

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 11**

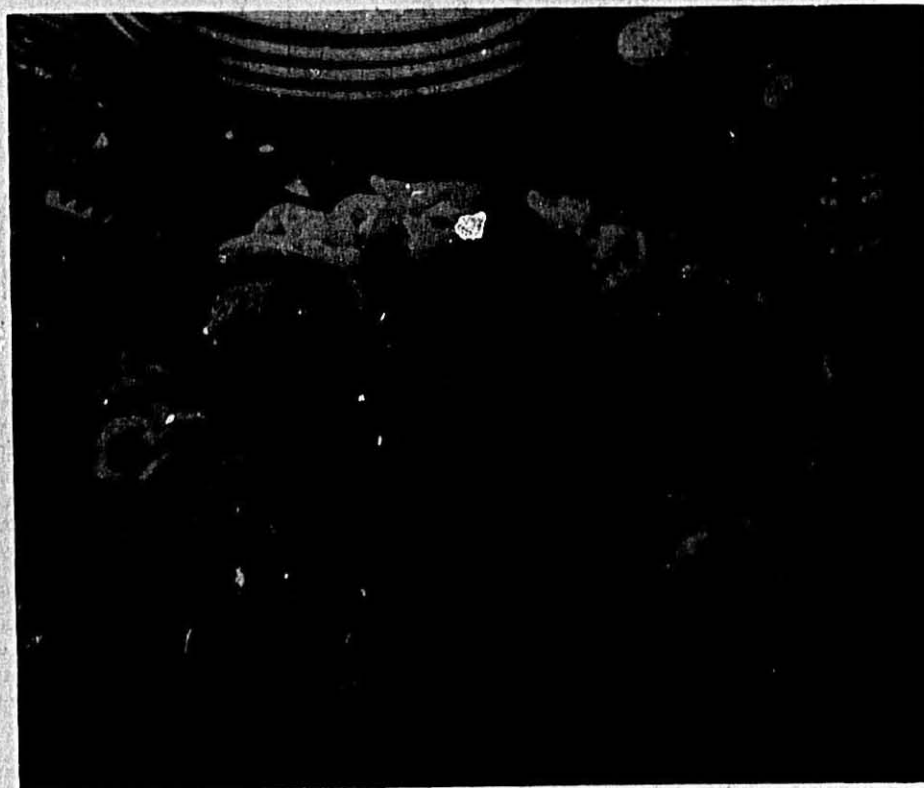
March, 1950

MARCH, 1950

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

A Macaroni Institute Recommendation



Economical, Delicious and Satisfying With
Fine Eye-appeal and Good Taste Perfection

(Recipe on page 46)

VOLUME XXXI
NUMBER 11

Macaroni Manufacturers Association
Chicago, Illinois

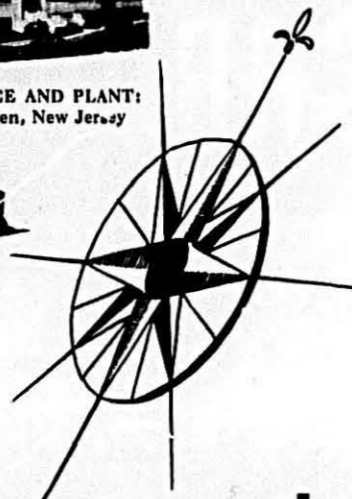
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San Francisco, California



north, east, south or west

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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 re-design 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.

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packaging consultants and manufacturers since 1898.

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Rossotti California Lithograph Corp., San Francisco, California
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The *quality, color and uniformity* of your macaroni products depends upon the quality, color and uniformity of the Semolina you are able to buy.

Amber Mill's No. 1 Semolina is the exact color that every quality buyer wants. Amber Mill's No. 1 Semolina never varies in color or quality from one shipment to the next. Shipments are prompt, as promised, to keep your plant operating on schedule... at a profit.

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MALDARI'S INSUPERABLE MACARONI DIES



What Does It Profit a Man to Save a Dollar and Waste Ten?

Certainly a manufacturer does not gain much if he buys a Die because the price is low and then pays more in the way of a rough product, in increased breakage on the drying racks and in handling, and in an inferior product which the housewife does not like. He does not gain much while saving that dollar if a press is stopped in service because the Die cracks, bends, or turns out a ragged product.

These are the reasons why the leading macaroni manufacturers use MALDARI'S DIES. They know they can buy cheaper Dies than Maldari's—for we do not sell on a cheap price basis. When it comes to a question of sacrificing quality to cut the price, we maintain the quality. And our order books clearly show that our policy meets the approval of manufacturers.

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The priceless quality of every Die is the honorable guarantee of its maker.



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.
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you always choose quality

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You know, handball can't hold even a small candle to the techniques used to bring you Commander-Larabee Durum products. Yes, it takes a lot of knowledge in grain selection and milling to give you top quality semolina, granular or durum flour. That's why so many manufacturers rely on the Commander-Larabee team of experts . . . they know that years of experience and a huge investment in the most modern milling equipment assure peak performance and unfailing uniformity in every Commander-Larabee Durum product.

There is a Commander-Larabee representative near you. Let him help you with your semolina, granular or durum flour problems. And remember, when performance counts, choose quality . . . choose a Commander-Larabee Durum product!



Commander-Larabee Milling Company

GENERAL OFFICES
MINNEAPOLIS

COMMANDER MILLING COMPANY
MINNEAPOLIS MILLING COMPANY

THE SERVE—Face side wall. Weight evenly balanced on both legs. Ball dropped at knee height opposite left leg. Use full underhand stroke.

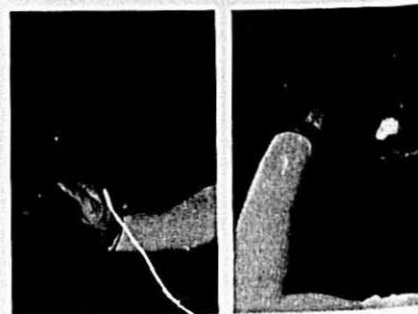
THE KILL—Always try to strike ball at or below knee level for maximum power and to keep rebound as low as possible to prevent return.

BACK-WALL SHOT—Face side wall. As ball rebounds, pivot and play to front wall in one continuous motion. Always keep your eyes on the ball.

LEFT HOP STROKE—Ball strikes base of fingers, sliding between thumb and index finger as hand rolls under ball, giving a left hop.

RIGHT HOP STROKE—Bring hand over top of ball which strikes on hand "cushion" and slides off base of little finger, giving a right hop.

OVERHAND DEFENSIVE SHOT—Fingers close to gather with thumb parallel to index finger. Use a throwing motion with the wrist serving as a hinge.



The MACARONI JOURNAL

Volume XXXI

March, 1950

Number 11

A Significant Event

IN April, the macaroni-spaghetti-noodle industry is privileged to celebrate two events—in 1950, the forty-sixth anniversary of the organization of the National Macaroni Association, and also the completion of thirty-one years of service to the industry by THE MACARONI JOURNAL.

There is a natural pride in observing these events in passing years, in reviewing memories and the part played in the forward, upward trend of a food business that is gaining rapidly in public favor.

Next month, THE MACARONI JOURNAL proudly celebrates the completion of thirty-one years of faithful service to the entire macaroni industry, of which it is pleased to be the recognized spokesman. In keeping with a beneficial practice started in 1940, THE MACARONI JOURNAL will feature that event by inviting all friends of the trade to join the celebration, as well-wishers, supporters and contributors.

As stated in the official announcement of the event sent to all friends of the industry a few weeks ago, the anniversary issue next month will seek to "create top-interest by special articles written by well-known authorities and by expert reporting by the editorial staff. Important issues and problems of the day will be analyzed and interpreted for the manufacturer and supplier.

"The primary objective of the Anniversary Edition, April, 1950, will be the promotion of closer, friendlier relations between readers, manufacturers and suppliers in this great and expanding food field. The publishers guarantee that this feature issue will reach every important manufacturer and executive, as have similar anniversary issues in the past. It will be keenly read by people who operate an industry that annually converts millions of bushels of fine durum wheat into more than one billion pounds of food that is recognized for its many superior qualities . . . a food that is daily becoming more popular among Americans because of its nutrition, its economy, its long keeping qualities and ease of preparation into tasty and satisfying dishes."

Readers should be on the lookout for this annual feature, and suppliers of the \$100,000,000 industry should be alive to the possibilities offered to compliment old customers and to contact new ones.

When Loss Is Gain

COMMENTING on the economic report submitted to Congress in January, 1950, the *St. Louis Globe-Democrat* openly states what millions have been thinking concerning the policy of taking "from the high income groups because they are frugal and give to the low income ones because they are not," because, "this is beneficial to all groups in the long run."

The weird reasoning goes something like this: The personal savings rate today is double that of 1939, and still rising. Those with savings are fearfully investing them in fixed income obligations like bonds, mortgages and life insurance instead of in common stocks that expand industry. Those without savings are naturally not investing in anything. Therefore, government should make future income increases favor the lower groups who will spend these increases rather than freeze them in savings. That will keep the new money in circulation and presumably allow business to expand through higher earned reserves.

A beautiful thought. The trouble is, it never seems to occur to government that practice of a little thrift could lower taxes and accomplish the same end. Taxes left in the hands of and spent by their earners would more than "offset" savings of the wealthy and benefit the economy more.

The report's attack on savings doesn't stop there. Something, it suggests, needs be done about the vast cash now and soon to be idle in life insurance companies and pension funds. Since they represent individuals' "security" reserves, conservative management and most state laws have always kept them in the safest of bonds and mortgages, and out of venture securities.

The wisdom of this could be debated forever. But whatever one's opinion, the administration seems to be saying that it is not only willing to stop the frugality of the well-to-do, but to weaken the insurance and pension nesteggs held by four-fifths of America's families. All these are marked for sabotage just so government can claim it is providing "security" for all.

Accord Accomplished At Los Angeles Meeting

Value and Effect of Regional Group Meetings Demonstrated

PEACE—with merchandising—may come out of the meeting of macaroni and noodle manufacturers held in Los Angeles Tuesday, February 28.

Ruthless competition, verging on open warfare, has been prevalent on the West Coast for the past several months. The situation had reached the point where the States Attorney of California cited instances of unfair practices.

In a discussion of trade practices, there was general agreement that too much attention has been paid to dealers and not enough to the ultimate consumer. Selling below cost, too many free deals, excessive services for dealers, blasting (buying competitive products at retail to get shelf-space), has not increased over-all business.

It was unanimously accepted that the way to correct under-consumption of macaroni and noodle products is to educate the consumer of their convenience, variety, economy, and ability to combine with other foods. More and better merchandising, advertising and promotion costs money. The money to pay for these essential activities is not there when margins are squeezed below the break-even point.

To correct current conditions, southern California manufacturers are planning a local public relations program in addition to supporting the National Macaroni Institute publicity and promotions through the cent-a-bag fund. Statements were made that indicated everyone could do a better merchandising job if competition was lifted from the strictly "bid-me" price basis.

The work of the National Macaroni Institute was enthusiastically acclaimed after a slide-film presentation was made by Ted Sills. Mr. Sills described the ten-month results of his company's public relations activities on behalf of the National Macaroni Institute. He said, "Just a year ago we started out to make macaroni NEWS. And macaroni is news... big news! We are reaching our goal of making everyone think, talk, and eat macaroni by supplying news of macaroni to all media which have an influence on masses of people."

Bob Green described the program of the national association to provide essential information and management service for the macaroni industry in addition to the work of the Institute on market development. Special emphasis was placed on merchandising events.

Ted Sills told of plans for an indus-

try-wide merchandising event this fall in the form of National Macaroni Week. Scheduled between October 5 and 14, this event will coincide with the National Cheese Festival, National Wine Week, and take full advantage of Columbus Day on the 12th. Experiences of other industry trade promotions were described. Examples of point-of-sale pieces were displayed and analyzed.

The day's agenda began with a discussion of the supply picture. William Steinke of Minneapolis stated that, while the durum crop seemed ample,

final availability and price would be set when the government determined what to do with its holdings.

Joseph E. Brodine, labor relations consultant, commented on the local labor scene. He reported unions will ask macaroni manufacturers for a seven-cent-an-hour increase. Washington's Birthday will be added to the present schedule of six national holidays paid for in lieu of a reduction in morning and afternoon rest periods from 15 minutes to 10 minutes when contracts are renewed. Mr. Brodine

(Continued on Page 42)

REGISTRANTS—LOS ANGELES MEETING—HOTEL MAYFAIR —FEBRUARY 28, 1950

Bianchi, A.	Consolidated Macaroni Machine Corp.	San Francisco
Bizzari, Anthony	Anthony Macaroni Co.	Los Angeles
Brodine, Joseph E.	Labor Relations Consultant	Los Angeles
Bryant, Ted	Globe A1-Pillsbury Mills	Los Angeles
Cafferata, Frank	Roma Macaroni Factory	San Francisco
D'Amico, Lindo	Spaulding Macaroni Co.	Los Angeles
DeDomenico, Tom	Golden Grain Macaroni Co.	San Francisco
DeDomenico, Vincent	Golden Grain Macaroni Co.	San Francisco
DeDomenico, Paskey	Golden Grain Macaroni Co.	Seattle
DeGeorge, Jim	Robt. William Foods, Inc.	Los Angeles
DeRocco, Camillo	Florence Macaroni Co.	Los Angeles
DeRocco, E. D.	San Diego Macaroni Mfg. Co.	San Diego
English, J.	General Mills	Los Angeles
Farr, C. E.	General Mills	Los Angeles
Finch, C. Edward	Globe Mills	Los Angeles
Gaylord, P. A.	General Mills	Los Angeles
Goodell, W. F.	Globe Mills	Los Angeles
Gabriele, V.	Gabriele Macaroni Co.	Los Angeles
Grass, A. Irving	I. J. Grass Noodle Co.	Chicago
Grass, Sidney	I. J. Grass Noodle Co.	Chicago
Green, Robert M.	N.M.M.A. - N.M.I.	Palatine
Greer, B. J.	Globe Mills	Los Angeles
Hosfield, G. W.	Globe Mills	Los Angeles
Jaeger, Del	Grocery Store Products	Los Angeles
Jones, John T.	Globe Mills	Los Angeles
McKenny, P. J.	Globe Mills	Los Angeles
Merchant, Gordon	Merck & Company, Inc.	Los Angeles
Ne'son, William	Spaulding Macaroni Co.	Los Angeles
Papin, Philip	Rossotti Calif. Litho. Corp.	San Francisco
Pezner, Lester	Budget Pack, Inc.	Los Angeles
Peterson, H. R.	Milprint, Inc.	Los Angeles
Robbins, Julian L.	Grocery Store Products	Los Angeles
Saidiner, Harry	Carmen Macaroni-Weber Noodle Co.	Los Angeles
Sills, Theodore R.	Sills, Inc.	Chicago
Spadafora, Alfred	Superior Macaroni Co.	Los Angeles
Spadafora, Emil	Superior Macaroni Co.	Los Angeles
Spaulding, W. H.	Spaulding Macaroni Co.	Los Angeles
Steinke, William	King Midas Flour Mills	Minneapolis
Truex, O. J.	King Midas Flour Mills	Los Angeles
Vagnino, P. F.	American Beauty Macaroni Co.	Los Angeles
Van Sluyter, H.	Rossotti Calif. Litho. Corp.	Los Angeles
William, Robert	Robert William Foods, Inc.	Los Angeles

DURUM WHEAT SAMPLES ARE MADE INTO ACTUAL MACARONI



You judge the quality of durum semolina or granular by the quality of the macaroni products it produces. So do we! Before a single bin of durum "mill mix" is run to any one of our mills, it is press-tested by being made into macaroni in a Products Control Department Durum laboratory.

The test batch of macaroni produced must be rich amber in color and give outstanding results in cooked products. When, and only when, the macaroni meets these rigid specifications the durum wheat is released to our mills.

Press-testing is your guarantee that General Mills Durum Products will produce top quality macaroni products in your plant. It's one of many "wheatfield to sack" safe-guards employed by our Products Control Department to make certain that General Mills produces only the finest Durum Products.

*Press-Tested is a registered trade-mark of General Mills.

General Mills, Inc.
DURUM DEPARTMENT
CHICAGO 4, ILLINOIS



Insect and Rodent Inspections In Food Processing Plants

T. L. Hugé

The Hugé Co., St. Louis

FIRST of all, my experience and our company's is concerned only with filth and in the presence of insects and rodents in large wholesale food processing plants, such as dairies, bakeries, confectionery and macaroni plants. As you undoubtedly can well imagine, this field has become increasingly important and is certainly a wide enough one for specialization.

Most such large plants, either because of location or volume, ship interstate and, therefore, must fall under the jurisdiction of the Federal Food, Drug and Cosmetic Act. The activities of the food and drug regulatory officials in such plants, particularly in recent years, have resulted in a great many citations, fines, injunctions and even jail sentences with the usual resultant damaging publicity to the plant.

The recent agitation among St. Louis bakeries is an example of this, where one plant manager testified in court that something like 40 per cent of his volume was lost for several months because of "sensational" newspaper work and therefore he felt that further penalty in the form of fines would be unfair. State and local regulatory officials have also become somewhat more stringent concerning food plant sanitation and, to some degree at least, in the wake of the federal law.

The picture, then, is that in the last several years every food plant operator has become suddenly more or less harassed with many different type critical inspectors and at many levels. Many of these food processors have felt, and probably rightly so, that there has been too much regulation and not enough actual help from governing agencies.

Before any outside agency such as ourselves can benefit the macaroni plant in escaping federal or even state criticism, it is necessary to first understand the basic cause for the majority of citations. A goodly number of these are concerned with filth and insect and rodent evidence either in the product or in the plant. The federal law clearly states that it is not necessary to prove contamination in the product but even if filth is found in the plant whereby it might contaminate the foodstuff, then the plant is liable.

The problem, then, is how to reveal such insanitary practices and conditions in a macaroni, spaghetti or noodle plant so that they might be corrected

before more severe regulatory action. Our experience has been in a great many different types of food plants throughout the country and I am speaking from now on primarily concerning insects and rodents, or their evidence, which are probably the macaroni plant's new "Public Enemy No. 1."

The objective of a sanitation survey is to have plant management realize their bad conditions so that they can be corrected and this can be accomplished only by entirely changing the macaroni

Excerpts from an Address Before the University of Illinois Dairy and Food Technologists and Sanitarians Conference, Modified to More Directly Apply to the Macaroni Industry

processors' perspective of their own premises. They must stop looking at their plant through rose-colored glasses and begin to take a more critical and impersonal viewpoint so that they can analyze their operation through the same eyes as a regulatory inspector. Plant management's inspection of their own premises must develop into an intense search, rather than a plant stroll, as it is most often a case of "not seeing the forest for the trees." Getting the macaroni management to take an inspector's viewpoint of their plant can only be realized by actually taking him by the hand and pointing out obvious infractions for which, nevertheless, he can be held liable. However, this must be done very diplomatically as every plant owner or operator has as much pride in his property as has your wife in her home.

An example of this is recalled by a recent experience we had in a southern town in making a survey of a large bakery. This plant, in a short period of two months, had been intensely inspected by their own company's sanitarian, by a city health official, by a state regulatory agent by a federal man and finally by us. Each of these naturally found something to criticize with the result that the various departmental heads in the plant were beginning to wonder if anything was ever right in their plant. Our sanitarian was naturally somewhat enthusiastic about the infractions he had discovered and was pointing them out in the plant's supervisory meeting called for that purpose so that they could be corrected.

The cake shop superintendent sidled up to the manager and whispered, "Is everything wrong with us—is nothing ever right?" The manager, realizing these inspections were very beneficial, went to some pains to explain that that was the viewpoint taken by every inspector and to stress his point, he asked our sanitarian, "Say, what do you think of our stainless steel disposal cart out in the alley?"

Their method of disposal was unusually good but our man, instead of complimenting on this, brushed it over

very lightly and went on driving home the points of his inspection revealing many bad conditions. So, then, I believe that it is quite true that every inspector going through the food plant can only see the bad things which, of course, is all right. But food management must be complimented for good things if for no other reason than to let them know when they are on the right track towards a sanitary plant.

We believe, then, that the procedure after making any food plant inspection is to compliment management on their good practices and give credit for improvements over any previous surveys. Then the reviewing inspector should point out what he accomplished in the way of training the plant personnel, making any treatments or pointing out to the responsible employes any changes necessary. This should be followed by suggesting new procedures or methods and lastly, a listing of the infractions revealed.

Macaroni plants are being cited under the federal law for the most obvious and most often the easiest to correct conditions. A few examples are: rodent excreta pellets remaining on the premises for a long period of time; the practice of not brushing ingredient sacks before dumping, which naturally introduces anything on the sacks into the production line; cats and birds in the plants and allowing dead insects to contaminate the products.

We have recently finished surveys in 25 large food plants in the midwest, each utilizing in their production line

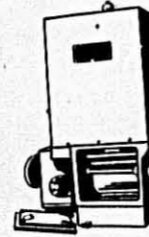
(Continued on Page 43)

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



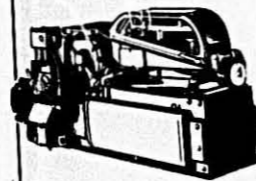
ENRICHMENT

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.



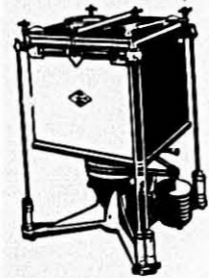
N-A FEEDERS

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



The 1950 Egg Picture

by H. E. Edson, Edson-Pratt, Inc.

THERE has been quite a change in the egg situation in recent weeks, as most of you may have observed. Shortly before Christmas, the government announced a new egg support program. The support price as of January 18, 1950, is 25 cents a dozen on the farm as compared with 35 cents in 1949. The production of eggs in 1950 is estimated at about 10 per cent over 1949.

From available figures, it appears that the noodle industry last year used 22,300,000 pounds of egg yolk, which is about 20 per cent of the total packed in our country. With egg yolks making up 11 to 12 per cent of the noodles, the egg situation becomes a very important factor to every manufacturer. With the government support, the price on raw egg meat will be more or less constant in 1950. Prices on yolk will depend almost entirely on the price of egg whites. On March 1, 1947, whites were selling at 18 and high solid yolks at 52. Nine months later, on January 1, 1948, whites were 36½ and yolks 40.

It might be of interest to you to hear how costs work out on whites and yolks. Today, shell eggs are costing packers about \$8.50 a case of 30 dozen. Divide \$8.50 by the egg meat yield of 39 pounds per case, and we get a raw egg meat cost of 21.8 cents a pound. In separating for high solid yolk, we get 57 pounds white and 43 pounds of 45 solid yolks. Going back to the raw cost of 21.8 cents, we add 4.75c for labor, canning and freezing, and 45c a hundred for profit, and we have 100 pounds separated, canned and frozen costing 27. Let's take the 57 pound whites at 14, equal to 7.98 for the 27c mixture, and this leaves \$19.02 for the 43 pounds mixture of yolk at a cost of 44¼. If we change the white price from 14 to 24, the yolk price drops from 44¼ to 31. Some difference on 22 million pounds of yolk to the noodle industry!

The present price of whites in Chicago is 13c. Heavy demand for yolk, even without any color, is adding large quantities of whites to a heavy carry-over from last year and prices have been declining about a cent a pound a week. Further declines in white prices in the next six weeks seem certain. We feel that the whites between 10 and 11 cents a pound are a wonderful speculation purchase. After all, from 36½ on January 1, 1948, to 12 cents in January, 1950, leaves little room for decline and good chance for a slow advance during the next 10 months. I

have been in the egg business for 40 years. Twice since 1924, I have seen whites sell at 4c a pound. In each instance within six months there was an advance to 10. These prices came before our dollar was devaluated 50 per cent. All this talk on whites is to show you what could happen to yolk prices in case a real advance comes in whites.

We estimate that 10 to 12 cent whites will cause a big switch by bakers to white cakes and stimulated demand from candy makers. Mars Candy Company, which uses five million pounds of white a year, has purchased only 1½ million pounds in the last 30 days. This price will also stimulate exports



"That's strange! It wouldn't work yesterday."

to Europe. We have booked two cars for January shipment so far, against no sales to export last year.

By the time yolks have enough color—late in March, in April, May and June—to be of interest to you noodle makers, the whites market should be considerably higher. Our advice to you is to keep a close check on the market on egg whites through quotations in the *Chicago Journal of Commerce*. When you see an advance from a low point in the next six months of one or two cents a pound, you can be absolutely certain that the price on the yolk you must purchase is definitely going down. In the meantime, we advise you to confine purchases to not over two weeks' supply.

Our firm in March, 1949, when whites were selling at 30, predicted that they would sell at 20c before January 1, 1950. They went to 16 and are now (January 18, 1950) 13c. Feeling as we did on whites, we urged all yolk customers to purchase requirements im-

mediately for the balance of the year. High solid yolks sold in March at 43, ended in December at 63, and hard to find at that price. Feeling so bullish on yolks as we did, we bought heavily of Chinese dried yolks. About 1½ million pounds arrived from China, of which our share was 300,000. Had it not been for these imports from China frozen yolks, instead of going to 63c, would have sold for at least 83c and the supply would have been exhausted in October instead of December.

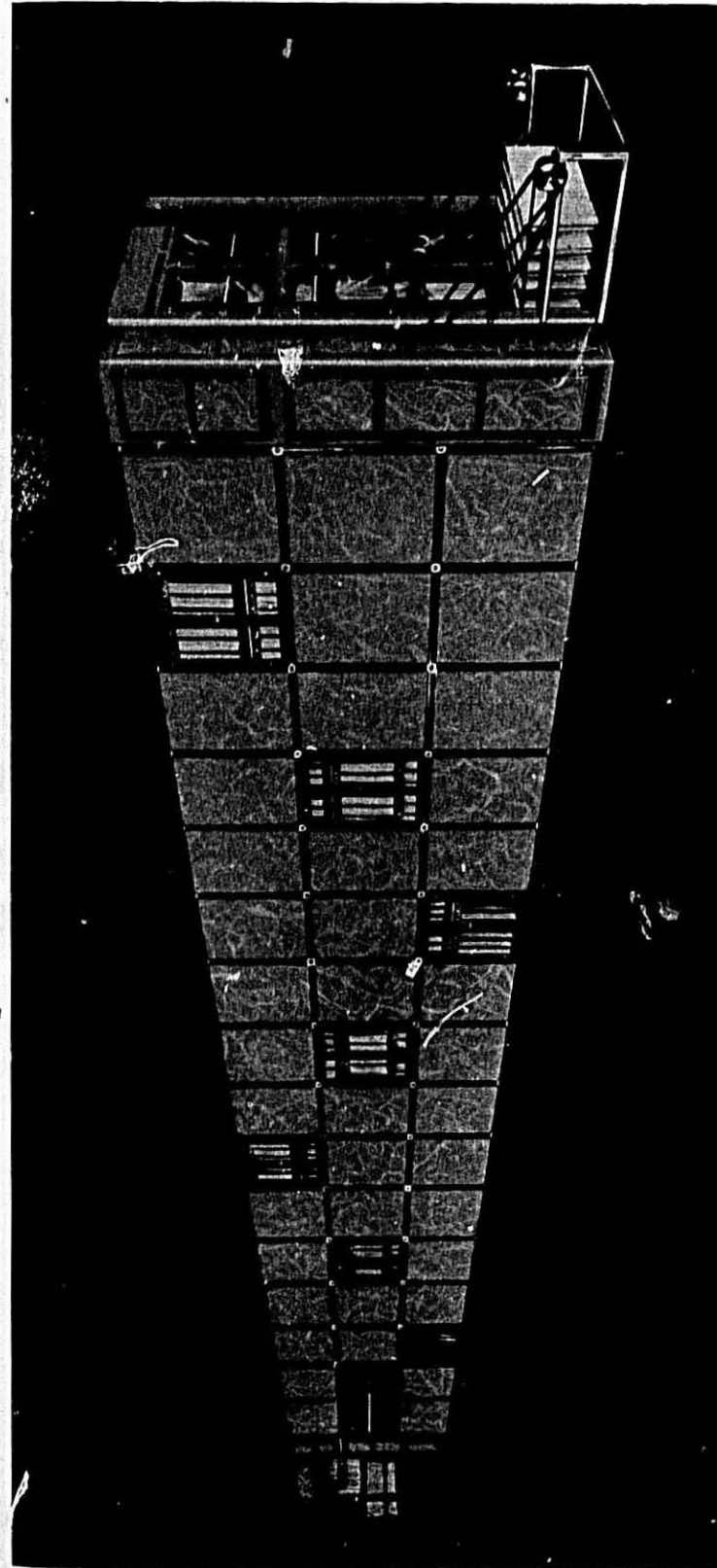
Very small importations of Chinese yolks are in prospect this year, since England's recognition of the Chinese Communist Government. About December 15, we were offered 100 tons at 60c delivered New York, and after England made its deal with the Reds, we understand they bought this yolk at the equivalent of 97c delivered New York.

We now have a new development in the color of egg yolks. Up until last year, the color of egg yolks was deeper each month from March till September. The highly concentrated poultry feeds being used by the large raisers of poultry, for some unknown reason, caused color of yolks to lighten after June 10 last year in Missouri, which is one of the best sections of the country for dark colored yolk. Each week, tests were made and the yolk was lighter each week up until September, and then stayed light all fall and winter.

Our firm has recognized the growing demand, not only from noodle manufacturers but from bakers of cakes, during the last two years. Our extensive analysis for color from various sections of the country has led us to believe that the best dark color yolks obtainable come from Kentucky, then Tennessee, Missouri, Kansas, Texas in about that order. The poorest color comes from Minnesota, Wisconsin and Michigan.

We recommend the use of the National Egg Products Association's laboratory in Chicago for color analysis before making extensive purchase of yolks. This laboratory is without doubt the finest in the country for the determination of anything about eggs or egg products.

I wish to assure you that the price of yolks will never again in your lifetime reach the prices we have seen in the past year. I hope you will all wait until late May or June to cover your requirements for the coming year. I hope you will all buy your yolk at an economical price.



TOP QUALITY — LOW COST — SPACE AND TIME SAVING

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

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

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

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

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

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, from one tier to another is so **PRECISE MECHANISM:** Strictly transporting, appearing, moving with perfect timing it delivers a stick precisely on successive or alternate chain links dependent on which tier it is being dried.

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor. **CONSTRUCTION:** Engineered and designed to afford maximum possible cleanliness, compactness, 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.

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH

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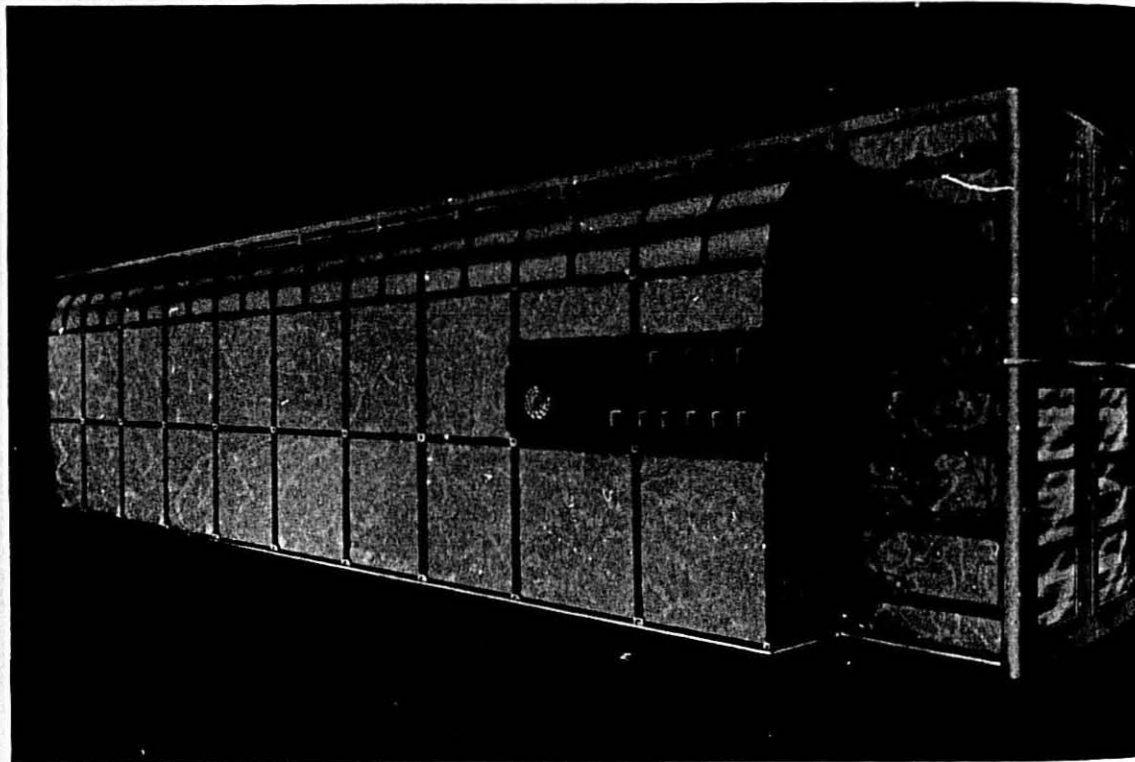
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New equipment and new techniques are all important factors in the constant drive for greater efficiency and higher production. Noodle and Macaroni production especially is an industry where peak efficiency is a definite goal for here is a field where 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 far 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.

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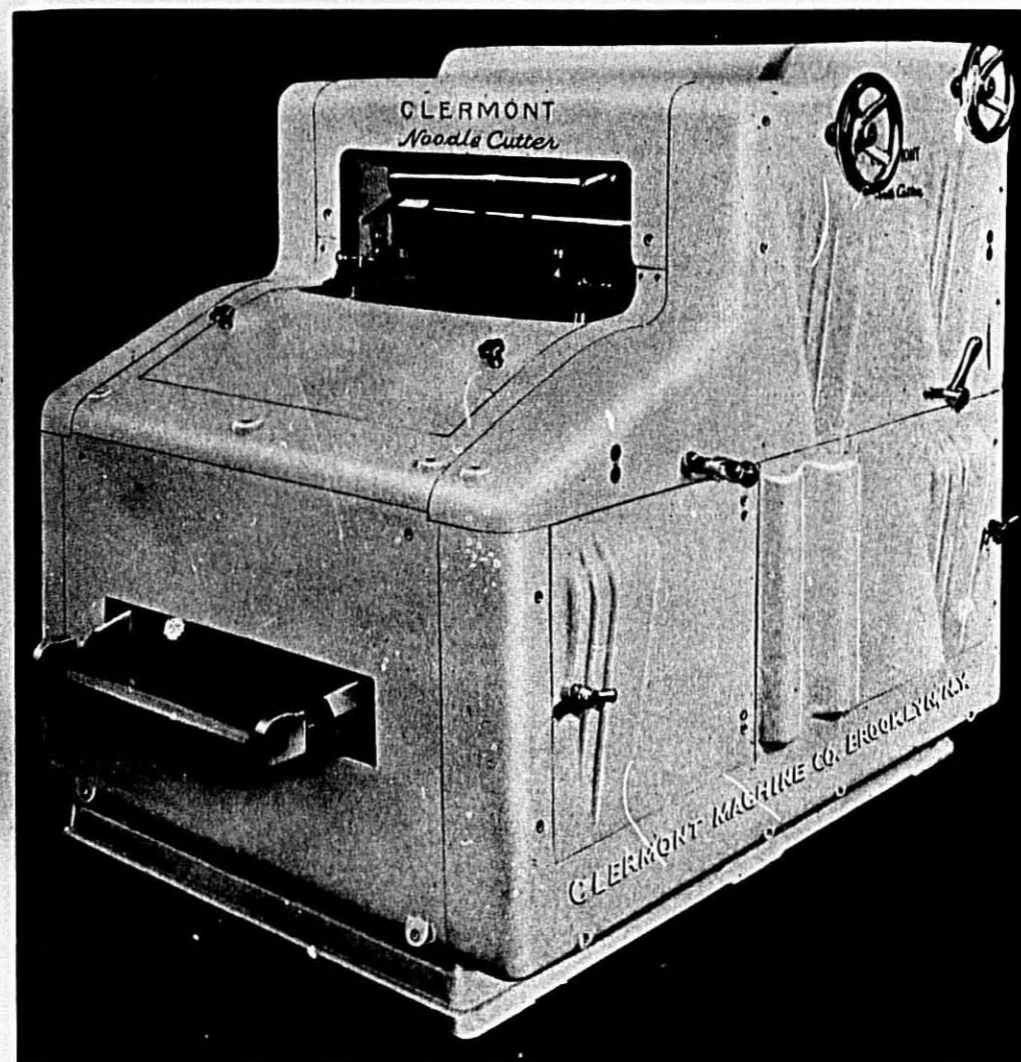
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COMPACT: Takes less space; lower in height than all other types. Easy to manipulate.

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SIMPLE: Less gearing mechanism. Revolving cutting roller

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

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

AND

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

TO SEE IT IS TO WANT IT.

We'll Gladly furnish further details

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Wheat Flour Institute Activities

By William Steinke for Mrs. Clara Snyder
Winter Meeting, Miami Beach, Fla.

IN 1945, the durum wheat millers entered into an arrangement with the Millers' National Federation to organize a Durum Wheat Products Division of the Wheat Flour Institute. Because this division was in a position to use all of the facilities and personnel of the Wheat Flour Institute, which had been in existence for a number of years, its program was put into effect with little delay, working out of its headquarters at home as well as in the field through the personnel of its corps of home economists. The Wheat Flour Institute, however, has never very extensively publicized its activities with the millers except through regular reports to the industry, usually at the annual meeting of the Millers' Federation. It is perhaps due to this policy that the macaroni industry as a whole probably has not been entirely familiar with the nature of the program which the Durum Institute was attempting to carry on. And this accounts for the fact that there may be some confusion as to how active the institute has been in its program, or whether there was not likely to be some question of conflict with the activities of the Macaroni Institute.

As a result of the discussion held here in Florida a year ago on this question, it was decided that the Durum Institute should give more publicity to the macaroni industry concerning its program, so that the macaroni industry might better take advantage, individually perhaps, of certain activities within the program, and so that the macaroni industry, too, could counsel and advise the institute along definite lines.

Although some of the activities of the Durum Wheat Institute were in the same field and along the same lines as those of the Macaroni Institute, it is the consensus of opinion of the durum millers, and also of the directors of the Macaroni Manufacturers' Association, that there is no conflict nor confusion of effort over this fact. Actually, there is the general belief that wherever there is any duplication of publicity, that it works out to the benefit of the macaroni industry.

Since our meeting here within the past year, the Durum Institute has shown a number of colored slides in various parts of the country to groups of millers, home economists, newspaper food editors, school nutritionists and others who are interested. In these showings there have been included in several instances the colored slides that have been taken and used



William Steinke

by the Durum Institute in the use of macaroni products in the school lunch program. Your president, as well as some of the other macaroni manufacturers, has had an opportunity to see these slides. Since that time there has been another meeting at which a larger number of macaroni manufacturers have been in attendance with Mrs. Snyder, when she has shown these slides and gone over the educational portion of the program of the Durum Institute. I believe that her presentation was received enthusiastically, and that those who are familiar with the nature of this program are certain that it is accomplishing very good results.

Many of you may still be somewhat uncertain as to the nature of the program of the Durum Wheat Institute, and while I am sorry that Mrs. Snyder was unable to be here to present her program to you, and to show you the slides that she has been using, I am glad, however, to give you a brief summary of the program that is now in effect. The chief fields of activity cover: publicity, education, and public relations—with major emphasis on publicity and education.

Mrs. Snyder has sent down to us here a number of display cards she has used on several occasions, and I am also glad to present you with a newspaper flyer which indicates the nature of the work of the Durum Institute.

Statistics usually are rather boring and it is for this reason I ask that you kindly read the newspaper flyer, "Macaroni Foods Make News," very

carefully, because in this flyer is contained the program of the Durum Wheat Institute and the coverage which it has made through its various activities.

There is a map on the first page showing newspaper coverage to which releases on Durum Wheat Products have been sent regularly.

On page two there is a radio map showing the stations to which over 17,000 releases were sent during the past year.

Then there is reference to the colored slides. A series of 37 colored slides on macaroni, spaghetti and noodles have been made by the Durum Wheat Products Division. These slides show how to cook these foods and serve them temptingly and nutritiously in soups, salads, main dishes and desserts. Although these slides are less than a year old, they have already been shown by members of the staff of the Wheat Flour Institute to thousands of school lunch managers, homemaking teachers, and other leaders in the field of foods, health, and nutrition. Recipes for all of the dishes shown are given to those attending the slide presentation.

More than 400 new recipes using macaroni, spaghetti and noodles have been developed by the home economists in the test kitchen of the Wheat Flour Institute. Photographs of more than 250 of these dishes have been made. Altogether nearly 12,000 prints of these pictures have been sent to newspapers, magazines, and other publications.

The flyer also contains information concerning the large quantity recipes which were supplied the school lunch rooms and this we consider to be more important, because 6,900,000 school children were fed last year in the nation's school lunch rooms. And twice each year—in September and in January—about 2,500 school lunch supervisors and managers are supplied with large quantity recipes using macaroni, spaghetti, and noodles. In one month, 842 large quantity recipes were supplied to school lunch managers on their request.

You are familiar, of course, with Durum Wheat Notes, which is about the only contact you have had with the activities of the Durum Wheat Institute. This bulletin is sent monthly to 30,000 home economists who work with millions of students and homemakers in all income groups.

There are 1,422 public utilities with home economists who reach approximately 25,000,000 urban homemakers. Through Durum Wheat Notes, these economists regularly get ideas concerning durum wheat foods to pass on to their groups. They constantly reprint recipes in the regular publications of their companies in special

(Continued on Page 43)

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... DURUM PRODUCTS

KING MIDAS FLOUR MILLS
MINNEAPOLIS MINNESOTA

'Spoils' and 'Returns'

By J. H. Diamond, Lincoln, Neb., and Albert Weiss, Cleveland, Ohio

YOUR committee has sent a questionnaire on the problem of "spoils" and "returned goods."

As to the matter of guaranteeing products, all said "yes," except one. As to the length of time that their products are guaranteed, eleven said "indefinitely," two reported "60 days," one "120 days," two "6 months," and one "1 year." However, this seems to be just an office policy. Actually, all manufacturers will protect their products when necessary, although the largest number look for spoiled merchandise. Some firms put statements on invoices showing a limited guarantee. This is for the purpose of cutting down claims.

Question No. 2 concerned the matter of credit for returns. All but one reported full credit for returns. Some reported that their credit is based on wholesale prices for the wholesale grocers and a retail basis for retailers; others replace with merchandise only.

Question No. 3 asked, "Do you insist upon the return of labels or credit?" Practically all answers show credit for labels. Some require merchandise; also one requires merchandise on city trade and labels for country trade.

Question No. 4, "Do you permit your salesmen to determine the amount of credit on their own volition?" Ten answered "no," eight "yes," and one "up to 5 cases." The reason for this question was due to the fact that some

salesmen, in making sales, allow credits for alleged spoilage where none exists. This makes a good sales angle for the salesman, but surely his company does not know what its selling prices are when the men make these concessions.

We find that no manufacturer makes a shrinkage allowance.

Question No. 6 asked, "Do you insist upon the return of all unsalable goods?" Ten reported "yes," three reported "no," two reported "either insisting upon return or destruction of merchandise by the salesman," one reported "yes, if over 3 cases," and one reported "yes, if in a large amount."

Question No. 7, "What is the per cent of credits on returns, per year, against your sales?" We have reports from .0001% up to 2%, ten showing less than 1%; four showing over 1%; and three reporting "don't know." Most of the returns fall in the one-half of 1% category.

We were not able to determine whether there is a greater return by those who pack in cellophane as compared with cartons. The inquiry was not broad enough to determine whether certain sections of the country have higher returns, although we do suspect, from the reports, that cellophane packers do have larger returns and that there are certain sections of the country which also have larger returns.

With reference to question No. 8, as to whether there was an increase in returns in 1949 over 1948, most manufacturers reported "no."

We had a variety of information under "Remarks."

One New England manufacturer said that the greatest amount of returns came from egg noodles and egg products in 1949, and that he had a very small return on semolina goods. He reported that his return on egg noodles was so excessive that he discontinued manufacturing these products for one month.

One manufacturer on the west coast reported that most of his returns were due to breakage of cellophane, rather than spoilage. Also, his sales organization calls directly on the retail trade and watches stocks very closely.

Another manufacturer, with a national distribution on noodle soups, reports that his representatives are instructed to remove any merchandise

which is over six months old. This has brought his returns to the highest percentage of those reporting. This would indicate that a lot of our products are being left on shelves for more than six months and it may have considerable bearing on the infestation problem.

Another manufacturer reports that there have been times when he has refused to give credits, when the fault was entirely the dealer's.

One manufacturer reports that the industry should discontinue the guaranteeing of its products. He believes that this is the cause of getting back a lot of it. In other words, he thinks that they should be taken back but that no fixed guarantee should apply.

Another reports that all SPOIL should be taken back readily and agreeably.

Due to a lack of time, the questionnaire was sent to only 20 manufacturers. Fuller results could have been obtained by asking more questions of more people. However, it seems to your committee that this matter is in good control.

One suggestion that we received for helping to cut down RETURNS is to change the color of the ink used in coding. That is, it was suggested that if the color were changed on the case coding every three months, it would be much easier for salesmen or other representatives to determine whether products are being held too long and not properly rotated.



J. H. Diamond
Past President, NMMA



Albert Weiss
Association Director

March 1, 1950

THE MACARONI JOURNAL

17

Merchandising Timetable

by Robert M. Green, Public Relations Director, National Macaroni Institute

Opportunities Almost Unlimited for Macaroni, Spaghetti and Noodle Manufacturers to Merchandise Their Products

HERE IS a report on promotion themes, special sales events, and items featured last year by eleven chains in all parts of the country. This review of an article in the current *Chain Store Age* may help your planning for this year.

LIVELY promotions featured sales of staple canned products and meat products. Several chains took advantage of Idaho Potato and Onion Week to push baking potatoes, onions and combinations of the two. Later in the month, National Thrift Week was the basis of promotions on such economical foods as dried beans and fruits, evaporated milk and canned fish. Macaroni products were a "natural" here.

During **FEBRUARY**, decreasing meat prices induced almost all chains to use meat products as the most prominent feature. National Hot Tea Week offered an opportunity to promote tea bags and lemons and Valentine's Day led to merchandising of specially baked cakes and boxed candy. National Cherry Week was a tie-in for sales of cherries and piecrust mixes.

Items for Lenten Menus were pre-eminant in **MARCH**; extensive space was devoted to seafoods, macaroni products, dairy products and baked goods. Although Lent begins a week earlier this year, **MARCH** will still be the period for this type of merchandising. St. Patrick's Day was used as a basis for promotions of candy and lake items. One chain also used Macaroni and Cheese Week to good advantage last year.

APRIL Ham, poultry, bakery and dairy products were featured by all chains during Easter weekend. A new event—Honey for Breakfast Week, was celebrated by a number of chains in various parts of the country.

Chains in the warmer regions began their summer promotions of picnic items in **MAY**. In cooler climates, spring produce sales were still in evidence. May was one of the most active months of the year for special promotions—National Baby Week was the inspiration for intensive merchandising of baby foods of all kinds and Mother's Day, in the middle of the month, led to promotions of special cakes, boxes of candy, and easily prepared items to "Make Mother's Job Easier." Then, at the end of May, came Memorial Day and the first heavy weekend picnic sales.



Mr. Green

JUNE is "Dairy Month." Sales of butter, eggs, milk and cheese were promoted; some chains gave special emphasis to National Cheese Week, when wide assortments of both the familiar and the unusual cheese varieties could be featured. Macaroni is a perfect tie-in with cheese. Chains also made much of the traditional month for weddings, featuring easy-to-prepare foods and low budget items for newlyweds. Father's Day brought merchandising of male favorites—bacon and eggs, fried chicken. At end of month, intensive promotion for the 4th of July began.

Merchandising trends were keyed to hot weather in **JULY**. Items for picnic and outdoor eating and cooking had extensive merchandising. Promotions of fresh fruits and vegetables became heavy. Fourth of July weekend was biggest special event with heavy promotion on poultry, hams, fresh fruits and other items attractive to holiday picnickers. Advantage was taken of National Iced Tea Week to promote extra sales of that cooling beverage.

AUGUST Intensive selling along the general line of "beat the heat with quick, easily prepared meals," and any kind of grocery, meat or produce item that involved a minimum of labor in its preparation was a good seller.

Reopening of schools in **SEPTEMBER** led to different kinds of promotions; fresh fruits, cereals and dairy departments; all kinds of sandwich ingredients and jams, jellies, for after-

school snacks. End of hot weather brought back merchandising of staple items, canned foods, meats. Labor Day weekend, at the very beginning of the month, was the last big chance for promotion of picnic items, and most chains took advantage of this holiday in that fashion, selling all kinds of foods suitable for eating outdoors.

OCTOBER abounded in special "weeks" and "harvest sales." Among those which chains used to good advantage in 1949 were National Wine Week, a fine opportunity for promoting wines of all kinds; National Cranberry Week, when both fresh cranberries and canned cranberry sauce were given pre-holiday merchandising; and National Honey Week. Some chains also used Sweetest Day for added candy selling. Finally, Halloween was the usual important event for the merchandising of candy, peanuts, cookies and apples.

Thanksgiving dominated the merchandising picture in **NOVEMBER**. Just about every department in the store had its Thanksgiving tie-in. Other occasions were also merchandised; at the very beginning of the month Apple week was well promoted by a large number of chains who sold large quantities of the fall varieties. Some chains also used Election Day and Armistice as advertising themes, if not for actual tie-in sales.

DECEMBER Merchandising was based upon the theme of the Christmas season. Christmas dinner and all its fixings was promoted; the chains gave heavy backing to selling of grocery items as gifts. . . baskets of fruits, precooked hams, fruit cakes, assortments of cheese, were sold profitably. Following on the heels of the intensive Christmas promotions, were sales of items to be used in snacks for New Year's Eve festivities.

U. S. Representative

Joseph Santì, Venice, Italy, who is in this country in the interest of Bramanti & Co., Milano, Italy, macaroni machinery manufacturers, announces that arrangements have been made with L. Kalfus Co., Inc., 100 Grand St., New York City, to represent the Italian firm, under the supervision of himself, as technical consultant.

Dott. Ingg. M., G.

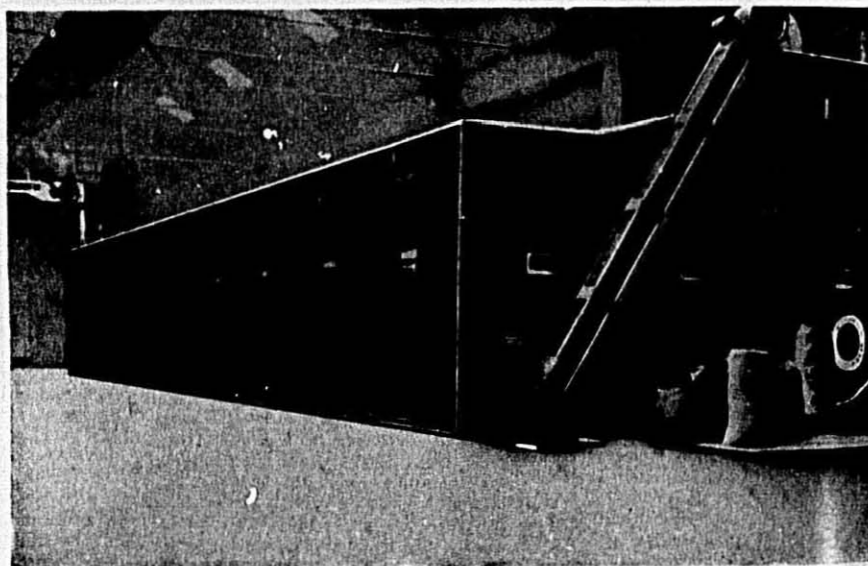
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Complete Equipment—Machinery and Dryers for
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Batteries of rotating drums for the continuous and automatic drying of short goods designed for large productions (Fava patent).



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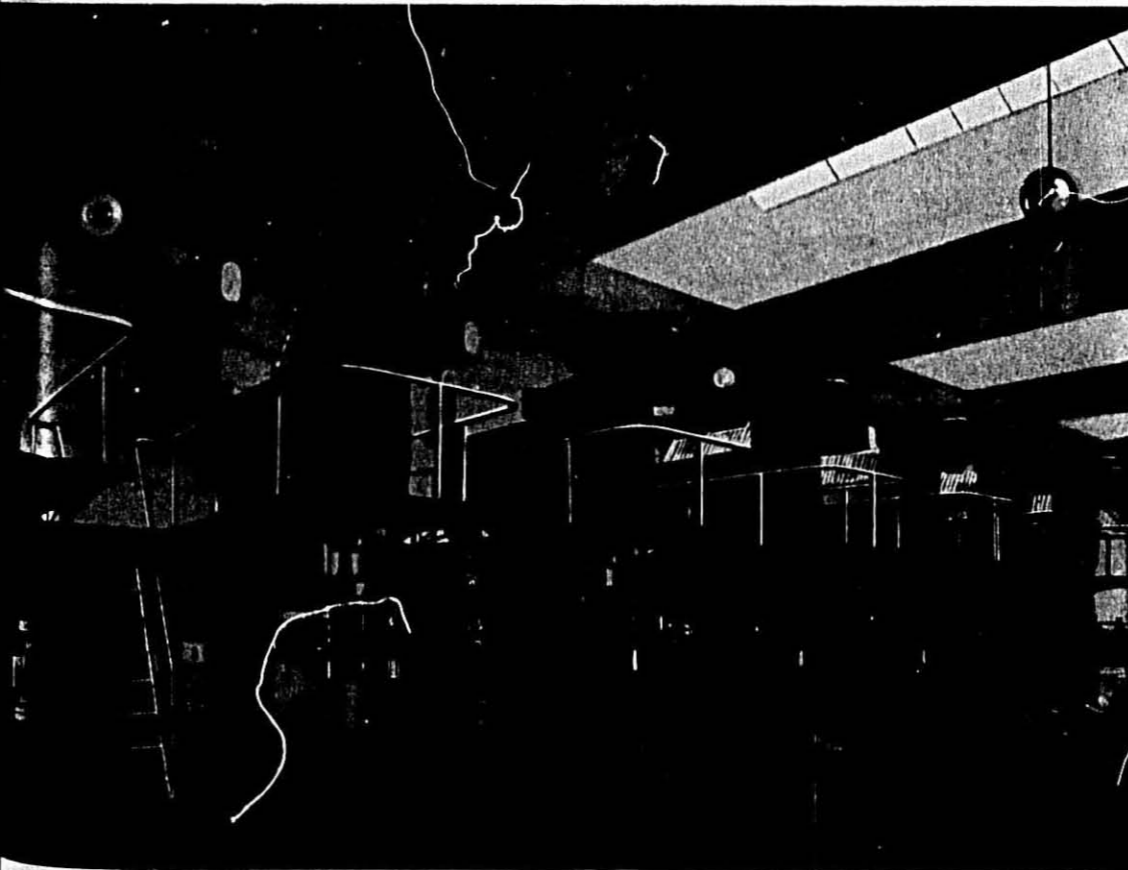
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- The most progressive inventors and manufacturers, and the best macaroni workmen are collaborating in the Braibanti Organization.
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- The most important and up-to-date European Macaroni Factories have been designed and equipped by the Braibanti Co.



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

Estimated at 40,357,000 Bushels

As of January 1, 1950

Durum Wheat Stocks

DURUM wheat stocks of 40,357,000 bushels were on hand in the United States on January 1, 1950, states the Department of Agriculture in its semi-annual durum report. This compares with 41,749,000 bushels a year



"Say, Pop! I painted the milk stool today."

earlier, and 34,491,000 bushels at the end of 1947.

Stocks on the first of 1950 were held in the following positions: on farms, 22,513,000 bushels; in country elevators, 7,966,000 bushels; commercial stocks at terminals, 5,434,000 bushels; in merchant mills stock, 4,454,000 bushels. Farm stocks were 13 per cent less than a year ago. The major share of the commercial stocks at terminals are believed to be in the hands of CCC.

Supplies of durum wheat available for the 1949-1950 season are estimated at 56,237,000 bushels, composed of the July 1 carry-over of 17,750,000 bushels and the 1949 crop of 39,487,000 bushels. From these supplies mill grindings of 11,663,000 bushels took place the first six months. Exports amounted to 1,494,000 bushels, and the quantity used for feed, cereal manufacture and other uses was placed at 3,723,000 bushels. This made for a total disappearance of 16,880,000 bushels July through December, 1949. Mill grindings held about the same as the year before, but fell short of other post-war years when mill grindings were heavy because of the great export movement which took place at that time.

Final out-turn of the 1949 durum

crop declined materials from the preliminary estimates. Lack of moisture, poor stooling, insects and diseases, all contributed to a reduced yield. The 1949 production (three states) is estimated at 38,864,000 bushels, a decline of 13% from last year's crop of 44,680,000 bushels, but 7% above the 10-year average of 36,256,000 bushels. Of the total acreage planted to wheat

in North Dakota in 1949, 27.8% was durum with 9% to red durum.

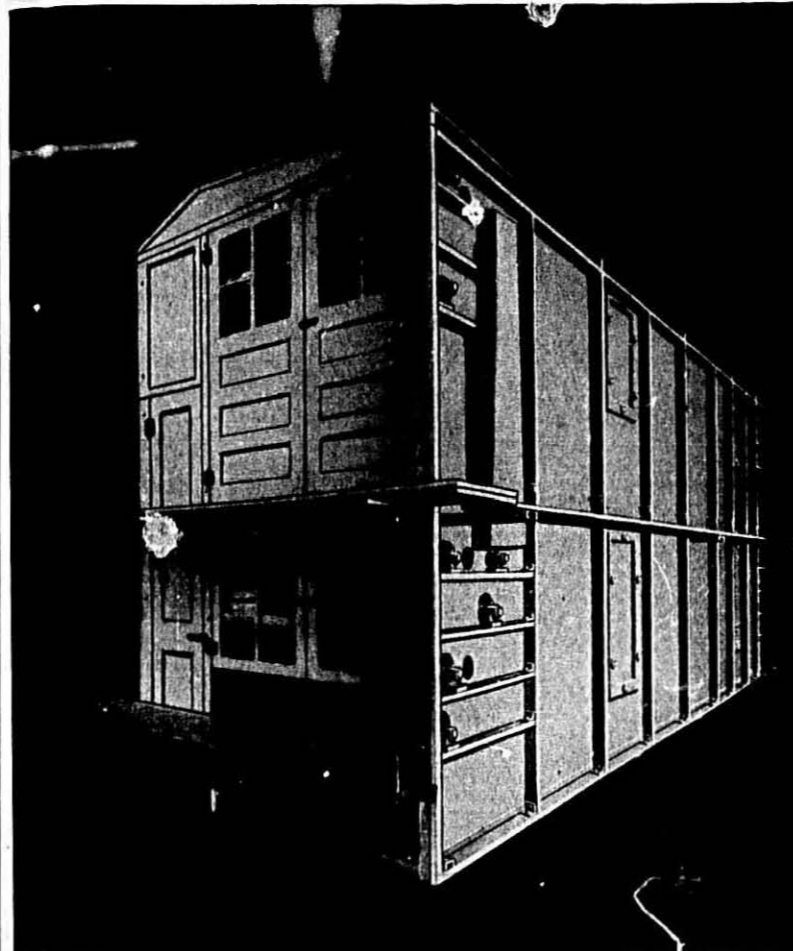
The quality of the 1949 durum crop from a milling standpoint averaged about the same as the year before, when it was not as good as in 1946 and 1947. Protein and test weight were satisfactory, but black point damage was again present in varying degrees.

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

Average, 1938-39 1947-48	Durum Wheat		Production		Exports	
	Ground Bushels	Semolina 100 lb. Bags	Flour 100 lb. Bags	Macaroni, etc. Pounds	Semolina Pounds	
July-December	10,665,107	3,568,920	998,919	11,480,525	7,704,447	
January-June	10,115,942	3,581,950	808,106	27,389,076	14,955,321	
Total	20,781,049	7,150,870	1,807,025	38,869,601	22,719,768	
1940-41						
July-December	8,294,842	2,318,639	911,308	1,707,295	682,411	
January-June	8,204,118	2,696,272	786,752	1,475,196	707,828	
Total	16,498,960	5,014,911	1,698,060	3,182,491	1,390,241	
1941-42						
July-December	9,319,560	2,905,102	1,035,184	2,235,811	973,642	
January-June	9,641,236	2,937,754	1,086,153	1,425,903	330,621	
Total	18,960,796	5,842,856	2,121,337	3,661,714	1,304,263	
1942-43						
July-December	11,137,704	3,383,736	1,346,512	1,199,828	2,807,792	
January-June	12,742,102	3,981,044	1,466,562	1,351,985	32,001,445	
Total	23,879,806	7,364,780	2,813,074	2,551,813	34,809,237	
1943-44						
July-December	11,235,744	3,613,644	1,199,717	1,944,340	20,846,215	
January-June	9,172,805	3,146,644	784,744	3,381,071	32,744,248	
Total	20,408,549	6,760,288	1,984,461	5,325,411	53,590,463	
1944-45						
July-December	12,769,977	3,609,752	1,784,888	7,678,271	38,728,665	
January-June	13,260,803	4,266,212	1,400,803	4,795,898	16,811,527	
Total	26,030,780	7,875,964	3,185,691	12,474,169	55,540,192	
1945-46						
July-December	12,663,562	4,171,084	1,315,576	7,760,088	4,222,975	
January-June	9,578,574	3,642,316	723,562	25,856,026	11,876,829	
Total	22,242,136	7,813,400	2,039,138	33,616,114	16,100,804	
1946-47						
July-December	11,428,936	4,516,498	400,063	46,252,127	2,950	
January-June	9,936,202	4,026,058	400,063	33,802,997	31,682,505	
Total	21,365,138	8,542,556	800,126	80,055,124	31,685,455	
1947-48						
July-December	13,996,975	5,353,104	785,523	41,314,594	5,017,268	
January-June	14,181,830	6,354,943	Included in Semolina	198,424,780	19,706,136	
Total	28,178,805	11,708,047		239,739,374	24,723,404	
1948-49						
July-December	11,452,355	4,512,265	Included in Semolina	25,397,236	2,321,216	
January-June	10,231,603	4,457,925		14,753,128	1,113,139	
Total	21,683,958	8,970,190		40,150,364	3,434,355	
1949-50						
July-December	11,662,778	4,574,859		17,116,829	12,320,008	

^AMostly granular flour.
^BJuly through November.

Consolidated Macaroni Machine Corp.



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Model CAND

THE DRYERS THAT ARE:

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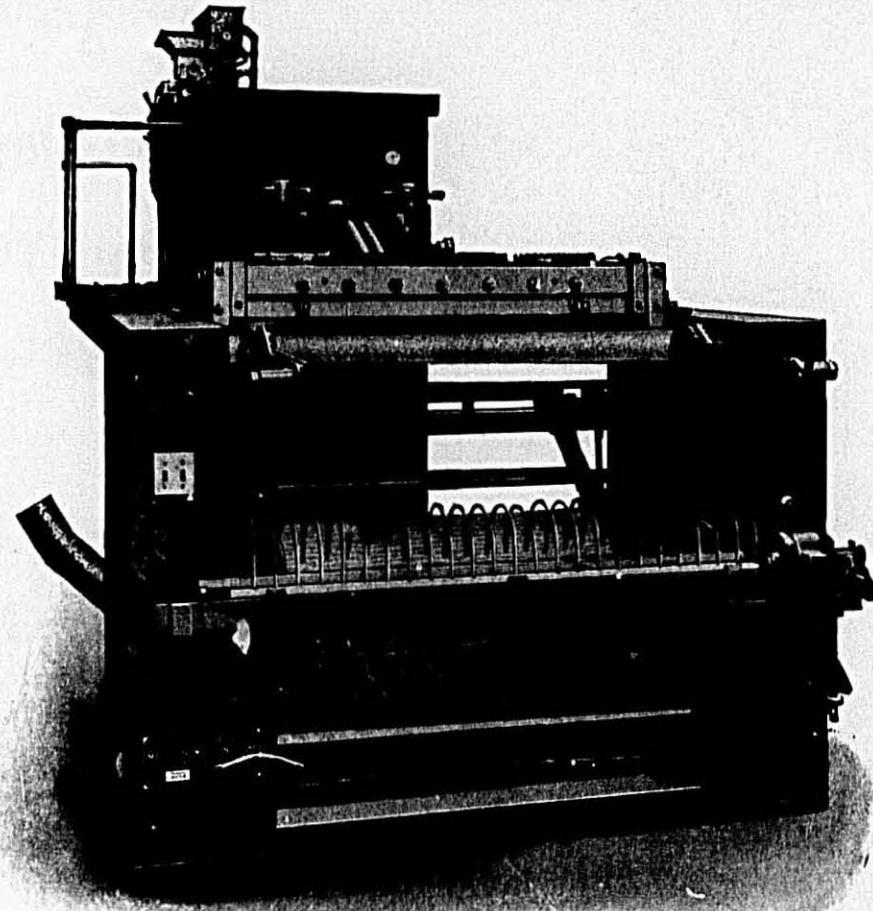
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Consolidated Macaroni Machine Corp.



▼
**Designers
 and
 Builders
 of
 the
 First
 Automatic
 Continuous
 Spreader
 in
 the
 World**
 ▼

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 Proven Automatic Spreader

Spreads automatically and continuously all type of long macaroni—round solid, flat, fancy flat and tubular—at the production rate of 950 pounds per hour.

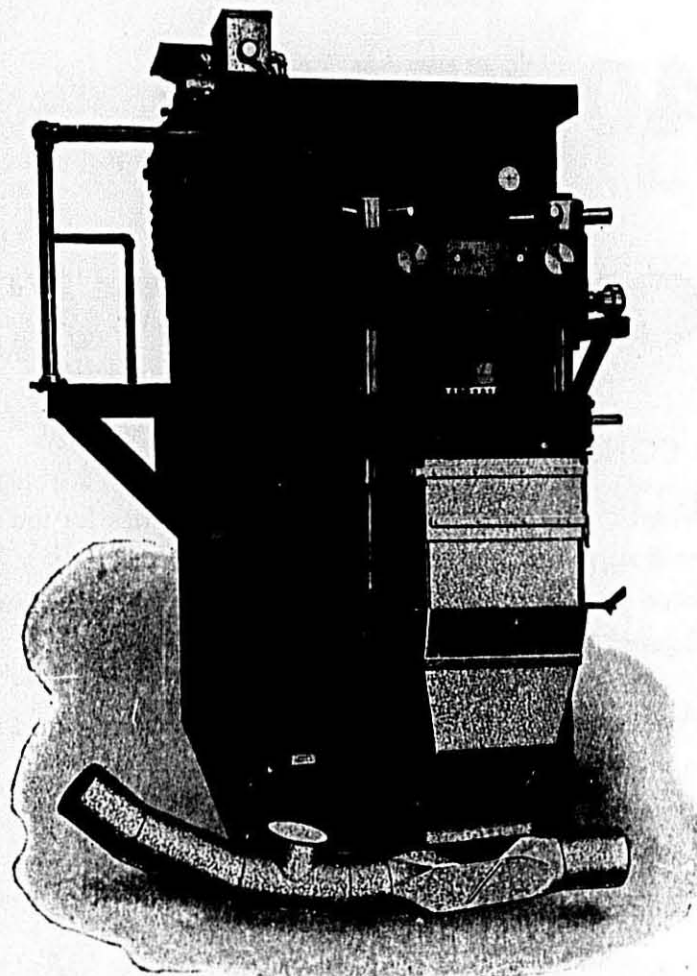
Superior quality product in cooking—in texture—and in appearance.

This machine is a proven reality—time tested—not an experiment.

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.



it's
Durable
 it's
Economical
 it's
Best for Quality

CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

The machine shown above is our Time Tested 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.

has
40 YEARS
of

"KNOW . . . HOW"

CONSOLIDATED'S POLICY

THIS ORGANIZATION experiments continuously to create machines for the macaroni industry to produce a superior product with less labor in order to merit the generous patronage which the macaroni industry of this country has bestowed on us through these many years.

By this pioneer work in continuous experimentation we hope to lead—and not be followers—in producing the better machine of tomorrow.

CONSOLIDATED'S FIRSTS

The stationary die hydraulic press

The stationary die hydraulic combination press

The Continuous automatic conveyor short cut and noodle dryer

The patented continuous automatic long paste spreader

The patented continuous automatic combination spreader and short cut press

The continuous automatic long paste preliminary dryer

The patented quick change noodle cutter

Founded in 1909

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

CONSOLIDATED'S NEW DEVELOPMENTS

New Radically Different Process
for

Noodle Sheet Former

**Complete Automatic
Continuous Finish
Long Paste Dryer**

ALL MACHINES BEYOND EXPERIMENTAL STAGE
INSTALLATIONS TO BE MADE SHORTLY

BE MODERN

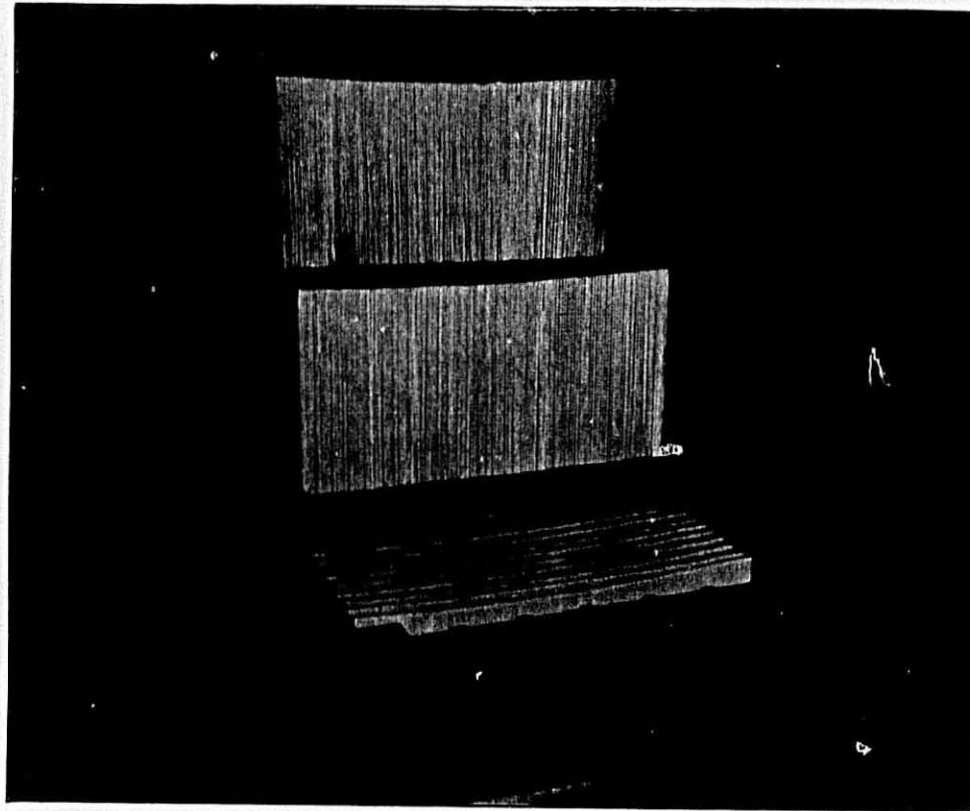
STAY MODERN

with

CONSOLIDATED

Write for Information

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

Increased Quality Durum Encouraged

N.M.M.A. Launches Public Relations Promotion Plan

The higher the quality of the durum wheat, the higher price it will bring and the better macaroni products it will make. On that theory and in the hope of getting the full co-operation of the durum growers in the natural durum areas of North Dakota and nearby states, the National Macaroni Manufacturers Association is again undertaking an advertising campaign in the newspapers and magazines that reach the durum growers in the section of the Northwest renowned for its quality durum crops.

What the quality-conscious macaroni makers want is to encourage plantings of the best seed obtainable to give them a semolina or granular of a high amber color with ample protein and other essential elements from which they can continue to produce the world's premium macaroni products. Another objective of this year's advertising program is to tell the durum growers that the manufacturers are ready and willing to pay more for superior grades which they are encouraging the durum farmers to grow and profitably market.

Several thousand dollars are being spent for advertising space to get their message across to the durum growers, hoping thus to improve the already friendly relations between the two closely related industries, from which the growers, the millers and the manufacturers mutually benefit. There are several varieties of durum that will produce the superior semolina desired, and the growers are urged to grow the type best suited to the soil on their farms.

A reproduction of one of the several ads being used for this objective is shown here. It is in line with previous promotions of the same nature in past years, undertaken by the progressive macaroni manufacturers of the nation . . . improved relations meaning better profits and better products.

Liquid, Frozen and Dried Egg Production January 1950

The quantity of liquid egg produced during January was the third largest of record, the Bureau of Agricultural Economics reported. Production totaled 43,596,000 pounds compared with 15,201,000 pounds in January last year and the five year average of 35,661,000 pounds. Both egg drying and freezing operations were on a larger scale than a year ago. The quantity of



...BY GROWING THE BEST DURUM

With macaroni becoming more and more popular as an American food, the quality and purity of the Durum you raise are of prime importance, as they contribute greatly to the taste and flavor of macaroni products.

Because their clear amber color means greater appeal for the finished product, Stewart, Carleton, Mindum and Kubanka are the varieties in greatest demand . . . with the greatest profit for you!

Plan now to grow these better, more profitable varieties this season. You can rely on the steadily increasing demands of the macaroni industry to continue to provide you with a strong, steady market!

Profit the most by growing the best — DURUM!

National **MACARONI MANUFACTURERS ASSOCIATION**

liquid frozen during January was by far the largest of record for the month.

Dried egg production during January totaled 3,239,000 pounds, compared with 2,460,000 pounds in January last year. Production consisted of 2,757,000 pounds of dried whole egg, 264,000 pounds of dried albumen and 218,000 pounds of dried yolk. The government contracted for 9,227,736 pounds of dried whole egg through February 17 for egg price support purposes.

The production of 29,792,000 pounds

of frozen egg during January was about 8½ times the production in January 1949 and the largest of record for that month. The previous high production was 11,796,000 pounds in January 1944. Frozen egg storage stocks increased one million pounds during January. This compares with a decrease of 33 million pounds during January last year and an average January decrease of 31 million pounds.

Lots of ideas are laid like eggs and left with no one to hatch them.

Co-operative Advertising

By Lloyd E. Skinner

The use of co-operative advertising by both distributor and manufacturer brings up many pros and cons in regard to its value. There are many strong believers in it and just as many dis-believers in it. The difference in thought is just about as strong as the difference between the Democrat and the Republican.

Co-operative advertising has been used as a potential tool for many many years and, regardless of what some people think about it, the freedom of its use should be maintained for those who want to engage in it. It is true that there are abuses in the use of co-operative advertising, but these should be attacked and corrected.

Just how successfully a manufacturer can use co-operative advertising depends a great deal on several factors. For example, if a product is well established, if it is backed up with strong consumer advertising and if it has a good potential turn-over, then distributors will automatically include the product as a leader in their advertising. On the other hand, where the product does not have strong consumer demand and is not backed up by a strong program of advertising, in these instances, manufacturers have found it quite profitable to use co-operative advertising.

Let us look into the history of co-operative advertising a bit. Before the Robinson-Patman Act, co-operative advertising allowances were widely popular because a distributor used this as a trade discount and in a lot of cases did not actually render advertising services. In these instances, co-operative advertising was an attractive "fish-bait," rather than an advertising allowance. Under the Robinson-Patman Act a manufacturer is restricted to the following in a co-operative advertising program:

- (1) Payments must be reasonable,
- (2) Such services should be offered to competent dealers, and
- (3) Distributors must perform the services.

This necessarily places co-operative advertising upon a different plane. Merchandising and advertising has become a real science and the distributor is not so willing to include a product in his advertising just because he gets some payment.

The distributor wants to be sure that the advertising of that product

*Most of the information furnished here comes from Paul S. Willes, President, Grocery Manufacturers of America.

will bring him some extra business and also sufficient volume so that the amount of money he will collect from the manufacturer will bring in quite a few dollars. Another influencing factor is the mark-up of the product. If this is sufficiently high, it has the marked influence of the dealer's support. The dealer today wants to promote those products on which the consumer will buy freely, in quantities and on which he can make a good mark-up.

When it comes to the methods of payment, this varies from manufacturers by so many cents per case, others a certain per cent of the invoice price. In either case, in most instances, this amounts to five per cent. Of course, in the case of baby foods or soap, where there are many products in the line and the volume is great, the percentage payment is generally less.

British Macaroni Man on World Tour

Will Visit United States, Canada and Tasmania

In a personal letter addressed to M. J. Donna as Association secretary and Institute manager, dated January 9, 1950, one of the best known macaroni manufacturers in Great Britain announces an eight weeks' tour of North America and Australia. The letter gives news of the macaroni industry in England and will be interesting to his fellow craftsmen in this country.

St. Albans, England
January 9, 1950

Dear Mr. Donna:

First, I wish to thank you for your memo of last November and for the interesting booklets and recipes sent me, many of which I fear are quite beyond our capacity in this benighted island.

Since your last letter (I see that our correspondence goes back over a year), we have had the pleasure of meeting your Mr. B. R. Jacobs, whom we found most interesting and helpful.

From your file you will see that I had hopes to come over to U.S.A. last year but could not get the permit necessary. This time I have been more successful but will have to go very easy on the cash side, but as I am to visit three brothers and sisters I think that with care I shall be able to manage.

I will write to Mr. Jacobs, whom I hope to meet and who I will warn that there must not be anything in the na-



Mr. Skinner

All co-operative advertising contracts specify the services to be rendered and how frequently. The frequency, of course, depends on the turn-over potentiality of the product. For instance, a distributor would generally find it to his advantage to feature macaroni products more frequently than he would feature floor wax.

ENRICHMENT BY WAFER

MERCK

Enrichment Wafers for all varieties of Macaroni Products

such as:
Macaroni, Spaghetti, Noodles, Pasta, etc.

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

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE

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

Each ounce contains:
400 mg. Thiamine (Vitamin B1)
170 mg. Riboflavin (Vitamin B2)
2500 mg. Nicotinamide

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

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

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

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

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

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

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

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

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

MERCK ENRICHMENT PRODUCTS

Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.

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

MERCK ENRICHMENT PRODUCTS

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

Manufacturing Chemists

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill.
Ft. Worth, Va. • Los Angeles, Calif.
In Canada: MERCK & CO. Limited. Montreal • Toronto • Valleyfield



A Guaranty of Purity and Reliability

Taking Advantage of

Advertising Opportunities

By Miss Vita Viviano, V. Viviano & Bros. Company, St. Louis

IN connection with our advertising program, we have been able to take advantage of a number of opportunities to secure publicity at a minimum cost.

Because of our limited budget for advertising purposes, we believe that this publicity has helped us a great deal, and although it has been done on a modest scale, can serve to illustrate what can be done to supplement an advertising program.

The early part of 1949 we worked out an arrangement with the St. Louis advertising club for a spaghetti dinner at which would be featured a contest between the men and women of the club.

This contest was held at the Statler Hotel and the participants were prominent businessmen of St. Louis, which served to add some prestige to the affair and to assure a good possibility that the newspapers would report this event.

Before the dinner, the Advertising Club issued a number of bulletins, and in every one the name of our company was mentioned. The contest was supervised by a local radio personality and was attended by two film personalities who also entertained at the dinner.

It was stated that this affair was a great success, and two St. Louis newspapers used a number of photographs and a description of the contest. To be sure that our name would appear, we furnished large bibs to the contestants with the Viviano name on each bib, and these showed up on the photographs which appeared in the newspapers. Altogether there were five photographs in the two local papers, in addition to the news articles on the contest. Our only cost of this entire affair was the cost of the bibs and the prize to the winner of the contest.

As an added dividend, a story of this contest together with a photograph was reprinted in a number of trade journals such as *Successful Grocer*, *Food Field Reports* and *Wholesale Grocer News*.

Shortly after that, we were able to secure an excellent story of macaroni products in the *St. Louis Post Dispatch*, which is a leading newspaper in this area. This was illustrated with colored photographs in which appeared a package of our products and a tin of tomato paste bearing our label. This appeared in the Sunday issue of the newspaper, which has a nationwide circulation.

In order to be sure that our name would be mentioned, we had the photograph taken at our home with Mrs. Viviano preparing the food, and her name was mentioned several times in the article. The newspaper advised later that they had more requests for reprints of this article than any other of a similar nature, and that these requests came from all over the country. We secured hundreds of reprints for our own distribution. There was no cost for this entire publicity.

We participate in as many cooking schools as possible, for we feel that cooking schools are a good opportunity to bring our products before the women attending in a more forceful manner. In connection with one of these schools which was sponsored by four local neighborhood newspapers, we were able to secure news articles which described our product and the company. These articles carried large headlines, "Semolina Used In Viviano Products Featured In School." In addition, all recipes appearing in the newspapers specified the use of Viviano Macaroni Products.

Also in 1949 we took advantage of

(Continued on Page 45)

Women's Activities

The women's activities at the recent Florida Meeting of the National Macaroni Association were heralded by a beautiful poster in the lobby of the Flamingo Hotel.

Miss Vita J. Viviano and Mrs. Peter La Rosa, co-chairmen, planned a "get-acquainted" brunch at 11:30 A.M. on Wednesday, January 18 on the lovely terrace of the hotel.

On Thursday afternoon, January 19, a tour of lovely Miami and vicinity was scheduled.

The "frolic in the sun" on Friday morning, January 20, brought the ladies together at the enchanting Flamingo pool, followed by luncheon "al Fresco," at the pool-side.

The following ladies were in attendance:

- | | |
|--------------------------|------------------------|
| Mrs. John Amato | Mrs. Charles Presto |
| Mrs. Conrad Ambrette | Mrs. Arthur S. Pullano |
| Mrs. Louis Ambrette | Mrs. A. Ravarino |
| Mrs. H. I. Bailey | Mrs. Rosa Realmuto |
| Mrs. R. T. Beatty | Mrs. Theodore R. Sills |
| Mrs. John & Miss Anne | Mrs. Lloyd E. Skinner |
| Campanella | Mrs. R. M. Stangler |
| Miss Martha Cuneo | Mrs. C. R. Swinehart |
| Mrs. Thomas A. Cuneo | Mrs. Evans J. Thomas |
| Mrs. Joseph De Francisci | Mrs. L. W. Trester |
| Mrs. A. DiLorenzo | Mrs. P. L. Vagnino |
| Mrs. W. Freschi | Mrs. John Viviano |
| Mrs. Edward J. King | Mrs. Louis A. Viviano |
| Mrs. H. J. Patterson | Mrs. Peter J. Viviano |
| Mrs. Roy Patterson | Mrs. Josephine Viviano |
| Mrs. Joseph Pellegrino | Mrs. D. Wilson |
| Mrs. Paul Petersen | Mrs. C. W. Wolfe |



Convention Co-hostesses Mrs. Peter La Rosa, left, and Miss Vita Viviano



Enrichment
ADDS
EXTRA SALES APPEAL
to your Macaroni and Noodle Products

THE American housewife is becoming increasingly conscious of the benefits of enriched foods in her family's diet. Today, she is demanding, and getting, foods with the word "Enriched" on the label. Keep your macaroni and noodle products in step with this growing national trend. And give your brand added sales appeal by enriching with Sterwin vitamins . . . the choice of manufacturers of leading national brands.

Sterwin offers two superior products for easy, accurate and economical enrichment of your macaroni and noodle products to conform with U. S. Federal Standards of Identity:

For users of the
BATCH PROCESS

B-E-T-S[®]

The ORIGINAL Food-Enrichment 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 precious enrichment ingredients.
- 3. EASE**—Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

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

Photo Courtesy of
LOOK Magazine

For users of the
CONTINUOUS PROCESS

VEXTRAM

U. S. Patent No. 2,444,215
Brand of Food-Enrichment Mixture

OFFERS THESE ADVANTAGES

- 1. ACCURACY**—The original starch base carrier—freer flowing—better feeding—better dispersion.
- 2. ECONOMY**—Minimum vitamin potency loss due to Vextram's pH control.
- 3. EASE**—Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.
*Also available in double strength

Consult our Technically Trained Representatives for practical assistance with your enrichment procedure, or write direct to:

Sterwin Chemicals Inc.

Subsidiary of Sterling Drug Inc.
170 VARICK STREET, NEW YORK 13, N. Y.

Distributor of the products formerly sold by Special Markets-Industrial Division of Wmthrop-Stearns Inc., and Vanillin Division of General Drug Co.

Good Food is Fast Food

By Wade Jones, American Red Cross Staff

SPEED in getting help to those who need it is one of the most important factors in the work of the American Red Cross disaster services, which in the last fiscal year gave aid to 228,500 persons in domestic relief operations.

In nearly 70 years of experience in caring for disaster victims, the Red Cross has learned that, generally speaking, the best food for fast emergency use is that which is most readily available, has the necessary health-giving properties, takes a minimum of preparation, and is not bulky.

For these reasons, Red Cross emergency canteens rely to a large extent on macaroni, noodles and spaghetti. These products are not only nourishing but are inexpensive and easy to prepare quickly.

The Red Cross has also found through long experience that the emergency handling of food in time of disaster can produce highly unexpected results. In the San Francisco earthquake and fire of 1906, for instance, the Red Cross made a national appeal for canned milk. The results were more than gratifying. San Francisco was deluged with canned milk. Finding space to store it became a serious problem. The Red Cross estimated that enough canned milk was received to meet its disaster needs for the next 16 years.

During the great drought of 1930-31, the people in a certain area of Kentucky had little to eat for weeks but turnips. Turnips, understandably, were beginning to lose their appeal. One day a carload of relief food arrived from the northern part of New York State. The hungry Kentuckians eagerly pried open the doors only to find—turnips.

Another time it was grapefruit. Charitable Floridians loaded a freight car with their famous citrus product and dispatched it to the scene of a disaster in a backward area of Tennessee. The Tennesseans were grateful but bewildered. Few had even seen a grapefruit before, much less eaten one. And they didn't choose to begin then.

From these and other similar experiences the Red Cross has learned not to make mass appeals for food in time of disaster. When it becomes necessary for food to be sent in from outside the disaster area, shipments are made by Red Cross chapters, but not until it is known exactly how much of what is needed.

Insofar as is possible, the Red Cross buys all its food for emergency relief from stores in the disaster area. When a large amount of some item is to be

purchased for mass feeding, the order is divided up among the various grocers of the community. When food is needed for individual families to prepare themselves, the Red Cross issues disbursing orders which the family gives to its neighborhood grocer in lieu of cash.

The theory behind local buying of food is that all possible should be done in a disaster-stricken community to restore it to normalcy as quickly as possible. Using local channels of trade is one way.

To carry out its program of disaster relief, as well as its many other services, the Red Cross will conduct in March its 1950 fund campaign to raise \$67,000,000 for the coming year.

A few facts illustrate the extent of Red Cross activity: the organization has over 37,400,000 members. There are 3,745 chapters and about 4,700



branches. In the last fiscal year the national organization and the chapters spent \$87,741,700 through their various welfare and educational programs.

Cost of Red Cross services to the armed forces at home and abroad, for instance was \$18,214,700; services to veterans, \$17,137,600; disaster services, \$7,869,400, and the national blood program \$7,300,900.

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			
	1950	1949	1948	1947
January	691,006	799,208	1,142,592	1,032,916
February	829,878	799,358	1,097,116	664,951
March		913,777	1,189,077	760,294
April		589,313	1,038,829	780,659
May		549,168	1,024,831	699,331
June		759,610	889,260	650,597
July		587,453	683,151	719,513
August		907,520	845,142	945,429
September		837,219	661,604	1,012,094
October		966,115	963,781	1,134,054
November		997,030	996,987	1,033,759
December		648,059	844,800	1,187,609

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1949-Feb. 25, 1950.....6,464,379
 July 1, 1948-Feb. 26, 1949.....6,466,111

Industry Regional Meetings

To keep manufacturers fully advised of conditions in the trade and of the co-operative efforts undertaken to remedy the unfavorable ones as far as united action can do so, a policy of frequent grass-root meetings have been scheduled by the National Association and the Macaroni Institute to which all manufacturers are cordially invited.

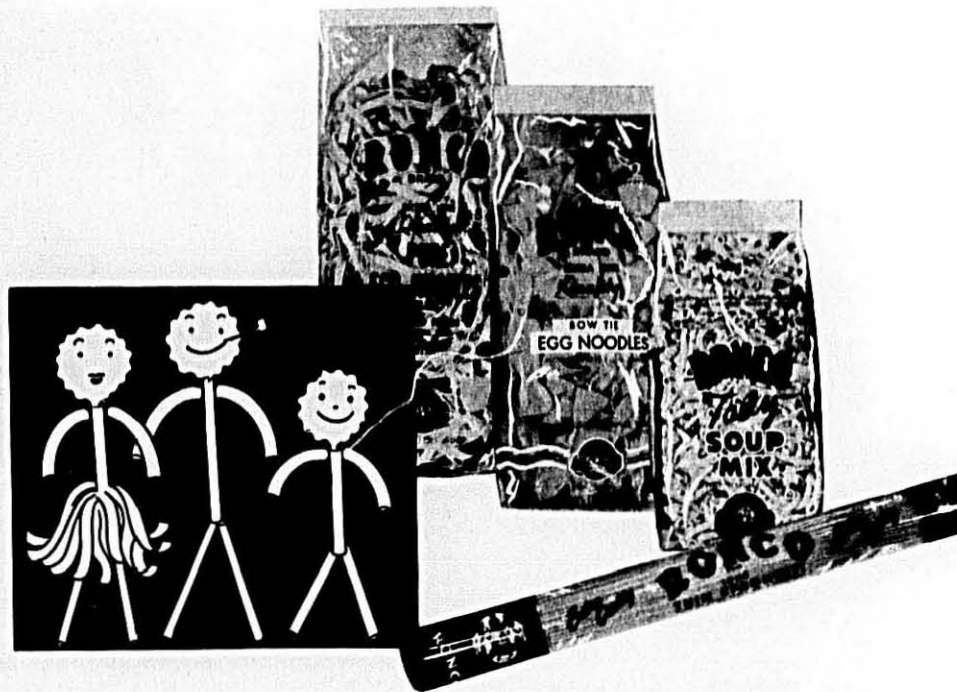
A meeting of the Western Manufacturers was held at Hotel Mayfair, Los Angeles, on February 28.

Eastern manufacturers have been in-

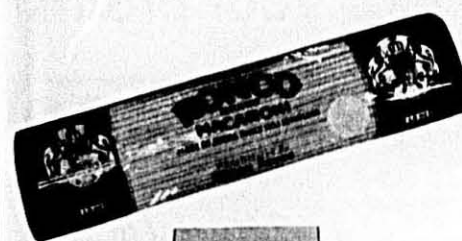
ited to an open regional meeting at Hotel New Yorker, New York City, on March 28, 1950.

Mid-Western Manufacturers will find it convenient and profitable to attend their regional meeting in Hotel Bismark, Chicago, on April 25, which coincides with the packaging show which will attract macaroni-noodle makers and thousands of others who are interested in better packaging of their products.

Other regional meetings are to be arranged to follow the national convention of the industry at the Edgewater Beach Hotel, Chicago, June 19 and 20.



well dressed family wears **Milprint** packages



Look how a family of packages, all sporting the same application of design and color, can dominate the display of any macaroni products department.

Macaroni manufacturers have learned that strong family resemblance strengthens the attention value and sales appeal of each individual product. And, while noodles and macaroni require different types of packages, Milprint knows how to build in family resemblance so that your products get the call at point of sale.

No other source offers so wide a range of packaging materials and printing processes. Call your local Milprint man for profitable packaging suggestions, or write for samples today.

Everything at One Stop—That's Milprint "Follow Through" Service. Here's where your point of sale pieces, car cards, booklets and all printed promotional material are created and printed at one stop. Saves time and money for you.



GENERAL OFFICES, MILWAUKEE, WISCONSIN
 SALES OFFICES IN PRINCIPAL CITIES

THE VALUE OF LOCAL PUBLICITY

Peter Ross Viviano, St. Louis

The matter of securing publicity is a very strong aid to a good advertising and merchandising program. It cannot take the place of advertising, but when properly used, will add prestige to the company and the product by bringing the name before the public in a news item which does not have the commercial atmosphere or stereotype appearance of a paid advertisement.

The methods by which this type of publicity may be secured are many and varied and are limited only by one's imagination.

In our industry, it is well to become acquainted and friendly with the representatives in the food sections of the local newspapers. As a rule these men attend local trade meetings and are eager to secure material for their department. They are especially receptive to receive suggestions. By stressing the value and importance of your products, you will tend to make them more conscious of your products, with the result of securing more prominent and favorable comments in their columns.

Very often the securing of publicity is a matter of taking advantage of a

situation or an event. The tie-in with some attraction—for example, the appearance of some celebrity or the staging of a spaghetti dinner with some clever stunt attached, may serve to secure space in the news section.

Remember that the newspapers are always on the lookout for the unusual and will welcome reporting an event that will interest their readers.

When placing advertising in a new area, you can usually secure a news article from the local papers and radio stations which you are using. This especially applies in smaller communities.

Never overlook the advantages of having your name appear in trade papers of the food industry. These are very receptive to publicity releases and changes in your organization, expansions, new installations, new packages and all other events of interest to the food industry should be regularly reported to all trade journals together with photographs—when available.

Someone in your organization should be on the lookout for opportunities to secure favorable publicity, and if you employ an advertising agency,



Mr. Viviano

it should take advantage of every possibility. A good agency usually has the connections for an occasional publicity break.

And remember—the publicity game is interesting and fascinating and can be compared to the rare individual who receives an unexpected tax refund—you're not sure of getting it until you actually read it!

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.

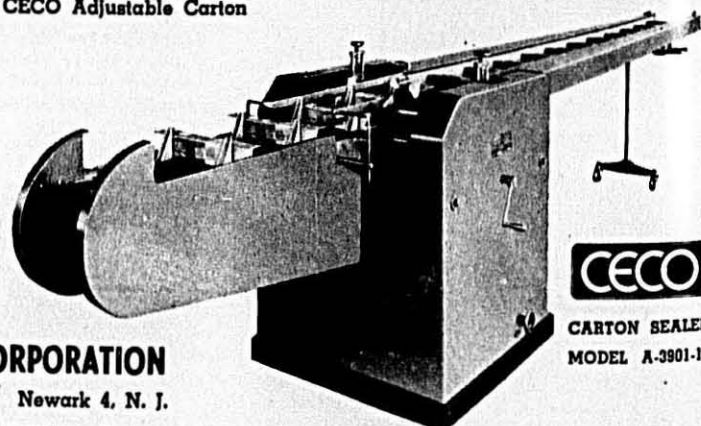
Features

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

Get a **CECO**

Registered Trade Name

Adjustable
CARTON SEALER



CECO

CARTON SEALER
MODEL A-3901-12

CONTAINER EQUIPMENT CORPORATION

210 Riverside Avenue • Newark 4, N. J.

Chicago • Toronto • Baltimore • St. Louis • San Francisco • Rochester • Jackson • Boston • Savannah
Member of Packaging Machinery Manufacturers' Institute

Trade Practice Committee Report

By Peter J. Viviano, Chairman

At the mid-year meeting last January in Miami, this committee made a recommendation that the F.D.A. enforce label requirements of the law in view of the fact that semolina was readily available. This recommendation was made to promote better competitive conditions among manufacturers as well as to insure the consumer a better knowledge of what is contained in the package. This recommendation was approved and passed by the convention. On February 11, 1949, Ben R. Jacobs, our director of research, sent a bulletin out to all the manufacturers advising them that the recommendation was presented to the Food And Drug Administration officials in Washington. In line with this official act, all manufacturers were cautioned to comply with the labeling requirements as follows:

- No. 1. Make no statement on the label regarding the ingredients used.
- No. 2. If you desire to show the ingredients, to declare them in order of their predominance by weight.
- No. 3. If you desire to label your product, "Made from Semolina," be sure to use only Semolina in the manufacture of your product.

During the year of 1949, many manufacturers increased their cash discount from 1% to 2%. Had these particular manufacturers consulted with the association or with this committee, it is possible that the increased discount could have been prevented. As a matter of fact, one or two manufacturers went so far as to state that the increased cash discount was a general trend in the industry. This committee finds that the latter was misrepresented and consequently drove many other manufacturers to meet the competition. This additional 1% cash discount is a costly proposition to the industry. The committee feels that a 1% cash discount would be sufficient if all the manufacturers would co-operate. They further recommend that some thought be given during the coming year regarding the possibilities of reducing the discount to a uniform 1%.

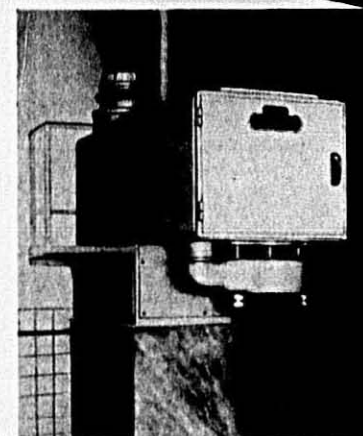
There has been much publicity in recent months with reference to the Federal Trade Commission's interpretation of certain three subjects, namely:

- No. 1. Unfair competition, monopoly, and other restraint of trade.
- No. 2. Pricing practices.
- No. 3. Anti-price discrimination relative to delivered price practices.

With reference to unfair competition, monopoly, and other restraint of trade, the Federal Trade Commission is now focusing its attention on one of the larger chain stores. Results of this particular action will have to be followed. With reference to the pricing practices, the Federal Trade Commission is currently focusing its attention on the steel industry. This will also bear our fullest attention as to results. With reference to anti-price discrimination relative to delivered price practices, we find that according to a recent interpretation, prices may be calculated to the seller on the basis of absorbing freight or to quote a delivered price if you offered to sell at a published f.o.b. price. In other words, the fear of government action on delivered price practices is alleviated.

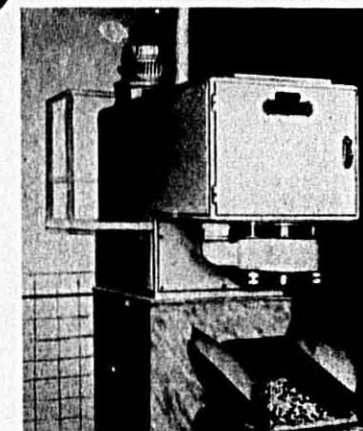
This report is respectfully submitted by your committee: Peter J. Viviano, chairman; Jack Procino; E. D. DeRocco, and Peter Ross Viviano.

BUHLER



For Long Goods

CAPACITY: 200 LBS. PER HOUR



For Short Goods

**BUHLER BROTHERS
INCORPORATED**



By A. Irving Grass, Chicago

Get The Most Out Of Your Advertising

Advertising are strengthened and turned into buying action by proper store selling. The same thing is true in regard to the dealer. The dealer may never be conscious of all the national advertising in the world, unless it is brought to his attention frequently and forcefully by representatives of the manufacturer or distributor. Also, the dealer can and should be made an active part of the advertising program by setting up displays and demonstrations, or by using tie-in advertising under his own store name.

It has always been a mystery to me why so many food manufacturers will spend large sums of money on advertising in national mediums, yet fail to get their full money's worth because they do not tie up this advertising to the point of purchase—the store where their merchandise is actually sold. This lack of co-ordination can nullify the most elaborate advertising campaign, because even though a housewife walks into a store with a fairly definite idea of what brands she expects to buy, she may find herself being influenced by other factors—unless the impressions made by the national

advertising are strengthened and turned into buying action by proper store selling. The same thing is true in regard to the dealer. The dealer may never be conscious of all the national advertising in the world, unless it is brought to his attention frequently and forcefully by representatives of the manufacturer or distributor. Also, the dealer can and should be made an active part of the advertising program by setting up displays and demonstrations, or by using tie-in advertising under his own store name.

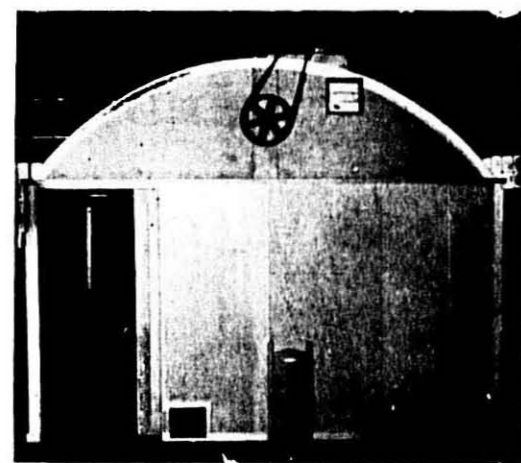
There are several definite things that can be done in order to co-ordinate the advertising of the manufacturer with the actual selling in the grocer's store. First, there must be effective point-of-sale materials—window streamers, display cards, folders, banners, displays and demonstrations. Naturally, not all of these would be used at any given time, but there should be a well-rounded program to utilize one or more of these activities at strategic times throughout the year. Second, the distributor's salesman must be made aware of the importance of selling the grocer on the manufacturer's national advertising. He should

be given some material to work with. Proofs of ads, broadsides show the entire campaign, photographs of displays and other merchandising material. He should also encourage the dealer to use tie-in advertising features on the item, using the same copy angles as in the national advertising, in his own store, newspaper ads or local radio programs if he happens to use radio.

National advertising, as we know, can do a tremendous job of selling, but it can never be fully effective unless it is brought right down to the retail store.

Synthetic Vitamin "A"

The country's supply situation on vitamin A has a new look now that Hoffmann-LaRoche, Nutley, N. J., manufacturers of pharmaceuticals, foods and feed, is able to announce that it is producing the vitamin "by the ton" by a synthetic process discussed as early as August 31, 1947, by one of the firm's chemists before the Swiss Chemical Society in Geneva. The initial bulk price, as announced, is 30¢ per million units of vitamin A palmitate, having a potency range of 800,000 to 1,000,000 units per gram.



Exterior View—Lazzaro Drying Room

Less Talk!
SPEED DRYING
with
Lazzaro Drying Rooms

FRANK LAZZARO DRYING MACHINES

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

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

New York: Digby 9-1343—Phones—New Jersey: Union 7-0597

Trademarks Applied For Subject to Opposition

The following trademarks were published in the *Official Gazette* in compliance with section 12a of the Trademark Act of 1946. Notice of opposition may be filed within thirty days of publication:

ROSSI—Serial No. 567,364. Peter Rossi & Sons, Inc., Braidwood, Ill. Filed September 24, 1948 and published December 27, 1949. Applicant claims ownership of Registration No. 24,150.

For use on macaroni products, and spaghetti and spaghetti sauce. Claims use on macaroni products since June 1, 1886; on canned spaghetti since November, 1935, and on spaghetti since September, 1929.

Mark consists merely of the name in eight caps.

NOB HILL, Serial No. 570,429. Nob Hill Brands, Inc., San Francisco and Stockton, Calif. Filed December 2, 1948, published December 27, 1949. Applicant claims ownership of Registration No. 75883.

For spaghetti sauce. Claims use since February 12, 1948.

Mark consists of the name with "Nob" over the word "Hill," and both in a box against the top of a

section of a skyscraper.

DOX, HIOE'S

Reddy Kooki—Serial No. 550,395. Donahoe's, Incorporated, Pittsburgh, Pa. Filed February 24, 1948. Published January 3, 1950.

The words "Reddy Kooki" are disclaimed separate and apart from this mark as shown.

Applicant claims ownership of Registration Nos. 294,173 and 314,362.

For use on foods sold in bulk, namely, spaghetti, et cetera. Claims use since February, 1933.

Mark consists of name "Donahoe's" in outlined script with the beginning of the letter "D" forming a straight line over the name, and the extension of the letter "S" across bottom of the name, with "Reddy Kooki" in smaller type under the name.

JEWEL T—Serial No. 555,530. Jewel Tea Company, Inc., Barrington, Ill. Filed April 24, 1948, and published January 3, 1950. Applicant claims ownership of Registrations Nos. 83,693, 312,416 and 315,586.

For use on food products, including spaghetti, noodles and macaroni. Claims use on these foods since July, 1924.

The mark consists of the word "Jewel" horizontally through a large upright "T" on a black background, and both contained in center of four white circles.

MRS. RIPP'S—Serial No. 557,731. The Dan Dee Pretzel and Potato Chip Company, Cleveland, Ohio. Filed May 25, 1948, and published January 3, 1950.

Applicant claims ownership of Registration Nos. 267,567 and 301,007. For noodles, claims use since July 1, 1925.

Mark consists of name in heavy script.

Trademarks Renewed

DELMAR CLUB—Registered April 12, 1910. A. Moll Grocer Company, St. Louis, Mo., a corporation of Missouri. Renewed April 12, 1950.

For use on canned macaroni and other foods.

Trademarks Republished

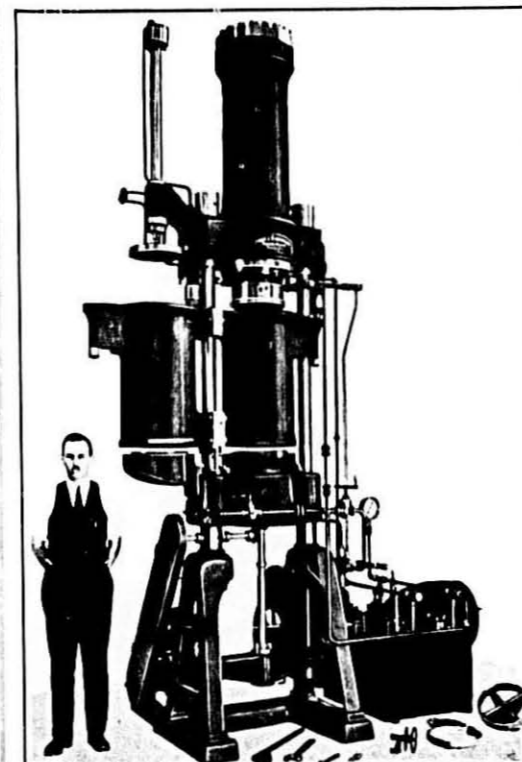
FIFTY—Registration No. 134,250. Registered August 24, 1920. A. Kickbusch Grocery Co., Wausau, Wis., a corporation of Wisconsin. Republished by registrant.

For use on macaroni and other grocery products. Claims use since May 21, 1918.

Mark consists merely of the name in heavy type.

Trademarks of Principal Register

SEIDNER—520,407. Otto Seidner



PRESS NO. 222 (Special)

John J. Cavagnaro

*Engineers
and Machinists*

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

Specialty of
Macaroni Machinery
Since 1881

Presses •
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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

ner, Westerly, R. I. Filed April 27, 1948. Serial No. 555,704. Published October 11, 1949. Registered January 31, 1950.

Mark consists of name in black type slanting upward to the right.

QUICKITEENS — 520,468 — Minnesota Macaroni Company, St. Paul, Minn. Filed August 28, 1948. Serial No. 564,340. Published October 18, 1949. Registered January 31, 1950.

Mark consists of name in heavy type.

Oldest U. S. Macaroni Firm to Move After 101 Years

A. Zerega's Sons, Inc., Purchases Tract in Fair Lawn, N. J., for Erection of New Plant

After 101 years in Brooklyn, A. Zerega's Sons, Inc., the nation's oldest and pioneer manufacturer of macaroni and egg noodles, will move into a new plant soon to be erected on an 18-acre tract just purchased in Fair Lawn, (Bergen County) N. J., it was announced by Frank L. Zerega, president.

Ground will be broken as soon as plans have been approved and it is expected that the new streamlined, one-story plant will be completed by the autumn of 1950.

The site, situated in the heart of a rapidly developing center, is on the

main freight line of the Erie Railroad and on New Jersey Highway 4, just twelve miles from the George Washington Bridge and seventeen miles from the Lincoln Tunnel.

The business was founded in 1848 by Antoine Zerega, soon after his arrival in this country from Lyons, France. Today, the management of



Frank L. Zerega

the corporation is still in the hands of direct descendants of the founder, whose faith in high quality standards has become a tradition which is adhered to strictly as a basic company policy.

The new plant, which will be stream-

lined and modern in every respect, will provide ample facilities to take care of the increased demand for the firm's Columbia brand macaroni and egg noodle products.

Tie-In For Macaroni-Noodle Products

Oscar Mayer & Co. of Madison, Wis., packers of the Sack O'Sauce line of canned meats, has announced plans for a nationwide advertising and merchandising campaign tying in its products with related grocery items, including pure egg noodles, macaroni, and spaghetti, according to Wayne E. Rice, sales manager of the Mayer Co.'s canned meat division, who spoke before the members of the National Macaroni Manufacturers Association at Miami Beach on January 19.

The company will feature one-dish meal recipes calling for Oscar Mayer select pork with mild barbecue sauce, select beef with mild barbecue sauce, and wieners with mild barbecue sauce, with cereal grain products in various combinations, in full-page 4-color advertisements which will be carried by *Life Magazine* on April 17; by *American Weekly, Parade* and selected locally edited Sunday supplement magazines on April 23; and by *This Week* magazine on April 16.

Highlights of the April related grocery item campaign are colorful shelf talkers illustrating the quick one-dish

meals, and advertising Oscar Mayer Sack O'Sauce canned meats and various brands of the related grocery items. The shelf talkers of particular interest to manufacturers of macaroni, spaghetti and egg noodles will be those featuring beef or pork with mild barbecue sauce and macaroni or spaghetti and beef or pork with mild barbecue sauce and pure egg noodles.

The shelf talkers will be imprinted with the brand names of the related spaghetti, macaroni, or noodles at no cost to the manufacturers. All requests with these shelf talkers should be sent to Oscar Mayer & Co., Madison 1, Wis., by the end of March.

Related tie-in advertising mats featuring the various combinations are also being furnished by the company to all food advertisers who co-operate. The tie-in mats provide space for the grocery item as well as for the meat item providing an additional incentive for co-operative advertising.

The sack of sauce in a can of meat is an exclusive invention of Oscar Mayer & Co., as the result of intensive research to improve the flavor of canned meat meals.

"By keeping the sauce and the meat from mingling and losing their distinctive flavors, through the use of a plastic sack containing sauce and packed in the can with the meat, meals prepared from these new canned meat products have a richer, fresh cooked

flavor. Our Sack O'Sauce line of canned meats is a natural with macaroni, spaghetti and noodle products and we are highly gratified with the fine co-operation we have received from the National Macaroni Institute," Rice stated.

Gilbert D. Kline Promoted

The Triangle Package Machinery Co., Chicago, announces the promotion of Gilbert D. Kline to the position of sales and service manager with offices at 50 Church Street, New York City.

Before going to the Triangle company, Mr. Kline had ten years of



Mr. Kline

background in the packaging field, specializing in various types of containers

and special packaging applications. He has just finished an intensive four-months training course at the Chicago plant.

Kline hails from Trenton, N. J. He is a graduate of Rutgers. His hobby is sailing, and likes to go sailing with his three kids during the summer off his Jersey shore summer home.

Golden Grain Plans New Plant

San Francisco Firm to Move to San Leandro, Calif.

The newspapers and trade papers of California have carried a story released by Vincent DeDomenico, general manager of the Golden Grain Macaroni Company of San Francisco, to the effect that construction is under way for a larger, modern plant to take better care of its production and distribution needs.

"Golden Grain Macaroni Company will build a \$500,000 factory on a 3.24 acre site extending from the foot of 139th avenue to the Western Pacific right of way in San Leandro, California.

"Construction began shortly after the first of the year, it was announced. "The Golden Grain Macaroni Company is now located at 982 Bryant street, San Francisco. The firm will erect a 48,000 square foot concrete one-

You can insure Continuous Profitable Production

with Your New Type of Continuous Automatic Presses by installing MODERN

CHAMPION Flour Handling Equipment

More and more leading Macaroni Manufacturers are putting in Champion Flour Handling Units to secure that steady, even flow of finely sifted, clean flour so essential for the efficient operation of the new type Continuous Automatic Presses and Sheet Forming Machines.

Our Engineers, skilled in such installations, will gladly provide you with blue prints, money-saving recommendations, and aid you in every practical way on your modernization plans without cost or obligation. Write today for details.

PROMPT DELIVERIES

CHAMPION MACHINERY COMPANY, JOLIET, ILL.

MAKERS OF MODERN EQUIPMENT FOR THE MACARONI AND NOODLE INDUSTRY

Many of Our Customers have installed Champion MODERN FLOUR HANDLING EQUIPMENT to synchronize with their new type Automatic Presses.

SORRENTO MACARONI, LTD., Montreal, Canada
G. D'AMICO MACARONI CO., Steger, Illinois
A. RUSSO & COMPANY, INC., Chicago, Illinois
LUSO MACARONI CO., Fall River, Massachusetts
P. ROCA & COMPANY, SUCR., Yauco, Puerto Rico

PHILLIPS PACKING CO., Cambridge, Maryland
FAUST MACARONI COMPANY, St. Louis, Missouri
SCHMIDT NOODLE COMPANY, Detroit, Michigan
MINNESOTA MACARONI CO., St. Paul, Minnesota
V. VIVIANO & BROS., MACARONI MFG. CO., INC., St. Louis, Missouri

THARINGER MACARONI CO., Milwaukee, Wisconsin
INDIANA MACARONI CO., Indiana, Pennsylvania
ANTONIO PALAZZOLO & CO., Cincinnati, Ohio
GOUGH FOOD PRODUCTS CO., Lincoln, Nebraska
FORT WORTH MACARONI CO., Fort Worth, Texas

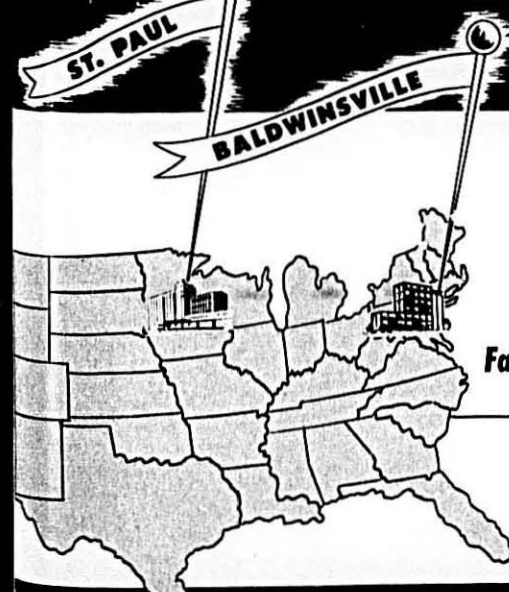
MEISRNZAHN FOOD PROD., INC., Rochester, New York
DFLONICO FOODS, INC., Louisville, Kentucky
MOUND CITY MACARONI CO., St. Louis, Missouri
SCHONEBERGER & SONS, Chicago, Illinois
ROBILIO & CUNEO, Memphis, Tennessee

U. S. MACARONI MFG. CO., Spokane, Washington
MILWAUKEE MAC. CO., INC., Milwaukee, Wisconsin
PROCINO-ROSSI CORP., Auburn, New York
LA PREMIATA MAC. CORP., Connelleville, Pennsylvania
SANACORI & COMPANY, Brooklyn, New York

THE DE MARTINI MAC. CO., INC., Brooklyn, New York
VIVIANO BROS. MACARONI CO., INC., Detroit, Mich.
BAY STATE MACARONI, Everett, Massachusetts
IDEAL MACARONI, Cleveland, Ohio
MICHIGAN MACARONI MANUFACTURING CO., INC., Detroit, Michigan

CENTERS of CAPITAL QUALITY

marked on the Wise Buyers Map



CAPITAL GRANULAR

Famous for Quality and Dependable Uniformity

CAPITAL FLOUR MILLS

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

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

story building at the San Leandro site to which all San Francisco production and administration will be transferred. "Golden Grain is now producing 1,500,000 pounds of macaroni and related products a month. "The new facilities will enable the firm to expand to 4,500,000 pounds per month.

"Distribution from San Leandro will be throughout the states of California and Nevada.

"Employment will range from 100 to 200 personnel."

Lloyd Skinner Elected President

H. V. Jeffrey Made Board Chairman. Skinner Manufacturing Co.

Lloyd E. Skinner has been elected president of the Skinner Manufacturing Company, it has been announced.

A 35-year-old son of the founder, Lloyd M. Skinner, the new president succeeds H. V. Jeffrey. Mr. Jeffrey becomes chairman of the board. With the macaroni and cereals concern since 1916, Mr. Jeffrey was the oldest employee. He had been president since March, 1940.

Lloyd Skinner has been with the concern 12 years. He started as a district sales director in Iowa. He has been executive vice-president.

His brother, Paul F., who has been secretary, was elected vice-president and secretary. John T. Jeffrey, brother of the board chairman, became vice-president in charge of sales. He was general sales manager. F. J. Phillips was re-elected a vice-president.

Eugene M. Skinner, a brother of Lloyd and Paul, was elected a director at the annual meeting. He is with a New York City advertising company.

Mrs. J. Spagnol Reports on European Tour

Artist Wife of Semolina Salesman Has Audience with Pope

Americans will be most welcome pilgrims to Rome during Holy Year if the experience of one pre-1950 visitor is any indication.

Mrs. Carmelita Spagnol of Crafton, wife of J. Spagnol, semolina salesman in Pittsburgh, Pa., area, just back from seven months in France and Italy, counts her private audience with the Pope as a high spot.

"There were so many things I wanted to ask him," Mrs. Spagnol recalls, "and so many things I wanted to tell him. But when His Holiness came into the room I was paralyzed.

"He asked if I were American, and when I said 'Yes,' he remarked, 'Ah, I like America.'"

"Everywhere you go in Italy," she reports, "people are accommodating.

"They are artistic to their fingertips, and they do not like to be regimented. That's why I feel Italy will

never be Communist, in spite of the very clever and constant propaganda spread there by Russia.

"The United States needs to get to the common people. They realize we are sending them a great deal of help, but it isn't getting through to them."

Mel Royalty

Life was not always so serious for the visitor from 89½ S. Grandview Ave., though. In the course of her tour through Paris, the French and Italian Rivières, Venice, Rome and the rest of Italy, she met more counts and princesses than you could shake an Almanac de Gotha at.

Mrs. Spagnol met Roberto Rossellini, the Italian film director who topped Ingrid Bergman from her goddess' perch among U. S. movie fans.

She went over to study interior decorating in Paris, but found the school closed. Mrs. Spagnol did some work for a public relations consultant from Ohio, now situated in Paris, and aided in designing sets for an Italian production of "Ninotchka."

D. N. Givler, Vice President

Donald N. Givler has been elected executive vice president of Grocery



Mr. Givler

Store Products Co., Inc. For the past few years Mr. Givler had been vice president in charge of production. The firm's principal offices are now in Chester, Pa.

Patrick H. Hoy Named Director

Patrick H. Hoy, formerly vice president of the Amber Milling Company, St. Paul, has been named director, vice president and general manager of the Sherman and Ambassador Hotel Corporations, Chicago. He had been executive assistant to the president of the companies, who died February 10, 1950.

"Booshay" Spaghetti Sauce

Believing that a good spaghetti sauce will complement many spaghetti and macaroni dishes, L. J. Boucher of St. Paul has developed something different in spaghetti sauces and is now ready to pack his "Booshay" brand for independent macaroni manufacturers who are interested in distributing a good sauce to enhance the sale of their dry products.

The packer claims that his product is superior to the ordinary sauces now available to housewives because it is made from imported olive oil and the best of other ingredients. The packer's address is P.O. Box 5032, St. Paul 4, Minn.

Stuart—GOP Treasurer

R. Douglas Stuart, vice chairman of the Quaker Oats Co., Chicago, that operates a macaroni factory in Tecumseh, Mich., has accepted the position of treasurer of the National Committee of the Republican party. In announcing his acceptance of the appointment to his company's many employees, he said that he was doing so because he wanted to serve his country. He added:

"You probably have your own political leanings. They may be Republican or Democratic, or you may be among the independents whose backing frequently means election.

"It is difficult to believe that in our last national election barely half of those eligible to vote did vote. As the election days come, I hope you will make yourself familiar with the issues and work and vote for whatever you really believe in."

Color Score of Yolks and Noodles

For many years, the Jacobs Cereal Products Laboratories, Inc., 150 Chambers Street, New York, has been evaluating the color score of yolks and noodles for the macaroni-noodle industry in order to guide the operators in the purchase of egg products for compliance with State and Federal specifications. Associate director James J. Winston, in a bulletin to the trade on January 20, 1950, said:

"Analysis of thousands of samples of egg products shows that a good grade of frozen egg yolk should have a color score of 76 or better where the color is expressed in parts per million of carotinized pigments (natural coloring of eggs). This color score of at least 76 will assure the manufacturer of obtaining a color score of 10 or higher in the finished noodles thus guaranteeing color appeal to the consumer.

"Our laboratories are completely staffed and fully equipped to render this important service of selecting

eggs and whole eggs of the highest quality so that members of the macaroni-noodle industry can produce a superior grade of noodle products."

Grass Buys WCBS Time

I. J. Grass Noodle Co., Chicago, Ill., has purchased three participations per week on alternate days in the "Housewives Protective League" program, for 12 weeks. The firm will advertise "Mrs. Grass" soups on the program, which is heard Monday through Friday, 5:00-5:30 p.m. EST, and Saturdays at 10:00-10:30 a.m., over WCBS, New York.

Catelli Profits Lower

Because of the loss of the abnormal export business which it, like so many other firms in North America, enjoyed in 1948, Catelli's profits for the year ending November 30, 1949, were only \$214,853 as compared with \$450,608 in the preceding year. In 1948, the export business accounted for one-third of its business. Its domestic market sales in 1949 have been well maintained.

Ronzoni Sells Building

A one-story building containing 35,000 square feet and having a railroad siding at 35-02 Northern Boulevard, in Long Island City, Queens, has been sold by the Ronzoni Macaroni Company to the Seggerman Nixon Corpo-

ration, wholesale liquor dealers, who plan to remodel it into a modern liquor warehouse.

Grocery Industry Trade Practice Conference

Progress is reported in the objectives of the Trade Practice Conference for the Grocery Industry, held in the Hotel Statler, Washington, D. C., February 3, in the opinion of Henry Miller, director, Trade Practice Conferences, who states that the conference got off to a good start and it received abundant expressions of interest and offers of co-operation from nearly all segments of the industry. These expressions came from representatives of retail grocers, grocery manufacturers, wholesale grocers, food brokers and other food groups.

The National Association of Retail Grocers submitted a draft of proposed rules for consideration and discussion. An industry committee is to be formed to work with the Bureau of Trade Practice Conferences of the Federal Trade Commission in preparing drafts of rules which will later be made available for consideration of all concerned, and for hearing.

Public notice of such hearing will be issued in due course, and all interested and affected parties will be afforded opportunity to appear and present their views on the matter. Those unable to appear may submit

suggestions by correspondence. It is only after this further hearing and after the commission has considered all matters pertinent in the proceeding that final rules will be promulgated.

General Mills, Inc., Appointments

Three General Mills general sales managers of grocery products operations became divisional vice presidents by appointment of the board of directors, it was announced by Leslie N. Perrin, company president.

I. K. Joyce of Buffalo, general sales manager of grocery products for the northeastern division, as vice president of the General Mills eastern division.

A. T. Kane of New York, general sales manager of grocery products for the Atlantic division, as vice president of the General Mills eastern division.

E. H. Kees of Chicago, general sales manager of grocery products for the east central division, as vice president of the General Mills central division.

Joyce joined General Mills in 1929 and was appointed grocery products sales manager for the Indianapolis district in 1932. In 1937 he became assistant to the division manager at Buffalo. In 1945 he was appointed grocery products sales manager of the Baltimore district office. In 1949 he assumed his present position as general sales manager of grocery products for the northeastern division.

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.

LOS ANGELES MEETING*(Continued from Page 8)*

commented on the concern unions are taking in fair trade practices. They can't get wage increases if the companies they work for are losing money.

Regional Meeting Notes

A highlight at luncheon was the introduction of Miss Wendy Waldron by Bob William of Robert William Foods, Inc. Wendy, a beautiful red-head, was chosen by the group as "Miss West Coast Macaroni" and posed for pictures of her coronation as queen of the occasion.

Bob William, formerly a publicist for Warner Brothers, was urged to do more for local "public relations," and supply phone-numbers to his fellow competitors.

Association Director Ed DeRocco came up from San Diego to attend the meeting.

Vincent DeDomenico, director from San Francisco, drove down with brother Tom and were joined by brother Paskey from Seattle.

Frank Cafferata of Roma Macaroni Factory came down to represent Bay Area manufacturers.

Bill Steinke attended the meeting and enjoyed the warm temperatures. He is forsaking Minneapolis temporarily for a trip to Hawaii.

The American Airline strike almost stranded Bob Green. With his scheduled flight cancelled at the last minute he did get a standby on the next plane out to return to Chicago.

Irving and Sidney Grass flew to Los Angeles to be with "Mother" Grass who was taken ill while vacationing. Last reports were that she was much improved.

National Packaging Week Set for April 24-28

New Developments in Materials, Machinery, Design and Services of Interest to All Industries to Be Shown at Exposition, Discussed at Conference

The relationship of materials, manufacturing process, handling, and labor costs in reducing the overall costs are seen by the planning council of the packaging division of the American Management Association as the focal points of interest in the multi-million-dollar-a-year American packaging, packing and shipping business.

The views of the council, whose 18 members represent buyers and users of packaging machinery, materials, design and services, was made known following a meeting of the council. At the meeting preliminary plans were made for the annual Conference on Packaging, Packing and Shipping to be held concurrent with AMA's 19th National Packaging Exposition at Navy Pier in Chicago, April 24-27.

Major Problems: To lower produc-

tion costs and increase sales through consideration of the following which are receiving the most attention throughout industry:

Use of low cost materials which may involve higher labor costs and vice versa.

Performance testing to determine specifications more accurately.

Possibilities of improving railroad car loading and bracing.

Increased point-of-sale appeal.

"Fatigue" effect of warehousing practices on containers.

Improved interior packing to reduce damage in transit.

Altering container design to fit handling requirements.

The economic potential of pre-packing and pre-packaging of other items in addition to food.

Possibility of reducing shipping costs by increased use of trucks, and increased mechanization in package manufacture.

President Norris Presents Trophy

The Miami Beach Kennel Club dedicated the eighth race feature to the National Macaroni Manufacturers Association, January 18, at a race party sponsored by Consolidated Macaroni Machine Corp., Brooklyn, N. Y., with Louis Ambrett, the host. "Elect," a brindle hound weighing 61 pounds, won the trophy offered by the NMMA through M. J. Donna, secretary emeritus, who arranged the affair. Picture shows Association President C. L. Norris presenting the trophy.

Editorially: the official program car-

ried the following story of the social event.

**Vol. 22 Wednesday, Jan. 18, 1950
MACARONI INDUSTRY TROPHY RACE IS FEATURE OF TONIGHT'S PROGRAM**

"Tonight the Miami Beach Kennel Club is proud to pay tribute to a great industry and be host to the men who are responsible for the high quality of the product and most successful progress of the industry in this country—that of the macaroni, spaghetti and noodle industry, and the National Macaroni Manufacturers' Association.

"More than 100 representatives of this association, headed by its president, Mr. C. L. Norris; Mr. M. J. Donna, secretary-treasurer; and Mr. Robert Green, Director of Public Relations, are our clubhouse guests tonight to see the running of the eighth race for the National Macaroni Manufacturers' Trophy.

"This race and three-day annual winter meeting of the Association which this year is being held at the Flamingo Hotel where Mr. James Barker Smith, Flamingo Hotel vice president is their host, is the result of efforts of the Consolidated Macaroni Machine Corporation of Brooklyn, N. Y.

"The Miami Beach Kennel Club management sincerely offers best wishes to these gentlemen for a happy and most pleasant visit to Miami Beach and our track and hopes they can return to their respective home cities with enough of our famous sunshine to spread lavishly throughout the whole macaroni industry for many months to come."



NMMA President C. L. Norris awards Association trophy at race party sponsored by the Consolidated Macaroni Machine Corp. during winter meeting in Miami Beach, Fla.

WHEAT FLOUR INSTITUTE*(Continued from Page 16)*

cases and in recipe leaflets they use in their own cooking schools.

There are over 3,000,000 rural homemakers and over 892,000 4-H Club girls who are reached by 3,500 home demonstration agents. All of these, as well as 18,000 college and high school home economics teachers who are engaged in teaching methods of cooking and meal planning to over 2,250,000 students, are kept informed a thrifty, appetizing ways to use macaroni foods in their menus through Durum Wheat Notes.

Over 15,000 copies of the recipe booklet covering the preparation of macaroni, spaghetti and noodles have been distributed to various sources.

As a result of many of these releases, there have been special requests for material concerning the Durum Wheat food family. These come from magazines, newspaper editors, calendar publishers, cook book editors and others. Over 140 special requests for food photographs have been filled. Others include requests for magazine articles to be written or edited, recipes, and technical information concerning macaroni products.

May I again repeat, if you will kindly look over the special flyer, you will get a good idea of what the Durum

Wheat Institute has been attempting to accomplish. I hope that the macaroni industry will not hesitate to offer suggestions, through its committee, for any improvement which they think would be of value to everyone concerned.

INSECT, RODENT INSPECTIONS*(Continued from Page 10)*

what is known to the trade as a sifter, whose purpose it is to remove any extraneous matter from the flour stream. Without exception, in each plant having this equipment, the entire purpose and costly expenditure was defeated, as the reject can into which went the rejected live granary insects was left without a cover which allowed the flying and crawling pests to escape right back into the plant again.

An even more humorous incident is recalled whereby one of our sanitarians, in surveying a dairy, was belabored by the plant manager who extolled the virtues of his downstairs area which he recently painted green. Later our man, in working this area noticed protruding from a crack, a long green tail-like object. When this was extracted, it was revealed to be a long-dead mouse which had been completely painted green, along with everything else in the vicinity.

One glaring fault made by inspectors

in food plants is concerned with the intent to grade a plant regarding roach infestation merely by walking through the premises or perhaps by turning on the lights at night. This practice will reveal no more than five per cent of the true roach picture. Every food plant inspector should carry with him a small hydraulic type spray gun used with a high pyrethrin content insecticide which will agitate hidden roach infestations and reveal their presence when sprayed in the cracks and crevices which normally would give no indication of crawling insects. By the same token, rodent presence is hard to determine unless the inspector does some dusting and observes later for footprints, uses an ultra violet ray lamp for rodent urine, or thoroughly investigates every area for rodent excreta pellets. Our men not only use these methods, but actually set out traps to see how many rodents are captured during a given period and look for fresh runways indicated by smudge marks and gnawings.

We incorporate into our surveys definite "source of trouble" and rodent-proofing recommendations, source of fly breeding in the immediate vicinity of the plant, showing of various films on actual rodent control and gradings on quite a few phases of food plant sanitation. And all of this, we believe, is helping the plant rather than merely proffering criticism. The grading

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, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses
- 5—Sanitary Plant Inspections

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

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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, Longer Life.

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Expert advice cheerfully given

method is so that improvements can be made immediately on items most urgently requiring them and so they will show improvement or degression in succeeding surveys. Particularly in accounts numbering several dozen plants, the grading method often serves as a competitive impetus and also for comparison among the plants themselves.

To make a good beneficial survey of a macaroni processing plant that will aid in keeping them out of trouble, we must first understand their position. A great many food plants are primarily interested in food sanitation because of regulatory activities; i.e., the fear complex; and perhaps this is a good thing, as it has certainly improved the food sanitation levels in the last several years. This desire to stay out of trouble has helped a great many food plants, but they can be helped even more by every inspector offering not only criticism but, more important, constructive suggestions.

With the increased activities of the federal food and drug officials, the macaroni plant manager sought the most available expert, which was often the exterminator or pest control operator. Unfortunately, most exterminators' duties call only for the control of roaches and rodents which still leaves the plant vulnerable to flies, the presence of rodent pellets, lack of rodent-proofing, and screening. Every inspector should also look for any

dangerous practices employed by an exterminator or anyone concerned with the plant sanitation program, as very often dangerous chemicals for insect and rodent control are poorly placed so as to result in food contamination or actual poisoning.

As we see it, every inspection of a macaroni, spaghetti and noodle plant by an outside authority should accomplish:

1. Understanding on the part of management of plant's legal requirements concerning sanitation.
2. Compliments to show when the plant is on the right track.
3. Helpful and constructive suggestions.
4. Criticism and particularly explanation of what law is being violated and why this is serious.
5. Leave plant in better mental and physical condition by actually showing them simple correction methods which overcomes the idea that sanitation is a big and almost impossible task.

Remember always that "first things come first," and the things that can cause federal or state citations should be naturally corrected immediately. This sanitation thing is largely a matter of common sense which the macaroni processors should be made to understand. In most cases there are not any short cuts to sanitation "perfection," as it requires a lot of personal

effort on the part of management. Part of an inspector's job is to get the owner or operator to understand this and the plant will benefit accordingly.

Salvaging Multiwall Paper Bags

In a move to stimulate the salvage value of used multiwall paper bags, members of the Paper Shipping Sack Manufacturers' Association have approved a program for marking with a standard symbol all multiwall bags made of natural kraft paper which are suitable for repulping.

Four groups have a vital interest in the plan, namely (1) pulp consumers; (2) waste material dealers; (3) bag emptiers; (4) bag manufacturers.

A clearly imprinted emblem on bags which may be used for repulping purposes, it is felt by the bag manufacturers, will create a more confident approach by the waste dealers and pulp consumers to the utilization of such bags. This should provide steadier market for the bag emptiers and in turn enhance the competitive position of the multiwall bag in relation to other containers.

While the plan has been approved by members of the PSSMA, the matter of imprinting the symbol "ANK" (all natural kraft) will be entirely at the option of the bag manufacturer or his customers.

ADVERTISING OPPORTUNITIES

(Continued from Page 30)

Another promotion. As some of you may know, the union which is affiliated with our plant is the United Mine Workers Union, and we believe that this is the only macaroni company in the country which has employees belonging to this union.

We have recently been more active in sales of our products in the areas which are situated in the coal mining territory, and in connection with a special sales drive, we thought of the possibility of securing some publicity through the official publication of the United Mine Workers, which is sent to every member of the union.

We wrote to the union headquarters advising of our employees' affiliation with their union and of the modernization of our factory, and that we were anxious to announce this in connection with a sales program to all members of the union.

We were pleasantly surprised at the co-operation which was offered and subsequently the publication in a two-page story, used five photographs which were taken in our factory. There was no cost for this entire publicity.

The next is a photograph of our billboard which secured second place in a national contest for outdoor paint-

ed boards. As a matter of interest Budweiser received first place and Coca-Cola placed third in the contest. We mention this because, although our budget is negligible in comparison with the other two companies mentioned, it is still possible, with the right kind of application, to secure outstanding advertising with a small expenditure. Although these other firms have thousands of dollars to spend for designs of their boards, we had to limit ours to an expenditure of \$200.

On our recipe pamphlets, we attempted to use the theme of recipes for macaroni products from breakfast to late-at-night snacks. We entitled this pamphlet "Round-the-Clock Recipes" and to secure better acceptance of these recipes, we had them tested by the LaCleda Gas Co. of St. Louis, whose name carries a great deal of weight in this area. We also used their name on recipe pamphlets stating that all recipes were tested by this company. All this was without cost.

One of our latest publicity tie-ins, which proved to be very effective and has already secured for us a large number of favorable comments, took place the early part of this month.

On January 12, there was held in St. Louis, the world premier of a motion picture in which Shelly Winters is starred. Miss Winters is a St. Louis girl, and there was a great deal of publicity in connection with the showing

of the motion picture and with her personal appearance at the time. Our agency contacted the studio, and we worked out an arrangement for an indorsement of our products by Miss Winters. Our agency produced a very attractive and striking advertisement showing two pictures of Miss Winters together with her statement indorsing Viviano products. We were able to secure this indorsement without cost, and have a release to use this on a national basis. In addition, one of the officers of the company was to appear on the radio program on the night of the premier with Miss Winters, but unfortunately because of rain, the radio appearance had to be cancelled.

In addition to all of these, we have secured publicity in various cities where we have placed advertising by sending news articles about our company and products. We also have plans, at this time, for a number of publicity releases during this year, which should prove very effective.

Enrichment—The Spur

Merck & Co., Inc., manufacturers of ingredients for better nutrition, in an announcement to the trade states:

"The conviction is growing that through enrichment, macaroni products will receive greater endorsement by nutrition authorities and broader acceptance by a vitamin-conscious public."

BIANCHI'S Machine Shop

Macaroni Mfg. Machinery
and Supplies

California Representative for
Consolidated Macaroni Machine Corp.
Brooklyn, N. Y.

Fabricators of Ravioli Machines,
Tamale Machines and Cheese Graters

221 Bay St. San Francisco 11, Calif.

MACARONI PACKAGING AT ITS BEST

Reduce your packaging costs and increase profits by producing your packages as inexpensively as possible —on PETERS economical set up and closing machines.

These machines are doing a big job in many macaroni packaging departments—eliminating hand labor—saving floor space and speeding up production.

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



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

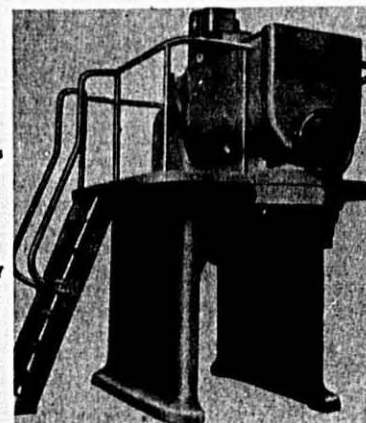
PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute. No operator required. Can be made adjustable to close several carton sizes.

PETERS MACHINERY CO.
4700 Ravenswood Ave. CHICAGO, III.

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

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
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SPECIAL NOTICE

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

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise responsible 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 Ads75 Cents Per Line

Vol. XXXI March, 1950 No. 11

CLASSIFIED

FOR SALE: 1 Elmes Hydraulic Press, Long goods; 1 Elmes Hydraulic Press, short goods; 1 Elmes Dough Kneader and 1 Elmes Dough Mixer. All complete, ready to operate. Bargain price. **CLAUDE H. ESTES**, 2117 No. First Ave., Birmingham, Ala.

Tomato-Topped Macaroni and Cheese

Illustrated on Front Cover

The old Lenten favorite, macaroni and cheese, is given a new twist when whole tomato slices are sprinkled with cheese and baked on top of the macaroni mixture. In addition to contributing their own special flavor, the tomato slices add a bright touch to the casserole and eliminate the need for a last minute garnish.

Tomato-topped Macaroni and Cheese is creamy in consistency and carefully seasoned with grated onion, dry mustard and Worcestershire sauce.

Tomato-topped Macaroni and Cheese
(Makes 4-6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces elbow macaroni
- 1 small onion, grated
- 2 tablespoons butter or margarine
- 2 tablespoons flour
- ¼ teaspoon dry mustard

- ½ teaspoon salt
 - Dash of pepper
 - 1 cup milk
 - Few drops Worcestershire sauce
 - 1¼ cups grated American cheese
 - 2 medium tomatoes
- Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Combine macaroni and grated onion and turn into greased 1½ quart casserole. Melt butter in the top of a double boiler over hot water. Combine flour, dry mustard, salt and pepper; add to butter and stir until blended. Gradually add milk and cook, stirring constantly, until mixture thickens. Add Worcestershire sauce and 1 cup of the grated cheese, stirring until cheese melts. Pour cheese sauce over macaroni in casserole. Slice tomatoes ½-inch thick and place slices in a circle on macaroni mixture. Sprinkle remaining ¼ cup grated cheese over tomato slices. Bake in a moderate oven (350°) 35-40 minutes or until top is lightly browned.

Sample Used in Ad

We seldom refer our readers to advertisements appearing in the **JOURNAL**, but we feel that your attention should be directed to the very unique King Midas Flour Mills advertisement

appearing opposite page 16 in this Actual King Midas Semolina has been incorporated in the advertisement. This is the first time a product itself has been displayed in any advertisement appearing in the **JOURNAL**. Also to our knowledge, this is the first time in any magazine that the actual product (other than special types of paper) of any company has been used in an advertisement. It is probably one of the closest approaches yet made in magazine advertising to aptly describe a product.

Erich Cohn's Daughter Weds

Of interest to the many friends of Erich Cohn, president of A. Goodman and Sons, Long Island City, N. Y., and for years prominent in the councils of the organized macaroni and noodle manufacturers, is this item taken from a New York newspaper:

"Miss Evelyn Cohn, daughter of Erich Cohn, president of A. Goodman & Sons, Inc., bakers of matzos and matzo products and manufacturers of egg noodles, was married recently to Melvin H. Colbert of Superior, Wisconsin. The ceremony was performed by Dr. Nordecai M. Kaplan in the Synagogue of the Society for the Advancement of Judaism."

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1949-1950

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✓ CHECK AND FILE THIS IMPORTANT INFORMATION

FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁50%
Vitamin B₂15%
Iron32.5%
Niacin4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁50%
Vitamin B₂10.5%
Iron16.2%
Niacin3.4 milligrams

**for batch mixing
'ROCHE' SQUARE
ENRICHMENT WAFERS**

Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds . . . have finer, more buoyant particles . . . and break clean into halves and quarters. Only 'Roche' makes SQUARE Enrichment Wafers.

**for mechanical feeding
with any continuous press
ENRICHMENT PREMIX**
containing 'ROCHE' VITAMINS

1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with 'Roche' vitamins.

VITAMINS 'ROCHE'

For help on any problem involving enrichment, write to

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ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED
BY WALLACE & TIERNAN CO., INC., NEWARK 1, NEW JERSEY

ENRICHMENT DATA



Customers are different from sheep

Little Bo Peep's lost sheep came back of their own accord—but lost customers may never come back.

Surest way to keep from losing customers is to make your macaroni products from the most uniformly dependable durum products you can buy. When you use Pillsbury's Durum Products, you benefit by our expert wheat selection—skillful milling—constant, careful testing to keep our products uniform.



PILLSBURY'S DURUM PRODUCTS
Pillsbury Mills, Inc.

General Offices: Minneapolis 2, M