

**THE  
MACARONI  
JOURNAL**

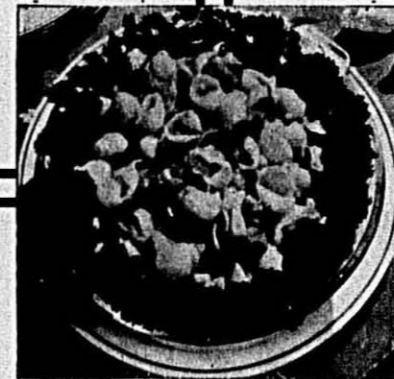
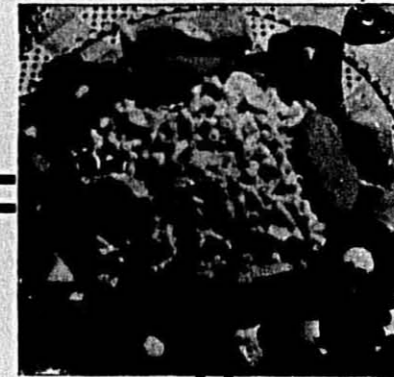
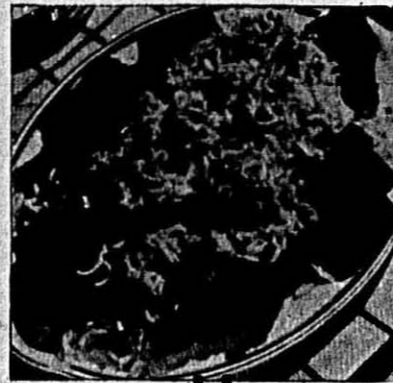
**Volume XXXI  
Number 9**

**January, 1950**

JANUARY, 1950

# MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

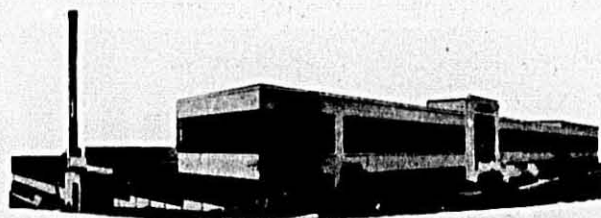


*In '50... It's Thrifty Macaroni Products*

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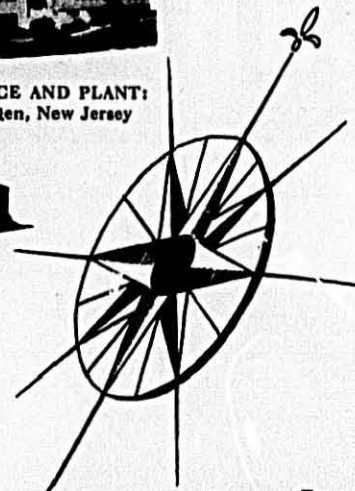
VOLUME XXXI  
NUMBER 9



MAIN OFFICE AND PLANT:  
North Bergen, New Jersey



WEST COAST PLANT:  
San Francisco, California



**north, east, south or west**

**.... ROSSOTTI Specialized  
Packaging Consultants are  
available**

Rossotti is proud of the role it has played in the growth of the macaroni industry through the introduction of new techniques in *merchandising through packaging*. Our knowledge of the macaroni industry and the merchandising "know-how" gathered from our 51 years of experience in the packaging field is available to every manufacturer. There is a Rossotti packaging consultant strategically located to offer you our services.

The next time you are in the vicinity of any of our sales offices or two modern plants, drop in and see us. Whether you want to redesign your old package, or introduce a new product, Rossotti specialized designers can create a practical, sales-inducing package that will SHOW and help SELL your product.

**Rossotti**

*packaging consultants and manufacturers since 1898.*

Rossotti Lithograph Corporation, North Bergen, New Jersey  
Rossotti California Lithograph Corp., San Francisco, California  
Sales Offices: Boston, Rochester, Chicago, Los Angeles, New York, Cincinnati, Milwaukee, Tampa, San Francisco and Philadelphia.

## WINTER MEETING

**National Macaroni Manufacturers Association**

**January 18-20, 1950, The Flamingo Hotel, Miami Beach, Florida**

**GENERAL THEME: THE SPOTLIGHT ON BUSINESS RELATIONS**

One Session Daily; 9:00 A.M. through 1:00 P.M.

### Wednesday, January 18, 1950

9:00 a.m. Registration and Assembly.  
10:00 a.m. The President's Message—C. L. Norris.

#### Committee Reports

Army Buying Consultation Committee  
P. J. Viviano and P. M. Petersen.  
Maurice L. Ryan, Durum Grower Relations.  
Joseph Giordano, Constitution Committee

#### Officers' Reports

B. R. Jacobs, Director of Research.  
M. J. Donna, Managing Editor, THE MACARONI JOURNAL.

12:30 p.m. THE SUPPLY PICTURE  
Milled Products—P. M. Petersen, Capital Flour Mills.

Frozen Eggs—H. E. Edson, Edson & Bratt, Inc.

Cartons & Paperboard—S. J. Klein, Empire Box Corp.

Cellophane Outlook—Shy Rosen, Milprint, Inc.

1:00 p.m. Discussion Period.  
Announcements.  
Adjournment.

#### Entertainment

3:00 p.m. Yacht Tour of Biscayne Bay Waters.  
Refreshments.  
Host: Empire Box Corp.

8:00 p.m. Dog Racing Party, Miami Beach Kennel Club.  
Host: Consolidated Macaroni Machine Corp., Brooklyn, N. Y.

### Thursday, January 19, 1950

10:00 a.m. EMPLOYEE RELATIONS—C. W. Wolfe, Conducting.

#### Subjects:

"Management Working Along The Line"  
"Pensions & Welfare Plans"  
"Special Benefits Paid By Company"  
"Holiday Policies"  
"Incentive Plans and Bonuses"  
"Working With Unions"

#### Leaders:

Peter J. Viviano  
John P. Zerega, Jr.  
Louis S. Vagnino  
Wm. Freschi

11:00 a.m. Open Forum Discussion.

11:30 a.m. CUSTOMER RELATIONS—C. F. Mueller, conducting.

#### Subjects:

"Promoting Customer Good Will"  
"Talking at Dealers Display Contests"  
"Coordinating Advertising-Selling Activities"

#### Association Directors

Tuesday, January 17, 1950  
1:30 p.m. Regular Meeting of Board of Directors.  
NMMA

"Distributing Printed Matter"  
"Tie-Ins with Allied Products"  
"Cooperative Advertising"  
"Deals and Couponing."

#### Leaders:

Thomas A. Cuneo  
Joseph Sellegri  
A. Irving Grass  
Albert Ravarino  
Sam Viviano  
Lloyd Skinner  
Albert Weiss  
J. H. Diamond

1:50 p.m. Open Forum Discussion.  
Announcements.  
Adjournment.

#### Entertainment

2:00 p.m. Yacht Tour of Biscayne Bay Waters.  
Refreshments.  
Host—Empire Box Corp.

7:00 p.m. Spaghetti Buffet Supper—The Terrace  
Host: Rossotti Lithograph Corp.  
Dancing.

### Friday, January 20, 1950

10:00 a.m. PUBLIC RELATIONS—President C. L. Norris, Presiding.

#### Topics:

"Winning Friends for Business"  
"Taking Part in Community Activities"  
"Getting Local Publicity"

#### Leaders:

Maurice L. Ryan, Peter Ross Viviano  
11:00 a.m. "A Lenten Promotion for Macaroni"  
Harry I. Bailey, General Mills, Inc.  
"Wheat Flour Institute Activities"  
Wm. Stienke, King Midas Flour Mills  
"National Macaroni Institute Activities"  
C. F. Mueller

12:00 noon "National Macaroni Institute Public Relations Program"  
Theodore R. Sills

1:00 p.m. Discussion Period.  
Final Adjournment.

#### Entertainment

3:00 p.m. Yacht Tour of Biscayne Bay Waters.  
Refreshments.  
Host: Empire Box Corp.

7:00 p.m. Association Party—Shore Dinner—Flamingo Room.

9:00 p.m. Association's Square Dancing School—Flamingo Room. Gene Colling, Famous Caller and Instructor.

#### Semolina Millers

Tuesday, January 17, 1950  
4:00 p.m. Directors-Millers Conference

# MALDARI'S

INSUPERABLE



# MACARONI DIES

**DIE-GIENE FOR PRODUCTION  
AND SALES HEALTH**

RUN-DOWN DIES RESULT IN COSTLY  
PRODUCTION AND SALES CONVALESCENT  
PERIODS

**BE ECONOMY-WISE**

RETURN YOUR DIES TO US REGULARLY  
FOR CHECKUP AND RECONDITIONING

**D. Maldari & Sons**  
America's Largest Die Makers  
178-180 GRAND STREET  
NEW YORK 13, NEW YORK  
U. S. A.



It takes an eye-stopping package design to stand out on the dealers' crowded shelves and flag the attention of Mrs. Consumer sufficiently to create the buying impulse. A well designed package can do just that—that's why more and more manufacturers of macaroni and noodle products are relying on Empire packages. Empire can fill your package requirements equally satisfactorily. Contact your nearest Empire representative for facts, figures and full details.



**Empire Box Corporation**

Plants: Garfield, N. J. • South Bend, Ind. • Stroudsburg, Pa.  
Offices: New York • Chicago • Philadelphia • Boston • Garfield, N. J.



# 3000 Competitors

IN EVERY STORE

make the sale with...

## Milprint PACKAGES

Remember, your product is only one of 3,000\* in an average food store competing for the consumer's dollar. And with self service merchandising growing by leaps and bounds, your package has to call attention to itself and do a thorough selling job. Milprint offers the widest choice of packaging materials and printing processes available from a single source. That means you get the best packages to suit your selling conditions. And Milprint designers will create a colorful design for your package family that really stops 'em and sells 'em! Call your local Milprint man or write today.

\*Source — Macaroni Journal

MILPRINT *follow-thru* SERVICE DOES IT RIGHT!

Here's where your point of sale displays, car cards, booklets, and all printed promotional pieces are planned and produced right — at one stop.



Milprint  
PACKAGING MATERIALS



## Our Most Valued Asset

The GOODWILL of macaroni manufacturers as expressed in their letters showing their friendliness and their appreciation for our personal attention to their business is one of our most valued assets.

Never in all the history of the King Midas Flour Mills has one of our customers been "just another account" to us. We feel that every customer is entitled to all the help and personal attention we can give him.

When a customer requires special attention, every member of the King Midas organization is glad to get behind his request to see that he is taken care of promptly and carefully.

We like to consider ourselves as partners in this great business of merchandising QUALITY macaroni products. And we feel a serious obligation to do our part all the way.

## King Midas Flour Mills

MINNEAPOLIS ♦ MINNESOTA



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

**SUPERIOR  
FANCY No. 1  
SEMOLINA**

**COMET  
STANDARD No. 1  
SEMOLINA**

**ROMAGNA  
GRANULAR  
FLOUR**

**CAMPANIA  
DURUM  
PATENT FLOUR**

**COMMANDER MILLING COMPANY**  
MINNEAPOLIS 1, MINN.

25x11

# The MACARONI JOURNAL

Volume XXXI

January, 1950

Number 9

## GOOD RESOLUTIONS

GOOD wishes are in the air, almost everywhere, and with everybody, in this country. In America it has become quite the custom at the beginning of a New Year to resolve to do things better, and in the spirit of the popular song of nearly two decades ago, it seems that "Everybody's Doing It."

In the prevailing spirit of the season, the three auxiliaries that are foremost in serving the best interests of the macaroni-noodle industry in America, have resolved that they will individually and unitedly render the services expected of them even more cheerfully and more determinedly, hoping thus to encourage the many components of the industry, processors and their suppliers, to make similar resolutions and to adhere to them faithfully in 1950 and hereafter.

The National Macaroni Manufacturers Association is resolved to continue to be the organized nucleus around which the manufacturers and others can always rally for progressive, co-operative action to make 1950 the most peaceful, progressive and successful year of record.

To fulfill that resolution, the National Association needs and expects the loyal and unselfish support of every element in the trade, a duty which no progressive manufacturer or supplier will deny.

The National Macaroni Institute, at the beginning of the New Year of 1950, is resolved to do everything within its means to increase consumer interest in and consumption of macaroni products which are being made increasingly good to merit and hold the popularity gained for this wheat food through the educational work that is so well started by the Institute. No avenue of favorable publicity will be overlooked and no opportunity lost in trying to get wider support of its program.

THE MACARONI JOURNAL pledges a continuation of its work of serving its readers, the advertisers and the sponsoring association of which it is the official organ; to expand those services in keeping with the wishes and the needs of those it is pledged to serve. It will continue to welcome suggestions from all well-wishers.

The common goal is the general and continuing improvement of the macaroni-noodle industry. Towards its achievement, the full co-operation of all the progressive elements in the trade is solicited.

32x11

## BIG, OR...

IT is a matter of general knowledge that a large retail chain which was recently accused by the government of being a monopoly, truthfully reasoned that because a business is big, its existence is not illegal or detrimental to the economy of the country. Bigness is not the sole measure of usefulness in a free enterprise system that has made our country the greatest on earth.

In the American economy there are places for both big firms and small ones, just as whales and sardines play in the same ocean. The words "Big" or "Small," as they apply to business firms, do not imply that only the big firms are good. A large firm is "big" only when it realizes that it enjoys but a relative position in the trade to that of the so-called "small" firms.

It is the thinking of the executives of so-called "big" firms that establishes their rightful position. For instance, there is never a firm that is too big to be a helpful factor in promoting the welfare of the industry of which it is a part, and a firm is never too small to be unworthy of membership in its trade association. In this connection, the terms "Big" and "Small" are only relative.

The purposes of all trade association are usually two: first, protection of the trade they represent, and second its general promotion through co-operative effort. A "Big" firm will get out of a well-supported trade association only its share of the good that comes out of co-operative action. The "Small" firm benefits likewise, their contributions being proportional.

The renowned Abraham Lincoln long ago expressed his views on the logical thinking of men that is quite to the point. "Now," he said, "everybody knows that a cow has four legs. Suppose you call her tail a leg . . . how many legs will she have then?" "Five" is naturally the prompt reply. "No," said Lincoln, "she still has only four legs. Just calling her tail a leg does not make it one."

Just classifying one's self as "Big" or "Small" neither makes the former monumental nor the latter inconsequential. It is their attitude towards others in the same line of business that establishes their stature. In a trade association there is room for all good fellows, large or small.

25x11

## The President Reporting

by C. L. Norris  
President, NMMA



President Norris

YOU'LL be reading this after most of those New Year's resolutions have gone the way of all flesh, also after you have read and heard yards and yards of 1949 summings up and 1950 peerings into the future on the part of those far more capable than I of delving into that which is to come.

While some industries experienced a difficult year, we in the macaroni business enjoyed a relatively good one. The final production figures will show that the industry produced approximately 143 per cent of the average for the five prewar years. When the fact is considered that our export business was down materially from 1948, we can again say that so far as domestic business is concerned, it was a very satisfactory year.

It is true that it was a year of rugged competition. We saw many companies invading territories which were new to them and many awakening to the necessity and desire to engage in constructive merchandising endeavors entirely new to the industry. With a few scattered exceptions, this competition has been on a high plane and has been healthy for the industry.

The year saw the launching of our co-operative Public Relations program and you are all aware of the wealth of favorable publicity which has been directed to our products under the guidance of the Theodore Sills organization.

The work carried on by the Durum Wheat Products Division of the Wheat Flour Institute has been a tremendous value to all of us this past year. We are deeply appreciative of the support of the durum millers and the capable leadership of Clara Gebhard Snyder in our behalf. You will be delighted and I imagine surprised, as I was, when you hear in the January meeting, the report of her activities and realize the breadth of this association's influence.

The meetings in Miami Beach, Chicago and San Francisco were exceptionally well attended and the programs enthusiastically received. Bob Green and M. J. Donna did outstanding service in providing us with distinctive programs and speakers. The entertainment portion of these affairs was likewise very well handled.

We have seen marked advance in the field of sanitation and good house-keeping in plants across the country.

In this respect, I believe that our industry is at an all time high. The installation of continuous operating presses, sheeters, and automatically controlled dryers, has this year again resulted in placing the industry in position to supply goods of exceptionally high quality.

With the exception of eggs, there seems to be no serious problems confronting us in raw materials and packaging supplies. From present indications, the serious condition which has existed with regard to eggs should be largely straightened out early in the year.

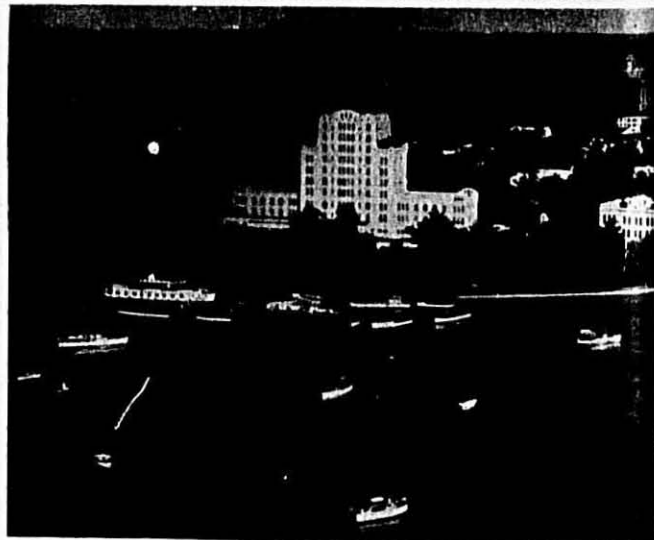
As you will hear at the mid-year meeting, your association is in excellent financial condition. You have a capable, energetic staff in Braidwood, Palatine and Washington. Your public relations program is going ahead with a full head of steam and the second

year of operation will be of even greater benefit to each individual manufacturer.

I want to express my personal appreciation for the splendid co-operation and energy of each member of the staff, every officer and director, and all others who have contributed so generously in time and talents toward making 1949 one of real accomplishment in our industry.

Sincerely yours,  
C. L. Norris

### Headquarters, 1950 Winter Meeting



Representatives of macaroni-noodle firms and their friendly allies will gather in the Flamingo Hotel, Miami Beach, Florida, for the macaroni industry's Winter Conference January 18-20, 1950.

James Barker Smith, vice president and general manager of this renowned hotel, and his entire staff will miss no opportunity to make the stay of the macaroni men and their friends both pleasant and satisfying.



Betty Crocker of General Mills presents...

"YOUR CHOICE"

spaghetti and  
macaroni dishes

How You Can Rake in The "Silver" With General Mills Silver Anniversary Macaroni Promotion.

TURN PAGE



# CASH IN

on General Mills Silver Anniversary  
Macaroni Promotions

spaghetti and  
macaroni dishes

## A Great "DOUBLE FEATURE" PROMOTION with an ALL-STAR CAST of Merchandising Aids



**Betty Crocker**—Stellar selling star! She'll interest millions in the exciting "Your Choice" dishes over her Magazine-of-the-Air Program, Thursday, March 9, 182 ABC stations.

**Big Full-Color Posters**—Features a glamorous picture of your products at their appetizing best. Dominates store windows. Ideal for truck panels.

**Beautiful Reprints**—Just like the picture on the other side of this ad—only bigger! Many effective point-of-purchase uses.

**Recipe Inserts**—Almost nothing interests the ladies more than a Betty Crocker recipe. This attractive insert contains two! Can be included in packages or passed out to dealers.

**Newspaper Mats**—An effective, inexpensive way to get your brand name prominently displayed in newspaper ads.

Your General Mills salesman will show you samples of all merchandising aids available for the "Your Choice" promotion.



GENERAL MILLS • Minneapolis, Minnesota



Miss Rome—Gina Lollobrigida

## Does Spaghetti Make Them Beautiful?

Once a year at Stresa, the Atlantic City of Italy, You  
Can Find the Most Beautiful Gals in the Nation

THE answer to the question asked in the title is that spaghetti may or may not make them beautiful, but it surely does not make them fat, as some misguided ladies in this country have forced themselves to believe.

People, both men and women, who fear over-weight should study the figures of the prize-winning Italian beauties and feel assured that macaroni products, spaghetti, macaroni, egg noodles, elbows, et cetera, will not cause one to lose his or her slim figure when these products are eaten in moderation as all foods should be.

Here's visual proof that the beauties of Italy do not have their lovely figures spoiled by obesity due to a spaghetti diet. These contestants include macaroni, spaghetti or egg noodles in their daily diet, and according to reports from sunny Italy, practically all of them ate heartily of their favorite

food before posing before the contest judges.

*LAFF*, The Humorous Picture Magazine, published by Volitant Publishing Corporation, New York City, in its September issue gives the following glowing account of the contest for Miss Italy. Photos and story by courtesy of *LAFF* magazine:

"There's one thing to be said about the Italian national beauty contest held yearly on the shores of beautiful Lake Maggiore at the noted city of Stresa; the gals don't fight as the French do when the competitive lists are opened to select the loveliest girl in the country. Over in Paris, a judge takes his life in his hands, as the over-serious mademoiselles vie for a title that at best is moth-eaten as a result of lying around too long. In Italy there are some 25,000,000 women and any one of them between the ages of 18 through

22 is eligible to compete for the crown to be worn by a "Miss Italy." The provinces take the deal seriously, and even though it's not run off with the smoothness of the incomparable "Miss America" annual madness, the results,

(Continued on Page 56)



As indicated at the left, the scenery is particularly beautiful these days along the shores of Lake Maggiore, near Stresa.



At the right, "Miss Venice," Anna Maria Buboli, who represented the Gondola City in the contest.



## I Can Feed Them On Less Than A Dollar A Day



By Esther Foley, Home Service Director, True Story Magazine

Liver with Vinegar and Onions  
Italian Bread  
Lettuce and Tomato Salad  
Fruit Gelatin with Milk

Beans with Macaroni and Tomato  
Sauce  
Dark Bread  
Margarine  
Canned Peaches  
Hot Gingerbread (Mix)  
Tea  
Milk for Baby

Meat Balls with Spaghetti Sauce  
Lettuce and Tomato Salad  
Crisped Italian Bread  
Chocolate Pudding  
Tea or Coffee with Sugar and Milk

"If you have to, you can," said Mrs. Rossi. "Of course, some weeks we have a little more money than others. Then we buy some fruit, or something we especially like, as a treat. But when I have to stick to a dollar a day or less, we have only one big meal a day. And we have the same kind of food two days in succession. When it's good, it's good. We like my mother's way of making meat balls. Sometimes I make more, sometimes less. It depends on how much money I have for meat.

"The baby drinks milk, but she is beginning to eat some of the foods we have. She is very healthy and strong."

**TOMATO SAUCE**  
(Cost as we go to press 29c)  
½ cup cooking oil  
1 medium onion, sliced thin  
2 cans (6 oz.) Italian tomato paste  
4 cans water

Cook onion in oil over medium heat until soft and slightly browned. Add tomato paste. Refill empty cans with water and add. Cover and simmer slowly four hours, stirring occasionally. Makes 3 cups sauce.

**ITALIAN MEAT BALLS**  
(Cost as we go to press \$1.26)  
½ pound (¾ loaf) Italian bread  
1½ pounds chopped meat  
2 eggs, slightly beaten

1 teaspoon salt  
3 sprigs parsley, chopped  
½ teaspoon pepper  
¾ pound Romano cheese, grated

Soak bread in water until very soft. Squeeze out water and peel off thin outer crust. Combine meat and bread. Add eggs, parsley, salt, pepper and cheese. Mix very well, until thoroughly blended. Shape into balls. Drop into simmering sauce. Cook for 30 minutes. Makes 6 servings or three meals for two. Ground meat is often less expensive than beef ground to order. Unless it contains too much fat, buy it for the meat balls.

**LIVER WITH VINEGAR**  
(Cost as we go to press \$1.20)  
¼ cup oil  
1½ pounds beef liver, cubed  
1 medium onion, sliced  
1 teaspoon salt  
½ teaspoon pepper  
¼ cup vinegar

Heat oil in skillet over medium heat. Add liver, onions, salt and pepper. Stir occasionally and cook until onions are soft (about 10 minutes). Remove from heat. Add vinegar and serve. Makes 5-6 servings.

**BEANS AND MACARONI**  
(Cost as we go to press 37c)  
1 pound dried marrow beans

¾ cup tomato sauce  
1 pound macaroni  
salt and pepper to taste

Wash and pick over beans. Cover generously with cold water. Bring to a boil. Reduce heat to low. Cover and simmer about 3 hours, or until beans are almost tender. Add tomato sauce, macaroni, salt and pepper. Add more water if necessary. Cook until macaroni is tender. Makes 6 servings.

**LETTUCE SALAD**  
(Cost as we go to press 23c)  
1 head lettuce, washed and chilled  
3 tablespoons oil  
3 tablespoons vinegar  
1 teaspoon salt  
¼ teaspoon pepper  
¾ cups water

Break lettuce into a salad bowl. Add oil, vinegar, salt and pepper. Toss lightly. Add water and serve. This makes 6 portions. For one meal, use one-third head of lettuce and dressing to flavor. When buying salad, select the head with the thinnest greenest leaves. These leaves have the greatest amount of Vitamin A. There are days when rain or sun makes lettuce very expensive. Then buy a green vegetable. Cook it quickly, season it well. It will help replace the usual salad.

## 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.

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.

### 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.

### 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.

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

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

USE **Roccal**<sup>®</sup>  
POWERFUL SANITIZING  
AGENT

Address Inquiries to  
**Sterwin Chemicals, Inc.**  
SUBSIDIARY OF STERLING DRUG INC.  
Distributor of the products formerly sold by Special  
Markets-Industrial Division of U.S. Drug-Sterwin Inc.,  
and Vanillin Division of U.S. Drug Company.  
170 Varick Street, New York 13, N. Y.  
\*Trade Mark Reg. U. S. Pat. Off.

Defined by Authority on Companies—

# TEN HALLMARKS of GOOD MANAGEMENT

HERE are ten basic principles or hallmarks of good management, according to Jackson Martindell, president of the American Institute of Management, New York—criteria which businessmen can use in appraising other companies as well as their own, and which he outlined as follows in a recent address before the Toledo Association of Credit Men basing his observations on an analysis of 2,000 firms:

1. **Objective operation.** The excellently managed company locates its plants and selects its products for purely objective reasons. It will neither operate uneconomically located plants nor produce unprofitable products. "Obvious as this might seem," Mr. Martindell commented, "the average management pays too little attention to this point. Accustomed ways are difficult to discard."

2. **Human sales relationship.** In the province of sales, excellent management regards every market and every sales relation as a human relationship. "Such a management," the A.I.M. officer explained, "acts with complete honorableness in dealing with jobbers, retailers and customers, under all circumstances. Loyalty is earned, never bestowed gratuitously. Dealer loyalty and customer following depend just as much on living up to promises as they do upon quality of product."

3. **Continuous research.** Research into products and methods is a prime index of management foresightedness. "In the best-managed companies," Mr. Martindell observed, "the majority of sales consists of items which were non-existent thirty years ago. This proportion will increase, because business management achieves success only if, directly and deliberately, it confers a public benefit."

4. **Cost-alertness.** Costs—especially distribution costs—are watched with vengeance, but without "cheese-paring," because distribution costs make up a large part of the retail price of the average consumer product. "The ordinary management does not concern itself sufficiently with this problem," said Mr. Martindell. "Too often, essentially wasteful ways of distribution are defended as being justified by custom and precedent."

5. **Watchful with money.** The best-

managed companies keep out of debt as long as they can, and when they do borrow, they do not pay high dividends at the same time. Neither do they raise their dividends at a time when the need for borrowing is discernible. Not only does the excellent management nurse its credit, the financial authority pointed out, it also regards inventory as a questionable liquid item, even under the most conservative accounting conditions.

6. **Fairness to stockholders.** "Excellent management is meticulously honest toward its stockholders," Mr. Martindell declared. "Full disclosure of information; a wise and consistent dividend policy, and refusal to cater to special-interest groups among the stockholders are evidence of forthright management in the latter's relations with its investor-proprietors."

7. **Good organization.** Especially important in this respect is the absence of one-man rule and what the speaker called "its evil twin"—nepotism. "Nepotism and one-man rule lead to corporate disorder and moral decay," he commented. "They destroy the team spirit and imposed barriers between capability and responsibility."

8. **Decentralization.** According to this authority, decentralization and

product-division structure are normally the most efficient and most profitable methods of conducting an enterprise.

9. **An "outside" board.** "Under almost all conceivable circumstances," Mr. Martindell observed, "the outside board is to be preferred to the inside board. Generally speaking, the former is more flexible and better able to meet changing conditions; the latter inclines toward rigidity and worship of precedent."

10. **Justified expansion.** Although growth through merger sometimes results in more efficient operation and a better product for the money, it is better to have the process reversed—with growth resulting from increased sales due to higher efficiency and greater product value. "Size by itself indicates nothing," Mr. Martindell declared. "How it was achieved is what counts. If a really sound foundation is to be laid, economy and improvement should antedate expansion."

Mr. Martindell, who organized the American Institute of Management as a non-profit foundation in 1948 after 25 years as an investment counselor, is the author of *The Scientific Appraisal of Management*, to be published by Harper & Brothers, New York, this coming January.

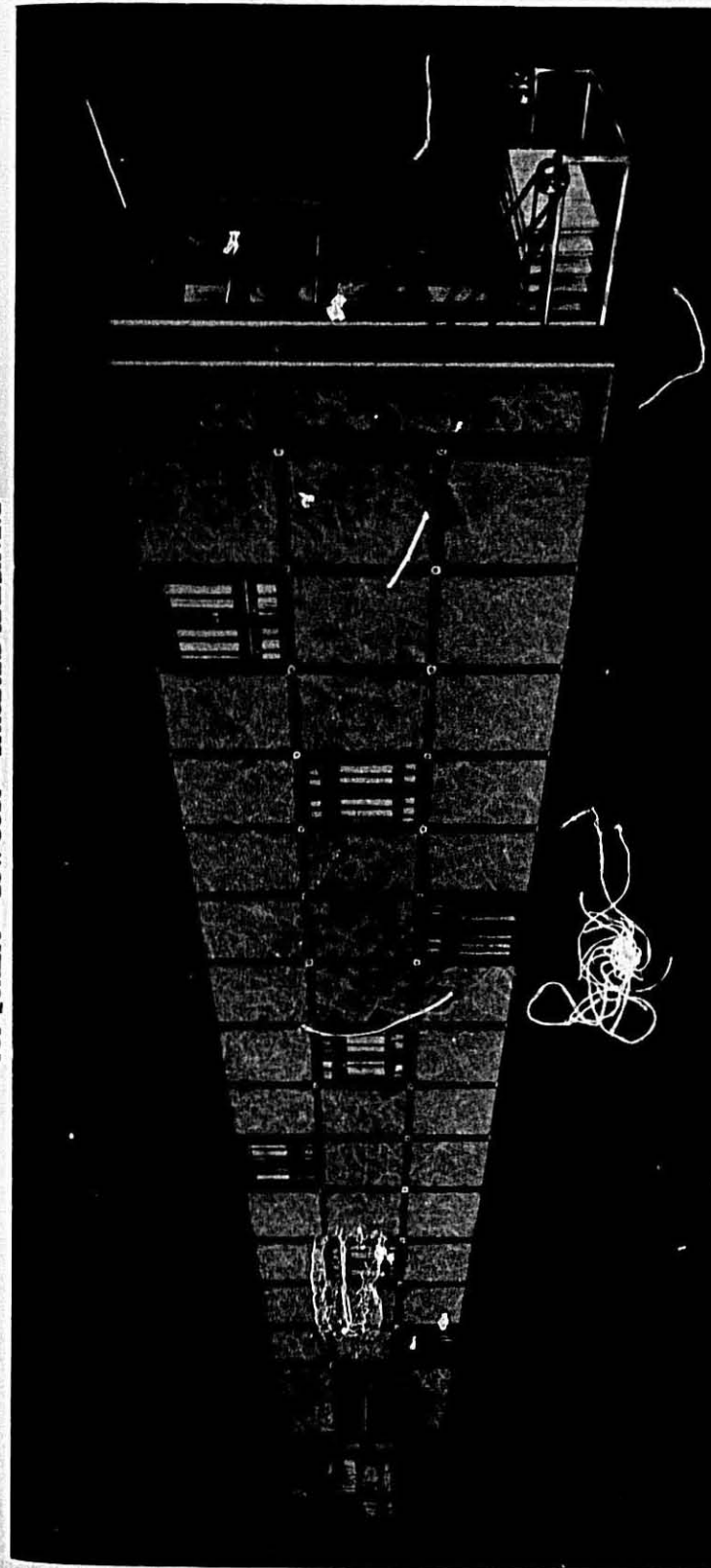
## Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	1949	1948	1947	1946
January	799,208	1,142,592	1,032,916	984,608
February	799,358	1,097,116	664,951	743,018
March	913,777	1,189,077	760,294	741,624
April	589,313	1,038,829	780,659	672,899
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	648,059	844,800	1,187,609	968,855

## Crop Year Production

Includes Semolina milled for and sold to United States Government:  
 July 1, 1948—Dec. 31, 1949..... 4,943,495  
 July 1, 1947—Dec. 31, 1948..... 4,863,773



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.

**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, resting and drying correctly proportioned.

**PRECISE MECHANISM:** Stick transporting apparatus moving from one tier to another is so constructed that it insures against a stick ever falling; with perfect timing it delivers a stick 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 inherent variation when conventional dryers are used. A built-in automatic control system maintains optimum conditions.

**CONSTRUCTION:** Engineered and designed to afford maximum possible cleanliness, compactness, neatness 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.

**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 consisting 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

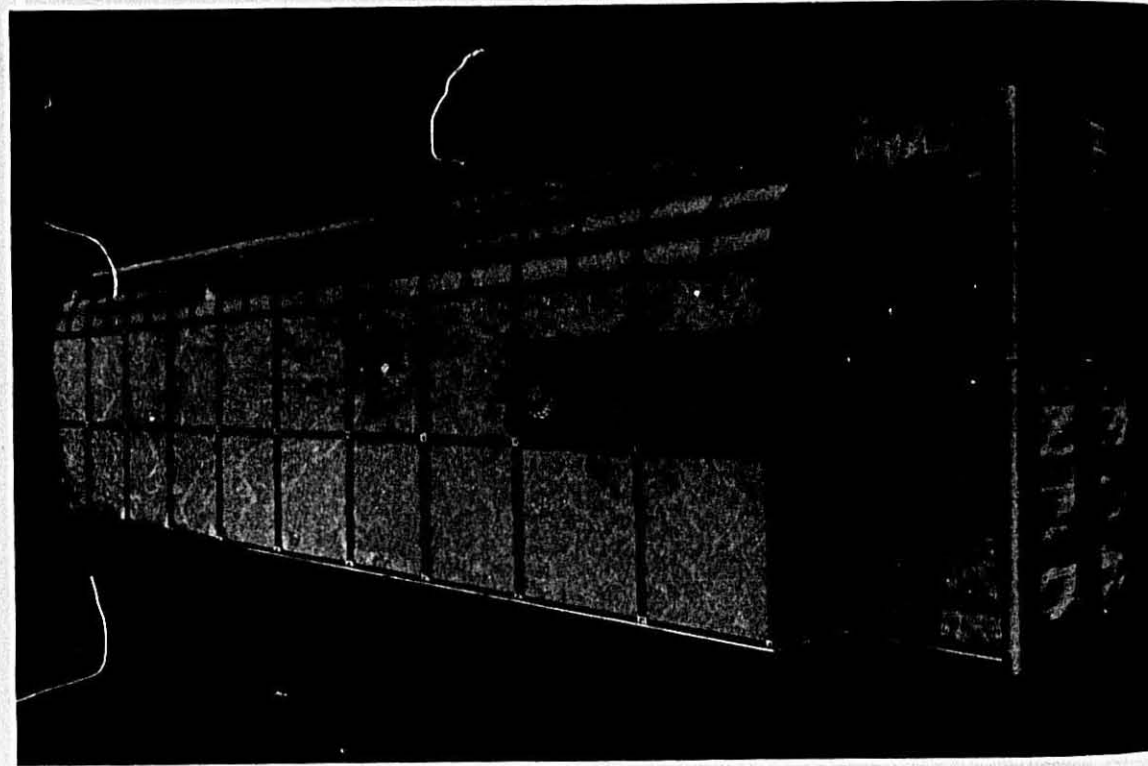
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## LUXURY DRYING — TOP FLIGHT EFFICIENCY With Clermont's Latest Achievement

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

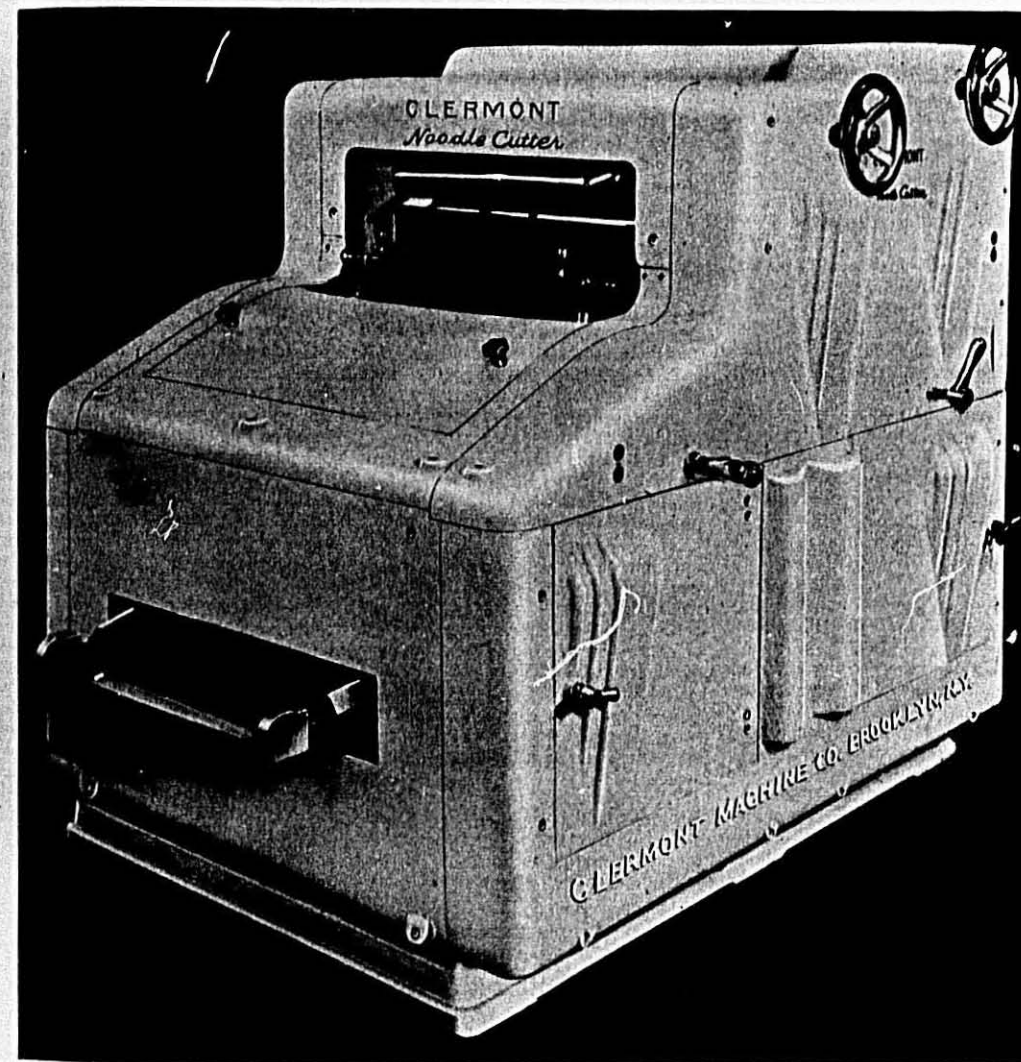
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Clermont's years of "KNOW HOW" have gone into the designing and engineering of this superlative machine, the CLERMONT SUPER HIGH SPEED NOODLE CUTTER, TYPE NA-4.

**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.

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## Factory Maintenance A Never-Ending Job

**M**ACARONI factory maintenance is always with us; it's a never ending job requiring constant vigilance. Many factories assure this by systematic step-by-step procedure and use of check-charts.

Here's an ideal check list, made through consolidation of a number of such charts as actually used in the industry. It can be adapted to every reader's factory, large or small.

1. Keep walls clear; store tools and equipment in cabinets, not on walls.

2. Put everything in its proper place. Leave windows, doors and other parts of the building clear of signs, posters, notices, et cetera; these belong only on bulletin boards.

3. Clean walls regularly; it's healthier, preserves paint, gives lighting efficiency.

4. Keep all aisles, exits and stairways clear at all times; painting traffic lanes in bright color will serve as a constant reminder that aisles are to be kept clear.

5. Traffic should never be impeded around doors and exits; material storage should never be permitted in these locations.

6. Clean stairways daily and test lights on all stairways at every factory inspection.

7. Have pans under all machines to catch oil and waste material.

8. Check machine guards at every inspection by actual tests; checking by appearance only, never reveals a hidden weakness.

9. Floors of all locker rooms, showers, washrooms, et cetera, should be washed daily.

10. Rubbish cans should be spotted throughout the factory wherever waste or rubbish collects and should be used all through the work day.

11. Drinking fountains should be washed daily and thoroughly.

12. Dirt and oil accumulations should be removed from all equipment daily, either by the clean-up squad or machine operator.

13. Never spare paint on equipment and machinery . . . it prolongs life, helps keep down accidents and aids in maintenance.

14. Never permit storage of anything on machines; tools should be in regular places assigned them at all times.

15. Work tables should be cleaned periodically.

16. Clothing, rags, et cetera, should not be draped on machines, work racks or other places.

17. Fire fighting equipment should be kept clear of all materials and storage space should be at least six feet or

more away from all such equipment.

18. Boxes and other packing containers should be promptly collected and removed to storage, either for re-use or destruction immediately.

19. Used rags and waste should be reclaimed regularly by washing and storing properly to prevent them from becoming a fire hazard.

20. Spoiled work should never be permitted to accumulate, but should be rushed for reclaiming at least twice a day.

21. Proper storage layout should be pre-determined, such areas so marked, and their use rigidly enforced.

22. Gathering places for workers should be provided in the factory, with such gatherings never permitted around equipment.

23. Bulletin boards should be kept up-to-date. Old bulletins and notices should be taken down as soon as their purpose has been accomplished.

24. Check-ups of all electrical wiring and equipment should be made weekly; immediate repair of exposed wiring is a must.

25. Slack in electrical cords should be eliminated; it's too easy to trip over the wires. Loose wire should never be allowed at or near the factory floor.

26. Equipment controls should always be easily accessible to machine operators; never at a hard-to-get-at spot.

27. Instructions for equipment operation should be in the simplest possible language and so written that no misunderstanding is possible.

28. Employees should not be per-

mitted to wander about the factory in getting to their posts. Well defined avenues to and from work posts should be established and their use enforced as a safety measure alone.

29. Fire exit and other directional signs should be cleaned daily and renewed at least each six months.

30. Sections of the factory where crowded machinery conditions are present should be re-styled to avoid such conditions, as they increase accident hazards and make maintenance more costly.

31. Tool and repair kit units should be inspected regularly for cleanliness and orderliness and for content; a missing tool discovered at time of need has been discovered too late.

32. All new ideas of employees should be cleared through foremen and superintendents first; experimenting with a new idea on the job may prove disastrous.

33. Campaigns intelligently conducted to secure greater cleanliness and safety consciousness on the part of employees should be a regular part of the factory program.

34. Food and drink dispensers should never be located in areas that are crowded, where factory activity is great, or where dust or dirt are present and such dispensers should be cleaned daily.

35. Factory bulletin boards should contain regular notices instructing employees to report maintenance needs as well as the necessity of housekeeping application at any part of the factory.

36. If the factory has skylights, these should be cleaned weekly and tested regularly for weakness or instability.

37. Regular weekly checks should be made of floors and walls in an effort to discover failures before they can do damage and while they can be repaired inexpensively.

(Continued on Page 56)

### Commodity Weights and Measures

A pint's a pound—or very nearly—of the following: water, wheat, butter, sugar, blackberries.

A gallon of milk weighs 8.6 lbs., cream 8.4 lbs., 46½ qts. of milk weigh 100 lbs.

A keg of nails weighs 100 lbs. A barrel of flour weighs 196 lbs.; of salt, 280 lbs.; of beef, fish or pork, 200 lbs.; cement (4 bags), 376 lbs.

Cotton in a standard bale weighs 480 lbs. A bushel of coal weighs 80 lbs.

A barrel of cement contains 3.8 cu. ft.; of oil, 42 gals.

A barrel for dry commodities contains 7,056 cu. in. or 105 dry qts.

A bushel stroked contains 2,150.42 cu. in., a bushel heaped = 2,747.7 cu. in. (Used to measure apples, potatoes, shelled corn in bins.)

A peck = 537.605 cu. in. A dry quart = 67.201 cu. in.

An acre contains 4,840 sq. yds. or 43,560 sq. ft. A square acre measures 208.71 feet on each side.

A board foot = 144 cu. in., a cord contains 128 cu. ft.

A barrel of flour weighs 196 lbs. net; 4½ bu. of wheat makes a barrel of "straight" flour.

1 cubic inch of water weighs .03617 lbs., 1 cubic foot weighs 62.5 lbs.

1 cu. foot = 7.48052 gals. 1 pint (liquid) weighs 1.044375 lbs. 1 gallon weighs 8.3555 lbs. 1 gallon = 231 cubic inches. 1 liquid quart = 57.75 cubic inches.

## What COOKS In Hollywood?

### Gustatorial Favorites of the Stars

**A** COLLECTION of favorite recipes of 106 famous movie stars has been compiled by Dorothy and Maxwell Hamilton, bound into a colorful book, "What Cooks in Hollywood?," and published with the profits accruing from its sales going to the Disabled American Veterans Service Foundation.

These dishes in the handy kitchen book include all regular courses from appetizers and soups to after-dinner beverages, with complete details on the preparation of these plain and fancy table preferences of strapping heroes and dainty leading ladies of the silver screen. Along with the recipes and instructions for preparing the dishes are sketches and personal autographs of the various stars.

Spaghetti and egg noodles are the favorites of the stars, three of whom gave their preferred recipes for these two types and one for lasagne. Celebrity John Lund offers "California-Style Spaghetti." George Montgomery prefers "Spaghetti a-la-Montana." Zachary Scott recommends "Noodles Mecca," and, as might be expected, Frank Sinatra is strong for a casserole dish of meatballs and lasagne with cheese. Actress Ann Miller goes for "Veal Scaloppini," a favorite with all types of macaroni food.

General Jonathan M. Wainwright, national commander of the Disabled American Veterans, wrote the introduction, with the collective foreword by ten of America's topmost Hollywood and Broadway newspaper celebrities. The booklets are available by mail for one dollar each, directly from the D.A.V. Service Foundation, Box 7170, Chicago 80, Illinois.

The four recipes for macaroni products, including the comments concerning the celebrity, are:

#### John Lund

For a New York boy, John has the California bug bad, even choosing a California-style recipe as his favorite. "Why not?" he asks, "I first ate the tasty dish the week after I arrived in Hollywood for my first movie. I guess you'd call it sentiment—if sentiment goes with spaghetti." You call John's new picture, "My Friend Irma," however, and it goes with Diana Lynn.

#### California-Style Spaghetti

8 oz. spaghetti  
6 slices bacon, diced  
2 large onions, diced  
1½ cups canned tomatoes

1 clove garlic, minced  
1 green pepper, diced  
1 teaspoon sugar  
½ cup stuffed green olives, diced  
1 teaspoon salt  
½ teaspoon pepper  
½ cup grated Italian cheese

Cook spaghetti in boiling, salted water until just done. Fry bacon until crisp. Saute onions in bacon fat until brown. Add tomatoes, garlic and green peppers. Simmer about ten minutes, then add spaghetti, bacon, sugar, olives and seasoning. Place in an uncovered casserole. Bake 35 minutes at 350 de-



"Don't touch a thing, Miss Miller—I know right where everything is!"

grees F. Top with grated cheese. Serves six.

#### George Montgomery

George is a Montana boy, and cooking isn't his only accomplishment. Ask him some time to show you his cabinet making, or take a look at his acting in Fenimore Cooper's "Leatherstocking." "This recipe I learned back in Montana," George said one afternoon. "But Dinah likes it, and so do I."

#### Spaghetti-a-la Montana

2 medium sized onions  
½ green pepper (optional)  
Shortening  
1 lb. ground round steak  
½ lb. ground pork  
1 cup diced celery  
1 or 1½ cans tomato paste  
Salt and pepper to taste  
1 or 1½ lbs. spaghetti

Dice onion and green pepper. Fry in shortening until onions are golden brown. Add meat, and brown. Add celery, and brown slightly. Pour tomato paste over mixture. Work together with large fork. Add salt and pepper. Turn heat low and simmer about 30 minutes. Cook spaghetti according to directions on the package. Drain.

Pour sauce over spaghetti and serve. Serves five to eight.

#### Zachary Scott

Zach's one of the really tireless workers on various projects, so he rushed to call us from the "Flamingo Road" set to give us his recipe for "Noodles Mecca." "It's named after Mecca Graham, a Warner Brothers assistant director," he says, "and a cook at heart. Best thing about it is that it can be prepared in advance and put in the oven for 30 minutes before serving."

#### Noodles Mecca

1 package medium noodles  
¼ lbs. ground round steak  
2 large onions, ground  
2 kernels garlic  
¼ teaspoon chili powder  
¼ lb. Cheddar cheese, grated  
2 cups condensed tomato soup  
¼ teaspoon cayenne

Boil Noodles in plenty of water for seven minutes. Mix steak, onion, garlic, cayenne and chili powder. Put layer of noodles on bottom of casserole, then a thin layer of grated cheese, then a thin layer of meat and seasoning mixture. Repeat alternate layers until casserole is filled. Pour soup over all. Bake 30 minutes in moderate oven. Serves eight.

#### Frank Sinatra

Frankie, who's in "On The Town" for his alma mater, MGM, likes these Italian-style meatballs baked in a casserole with lasagne, pot cheese, Muzarella cheese, Parmesan cheese and his wife Nancy's own garlic-flavored tomato sauce. Confidentially, we like 'em too, as we think you will after your first serving. Eat Up!

#### Italian Meat Balls

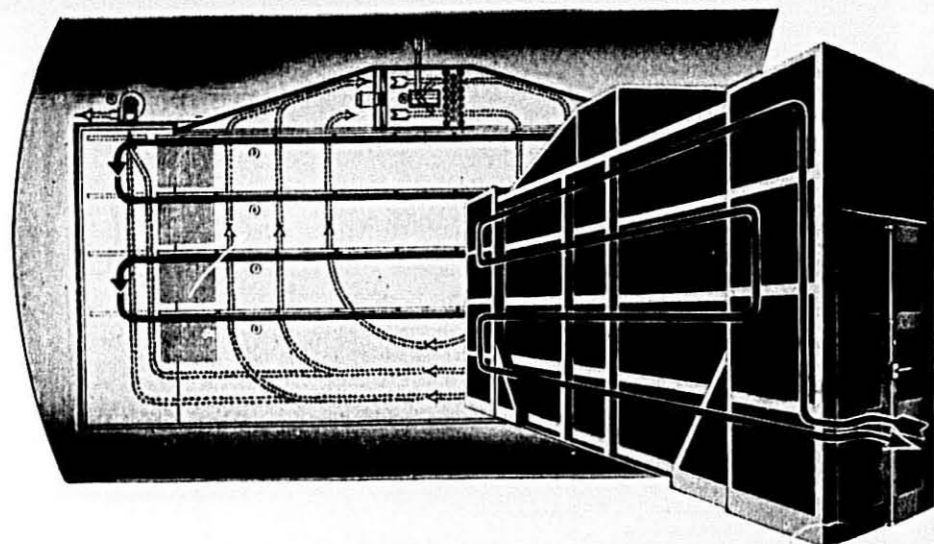
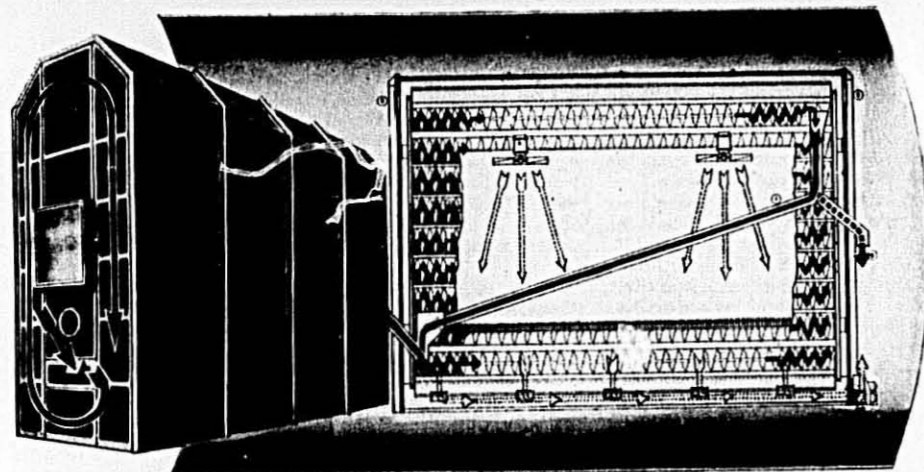
¼ lb. ground beef  
¼ lb. ground pork  
½ cup grated Italian cheese  
2 eggs slightly beaten  
¼ cup of water  
1 cup bread crumbs  
¼ teaspoon salt  
A few grains pepper  
2 tablespoons olive oil

Mix meat and cheese in separate bowls, beat eggs with water; add to breadcrumbs. Let stand five minutes. Combine with meat mixture, add salt, pepper (and garlic, if desired). Mix thoroughly together. Shape into balls of desired size (not too large), flattening them slightly. Fry on both sides in olive oil until golden brown. Serve with lasagne, macaroni or spaghetti.

# BUHLER



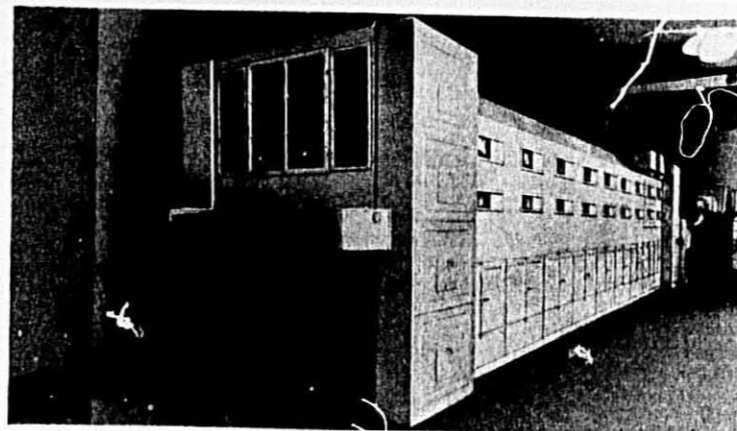
CONTINUOUS DRYERS FOR MEDIUM AND SMALL PLANTS



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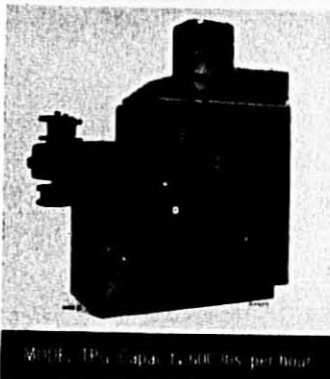
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



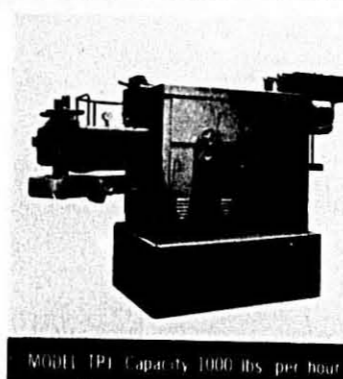
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# You Are What You Eat

By Victor H. Lindlahr, in The Journal of Living

**H**OMEMAKERS will welcome this practical suggestion on food combinations, offered by Robert S. Goodhart, M.D., who is chairman of the Committee on Nutrition of Industrial Workers, Food and Nutrition Board, National Research Council.

Many people can serve meat only once a day. And they don't—or can't—drink more than a couple of glasses of milk daily. So Dr. Goodhart suggests that instead of drinking milk and eating meat at the same meal, you save the milk for lunch or breakfast in which you may get only vegetable proteins.

The explanation goes something like this: As most of you know, proteins are made up of certain food factors called amino acids, and at least eight (possibly ten) of these acids are as essential to your health and well-being as any vitamin or mineral.

However, not all protein-rich foods give you the complete array of amino acids. Only the proteins from animal sources—meat, eggs, milk and milk products—are complete. Yet nature has decreed that you must have all eight of the essential amino acids at the same time if they're going to do you maximum good. Getting just part of them, as you do from vegetable proteins like beans, means an incomplete protein ration.

So the practical angle is to combine animal proteins with vegetable ones whenever possible—for economy as well as good nutrition. For example, a meat, egg or cheese sandwich makes an excellent protein food because you've combined the complete amino acids of the animal foods with the less complete protein of bread. You do the same smart thing when you add sufficient cheese to macaroni, or a meat sauce to spaghetti.

You can see, then, why it would be sensible to put milk in a meal otherwise lacking in animal protein. Breakfasts which don't include eggs or bacon are improved by a glass of milk, as are luncheons which feature salads or dainty sandwiches. Of course, if you can drink milk with every meal, so much the better—but remember to serve it without fail in meals that would otherwise lack complete protein.

### A Quick Test for Your Diet

Here's something to do that may help you feel better and enjoy more pep. Besides, it may enable you to get more fun out of eating, too.

You probably have a couple of favorite foods that you can eat almost

every day and still enjoy. There are undoubtedly several others that are almost as popular with you. So some time when you have an hour or so to spare, sit down and make a list of the foods you like best. Try to list the top ten—the all-time favorites on your food hit parade.

Then mark down the class to which they predominantly belong: starch, protein, fat, or the vitamin-mineral food group. When you're done, you'll have a pretty good picture of yourself as far as your diet habits are concerned.

Perhaps you'll find that you're chiefly a starch eater, or a fat or protein eater. Some of you will discover that you're pretty good about eating enough fruits and vegetables, while others may see room for improvement.

You're all going to be surprised, we'll guarantee. It's like hearing your voice on a recording for the first time—ninety-nine times out of a hundred, it's entirely different from what you expected. But try this quick test anyhow, because making a diet analysis of yourself is fun. What's more, it may be just the guide that will help you make any needed dinner-table changes.

### "Feeding" Your Eyes

A study of university students recently reported in the *British Medical Journal* showed that almost 20 per cent—nearly one in five—had a vision defect caused by lack of enough Vitamin A. Specifically, they took much longer than normal to adjust their eyes when changing from a brightly lit to a dimly lit room.

Don't say, "Yes, but that's over in England." As far as failing to get enough Vitamin A is concerned, we Americans are just about as bad as the British. This food factor is necessary to "feed" all eyes, no matter what their nationality. Why not make sure of your quota every day by using green and red peppers, still on the plentiful list, to perk up salads and casserole dishes? By enjoying canned or fresh tomatoes? By serving liver and liverwurst, and drinking milk? Anything you can do to prevent possible vision defects is tremendously worth while.

### Zest for Winter Vegetables

Giving bland, so-so tasting vegetables a personality, so to speak, is something we don't do enough of in this country. The Italians, for example, are really great hands at eating vegetables, despite the general idea that they live almost exclusively on

spaghetti. And they do have tricks of putting taste into rather flat foods with additions of cheese, onion or tomatoes. Perhaps if we spent as much time making vegetables interesting as we do in frosting seven-layer cakes, we wouldn't have to blame so many men and boys for "not liking" these foods.

### Ignorance—Or Stubbornness?

Dr. Charles Glen King of the Nutrition Foundation made a speech at Columbia University a few months back, and among other things, he said: "No one in his right mind will deliberately continue to eat foods that he knows will damage his heart, nerves, arteries, stomach, brain and other vital organs, but he may do so in case of ignorance or doubt."

Well, we've had some firsthand experience with people and their reaction to the growing knowledge about foods. The plain downright truth is—too many people lie to themselves, make excuses for themselves, and eat the foods that they know they shouldn't be eating. So it isn't solely a matter of knowledge, or of telling people what's what about foods. Even when they know what they're doing is wrong, some folks will do it.

Nobody in his right mind would try to beat a New York taxicab to the gun. Yet you can't ride one block in New York City without having someone dart out into the oncoming traffic, risking his life, trying to save two minutes of his time that he probably doesn't know what do with anyway.

Apparently old Dame Nature has devised the only plan that seems to work—an eye for an eye, and a tooth for a tooth. It seems cruel, but it seems to be the only method by which a lot of humanity will learn.

If a doctor tells you not to eat fatty foods when your gall bladder isn't up to par, you may be tempted to think you'll fool him just this once. You heap that beloved gravy on your potatoes—you put one over on the doctor, all right. Then, three hours later, your gall bladder kicks up. After a while, you'll learn who has been "fooled," by bitter experience.

So, for too many people, it takes punishment from nature to make them pay heed to lessons which nutrition science teaches. They find they have to learn the right way to eat—and follow it—or else pay the penalty. That's the way it is with millions of men and women, and we wish it weren't true. But human nature still seems to be in the saddle.

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**MERCK**

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Macaroni, Spaghetti, Noodles, Pasta, etc.

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

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- Merck Vitamin Mixtures for Flour Enrichment
- Merck Bread Enrichment Wafers
- Merck Vitamin Mixtures for Corn Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment



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# TRADEMARK DEPARTMENT

**Subject to Opposition, Act of 1905 Opposition Must Be Filed Within 30 Days, with Fee of Ten to Twenty-five Dollars**

"Nor-Bak." No. 525,236. Northshire Bakers, Paterson, N. J. For use on chow mein noodles and other foods. Filed June 30, 1947, and published November 15, 1949.

The mark is the name in outlined white lettering on a dark background, triangular shaped. The notation, "Bak," is disclaimed. Claims use since April 16, 1947.

"Ranch Style." No. 508,633. Waples-Platter Co., doing business as Western Food Co., Fort Worth, Tex. Original filed, Act of 1905, September 6, 1946; amended to application under Act of 1946 on September 12, 1947. Published November 15, 1949, for use on canned spaghetti. Claims use since 1934.

Mark is in heavy black type.

"Mueller's." No. 534,317. C. F. Mueller Co., Jersey City, N. J., now by merger C. F. Mueller Co., a corporation of Delaware. Filed September 29, 1947. Published November 22, 1949. For use on alimentary pastes. Claims use since January, 1933.

Mark is in heavy black type.

"Palmer Park." No. 547,750. Mid City Wholesale Grocers, Inc., Chicago, Ill. Filed January 22, 1946, published November 29, 1949. For use on canned macaroni and canned spaghetti. Claims use since November, 1935.

Mark is name in heavy type.

**Subject to Opposition, Act of 1905**

"Skinner's." No. 561,530. Skinner Manufacturing Co., Omaha, Nebr. Filed July 15, 1948, for use on macaroni, spaghetti and egg noodles. Published November 29, 1949. Claims use since 1911.

Mark is name in heavy type.

"Phillips Delicious." No. 539,559. Phillips Packing Co., Cambridge, Md. Filed October 30, 1947, published December 6, 1949. For use on canned alimentary paste products and other foods. Claims use since 1925.

Mark consists of name in white letters on black oval.

"Raulli's." No. 553,308. Ralph Raulli, doing business as Sunland Biscuit Co., Los Angeles, Calif. Filed March 29, 1948, and published Decem-

ber 13, 1949. For use on alimentary paste products. Claims use since June 1, 1932.

The mark consists of the name in heavy type script.

"Tea Table." No. 556,295. Tea Table Mills, Inc., Lincoln, Nebr. Filed May 5, 1948, published December 13, 1949. For use on macaroni, spaghetti, noodles and other foods. Claims use since July 3, 1919.

Mark consists of the name in outlined letters bordered in black.

"Armour." No. 563,149. Armour & Co., Chicago. Filed August 11, 1948, published December 13, 1949. For use on spaghetti and meat, and other meat products. Claims use since 1867.

The mark is name in heavy caps.

**Subject to Opposition**

"Encore." No. 570,489. The Great Atlantic and Pacific Tea Co., New York, N. Y. Filed December 14, 1948, published December 20, 1949. For use on packaged spaghetti, macaroni, vermicelli and noodles. Claims use since May, 1946.

The mark consists of the name in heavy script type.

"Encore." No. 570,490. The Great Atlantic and Pacific Tea Co., New

York, N. Y. Filed December 14, 1948, and published December 20, 1949. For use on prepared spaghetti with tomato sauce and cheese. Claims use since June 26, 1923.

The mark is the name in caps.

**Not Subject to Opposition**

The following marks are registered under the "Act of 1946, Supplemental Register."

"Skinner." No. 517,551. By Skinner Manufacturing Co., Omaha, Nebr., and published November 8, 1949. Original filed April 15, 1946, under "Act of 1920"; amended to application under "Act of 1946, Supplemental Register," July 10, 1948, Serial No. 500-254.

Mark consists of the name "Skinner" in outlined white letters on a serrated rectangle of darker background. For use on cereal breakfast foods and macaroni and spaghetti. Claims use since August 28, 1942.

"Traficanti's." No. 443,632. Traficanti Brothers, also doing business as Traficanti Bros., Chicago, Ill. Filed October 11, 1946, for use on alimentary paste products, namely: macaroni, spaghetti, vermicelli, linguine, rigatoni, ziti, mezzani, ditali, ditalini, tubettini, acini di pepe, orzo and noodles. Pub-

(Continued on Page 56)

## PINCH and PUNCH . . . . . By HAP

**NEWS ITEM:** United Nations General Assembly asks main atomic powers to continue private consultations, to find a basis for international atomic control.



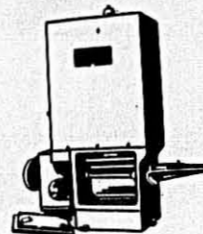
"I see where those U.N. guys are gonna keep on talking about this atom bomb..."  
"Well, at least they ain't thrown it yet."

# Meet N-A's all star cast for the macaroni and noodle product industry



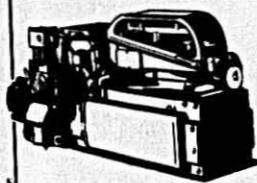
## ENRICHMENT

N-Richment-A Type 6 comes in handy wafers for batch mixing or as a powdered pre-mix for continuous presses. In either form you can be sure of receiving economical, uniform enriching backed by over 25 years' experience in the cereal and cereal-product industries.



## N-A FEEDERS

Used by the milling industry for years, these dependable feeders are particularly suited to the efficient application of N-Richment-A Type 6 pre-mix in continuous presses.



## W&T MERCHEN SCALE FEEDERS

Leading macaroni and noodle product manufacturers rely on these Feeders, backed by 35 years' experience, to feed semolina precisely and economically BY WEIGHT. They also use the W&T Liquid Flow Regulator in conjunction with these Feeders to provide a simple, reliable control to maintain a constant flow of mix-water to the mixers in proportion to the semolina feed rate.



## RICHMOND GYRO-WHIP SIFTERS

This sifter is available in 3 sizes with capacities ranging up to 10,000 lbs. per hour and is one of the most efficient means for scalping off strings, fuzz, lumps, infestation, and other impurities from semolina or flour before it enters the process.

Richmond also provides Niagara Permaflux Magnets either for chute or spout type installation. These are especially effective in the removal of tramp iron and fine metallic particles.

## SERVICE

N-A's nationwide Flour Service Division . . . composed of experienced field experts familiar with cereal processing problems; complete laboratory facilities and laboratory technicians . . . is always ready to work with your own staff and consultants on any phase of enriching and feeding.

Write now to put this all star cast to work for you.



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



## Year-End Statement—

## 1949 In Review

By Paul S. Willis, President, Grocery Manufacturers of America, Inc.

THE growing interest of the American people in good eating and good living during 1949 enabled grocery manufacturers to maintain sales volume at, or close to, peak post-war levels.

Preliminary figures from GMA's continuing study of the sales and earnings of 89 representative grocery manufacturers whose products make up the average grocery basket indicate that 1949 dollar sales were about the same as in 1948. They were \$15.9 billion in 1948 and about \$15.4 billion in 1949. Industry-wide, it is estimated that total food store sales for 1949 were about \$30.2 billion, as compared with \$30.5 billion in 1948. These small declines are due to lower prices, rather than to decreased tonnage sales.

Using these figures as a base, overall food consumption in the United States in 1949, including food consumed on the farm and that sold in public eating places, totalled about \$52 billion, also slightly below the 1948 figure.

Our study also shows that manufacturers' net profits per dollar of sales continued their decline, dropping from 3 cents in 1948 to 2.9 cents in 1949. They were 4.6 cents in 1939. This can be attributed to increased costs encountered by the manufacturers in the production, transportation and sale of their products. While the manufacturers continued their efforts to streamline their operations in the hopes of increasing production and cutting expenses wherever possible, any such gains were offset by higher cost factors which are beyond their control such as labor, transportation, taxes, machinery and equipment, rents, etc., all of which continued to trend upward.

These higher costs factors, which have an important bearing on the price of processed foods, prevented manufacturers from fully reflecting lower farm prices in the prices of food and grocery products at the retail store.

Chief reason for the continued public interest in good eating and good living during the year was the aggressive advertising and sales promotion campaign staged by grocery manufacturers to maintain and stimulate that interest, plus the fact that more people had more money to spend and manufacturers introduced to them new and exciting products which are readily prepared in the kitchen and which help the homemaker to feed her fam-

ily a great variety of good nutritious foods. Thus the trend towards convenience items and high quality foods continued at an accelerated pace, providing an opportunity for the manufacturer and retailer to maintain and build sales volume, and the people the opportunity for even better eating and even higher standards of living.

There were ample quantities of all these foods available at prices which were fair and reasonable when compared to costs of production and distribution, and to consumer income. With almost 60 million people employed at high wages during 1949, the vast majority of the American people were able to afford good eating and grocery sales figures show that they did so.

## The 1950 Outlook

As we enter the year 1950 and, incidentally, the second half of the Twentieth Century, the outlook for business is certainly on the hopeful side. Grocery manufacturers are optimistic as to the future and feel that there are real opportunities for increasing their sales volume and their services to the people.

The population of the United States is growing fast. It is estimated that we have now reached the 150 million mark and that we will have 160 million by 1960. More babies are being born and the life span of our people is widening each year. More than seven million new households have been established since 1940.

There seems to be nothing in the picture to indicate any serious increase in unemployment rates or any lowering of wage scales. Consumer purchasing power is 62 per cent higher than it was in 1939, savings are at an all-time high and the consumer debt is low in relation to income.

Purchasing power will be stimulated further early in the year when about ten million war veterans receive \$2,800,000,000 as premium dividends on their armed service life insurance policies.

However, grocery manufacturers are fully aware that competition is getting keener daily and that increased sales can result only from extended and hard-hitting advertising and merchandising campaigns. Aggressive manufacturers will increase their advertising and selling budgets as the sale becomes harder to make.



Mr. Willis

There will also be increased activity in manufacturer research laboratories where new products are created and old products are made better. The people can expect a continuing parade of attractively packaged grocery products which will please all members of the family and serve further to reduce the time which the homemaker must spend in her kitchen each day.

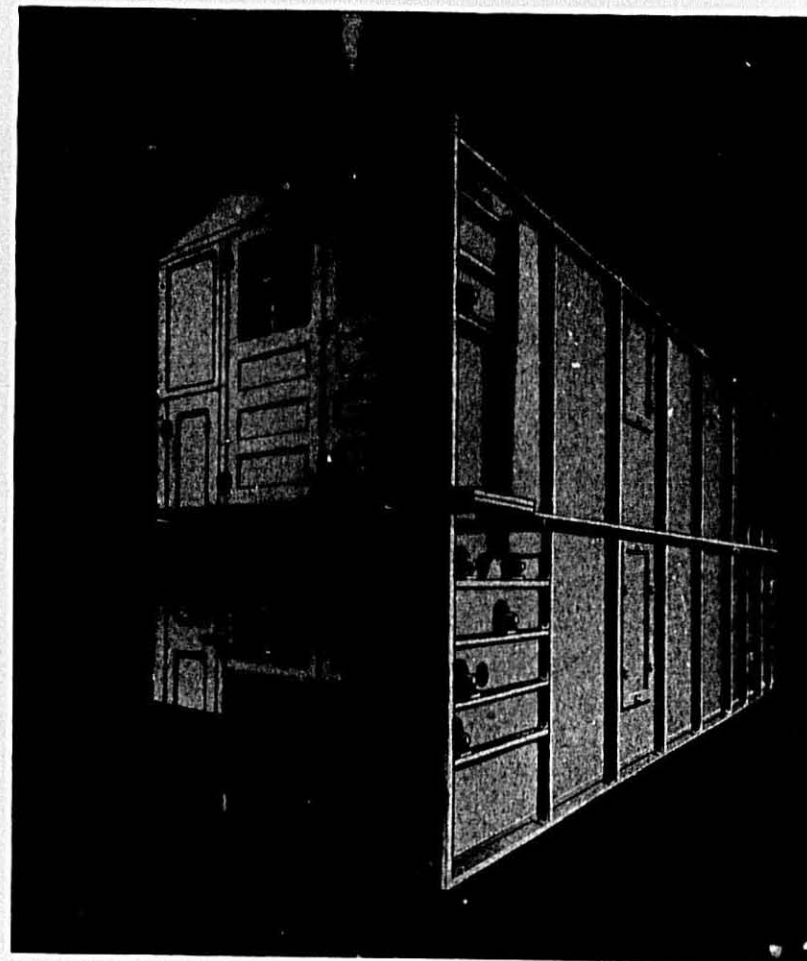
The people can also expect a plentiful supply of all food and grocery products throughout the year. While there may be temporary limited supplies of some perishable products in the meat, dairy products and produce lines, and a below-demand supply of coffee is reported, there will be sufficient to go around if purchasing is done wisely.

There is little likelihood of any major change in the prices of retail food products during the year. The prices of most farm products are at or near the support levels fixed by the federal government and, therefore, cannot be expected to go much lower. This leveling off of farm prices, coupled with higher costs of production and distribution beyond the industry's control, allows little room for price reductions. While we can expect minor fluctuations in the prices of various items, food prices generally should remain steady.

However, with family income high an adequate amount of good nutritious foods will be within the reach of most American wage earners who are willing to invest a proper share of their incomes in the health of their families.

Grocery manufacturers, in 1950, will not only continue to make those foods available to the people at corner grocery stores, but will also continue to impress upon them the enormous values of good eating—both to their families and to their country. For the strength of a country lies chiefly in the strength of her people.

## 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.

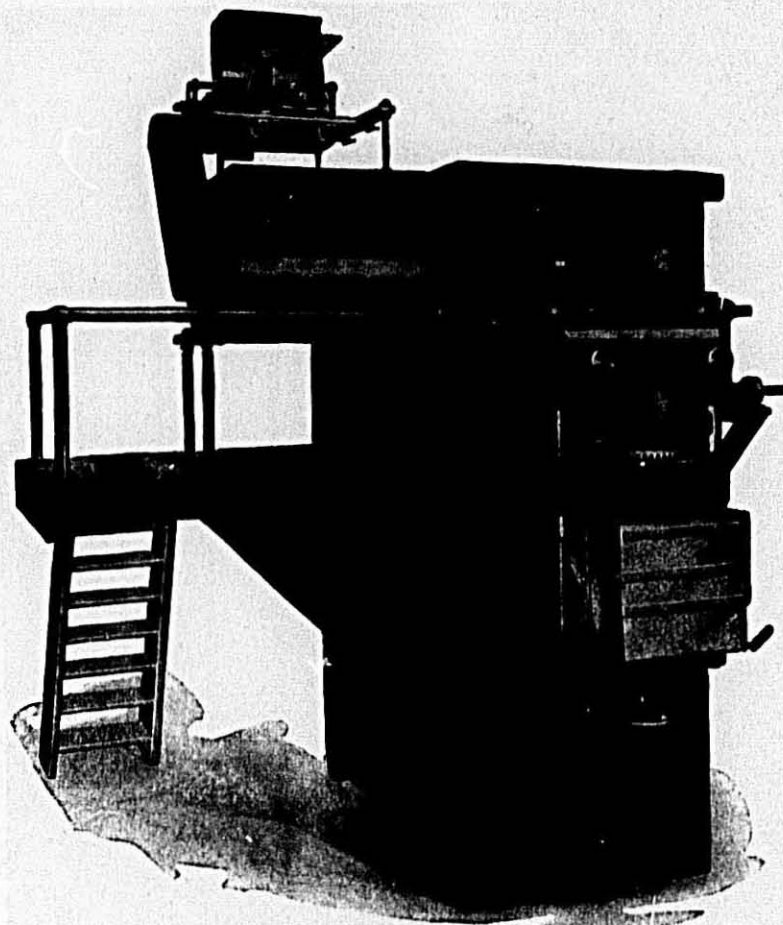
**IMPORTANT.** We have a very choice selection of secondhand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

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.

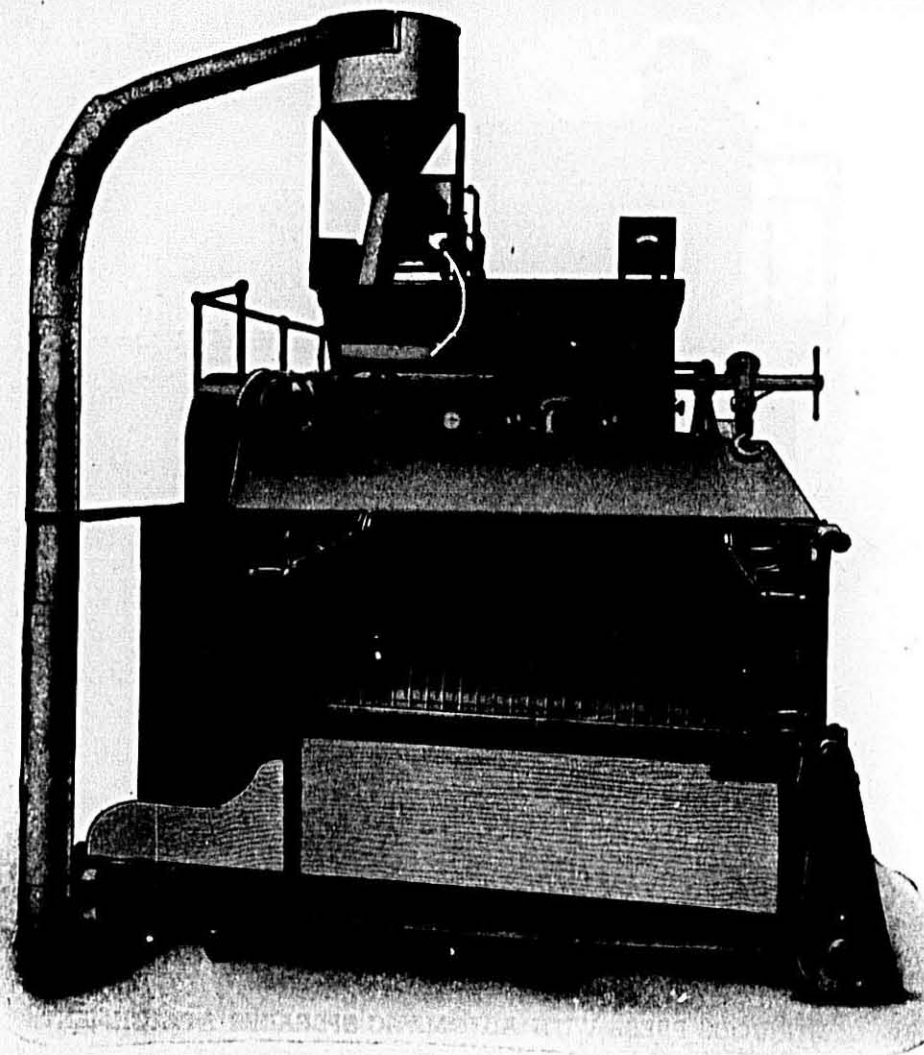
Designed for 24-hour continuous operation.

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.

## 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.

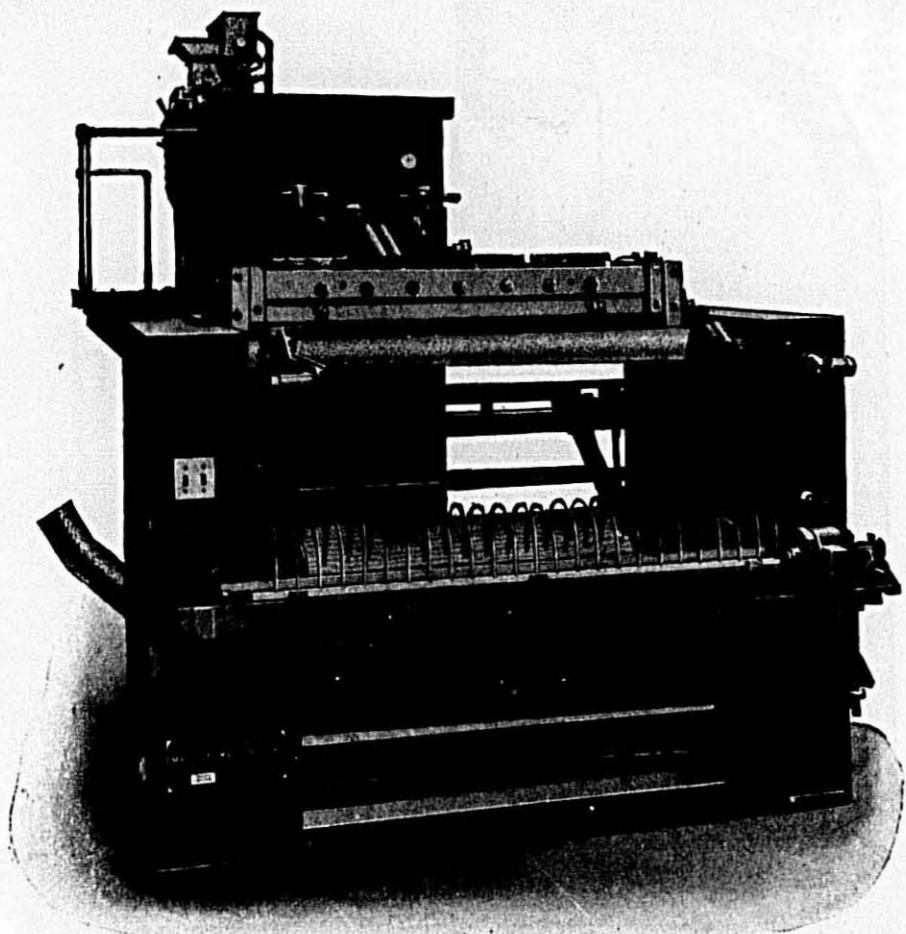
The press that is built for 24-hour continuous operation.

Fully automatic.

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

Write for Particulars and Prices

## 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.

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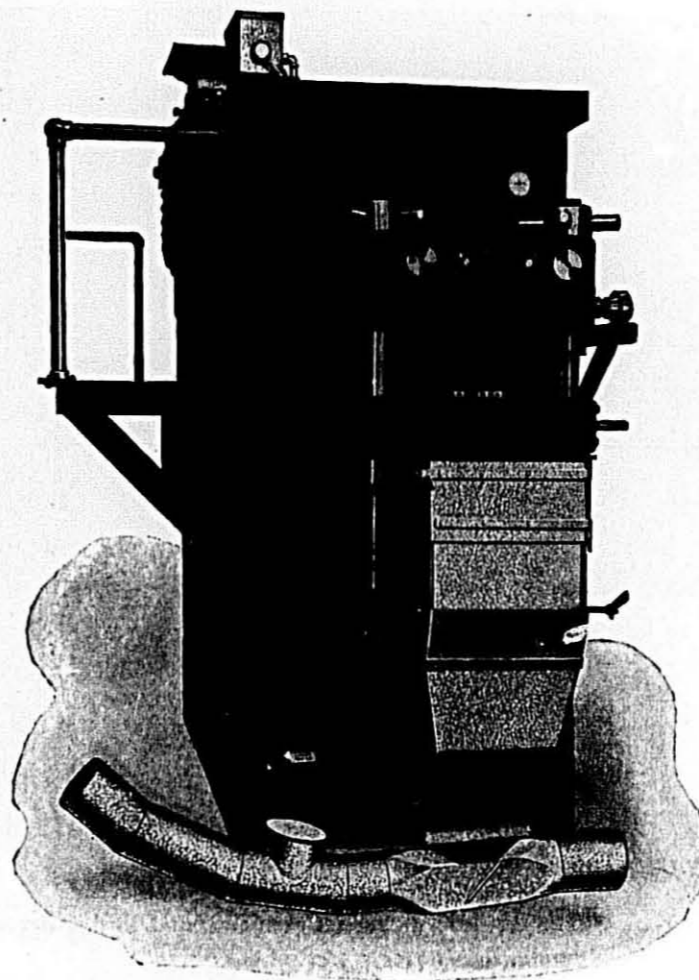
The press that is built for 24-hour continuous operation.

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.

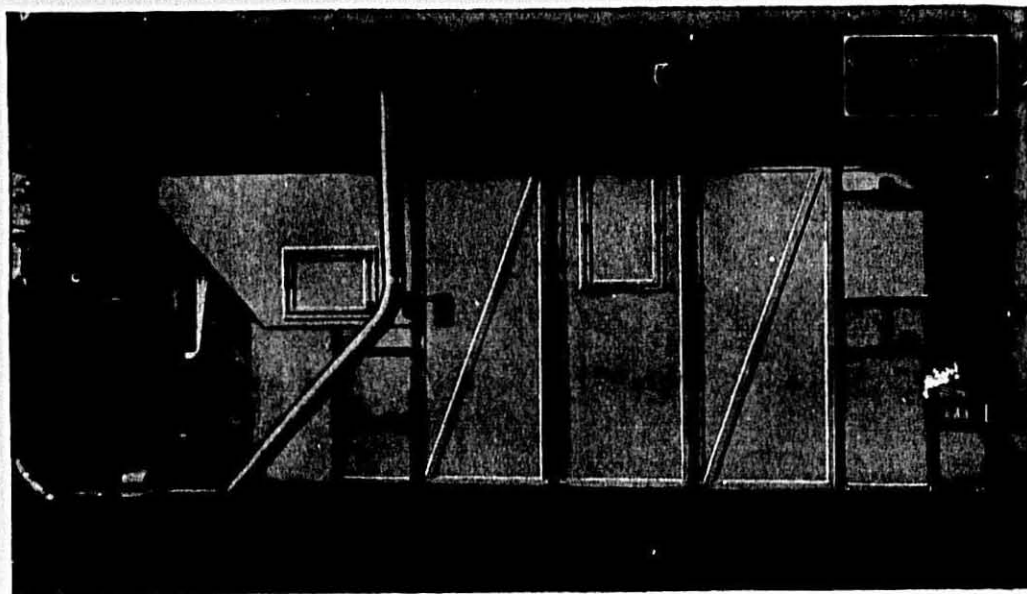
Designed for 24-hour continuous operation.

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 preliminary 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.

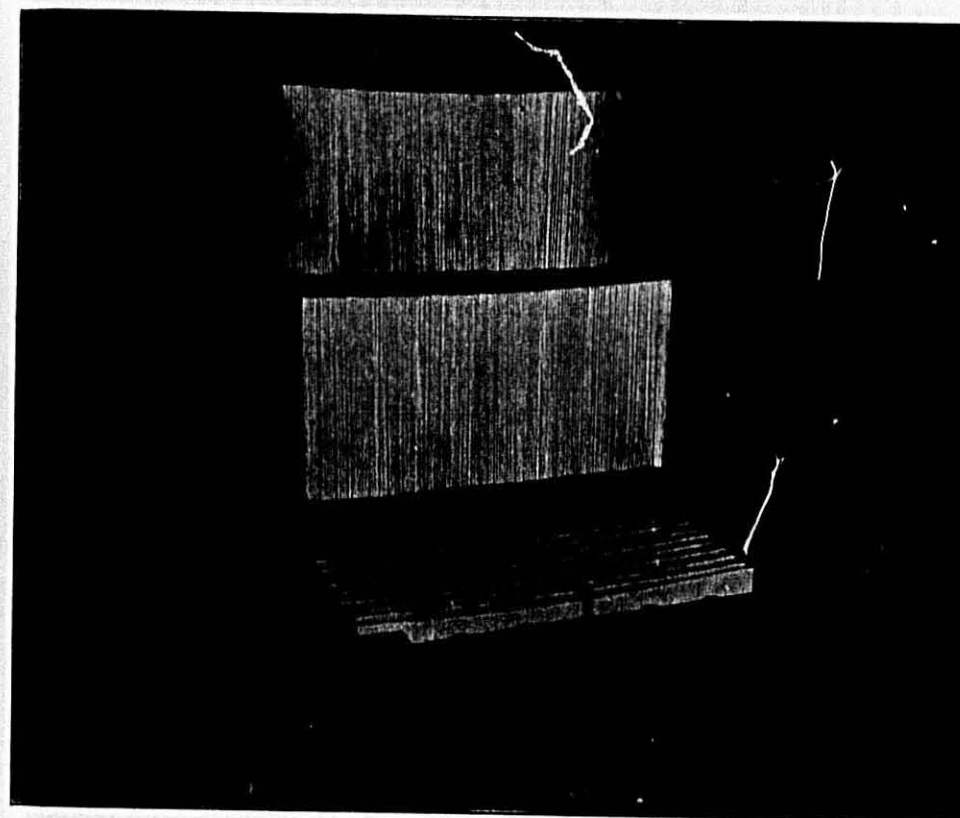
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

## Italy Calls—

## Holy Year Opens Auspiciously

Starting in December, when the new ecclesiastical year begins, a million Americans will descend on the Eternal City for the Holy Year. There they will find fabulous art treasures, breath-taking religious spectacles, and plenty of good "pasta" and fun.

Ann Carnahan, author of "The Vatican—Behind the Scenes in the Holy City," wrote a well worded, beautifully illustrated article that appeared in the *Philadelphia (Pa.) Bulletin* of November 20, 1949, just at the flush of travel to Italy in 1950, and especially to Rome. Her story, in part, reads:

"No city in the world puts on a better spectacle than Rome. It earned a reputation for circuses, celebrations, coronations, carnivals, fêtes and fairs, torchlight parades and spectacles in the days of the emperors.

"But 1950, many say, will outdo anything in the past. For more than 4,000,000 people will be visiting the Eternal City as it celebrates the Holy Year. Americans, English, French, Spaniards, Portuguese, Dutch, Scandinavians, Africans, Chinese and Indians, as well as citizens of the provinces of Italy itself, will descend on the city to see the sights. "The Romans have never been more enthusiastic about 'company expected' than they are right now. The estimated 1,000,000 Americans who are besieging the harassed clerks of American Express and Cook's, demanding boat, plane and hotel reservations, could mean a \$500,000,000 shot in the arm for the Italian economy.

"But—ignoring the boost to Roman morale and revenues that this tourist invasion can mean—the wise traveler will look first to his own comfort and pocket. The European Travel Commission, guiding agency to 16 European countries, estimates that by mid-January all travel space to Europe for the period May 15 to August 15 will be booked. "Go earlier—or go later" is their advice. Before Easter the vitality and seasoned hospitality of the Romans will be fresher. September, October and November are the best months of Roman weather—cool, sparkling, sunny days that make energetic sight-seeing possible.

"As an added inducement, airlines and shipping companies, trying to equalize their tourist load, have made reductions in round-trip fares. One may save as much as \$150 round-trip fare by flying to Rome during the 'low season' before the rush, almost that

much by sailing in the September-to-April period to Naples and return.

## You'll Gain 10 Pounds

"Rome is ready—come who will and whenever they will. Hostels have been built to accommodate some of the overflow guests; streets have been re-rolled and re-paved. The Via della Conciliazione, leading from the River Tiber up to St. Peter's Square and the Holy City, has been completely torn up and made double width in accordance with the 500-year-old plan of Bramante, the architect of St. Peter's basilica which stands at the head of the avenue.

"Visitors to Italy can expect to gain at least 10 pounds, visible proof that travel is broadening. The spring and summer, 1949, wheat crop was excellent and visitors will be treated to the best of bread, whipped-cream-filled cakes and pastries, *pasta* (macaroni, spaghetti in 20 sizes and shapes), noodles green and white, *pizza* pies

topped with fresh cheese, the *cannelloni* that is pancake stuffed, rolled and elegantly sauced. The new Frascati wines, red Chianti, St. Peter's beer, first-press olive oil for salads, green beans for making the strong Italian coffee are stored in warehouses from the Tiber to the Appian Way.

"Student-artist cafés such as Il Bottaro (The Little Drunk), the tony Cappriccio near the Via Veneto—and everything in between—have new furnishings, new menus and are doing over their gardens.

"If all roads lead to Rome, certainly the heart of a Rome visit is the Vatican. The ancient Capitoline art collections, the Colosseum by moonlight, the wedding-cake architecture of the Victor Emmanuel monument are small competition for the wonders of Bramante, Michelangelo, Raphael, Fra Angelico and Leonardo da Vinci which are crowded together in what is actually the world's smallest independent nation—the Vatican."

## 1949 Macaroni Production Up

## Officials Place Estimate at 142 per Cent of Average of Five Pre-war Years

The makers of macaroni, spaghetti and egg noodles were among the first manufacturers in the country to look ahead optimistically after the year-opening slump that ended the postwar business boom, and the industry closed 1949 with 142 per cent of the production average for the five years before the war. This was reported jointly by C. L. Norris, president of the National Macaroni Manufacturers association, and Robert M. Green, director of

the National Macaroni Institute, in their year-end review.

"We came through the year," Norris said, "with no large inventories of macaroni products in distributors' hands, and business since the early months has staged the comeback which we predicted at the June convention."

They attributed rapid recovery from the year's slow start to the merchandising and quality improvement programs which were an important part of the industry's activity during 1949.

"Macaroni has become a volume item with a high mark-up, varying from 20 to 25 per cent. The macaroni manufacturers have achieved new prestige and interest in the uses of macaroni, spaghetti and egg noodles because of their steady work toward improving quality and to inform the public. The manufacturers' efforts have included co-operation with the growers of durum, the macaroni wheat which is produced successfully only in the 12-county 'cold triangle' of North Dakota. This work has resulted in a 73 per cent increase in durum acreage since 1945.

"The second phase of the industry's unified effort has been its public relations program. Production and sales results for 1949 enable the macaroni industry to start 1950 with high hopes for continued good business."



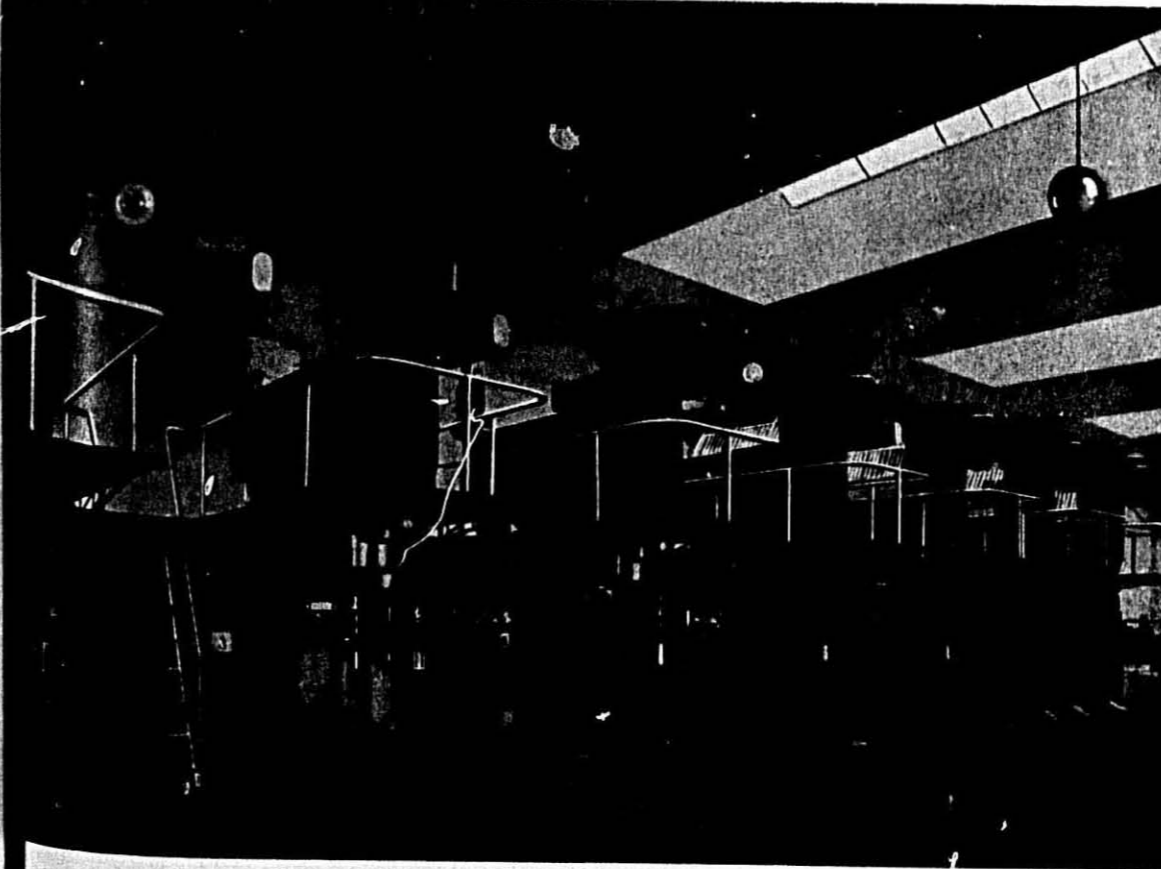
"Well, I told you I'd never worked on a farm before."

Dott. Ingg. M., G.

Braibanti<sup>e C.</sup>Cable: Braibanti—Milano  
Bentley's Code UsedSOC. A. R. L.  
MILANO—Galleria del Corso, 2 (Italy)  
Phone: 792-393 and 792-394

## 30 Years of Professional Experience

- The world's largest organization for the manufacture of Macaroni Factory Equipment.
- The most progressive inventors and manufacturers, and the best macaroni workmen are collaborating in the Braibanti Organization.
- The most perfect and practical automatic macaroni plants, spread all over the world, are built by Braibanti.
- The most important and up-to-date European Macaroni Factories have been designed and equipped by the Braibanti Co.



Detail of a machine room for the daily output of 170,000 pounds.

Dott. Ingg. M., G.

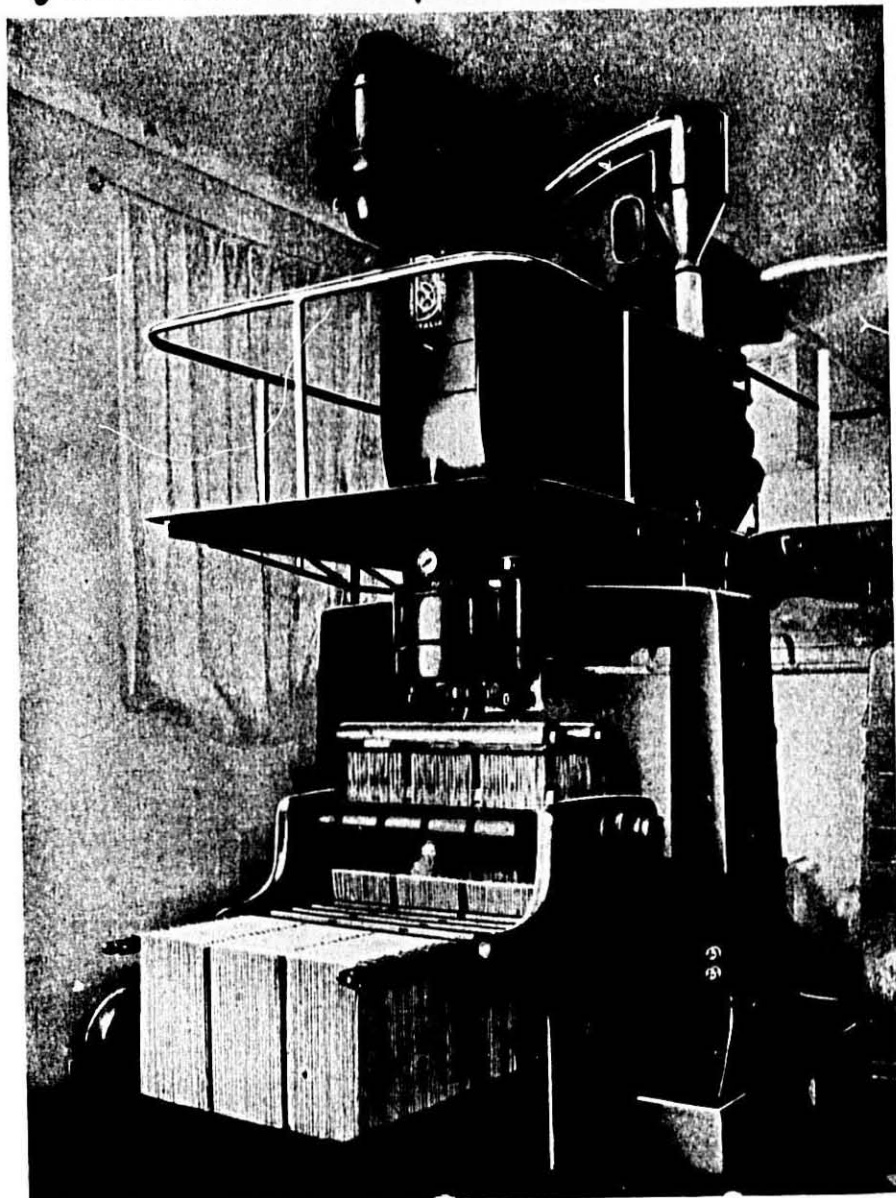
# Braibanti<sup>e C.</sup>

SOC. A. R. L.

Cable: Braibanti—Milano  
Bentley's Code Used

MILANO—Galleria del Corso, 2 (Italy)  
Phone: 792-393 and 792-394

Complete Equipment—Machinery and Dryers for  
*Pasta Alimentare (Macaroni Products)*



Continuous automatic press mod. No. 6 with double automatic spreader—Hourly output 900/1000 lbs.—Braibanti patent. The first continuous automatic press built in the world. The most simplified and economical automatic spreader and the most reliable one for large productions.

Dott. Ingg. M., G.

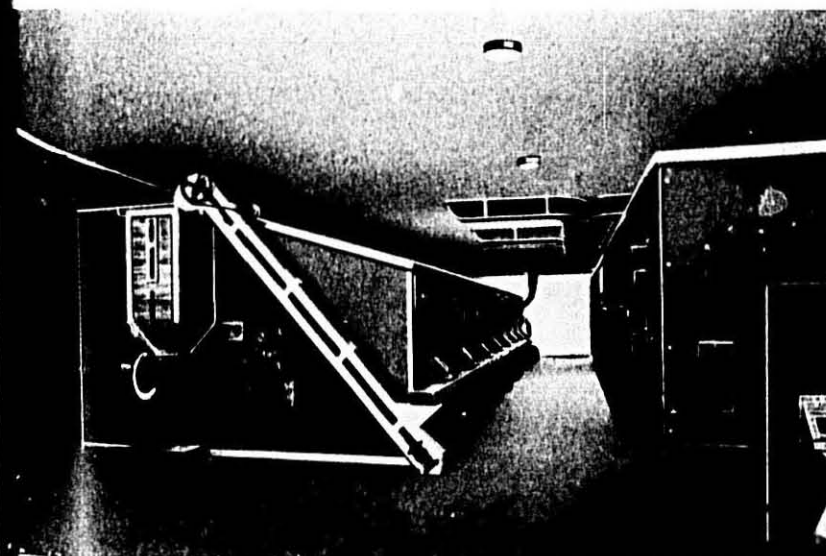
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SOC. A. R. L.

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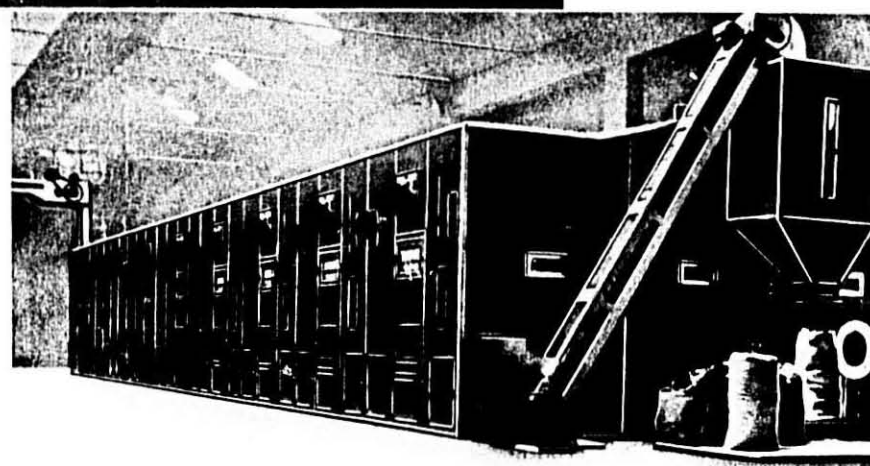
MILANO—Galleria del Corso, 2 (Italy)  
Phone: 792-393 and 792-394

Complete Equipment—Machinery and Dryers for  
*Pasta Alimentare (Macaroni Products)*



BATTERIES OF ROTATING DRUMS FOR THE CONTINUOUS AND AUTOMATIC DRYING OF SHORT GOODS. for medium productions (Fava patent).

Battery of rotating drums for the continuous and automatic drying of short goods designed for large productions (Fava patent).



Dott. Ingg. M., G.

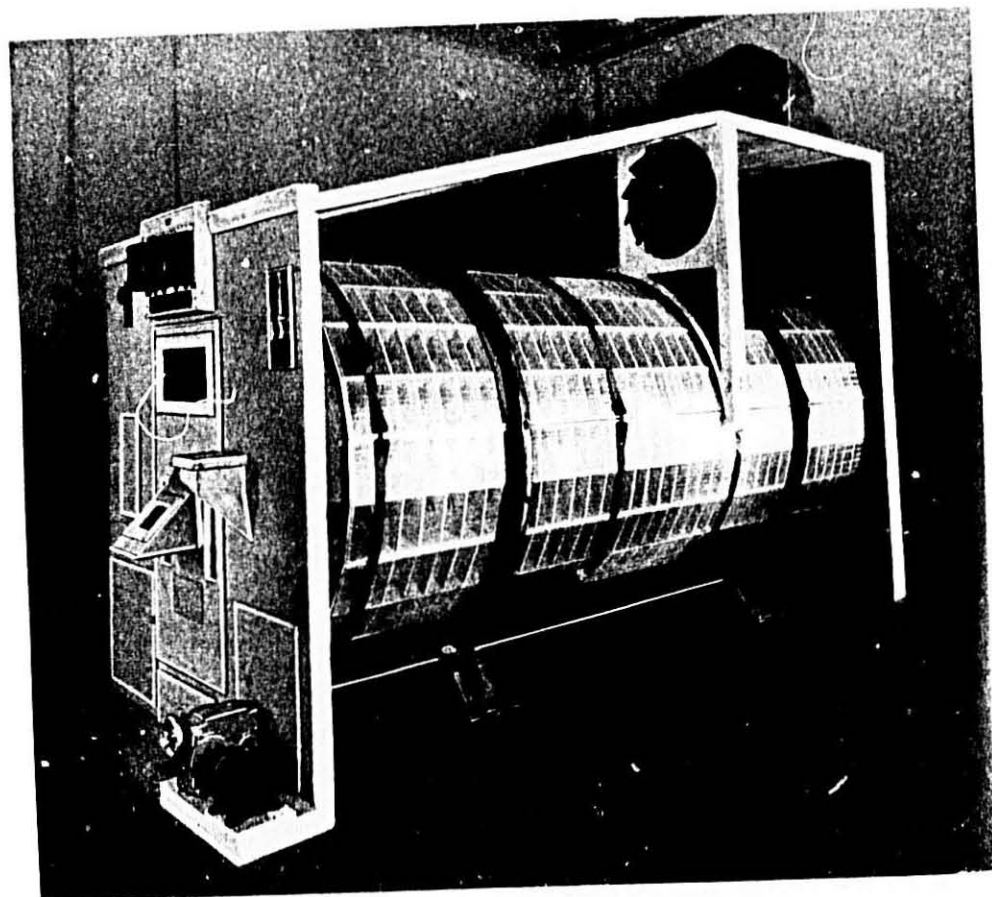
# Braibanti<sup>e C.</sup>

SOC. A. R. L.

MILANO—Galleria del Corso, 2 (Italy)  
Phone: 792-393 and 792-394

Cable: Braibanti—Milano  
Bentley's Code Used

Complete Equipment—Machinery and Dryers for  
*Pasta Alimentare (Macaroni Products)*



Rotating drying drum for the pre-drying and final drying of short goods (Fava patent).

No continuous belt conveyors—automatic loading and discharge of the products—safe working without any risk of mixing the various shapes—with automatic control apparatuses.

Dott. Ingg. M., G.

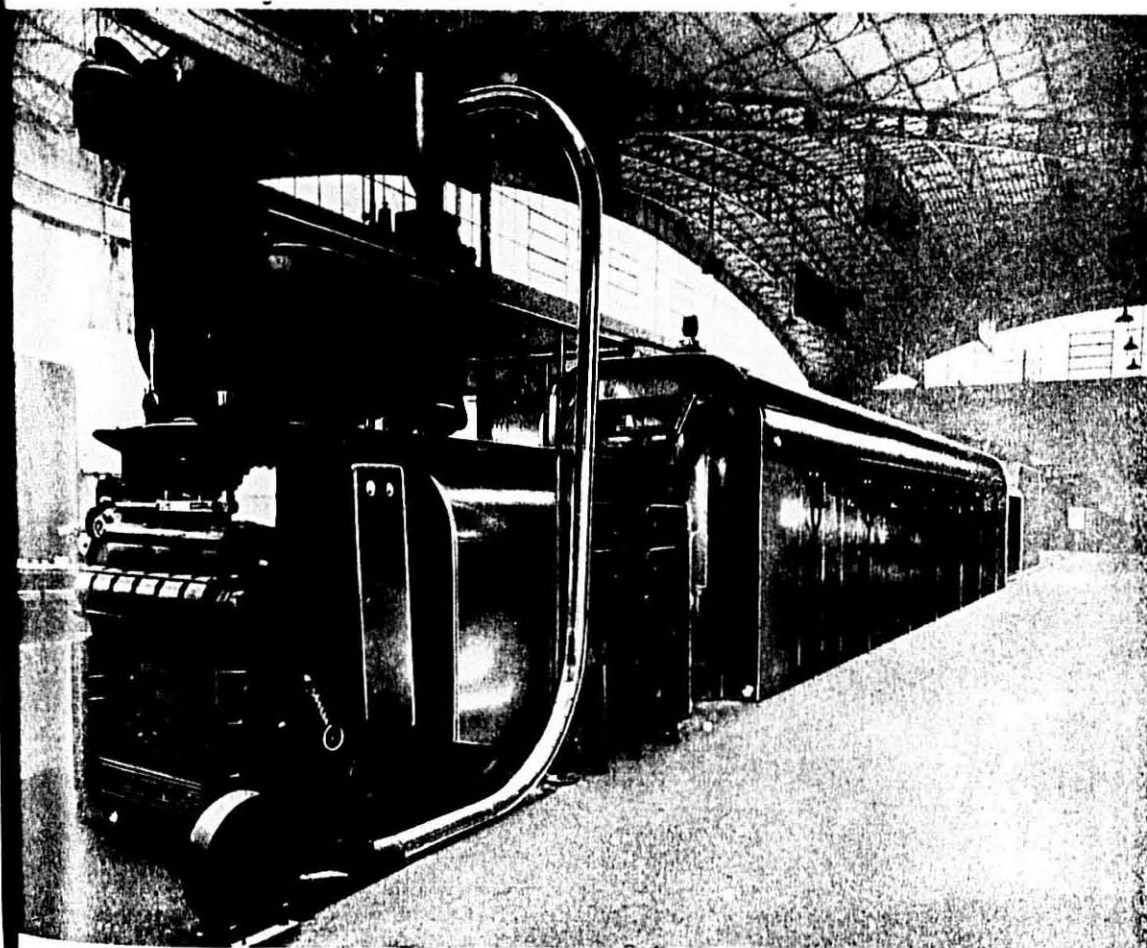
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Phone: 792-393 and 792-394

Complete Equipment—Machinery and Dryers for  
*Pasta Alimentare (Macaroni Products)*



Continuous automatic press Mod. No. 4 with single spreader attached to a tunnel for the pre-drying and final drying of long goods—Hourly output 450 500 lbs.—Braibanti-Fava patents.

Drying tunnel without trucks and chains, with a one-story pre-dryer and the final drying made on 3 or 4 stories and with automatic charge and discharge.

Dott. Ingg. M., G.

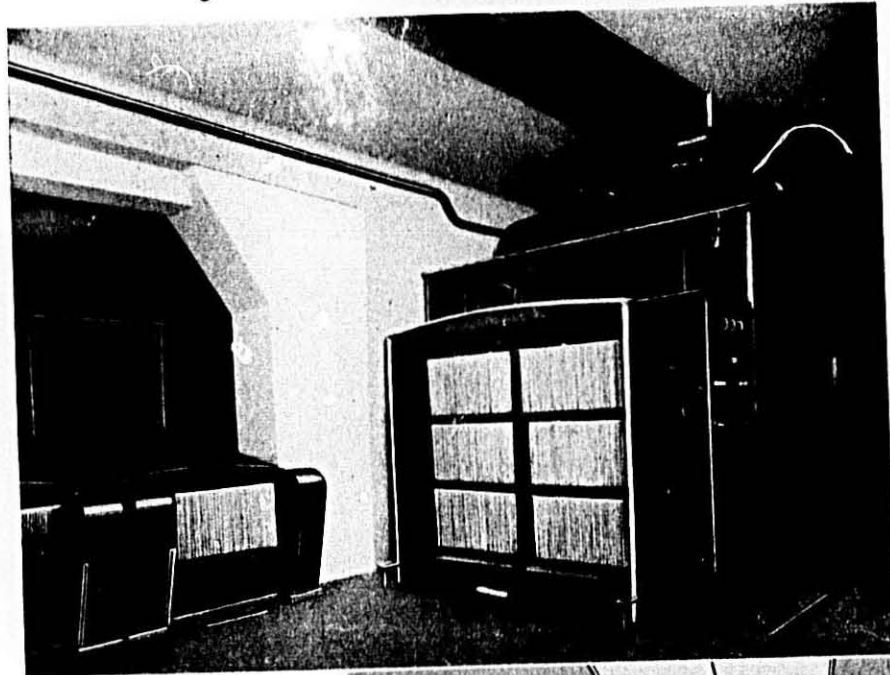
# Braibanti<sup>e C.</sup>

SOC. A. R. L.

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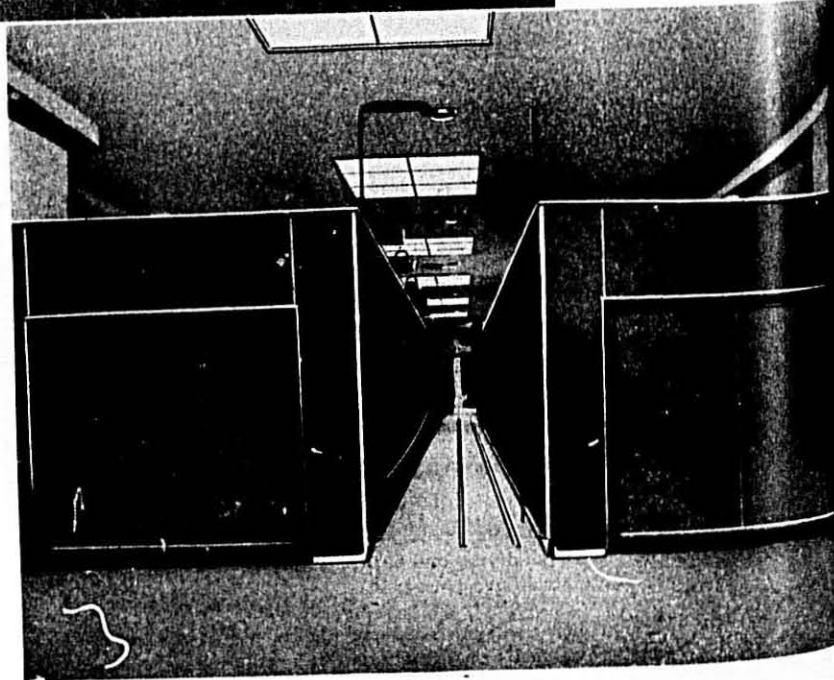
Complete Equipment—Machinery and Dryers for  
*Pasta Alimentare (Macaroni Products)*



Pe-drying tunnel for long goods (exit) and final drying tunnel with trucks (entrance) — Garbuio-Fava patents.

**AUTOMATIC TUNNELS WITH TRUCKS FOR THE FINAL DRYING OF LONG GOODS (EXIT).—**

Tunnel composed of elements with gradual air conditioning and automatic control apparatuses.



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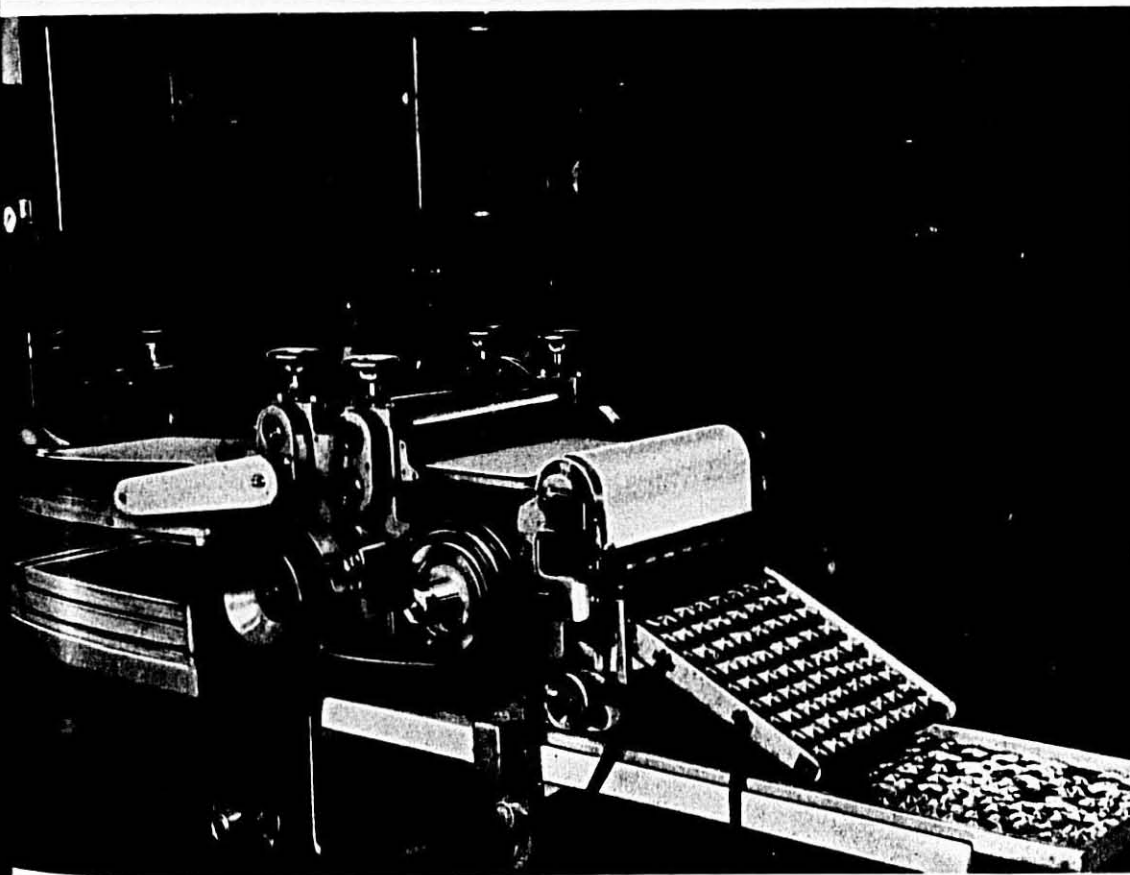
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Complete Equipment—Machinery and Dryers for  
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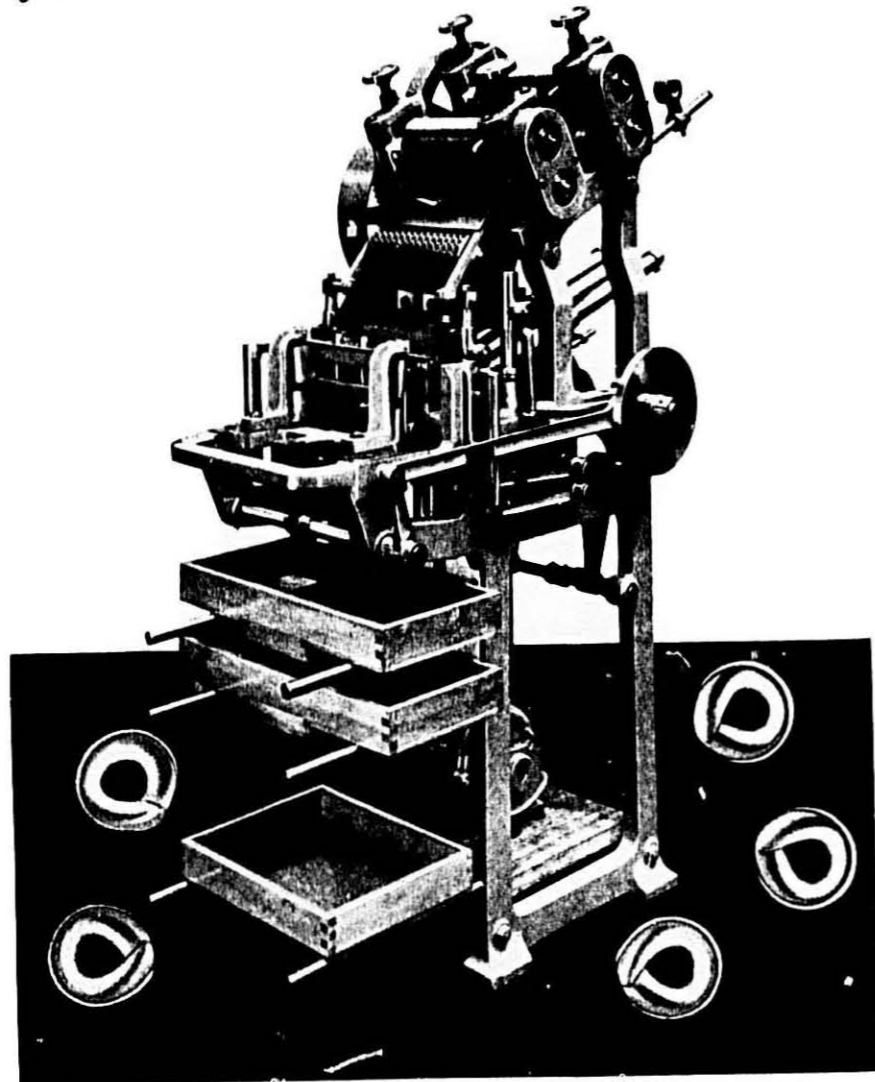
Automatic combination for the manufacture of rolled "Bologna" style pastes (Braibanti-Zamboni patents).

This setup is composed by a Braibanti continuous press mod. No. 4 attached to a Zamboni stamping machine of the "Veloce" type, noiseless, and for large production (up to 400 lbs. per hour).

Dott. Ingg. M., G.

**Braibanti** e C.

S.O.C. A.R.L.

Cable: Braibanti—Milano  
Bentley's Code UsedMILANO—Galleria del Corso, 2 (Italy)  
Phone: 792-393 and 792-394**Complete Equipment—Machinery and Dryers for  
Pasta Alimentare (Macaroni Products)**

Automatic machine for the manufacture of "Tortellini" stuffed with meat (Zamboni patent).

**The only machine of its kind in the world.****All Orders Given Prompt and Courteous Attention. Inquiries Solicited.**

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Bentley's Code Used

## The Challenge Of The 50's

By Dillard E. Bird, President  
Society for Advancement of  
Management

Competition is truly "The Challenge of the 50's." The era of order-taking, of the seller's market, of the ten-cent manufacturing dollar, of production at any cost, is of the past.

No longer can the costs of inefficiencies in buying, manufacturing and selling be added to the price and passed on to the consumers. This is a buyer's market. If we are not now, we must become competitive. Ways and means must be found for manufacturing and selling the best possible product at the lowest possible price. This means increasing productivity through all the means available to us and it means cutting costs, not only costs of acquisition and manufacture but of distribution as well.

To increase production and reduce costs in order to be competitive means good planning, good organization and effective controls. It means that we must find the best methods and employ the best mechanical devices available. Yet these things alone cannot increase productivity or decrease costs. These managerial and technical devices will only be successful as people "will" to make them so. The best plans, the best methods or mechanical devices alone can produce nothing. Unless the services, all levels of management and the rank-and-file workers "will" make our plans, methods and techniques work, they are useless.

Employees are to "will" to make our plans, methods and techniques work. Each level of management must give adequate attention to the satisfaction of their basic social desires. These desires for social and economic security are not complete and guaranteed by society, but the kind that will let the worker know that he is going to be paid and eat the next day. This is necessary if he is going to identify himself in his relations with the firm, in his business and in his social life. Second, the desire for recognition for achievement. Third, the desire to have a feeling of belonging to the member of the team. Fourth, the desire to feel that he is engaged in purposeful activity. In addition, management must give recognition to the fact that each person is an individual who wants to be recognized and treated as such and, generally speaking, will not respond to group treatment.

The satisfaction of these basic desires and the recognition of these principles implies that human rela-

tions must be recognized, as a science, not an exact science, but a science nevertheless. Rule-of-thumb methods and guesswork must be discarded, and logical and scientific methods of approach applied. These are "musts" if management is to create the spirit that will cause each member of the organization to "will" to make plans, methods and techniques work.

The technological advances that we have made are remarkable, but the time has now come when we must advance the science of human relations to the level of our technological attainment. We must have sound human relations or we will not have the Active co-operation we need to Build productivity and Cut costs, to be competitive.

## Combat Infantile Paralysis

Join the 1950 March of Dimes

Last summer the National Foundation for Infantile Paralysis waged its greatest fight against a polio epidemic—an epidemic which attacked the nation with a fury unparalleled in the history of the disease.

As in any war, manpower, money and equipment were required. The national foundation met the need, but at tremendous cost. The total bill for patient care and treatment in 1949 may come to \$31,000,000.

Besides the millions of dollars spent by the national foundation's chapters, national headquarters by mid-September funneled in more than \$6,000,000 to replenish chapter treasuries drained in meeting the bills of those who could not pay full costs. As a result, the organization's national epidemic reserve fund was virtually exhausted.

The 1950 March of Dimes, January 16-31, must succeed overwhelmingly if the national foundation is to con-

tinue its service to the American people. Thanks to public support of previous March of Dimes drives, the national foundation was able to cope with

### MARCH OF DIMES



JANUARY 16-31



last year's outbreaks. However, the fight against polio is not yet won.

The enemy will strike in 1950. No doubt of it. Perhaps less cruelly, perhaps brutally hard. But America can strike back, if sufficient money is contributed to the March of Dimes. Millions of dollars are needed for patient care and treatment and for the equally important program of research aimed at conquest of polio.

Every dime, every dollar given to the 1950 March of Dimes, January 16-31 will provide the ammunition to carry on the polio battle. Every contribution will reaffirm that the American people fight on until they win! Join the 1950 March of Dimes.



## A Year-end Review

By Roy K. Ferguson  
President and Chairman  
St. Regis Paper Company

Business in many directions underwent important readjustments during the current year and earnings of St. Regis Paper Co. will reflect the adverse effect of these conditions. Present indications are that the company's net sales for 1949 will be approximately 25 per cent under the \$162,673,925 reported for 1948.

A general tendency among purchasers of commodities to reduce or more closely control their inventories required an important cutback in operations during the first half of the year and resulted in the development of more competitive conditions. While some tapering off took place in the heavy postwar demand, nevertheless consumption at consumer levels remained high through this period.

An improvement in demand for all paper products by jobbers, merchants and others developed in August and was followed by firming of prices in certain segments. As a result of these conditions operations in the industry have since shown an improved profit trend. However, for the full year, net profit of St. Regis will be substantially under that of 1948, reflecting the effect of price reductions, charges for in-



Mr. Ferguson

ventory revaluations, idle plant expenses and currency devaluations.

Signs at hand suggest that business generally has completed its major readjustment from a commodity-starved postwar condition to the more normal position of a reasonable balance between supply and demand.

The 1950 outlook for the paper industry as well as St. Regis gives promise of more stable operating conditions and a favorable earnings record.

been contracted for, and hotels are holding space for conventioners in anticipation of early reservations, which should be made through the headquarters office of National Association of Retail Grocers, 360 N. Michigan Ave., Chicago 1.

## Connecticut Firm Incorporated

The Genoa Egg Noodle & Ravioli Manufacturing Company of New Haven, Conn., filed an incorporation notice listing \$50,000 as the amount of authorized capital with \$22,100 to begin business and 1,000 shares at \$50 par. Incorporators include Jerry J. Aitro, Mary F. Aitro, Albert DeAngelis and Marjorie DeAngelis, all of New Haven.

## Retail Grocers' "Mecca" Chicago 1950

Chicago's gigantic Navy Pier will be the mecca of thousands of the nation's independent retail food merchants again in June, when the 51st annual convention and food trade exhibit of the National Association of Retail Grocers takes place. The Pier was the scene of the Golden Jubilee convention in 1949.

The 1950 convention will open Sunday, June 4, and close at noon, Thursday, June 8.

From all advance indications, both the exhibit and the convention attendance will exceed the record-breaking Golden Jubilee convention of 1949, which attracted more than 12,000 retailers and which featured a mile of exhibits representing all segments of the food industry.

Already more than three-quarters of the exhibit space on Navy Pier has

## Liquid, Frozen and Dried Egg Production November 1949

Production of liquid egg during November totaled 8,020,000 pounds compared with 4,146,000 pounds during November last year, the Bureau of Agricultural Economics reports. Both egg drying and freezing operations were on a larger scale than a year ago.

Dried egg production during November totaled 1,207,000 pounds compared with 927,000 pounds in November last year. Production consisted of 876,000 pounds of dried whole egg, 179,000 pounds of dried albumen and 152,000 pounds of dried yolk. Production of dried egg during the 11 months of 1949 totaled 66,069,000 pounds, compared with 43,722,000 pounds during the same period last year. During 1949 the Government contracted for 68,878,000 pounds of dried whole egg for egg price support purposes.

The production of 3,674,000 pounds of frozen egg during November was the second largest production for that month of record. It was exceeded only by the production during November, 1944, when 6,291,000 pounds of frozen egg was produced. Storage holdings of frozen egg on December 1 totaled 72,228,000 pounds, compared with 139,298,000 pounds on December 1, 1948 and 162,550,000 pounds the December 1, 1944-48 average. Withdrawal from storage totaled 24 million pounds, compared with 30 million pounds during November last year and an average November decrease of 35 million pounds.

## Check Winning Durum Sample



Checking the sample of durum that resulted in selecting Roy Rutledge as the 1949 durum crop king at the annual North Dakota State Durum Show, November 10-11, are (left to right): Honorable Fred C. Aandahl, governor of North Dakota; Maurice L. Ryan, association director and chairman of the Durum Growers Relations Committee, and M. J. Donna, secretary-treasurer of N.M.M.A.

## \$100,000,000 Worth Of Eggs— All Going To Waste

The Following Is An Article by Nat Finney of the Washington Bureau of Look which appeared in the December 6, 1949 issue of Look

"The Egg and I" was a hilarious book and movie which had the nation laughing for months. This article might be called "The Egg and You," but the nation will find little in it to laugh about.

In order to guarantee farmers a price of 35c a dozen, the federal government bought and dried 18 billion eggs this year—enough to supply everybody in the land with ten dozen. Now it can find few customers for its dehydrated treasure, even when it cuts the price in half.

The government spent something like \$100,000,000 in tax money to take these eggs off the market. This increased the price of eggs about 5c a dozen, adding some \$225,000,000 to the nation's yearly egg bill. And the outlook for 1950 can be just as bad, now that Congress has passed the farm

parity bill.

As far as farmers are concerned, the goose that lays the golden eggs these days is a lowly hen. With feed prices down, it costs very little to keep her. And the government guarantees that she and her owner can live in the manner to which they have become accustomed. No wonder poultrymen have expanded their flocks. With Uncle Sam absorbing any excess of production, farmers are going full speed ahead for 1950.

The eggs the government buys are "current receipts" eggs—the lowest edible grade. Some of them are dirty or cracked. Not more than one in ten of these eggs could be sold in an Eastern grocery store. But the better eggs always sell for prices based on the lowest grade. So when the government's Commodity Credit Corporation pays more than the farmer could get elsewhere for these low-grade eggs, the price of super-selects also goes up.

The government eggs are dried and sent to storage. They can be stored

indefinitely while buyers are found for them. But there is no market to speak of for dried eggs, so the government is stuck with most of the 64,000,000 pounds it now owns.

Farmers in 12 states—Minnesota, Iowa, Kansas, Missouri, Texas, Oklahoma, Nebraska, Arkansas, Illinois, Indiana, Wisconsin, and South Dakota—have profited. As the price of eggs went up, the chicken business boomed. More eggs were hatched to raise more hens to lay more eggs to go into government storage caves. There hadn't been such an avalanche of eggs since a prewar Easter-egg roll on the White House lawn.

Ordinarily, when eggs are plentiful, some are held in cold storage for sale if there is a shortage later. This tends to keep prices from jumping sharply. But with government support so un-failing and so generous, fewer eggs were stored last spring. As a result, breakfast eggs often sell now for as much as 95c a dozen.

Congress considered this sorry story just before it went home. Housewives were squawking louder than a flock of irritated hens. But on a showdown, the hens won. The Triumph of the Hen will probably add an extra 300 to 400 million dollars to the nation's 1950 show bill.

National Egg Products Association's Bulletin.

## Do higher labor costs reduce your profits?

You can now do something about higher labor costs and reduced working hours which eat into profits. Install a CECO Adjustable Carton Sealer, and you will save enough on packaging labor costs to pay for it in one year or less. After that you can pocket the extra profits it will keep on earning for many years.

A CECO Sealer glue-seals both ends of cartons containing long or short products automatically, simultaneously. The machine is simple, and can be operated, adjusted, and maintained by unskilled help without tools. Send for details today, and you will learn why such a large proportion of large and small macaroni manufacturers use CECO Adjustable Carton Sealers.

### Features

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Makes better-looking cartons

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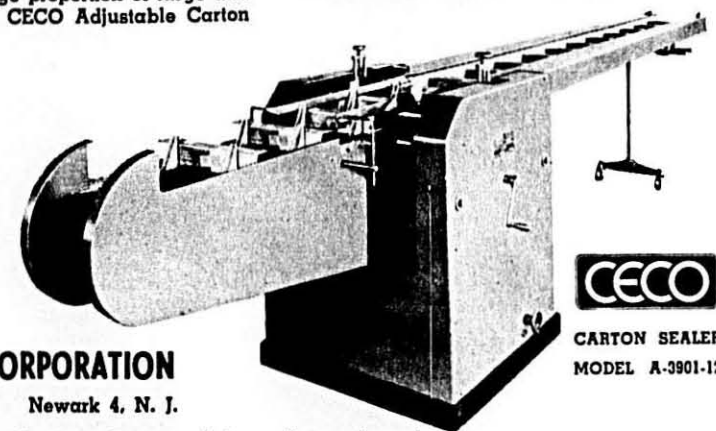
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**CARTON SEALER**



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CARTON SEALER  
MODEL A-3901-12

### Klein Again Makes Empire Yacht Available To NMMA at Miami Beach

NMMA members who will attend the winter convention at Miami Beach January 18, 19, 20 are extended a cordial invitation to again be the guests of Stanley Klein aboard his yacht, *Anstan III*.

An announcement received from Empire Fox Corp., Garfield, N. J., of which Mr. Klein is president, states that *Anstan III* will be at anchor convenient to the Flamingo Hotel in Miami Beach, site of the convention. Information is also contained in the official program regarding this invitation.

The *Anstan III* can accommodate 40 persons daily, and plans to permit all to participate are being made by Mr. Donna and his staff.

### Please Pass the "Pasta!"

And call it macaroni! Truly, "pasta" has become as American as Yankee Doodle, popular fare from coast to coast—another miracle of the melting pot! Spaghetti and macaroni, well-known pastas, ask permission to introduce their close relatives: tagliatelle verdi (noodles tinted green with spinach); broad ribbons of lasagne; pericelli (thin macaroni); vermicelli (thin spaghetti); noodles, broad and narrow, some made with egg; our familiar elbow macaroni; pretty "seashells"; twisted ribbons of macaroni, and other fancy shapes. How many have you met before? And did you know that some pastas are enriched with B-vitamins and minerals? Some are richer in protein, lower than others in starch. Try "pasta" with these new sauces:

#### Quick Meat Sauce

- 1 garlic clove, minced
- 1 medium onion, chopped
- 2 tsp. salad oil
- 1 lb. lean beef, ground
- 1 8-oz. can tomato sauce
- 2 cans tomato paste
- 1 cup water
- ½ tsp. sugar
- 3-oz. can chopped broiled mushrooms
- ¼ tsp. oregano

Brown garlic and onion lightly in salad oil. Add meat, stir with fork until brown. Add tomato sauce, tomato paste, water and sugar. Simmer ½ hour. Add broiled mushrooms and oregano; simmer from five to ten minutes longer.

#### Tomato-Celery Sauce

- ½ cup sliced onions
- 1 cup sliced celery
- 2 tsp. salad oil
- ¼ teaspoon marjoram
- ½ teaspoon chili powder
- Few grains pepper
- 1 8-oz. can tomato sauce

Cook onions and celery in oil until onions are soft. Add remaining ingredients; heat thoroughly.

#### Mushroom-Meat Sauce

- 2 medium onions, chopped
- 3 tablespoons fat
- 1 6-oz. can broiled mushrooms
- 1 lb. lean beef, ground
- 2 cups bouillon
- 1 8-oz. can tomato sauce

- 3 tablespoons flour
- 6 tablespoons water
- 1 teaspoon salt
- ¼ teaspoon pepper
- Dash cayenne

Cook onions in fat until soft. Add drained mushrooms; cook 5 minutes; push to one side of frying pan. Form meat into small balls; brown in frying pan. Add bouillon and tomato sauce. Blend flour and water; add; stir until slightly thickened. Season sauce well with salt, pepper and cayenne.

—Parade, October 2, 1949

### Housewives Will Consider . . .

In 1950, predicts George Hubbard of Rossotti Lithographic Corp., North Bergen, N. J., the housewives of America will give greater consideration, especially in macaroni-noodle products and other good foods, to . . .

- 1) Products that are most useful and appealing in appearance.
- 2) Foods that are economical, and nutritious, asking themselves "Can this be served attractively?"
- 3) Products that are price-rewarding. For every food dollar they will want health and happy, satisfying meals.
- 4) Products that give quality value, good basic food values.
- 5) Products that are most conducive to and convenient for a variety of uses.
- 6) Food selections that will give family satisfaction plus ease of preparation with consequent saving of energy and time in preparing more than 7000 luncheons and dinners in 1950.

### Triangle Introduces Model A2C

The processing equipment connected with the manufacturing of noodles, while constant and uniform in operation, does not lend itself to conditioning and feeding noodles in a manageable state. Thus the problems of weighing out and packaging this product are complicated.

For years, noodle manufacturers were forced to feed noodle products from their driers on to large packing tables, which would be surrounded by a group of hand weighers and sealers, who would accomplish the packing. In analyzing the market as to what type labor-saving weighing and filling machinery would be best suited to this packing industry, Triangle found that one of the best hand packaging teams in the country consisted of six operators, who could package 100 dozen per hour. This averaged approximately three bags per operator, and was rec-

tered about the proper pre-conditioning of the product, so that uniform feed of material was maintained. It then became a problem of weighing out a product, whose volume in a free state is always considerably more than that of the container in which the product must be packaged. At the time of accomplishing the above two operations, it also becomes necessary to place the product in the container with a minimum of breakage.

Triangle Package Machinery Co. recognized the need for labor saving packaging machinery in this particular field, and modified their Elec-Tri-Pak High Speed Net Weigher, so that it would successfully handle noodle products. This was accomplished by a specially designed rear belt feed supply hopper, and an entirely new "filler stuffer" device, which works in conjunction with a specially designed and timed take-away conveyor.



Shown in operation is Triangle's high speed Elec-Tri-Pac noodle weighing and filling machine.

ognized as perhaps one of the most efficient means for the hand packaging of noodles.

The problem itself is three fold. Triangle found that the secret surrounding the successful handling for the weighing and filling of noodles cen-

### Named Associate Director of Laboratory

Benjamin R. Jacobs, director of research of the National Macaroni Manufacturers Association and director of the Jacobs Cereal Products Laboratories, Inc., in New York City, an-



Mr. Winston

nounces that Mr. James J. Winston has been appointed as associate director of the Laboratories.

Mr. Winston is a native of New York City and is a graduate of the College of the City of New York. He received his Bachelor of Science degree in Chemistry in 1935 and has been in Mr. Jacobs' laboratory since early in 1936. Mr. Winston continued his studies in chemistry at Columbia University and New York University through 1936 and 1937.

He is a member of the American Chemical Society, American Association of Cereal Chemists and the Institute of Food Technologists. Since 1945, he has been a member of the Sanitation Committee of the American Association of Cereal Chemists and has been of material help in developing the technique for microscopic examination of farinaceous materials, particularly, evidences of insect fragments, rodents and other extraneous matter.

Mr. Winston collaborated with Mr. Jacobs on a number of publications which have appeared in the *Journal of the Association of Official Agricultural Chemists*, in *Food Industries* and in *Cereal Chemistry*. Among the most important contributions are those having to do with the identification and analyses of egg solids in egg noodles particularly the differentiation between egg lecithin and soya bean lecithin.

Mr. Winston also served as an expert witness at hearings before the Food and Drugs Administration when

Standards of Identity for enriched macaroni products were under consideration. He has also been very active in sanitary inspections of macaroni and noodle plants and has made many recommendations for compliance with federal, state and municipal regulations regarding sanitary requirements.

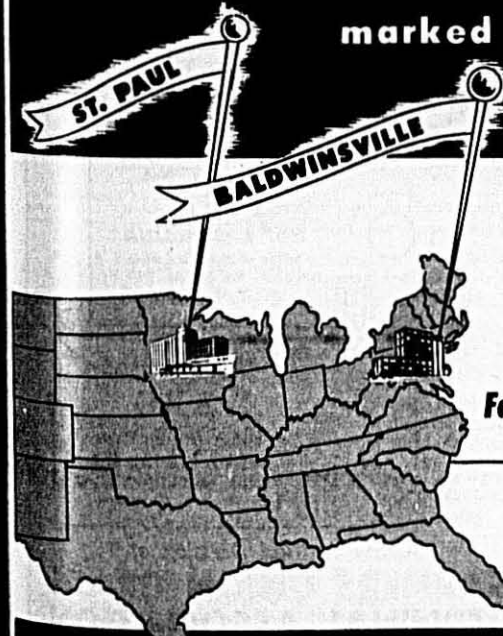
Mr. Winston also collaborated with Mr. Jacobs in the analyses and preparation of papers at various conventions dealing with sanitation inspections and microscopic examinations.

### Attorney General Addresses Macaroni Manufacturers

Assistant Attorney General Wallace Trau, under the auspices of the Southern California Macaroni Institute, last week addressed local manufacturers on the subject of unfair trade practices at the home of Joseph E. Brodine, 431 South Commonwealth Avenue, Los Angeles, Calif., labor relations consultant of the macaroni industry.

Mr. Trau deplored the various trade abuses pertinent to the macaroni industry. He made it clear that the attorney general's office now has the teeth with which to investigate and restrain, upon complaints of either grocers or manufacturers, those who

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violate the provisions of the Unfair Trade Practices Act.

Some of the abuses discussed were the rendering of excessive shelf servicing, giving of secret rebates, extending of free merchandise, and the outright purchase of shelves with a view to destroying or setting aside competition.

Among those present were: R. S. William, chairman; Fred Spadafora, secretary; Sidney Weber, Harry Sneider, Harry Bigelman, Paul Lee, Francis De Rocco, Roy Lessa, and James De George.

Mr. Trau conducted an open forum following his talk in which he answered questions from the floor.

#### Death of Charlie Ravarino

Charlie Ravarino, for many years associated with Ravarino & Freschi, Inc., macaroni manufacturers at Shaw and Kingshighway Blvds., St. Louis, Mo., died on December 6 in St. Louis. Services were held December 9 in the St. Charles Borromeo Catholic church and burial was in Calvary Cemetery.

The deceased was 63 years of age. He was born in Italy, migrated to this country in 1902 and for the last 20 years served Ravarino & Freschi as secretary and director.

He is survived by a brother, Joseph Ravarino, who is active with the same firm; three sisters, Mrs. Joseph Freschi, and two in Bassignana, Italy, Misses Carmina and Marietta.

#### Robert C. Ferguson Elected President

Robert C. Ferguson has been elected president of J. L. Ferguson Co., Joliet, Ill., pioneer designers and builders of



Mr. Ferguson

Packomatic automatic packaging machinery. He succeeds H. Lyle Greene, resigned.

Second son of the company's founder, J. Lee Ferguson, the new president was previously executive vice president and treasurer. Ferguson, Sr.,

continues as chairman of the board, with R. A. Stephen, vice chairman. P. A. Steed is vice president and director of sales.

Ferguson's west coast division, at 210 Mississippi St., San Francisco, continues under the direction of Vice President P. D. Bowley. Carl Claus is vice president in charge of eastern operations, with headquarters at 99 Lincoln Park, Newark, N. J.

#### Food Industry Conventions at Atlantic City, January 22-31

The 1950 Food Industry Conventions will again be sponsored by the National Canners Association, National Food Brokers Association and the Canning Machinery & Supplies Association in Atlantic City.

The National Food Brokers Association and the National Canners Association will sponsor the National Food Sales Conference starting January 22 and extending through January 27. From January 28 to 31, production takes over, sponsored jointly by the National Canners Association and the Canning Machinery & Supplies Association.

In addition to a great majority of the members of each association who will attend the conference in Atlantic

City, many wholesale buyers, food and grocery manufacturers (other than canners) and others will be represented.

#### New Enamel Controls Mold and Mildew

A high gloss enamel that controls mold and mildew growths during its entire service life has been developed by the Glidden Co. for use in macaroni-noodle factories, dairies, bakeries and other similar food processing plants.

Called San-I-Seal, the new product contains a water insoluble fungicide that does not evaporate or leach out. It dries to a hard, firm surface that will not soften from moisture and allow dust containing food particles, on which fungus spores feed, to adhere to the surface.

Glidden paint technicians say mold and mildew are found generally in macaroni-noodle plants, bakeries, dairies, packing houses, textile plants, breweries, bottling works and other food processing units, where the fungi frequently cause extreme discoloration of ordinary coatings. In addition, fungi frequently form organic acids which hydrolyze ordinary paint films and afford easy access to the bare wood for the wood-destroying fungi.

—Endorsed the Missouri Valley Authority plan for developing the Missouri River.

—Urged expansion of facilities of the Federal Barge Lines on the Mississippi River.

—Approved early development of the St. Lawrence River Seaway.

—Urged employment of facilities of the channels of trade in acquiring, handling, storing and disposing of grain by CCC under the price support program.

—Denounced the efforts of the National Tax Equality Association.

Ole L. Olson was re-elected president of the association.

#### Short of One Billion

Glenn G. Hoskins, whose organization serves a large clientele of macaroni-noodle manufacturers, estimates from facts and figures in his files that the 1949 production of all types of macaroni products will be around 955,000,000 pounds. He placed the 1948 production at 1,139,747,000 pounds—an all-time high.

The 1949 estimate is about 141 per cent of the average for the five pre-war years.

Of the more than a billion pounds production in 1948, a total of 223,732,016 pounds was exported. The total quantity exported in 1949 will be considerably less, only 20,671,060 pounds

#### Farmers Union Grain Terminal Association Approves Brannan Plan

The Farmers Union Grain Terminal Association stockholders went on record at their twelfth annual meeting in St. Paul, December 12-14, 1949, in favor of an aggressive program of expansion which will bring a total terminal elevator storage capacity to 20 million bushels, reports H. W. Thatcher, CTA general manager. Among other action, the stockholders . . .

—Endorsed the principles of the Brannan Farm Program;



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

. . . . Our Engineers can be helpful to you

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.

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- NET WEIGHT SCALES
- CARTON MAKING MACHINES
- DATING (CODING) DEVICES
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#### 140 Lbs. Net Duramber

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

#### 140 Lbs. Net PISA

NO. 1 SEMOLINA  
Milled at Rush City, Minn.  
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of F. U. G. T. A.

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Fancy Durum Patent  
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Amber Milling Division of  
**FARMERS UNION GRAIN**  
**TERMINAL ASSOCIATION**

Offices: Mills:  
1887 No. Snelling Ave., St. Paul, Minn. Rush City, Minn.

being exported during the first nine months of the year just ended.

Mr. Hoskins feels that presently the macaroni-noodle industry "is generally optimistic," whereas a year ago, "a great deal of pessimism prevailed."

### Premium Macaroni-Cooker

Grocers are offering over the counter a \$3.50 macaroni-cooker for \$2.00 and four front panels from packages of American Beauty macaroni or spaghetti, products of American Beauty Macaroni Co., Denver, Colo. Dealers feature the offer in their newspaper advertising.

Premium Practice—December

### Spaghetti-Eating Horse

Most horses like their regular ration of hay and oats. It is a common practice of some race owners and trainers to feed a winning horse crispy, crunchy carrots after winning a race, but some horses have been known to be rather finicky about their eats.

Jules Schwartz, who, with his brother, has a contract to clean up and otherwise keep immaculate all of the New York racetracks, three in New Jersey, eleven in Maryland, two in Delaware and two in Rhode Island, has had many opportunities of observing the food and dislikes of racers, especially after the formation of the "Wee-Three

Farms," a racing stable, the two brothers and the horses—the "Wee-Threes."

He tells of a horse that ate steaks (he also ate the thumb of the stable-hand carrying the steak platter); of one that preferred egg plant; one that craved cigars. He says that horses love meat, no matter what the men of science say.

He knows a horse named "Custody"



"I'm afraid that you have the wrong office sir."

that loves spaghetti. "Custody," he reports, "really relishes spaghetti. One day a stable hand cooked up a kettle of spaghetti and put it on a stool outside the stall for a minute. When he came back the spaghetti was gone, and

Custody was looking around for more."

To the spaghetti-makers, the moral of Schwartz's story is—set up a research fund to study the food preference of both animals and humans as a possible means of increasing the consumption of their food.

### Induction Is Important Stage in Hiring

It is in the induction stage of the hiring procedure, after a man has been hired and the foreman takes him in hand, that carefully worked out selection plans are often sabotaged, states *Foreman Facts*, the special service publication for foremen, department heads, and other supervisors, published by the Supervisors Division of the Labor Relations Institute, New York.

With loose labor markets the rule, rather than the exception throughout the country, many managements have in recent months moved toward more careful selection of new workers.

The reason is plain: This is a fine opportunity for management, if it is doing any hiring at all, to concentrate on hiring only the best.

The details of sound induction are clearly stated for *Foreman Facts* readers, and are available free of charge on request. Write to Labor Relations Institute, 1776 Broadway, New York 19, N. Y.

### Record Sales Volume In '50

By Watson Rogers, President National Food Brokers Association

The nation's food brokers are aiming at a record sales volume in 1950. With 1949 proving itself a close contender for the title of the record year in food volume in spite of some earlier pessimism, we expect this high sales trend in the entire food field to continue strong through 1950.

From an over-all point of view, it is not expected that there will be any major fluctuation in food prices. Some prices may average a trifle lower, while prices of canned fruits and vegetables are expected to be firm with perhaps a small increase. A few products may experience sharp adjustments, where these are noticeably out of line.

Whether a new sales volume record is set or not, it appears probable that the year will nevertheless be one of good business. Consumer income is excellent, the population is larger than ever, most food prices are reasonable in comparison with other products, and supplies are plentiful. Not only does the picture appear bright for the food industry, but also in most other fields, indicating a sound economy.

Though high from the standpoint of total volume, the sales outlook does not promise "easy" sales. Competition will become even stronger and there will

continue to be a need for handling more frequent orders of comparatively small quantities. The cost of doing business will continue to climb for many businesses, effecting their net returns accordingly. As was true in 1949, sales and profits will be best for those who merchandise their products most aggressively.

### General Mills Sells Packaging Machinery Line

Sale of its line of packaging machinery has been announced by General Mills. Increased demands on management and plant facilities due to expansion of the company's home appliance and contract manufacturing activities made the sale necessary, according to A. D. Hyde, president of General Mills' mechanical division.

Package Machinery Co., Springfield, Mass., purchased the Tray-Lock and Finished-Edge Carton Setup Machines and ice cream cartoning units, originally developed by F. D. Palmer and re-engineered by General Mills. The purchaser had acquired other Palmer-designed packaging machinery last July. Rights to the General Mills line of Vacuflow powder fillers went to Pneumatic Scale Corp., Ltd., North Quincy, Mass., rounding out the line of powder filling equipment manufactured by that firm. Both transfers became effective December 1.

The Tray-Lock and Finished-Edge Carton Machines form ready-to-fill cartons from flat blanks, and require no operator; the ice cream cartoning units were engineered to set up and close cartons automatically. The vacuflow powder fillers, introduced by General Mills in 1946, pack free-flowing and non-free flowing materials by means of a controlled vacuum.

### Business Outlook on Pacific Coast

Pacific Northwest Hopeful  
By Guido P. Merlino, Director,  
Region No. 8, Seattle, Wash.

During 1949 the Pacific Northwest enjoyed a fairly steady volume of business, although during the summer months some serious price cutting developed. However, the rising semolina and egg yolk markets stopped this trend and while no prices have been raised to reflect the present higher cost to manufacturers, they are adhering to their published lists.

There has been a lot of talk about moving some of the industries producing military equipment from the Northwest and if this actually takes place it will mean a considerable loss of jobs to many people here, with a subsequent adverse effect on our industry.

If, however, this threat does not

## FAITHFUL PRODUCERS



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



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

Hour after hour, day after day, and year after year, Peters' machinery continues to serve efficiently and accurately. They are truly faithful producers, ready at the touch of a switch to turn out a steady stream of macaroni cartons that will have eye appeal and help you to greater profits. Let us tell you how you can save time, labor and materials by employing these machines.

Send us samples of the cartons you are now using. We will gladly make recommendations to suit your requirements.

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Macaroni Manufacturing Supplies

At your service without obligation for Advice or Estimates of

Macaroni Machinery

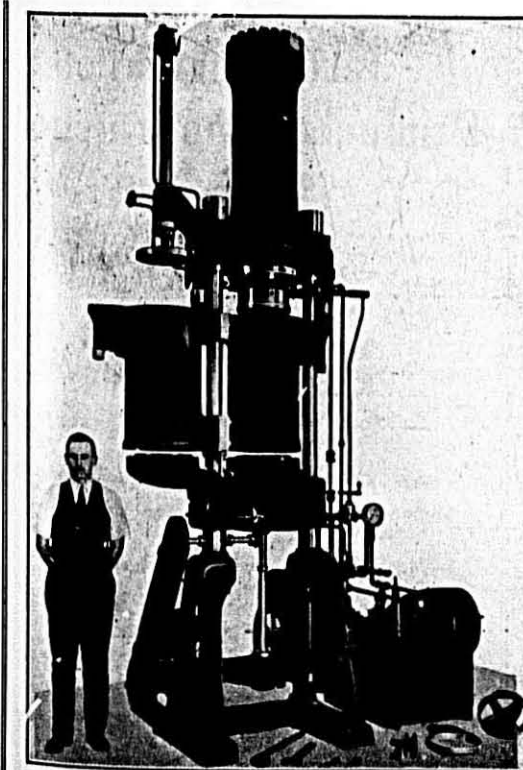
Now Sole California Sales Representative for

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New York City

materialize, we should have in 1950 as good a year as we enjoyed in 1949. There is also a good possibility of resuming trade with the Orient, providing our State Department can make a satisfactory settlement with the Chinese Communist Government.

### Effective Insecticide for Plant Sanitation

By Benjamin R. Jacobs, Jacobs Cereal Products Laboratories, Inc.

In the current "Notices of Judgment" issued by the Food and Drug Administration, a number of macaroni and noodle plants have been cited for manufacturing and selling finished goods containing a high degree of extraneous matter such as insects, insect fragments and evidence of the presence of rodents.

It is extremely important for each manufacturer to use an insecticide that is effective, properly labeled, and in compliance with the federal, state and city regulations.

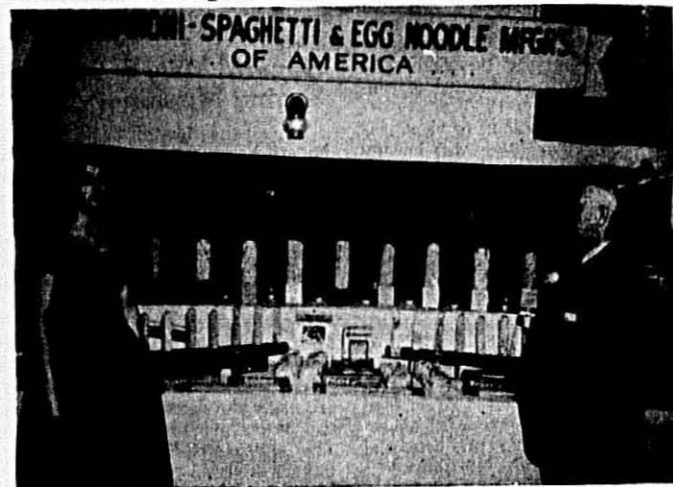
The insecticide selected should be non-toxic to humans, not cumulative in the human system and leave no residual deposit either on food or machinery parts. The Federal Insecticide Act requires that ingredients be stated on the label in the order of their predominance by weight. It also requires that the name and address of the manufacturer, the net weight, and if toxic to humans, the antidote should be de-

clared on the label.

Our laboratory has continued with its investigation of a number of insecticides and we are now using in all our work the insecticide—MCP "B,"—manufactured by Mill Creek Products Co., Inc.

This insecticide meets with all the above requirements and will keep your plant in a sanitary condition when used according to instructions. We, therefore, highly recommend its use to the macaroni and noodle industry.

### Beauty Visits Macaroni Display



M. J. Donna, secretary treasurer of the National Macaroni Manufacturers Association, was proud of the fine exhibit of quality macaroni products made from durum wheat as supplied by members of his organization for display at the Annual State Durum Show in Langdon, N. J., November 10-11. He was even more proud of it when the exhibit was inspected by Miss Janice Sheffer, 1949 "Miss Cavalier County," matching her beauty with the high quality of the end products of high grade macaroni wheat.

*You Can Always Depend on*

## STAR DIES

**AND THEY COST LESS\***

\*because they are built to give longer service . . . less "lay-ups" for repairs.

That's why so many of the important Macaroni Manufacturers in every part of the country are using Star Dies, exclusively.

For more than twenty years it's been STAR DIES for more Efficient Production, Greater Smoothness, Less Pitting, L-o-n-g-e-r Life.

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*Expert advice cheerfully given*

## Jacobs Cereal Products Laboratories Inc.

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

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

Benjamin R. Jacobs, Director  
James J. Winston, Associate Director  
156 Chambers Street  
New York 7, N. Y.

### Improved Case Printer

New and vastly improved equipment for the printing of corrugated shipping cases is announced by J. L. Ferguson Company, Joliet, Ill. The new unit is a Packomatic automatic shipping case

without danger of smear or smudge. Automatic inkers that feed ink to the rolls for long production runs are available.

Packomatic automatic shipping case imprinter is adaptable to and practical

as they are discharged from the compression unit of case sealer. Cases are timed into the printing rolls, printed and discharged for storing or shipping at speeds of up to 20 per minute. Change-over from one setup to another is simple and quick.

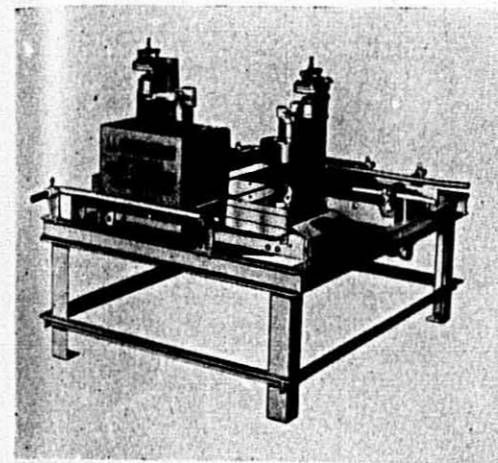
Packomatic's case imprinter saves warehouse space, eliminates use of stickers, hand-stenciling and excessive handling. It materially reduces shipping case loss through damage to printed cases.

### Why a Job Analysis?

"One of the favorite gadgets represented to management as a cure-all for labor troubles has been the job evaluation and job analysis gadget," states a report to members of the Labor Relations Institute, New York.

The institute report goes on to point out that it is no wonder that a large number of employers look upon job analysis with some suspicion. Moreover, when badly handled, this management technique has often furnished grounds for unions to charge duplicity and underhanded tactics on the part of management. The report places job analysis and job evaluation in the proper perspective and spells out the fact that these techniques are no particular short cuts to the final solution of all or even most of the labor management problems.

Part of the institute's comprehensive



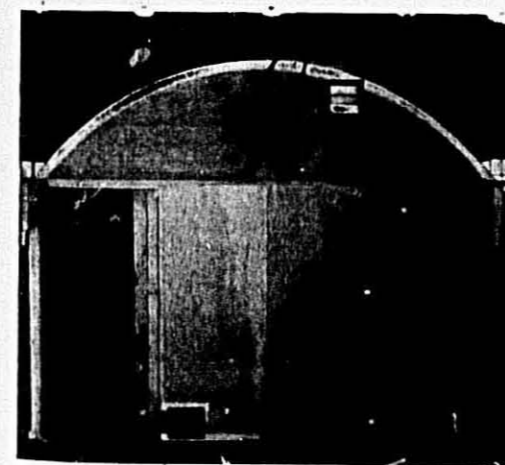
Ferguson's  
New  
Case Printer

imprinter that affords a wide variety of printing combinations in type sizes from one-quarter inch to one and one-half inches high.

The machine uses specially designed foam rubber type faces that follow case contours and eliminate fadeouts. Quick-drying inks in various colors permit immediate handling of cases

for all industries using paper shipping cases, regardless of contents. Case range includes lengths of from 12 inches to 23 inches; widths of 8 1/4 to 14 1/4 inches; case heights of from three to 18 inches. Equipment for larger size cases is available on special order.

The Packomatic unit is part of the production line, receiving loaded cases



Exterior View—Lazzaro Drying Room

*Less Talk!*

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## Lazzaro Drying Rooms

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and systematic A to Z labor relations program now being offered to members through *Practical Methods in Labor Relations*, the three-times-a-month publication to members, the report emphasizes that although no panacea, job analysis does have its place. It is the cog in the wheel of a company's whole machinery in labor management. It is an important cog at that. Remove it, and a number of other management techniques are seriously crippled.

**"Tough" Apricots Softened**

Leonard J. Vinson, biochemist at Armour Research Foundation of Illinois Institute of Technology, claims a record for the rapid solution of a research problem. He solved "The Case of the Tough Apricots" in 15 minutes.

The owner of a Chicago food products corporation called the Foundation, a non-profit organization which does research work for industrial concerns, one morning last week. Here was his problem: The company had tough apricots, and he'd lose the whole amount he had purchased unless they could be softened quickly.

In making preserves to sell to the baking industry, the company soaks apricots for 24 hours. The fruit is thus softened and easily macerated,

**Do You Use Rendered Chicken Fat?**

We have it—High Quality—packed in 6 lb. (No. 10) cans sealed and processed. Requires no refrigeration. Priced lower than you are now paying.

Buy direct from a packer.

Randall Chicken Products Co.  
Tekonsha, Mich.

**CAVAGNARO**

ALL TYPES OF REBUILT MACHINERY for the Manufacture of Spaghetti, Macaroni, Noodles, Etc.

Specializing in Hydraulic Presses, Kneaders and Mixers for the Export Trade  
NEW and REBUILT EQUIPMENT for the Manufacture of Chinese Noodles

BALING PRESSES for Baling All Types of Materials

Forty Years Experience in the Designing and Manufacture of Hydraulic and Macaroni Equipment

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400 Third Avenue Brooklyn 15, N. Y., U.S.A.

**"Perc" Brings Home the Bacon**

Noodles in refrigerator and also in his records seem to please Percy Faith. A conductor of considerable note he was on "Carnation Contented Hour" for seven years, followed it with Coke "Pause That Refreshes" two years ago. Last summer he was guest of NBC Symphony, conducting an all-Gershwin program. He's just been signed by RCA Victor. (First disc: "Oodles of Noodles"—"Deep Purple.")



Courtesy Picture Record Review, Radio Corporation of America

then cooked with sugar and other ingredients to make the preserves. A large quantity of apricots had been bought which had an excellent color but refused to soften in soaking periods as long as 72 hours. The company wanted the color, but couldn't afford the toughness of the fruit—too long a softening period.

"Come on out and talk to us," Vinson told the preserve maker. "And bring some of the apricots."

When the man and his sample apricots arrived, Vinson took him to the biochemical laboratory. After a few minutes conversation the scientist had an inspiration. He plunged the apricots into an enzyme preparation which softened them in less than a quarter hour.

The next step was to call a local enzyme maker and order enough of the preparation to start production. Result: the happy preserve maker gets to use the desirably colored apricots at very small added cost, and production was speeded up at the same time.

**Your Spaghetti-Macaroni Dollar**

The Consumers Union, New York, has undertaken many tests of products and equipment in the interest of its members. Among others, it has recently completed a test of macaroni, spaghetti and egg noodles, spaghetti dinners, canned spaghetti and spaghetti sauces. This particular report is of special interest to macaroni-noodle makers. The report, in part, and with names purposely omitted here, is as follows:

"When shopping for macaroni and spaghetti, you can safely base your choice on price, according to Consumer Reports. Differences in flavor, color and appearance among the brands of spaghetti and macaronis tested were slight, but prices ranged from 15c to 29c a pound. Among prepared spaghetti and macaroni sauces, several of the least expensive were rated among the best for flavor by Consumers Union taste experts."

The products tested were those that are prime favorites in the New York

market. Macaroni-spaghetti brands found acceptable range in price to 15 and 16 cents per package.

Sauces are listed in order of taste score, although this is largely a matter of personal preferences. The prices of the acceptable meatless sauces ranged from 15c for 8 ounces to 17c for 10 1/4 oz. Sauces with meat ranged from 13c for 8 oz. to 29c for the same quantity.

Spaghetti and macaroni dinners containing sauce, cheese or both, ranged from 15c for macaroni and cheese to 41c.

Prepared macaroni and spaghetti ranged in price from 13c with tomato and cheese to 25c with meat sauce.

name is Elsie Marie Endersen. As to the wedding date, well, she is very much interested in your country, too. So, look out for visitors some of these fine days.

"Sending you my very best wishes for a Merry Christmas and a Happy New Year."

Bergen, Norway,  
December 15, 1949

Paul Martens



Mr. Martens

The young man is an executive of Ditlef Martens, as a director of the big

bakery and macaroni factory operated by his father. He made many friends during his 1947 visit, all of whom wish him a long and happy wedded life. The Editor.

**The "Other Kind"**

Safety in food plants and wherever one is employed, even in the home, is everyone's job. But safety in food plants is the special business of the editor of the *Food Safety Editor* of the National Safety Council. In a recent bulletin he observes:

There are two kinds of workers— which are you?

"A friend of ours tells about going to an oculist to have his eyes examined for a new pair of glasses. When the doctor has finished the examination, he asked: 'Now, what type of glasses do you want? Safety glasses or the other kind?' 'That got me to thinking,' said our friend, 'safety, or the other kind—what else could that mean except safety glasses or unsafe glasses? Naturally, I took the safety glasses; I could not say 'I want the unsafe kind.'"

"It makes a difference when we think of things as being either safe or unsafe. Shoes, for example; we wear either safety shoes or unsafe shoes at our job. A safety director we know referred to men who did not wear safety shoes as men who were 'working in

*Something New . . .*

**A CONTINUOUS AUTOMATIC COILING MACHINE**

One That Will Realize a Great Saving to Manufacturers of "COILED" Macaroni Products.

*Something Special . . .*

**STAINLESS STEEL BRONZE COPPER ALLOY DIES**

Smoothness Guaranteed 100%

No More Repairing When Using Steel Dies with Stainless Steel Pins.

Inquiries Invited for Either or Both.

Designed and Manufactured By

**LOMBARDI'S MACARONI DIES**

805 Yale St.

Los Angeles 12, Calif.

their bare feet.' 'It's the same thing as being barefoot,' he would say. 'If you drop anything heavy on your toes, without the protection which safety shoes give you might as well be barefoot.'

"We had the experience, a few years back, of being in a plant hospital when a young man was brought in on a stretcher, one of his big toes badly mashed. Something heavy had dropped on it. The doctor was busy easing his pain and getting him fixed up. The nurse was making out the report of the accident. 'You were not wearing safety shoes?' she asked. 'No,' he answered. 'Safety shoes make a little red mark on my toes, so I wear the other kind.' The other kind! Fortunately, that man's toe healed in time, but not without considerable loss of income from his job, and some very unpleasant pain. After that experience, he decided thereafter not to wear 'the other kind' of shoes.

"Sometimes we assume an air of fatalism about accidents—the idea that 'if it's our turn, we'll have an accident,' like the soldier who says: 'If a bullet's got our number on it, we'll get it.' A story we heard recently tells an angle of that theory that we might keep in mind, next time the subject comes up.

"A salesman had arrived by airplane in a city, and a friend of his met him at the airport. 'Rough trip,' said the salesman, 'but we came through O.K.' 'I don't worry about plane trips,' said his friend. 'I figure if my number's up, it's up, and that's all there is to it.'

BEAUTY CONTEST

(Continued from Page 11)

naturally, are bound to be the same. In Italy, instead of a scholarship and prizes as here, a large cash award is made, and the winner is assured screen testing. There must be a lesson, and a moral, in this event for someone, for certainly these seductive Signorinas



At the left, one of the Miss Italy Cavalcade of Charmers.

don't train on Ry-Krisp and Wheaties, but pack away the usual national quota of spaghetti and red wine. Eating, as a daily habit, was somewhat curtailed in Italy in the past for reasons plenty of GI's well remember, but for the last three years, since the resumption of the "Miss Italy" contest, no one seems to be around complaining about the fare. Just what constitutes beauty is a mere matter of opinion, and probably always will be. After all, some guys get their own kicks out of watching horses, but then what would they be doing around a beauty contest like this anyway? Wanna call a travel agent?"

At the right, in the usual order, are Eleanor Rossi, "Miss Genoa," and Adriana Ramasso, representing the city of Bologna.



At the right, in the usual order, are Eleanor Rossi, "Miss Genoa," and Adriana Ramasso, representing the city of Bologna.

FACTORY MAINTENANCE

(Continued from Page 18)

An airport janitor, hearing their conversation, started shaking his head. 'Don't you believe that, too?' one of the men asked. 'No sir!' he replied. 'There's 40 people in that plane when she goes up. Just because one man's number is up, is no reason for the other 39 of us having to suffer, too.' Whether you and I are safe workmen depends a great deal on how we think about safety. We're either safe workers, or 'the other kind.'"

38. Every employe in the factory should understand all of the maintenance steps on the machine he operates, whether or not he has maintenance duty. He is the logical man to do the job, should the regular maintenance man be unavailable for duty.

39. Cleaning and sanitation materials should be sorted carefully to avoid waste and only the personnel using them should have access to these items.

40. Foundation bolts of all factory equipment should be checked each month and, in the case of high speed equipment, more often. Loose bolts can cause vibration and that means machine damage and inefficiency.

41. All measuring and control instruments should be tested at least once every two months for accuracy.

42. Window panes require regular checks . . . loose glass can suddenly

break away and cause injury to personnel.

43. Yard maintenance is as important as factory maintenance; as many accidents are caused through carelessness in areas just outside the factory as in them.

44. A constant check on flow of work through the factory is always advisable; such thorough attention often results in discovery of new methods of expediting work and handling of work in the factory.

45. The production efficiency of every machine in the factory should be checked at least once each six months.

46. Factory systems for traffic of finished work should be given constant attention; each new installation alters such procedure and changes should be made when new installations are set up.

47. Power transmission belts should be checked regularly and never be a mere visual inspection; flaws often remain hidden from the human eye.

TRADEMARK DEPARTMENT

(Continued from Page 21)

since June 1, 1943.

Mark is in heavy caps.

"Traficanti Brand," No. 443 533. Traficanti Brothers, also doing business as Traficanti Bros., Chicago, Ill. Filed October 11, 1946, for use on a listed variety of macaroni products.

(Continued on Page 58)

**CARTOON CORNER**  
BY ART ROSS

NO RABBITS FOR MAGICIAN JACK COURTNEY! HE PRODUCES TASTY NOODLES FROM HIS HAT!

SWIM AND GET IT!

OH BOY!

THE GRISWOLD HOTEL (NEW LONDON, CONN.) SERVES SPAGHETTI LUNCHEONS RIGHT IN THE SWIMMING POOL. NO KIDDIN'!

PITCHER DON NEWCOMB NATIONAL LEAGUE "ROOKIE OF THE YEAR" GETS HIS ENERGY FROM VITAMIN-LOADED MACARONI!

COLLEGE-EDUCATED DELICACY! MACARONI IS SERVED IN EVERY COLLEGE CAFETERIA IN THE WORLD!

**The MACARONI JOURNAL**

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

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

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

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

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

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

**ADVERTISING RATES**

Display Advertising.....Rates on Application  
Want Ads.....75 Cents Per Line

Vol. XXXI January, 1950 No. 8

(Continued from Page 56)

Published December 13, 1949. Claims use since July 1, 1943.

Mark is name in light caps.

**Act of 1946, Principal Register**

"Ronconi," 518,709. Ronconi Macaroni Co., Long Island City, N. Y. Filed April 14, 1948, published September 12, 1949, and registered December 13, 1949. For use on alimentary pastes, spaghetti sauce and a cereal food for infants, children and convalescents.

**Trademarks Republished**

"Gold Seal," No. 367,958. Registered June 6, 1939, by American Stores Co., Philadelphia, Pa., a corporation of Delaware. Republished by registrant. For macaroni and spaghetti. Claims use since 1905.

The mark consists of the name between two rectangles, one before and one after name. The drawing is lined for the colors red and yellow.

**Trademarks Renewed**

"Arco," No. 74,955. Registered August 24, 1909, by Felice Graziano Pivottolo. Renewed August 24, 1949, to Italo-French Produce Co., Pittsburgh, Pa., a corporation of Pennsylvania for use on macaroni and pure olive oil. Published November 8, 1949.

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1949-1950

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

Region No. 5  
Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.  
Thos. A. Cunco, Renco Foods, Memphis, Tenn.

Region No. 6  
Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.

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

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

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

Region No. 10  
Vincent Di Domenico, Golden Grain Macaroni Co., San Francisco, Calif.

Region No. 11  
John Laneri, Fort Worth Macaroni Co., Fort Worth, Tex.

At-Large  
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.  
Albert Ravarino, Ravarino & French, Inc., St. Louis, Mo.  
Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y.  
Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.  
Louis S. Vignino, American Beauty Macaroni Co., St. Louis, Mo.  
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

"Minot," No. 259,080. Registered July 23, 1929, by Minot Packers, Inc., Minatola, N. J. Renewed July 23, 1949, by Minot Food Packers, Inc., Bridgeton, N. J., a corporation of N. J. For use on prepared spaghetti and other foods. Published November 22, 1949.

"La Migliori" and representation of a ship. No. 266,631. Registered January 28, 1930, by Miglioretti Brothers. Renewed January 28, 1950, to Miglioretti Brothers, Inc., Baltimore, Md., a corporation of Maryland, for use on spaghetti and other foods. Published November 22, 1949.

"Family," No. 266,746. Registered February 4, 1930, by Pfaffman Egg Noodle Co. Renewed February 4, 1950, to The Pfaffman Co., Cleveland, Ohio, a corporation of Ohio. Published December 13, 1949. For use on macaroni, spaghetti and egg noodles.

**Italian Spaghetti Makes Hit With Men**

Duncan Hines

An Italian friend of mine in San Francisco prepares one of the best dishes of Italian spaghetti I've had the pleasure of eating. This tasty 1-dish meal makes a big hit with hungry men. I like it when served with a green

tossed salad, and Vienna bread spread with garlic butter (slice bread almost through, spread with garlic butter, put in oven to heat bread and melt butter). This recipe serves from four to six people, depending upon the size of the appetites:

Pour  $\frac{1}{4}$  cup olive oil in a large skillet, and cook 1 lb. finely ground beef until brown. Add salt and pepper to taste. Chop 1 medium onion,  $\frac{1}{2}$  carrot, and 2 six-inch stalks of celery until fine, and add to the above. Cook gently until a golden brown. Chop 3 sage leaves, 3 basil leaves, 1 tablespoon parsley, and 1 clove garlic very fine. Add to the above with a piece of lemon rind  $\frac{1}{4}$ -inch wide and 2 inches long, and stir well. Wash  $\frac{1}{4}$  cup dried mushrooms, and soak in 1 cup warm water until soft. Remove from water and chop fine. Add to the above, with the water in which the mushrooms were soaked. Add 1 cup canned tomatoes, 1 cup Italian tomato paste,  $\frac{1}{4}$  teaspoon nutmeg. Stir well and bring to a boil. Add 1 cup boiling water, lower heat and simmer slowly, stirring occasionally for four to five hours.

When done remove lemon rind, add  $\frac{1}{4}$  cup butter. Serve over spaghetti, and sprinkle with parmesan cheese.

—Dallas Tex. News

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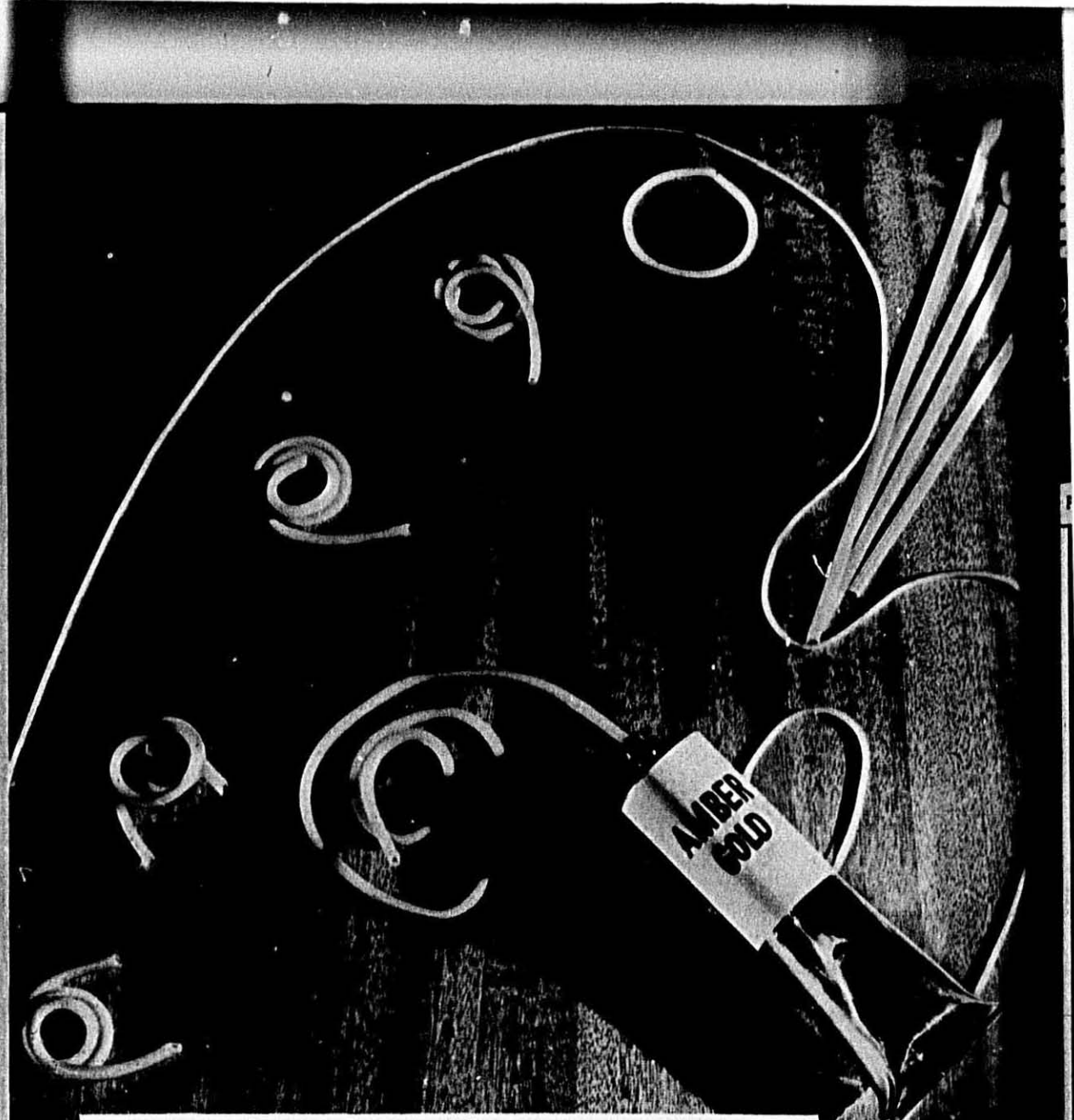
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