

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 8**

December, 1949

DECEMBER 1949

MACARONI JOURNAL

ISSUED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



Macaroni Manufacturers Association

Printed in U.S.A.

VOLUME XXXI
NUMBER 8

2x10

25x11

Appreciation

The Christmas Season is one of the greatest things that can happen in business. It gives us a little precious time to meditate and appreciate ourselves as human beings.

And we are thankful that the spirit of "Peace on Earth - Good Will Toward Men", descends upon all of us at least once a year.

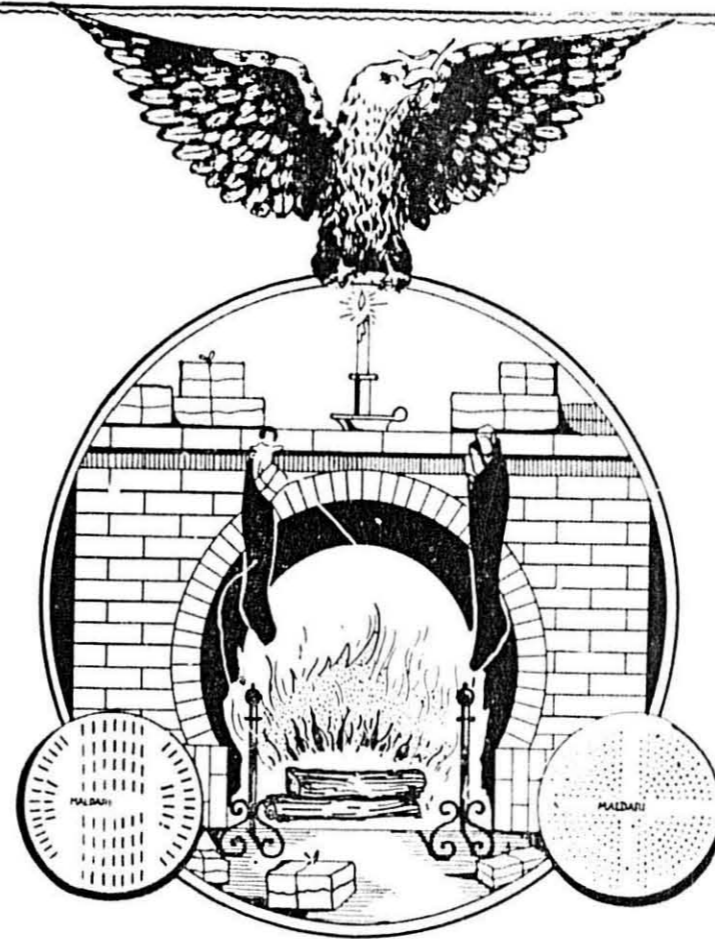
We take this opportunity to greet our many good friends in the Macaroni Industry who strive with us to retain the Spirit throughout the year.

Alfred Rossotti *Charles P. Fronti*

Rossotti

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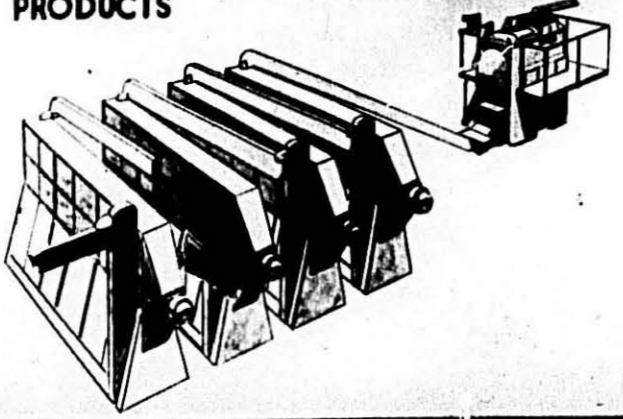
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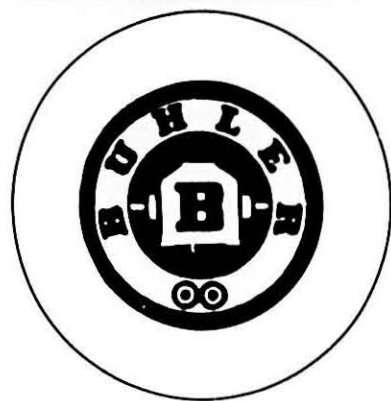
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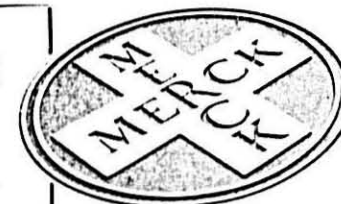
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Season's Greetings
and
Sincere Wishes
for a
Prosperous New Year
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Commander Tarabee Milling Co.
Minneapolis, Minnesota



The MACARONI JOURNAL

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The Year-End Outlook

A YEAR AGO it was the thinking of many business leaders that 1949 would be a year of adjustment, that the war-boom would carry through the earlier months, but that towards the end of the year business conditions would settle naturally and gradually to near normalcy, with some abnormal casualties, unless for things unforeseeable then.

These business observers prophesied correctly with respect to the macaroni-noodle business. The year 1949 saw a gradual falling-off from the peak production of 1947, particularly in the matter of export trade that was a prominent factor that year. Very early in 1949 it became quite evident that the successful macaroni-noodle manufacturers would soon have to do without the export market that proved so lucrative to many firms in the post-war boom.

Plants geared to the export trade were heavy hit when Italy and other European governments demanded raw materials instead of finished products with the result that several were unable to withstand the shock. Firms that took the export boom in their strides, keeping a watchful eye on their domestic trade, suffered too, but were able to withstand the shock when the export demand ceased so abruptly.

Conditions as a whole were hardly conducive to the jittery attitude manifested by some firms, a feeling which they reflected in lower prices to their own detriment. Government reports were to the effect that individual savings accounts were higher at the turn of the year than ever before and that bond holdings were more numerous than at any time in history. That indicated an almost unlimited buying power, with business as usual, especially in foods.

The feared but not wholly unexpected steel, coal and other strikes did seriously affect the general economy during the last quarter of 1949, causing some buying curtailment and consequent price slashing. All things taken into consideration, the level seems to have been reached with every prospect that those who correctly sensed the direction and velocity of the 1949 trade winds will be in a fortunate position in 1950.

Hiding One's Light

MORE AND MORE business leaders seem convinced that there is no depression nor any prospects of one. There has been a necessary adjustment recession as was expected in the transition from the wartime boom to normalcy.

Editorials in most business papers advise that this is the time for full sales and advertising campaigns, and for all-out trade association public-relations programs, to convince the buying public that now is the time to buy. The present market is good. It can be made much better with aggressive and intelligent selling.

The macaroni-noodle industry, at least the great majority of its worthwhile firms, is already pledged to a vigorous, two-pronged promotion of public relations, one aimed at the insurance of ample quantities of quality raw materials, both durum wheat and semolina and the other to create a more substantial market for its finished products.

Launched about a year ago, the organized action to make more Americans appreciative of the true merits of macaroni foods, as items in the daily diet that are beneficial to health and economy, the co-operative promotion has undergone expected growing pains. From the experience gained, both the individual and the Institute have learned invaluable lessons.

Production and selling are important business factors to individual firms in their public relations as well as they are to the organized promotion. The Institute's cultivation of public good will for the products generally must be followed by the combined pull of the supporting firms towards the same objective, with their own brands in mind. Many are convinced that both the firms and the industry should place public relations ahead of everything else.

There are many things the individual manufacturers can do more regularly and effectively to help the industry promotion while helping their particular business. One can best do this by putting one's self into the public's shoes and seeing themselves as others see them—then getting back into his own shoes and making his business decisions accordingly.

Too long has the macaroni-noodle industry "hidden its light," as the saying goes and there is no better time than the present to take the consumer deeper into its confidence.



Cut courtesy Cavalier County Republican, Langdon, N. D.
Maurice L. Ryan, St. Paul, director of the National Macaroni Manufacturers Association, right, presents the association's gold sweepstakes plaque to Durum King Roy Rutledge of Langdon, N. D., left, as Governor Fred G. Aandahl of North Dakota looks on at the Twelfth Annual North Dakota State Durum Show at Langdon. Mr. Ryan is chairman of his association's Durum Growers Public Relations Committee.

1949 Durum Show A Record-Breaker

THE weather surely had much to do with the success of the 1949 State Durum Show at Langdon, North Dakota, November 10 and 11. On every side the management of the largest durum show on earth received due congratulations on its decision to change the show dates from the winter season with its blizzards and the spring with its floods to the more settled early fall.

Roy Rutledge, Langdon, was crowned the 1949 Durum Crop King by Director Maurice L. Ryan of the National Macaroni Manufacturers Association, after his sample of 63-pound Stewart was judged to be the best in the professional class of exhibitors. He succeeds William Franzen, whose 65-pound sample of Mindum won for him the 1948 crown. Thomas Ridley, the 1947 Crop King, was the runner-up last month with his 65-pound Stewart.

Governor Fred C. Aandahl

For the second time this year, North Dakota's popular Governor Fred C. Aandahl honored the "big-little" show with his presence. He delivered the principal address at the Armistice Day

Roy Rutledge, Langdon, Crowned 1949 Durum Crop King. Judges Kept Busy On 369 Entries To Determine Winner Of Macaroni Association's Annually Awarded Plaque

services the morning of November 11 and then spoke to an overflow crowd at the durum show during the afternoon, watching with pride the crowning of the 1949 Durum King by representatives of the Macaroni Association whose support has resulted in giving the durum growers national recognition.

Governor Aandahl urged the farmers in "the cold triangle" of North Dakota, where soil and climatic conditions "are most suited to durum growing, never to sell North Dakota short." He stressed the importance of durum wheat to his State, saying, "By maintaining the quality and the purity of their grain, the durum growers can retain the exclusive market for this profitable crop." After his talk he viewed the elaborate exhibit of macaroni products supplied by N.M.M.A. manufacturers from Boston to Seattle and from the Twin Cities to Memphis,

as did thousands of other show visitors.

Dr. Frederick Hultz

Dr. Frederick Hultz, president of North Dakota Agricultural College, Fargo, made his first trip to Langdon to deliver an address to the hundreds of durum farmers who took in the show this year. He lauded the work being done at the Langdon Experimental Station under the able direction of Victor Sturlaugson, superintendent of the station and president of the North Dakota State Durum Show. He told of the expert work being done there on new crop varieties and predicted the coming of new durum varieties that are even more resistant to the ills of grain-durum with lighter and shorter straw for easier handling and with fuller, nutriment-filled heads for better semolina.

He touched on support programs for

farm prices, stating that these are essential but the control must remain in the people's hands. "If we are to have planned economy, it must not be left in the hands of the government."

Association Officials Speak

Other officials of the National Macaroni Manufacturers Association to address the afternoon meetings were Robert M. Green, public relations director of the organization, and M. J. Donna, secretary-treasurer, who has regularly attended the durum show for the past three years.

Mr. Green, with the aid of charts, showed how the demand for macaroni products has increased due to the national publicity under his direction on macaroni, spaghetti and egg noodles—an activity that directly benefits the durum grower as well as the processors of their wheat.

Mr. Donna, who supervised a city-wide display of packaged macaroni products in practically every available window display space in the community and showed the durum farmers the end results of their fine wheat in an attractive booth at the show during the two days, complimented the show officials on the continued progress of their national show and the part played by the national association in bringing into closer relation the growers and processors with subsequent mutual benefits. His theme was that the farmers in the durum area needed the good will of the processors of their wheat as

did the macaroni industry that converted the durum into macaroni products that were growing more and more popular among Americans. County Agent Robert W. Amstrup was program chairman, with President Victor Sturlaugson presiding.

Four Top Winners

Besides winning the sweepstakes of the 1949 show, Roy Rutledge, the 1949 Durum King, also won the professional championship with his fine sample of durum, which was classed No. 1 among the 369 samples exhibited, and which broke all records. For doing so, he was presented with a silver service set furnished by the Northwestern Bank of Langdon.

Charles Heck of Nekoma, N. D., won first place in the open class with his 62-pound Mindum. Lawrence Knoke of Derrick, N. D., was the top winner in the certified class for showing his 64-pound Mindum. George Bassingthwaite of Sables, N. D., won first place in the 4-H division with his 64-pound Stewart and Gary Hart of Wales, N. D., was first in the FFA class with his 62-pound Stewart.

The judges, all experts, were: Henry O. Putnam, executive secretary of the Northwest Crop Improvement Association, Minneapolis, Minn. (incidentally, the National Macaroni Association is a supporter of this popular farmers' organization); R. B. Wilderfield, extension agronomist of the North Dakota Agricultural College,

Fargo, and Irven Hagen, deputy state seed commissioner, also of Fargo.

Groom and Sebens

B. E. Groom, chairman of the board of the Greater North Dakota Association, was also one of the leading speakers. He was the first representative of the durum growers to address the macaroni men's annual convention, first in 1944 and again in Minneapolis in 1946. He points with pride to the fact that the present satisfactory relations between growers and manufacturers grew out of that first contact with Secretary M. J. Donna of the manufacturers' group, a relation that will continue to earn dividends through the years.

Field representative of the Greater North Dakota Association, W. P. Sebens, himself the 1923 Durum King and the recipient of the macaroni men's trophy that year, presented some fine movies, serving as narrator, and was the official photographer of this year's great show.

He was proud to show the reel of pictures taken on the occasion of the presentation on November 3 in St. Paul of the artistic portrait of President Harry S. Truman and of the sheaf of prize-winning durum grown on the farm of Raymond Chaput. When that scene was presented, Mr. Chaput was introduced. He remarked how pleasant it was to meet the President, who, on viewing the sheaf of durum wheat said, "That would hardly

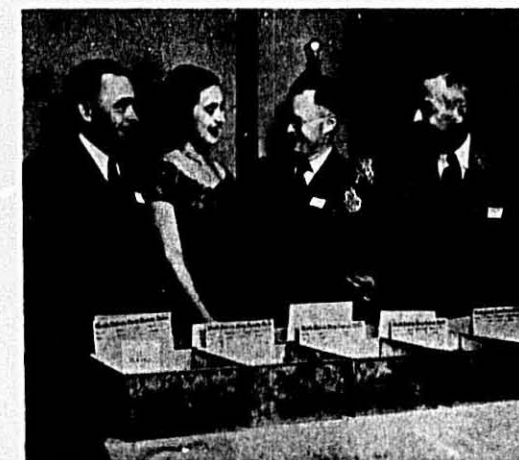
At Left—Governor and Association Officers

Governor Fred G. Aandahl (second from left), of North Dakota, inspecting the sample of durum wheat that won first place among the more than 400 samples exhibited from the best durum area of the world—12 counties in northeastern North Dakota. Holding the sample is Robert G. Green of the National Macaroni Manufacturers Association. At left is Maurice L. Ryan, chairman of Association's Durum Growers Relations Committee and at the right, M. J. Donna, secretary-treasurer of the promoting organization.



At Right—Show, Association Officers and Beauty

The top samples of durum shown in the professional class, from which the sweepstakes winner was selected, are inspected by (left to right) Victor Sturlaugson, president of the State Durum Show, Miss Janice Sheffer, 18-year-old "Miss Cavalier County," Dick Forkner, business manager of North Dakota State Durum Show and Maurice L. Ryan, N.M.M.A. director.



make a good shaving brush." Franklin R. Ullrey of Theodore R. Sills, Inc., handled the presentation of the portrait in spaghetti, an idea suggested by



Congratulations—Verbal and Osculatory. Roy Rutledge, Langdon, the 1949 Durum Crop King, center, holding the durum sample that won him first honors in the professional class of exhibitors at the Langdon Show, November 10 and 11, being congratulated by Governor Fred G. Aandahl of North Dakota and Miss Janice Sheffer, "Miss Cavalier County."

Displays Make Langdon Citizens And Visitors Macaroni-Conscious

The businessmen of Langdon, N. D., the scene of the world's greatest durum show, November 10-11, really "caught on" to the suggestion of the National Macaroni Manufacturers Association to put on an out and out macaroni front for the home folks and the visitors during durum week. The displays were varied and unique. Most of the displays were set up even in advance of the early arrival of M. J. Donna, association secretary, who had promoted the suggestion by correspondence and personally checked when he reached Langdon several days in advance of the show's opening.

With no official authority but entirely through their own interest in the window displays as an important feature of the twelfth annual North Dakota State Durum Show, judged them, reporting:

"All window displays were good, contributed definitely to the success of the show and deserved the blue ribbon awards provided by the National Macaroni Manufacturers Association.

"Special commendation for their interesting and clever reproduction of durum farm scenes went to Mrs. Lebrun's Gamble Store and Skabo's Coast-to-Coast Store.

"Special mention for their emphasis on durum to DeVold's 5c to \$5 store, Dempster's Rexall store, Whalen Drug store and Langdon Gas and Appliance Company.

"Special mention to Carlson's Jewelry and Schroeder's furniture store for the most unique and clever windows.

"Special appreciation to Skogmo's department store for co-operating in beautifully displaying the wonderful

show trophies.

"Mention in a class by itself to the Cavalier County Republican for its picturization of the durum show, present and past.

Members of the judging committee were: M. J. Donna of Braidwood, Illinois, secretary of the National Macaroni Manufacturers Association and editor of THE MACARONI JOURNAL; Henry O. Putnam, of Minneapolis, executive secretary of Northwest Crop Improvement Association; Paul E. R. Abrahamson of Devils Lake, N. D., fieldman for the International Elevator Company and former Cavalier County agricultural extension agent;

Association Director Maurice L. Ryan.

This year's officials of the successful 1949 durum show are: Victor Sturlaugson; Emil Vallager, manager; Herb Graham, secretary; P. J. Anthony, assistant secretary; M. A. Mulcahy, first vice president, and M. J. Mathieu, second vice president.

During the afternoon of the second day, the auxilliary of the durum show entertained more than 400 ladies in the high school auditorium. Highlights were the cooking demonstration by Mrs. Alma Oehler of the North Dakota Mill & Elevator, Grand Forks, who prepared several tempting dishes of macaroni products while orating on the nutritional value of the fine foods made from durum. Robt. M. Green of NMMA also addressed the gathering on the success of the Association's Macaroni Products Publicity promotion.

and Joseph Listner, superintendent of the Crookston Milling Co.

Because of these displays and the participation in the durum show for the past few years by the macaroni association and the attractive booth of the many types of macaroni products, durum growers and their many friends in the Northwest have become even more interested in producing quality durum, knowing that the end use of their grain is delicious and nutritious macaroni, spaghetti and egg noodles. The public display of durum and macaroni products was the suggestion of M. L. Ryan, chairman of the macaroni association's Durum Growers Public Relations Committee. Several thousand macaroni cook books have been distributed throughout North Dakota as the result of requests made by show visitors after viewing the association's products exhibit at the durum shows.

Durum Products Milling Facts

Quantity of durum products milled monthly, based on report 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	84,608
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	780,659	72,899
May	549,168	1,024,831	699,331	379,861
June	759,610	889,260	650,597	628,518
July	587,453	683,151	719,513	638,758
August	907,520	845,142	945,429	789,374
September	837,218	661,604	1,012,094	705,292
October	966,115	963,781	1,134,054	980,461
November	997,030	996,987	1,033,759	901,333
December		844,800	1,187,609	968,855

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1948—Oct. 29, 1949.....4,295,336
 July 1, 1947—Oct. 29, 1948.....4,212,073

FINE MACARONI DEMANDS EXPERTLY MILLED DURUM



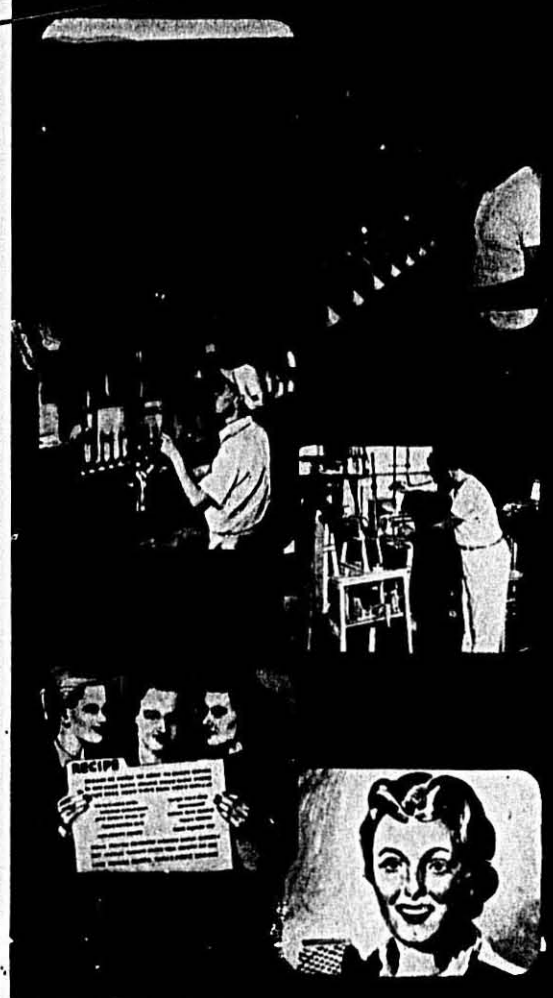
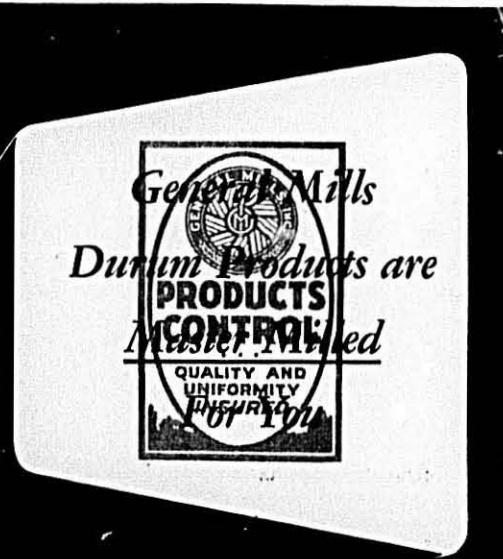
• Have you taken a close look lately at the durum semolina or granular you're using? Is it pure? As free from specks as *master-milling* can make it? The answer's "Yes!" if it's a General Mills Durum Product.

Careful grinding produces a maximum amount of clean, large "wheat middlings"—the finest type of semolina. "Thorough Purification" is the watchword at our mills.

Throughout this process inspectors of our Products Control Department check milling results. Only when the durum product meets our rigid color, speck count, ash, protein and moisture specifications is it permitted to be sacked and shipped to you.

Like 2 plus 2 equals 4, you need fine durum products to produce fine macaroni. And, together with scientific wheat selection, master-milling by General Mills assures you such top quality durum products.

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Some Observations on the Visual Color of Tubular and Disc Macaroni*

By L. D. Sibbitt and R. H. Harris, North Dakota Agricultural Experiment Station, Fargo

THE study reported in this paper was conducted to obtain further information regarding the effect of degree and duration of pressure on visual color score of macaroni discs, and to compare directly the color scores of disc and tubular macaroni processed from the same series of semolinas.

Materials and Methods

Purified semolinas used in this investigation were experimentally milled from six varieties of durum wheat grown at Langdon in 1943. Of these Mindum, Carleton, Stewart, Kubanka, and Monad are grown commercially, while L.D. 153 is still in the experimental stage. These varieties were selected because they represent a wide range in macaroni color.

The wheats were milled in an Allis-Chalmers experimental mill and purified in a small scale purifier, and the tube macaroni was processed from the purified semolina using the methods and technique outlined by Harris and Sibbitt (1942). Micro macaroni discs were also made from the purified semolinas at three pressing times and four pressures as discussed by Smith *et al.* (1946). Since these workers also described details of processing the discs, and making light transmission readings, experimental technique will not be outlined in the present paper. The macaroni and the micro macaroni discs were judged visually against a color standard. The color scale ranged from 0 to 10 in increments of 0.5.

Results

The data are shown graphically in Figure 1. Pressing for 20 seconds apparently cannot develop the best color irrespective of the pressure applied. Pressing for 60 seconds, however, will yield optimum color provided the pressure is above a minimum, approximately 2,000 pounds per square inch in the present instance. (The poor color score of the discs produced at relatively low pressures illustrates the observation of macaroni manufacturers that the first portions of macaroni extruded from the press, before the optimum pressure for the development of satisfactory color is built up, are dull and have poor color. Smith and associates found that the first sections of tube macaroni from an experimental press contained numerous small air bubbles,

and attributed the unsatisfactory color characteristics of the product to this fact. Numerous small bubbles interfere more with the passage of light through the material than a few large bubbles.) A pressing time of 240 seconds attains maximum color score slightly above 1,500 pounds. The relation between pressure and color score is curvilinear at low pressures for all press times. These results agree rather well with the conclusions of Smith *et al.* (1946), who found similar trends in the effect of duration and intensity of pressure on bubble size and number, and light transmission. The pressure effects on color score are not as sharply defined as they are on bubble properties and light transmission determinations, and this result would be anticipated *a priori* because the latter measurements are quantitative and discrete in character. A correlation coefficient of +0.743 (N=78) was found between the light transmission readings and the visual color scores for

scores for macaroni from wheats grown at Langdon for six consecutive years (1940-1945). The finer cross-hatched bars show the results obtained on the tubular macaroni for one year only (1943), and the coarse cross-hatched bars denote the data for the discs processed from the same semolina using 60 seconds pressing time and 2,000 pounds pressure. These data yield a direct comparison of the color scores of tubular macaroni obtained from six years' data with the results secured from one year's data on the same varieties. As would be expected, some differences in the actual scores are observed, but the general ranking of the varieties is essentially the same. An indication is also given of the relative grading of the two products within one year. In view of the satisfactory relationship in macaroni color between data from six crops and the results from the 1943 crop, and between the tubular and disc macaroni series for 1943, it would appear reasonable to as-

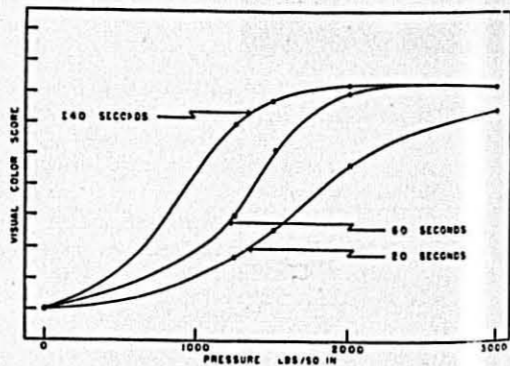
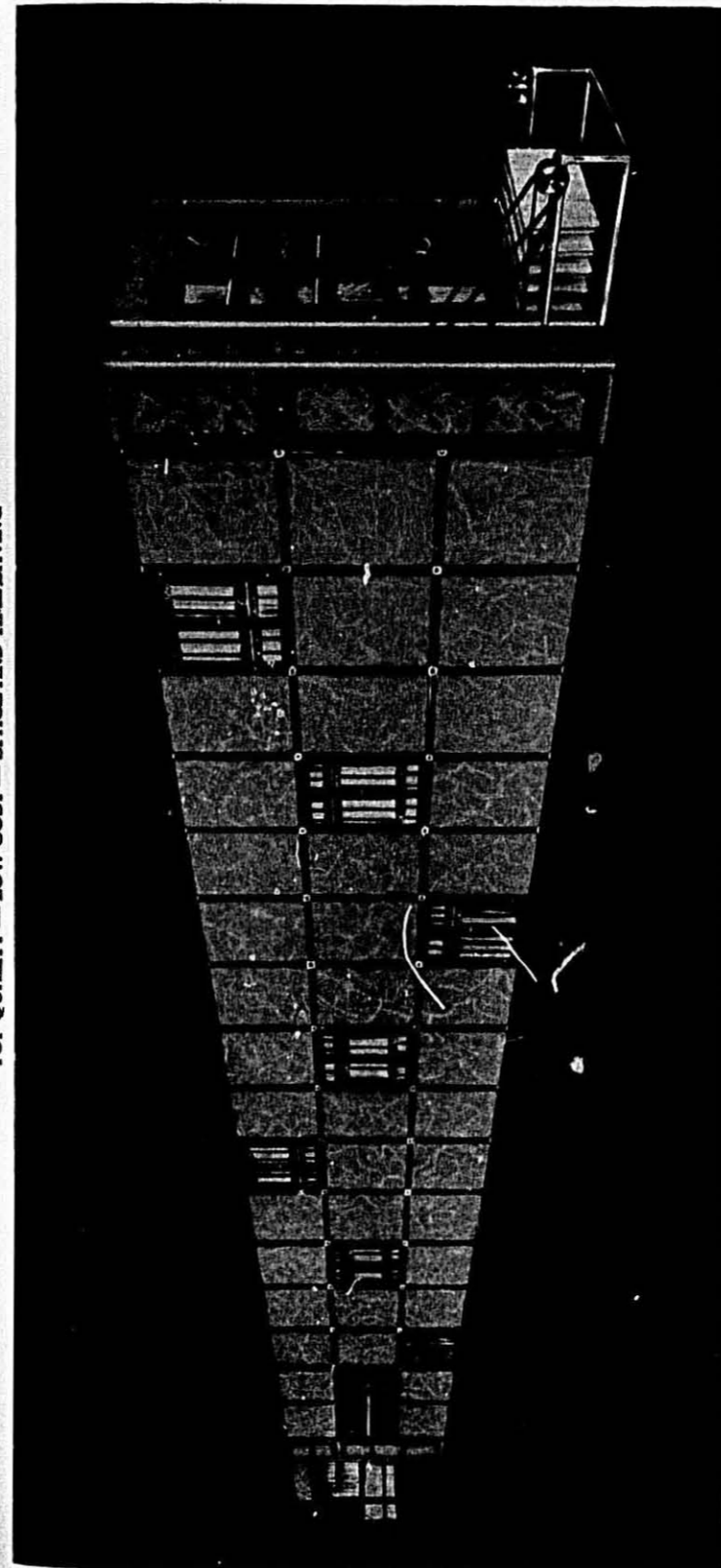


Fig. 1. Effect of pressure and pressing time on the visual color score of macaroni discs. The curves represent the mean values for three varieties.

sume that a similar relationship would exist between tube macaroni and macaroni discs for six years' data. Actually to prove this hypothesis it would be necessary to carry on this study for a number of years. However, with the recent development of a newer and possibly a better method for evaluating small samples of semolina (Martin, Irvine, and Anderson, 1946), the utility of the disc procedure will in all probability be greatly curtailed in this laboratory, especially for nursery samples. It is interesting to note that Mindum and Monad had a higher color score for the micro macaroni disc. In

(Continued on Page 44)

*Condensed from *Cereal Chemistry* Vol. 23, pp. 559-565, 1946, by permission of the Editor.



TOP QUALITY — LOW COST — SPACE AND TIME SAVING

To cushion the impact of the now highly competitive market and increasingly strict sanitary regulations, it is a MUST for manufacturers to install up-to-date long goods drying equipment that eliminates old, costly methods which additionally are dust collectors and an invitation to infestation.

TIME-SAVING: Not minutes, not hours but two days! Product completely dried in twenty-four hours!

SPACE SAVING: 24,000 lbs. of dried product had in only one-quarter the floor space. It permits substantial increase in your production without addition of one foot to your present plant.

The dryer pictured above is one of the three units embodied in the complete Clermont Long Goods Dryer which consists of a preliminary dryer, a first section finish dryer (shown above) and the second (final) section finish dryer.

IMPORTANT: The three units of the dryer can be adapted to work in conjunction with any make spreader-press. Also if you already have an automatic preliminary dryer of any make, our two finish units can be adapted for use with it. THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET, BROOKLYN 6, NEW YORK, NEW YORK, U.S.A.

TEL: EVERGREEN 7-7540

TOP QUALITY: Evenly dried product with eye-appealing bright color, straight as a nail, smooth and strong in texture: achieved by maintaining a constant relative humidity, uniform air circulation, heating and drying correctly proportioned.

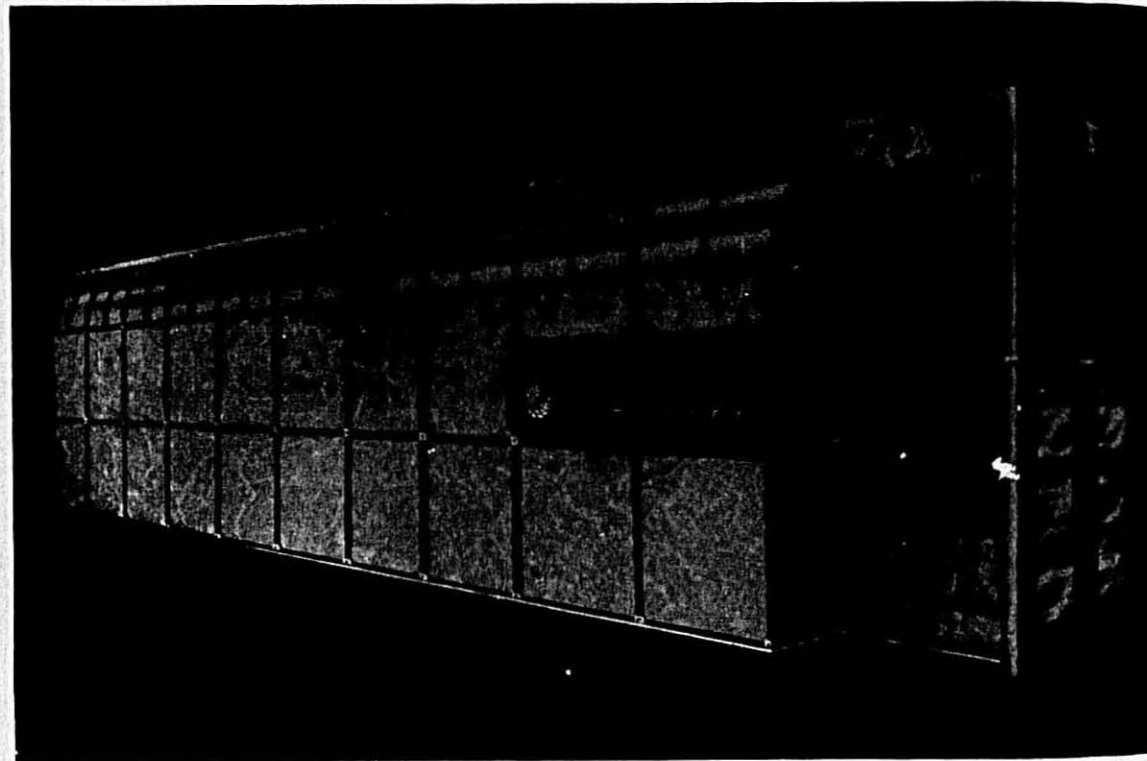
PRECISE MECHANISM: Strict transporting apparatus moving from one tier to another is so constructed that it insures against the possibility of product damage. It is built as a tick precisely on successive or alternate chain links dependent on which tier it is being processed.

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor.

CONSTRUCTION: Engineered and designed to afford maximum possible cleanliness, compactness of appearance and sanitary conditions. Constructed of steel structure that is enclosed with heat resistant board that prevents heat in the dryer affecting outside surroundings.

LUXURY DRYING — TOP FLIGHT EFFICIENCY With Clermont's Latest Achievement

The Most Sanitary, Compact, Time and Labor Saving Dryer Yet Designed
(SHORT CUT MACARONI OR NOODLES)



Patents Nos. 2,259,963-2,466,130—Other patents pending

New equipment and new techniques are all important factors in the constant drive for greater efficiency and higher production. Noodle and Macaroni production especially is an industry where peak efficiency is a definite goal for here is a field where waste cannot be afforded. CLERMONT'S DRYERS OFFER YOU:

ELECTRONIC INSTRUMENTS: Finger-tip flexibility. Humidity, temperature and air all self-controlled with latest electronic instruments that supersede old-fashioned bulky, elaborate, lavish control methods.

CLEANLINESS: Totally enclosed except for intake and discharge openings. All steel structure—absolutely no wood, preventing infestation and contamination. Easy-to-clean: screens equipped with zippers for ready accessibility.

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and dries the product. The ONLY dryer having an air chamber and a fan cham-

ber to receive top efficiency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides.

SELF-CONTAINED HEAT: no more "hot as an oven" dryer surroundings: totally enclosed with heat resistant board.

CONSISTENT MAXIMUM YIELD of uniformly superior products because Clermont has taken the "art" out of drying processing and brought it to a routine procedure. No super-skill required.

MECHANISM OF UTMOST SIMPLICITY affords uncomplicated operation and low-cost maintenance displacing outmoded complex mechanics.

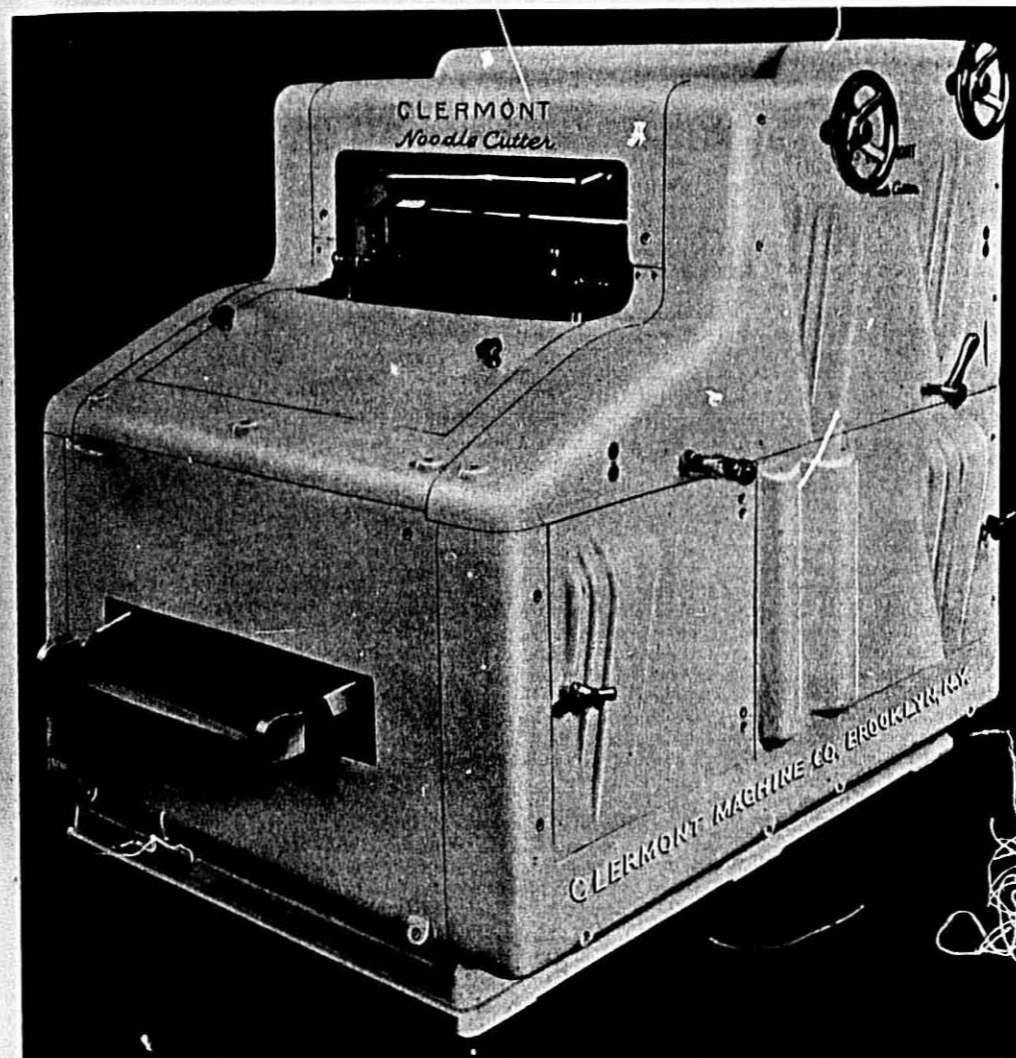
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

CLERMONT MACHINE COMPANY, INC.

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

Tel: Evergreen 7-7540

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.

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

Tel: Evergreen 7-7540

Christmas

FATHER CHRISTMAS was definitely not on the Mayflower's passenger list although it has been rumored that he was a stowaway in a barrel of ivy. At any rate he was ignored by the golly Puritans, that is, the ones who weren't homesick. That first Christmas was a day of toil as "all went ashore and ye 25 day (Dec.) began to erect ye first house for Com-mone use to receive them and their goods." At night they unbent a little, at least at ye elbow, for "the Ship's Master did cause the Company to have some Beere." Not until the 19th Century would New England have any part of Old England's Christmas. And to further preclude any rugged Christmas individualism, the good forefathers of Massachusetts passed a law banning holiday jollity under pain of five shillings fine.

As for New York, that's a different story. St. Nicholas sailed in on the prow of the first Dutch boat and promptly took over Manhattan. And since Virginia and the Carolinas bore England no grudge, Christmases there from the first were very merry, very English . . . yet the more American blackjack of ale, and later the eggnog, replaced the wassail bowl, and less tradition attended plum pudding making. (In England, pudding preparation began in the wee small hours of Christmas day; if the cook overslept and the pudding was not ready by daybreak, it was decreed "That two young men must take her by the arms and run her around the market place until she was ashamed of her laziness.")

More of our cherished customs than we suspect are survivals of classic age-old superstitions. We celebrate at the time we do, and with illumination as we do, because the ancients once observed a "Festival of Lights" during the Winter Solstice and with bonfires welcomed the return of the sun. Those bonfires were handed down to become our ancestors' Yule logs and their candles "of uncommon size."

Christmas of old wasn't completely joyous what with worry over demons, evil omens and all to plague our ancestor. His candles and Yule log, once lighted, simply had to burn throughout the festivities. Any interruption, like a candle going out, gave him shivers, for it meant his luck would be bad the following year. Yes, a fellow had to be on guard every blessed minute with charms and precautions, such as going with groups from house to house singing carols, and decorating his home with greenery. The latter practice, another ancient hand-me-down, was to shelter the tree sprites and fairies and thus bring good fortune into the home. This brings us to the inevitable mistle-

toe with which a few naïve Elders tried decorating their churches—but not for long as "the sound of smacking was so loud that it interrupted the services." When the mistletoe motif became tabu, church quieted down but attendance dwindled.

Other of our Christmas habits are traceable to quaint begging customs. Christmas calls and gift exchange derive from "Going A Gooding"—the women went from door to door asking coins in return for presents of evergreen sprigs. Greeting cards descend from "school pieces"—painstakingly written letters that enterprising school-boys carried about at Christmas to show off their composition and perhaps, "solicit a shilling or two." Our verbal "Merry Christmas" and "Happy New Year" go back to begging songs. At dawn, Christmas or New Year's, children with small cups of spring water went about "sprinkling gently the faces of those they met with a sprig of evergreen dipped into it," singing their greetings in sometimes lovely, sometimes impudent songs.

Our most popular tradition, the Tree, has its roots in tree worship. An old Norse belief has the Christmas tree a direct descendant of Yggdrasil, the World Ash, in whose branches dwelt the moon and stars—symbols of which we hang in our trees. The dragon of destruction coiled about the base of Yggdrasil we symbolize with harmless garlands of tinsel and strings of popcorn.

Probably the earliest known Christmas tree appeared in Strasburg in the 17th century and was decorated with roses, bright-colored paper, tinsel and apples. In America, New York was

Plan List of Small Exporting Firms

Names and Products of Small Business to Be Catalogued by U. S. Department of Commerce

Firms in the macaroni-noodle industry who are interested in exporting their products to foreign lands should see to it that their name, address and products are included in the listing that is being prepared by the U. S. Department of Commerce for use by buyers overseas. It is the first government project of its kind and will list names and products of small firms desiring to enter and to continue in the export trade under the Marshall Plan.

The directory will be printed in the language of the countries participating and will be distributed by ECA overseas mission to European importers and other buyers and will serve as a ready reference of available American sources of supply.

first to adopt Christmas trees, but they were rare until 1851 when Mark Carr, Catskill woodsman, got the idea that the stately young firs so abundant near his mountain home might be turned to profit. So one fine day, despite Dame Carr's violent disapproval, "two ox-sleds were laden with thrifty young conifers" from the land of Rip Van Winkle, hauled to New York and sold.

First outdoor tree lighting is attributed to the Teutons, who in seasons of great festivity, decorated small trees with candles and "placed these earthly substitutes for the heavenly tree of light in and about their houses" to keep malevolent spirits away. When our domestic trees were lighted by candles it was the rule to have two or three pails of damp sand or water handy in case of fire, and someone watching the tree.

America's spirit of invention momentarily took over the Christmas tree in the 1800s, and one ingenious Yankee contrived a tree of molded iron. Gas was piped through trunk and branches and instead of the modest flame of a little wax candle, flaring gas light illuminated the tree. It was not an outstanding success.

Christmas tree electric lights appeared as early as 1902. They were vest pocket editions of the incandescent bulb and since those days there have been constant improvements. Nowadays, trees indoors and out are lighted electrically as a matter of course and variations in design are limited only to the imagination and ingenuity of the decorator himself—*Anonymous*.

Only firms really interested in exporting macaroni-noodle products are requested. It will not be a guarantee to getting orders, but merely a means of bringing to the attention of foreign buyers what small business firms have to sell. ECA defines a small business as one which does not occupy a dominant position in the industry of which it is a part; if the number of employees does not exceed 500, and if it is independently owned and operated.

The application Form, ECA-265, "Small Business Firms' Application for Listing in Exporters' Director," can be obtained from field offices of the Department of Commerce or from the National Small Businessmen's Association, 1737 DeSales St. N.W., Washington, D. C.

Season's Greetings

Best Wishes for a
Merry Christmas
and a
Happy and Prosperous
New Year

King Midas Flour Mills



KING MIDAS FLOUR MILLS



MINNEAPOLIS, MINNESOTA

Winter Meeting Query

Manufacturers Asked for Suggestions and Cooperation

The biggest problems in business today lie in the field of human relations—working with employes, customers, suppliers and the public—reasons Robert M. Green of the Association and Institute who has tackled the gigantic task of planning a program for the Winter Meeting at Hotel Flamingo, Miami Beach, Florida, January 18, 19 and 20, 1950. The program includes three morning sessions that will be of greatest help to the largest number of manufacturers.

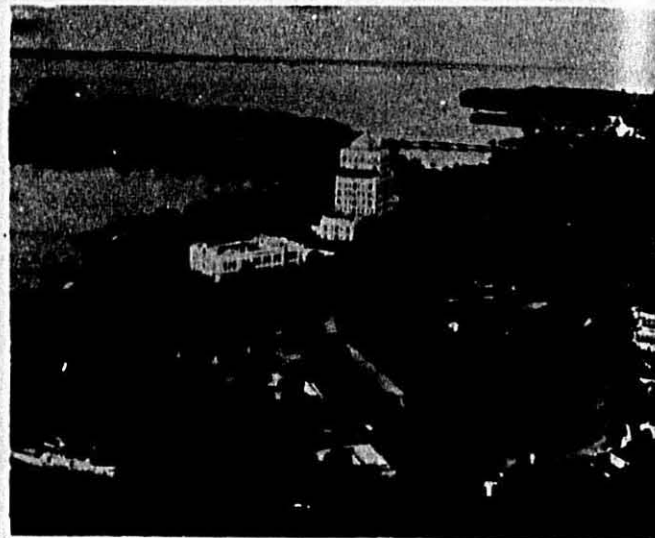
"We must have them friendly towards us, to our products and to our way of doing business, if we are to succeed. Therefore," says Mr. Green, "that is the reason for choosing the theme 'THE SPOTLIGHT ON BUSINESS RELATIONS' for the meeting, as that deals with these problems."

The general plan is to discuss a number of subjects in open forums with a free exchange of ideas and experiences, with a panel leader to head each discussion group. To help choose such discussions and leaders, a questionnaire has been distributed to the members of the National Association asking them to indicate their order of preference and to state whether or not they would offer to join any particular panel.

The general subject is divided into three special phases: Employee Relations, Customer Relations and Public Relations. Under employee relations, the following topics are suggested: 1) How Teamwork Pays Dividends; 2) The Foreman's Part in Management; 3) Pensions and Welfare Plans; 4) Special Benefits Paid by the Company; 5) Holiday Policies; 6) A Fair Day's Work for a Fair Day's Pay; 7) Incentive Plans and Bonus Arrangements, and 8) Working With Unions.

Under customer relations, there are 13 suggestions: 1) Promoting Consumer Good Will; 2) Talking at Dealers' Sales Meetings; 3) Staging Store Display Contests; 4) Co-ordinating Advertising and Selling Activities; 5) Using Reprints for Special Displays; 6) Using Recipe Folders; 7) Tie-ins with Allied Products; 8) Co-operative Advertising; 9) Deals and Couponing; 10) Premium Policies; 11) The Out-Of-Stock Problem; 12) The Problem of Getting Shelf Space, and 13) The Problem of Spoils and Return Goods.

Under public relations, four topics are suggested: 1) Taking Part in Community Activities; 2) How to Get Local Publicity; 3) Thoughts for the Durum Division, Wheat Flour Insti-



The Flamingo Hotel, Miami Beach, Fla.—Air view showing beautiful grounds and the warm waters of Biscayne Bay. Here the macaroni leaders of the country and their friends will confer and play during the Winter Meeting, January 18-20.

tute, and 4) Thoughts for the National Macaroni Institute.

On the basis of replies sent to R. M. Green, P. O. Box 101, Palatine, this executive of the National Macaroni Manufacturers will set up an interesting, progressive program that all manufacturers should listen to and partake in.

Many of the executives of leading supply firms that regularly contact the manufacturers are of the opinion that interest in the coming Winter Meeting at Miami Beach, Florida, January 18-20, 1950, is increasing. A leading machine manufacturer says: "I believe that there will be a large gathering this

next meeting, for many of the manufacturers that I have recently visited have mentioned that they are looking forward to the Mid-Year meeting and all are glad that it will be once more in Florida. As a matter of fact I question whether they will ever want the January meetings held elsewhere."

Special convention rates will be made available to all macaroni-noodle manufacturers and representatives of suppliers when, in writing for accommodations, they advise the Flamingo Hotel management that they wish them for the macaroni meeting there, January 18-20, 1950. Said special rates will apply the entire week.

1949 Durum Wheat Figures

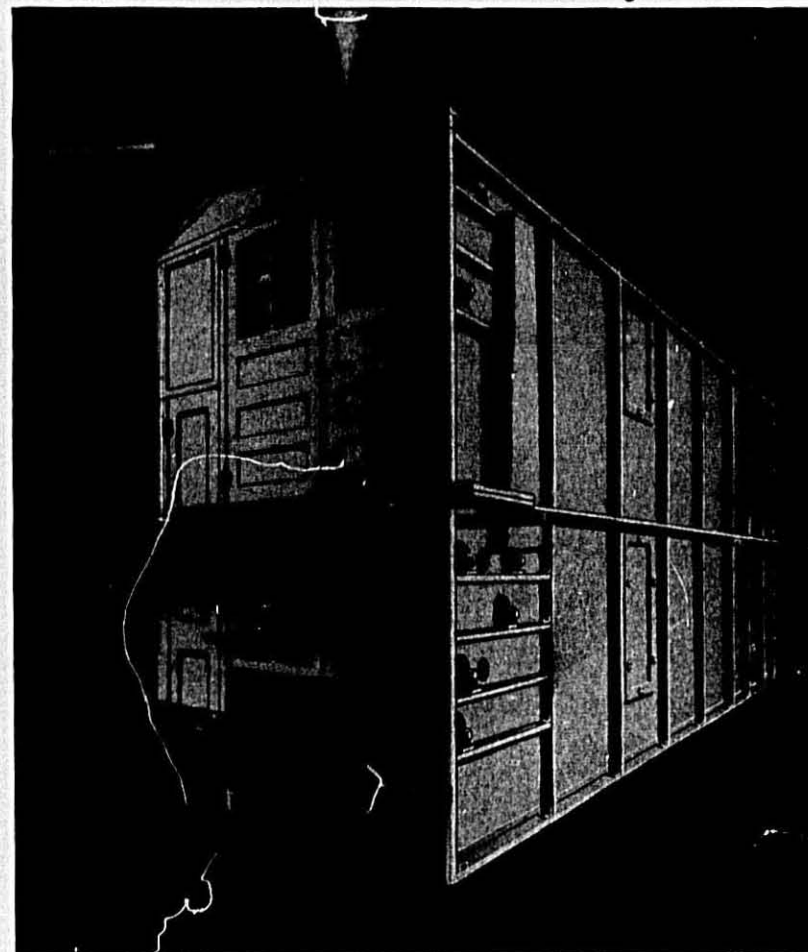
According to the preliminary report of the Crop Reporting Board of the Bureau of Agriculture, U. S. Department of Agriculture, as of November 10, 1949, the 1949 yield is estimated at 38,996,000 bushels. This is under the 1948 record crop of 44,742,000 bushels, but higher than the 10-year average (1938-1947) of 36,256,000 bushels.

Though considerably more acreage was planted to durum in 1949, the lower yield per acre was the reason for the drop in total production. This yield per acre for the 1949 season was

only 11.1 bushels, as against 14.0 bushels in 1948 and a 10-year average (1938-1947) of 14.5 bushels per acre.

A total of 3,528,000 acres were seeded with durum in 1949, 3,187,000 in 1948 and an average of 2,565,000 acres in 1938-1947. The expressed opinion of the many farmers from the durum area in North Dakota who attended the 12th annual durum show in Langdon, was that the intent to increase the acreage planted to durum would result in a larger crop of macaroni wheat in 1950.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

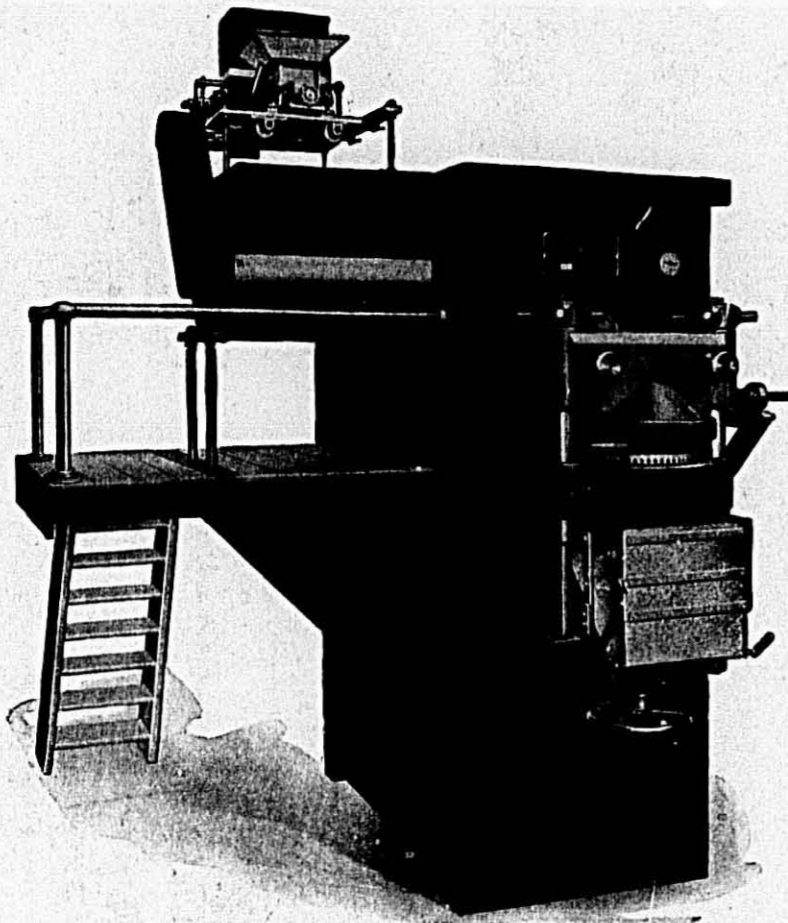
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

The machine shown above is our 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.

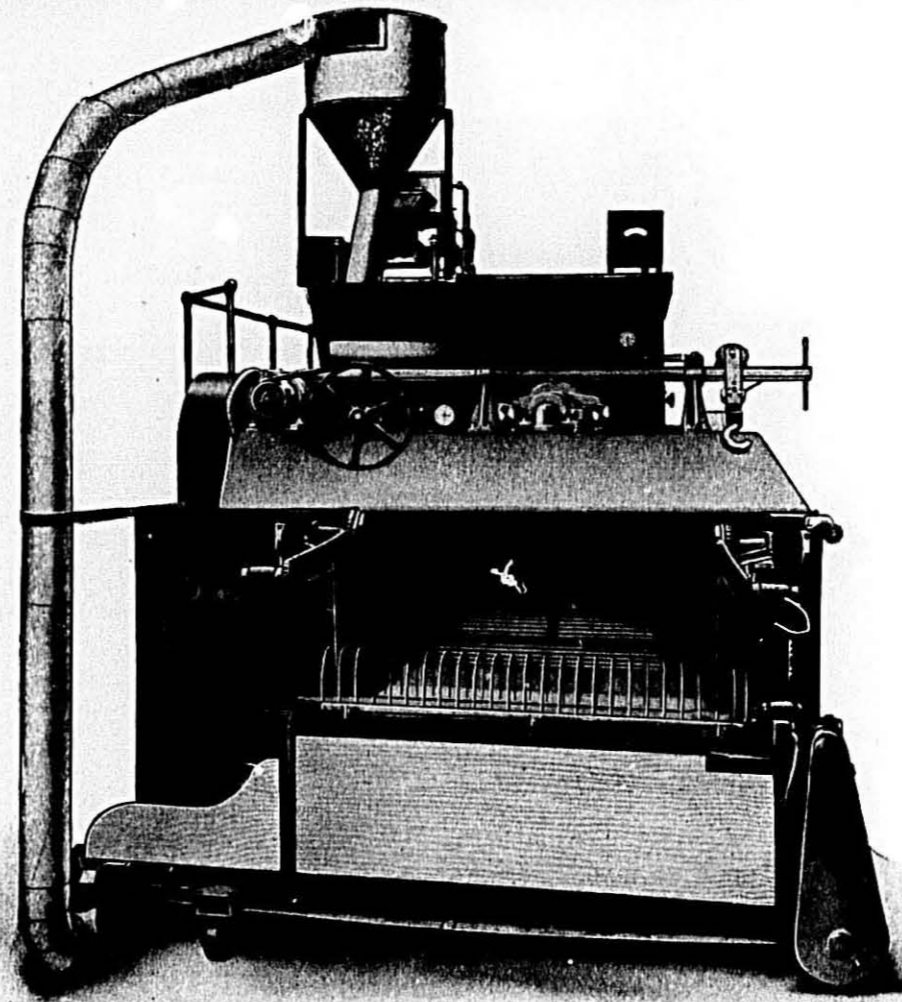
Fully automatic in every respect.

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

Address all communications to 156 Sixth Street.

25x

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type ADS

Combination, For Long and Short Goods—Type ADSC

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.

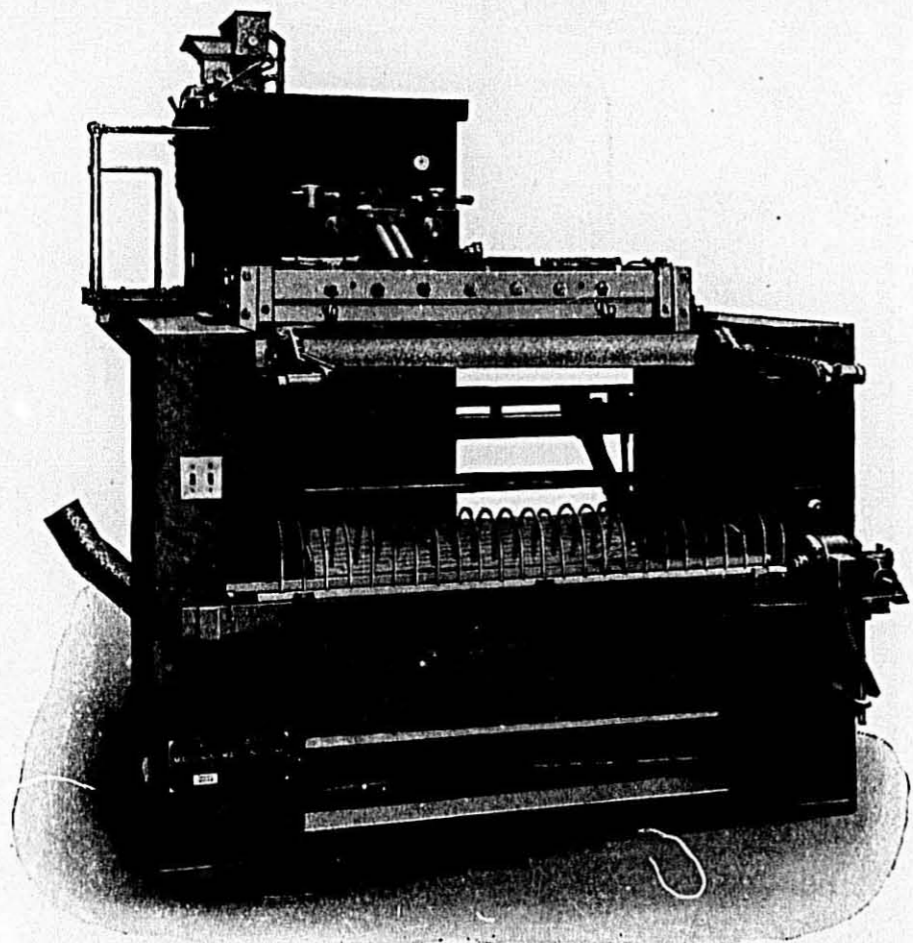
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Write for Particulars and Prices

32x

25x

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.

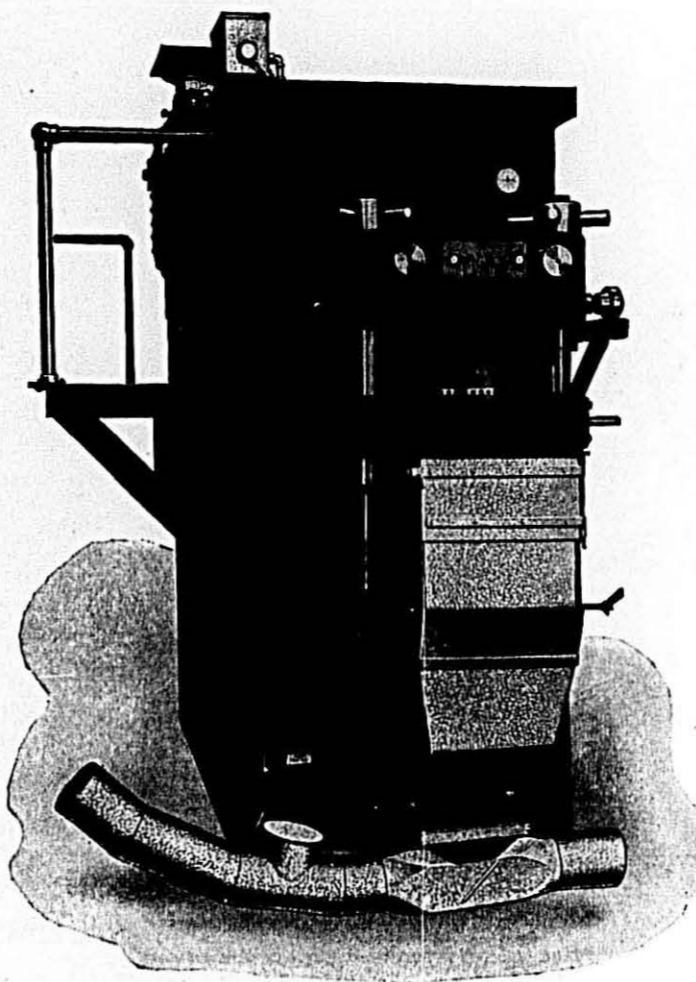
The press that is built for 24-hour continuous operation.

Fully automatic.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model 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.

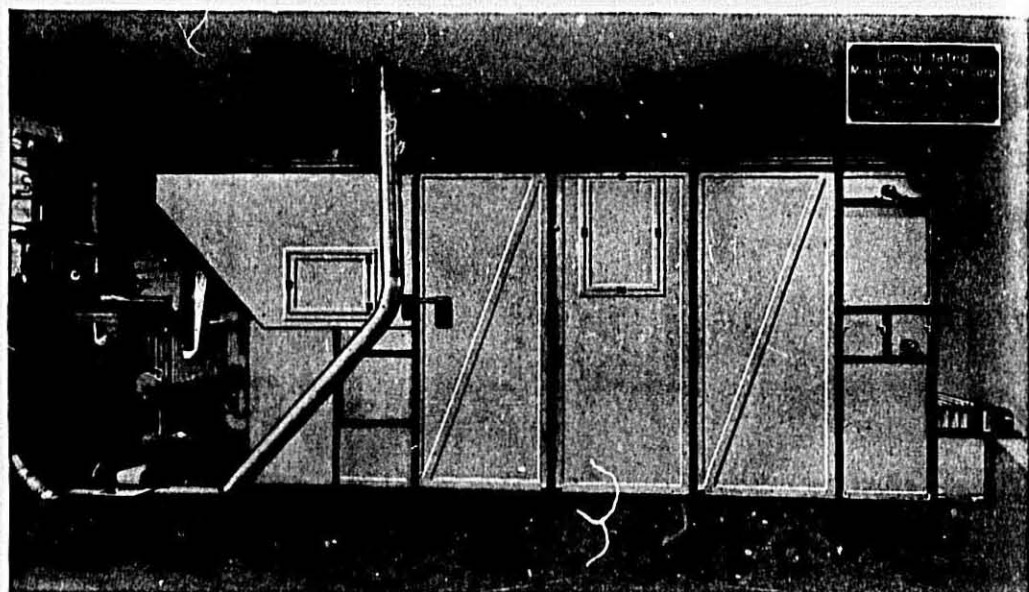
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

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

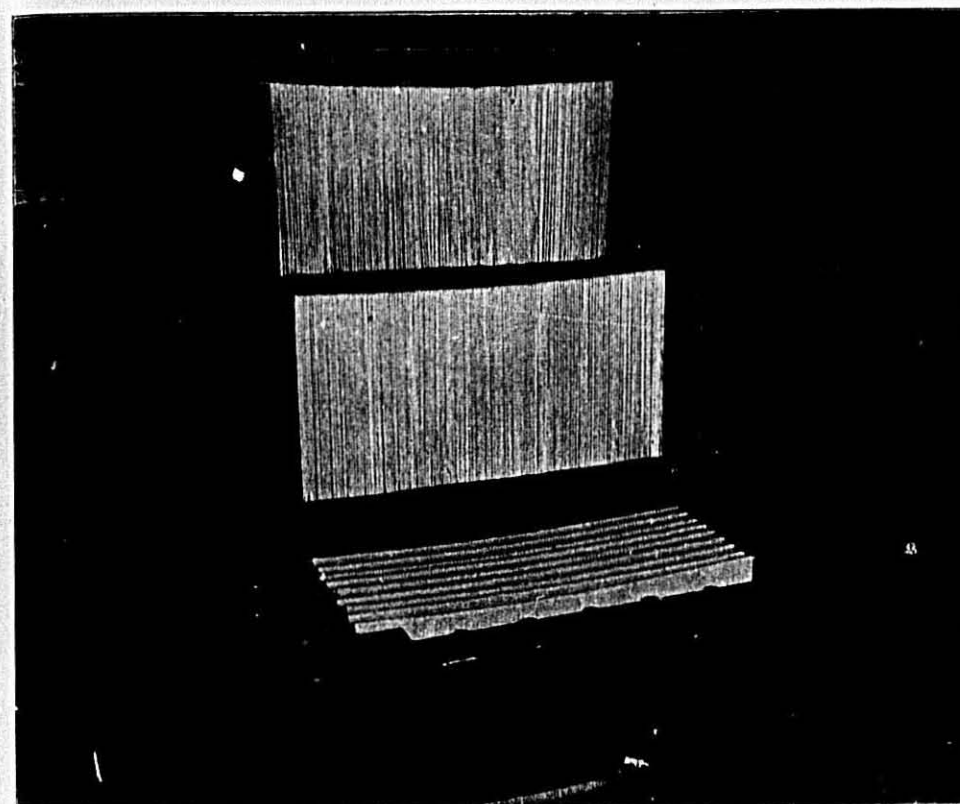
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

Model PLC

The above illustration shows the intake end of our type P.L.C. Long Goods Preliminary Dryer. After the loaded sticks issue from the automatic spreader press they are picked up by the vertical chains and carried into the aerating section of the Preliminary Dryer.

After the goods pass through this section of the dryer, they are then conveyed through the sweat or curing chambers to equalize the moisture throughout the product, in order to prevent the cracking or checking of the same.

This operation is entirely automatic.

After the preliminary drying, the goods issue from the exit end at the rear of the Dryer. At this point, they are placed on the trucks and wheeled into the finishing dryer rooms. The placing of the sticks on to the trucks is the only manual operation throughout the drying process.

By means of a variable speed drive, the speed of the dryer can be varied to dry all sizes and types of long goods.

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

Write for Particulars and Prices

From Italy To Us

By Marie Peters

Spaghetti, Beloved in Every Modest Italian Home, Is the Darling of the Gourmet Today.



"I'm hungry for spaghetti." This is the cry heard in many homes today. Gift of the Italians, the love of spaghetti is apparently growing by leaps and bounds. The tremendous popularity of canned spaghetti as well as the quiet success of many a neatly romantic Italian restaurant where spaghetti is the "specialty of the house," has reminded your editors that the Italian national dish is being discovered and re-discovered throughout America today.

Spaghetti is delicious, attractive and, of course, wonderfully economical. It's practically failure-proof in preparation if only a few guideposts are followed. We're giving you four recipes that will furnish a primer of spaghetti preparation as well as two variations, one with meat and one with chicken. With these recipes and the following guideposts, you'll be ready for variety in spaghetti

dinners as well as variety in spaghetti appetites:

1. The spaghetti itself is the most important ingredient. Buy the best; buy a product that is well known, well tried, and do not try to save a few cents on the package since the spaghetti forms a large part of your meal.

2. For a true Italian flavor, use olive oil in the preparation of spaghetti.

3. Garlic, onion, and parsley are essential flavorings of spaghetti sauce. Almost always at hand, these ingredients will make your sauce taste as if a dozen herbs and spices had been added to the sauce.

4. Most Italian cooks use tomato paste in their spaghetti sauce. Tomato paste is simply tomatoes which have been cooked to a thick consistency. Some tomato pastes contain basil, an

herb with an intriguing flavor. Tomato paste, being concentrated, will need dilution; be sure to read the directions on the can and then follow the recipe carefully.

Tomato purée may also be used. It gives the spaghetti a Spanish tomato flavor which is very delicious indeed.

Condensed canned tomato soup will need little or no dilution and will remind Americans of American-type spaghetti.

5. Cheeses give varying flavors and should be served generously. Grated Roman cheese has a characteristic Italian flavor which we recommend. Parmesan, a milder cheese, is very popular and has a very wide American acceptance.

6. The colander is not an ingredient to be sure, but it takes the leading role in spaghetti cookery. No spaghetti dish can be a success unless the spaghetti is perfectly drained and only a colander can give that degree of perfection. Authorities disagree on the rinsing of cooked spaghetti, some say not to rinse it at all while others say to rinse it in either hot or cold water. We like to bring the boiling spaghetti to the sink open the cold water faucet and give the spaghetti one cold splash. Perfectly drained spaghetti holds the rich red tomato sauce on its tender strands; poorly drained spaghetti becomes limp and the sauce turns pale under the weight of retained water.

7. Serve the spaghetti as soon as you have sprinkled the grated cheese over it, serve extra cheese, of course. Notice how your family will thrill at the sight of your picturesque master piece.

Everyone is hungry for Italian spaghetti . . . with sauce, with meat, with chicken . . . it's many varieties suit every taste.

(Continued on Page 30)



When You **ENRICH** Macaroni and Noodle Products



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

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

B-E-T-S* TABLETS

OFFER THESE ADVANTAGES

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

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

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



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

VEXTRAM is the trade-marked name of Sterwin Chemicals' brand of food-enrichment mixture used for enriching flour by millers in practically every state of the Union.

VEXTRAM*

OFFERS THESE ADVANTAGES

1. ACCURACY— The original starch base carrier—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.

USE **Roccal**
POWERFUL SANITIZING
AGENT

Address inquiries to:
Sterwin Chemicals, Inc.
SUBSIDIARY OF STERLING DRUG INC.
170 Varick Street, New York 13, N.Y.

FROM ITALY TO US

(Continued from Page 28)

Spaghetti . . . How to Cook It

2 tsp. salt
2 qts. boiling water
½ lb. spaghetti

Add salt to boiling water, then add spaghetti gradually so boiling does not stop. Cook spaghetti, uncovered, stirring frequently until spaghetti is tender (9-12 min.). Bring boiling spaghetti to the sink, open cold water faucet and give spaghetti one cold splash. Turn into a colander and gently shake until all water is removed. Perfectly drained spaghetti holds the rich red sauce on its tender strands while poorly drained spaghetti becomes limp and the sauce turns pale when water is present in the spaghetti. Place drained spaghetti on a platter, top with meat balls, pour sauce over it and sprinkle with grated Roman or Parmesan cheese or pass cheese at the table. Serve spaghetti immediately.

Serves 4

Recipe submitted by Catherine Merlino

Tested in THE AMERICAN HOME KITCHEN

Simple Dinner

Ripe Olives
Hearts of Celery
Spaghetti with Meat Balls, Romano
Tossed Green Salad
Zabaglione
Coffee

Gourmet's Dinner

Antipasto
Minestrone
Spaghetti with Chicken
Stuffed Mushrooms
Escarole Salad with Finocchio
Spumoni Demi Tasse

Meat Balls, Romano

Preparation time: 30 min.

1 lb. ground beef
½ cup dry bread crumbs
1 egg, beaten
1 clove garlic, minced
Salt and pepper to taste
¼ cup olive or salad oil

Mix together all the ingredients except the oil. Add 1-2 tbs. water if mixture is not moist enough. Shape into small balls. Heat oil in skillet, add meat balls and brown on all sides. Place meat balls in skillet with previously prepared spaghetti sauce and simmer for 15 minutes longer.

Serves 4 511 cal. per serving

Source of vitamins A, B complex

Recipe submitted by Catherine Merlino

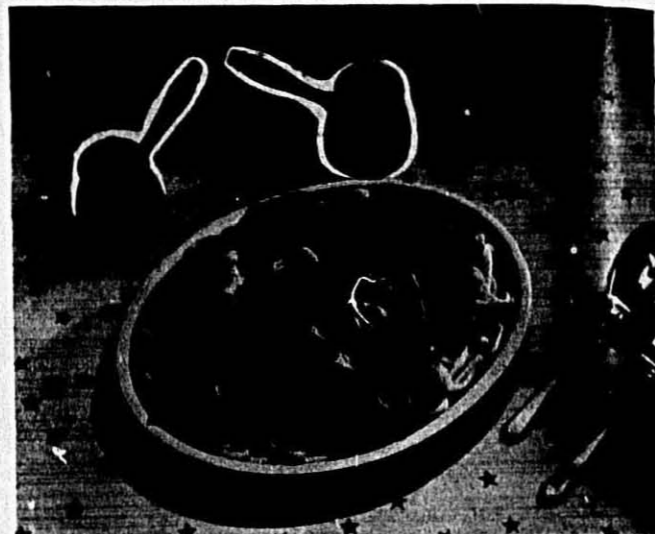
Tested in THE AMERICAN HOME KITCHEN

Spaghetti Sauce

Preparation time: 1 hr.

¼ cup olive or salad oil
1 medium onion, minced
1 clove garlic, minced
1 (6 oz.) can tomato paste
Water
1 tbs. minced parsley
Salt and pepper to taste

Place oil in skillet, add onion and garlic and simmer until a golden brown.



Add tomato paste (do not dilute it) and stir constantly for a few minutes. Then add 1 can of water (tomato-paste can makes a good measure), stir. Add two more cans of water. Add parsley and salt and pepper. Allow to simmer for about 30 minutes. Add meat balls and simmer in sauce for 15 minutes. Sauce should be about the consistency of thin catsup.

Serves 4 145 cal. per serving

Source of vitamins A, C, B complex

Recipe submitted by Catherine Merlino

Tested in THE AMERICAN HOME KITCHEN

Spaghetti with Chicken

Preparation time: 1 hr.

¼ cup olive or salad oil
1 (2½-3 lb.) chicken, cut up

1 clove garlic, minced
1 medium onion, minced
1 (6 oz.) can tomato paste
Water
1 tbs. minced parsley
Salt and pepper to taste
Spaghetti

Heat oil in skillet. Add chicken and cook until almost brown. Add garlic and onion and cook until light brown. Add tomato paste (do not dilute) and stir gently. Then stir in 3 cans water (tomato-paste can makes a good measure). Add parsley and salt and pepper. Cover and allow to simmer until chicken is tender. Serve on spaghetti.

Serves 4 517 cal. per serving

Source of vitamins A, C, B complex

Recipe submitted by Catherine Merlino

Tested in THE AMERICAN HOME KITCHEN

Liquid, Frozen and Dried Egg Production
October 1949

Production of liquid egg during October totaled 6,896,000 pounds, only slightly more than was produced during October last year, the Bureau of Agricultural Economics reports. Egg drying operations were on a much smaller scale than a year ago while freezing operations were on a much larger scale.

Dried egg production during October totaled 933,000 pounds, compared with 2,385,000 pounds in October last year. Production consisted of 616,000 pounds of whole egg, 242,000 pounds of dried albumen and 75,000 pounds of dried yolk. Production of dried egg during the first 10 months of 1949 totaled 64,862,000 pounds compared with 42,795,000 pounds during the same period last year. From January through November 18, the Government contracted for 60,317,781 pounds of dried whole egg for egg price support purposes.

The production of 3,657,000 pounds

of frozen egg during October was 111 per cent more than the 1,734,000 pounds produced during October a year ago. Storage holdings on November 1 totaled 96,578,000 pounds, compared with 169,287,000 pounds on November 1, 1948 and 197,794,000 pounds the November 1, 1944-48 average. Withdrawals from storage totaled 25 million pounds, compared with 32 million pounds during October last year and an average October decrease of 34 million pounds.

A deadly game: Germs or no germs, kissing must be fully as dangerous as they make it out to be; it certainly put an end to a lot of bachelors.

Sin attracts people because it often costs more than they can afford.

A woman motorist driving in the country saw two telephone repair men start to climb a post. "Fools," she exclaimed. "They must think I have never driven a car before!"

Eggs—15 Cents a Dozen!

600 Million Eggs Stored in Kansas Cave—Bought by U. S. Surplus. They Are Powdered, Taken to Big Underground Vault

From The Baltimore Sun

MORE than 600 million eggs that nobody wants are getting the best possible care in what is said to be the world's largest uniform temperature refrigerator, a limestone cavern at Whiskey Creek, two miles from Atchison, Kansas.

Reduced to powdered form, they constitute only a little over one-quarter of those bought by the government under its price support program for eggs, the cost of which is expected to reach 100 million dollars by the end of this year.

The government is required to sustain the price of eggs at 90% of parity, which is the price deemed fair in relation to the cost of things the poultrymen buy. The support price for eggs is 35c a dozen.

Recently the nation's hens have been producing about 5% more eggs than the public has bought.

The difference, after drying, is purchased by the Commodity Credit Corp., to an accumulated total now of approximately 2,304,000,000 eggs, largely unsalable either domestically or abroad.

A possible end to the further accumulation of surplus is seen after the first of the year, when the present arrangement expires. It has been suggested that on Jan. 1 the support price be set at 75% of parity, on the theory that the public would buy all the eggs if prices were lower.

From 50 Plants

Meanwhile, the eggs must be stored, and a great quantity of them has come into the Atchison cave.

They come principally by rail from some 50 drying plants in Kansas, Iowa, Minnesota, Oklahoma and Texas. Some of these plants were built after the price support plan went into effect.

At the drying plants the eggs are bought from poultrymen at 35c a dozen. They are then handed to a line of women, who break each individual egg into a cup and smell each one individually—one bad egg spoils a whole batch.

They are then sent by a conveyor to a heating chamber and sprayed from there into a drying chamber, after which they are put into barrels or, more rarely, cartons.

A case of eggs, 30 dozen, makes 10 pounds of egg powder.

On a sample day, the storage cave here contains 694 freight carloads of egg powder. Since a car can carry an average of 136 barrels, the total in barrels—stacked three and four high, with wooden "pallets" between—comes to about 94,000.

The cave had been dug out over

some 60 years by the George W. Kerford Quarry Co., a Negro concern now directed by Lloyd and George Ed Kerford, son and grandson of the founder.

St. Benedict's college, a \$1,000,000 institution in Atchison, is built of limestone from the quarry. Other stone went out in many carloads, over a spur of the Missouri Pacific railroad, for foundations and roadbeds.

Storage Space Scarce

By the middle years of the war, the original quarry had reached its present size, with a mouth overlooking the creek and a generally liver shaped interior room reaching back under the south end of Atchison's 1,000 acre Jackson municipal park.

In one small area, its ceiling was only 20 feet below the surface; elsewhere it ran 60 to 100 feet.

When Delbert V. Case, the engineer who transformed the cave into a storage vault, first examined it, he found the ceiling overlaid with a rock ledge 4 feet thick, with 4 to 6 feet of shale above that. The place was waterproof.

That was during the war, when commercial warehouses were full. The idea was that the limestone cave could be prepared quickly.

It was also, Case reports, prepared cheaply, at a cost of approximately \$2,000,000, compared with an estimate of \$15,000,000 for a building with the same storage facilities.

"And then," Case says, "you've got much better insulation here than you could get in any building, even with 12 inches of cork."

The cave was subleased from the Kerfords for \$20,000 a year under a five year contract, with yearly renewals

for six more years. The plant is now in its first renewal year.

Floor Is Paved

A concrete floor was laid throughout. The ceiling was scaled and a concrete ceiling "gun shotted" on.

Forty-eight cooling units were installed, furnishing 20,000 cubic feet of brine cooled air per minute and bringing the 55 degree normal temperature down to a steady 32-34 degrees, with a humidity of 74-79%.

A loading dock, capable of handling 20 freight cars at a time, was constructed, and about 1,500 feet of rail laid from the Kerford spur of the Missouri Pacific.

It is not Case's job to concern himself with why the stored commodities, including the unwanted eggs, are sent to Atchison. His task is to take care of them, and to run as efficient and economical a cooling plant as he can.

Keep 16 Months

"I was told that dried eggs could be kept only 90 days," he reports. There are eggs in there that were brought in a year ago last June—16 months without perceptible moisture gain.

"Now, I say, let's find out what it takes to store them five years."

Some eggs he reports, can be redried but he does not know how many times.

Today, under a \$10,000 research grant, the plant is testing the characteristics of specially prepared eggs in various kinds of containers at temperatures around 30 degrees and humidity around 60%.

Also in the cave, along with the food-stuffs, are a few bales of wool and cotton, sent by the department of agriculture for testing.

"I don't know what sort of test," Case says. "I take out a sample and mail it in once in a while."

Best Wishes for a Healthy
and Prosperous New Year

Nicholas J. Cavagnaro

N. J. Cavagnaro & Sons
400 Third Avenue
Brooklyn 15, N. Y.

Plans Completed for Winter Meeting

Morning Sessions Only at The Flamingo Hotel, Miami Beach, Florida, January 18, 19 and 20, 1950. Directors' Meeting on 17th.

The 1950 Winter Meeting at the Flamingo Hotel, Miami Beach, Florida, will be a three-day affair, according to preliminary plans announced by Acting Secretary-Treasurer Robert M. Green of the National Macaroni Manufacturers Association, who is in charge of the business arrangements. The dates are January 18, 19 and 20. M. J. Donna, secretary-treasurer, will have charge of the social affairs in connection with the meeting and Miss Vita Viviano of St. Louis, will look after the ladies.

The one-session-a-day plan that proved so popular last winter will again be followed this time, leaving all afternoons and evenings open to manufacturers and guests to do as they will. There is no lack of pleasant things to do and see in delightful Miami in wintertime.

"The Spotlight of Business Relations"

That will be the general subject of discussions in panels and open forums during the three days. They will include all of the paramount problems of business today—employee relations,

trade relations and public relations—as they pertain specifically to the macaroni-noodle manufacturer.

Naturally, Florida in January brings to mind pleasures, and plans for the Winter Meeting of the Macaroni Association and Industry will combine business and pleasure to everyone's benefit and satisfaction. As customary, the affair is open to all who are in any way interested in the current and future welfare of the industry. Those planning to attend are asked to make their room reservations early and direct with the management, stressing the fact that they want them for the macaroni men's meeting.

N. J. Cavagnaro Retired

According to an announcement to the trade signed by Conrad Ambrette, president, and Joseph DeFrancisci, secretary-treasurer of Consolidated Macaroni Machine Corporation, Brooklyn, N. Y., they have acquired the rights and interests of Nicholas J. Cavagnaro in the firm. Mr. Cavagnaro, who has been associated with the machine company for many years and long served as its secretary, withdrew from the organization and severed all interests effective last August 31.

The change has not and will not affect its long-standing policy of interest in the problems and suggestions of its many customers in the macaroni-noodle industry. "We shall bear in

mind the generous acceptance and support the Macaroni Industry has given us in the past and we shall endeavor in the future to be continuously progressive in order to merit its continued patronage."

Mr. Cavagnaro has no plans for the immediate future except to "take it easy" for a while.

Roma Plant Damaged

A 2-11 alarm fire caused an estimated \$10,000 damage to the plant of Roma Macaroni Manufacturing Co. at 848 Grand Ave., Chicago, Ill., on October 22. The origin of the fire is unknown.

The blaze broke out on the first floor of the two-story brick building and spread to the second floor before it was brought under control. Association Director Charles Presto is an executive of the firm that operates the plant. Normal production was resumed without delay.

La Rosa in Chicago Market

"An advertising plan is under way in Chicago to promote LaRosa Grade A Macaroni products," reports the *Cincinnati Advertiser*. "A tremendous use of non net-work radio time, plus spot announcements and participations is planned. The use of car cards will be increased as well as magazines and point-of-purchase displays."

Experience— MAKES THE DIFFERENCE

—Over 25 years' experience stand behind N-A products and services for the macaroni and noodle product industry. N-Richment-A, N-A Feeders, Richmond Sifters and W&T Merchen Scale Feeders have all been proved and accepted by the industry—because leading manufacturers know that N-A is "tops" for dependability and service.

Why not put these proven products to work in your plant, too?

N-Richment-A Type 6 in either powdered premix or wafer form for easy, accurate enriching.

N-A Feeders to handle enrichment in continuous presses dependably and economically.

Richmond Sifters for efficient, sanitary sifting with low power requirements and minimum space demands.

W&T Merchen Scale Feeders to feed semolina accurately by weight either manually or in synchronization with other equipment.

To find out how this winning combination can help you, write today for full details.

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Win Nine Places at International

North Dakota Durum Growers Are Show Winners

The North Dakota Durum Growers took practically all of the prizes offered at the International Livestock, Grain and Hay Show in Chicago, November 26 to December 31, 1949, losing but one out of the first ten places in the durum exhibit, fifth prize going to an exhibitor from Minnesota.

The grain exhibit was in charge of R. E. Groom, board chairman of the Greater North Dakota Association, Fargo, N. D., aided by William Schens, field representative. Mr. Groom has been handling the exhibits of his State for nearly a quarter of a century at the International Shows, winning first place for many of his entries during that time.

First place in the durum class was won by W. R. Woods of Tioga, N. D., with his 65-pound sample of Stewart. Tom Ridley of Langdon, who won second place at the Langdon, N. D. State Durum Show earlier in the month, was also the runner-up at the International with an entry of 64.2 Stewart. Incidentally, the sample shown by Roy Rutledge at the State Show that took first place there, earning him the crown of the 1949 Durum King, failed to win



Mr. Groom

even a minor prize at the Chicago show. Other prize winners were:

- Third prize—Virgil Bucholz, Perth, N. D. 64.8 Mindum.
- Fourth prize—Lawrence Knocke, Derrick, N. D. 64.7 Mindum.
- Fifth prize—G. C. Gerlach, Red Lake Falls, Minn. 66.0 Carleton.
- Sixth prize—Norval Amundson, Rettle, N. D. 64.7 Medium.
- Seventh prize—Dale Sturlaugson, Langdon, N. D. 65.0 Stewart.
- Eighth prize—Gus Tweton, Oberon, N. D. 64.4 Stewart.
- Ninth prize—Russell Duncan, Calvin. His sample, which had won first place at the recent grain show at Park River, N. D., could do no better than

ninth at the big show in the opinion of the judges. His entry was 63.2 Stewart.

Tenth prize—Martin Iyer, Washburn, N. D. 63.5 Carleton.

The National Macaroni Manufacturers Association had no exhibit of macaroni products for durum wheat at the International Show this year.

Truman Portrait

The picture of President Truman accepting a sheaf of wheat and a portrait in macaroni from representatives of labor and farming, will probably be the picture of the month, judged from its extensive use and true new value. The *New York Herald Tribune*, Sunday circulation, 677,761, in its November 9 issue quotes a letter from a New Haven Conn., reader:

"To the *New York Herald Tribune*: Although I am unable to explain in words what I mean, I think your picture this morning of Mr. Truman standing back of a portrait of himself, 'Done in Macaroni,' is very appropriate.

"I wonder if the food represented by the sheaf of wheat, and the macaroni, is subsidized by the government, at least at 90 per cent of parity."

W. E. R.
New Haven, Conn., Nov. 5, 1949.



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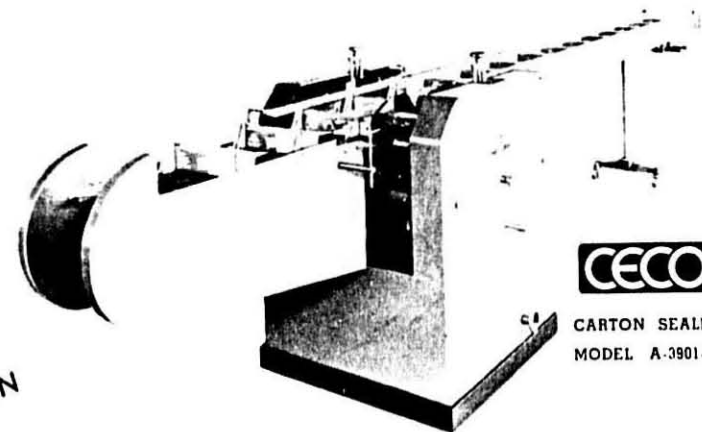
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A Ceco Adjustable Carton Sealer gives you more package production capacity per dollar invested because of its extreme simplicity and flexibility. Simultaneously seals both ends of any size carton from 3" to 12" deep, from 30 to 120 per minute. No special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



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TRADEMARK DEPARTMENT

Trademark Registrations

New certificates have been issued to the following under Section 7(c), 7(f) and 7(g) of the Trade Mark Act of 1946 for the unexpired term of the original registration:

SUNNY BAR, Reg. No. 162,870. Registered December 26, 1922. B. A. Raiton, Chicago, Illinois, a corporation of Illinois. Republished by registrant. For macaroni, spaghetti, vermicelli noodles and other food products. Claims use since 1906. Published September 10, 1949.

Mark consists of the name "Sunny" over a double circle through which runs the word "Bar."

Trademark Registrations Republished

Not subject to opposition, but to cancellation under Section 14 of the Act of 1946:

WAPLES-PLATTER, Reg. No. 355,785; March 29, 1938. Waples-Platter Corporation, Fort Worth, Texas, a corporation of Texas. Republished by registrant. Claims use since 1872 on spaghetti and other foods. Published September 27, 1949.

Mark consists merely of the name in heavy black type.

Act of 1946—Principal Register

No. 516,157. Noodles, macaroni, spaghetti and analogous alimentary pastes. C. F. Mueller Company, Jersey City, New Jersey, now by merger C. F. Mueller Company, a corporation of Delaware.

Filed September 12, 1947, Serial No. 534,314. Published June 28, 1949. Granted October 11, 1949.

No. 516,357. Complete Italian dinner consisting of spaghetti, cheese and mushroom sauce ingredients. Caravetta Foods Company, Chicago, Illinois. Published October 18, 1949. Originally filed, Act of 1905, April 11, 1947; amended to application under Act of 1946, principal register February 28, 1948.

Ser. No. 520,495. Published July 5, 1949. Granted October 18, 1949.

No. 516,745. Prepared spaghetti. The Quaker Maid Company, Inc., New York, New York. Published October 25, 1949.

Filed November 1, 1947. Ser. No. 539,899. Published July 12, 1949.

No. 516,784. Canned food product manufactured with macaroni, beans and meat in tomato sauce. Published

October 25, 1949. Venice Mail Company, Inc., Vineland, New Jersey. Filed December 10, 1947. Ser. No. 544,010. Published July 5, 1949.

No. 517,068. Spaghetti. Published November 1, 1949. Bluhill Foods, Inc., Denver, Colorado. Filed July 26, 1947. Ser. No. 530,370. Published August 2, 1949.

Trademark Registrations Renewed

"Megs" and Rectangular Design. No. 260,304. Registered August 20, 1929. The Megs Company. Renewed August 20, 1949 to Megs Macaroni Company, Harrisburg, Pennsylvania, a corporation of Pennsylvania. For use on alimentary paste products. Published October 4, 1949.

Mark consists of the name "Megs" in a rectangular design.

"I & A" and Design. No. 264,899. Registered December 10, 1948. Vincent C. Naso, doing business as Italian and American Cash and Carry Grocery & Meat Market, Cleveland, Ohio. Renewed December 10, 1949. For use on canned macaroni, spaghetti and other foods. Published October 11, 1949.

Mark consists of the initials "I & A" in a distinctive design.

"La Page." No. 262,643. Registered October 15, 1929. Sanacori and Company, Brooklyn, New York, a firm. (Continued on Page 38)

if You Are Modernizing Your Plant with New Equipment for Future Profits

... Our Engineers can be helpful to you

CHAMPION
Consulting
Engineering
Service

in the planning and placement of equipment to insure maximum production and minimum operating cost.

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

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

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

We invite your inquiries now . . . so as to allow plenty of time for completing the important preliminary details, and thus avoid delays in delivery of coordinating equipment.

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

Makers of Fine Equipment for the Macaroni and Noodle Industry.

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

Macaroni Products Are High Impulse Sellers



The importance of impulse buying today has prompted many merchandisers to check up on the point-of-sale punch of their products.

Magnetic displays beckon passing shoppers . . . multiply sales. In building such displays, retailers prefer products that are packaged to prompt impulse sales—extra business. And they know that sparkling, transparent Cellophane packages attract shoppers . . . give macaroni products a chance to sell themselves.

Does your package give your product take-home appeal? Our field representatives and the converters of Cellophane will be glad to work with you. E. I. du Pont de Nemours & Co. (Inc.), Cellophane Div., Wilmington 98, Del.



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

DuPont Cellophane

Shows what it Protects . . .
Protects what it Shows

(Continued from Page 36)

Renewed October 16, 1949, for use on macaroni. Published October 25, 1949. Mark consists of name in black type.

"La Paloma" and Drawing, No. 262,930. Registered October 29, 1929. Anthony Macaroni Company, Inc. Renewed October 29, 1949 to Anthony Macaroni & Cracker Company, Los Angeles, California, a firm, for use on alimentary pastes and other products.

Mark consists of the name in a distinctive drawing. Published October 25, 1949.

Trademarks Published

Notice of Opposition to these published trademarks must be filed within 30 days of publication:

TOPMOST, Ser. No. 538,270. General Grocery Company, St. Louis, Missouri. Filed October 18, 1947. Claims use since April 10, 1920, on macaroni salad and other food products. Published September 27, 1946.

Mark consists merely of the name in heavy type.

SEIDNER, Ser. No. 555,704. Otto Seidner, Westerly, Rhode Island. Filed April 27, 1948, under Section 22 of Act of 1946. Published October 11, 1949. Claims use on macaroni salad, etc., since January 1, 1927.

Mark consists merely of name in black type in a rising slant.

QUICKTEENS, Ser. No. 564,360. Minnesota Macaroni Company, St. Paul, Minnesota. Filed August 28, 1948. Published October 18, 1948. Claims use on spaghetti since April 28, 1948.

Mark consists of name in upper and lower case type.

"Minneapolis"—By James T. Williams, Sr.

In announcing the general adoption of the song, "Minneapolis" by the music



Mr. Williams

lovers of the city of Minneapolis, as its official song, the October 25, 1949, is-

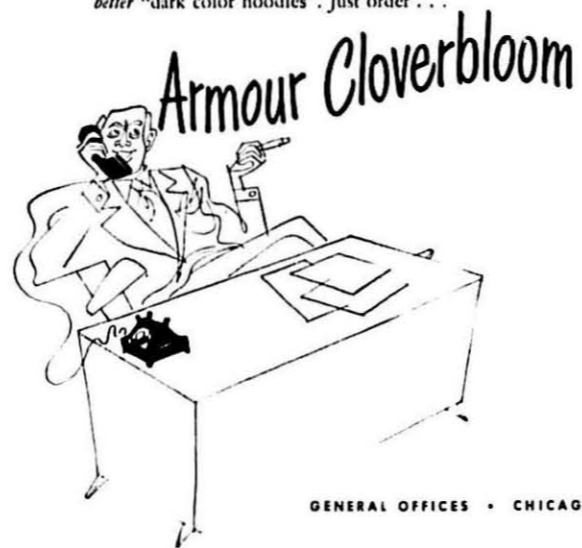
sue of the *Minneapolis Morning Tribune* carried a 3-column picture of a group of the Minneapolis city council rehearsing the catchy number. "The Minneapolis council chamber looked like a musical comedy rehearsal on Monday, October 21, as the council public welfare committee tried out, and recommended, a new song, 'Minneapolis.' James T. Williams of The Creamette Company of our city wrote the words and Alice Huber, Cleveland, Ohio, who wrote the music, have donated the song to the Minneapolis Society for the Blind. Proceeds from the sale of the song will be used for the new home of the blind in Field Hotel."

Awarded Blue Ribbon

Guy R. Kinsley, general manager of Escalon Packers, Inc., proudly reports that his home county, San Joaquin, in the heart of central California, was awarded first prize for its Alberta Freestone peaches by the 1949 California State Fair. The blue ribbon was awarded to Fred Fredell, who lives near the Escalon Packers' Inc. plant in Escalon, Calif. All of his 1949 Premium Peaches were packed by Escalon Packers, Inc. The firm also packs most of the premium tomatoes that are choice for high-grade spaghetti sauces.



THERE'S A BETTER WAY to get the select, breakfast-fresh eggs it takes to make better "dark color noodles". Just order . . .



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John J. Cavagnaro

Engineers and Machinists

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

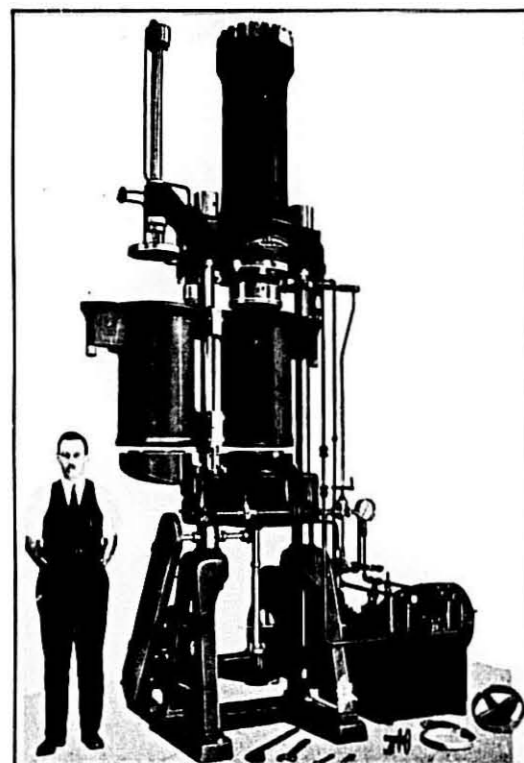
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All Sizes Up To Largest in Use

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PRESS NO. 222 (Special)

Unpublished Marks Open to Public

As reported by M. S. Meem for The Macaroni Journal

The New Amendments to the Rules of Practice in Trademark Cases have been published in the Official Gazette of the Patent Office and are now effective

PENDING, unpublished trademark applications in part will hereafter be open to the public.

An index of pending applications, stating the name and address of the applicant, a description of the mark, the goods or services with which the mark is used, the class number, and the serial number and filing date of the application will be available for public inspection as soon as practicable after filing.

The files themselves will not be opened except by written authority of the applicant, or should the commissioner deem it necessary. Therefore, the date of first use of the mark will not be open to the public until the application is published in the *Official Gazette*.

This digest will be a great help, because an application would not be filed if the applicant knew an anticipating mark was already on file, unless the new party had an older date of use.

If, during a trademark search, it is noted that the same or a similar mark has already been applied for, the matter can be investigated by the parties or their attorneys. The Patent Office, owing to the New Trademark Law, is far behind in acting on new cases and heretofore an applicant would not know how he stood for perhaps twelve months or more.

Several changes have been made in the classification of goods. For instance, Class 4 now reads "Abrasives and polishing materials" (detergents are eliminated), and a new class established, Class 52 "Detergents and soaps." Class 6, which heretofore included medicines, cosmetics, and toilet preparations, pharmaceuticals, chemicals and drugs, has been divided into three classes: Class 6 "Chemicals and chemical compositions," Class 18 "Medicines and pharmaceutical preparations," and Class 51 "Cosmetics and toilet preparations."

It is presumed that until things can be adjusted, original Class 6 will be cited against new classes 6, 18 and 51, if the goods conflict, and all should be covered by the searcher, in addition to the file of new pending applications.

This latter file will not be re-activated. Class 55 "Services" has been cancelled. "Service" marks are now classified in eight classes, No. 100 according to what they represent. In the class of service marks not used in printed form, three single copies, unbreakable, disc recordings will be accepted. The speed at which the recordings are to be played must be specified thereon.

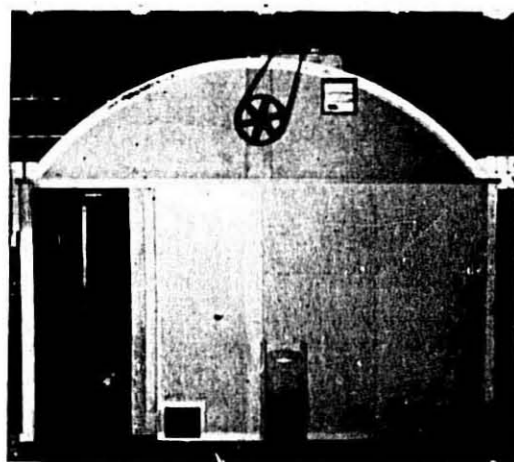
In Class 46 "Foods and ingredients of foods," "Lard" is included in the meat inspection approval.

Only a single copy of each brief need be filed for final hearings. Of course, a copy must be served on the other side.

A pamphlet of general information concerning trademarks is furnished without charge by the Patent Office but the "Rules of Practice in Trademark Cases" with forms and statutes cost 35c.

These amendments should be observed so as to assist the commissioner and to save unnecessary correspondence and delay in prosecution. The suggested forms for various kinds of applications, etc., should also be carefully studied and followed.

The large trade mark examining corps is striving to catch up with the back work, but there are still about 27,754 cases waiting actions. Date of oldest new application, August 18, 1948; date of oldest amended application, Aug. 30, 1948.



Exterior View—Lazzaro Drying Room

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"Macaroni Beauty" Gets Mail Proposal

Beautiful Italian Employe of St. Paul Macaroni Factory Touches Heartstrings of the Nation After Meeting President Truman.

Because of the nation-wide publicity given the macaroni-noodle industry, when for the first time in the country's history a President of the United States gave recognition to the industry, the following clipping from the *St. Paul Pioneer Press* of Friday, November 18, 1949, is of more than ordinary interest to macaroni-noodle makers everywhere:

Rose Marie Rudnick, 339 Tennessee St., West St. Paul, Minn., was downright glad on November 17 that her husband, John, is an understanding man, reports the editor of the *St. Paul Pioneer Press* in its issue of November 18, 1949.

She opened a special delivery letter postmarked Portsmouth, Ohio, and ran headlong into a rather sultry proclamation of affection, concluded by a proposal of marriage.

The letter came from a 33-year-old

Husband is Understanding

PROPOSAL CAME TOO LATE—Rose Marie Rudnick, who before her marriage several weeks ago was Rose Marie Giampolo, and her husband read a proposal of marriage which came to Mrs. Rudnick from Ohio by mail on November 17, 1949. The suitor saw her picture in a newspaper recently, but did not know that she was married.—*Pioneer Press Staff Photograph.*

masculine citizen of Portsmouth who was smitten by a picture of Rose Marie which appeared in papers all over the country after the visit of President Truman in St. Paul, November 3.

Rose Marie, you will no doubt remember, was the pretty girl assigned

by Maurice L. Ryan of the Quality Macaroni Co., where she works in the office, to present to the president his portrait "done" in macaroni.

The Ohio letter writer told Rose Marie that he could tell from the newspaper picture that she must be "the sweetest girl in the world," but he was worried about her having to work.

"I would love to take you out of that macaroni factory, and that's for sure," the ardent but invisible swain wrote. "Did you ever think that you would like to get married and have a nice home and a loving husband?"

For that Rose Marie has a ready answer. She was married October 1 to John Rudnick, also of West St. Paul, whom she has known since childhood. After returning from war service, John got serious about the whole thing and recently popped the question. Rose Marie is the daughter of Mrs. Mary Giampolo.

"For the sake of domestic felicity, I think these companies ought to use single girls for their publicity pictures if this is a sample of what happens," observed husband John.

Appoint Will, Inc.

The Ideal Macaroni Co., Cleveland, has retained Will, Inc., Cleveland, Ohio, to handle the advertising of its Ippolito's Ideal macaroni and spaghetti.

★

"Our Greatest Treasure"

As we pause on the threshold of another year we look back at our accomplishments during the year behind us. We look, and we are pleased. 1949 has been good to us. Yet, among all of our possessions, one we treasure above all others... the GOOD WILL of our friends and customers. And so, with gratitude in our hearts we say, "Thank You," and wish you and yours

A Merry Christmas
and a
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Food Adulteration and Unfavorable Publicity

By B. R. JACOBS, Director
Jacobs Cereal Products Laboratory,
Inc.

In the October issue of *Red Book*, a McCall publication which caters to hundreds of thousands of women and their families, there appeared an article entitled, "Danger in Pretty Packages," by Donald E. Keyhoe, the contents of which are of very important to the macaroni and noodle industry.

This article, which deals with the activities of the Food and Drug Administration, cited the following example of food adulteration as follows:

"A chiseling egg noodle manufacturer thought he had a smart scheme. By substituting a yellow dye for the natural coloring of egg yolks, he was able to cut his egg bill by 50%. Innocent buyers received only half of the expected nutrition. An inspector running down a 'misplaced' shipment of yellow dye found it had been delivered secretly to the noodle plant. The manufacturer flatly denied it, feeling confident that the FDA could not prove the dye delivery. But he got a jolt in court, when an inspector produced a bright yellow liquid extract from the noodles. The noodle maker took one look. Before the FDA chemist could identify the dye, he hastily switched to

a plea of guilty."

It is therefore of the utmost importance for each manufacturer to produce a product which adheres to the Federal Standards so that no unfavorable publicity will characterize noodle products. Hence, proper safeguards are incumbent on each manufacturer to see that his products will not be the cause for undermining the popularity of noodle products.

Ralph J. Conte Resigns

Ralph J. Conte, long an employe of the Milwaukee Macaroni Company, Milwaukee, Wis., in an official capacity, and often a representative of his firm at industry meetings, advises that he has resigned his position. He reports that his future plans are indefinite. Santo Garofolo is president of the manufacturing firm.

North Dakotans Entertained

B. E. Groom, chairman of the board of Greater North Dakota Association, Fargo, N. D., and Wm. Sebens, field representative of the same organization, were the guests of Secretary-Treasurer M. J. Donna and his two daughters at the Boveri Restaurant, Chicago, the evening of December 3. The North Dakotans were in charge of their state's grain exhibit at the Inter-

national Livestock, Grain and Hay Show in Chicago, November 26-December 3, and the delightful affair was arranged in appreciation of the many courtesies extended to Mr. Donna by the guests on his visits to Langdon the last three years.

Dr. Bush Joins Merck

On November 22, 1949, Dr. Vannevar Bush was elected a director of Merck & Co., Inc., manufacturing chemists, at a meeting of the company's board of directors.

Dr. Bush is president of the Carnegie Institution of Washington, D. C., and a director of the American Telephone and Telegraph Co.

Reward for Effort—PROFIT!

The profit motive is responsible for the progress that turned America from a "wild, unsettled land into the most productive force for good in the world today" and must be preserved from its critics as a precious heritage, according to an editorial in the November issue of the *National Grocers Bulletin*, official publication of the National Association of Retail Grocers.

The editorial, entitled "The Responsibility of Thanksgiving," points out that the pioneers in this country, from

the Pilgrim fathers on, "fought and died to secure the individual's right to this reward for individual effort."

Today, however, the editorial declares, "There is too much 'hush-hush' about the reward for effort, about the profit in business. It's as though making a profit was something of which to be ashamed. It isn't. That hope of reward rides with every tractor, and every reaper on the country's farms. That hope of reward is present with the building of every factory. It's the mainspring of every man at every lathe, every enterprise, every production line in this land where free men live and work today. It's the same hope of reward which is born in every boy who sets up his own lemonade stand."

The editorial continues: "That hope of reward pushed back the Indians and turned a wild, unsettled land into the most productive force for good in the world today. It's the backbone of every great and good thing we enjoy. Whether the critics here or abroad like it or not—profit is the incentive!"

"And progress is the result of profit. What we are, where we are, is because men have been free to work as they choose, risk their savings, invest their earnings, to adventure, expand and progress to the limit of their ability, energy and imagination. Profit made possible the conveniences which your customers enjoy in your stores. Profit

supplies the incentive to produce and obtain the finest quality food from all over the world.

"Yes, our method of 'individual reward for individual effort' is a precious heritage for which we give thanks. But with it goes a responsibility. This is a heritage which our generation must guard, protect, proclaim and explain so that it may be handed on for the next generation to use and enjoy as it was handed to us."

First Plant Maintenance Show

Many subjects of vital interest to the food industry will be on the program for discussion at the first Plant Maintenance Show, which will be held in the Auditorium, Cleveland, Ohio, January 16-19.

The four-day exposition, which will be held concurrently with a four-day conference, is the first ever devoted exclusively to maintenance. The program will be sponsored jointly by the American Society of Mechanical Engineers and the Society for the Advancement of Management. The Cleveland Engineering Society will be hosts at a dinner for visitors. L. C. Morrow, editor, *Factory Management and Maintenance*, will be general chairman of the conference.

Topics scheduled for discussion include: "Maintenance Organization and

Management"; "Budgeting the Maintenance Operation"; "Selection and Upkeep of Lighting Equipment"; "Upkeep of Motors, Controls and Distribution Equipment"; "Using Electrical Instruments in Maintenance"; "Upkeep of Floors, Walls and Roofs"; "Protection, Decoration and Cleaning of Surfaces"; "Sanitation and House-keeping"; "Lubrication"; "Application of Service Equipment"; "Protecting the Plant," and "Protecting the Worker."

More than 100 exhibitors will give demonstrations of machinery, materials and methods for reduction of costs in plant maintenance.

Advance registration cards, which will provide admission to both the exhibits and the conference, are obtainable without charge from Clapp and Poliak, Inc., 341 Madison Ave., New York 17. Hotel reservations may be made by writing Plant Maintenance Show Housing Bureau, Terminal Tower, Cleveland, O.

Macaroni Export Dull

There is little change in the export macaroni situation, according to H. R. Jacoby, chairman of the Macaroni Export Committee of the National Macaroni Manufacturers Association, the headquarters of which are in New York City. The Caribbean markets are more or less maintaining their

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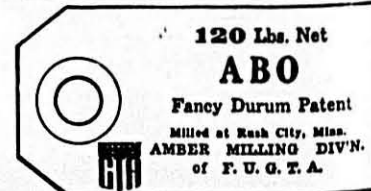
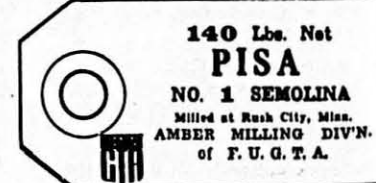
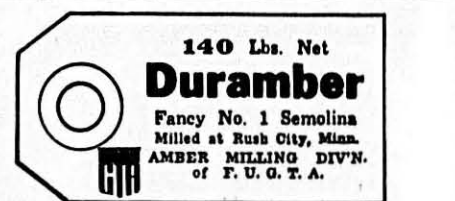
Consolidated Macaroni Machine Corp.

Brooklyn, N. Y.

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James J. Winston, Associate Director

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Are you enjoying the broad cost saving advantages of packaging your macaroni products with PETERS machines? Many plants are still using slow, expensive hand methods, when PETERS semi-automatic and automatic machines could do the same job much better, at lower cost and with less labor.

If you are seeking ways to cut your production costs, step up your output and increase profits, investigate the PETERS way of packaging today.

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



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



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previous levels despite Canadian competition, and enhanced as a result of the Canadian currency devaluation. This business, however, is strictly on an individual brand basis.

Bulk export is getting no encouragement from our government. F.C.J. rather assists foreign manufacturing industries in the procurement of raw materials. No new developments are seen in the foreseeable future.

The headquarters office of this committee is now at 150 Broadway, New York 7, N. Y.

VISUAL COLOR

(Continued from Page 44)

this disc, Monad appeared more translucent than in the tubular macaroni; however, it still possessed the distinct undesirable brown color which is characteristic of this variety. Apparently there is a highly significant positive association between the color scores for the two series of products, but the number of readings (six) was too small to justify the calculation of a correlation coefficient for subjective data of this nature. It does show, however, that macaroni discs give a good indication of the color ranking of tube macaroni processed from the same material.

Summary

Semolinas were experimentally milled from six durum varieties grown at Langdon in 1943. Tubular macaroni and micro macaroni discs were processed. Three times and four pressures were used in producing the discs.

Very significant differences in the visual color scores of the discs were found between varieties, pressures, and times, with the effect of variety being least marked. A pressing time of 60 seconds and a pressure of 2,000 pounds per square inch gave the most satisfactory results. A satisfactory relationship was evident between the visual color scores of these discs and tubular macaroni made from the same semolina.

A correlation coefficient of +0.743 was found between the light transmis-

sion readings and the visual color scores for the micro discs. This value is not high enough to permit the estimation of color score from light transmission readings, owing chiefly to the relatively high pigment content of one of the durum varieties, and to the inability of the visual score to differen-

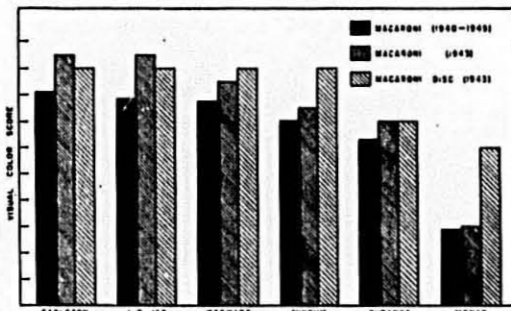


Fig. 2. Visual color scores of tubular macaroni and micro macaroni discs (pressure 2,000 pounds per square inch, pressing time 60 seconds).

tiate effectively among the higher pressure treatments.

It is concluded from this study that colors judged from micro macaroni discs could with limitations be used as an index of the color of the actual macaroni.

Acknowledgment

The authors wish to acknowledge the cooperation of Glenn S. Smith in supplying the discs for the visual color examination. Harris, R. H., and Sibbitt, L. D.

Literature Cited

1942 Experimental durum milling and processing equipment, with further quality studies on North Dakota durum wheats. Cereal Chem. 19:388-402.

Martin, V. G., Irvine, G. N., and Anderson, J. A.

1946 A micro method for making macaroni. 23:568-579.

Smith, G. S., Harris, R. H., Jespersen, E., and Sibbitt, L. D.

1946 The effect of pressure on macaroni discs: Size and number of air bubbles in relation to light transmission. 23:471-483.

President Truman Introduced To Durum, Macaroni



The newspapers and magazines of the country carried the above picture last November of the President of the United States honoring farming and labor as prepared for national distribution in recognition of the important part played by these two groups in the country's progress. The occasion was President Harry S. Truman's appearance in St. Paul on the final day of Minnesota's hundredth anniversary of its formation as a territory.

At left Raymond C. Chaput, Langdon, N. D., is shown with a sheaf of durum wheat grown by him on a test plot at the suggestion of the National Macaroni Manufacturers Association, and, at right, the beautiful Mrs. Rose Marie Rudnick, an employee of the Quality Macaroni Co., St. Paul, presenting to the President a portrait of himself done in cooked macaroni and spaghetti.

ART ROSS' CARTOON CORNER

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THE GREAT FOOTBALL PLAYER IS A MACARONI FAN!

A MERRY CHRISTMAS TO ALL!

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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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SUBSCRIPTION RATES
 United States and Can. \$1.50 per year in advance
 Canada and Mexico.....\$2.00 per year in advance
 Foreign Countries.....\$3.00 per year in advance
 Single Copies.....15 cents
 Back copies.....35 cents

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

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

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Vol. XXXI December, 1949 No. 8

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While Diet Hounds Howl

Real Eaters Cherish Spaghetti Dinners

Hearty Italian dinners of which macaroni, spaghetti and noodles are always a part, have long evoked cries of pain from the diet hounds and the vitamin sharks, observes feature writer Hoyt Alden in a recent issue of the South Bend, Indiana, *Tribune*, but such dinners are still being devoured with gusto by real eaters all over the world.

Despite the wails of opposition by string-bean women, men everywhere still demand an occasional dinner of spaghetti or a large helping of ravioli. Spaghetti has become an adopted dish of this country and can be found in all its many guises in any good kitchen—but beware of the amateur ravioli-maker.

Secretary Brannan Addresses FUGTA

Secretary of Agriculture Charles Brannan topped the list of recognized spokesmen who addressed the twelfth annual meeting of the Farmers Union Grain Terminal Association in the St. Paul Auditorium, the largest meeting place in the Twin Cities, on Decem-

ber 13. His remarks were carried over a radio network covering Minnesota and the Dakotas in a renewed drive for enactment of his farm program presented to Congress last April.

M. W. Thatcher, general manager of the regional grain co-op, said that more than four thousand northwest farmers attended the convention. In his address he also reported on the co-op's operations for the past year as "satisfactory" in view of the drops in the grain market. Others who spoke were Minnesota's Governor Luther Youngdahl, Fred Heinkel, president of the Missouri Farmers Association, James E. Patton, National Farmers Union president, and Roy Hendrickson, Washington representative of the National Federation of Grain Co-operators.

"Cellophane" and Du Pont

Cellophane was invented in 1908 by Jacques Edwin Brandenberger, a Swiss chemist, whose researches were based in part on earlier work done by several English scientists. He coined the term "cellophane" from the first syllable of cellulose and the last syllable of the Greek word "diaphane," meaning clear or transparent.

Du Pont acquired rights under the Brandenberger patents in 1923 and on

April 4, 1924, produced the first cellophane made in America at the Buffalo, N. Y., plant of the Du Pont Cellophane Company, which is now the Cellophane Division of the Du Pont Company's Rayon Department.

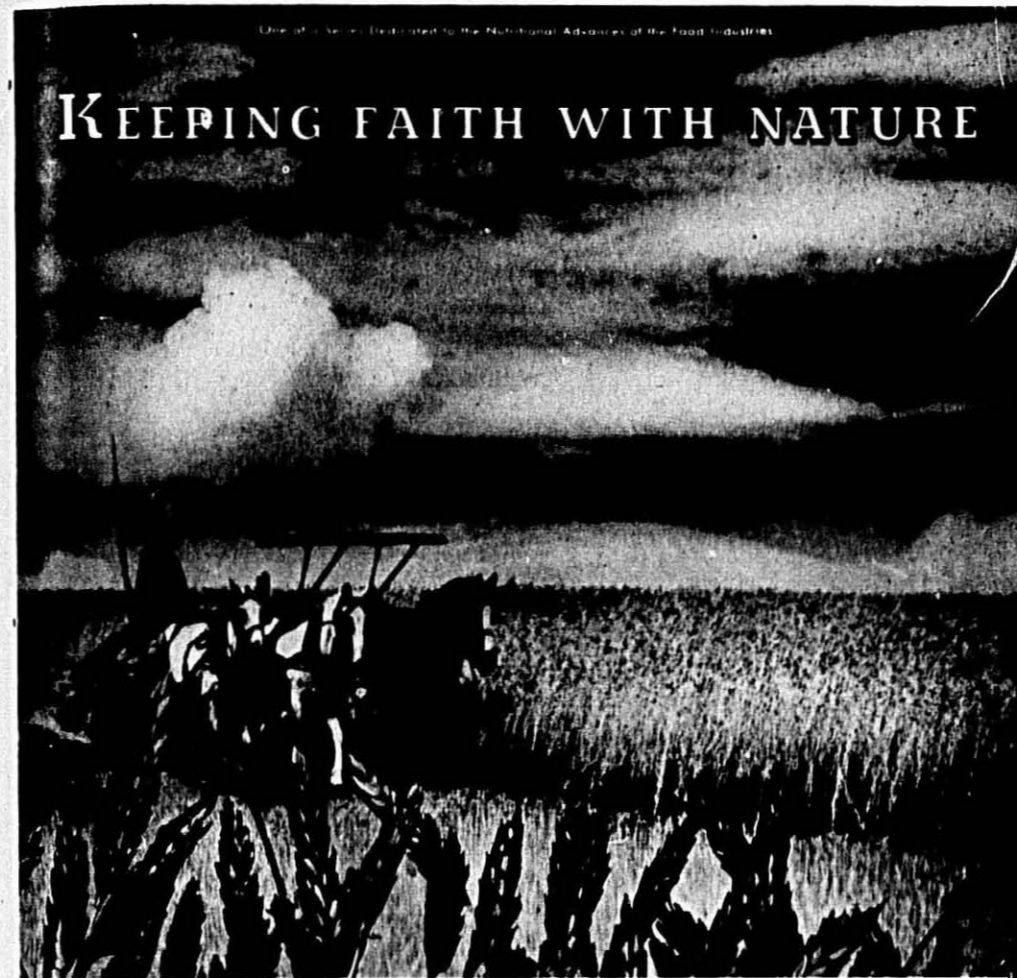
Moistureproof cellophane, an invention of Du Pont's Dr. Hale Charch and Karl Prindle, was introduced commercially in 1927 and now represents about 90 per cent of the total output.

Plain transparent cellophane film, the original variety, sold at \$2.65 a pound when introduced in 1924 and now sells at 45 cents a pound. Approximately 7,000 people are employed in cellophane-producing plants, about 5,000 of whom are employed by Du Pont at its Buffalo, Old Hickory, Tenn., Richmond, Va., and Clinton, Ia., plants.

Paul J. Ard Named Western Sales Manager

Paul J. Ard has been appointed western regional sales manager of American Home Foods, Inc., according to vice president Homer Replogle.

Mr. Ard will make his headquarters at Los Angeles. The western region includes California, Oregon, Washington, Montana, Idaho, Nevada, Utah, Wyoming, Colorado, Arizona, and New Mexico.



KEEPING FAITH WITH NATURE

BENDING WITH THE WIND, durum wheat waits for harvest, richly-laden with Nature's benefits. But many of wheat's nutrient values, so necessary for vigorous health, are lost in the milling process and kitchen procedure. Macaroni makers, capitalizing on the advantage which accrues to millers and bakers through enrichment, likewise perfected enrichment methods to maintain the nutritional value of their products at Nature's level. Market studies show that consumers demand enriched products. Makers of enriched macaroni products reap the benefit of this consumer demand.

Outstanding Nutritional Accomplishments

Today large quantities of these products

are enriched

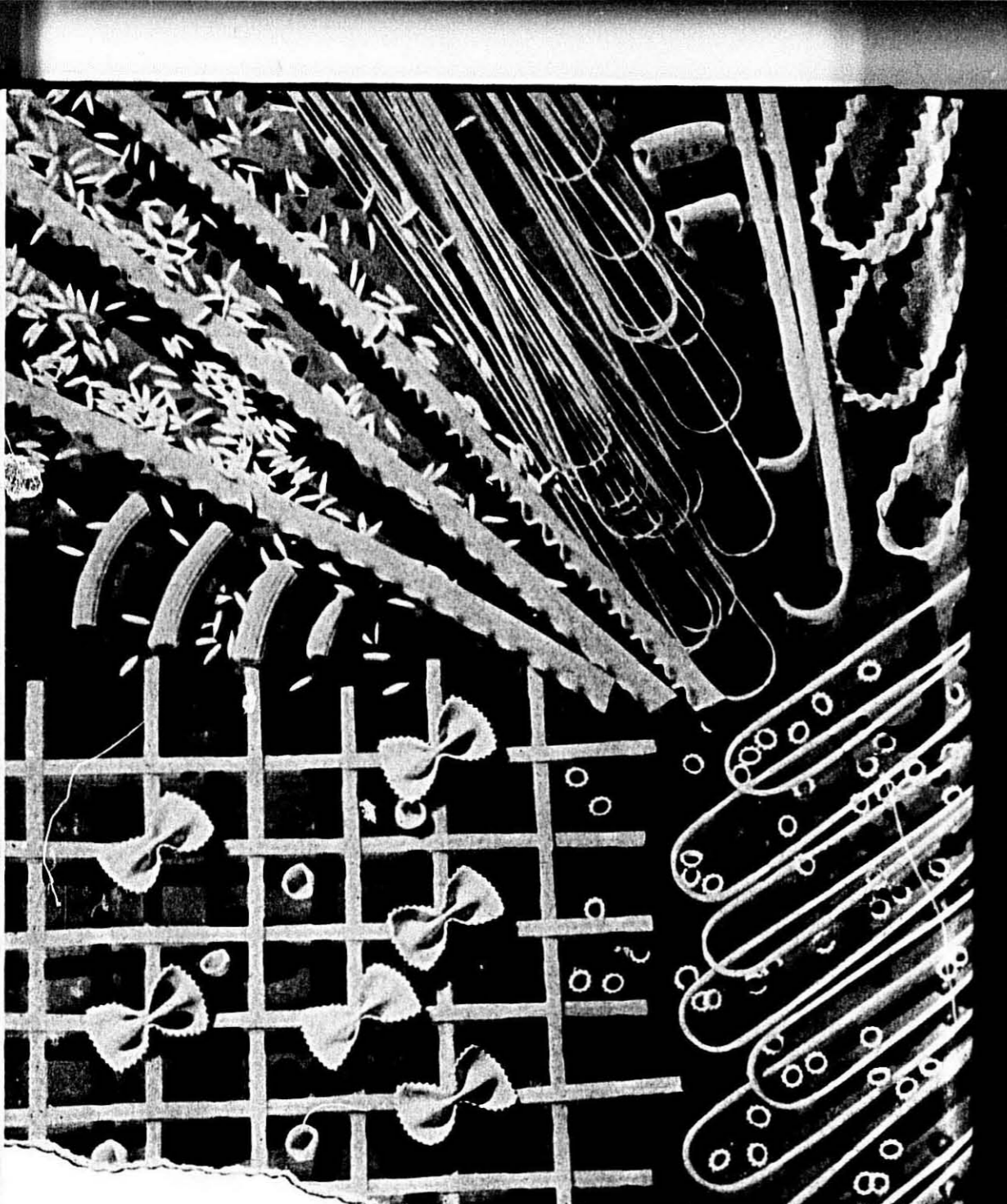
- MACARONI
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Macaroni makers who enrich should be proud of their service to America.

'ROCHE' Vitamins for Enrichment

VITAMIN DIVISION · HOFFMANN LA ROCHE INC · NUTLEY 10, NEW JERSEY



What's missing from this picture?

Something that plays an extremely important part in building up sales of your products is missing here. That something is *color*. Knowing how important this factor is to you, we give particular attention to color in selecting wheat for Pillsbury's Durum Products. Count on these products to give your macaroni, spaghetti, and noodles fine cooking and eating quality—plus the most appealing color that can be found in Nature's choicest durum wheats.



PILLSBURY'S DURUM PRODUCTS
Pillsbury Mills, Inc., General Offices: Minneapolis 2, Minn.