can produce the finest possible macaroni products.

Behind Pillsbury's Durum Products is a world of specialized experience in selecting and milling durum wheats. This, plus constant testing in our experimental spaghetti plant, means *sure* quality *all* the time when you use products bearing Pillsbury's Dotted Circle.

PILLSBURY'S DURUM PRODUCTS
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