

**THE
MACARONI
JOURNAL**

**Volume XXVIII
Number 8**

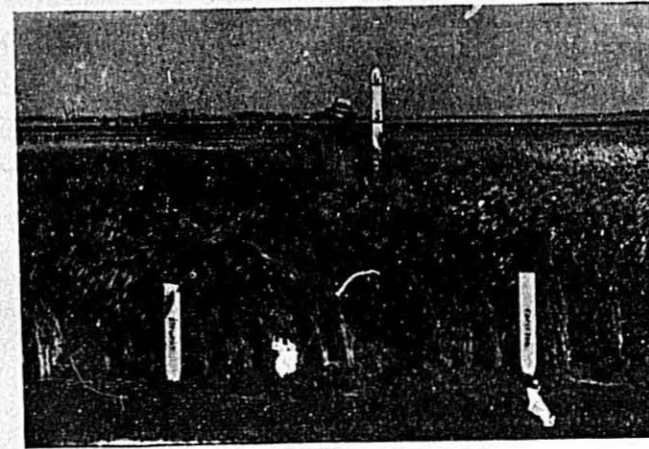
December, 1946

DECEMBER, 1946

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Better Durum for Quality Semolina



With Macaroni Manufacturers, Durum Millers, State and Federal Agronomists and Durum Wheat Growers co-operating, semolina should be more plentiful for quality macaroni making.

In the scene above Victor Sturlagson, Manager of Agricultural Experiment Station at Langdon, N. D., is measuring height of straw of Stewart and Carleton durums. Carleton has the stronger straw.

Official Organ of the
National Macaroni Manufacturers Association
Brentwood, Illinois

Printed in U.S.A.

VOLUME XXVII
NUMBER 8

Season's Greetings

to all our friends and customers

Here's a package bristful of Good Wishes for the year ahead—labelled just for you.

May a DUBL-VU of prosperity and successful venture be seen in all your undertakings.

For ourselves, our SINGLE-VU is to serve you as faithfully this coming year as in the past.



ROSSOTTI LITHOGRAPHING CO., INC. • NORTH BERGEN, N. J.

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JACKSONVILLE 9, Fla.: 6503 Sapphire Drive • CHICAGO 11, Ill.: 520 North Michigan Avenue
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Winter Meeting in New York City

Monday, January 13, 1947

Officials of the National Macaroni Manufacturers Association, acting for the Macaroni-Spaghetti-Egg Noodle Industry of America have announced the time and place of the trade's winter meeting. It will be held in

The Hotel New Yorker, New York City,

Monday, January 13, 1947

It will be a one-day conference, as usual, starting at 10:00 a. m. and to continue throughout the day—even into the evening, if the business of the conference warrants.

President C. W. Wolfe of the National Macaroni Manufacturers Association will preside at the general sessions and direct the activities of the conference in accordance with the wishes of the scores of manufacturers and allies who are expected to attend.

The program will be prepared after the Members of the Association have been polled to ascertain the subjects of widest interest and timely importance. Details will be made known as soon as the program and other features in connection with the conference are approved.

The WINTER MEETING is an INDUSTRY CONFERENCE and is open to all manufacturers and allies who are interested in the continued welfare of the Industry.

Out-of-town manufacturers and allies desiring to reserve sleeping rooms for this winter meeting should write the Association Secretary as soon as possible (not the hotel management). State kind of room wanted, date of expected arrival and length of stay.

PLAN NOW TO ATTEND THE WINTER MEETING IN HOTEL
NEW YORKER, NEW YORK CITY, MONDAY, JANUARY 13, 1947.



It's a new and improved high extraction product as requested by the National Macaroni Manufacturers Association.

It's your assurance of better macaroni foods and continued consumer demand.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXVIII

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The High Cost of the "Split Difference"

"Whoever coined the phrase 'Collective Bargaining' did better than he knew. It describes most accurately the goings-on when the boys and the bosses sit across the table for their periodical dicker," so reasons *The American Appraisal Company* in its October *Clients' Service Bulletin*.

"Bargain hunting always was tainted with something or other not associated with purity of intention or nobility of motive. Even the housewife hell-bent on a bargain hunt is out for no good purpose. Actually she's out to rook somebody if she can. The Captain Kidd gleam in her eye identifies her as a bird of prey regardless of the brilliance of her plumage.

"The dictionary notwithstanding, in the vernacular the word 'bargain' suggests something acquired or alleged to be acquired for less than its worth. When the Union boys and the boss-men go a-bargaining, if they are not after something to which they are not entitled, they are unfaithful to their constituencies—Union membership on the one side, stockholders on the other. They are not 'bargaining,' not obeying orders.

"Your true 'bargainer' offers half what he expects to pay or asks twice what he expects to get. The value of the goods seems to be irrelevant. To the other the seller is a burglar, the buyer a skinflint, a tightwad, a 'grinder down' of folks. The buyer swears it's the last dime he can pay, that anything more would ruin him. The seller swears it's the lowest price he can live on, that anything less means starvation. And there you are. The strike is on, and for sixty days or longer all production is stopped, all wages are stopped, all plant income is stopped. Perhaps it's all part of the scenery—a show of strength and determination by both sides—a two-way bluff perhaps, but deemed necessary, the usual thing in the 'bargaining' ritual.

"And then comes the next step. The bargainers meet again. The 'grinder down' it seems, has found that the last dime he could pay was not the last dime after all. The 'burglar,' it seems, has found that 'starvation' actually was

rather remote after all, or rather that it was more remote with some wages than with no wages.

"And then the great traditional indoor sport of all bargainers begins—the application of the great panacea, the offer to 'split the difference.'

"A 'split difference' settlement is made. Everybody shakes hands, stops name-calling and goes back to work to await the next 'bargaining' day, the next two months' strike, the next dusting off of the epithets, the next two months' lost production, lost wages, and then—the next 'splitting of the difference' and the next 'settlement.'

"In the picture, of course, are price increases. There also, but not showing conspicuously, is a groggy individual hanging on to the ropes in a befuddled state of bewilderment—the consumer, the man who has to pay the cost of the split difference. He has discovered that, even if ten months apart, it takes only two split differences to make the whole difference which he alone has to pay.

"He begins to wonder how long he can stand this pyramiding of 'split differences' plus production and wage losses resulting from a year made up of ten months' work and two months' strike. He is beginning to doubt the efficacy of the 'haggle' in employe-employer relations.

"As a suggestion to ambitious young men seeking new fields to conquer, we offer the opinion that when, if ever, the 'dicker' and 'split difference' is taken out of employe-employer relations, it will be through the disinterested, non-political, scientific determination of relative values of the contributions to the business by the folks who work by the hour, by management, and by the owners of the capital risked. Once those relative values are determined and agreed upon, the division of the income between groups not only is immeasurably simplified but the annual crises are eliminated—perhaps.

"At any rate, it is to be hoped that sooner or later the 'bargainers,' the bargain hunters, will be succeeded by 'Searchers after Truth.'"

The Dealer and the Food Dollar

*When the Consumer Spends a Dollar in the Average Food Market,
How Much Does the Dealer Keep to Cover His
Profits and Operating Expenses?*

By Carl W. Dipman, Editor
The Progressive Grocer

HOUSEWIVES have frequently been asked to guess the answer. Most of the time their guesses are wide of the mark, usually far too high.

At present, food markets take on the average only from 15 to 20 cents of the consumer's dollar to cover their operating expenses, wages and profits.

In the trade, the dealer's share of the food dollar is called "margin"—the margin being the difference between what the dealer pays for his merchandise and the price at which he sells it to the consumer. Out of the margin the dealer pays his rent, taxes, utilities insurance, employes' wages, and other expenses. The small amount that is left becomes his profit.

Margins obviously vary slightly among food dealers, depending upon the services different dealers render. Food markets that give consumers few or no services sometimes take as little as from 13 to 16 per cent of the consumer's dollar as margin, while markets giving more services may take from 17 to 20 per cent. But the profit that the dealer keeps after paying his expenses usually averages only from 1.0 to 3.0 per cent.

And how these food store margins have come down over the years—thanks to vast improvements in food retailing and production!

Back in colonial days the grocer took from 30 to 40 per cent of the consumer's dollar as his margin to cover his expenses and profits. He took a high margin because he had to weigh out and package his tea, coffee, sugar, and in fact most everything he sold. Food merchandising was cumbersome and costly in those days.

Reprinted from *Progressive Grocer*, September, 1946, issue.

A TEN-CENT SOUPBONE

"A ten-cent soupbone—why do they all want a ten-cent soupbone?" Smile if you will—but not so many years ago the retailers of Chicago and suburbs were swamped with requests for a ten-cent soupbone. The reason? Well, Madame Schumann-Heink had appeared on my home economics-food radio program and described for my audience of homemakers her favorite method of making vegetable soup. And the result was—the report which heads this article and one which was given to me by a typical Chicago retailer shortly after the broadcast.

Significant? Indeed it is. For it does typify the influence—the great influence expended today by home economists on homemakers everywhere.

In grade schools, high schools and colleges, in women's clubs, in newspapers and magazines, over the radio—over the telephone, in the gas and electric utilities—in dozens of different ways—the home economist is telling homemakers and junior homemakers what to buy—how and why to buy it.

This article can only serve to introduce to you that all-important—all-American college trained woman—the home economist. But in a series of articles to come, we will tell you more of who she is—what she is—where she works—and last, and most important of all, how her work influences the buying habits of your customers—why you need to know her—why she needs to know you.

ELEANOR HOWE
Editor-in-Chief
What's New in Home Economics

By 1900, more packaged foods came onto the market. The food merchant

also improved his efficiency. Consequently, by 1900, dealers' margins came down to around 25 to 30 per cent of the consumer's food dollar.

By 1925, still more progress was made. Food store margins declined to an average of 20 to 25 per cent of the consumer's dollar.

But now margins are still lower, and the modern food market takes only from 15 to 20 per cent of the consumer's dollar to cover his expenses, wages and profits.

Yes, food merchants have vastly improved their efficiency. They now take a smaller portion of the consumer's dollar by way of margin than ever in history. The modern food market takes for its expenses and profits as little as any store that operates on Main Street.

And some of the credit for making possible this constantly declining margin in the modern food market goes to the manufacturer and producer. Only because of more packaging, better processing, and honest advertising by the manufacturer was the food merchant able constantly to reduce his margin—take less and less out of the consumer's dollar for his expenses and profits.

Food producers and distributors have made amazing progress in recent years. In a series of articles that will appear in "What's New in Home Economics," of which this is the first, it will be my privilege to tell you about this progress, discuss with you the innovations now taking place in food production and distribution and some of the things that consumers may expect in the future.

COMING SOON •

All General Mills Durum Products in this new sack design.

General Mills, Inc.
DURUM DEPARTMENT
Central Division
CHICAGO 4, ILLINOIS

100 Lbs.

General Mills, Inc.

DURUM PRODUCTS

MANUFACTURED BY
General Mills, Inc.
GENERAL OFFICES MINNEAPOLIS MINN.

New York Regional Meeting a Big Success

Report of the Director of Research for the Month of November

By Benjamin R. Jacobs

On November 22 a meeting of members of the Association was held at the Hotel Pennsylvania in New York City. This meeting was attended by members from the regions east of Pittsburgh and Buffalo.

The list of members attending follows:

- V. Arena & Sons, Inc.....S. Arena
- Bay State Mac. Mfg. Co.....Jos. Scarpaci
- Cardinale Macaroni Co.....A. Cardinale & Son
- Caruso Foods, Inc.....F. J. Briefer
- Colonial Macaroni Co.....L. Abbunante
- The Creamette Company.....C. L. Norris
- Cumberland Macaroni Company.....Mario Nevy
- The De Martini Macaroni Company, Inc.....V. Giatti
- G. D. Del Rossi Company, Inc.....G. D. Del Rossi
- Gioia Macaroni Company.....H. Gioia
- Alfonso Gioia Macaroni Company.....A. Gioia
- A. Goodman & Sons, Inc.....Erich Cohn
- J. J. Grass Noodle Company.....A. I. Grass
- Grocery Store Products Sales Co.....D. V. Givlier
- Jacobs Cereal Products Laboratories.....J. J. Winston
- Keystone Macaroni Company.....C. J. Travis
- Kurtz Brothers Corporation.....P. L. Raek
- S. Kurtz
- R. A. Craig
- V. LaRosa & Son, Inc.....P. LaRosa
- C. F. Mueller Company.....C. F. Mueller
- National Macaroni Company.....B. Filippone
- Paramount Macaroni Company.....R. Coniglio
- Frank Pepe Macaroni Company.....F. Pepe, Jr.
- Philadelphia Macaroni Company.....L. Rosta e
- Procino-Rossi Corporation.....A. Rossi
- Quality Macaroni Company.....D. Piscitello
- Ronzoni Macaroni Company, Inc.....E. Ronzoni, Jr.
- Sanacori & Company.....A. J. Beeffi
- Semolina Macaroni Company.....L. J. Steiner
- Steiner & Company.....P. S. Cassarino
- Triestina Macaroni Company.....S. Viviano
- Vimco Macaroni Products Company.....E. Vermilyen
- A. Zerega's Sons, Inc.....J. P. Zerega, Jr.
- B. R. Jacobs, Research Director NMMA
- C. W. Wolfe, President NMMA

Two days before our meeting President Wolfe requested me to go to Washington and consult with some of the officials of the Commodity Credit Corporation and the Department of Agriculture and try to get information regarding further decontrols affecting our industry.

I called on various officials and received the same assurances that were

given members of the National Millers Federation to the effect that the decision had been made at the highest levels—that controls of wheat would continue until the expiration of the War Powers Act, March 31, 1947.

We held our meeting and I reported the above and as we all know, a few days later the roof fell in on us and everything was decontrolled. Now it is not necessary for manufacturers desiring to export macaroni products to even obtain an export license. The lid is off and everyone can get all the material he can buy, manufacture all the products that his material will permit him to, ship it anywhere he likes and get his own price.

At the above meeting other matters were discussed, particularly the tightness on containers and the price of our raw materials. I reported that the latest Agriculture estimate on durum wheat was around 38 million bushels and was informed that this figure might be increased.

Mr. C. L. Norris, Vice President of the Association, gave a brief résumé of the contacts that he and his committee have made with the durum growers in North Dakota and he is again going to visit with them in February when

Stop Durum Wheat Exports

Macaroni manufacturers are alarmed by rumors that considerable durum wheat is being exported. They justly feel that it was due to the efforts of the National Macaroni Manufacturers Association and others connected with the industry that the durum farmers of the Northwest planted increased durum acreage last spring. The thinking is that the whole crop will be needed for making macaroni products during the current crop year, and that it is only fair and proper that nearly all of the durum crop be reserved for domestic use.

Government officials stated that the matter of durum wheat exports has been greatly exaggerated; that there is still a ban on semolina exports to other than license-free countries, many of which are but small wheat importers.

The Durum Committee of the National Macaroni Manufacturers Association has again undertaken a campaign to enlist the co-operation of the Durum farmers of North Dakota and

proper recognition will be made to them by Mr. Norris in behalf of the Association.

I gave the members present a résumé of the results of the tour of inspection of macaroni plants I made during November.

The following are in general my findings: There is much room for improvement in the sanitary conditions found in practically all of our plants. In all of them there is evidence of insect infestation. In some there is also evidence of the presence of rats and mice. In many of them there is not enough porter service to keep the plants clean.

Recommendations were made in practically all the plants inspected for numerous repairs which would make the plants rat proof.

All of the infestation found is not entirely due to the plants as much of the material entering the plants for processing is insect-infested even before it leaves the mills. Much work, however, is before us in these particular plants and all can benefit from periodical plant inspections and close application to the necessary means to keep the plants free from rats, mice and insects.

other Northwestern states to increase their durum plantings in the spring of 1947 to insure a crop that will take full care of the semolina needs of the macaroni industry and promise a surplus to meet future export demands.

Government regulations still require exporters seeking to ship to Europe and Asia to obtain export licenses. The license-free areas include the Western Hemisphere, parts of Africa, the Philippines, and Netherland East Indies.

NOT SO FUNNY

Funny, how you get ideas! "Not so funny," says a leading macaroni manufacturer. "I get invaluable ideas from friendly competitors whom I meet regularly at conventions and regional meetings. I find the results worth every cent I spend for dues and travel and seldom miss a gathering—seldom miss getting a worth-while idea at every one I attend." The Winter Meeting of the Industry will be held in the Hotel New Yorker, New York City, January 13, 1947. The atmosphere there will be full of good ideas.

December, 1946

THE MACARONI JOURNAL

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MACARONI-NOODLE MANUFACTURERS Take Your Pick—Make Your Choice

"B-E-T-S"
ORANGE LABEL

For enrichment of macaroni products produced by BATCH method.

"VEXTRAM"
BLUE LABEL

for enrichment of macaroni products produced by CONTINUOUS PROCESS method.

NOW READY!

SPECIAL "ORANGE" LABEL "B-E-T-S" tablets for enriching macaroni-noodle products to meet Federal Standards

Winthrop

now offers not One but TWO Agents for Enriching Macaroni-Noodle Products

IF YOU USE THE "BATCH METHOD"

Winthrop now offers a SPECIAL formula of "B-E-T-S", Winthrop's brand of food enrichment tablet to adequately enrich macaroni products made from standard grades of semolina.

"B-E-T-S" offers these advantages to the manufacturer using the batch method:

1. ACCURACY— 2 "B-E-T-S" tablets contain sufficient nutrients to enrich 100 pounds of semolina.
2. ECONOMY— no need for measuring—no danger of wasting enrichment ingredients.
3. CONVENIENCE— simply disintegrate "B-E-T-S" in a small amount of water and add when mixing begins.

And "B-E-T-S" is a proven product. We at Winthrop developed and pioneered the tablet method of bread enrichment which is now used universally—proof of its acceptance!



Address inquiries to—
Special Markets Division
WINTHROP CHEMICAL COMPANY, INC.
170 Varick Street, New York 13, N. Y.

"Vextram" Blue Label and "B-E-T-S" Orange Label are stocked for quick delivery at our branches and warehouses in New York, Chicago, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

IF YOU USE "CONTINUOUS PROCESS METHOD"

Winthrop offers you a special "Vextram" formula for the enrichment of macaroni and noodle products, to meet Federal Standards.

"Vextram", you know, is the trademarked name of Winthrop's brand of food enrichment mixture. "Vextram" is a proven product, used by millers for enriching flour in practically every state in the Union.

"VEXTRAM" OFFERS THESE ADVANTAGES:

1. pH control assures stability—minimum vitamin potency loss.
2. Freer flowing—better feeding—better dispersion.
3. Uniform particle size of ingredients and carriers.

WINTHROP has incorporated these distinctive features in Blue Label "Vextram" for the macaroni products industry, and adjusted its vitamin and mineral content to insure adequate enrichment of macaroni and noodle products, according to Federal Standards. (Use Blue Label "Vextram" as directed—2 ozs. per 100 lbs. of semolina.)

Write us for any information you require. Consult our Technically-Trained Representatives on any matter pertaining to enrichment of Macaroni and Noodle products.

Grow More Good Durum

Advertising Pledges Farmers an Increasing Demand for Quality Durum Wheat

It took a year of durum scarcity to make the macaroni manufacturers and the durum wheat growers of North Dakota and other durum-raising areas realize how dependent each is on the other. The realization of this dependency reached full tide at the 1946 conference of the Macaroni-Noodle Industry in Minneapolis last July. There at the now memorable panel for the discussion of the current and future semolina situation and of the opportunity of closer co-operation of both farmer and processor, for the benefit of both, the apparent exhaustion of current supply came as a surprise to many, but was an opportunity which the macaroni manufacturers lost no time in grasping.

When the seriousness of the situation became generally understood during January and February, 1946, the macaroni manufacturers made every effort to win the good will of every Dakota farmer with durum-producing land and to get more to increase their durum acreage in the spring to insure sufficient semolina to meet the growing needs. In this effort the leading durum millers and the Northwest Crop Improvement Association of Minneapolis co-operated with the manufacturers in attending meetings of Dakota farmers and in pounding home the message that *for years to come there will be a steady demand for increasing quantities of good durum wheat for macaroni-spaghetti making*—urging the planting of increased acreage to this natural grain crop that grows so well in the Northeastern counties of North Dakota particularly.

The result of the combined drive was encouraging. Millions of acres were seeded to durum, and the increased 1946 crop caused the emergency to pass without too great a reduction of output by the Macaroni Industry during the summer and early fall months of 1946.

With the immediate needs well satisfied, the National Association, ever watchful of the interest of the whole industry, began viewing the 1947 crop and future prospects. If the ever-increasing need for greater quantities of better durum wheat is to be met in the future, the pleasant relationship between the macaroni men and the durum farmers established in 1946 should be continued even on a more friendly basis. With that objective in view, the Board of Directors of the National Association has seen fit to appropriate \$1,000 or so to advertise the



C. L. NORRIS
Chairman
Durum Growers Contact Committee

readiness of the macaroni makers to co-operate fully with the durum growers in future planting and harvesting plans.

Second Vice President, C. L. Norris, Chairman of the Future Activities Committee of the National Association, was assigned the task by President C. W. Wolfe of conducting a planned campaign to influence farmers in the natural durum areas to devote greater acreage to the raising of durum wheat in 1947 and future years. In reporting on his assignment to the members of the National Macaroni Manufacturers Association, Mr. Norris says:

"We feel that in the next growing season, it will be increasingly important for us to influence those farmers to plant more and better durum. To this end we are taking three quarter-page ads in the *Dakota Farmer*, one each in the November, December and January issues. We will wind up with a half page ad in February when growers will be definitely making up their minds regarding the allocation of their acres. In February, we will also run an ad in the principal newspapers in the durum-raising localities of North and South Dakota."

In connection with the quarter page ad in the *Dakota Farmer* in November, advertising manager J. P. Maloney arranged for a review of the contents of that issue over six Dakota NCBS stations. With respect to the advertising of the National Macaroni Manufacturers Association, the script said:

"The National Macaroni Manufacturers Association, on page 12, states that it will pay you (the durum growers) to grow more high-grade durum. With the message is a map of North Dakota showing the preferred durum area. The National Macaroni Manufacturers Association states that it will pay growers to step up durum acreage and durum quality to meet growing market needs."

The advertisements further say: "Farmers in the preferred durum area are in a preferred position. (1) They are right in the area where the best durum is grown. (2) They're enjoying a steadily increasing demand for durum that has DOUBLED between the Nineteen Twenties and 1944-1945.

Macaroni-noodle manufacturers everywhere appreciate this thoughtful leadership by the National Association to insure an increased production of quality durum and to assure growers of a fair profitable market for this wheat whose natural habitat is North Dakota and nearby states.

Watch Watchmen

The National Safety Council passes out the following information which owners of macaroni-noodle plants will read with interest:

"Failure of watchmen to perform properly their duties was a major factor in about 10 per cent of large fire losses (fires involving losses of \$250,000 or over).

In a series of 178 typical cases of watchman failure, it was found that 41.1 per cent were due to the watchman's failure to notify the fire department promptly at the outbreak of the fires; 34.3 per cent to watchman delinquency; 21.8 per cent to improper use of existing fire protection equipment (such as shutting off sprinklers prematurely or prior to fire, etc.); 2.8 per cent to poor planning of watchman's route."

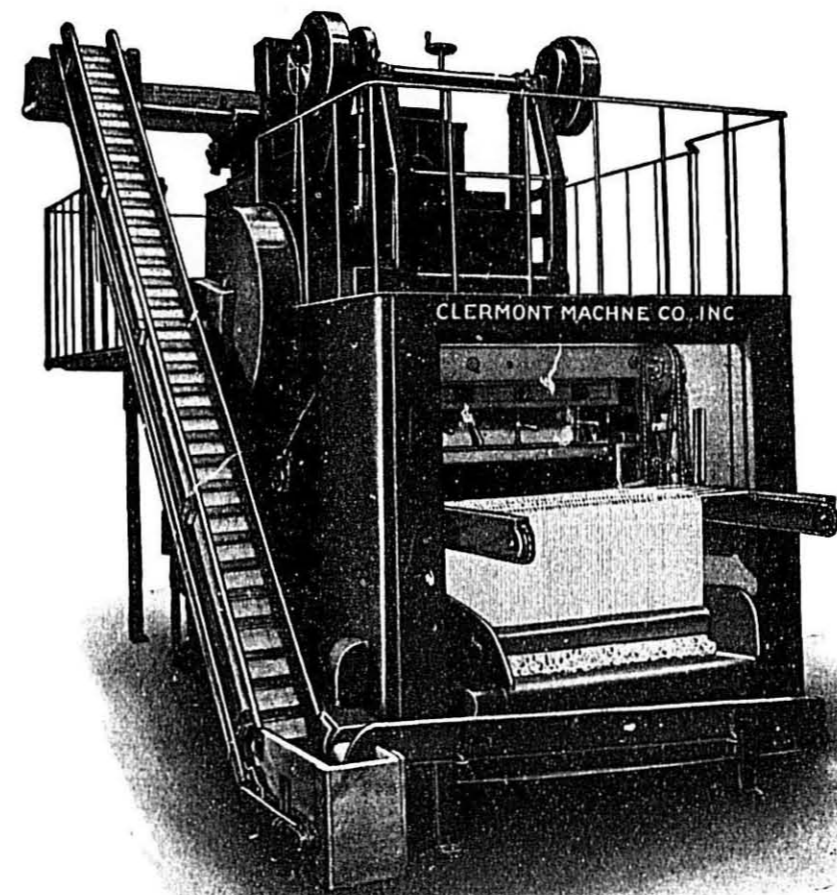
Italy Seeks Argentina Wheat

The Office of Foreign Agricultural Relations reports that an Italian mission has left Rome for Argentina to investigate the purchase possibilities on wheat, corn, oil seeds, meat and possibly other foods. It is reported that efforts may be made to obtain up to 55,000,000 bushels of wheat annually for three years.

CLERMONT INTRODUCES

A CONTINUOUS AUTOMATIC MACARONI PRESS

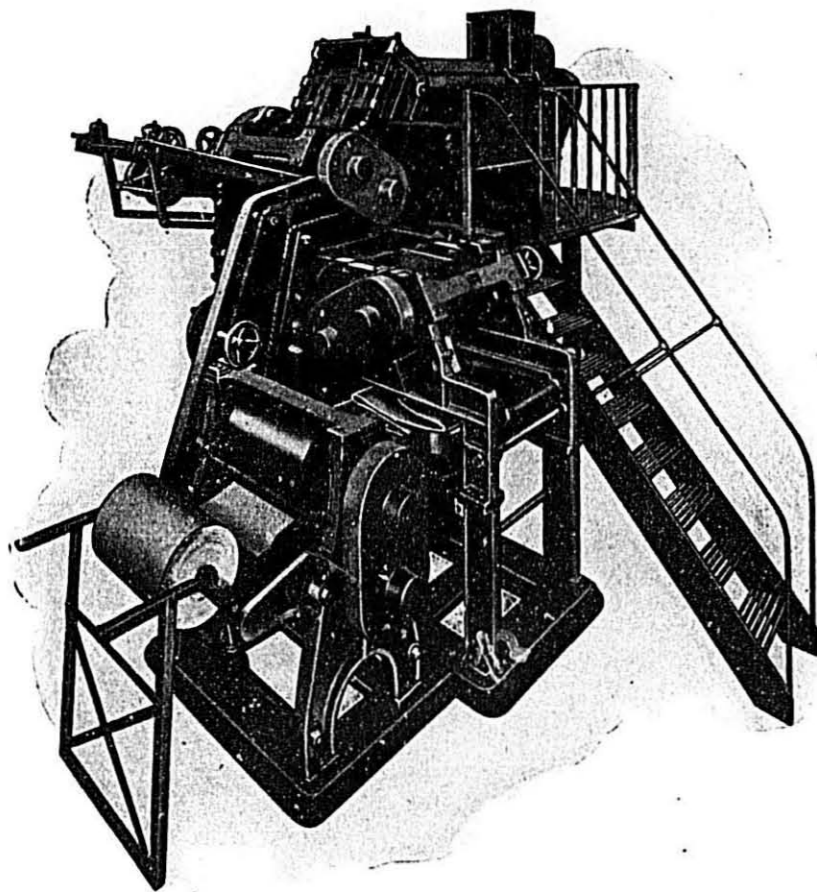
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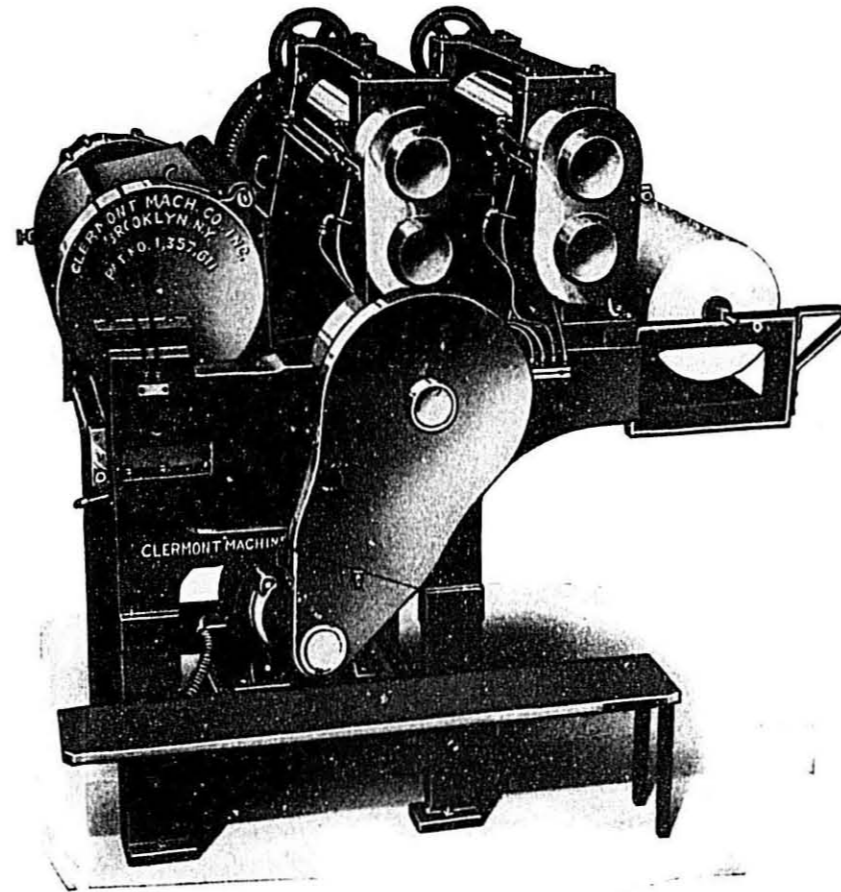
Patent Nos. 1,627,297
2,223,079
Other Patents Pending

CLERMONT

PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE MA
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS AL



AUTOMATIC SHEET FORMING MACHINE



HIGH-SPEED NOODLE CUTTER

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK

To Our Friends and Customers in the Macaroni Industry

Greetings!

Your friendly interest in equipment of our manufacture . . . the commitments you have generously given us . . . your forbearance when deliveries may unfortunately have been delayed—all these are favors for which we are humbly thankful.

Concluding our Twenty-ninth Year of service, we are conscious more than ever of the fine friendships which have helped so much to fortify us in times of stress and encourage us to still greater efforts in times of plenty. Long known as a friendly organization with which to do business, we are proud to have had the privilege of serving you and we hope you will always think of us as personally interested in your needs and problems.

Our thanks to you . . . for what you have done for us!
And Sincere Best Wishes for the Holiday Season and for continuing Success . . . from ALL of us at

CLERMONT MACHINE COMPANY, INC.

66-276 WALLABOUT STREET

CARMINE SURICO, President

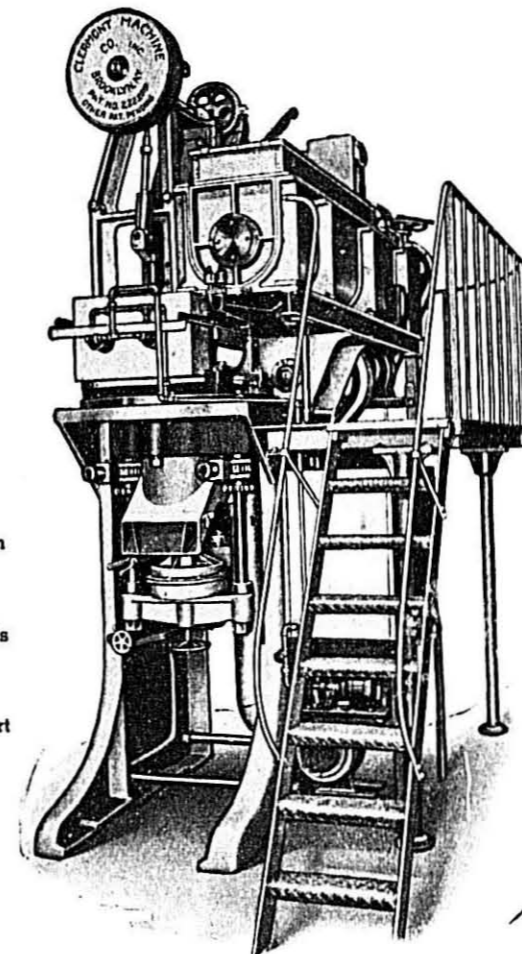
BROOKLYN 6, NEW YORK

JOHN AMATO, General Manager

*Presents the Greatest Contribution
to the Macaroni Industry*

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Ingeniously Designed

Accurately Built

Simple and Efficient in
Operation

Production—1200 pounds
per hour

Suitable for long and short
cut goods

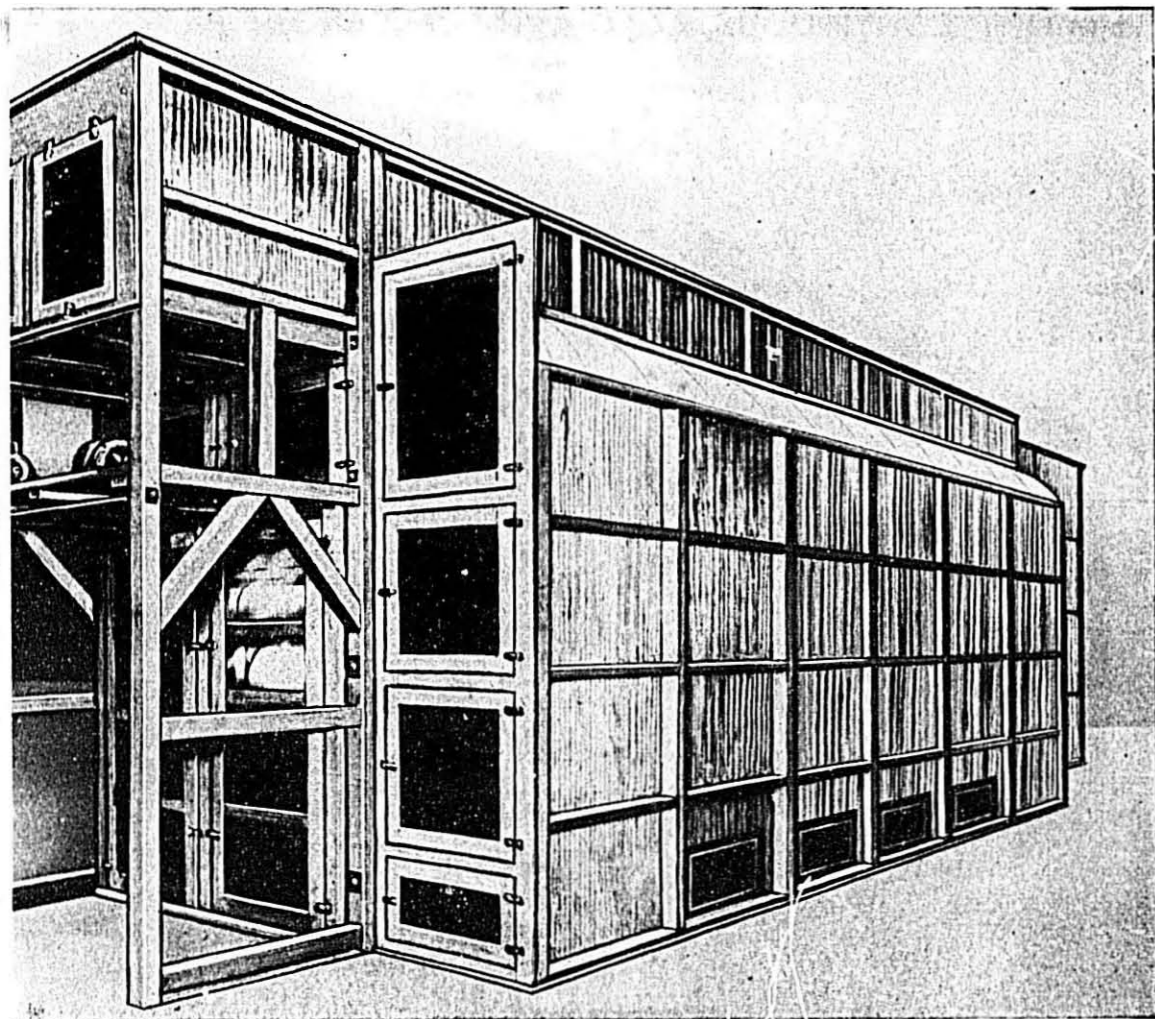
Brand new revolutionary
method

Has no cylinder, no piston,
no screw, no worm.

Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a product
of strong, smooth, brilliant,
yellow color, uniform in
shape, free from specks and
white streaks.

Pat. No. 2, 223, 079
Other Pat. Pending

HINES CONVERTS OMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

December, 1946

THE MACARONI JOURNAL

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Trademark Registrations Granted

"Magic Cockle Shells"

The trademark registration filed by The Magic Nut Shop, Los Angeles, California, on December 4, 1945, was granted on December 3, 1946.

The trademark, published September 17, 1946, consists of the words "Magic Cockle Shells." It is used on macaroni shells cooked in hot oil and flavored with cheese and garlic salt.

Notice of this granted registration appeared under serial number 425,752 of the December 3, 1946, edition of the *Official Gazette*.

"3 Ribbons"

The trademark registration filed by the Three Ribbons Packing Company, Mountain View, California, January 25, 1946, was granted on December 3, 1946.

The trademark has the number "3" on a design of three ribbons with the word "Ribbons" below. It is used on canned spaghetti with mushroom sauce, and canned egg noodle dinners.

Notice of this granted registration appeared under serial number 425,780 of the December 3, 1946, edition of the *Official Gazette*.

Trademarks Published

Grand Union

"Grand Union," the trademark of The Grand Union Company, New York, N. Y., was filed September 4, 1945, for use on spaghetti and other food products.

The trademark consists only of the words "Grand Union."

The announcement of the registration appeared in the November 26, 1946, issue of the *Official Gazette* under serial number 487,941.

Trademarks Renewed

"Puccini"

"Puccini," the trademark owned by B. Filippone & Company, Passaic, New Jersey, was renewed November 2, 1946. It was first registered November 2, 1926, for use on the owners' macaroni.

Notice of the renewal appeared in the November 26, 1946, edition of the *Official Gazette*, under serial number 220,082.

Liquid, Frozen and Dried Egg Production October 1946

Production of liquid egg during October is estimated at 12,715,000 pounds, compared with 8,645,000 pounds produced in October last year, the Bureau of Agricultural Economics reported today. Of the total October production, 8,907,000 pounds were used for drying; 2,205,000 pounds

were frozen and 1,603,000 pounds were used for immediate consumption, compared with 1,612,000 pounds dried, 5,417,000 pounds frozen and 1,616,000 pounds used for immediate consumption in October last year.

Dried egg production in October totaled 2,970,000 pounds, compared with only 544,000 pounds in October last year. Production consisted of 2,839,000 pounds of whole egg, 107,000 pounds of dried albumen and 24,000 pounds of dried yolk.

Frozen egg production in October totaled 2,205,000 pounds, compared with 5,417,000 pounds during October last year. Production of frozen eggs during the first 10 months of 1946 totaled 394,695,000 pounds, compared

with 395,471,000 pounds during the same period last year. Storage holdings of frozen eggs on November 1 were 168,217,000 pounds compared with 182,322,000 pounds a year ago and 207,586,000 pounds for the 1941-45 average. Withdrawal of eggs from storage during October totaled 39,000,000 pounds, compared with 21,000,000 pounds in October, 1945, and the average October withdrawal of 43,000,000 pounds.

BE IT UNDERSTOOD

All who are interested in the Industry's welfare are welcome at the Winter Meeting in Hotel New Yorker, New York City, January 13, 1946. No obligation otherwise.

The NEW PACKOMATIC AUGER PACKER-WEIGHER

It's with Equipment like THIS that
PACKOMATIC
helps speed your wares to market

- ECONOMICAL
- CONVERTIBLE
- SIMPLE
- AUTOMATIC



Pictured above is the new, sturdy Turret Type PACKER-WEIGHER that is ideal for packaging flour and other soft powdered products into bags, cans, or cartons.

This fully automatic packer fills approximately 90% of the total net weight into the container at the first station. The partially filled container then is automatically lowered and transferred onto the platform of the gross weigher where the filling operation is completed. The filled container is then delivered to the discharge turret plate. Only one operator is required to transfer the container on the packing station tube.

This adjustable PACKER-WEIGHER handles containers from 6" to 22" high, and weights from one lb. to 25 lbs. depending upon the product and container size. . . . Interchangeable augers and tubes make possible the simple switch from one container to another.

OTHER DESIRABLE FEATURES INCLUDE: Adjustable drive for lowering of packing platform to provide for density of pack required. . . . Provision for additional stations for plunging or settling. . . . Non-choke horizontal spiral feed of product to both bulk and dribble augers. . . . Individual motor drives with reverse switches for instant cut-off.

For better packaging tomorrow consult PACKOMATIC today. Your Metropolitan Classified telephone directory will give you the location of the nearest PACKOMATIC office. Advice and counsel is yours with absolutely no obligation.

PACKOMATIC

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

New York - Chicago - Boston - Cleveland - Denver - Los Angeles - San Francisco - Seattle
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TYPICAL PACKOMATIC EQUIPMENT

Case Sealers
Case Imprinters
Cotton Sealers
Volumetric Fillers
Net Weight Scales
Carton Making Machines
Dating (Coding Devices)
Paper Can Tube Cutters
Paper Can Tube Gluers
Paper Can Shrinkers
Paper Can Cappers
Paper Can Set-up
Conveyors

..MORE "SALES

one good reason for enriching your

**ANOTHER GOOD REASON is that
enriching is so easy and simple
with FLEISCHMANN'S
FORTIFIED YEAST WITH IRON**

For the manufacturer of batch mixes, this product is supplied in a 1.4 lb. package, sufficient for a 140 lb. batch

For the manufacturer using continuous mixes, it is supplied in bulk. It flows easily and lends itself for use in metering machines that are available.

Fleischmann's Fortified Yeast with Iron enriches macaroni with the vitamins thiamine, riboflavin, niacin and Vitamin D—and with iron—in amounts specified in the definitions and standards. Macaroni and noodles thus enriched contain in addition 1% of yeast, yielding to the product 0.5% of high quality yeast protein, known to supplement the proteins natural to Semolina.

We will be glad to assist you in any problems you may have about enriching macaroni and noodle products. Write to us in confidence.

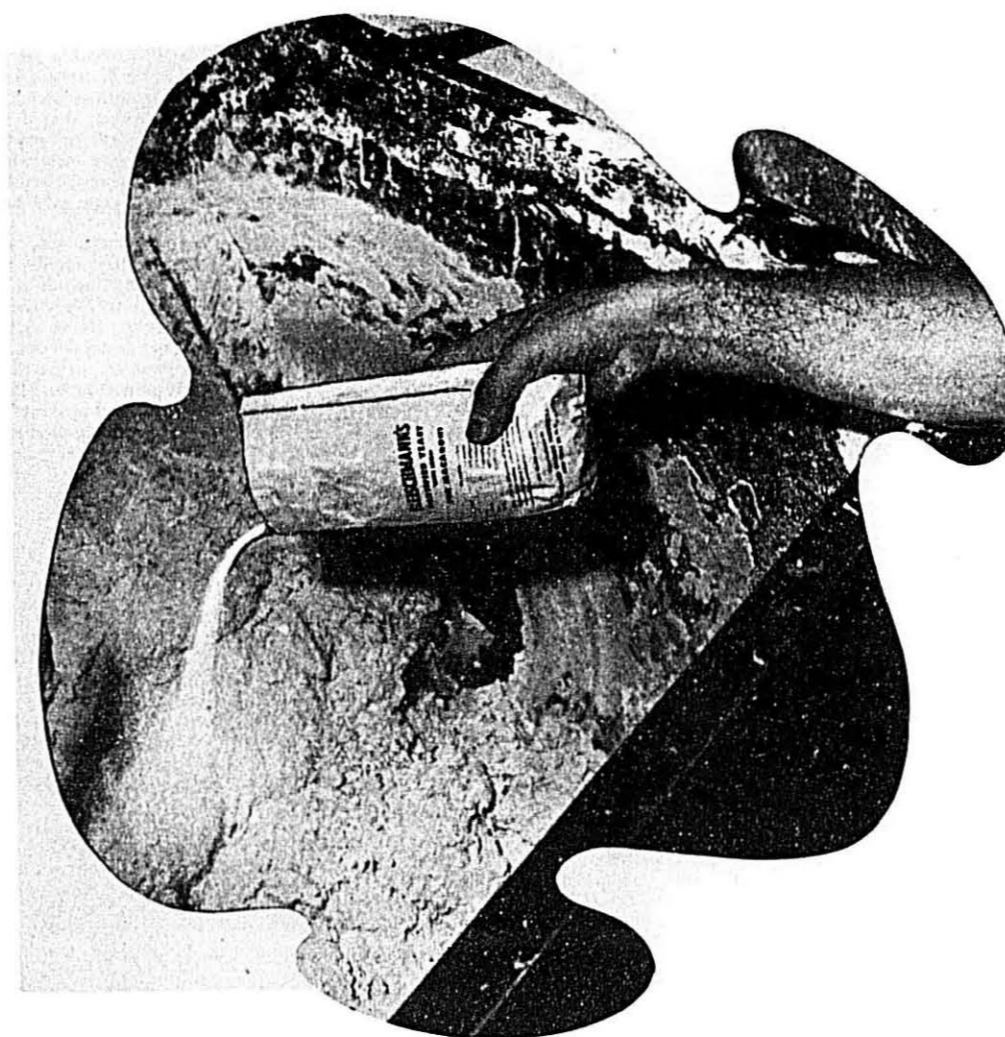
STANDARD BRANDS INCORPORATED

Strong Cobb Division

Bulk Pharmaceutical Department • 595 Madison Avenue • New York 22, N. Y.

APPEAL"

macaroni and noodle products!



Macaroni, Spaghetti and Egg Noodles--Christmastide Helpers

The Durum Wheat Products Division of the Wheat Flour Institute, in the December issue of *Durum Wheat Notes*, extends the Season's Greetings to the Home Economists and Homemakers of America while passing on to them timely information on the part macaroni, spaghetti and egg noodles may be made to play in luncheon and dinner plans for America's most favored holidays—Christmas and New Years.

"Amidst all the hustle and bustle of another glittering Holiday Season, Mrs. Homemaker needs to be prepared for those meals when unexpected guests stop by to bring Christmastide greetings. The gaily tinsel Christmas tree and mistletoe-hung halls lend a festive atmosphere for an easy-to-serve buffet style menu. Most smart home managers have tucked away a few standbys that are easily and readily turned into tempting, tasteful entrees and exciting as unopened gifts. The three members of the durum family, macaroni, spaghetti and noodles are favorite standbys because each one lends itself easily to tantalizing casseroles around which an entire meal may be built. At the same time, they help to keep the food budget down so that gift budget can go up. Any of these durum wheat foods will make versatile dishes leaving time to spare for the gay excitement of wrapping gifts, addressing cards and decorating the tree.

"Savory Spaghetti Loaf with Mushroom Sauce is one such taste-appealing main dish that makes a little meat flavor a bountiful casserole. Creamy eggs and milk folded into this smooth spaghetti mixture give the loaf its nice slicing consistency, making it particularly enjoyable for serving with a buffet style meal. For a quick-to-mix sauce, a can of cream-of-mushroom soup may be blended with milk and a festive touch is added by gaily garnishing with a slice of stuffed olive or pimento. This is an excellent entree from the emergency shelf which adds glory to any cook's reputation as a culinary artist.

"Chicken-Noodle Casserole combines golden noodles with chicken to make a dish as sparkling as the Christmas tree. Those homemakers who cook their own chicken will want to cook the noodles in the rich chicken broth instead of the consommé. This casserole is one of those grand favorites at ladies' luncheons, family reunions, and for that Christmas bazaar supper it is tops. Elbow macaroni combined with flaky tuna makes 'Tuna-Macaroni Casserole.' Green

pepper and garden peas are added for flavor and color. A golden covering of nutty cheese adds a special holiday flavor.

"A whole hearty meal with vitamins and minerals galore is the old favorite, Minestrone. Thin, golden noodles add energy-giving nourishment to this soup which is a harmony of vegetable flavors. As nutrition-wise as Minestrone is, it also favors pinchpenny foods. A knuckle soup bone, rich in flavor, is used as the basis of the broth. Bright carrot, parsley, cabbage and tomatoes all blend into a soup any gourmet would relish.

"Apricot Surprise Pudding is a good surprise dessert to serve with a soup meal. Cooked macaroni in rich apricot custard keeps the family guessing as to what makes this light, fluffy dessert so good. It is an excellent way to make good use of the popular apricot flavor, as well as a way to put a bit of extra milk and egg into the menu.

"These days with food prices skyrocketing and budgets hard to keep in line, homemakers are doubly thankful for those versatile durum wheat foods, macaroni, spaghetti and noodles. These plentiful foods are especially sought after these days of food scarcities because they combine tastily with many other satisfying goods. The bland flavor of durum wheat food makes them especially suitable as team-

mates to the spicy seasoned foods in today's markets. Using tender macaroni, amber spaghetti or golden egg noodles as the foundation, many tasty casseroles may be made by folding in hearty chunks of meat or generous amounts of flavorful vegetables or both. Many leftovers may be tucked away in a satiny white sauce without anyone being the wiser that they are leftovers. They may be kept simple, or made more elaborate by adding such foods as mushrooms, chicken or almonds. A fresh sprig of parsley or a crest of scarlet pimento may be added as a garnish to give that 'dressed up' look. Macaroni, spaghetti or noodles holds the answer to every taste whim in the form of tempting casseroles, steaming soups, satisfying salads or unusual desserts.

"Nutrition-wise women, too, are proud of the durum wheat family, for they know that by using them they are supplying those necessary body-building proteins and energy-giving carbohydrates. The 12 per cent protein content of macaroni products makes them a good main dish as well as excellent extenders when only small amounts of meat are available. Macaroni products, good as they are, are almost never eaten alone, and so are twice as good when combined with other foods to answer that eternal question, 'What shall we have for dinner?'"

Lift 85% Milling Restriction

Announcement by the Government that the 85 per cent milling restriction, under which the milling industry has been operating for months, would terminate December 1, 1946, was cheering news to the millers who have been chafing under the order for which they claim there is no further need.

This lifts the last of the many milling controls which were instituted first in October, 1942, with the imposition of ceilings on flour and semolina.

In the announcement made December 1, Secretary Clinton P. Anderson, of the U. S. Department of Agriculture, stated that the milling industry was justified in its request that the 85 per cent restriction be discontinued:

"We have enough grain to meet our needs for civilian consumption of bread and cereals; enough to maintain livestock production; enough to keep grain-using industries in operation and their people employed; enough to meet

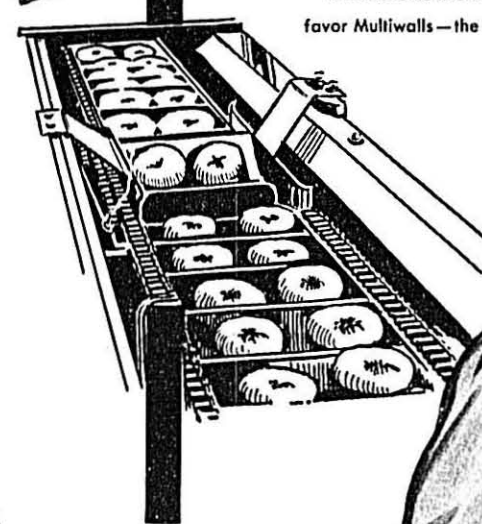
our export goals; enough to build safe reserves."

The limit of flour production, for domestic distribution, which naturally included semolina and farina, was first established last April as 75 per cent of the corresponding months of 1945, and changed to 85 per cent of the average monthly production of 1945 as of July 1, 1946.

It was announced simultaneously by the White House that the Office of Defense Transportation is being asked by the President to make every effort to furnish transportation facilities for export grain and, if necessary, to provide preferential treatment for such exports.

FEELING INDUSTRY'S PULSE

How does one feel his Industry's pulse? By friendly contacts with fellow manufacturers, with the leaders in the trade, at conferences and friendly gatherings. The next such affair is the Winter Meeting of the Industry in New York City, January 13, 1947. Yes, the leaders will be there.



for protection plus*

DCA SHIPS ITS PRODUCTS IN MULTIWALLS

*Protection plus economy and consumer preference—that's why Doughnut Corporation of America ships its products in Multiwalls. This progressive company was the first in its field to adopt a St. Regis Packaging System (packers and multiwall paper valve bags). The results achieved have more than justified this decision, for DCA and its customers have found that Multiwalls help keep mill and bakery storerooms clean—and protect the packaged product against contamination by insects and rodents.

There is convenience too in the ease with which Multiwalls are opened and emptied, and in their ease of handling. Customers of DCA find that empty Multiwalls are readily sold to used bag dealers or to retail coal, sand, or fertilizer dealers.

With benefits like these, it's no wonder that progressive bakers favor Multiwalls—the modern container that gives Protection Plus.



MULTIPLY PROTECTION • MULTIPLY SALEABILITY
ST. REGIS SALES CORPORATION
(Sales Subsidiary of St. Regis Paper Company)

NEW YORK 17: 230 Park Ave.
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Allentown Birmingham Boston Cleveland Dallas Denver Detroit Franklin, Va.
Los Angeles Nazareth, Pa. No. Kansas City, Mo. New Orleans Ocala, Fla. Seattle Toledo

No Special Favors, No Secret Discounts, No Advertising Allowances . . . Will Keep Government Out of Business

Patsy D'Agostino, President N.R.G.A.

Efficient marketing and distribution are the key to postwar success in the food industry, Patsy D'Agostino of New York, president of the National Association of Retail Grocers, recently told members of the Grocery Manufacturers of America.

Speaking at the GMA annual meeting in the Waldorf-Astoria Hotel, New York, Mr. D'Agostino declared that only when all members of the food industry work together will a good job of marketing and distribution be possible. He condemned the practice of special favors and discounts and advertising allowances made by manufacturers to large retailers.

"We owe a real responsibility to each other," he said, "now that we have a free market back again, to get closer to each other and smooth out as quickly as possible all of the rough spots in the road ahead. For by planning together we will travel faster and do a better job of marketing and distribution. This means all of us in the food industry—the producers, the manufacturers, jobbers wholesalers, super market operators, and small independents.

"Marketing and distribution! Those are two comparatively small words, yet they are very important ones! They mean a great deal to you sales managers, presidents of companies, vice presidents in charge of sales, and advertising managers. Yes, those two words are the key to success for any product. Marketing and distribution are what make the difference between red ink and black ink on your ledgers."

The independent operators have already accepted the challenge to help maintain the present \$20,000,000 grocery volume, Mr. D'Agostino declared. He pointed out that the independent is not going to be content with doing 68 per cent of the country's retail food business, but will strive to achieve greater volume and will be the manufacturer's best customer. However, he expects the same treatment as the big operator.

"I mentioned advertising allowances," the speaker said. "Let me go into them a little further. All of you spend large sums of money for national advertising. As a matter of fact, no retailer will handle your product unless it is advertised widely. So why

not cut out the questionable practice of advertising allowances? It's the worst evil that exists in your relationship with retail distributors because actually, most of the 68 per cent I spoke of are being cheated of special privileges . . .

"Let's keep faith with the bread and butter customers and not let them learn from the Anti-Trust Division that you have been making special deals behind closed doors.

"Now let me reassure you on one point. You may have thought from my remarks that I am opposed to big business. I am not. It is a very vital part of our whole system of free enterprise. It has provided and will continue to provide many of the best things of life here in America. It will provide good jobs and good wages for hundreds of thousands.

"But it must never, because it is big business, think that it can abuse the free enterprise system and destroy small business. For it is our small businesses, our service businesses, which are going to be able to provide more jobs in an era of mechanization than can big business. The free enterprise system can only survive if all of us play fair."

Pillsbury Receives Advertising Honor

Pillsbury Mills, Inc., was recently accorded national recognition in the announcement, by *National Ad-Vices* magazine, that they had been selected from more than 5,000 national advertisers as winner of its Socrates high award of the year. The award is for "Maintaining a consistently high standard in advertising." Special mention was given to R. J. Keith, director of advertising, and to V. R. West, public relations director.

To determine the winner, the staff of *Ad-Vices* analyzed material from more than 5,000 advertisers during a period of a year. Pillsbury accumulated the highest point total from monthly scorings.

All we have to do to beat inflation is to keep our feet on the ground and our money in our pockets.

3000 Attend G.T.A. Meeting

Farmers Union Establish Five Scholarships

Farmers Union Grain Terminal Association made net patronage savings of \$3,649,000 for the past crop year, General Manager M. W. Thatcher reported at the ninth annual stockholders' meeting of the co-operative in the Lowry Hotel, St. Paul, recently.

The savings, which are allocated to patrons in preferred stock, include the 10 per cent permanent reserve required by law, and cover the 1945-46 season, he stated. The savings brought the net worth of the co-operative to more than \$10,000,000.

In making his report to more than 3,000 farmers, at the 3-day meeting which began December 10, Thatcher said that the association now operates co-operative properties in eight states. These properties consist of grain elevators, including terminal, sub-terminal and ordinary country type, lumber yards and a durum wheat mill.

Thatcher, in commenting on the political and economic trends that appear to be ahead, declared that despite the change in Congress, no drastic change appears in sight for agriculture, except for the emphasis on tax cuts and economy.

"A change in weather," he said, "conceivably could have a greater effect on agriculture than the new faces in Congress."

Farmers, he said, are showing more concern over the uncertain price outlook. He urged enactment of pay-as-you-go farm legislation, with price stabilization based on a two-price system. He declared that costs should be underwritten by a special levy on commodities, which would be administered by the government, to cover any losses. The association has supported the proposed National Agricultural Relations Act as covering such a program.

Among other speakers at the annual meeting were F. H. LaGuardia, director general of UNRRA, and James Pope, former senator from Idaho and member of the TVA board.

Dr. O. P. Kretzmann, president of Valparaiso University at Valparaiso, Indiana, also addressed the gathering and announced establishment of ten \$500 scholarships in agriculture and co-operation by Farmers Union Grain Terminal Association. The scholarships will be effective during the 1947-48 season, he said, with more being added the following year. The scholarships are designed to achieve three things: help agriculture avoid selling in unfavorable markets; help agriculture exercise economy in purchasing production needs; develop efficiency in marketing.



With Best Wishes



for

A Merry Christmas

and

A Happy New Year

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

DONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., INC.

178-180 Grand Street, New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"

When A Smooth-Running Business Sputters

A manufacturer who operates a fair-sized factory in a near-eastern city has duly entered into contracts for his flour and semolina needs. His plant is well located with adequate railway facilities for incoming raw materials from the wheat fields of the Northwest. Loaded in cars at a siding of his plant, his products are on their way to customers in a dozen or more states a few days after the raw materials are received from the mills.

To insure a steady flow of semolina for his quality macaroni and spaghetti and of durum flour for his egg noodles, he has contracted with three mills for his raw material needs, with two of them chiefly for semolina and a third for durum flour.

His plant is equipped with production machinery and drying equipment capable of easily converting 1800 sacks of raw materials into finished products fully dried and carefully packaged within a week after the semolina and flour enters his plant.

To level off raw materials receipts and to avoid overcrowding even his ample storage room for semolina and flour, he has arranged with his supply mills to ship the carloads on stated dates—one carload of semolina from one mill to arrive at his plant or at nearest receiving depot on Monday, but not later than Tuesday. With another mill, he orders a carload of durum flour to arrive every Wednesday but no later than Thursday. His contract with the third source of supply calls for another carload of semolina to arrive every Friday, but not later than Saturday.

He is sitting pretty; his plant is running smoothly and he is assured of a steady flow of raw material to keep the presses busy, the drying rooms filled with finished goods in varying degrees of dryness, the packing employees busy and the bookkeeping department having little or no use for red ink.

What business could be rosier? Suddenly something goes wrong. The surplus stock of semolina and flour is dwindling. The carload of raw material that should have arrived on Monday or Tuesday was delayed somewhere along the line. The midweek carload also was delayed somewhere en route. It did arrive Saturday after frantic calls to the mill and numerous tracers by the railroad freight department officials. The week-end car fails to put in its appearance also and soon the smooth-running plant is operating at a slower pace, with occasional rushes.

Customers are beginning to complain about the lateness of deliveries, their reduced allotments, and quite naturally every official of the manufacturing firm becomes irritable, develops

headaches and grouches. The employees feel it and work spasmodically and with reduced effectiveness.

There is any number of causes for this situation, but just now it may be shipping. The well-intentioned miller is as anxious to ship his semolina and flour as the manufacturer is anxious to receive it. But he just can't find suitable cars to carry his product from mill to factory. On this subject of availability of cars for shipment of wheat to the mills and milled products to the processors, we quote from a recent article in *The Modern Miller* titled "Premiums Paid for Box Cars."

"Transportation difficulties have advanced to the fore as the major factor in grain and flour trade. A large number of cars that should be hauling wheat for western railroads are tied up in East coast trade, shuttling back and forth from New York to other coastal cities with merchandise more profitable to railroads than wheat. Eastern lines have not released a comparable number of their cars to the West. With the terrific deterioration of rail facilities and inadequate replacements, the movement of commodities from western states is crippled worse than at any period during the war.

This has resulted in a set of unusual circumstances: a premium of 3c is being paid for wheat by millers in order to get cars for trans-shipment of flour. Oats that are not wanted are being bought at premiums. Mills are taking beans and selling them at a loss to get cars—almost any type of grain which will bring in cars to mills can find a

ready market at a premium. On the other hand, grain delivered in gondolas, unsuited for flour shipment, is being sold at a discount.

"This is a new angle to the old story of supply and demand. In this case wheat, which is in large supply, is riding the coat tails of cars which are tremendously short. Wheat growers recognize the unusual circumstances and are pushing the sale of grain. At any other time, their eagerness to sell would be a strong bearish factor. Today it counts for nothing.

"Rail officials give no indication when the car situation will be alleviated. Another damaging blow is the coal strike, further curtailing rail movement. Wheat and flour will be exempt from the embargo, but lack of coal may force involuntary curtailment. There is absolutely no immediate solution. Not until new production gets under way, unfettered by strikes, will cars be eliminated as a factor in the grain and flour markets. That is a long way off at best."

Even with a sufficiency of cars to insure the continuance of the timetable production dreamed of, there are other disturbing factors. Other shipping delays, for instance, due to breakdowns of obsolete railway equipment, unpredictable storms, strikes and the like—all of which tends to make the lot of the macaroni-noodle manufacturers anything but the heaven pictured by the less practical processor. A looser production schedule with more "give and take" should reduce considerably the manufacturer's headache.

A Continuing Table of Semolina Milling Facts

Quantity of Semolina milled, based on reports to *Northwestern Miller* by ten Minneapolis and Interior Mills.

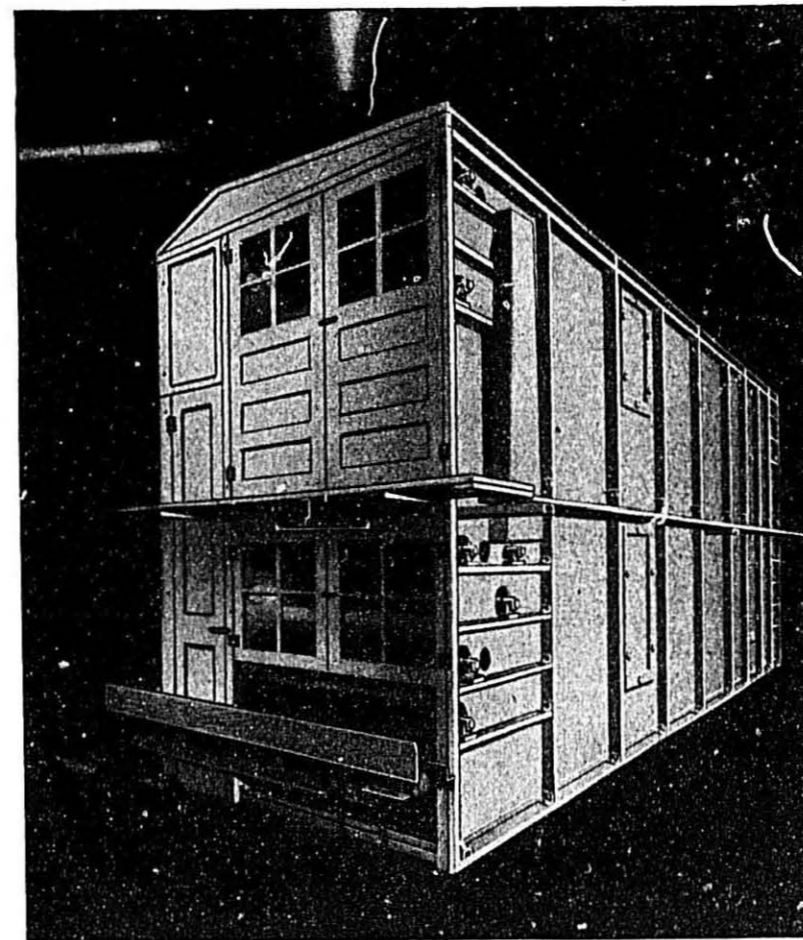
Month	Production in 100-pound Sacks			
	1946	1945	1944	1943
January	984,608	878,487	721,451	855,975
February	743,018	732,026	655,472	855,655
March	741,624	795,998	692,246	963,387
April	672,899	823,981	608,947	793,866
May	379,861	992,675	704,071	750,963
June	628,518	859,867	656,214	723,733
July	638,758	751,280	716,957	648,356
August	788,374	694,782	889,515	758,903
September	705,292	883,662	895,478	713,349
October	980,461	1,101,092	919,226	791,054
November	884,042	1,116,434	965,527	839,778
December		928,760	921,851	801,847

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1, 1946—Nov. 30, 1946	3,996,927
July 1, 1945—Dec. 1, 1945	4,502,250

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

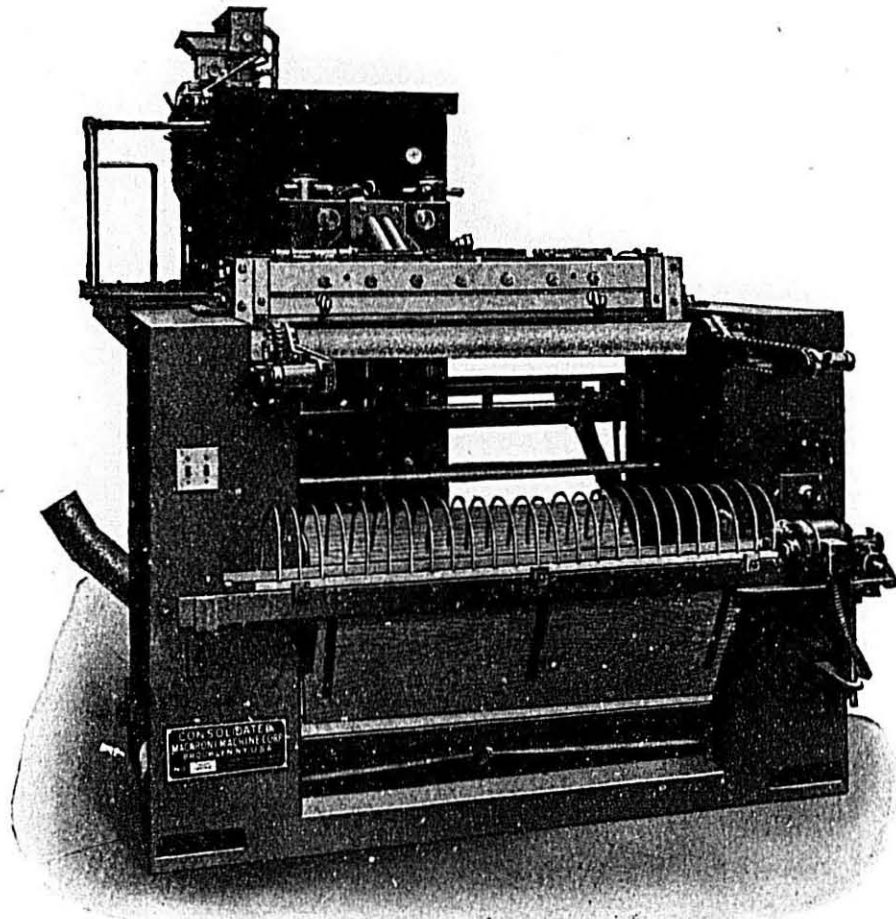
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model DAFS

From Bin to Sticks without handling.

The Press shown above is our latest innovation. It is the only continuous press consisting of a single unit that will produce both long or short goods.

It can be changed from a short to a long goods press, or vice versa, in less than 15 minutes.

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small plants which have space for only one continuous press that can produce both long and short cut products.

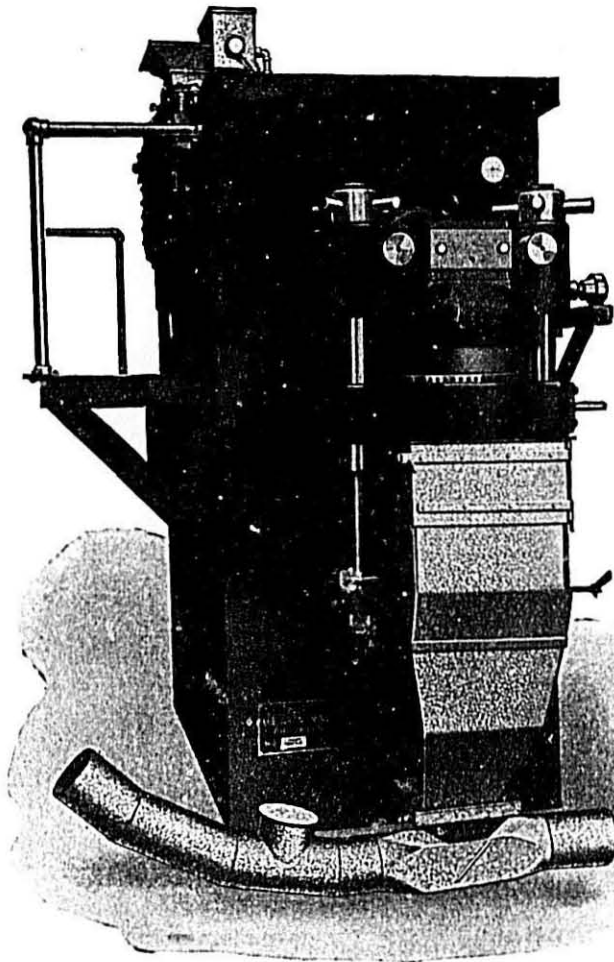
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

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

By making some improvements in this Press, we have eliminated the defects which existed in our earlier models.

The Short Cut Goods produced by this new model are superior in every respect.

This product is a revelation.

It is outstanding in quality, appearance and texture.

The mixture is uniform, producing that translucent appearance throughout, which is so desirable in macaroni products.

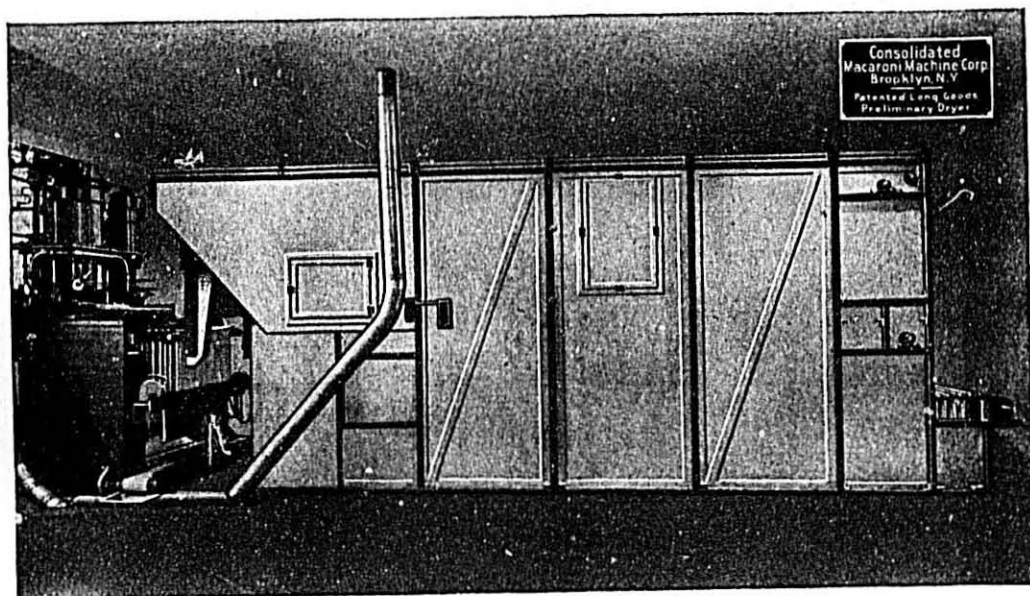
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

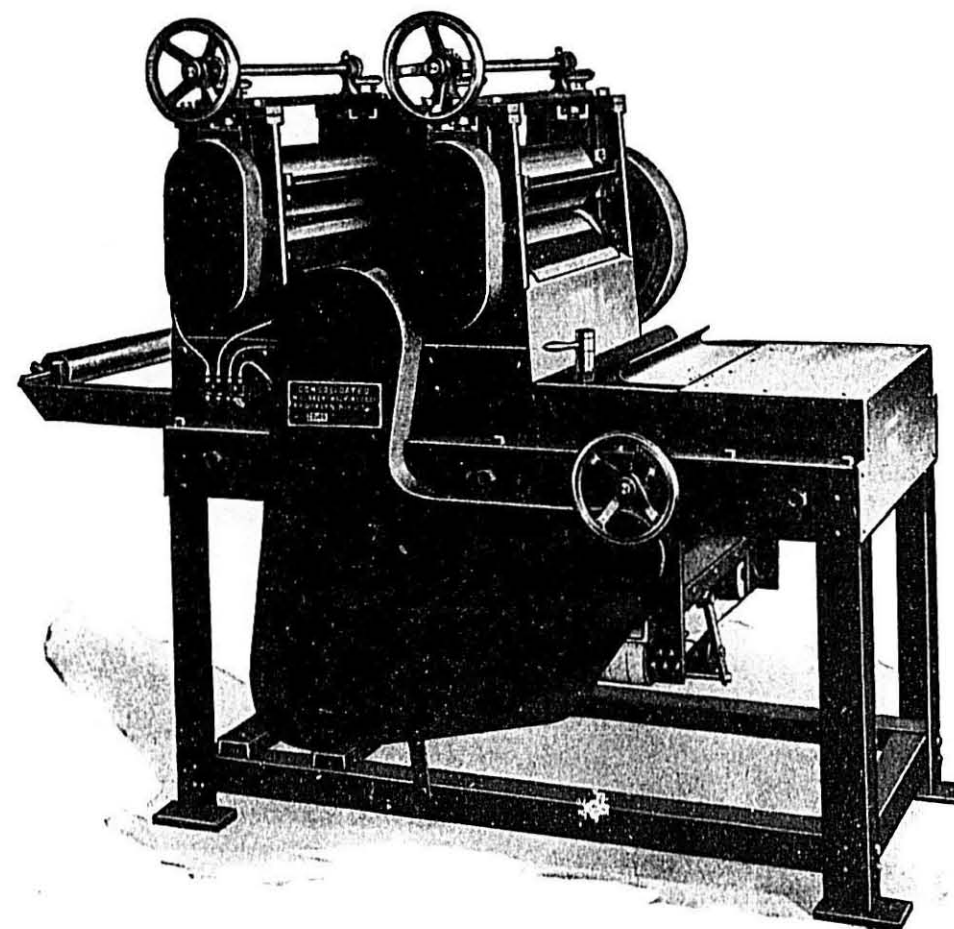
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

THE machine shown above is our very latest model noodle cutter and has been specially designed for plants requiring a very large production. It has been designed to facilitate and expedite the changing of the cuts with the least loss of time. All the cutting rolls are mounted in a single frame and the change of cuts can be made instantaneously. All that is necessary to effect a change is to depress the locking attachment and rotate the hand wheel, which will bring the proper cutting roll into cutting position.

Any number of rolls, up to five, can be fur-

nished with this machine. This assortment will take care of all requirements, but special sizes can be furnished, if desired.

It has a length cutting knife and a conveyor belt to carry the cut noodles to the collector for conveyance to the noodle dryer or to the trays.

All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

Machine is direct motor driven and motor and drive are furnished with the same.

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

Write for Particulars and Prices

Old Friend Threatens Visit

Though it has been five years since he left the macaroni business in which he was intimately interested for two or more decades, many macaroni-noodle



Robert B. Brown

manufacturers will remember Robert B. Brown and will welcome his appearance at a coming meeting of the industry as he threatens in a recent letter to the Secretary. Mr. Brown will be remembered for his Macaroni Association work as Chairman of the

Board of Advertising Trustees during the advertising campaign in 1929-1930, later as Chairman of the Future Activities Committee and always as a staunch proponent of publicity and education as the one continuing need of the industry to win increased consumer favor.

Mr. Brown resigned his connection with the Foulds Milling Co. of Libertyville, Illinois, five years ago to become Secretary of Kenyon College, Gambier, Ohio, his old alma mater. His friends will be interested in his letter of December 2:

Kenyon College, Gambier, Ohio
December 2, 1946

Mr. M. J. Donna, Secretary,
Nat'l Macaroni Mfrs. Assn.,
Braidwood, Illinois

Dear M. J.:

It is always good to receive the notices from your office and to know what is going on in the Association. It has been five years now since I have seen you or any of the others but I warn you that sometime I am going to drop in at one of the midyear meetings, or conventions, in June and renew a lot of old acquaintances.

When I came down here I had no idea of course that things would be so strenuous at the College as they have been ever since. With the War over we are now swamped with students and it keeps all of us busy taking care of them. Our enrollment is about double what it was in 1941 and that will go on for the next two or three years. We have put up seventeen temporary buildings with the help of FPHA and along with all of the other colleges and universi-

ties in the country are hard put to it to provide the necessary academic and physical facilities which are required under these circumstances.

Will you please give my very best regards to the whole crowd and tell them that I always wish them well and that I will be seeing them sometime.

Yours sincerely,
Robert B. Brown

10th Anniversary

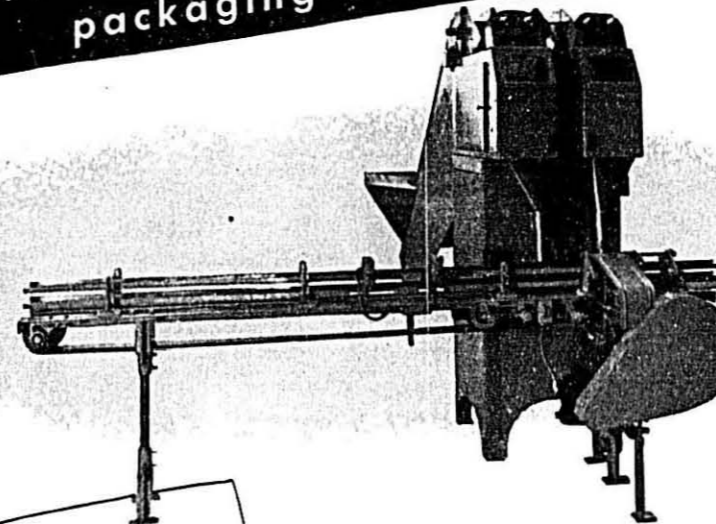
This year marks the Tenth Anniversary of the founding of the Chicago Macaroni Co. of New York, Inc., in the year 1936.

Mr. Albert R. Purpura, Sales Promotion Director, with his colleagues, have presented a diploma of esteem and merit to the president, Mr. Anthony L. Morici and the secretary-treasurer, Mr. Peter L. Morici, in appreciation of their loyal co-operation and moral support toward their entire staff, who have diligently toiled to make the Chicago Macaroni Co. of New York, Inc., possible.

The diploma is a masterpiece of art designed by one of the outstanding artists of the United States, Mr. John Alys, whose master works are world known.

People are what count. Tell your salespeople this, and hammer home to them that selling is fun if you sell people.

Here's a new weigher
... that further reduces
packaging costs!



Check these features!

- POWER-ROTATED WEIGH BUCKET — positive, accurate weighing and filling — 25 to 35% faster than previous models!
- ACRO-METER WEIGHT ADJUSTMENT — can be adjusted without stopping the machine!
- NEW SIMPLIFIED SCALE MECHANISM — so simple to set a child could operate it!
- WAIST-HIGH HOPPER — permits easy loading at rear of machine!

THIS new, automatic Triangle Elec-Tri-Pak Vibratory Feed Weigher, 25 to 35% faster than previous models, offers new opportunities to reduce costs!

Here is a machine that makes packaging pay in terms of increased production—decreased operating expense—lowered maintenance costs—pay in production of neater, more accurately filled packages!

The Triangle Model A2CA Elec-Tri-Pak illustrated weighs and fills cut macaroni products into containers at the rate of 30 to 40 packages per minute. It has a capacity ranging from 1 oz. to 1 lb. or 4 ozs. to 5 lbs., depending on the size of the weigh bucket.

This Model A2CA is only one of a long line of Triangle-engineered weighing and filling machines—machines that will convert your packaging from a necessary evil into a paying proposition! Write today for details.

*Headquarters for High Speed
Precision Weighing and Filling Equipment*

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

WEIGHERS... FILLERS

CARTON SEALERS

Commander Durum Granular Flour and Durum Flour

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

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Celebrate Plant Modernization

The Faust Macaroni Company, the St. Louis branch of the American Beauty Macaroni Company with other



LOUIS S. VAGNINO
Executive Manager
Faust Macaroni Co.

plants in Kansas City, Wichita, Denver and Los Angeles, has completed its modernization plans at its plant at 13th and St. Louis Sts., St. Louis, Mo., and on December 5 sponsored a party inaugurating the installation of the principal "piece de resistance"—a Consolidated Macaroni Machine Corporation

continuous press and automatic spreader.

Officials of the National Association, the nearby executives of competing plants in the St. Louis area and representatives of all the distributive agencies, wholesalers, brokers and jobbers, were invited to the gala affair. Here is how a St. Louis paper reports the affair:

Party Launches New Spaghetti Machine

Pretty hostesses, soft lights, red roses, gipsy musicians and a bottle-breaking ceremony in St. Louis did not launch a new ship or a debutante yesterday, but a new automatic spaghetti-making machine.

The machine, appropriately all in white, reposed in the basement of the American Beauty Macaroni Company, 1227 St. Louis Ave. Joe Garagola, of the St. Louis Cardinals swung a bottle of chianti (spaghetti's old side kick) on the machine and L. S. Vagnino, the firm's head, beamed like a new father at a christening.

Afterward there were cocktails, buffet supper and general bon homme on all sides.

The machine marks the coming of age (the machine age) of macaroni and spaghetti. It is the child of the Consolidated Macaroni Machine Corporation of Brooklyn and is said to be the first of its kind in the country. It combines all the arts of spaghetti-making in one unit. It produces 25,200 pounds in 24 hours.

What the world needs is the king of Peace, where Nations will not fall out over the Peeces!

Dividends

Directors of General Mills, Inc., declared a quarterly dividend of \$1.25 per share on the 5 per cent cumulative preferred stock, payable on January 1 to stockholders of record December 10. This is the twenty-ninth consecutive dividend on the 5 per cent.

Merek & Co., Inc., declared the regular quarterly dividend of 25c on the common stock and an extra of \$1.00 a share, both payable December 26 to stock of record December 9. The quarterly dividend of 87 1/2c a share on the preferred stock, payable January 2 to stock of record December 9, also was declared.

Paul Porter Resigns as OPA Administrator

Resignation of Paul A. Porter as administrator of the Office of Price Administration, was announced from the White House, November 29. This brings near the elimination of this wartime agency.

It is expected that the remaining activities of the OPA, which are primarily the administration of price ceilings on sugar, rice, and rents, will be administered by a joint agency that will absorb the Civilian Production Administration as well as OPA.

It is reported that Mr. Porter will enter the broadcasting business.

John J. Cavagnaro

Engineers
and Machinists

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

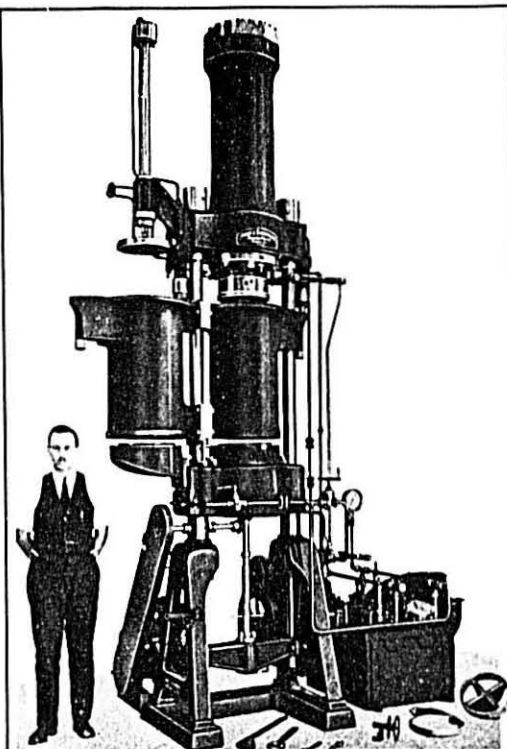
Specialty of
Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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



PRESS NO. 222 (Special)

PACE-SETTING PACKAGES

for leading products!



First, in every field, with new, improved, convenient packages—are those wise manufacturers who selected Milprint's wide experience and facilities to develop new sales for their product thru better packaging.

No matter what the problem or product—Milprint's famous designers, artists, laboratory experts and industry engineers

PACKAGES BY MILPRINT

PACKAGING HEADQUARTERS
TO AMERICAN INDUSTRY!

can use a wealth of processes, materials and talent to develop your package into a Leader—setting the pace for your competition.



MILPRINT Inc.

PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS

plants at Milwaukee, Philadelphia, Los Angeles,
San Francisco Tucson Portland and DePere

SALES OFFICES IN ALL PRINCIPAL CITIES

Durum Wheat Prominent at International Hay and Grain Show

The International Grain and Hay Show held in Chicago the last week of November in connection with the Livestock and Horse Show, the first since



B. E. GROOM
Chairman of Board
The Greater North Dakota Association

the starting of the war, was one of the best ever held from the point of public interest and the number and class of exhibits.

Macaroni manufacturers who viewed the exhibits, Association Secretary

M. J. Donna among them, were surprised to find such a fine showing of durum wheat. Several states and two Canadian provinces exhibited fine selections of amber durum wheat. First honors went to L. S. Peterson of Victor, Montana, whose Kubanka tested 65.3. Second honors went to R. P. Robins of Shanauron, Saskatchewan, Canada, (no data).

The farmers of North Dakota carried off all the remaining honors, some of whom were:

Third Prize—John Karas, Lankin, N. D.—Mindum grading 64.5

Fourth Prize—Keith Sorenson, Sherwood, N. D. Stewart grading 64.2

Fifth Prize—John H. Ridley, Mado, N. D. Stewart—test 63.9

Sixth Prize—Martin J. Oberle, Lehr, N. D. Mindum—test 62.7

Seventh Prize—Jos. Thompson, Nash, N. D. Stewart—64.8 (not well cleaned)

Eighth Prize—Fred Ebel, Fessenden, N. D. Mindum—test 62.8

Ninth Prize—Tom Ridley, Langdon, N. D. Stewart—test 63.0

Tenth Prize—Wm. Kimble, Grand Forks, N. D. Carleton—test 62.7

Eleventh Prize—Edmund Horstad, Church Ferry, N. D. Carlton—54.2

Other North Dakota exhibitors also

placed twelfth, thirteenth, fourteenth, fifteenth and sixteenth.

B. E. Groom, Chairman of the Greater North Dakota Association, prominent speaker at the macaroni convention in Minneapolis last July, was in charge of all the exhibits of his state and is very proud of the results obtained by the farmers of North Dakota in keen competition with hundreds of exhibitors from all the U. S. and Canada.

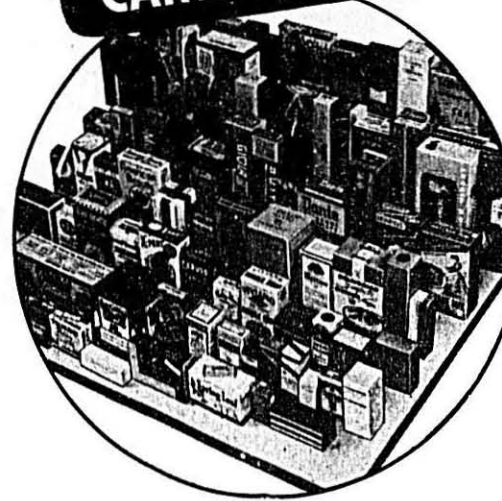
1947 Winter Wheat Crop Outlook Is Best in Years

According to the Cargill *Crop Bulletin*, the outlook for the 1947 winter wheat crop is "extremely optimistic" in all sections, with excellent moisture conditions and acreage expected to show an increase over last year.

"In the heaviest producing section, the southwestern hard wheat belt, some complaints of rank growth have been received, and a few fields show evidence of hessian fly," says Cargill. However, "the over-all prospect is the best in years."

A person wrapped up in himself makes a pretty small package, they say. And two people wrapped up in each other don't make a much bigger one.

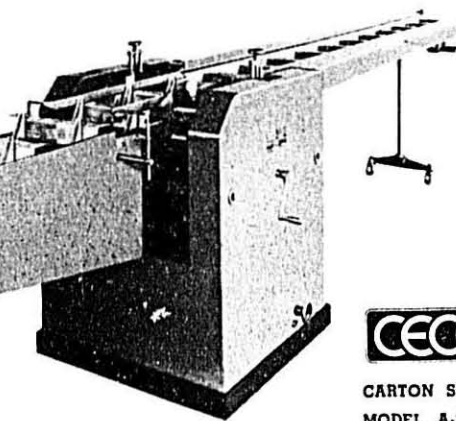
New, Faster Delivery
Schedule For
CECO
Adjustable
CARTON SEALERS



Illustrating the versatility of Model A-3901-12 CECO Adjustable Carton Sealer are the variety of carton sizes and shapes which one machine can seal.

Features--

- ★ Adjustable instantly for different sizes and speeds without tools.
- ★ Handles any free-flowing, non-sifting product.
- ★ Seals both ends automatically, simultaneously.
- ★ Produces square, neat tamper-proof cartons.
- ★ Portable, self-contained.
- ★ Automatic carton feed available.



CECO
CARTON SEALER
MODEL A-3901-12

Here is good news for every concern with a packaging bottleneck. Delivery dates for CECO Adjustable Carton Sealers now on order are being advanced considerably.

The recent acquisition of long awaited labor-saving machine tools has enabled us to increase our production materially. We are beginning to reduce our tremendous backlog of orders to a point where we can now offer deliveries in a matter of weeks. And the latest model CECO Sealers are built to new high standards of quality.

Send for our new bulletin describing important time- and labor-saving features just incorporated in the CECO Adjustable Carton Sealer.

CONTAINER EQUIPMENT CORPORATION
210 Riverside Avenue • Newark 4, N. J.
Chicago, Toronto, Baltimore, St. Louis,
San Francisco, Rochester

Our Sincere Wishes to You for a
Very Merry Christmas
and a
Happy and Most Successful
New Year

A. L. Stanchfield, Incorporated

Offices:
500 Corn Exchange Bldg.
Minneapolis, Minn.

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Mill:
Minneapolis, Minn.

Perennial Wheat

Are We About to Realize This Life-Long Dream?

IN a recent broadcast in Canada, H.G.L. Strange, of the Searle Grain Co., Winnipeg, stated that production would never exceed the consumptive demands of wheat. He argued that the population of the world is increasing substantially each year and that practically all the land suitable for the growing of wheat is already under cultivation. When we place that statement alongside one published earlier this year by the Russian Embassy in London, to the effect that Russian plant breeders had succeeded in producing a perennial variety of wheat, in increasing enormously the number of ears that can be grown on a single stalk of wheat, and in evolving varieties that will prosper on poor land, it was inevitable that we should place a question mark against Major Strange's statement.

Russia is eager to obtain information from Western Powers but reluctant to share its own discoveries. It is natural, therefore, that we should accept what appears to be extravagant claims with a certain amount of reserve. We do not scoff at the claim that the perennial couchgrass has been

crossed with the annual wheat plant—we have witnessed too many remarkable discoveries to make that mistake; but we would like to know more about it, and, if the claim is justified, to suggest that Russia owes to the world as much as it gets out of it, and that is not inconsiderable. Presumably, this new hybrid would thrive in Western countries, in which case, supposing it to be as prolific in yield as the Russians claim, Major Strange would have to recant his statement. He has heard, of course, of the new hybrid, and, presumably, he is not impressed by it, or he would not have been so emphatic in his statement. Nevertheless, we have heard of British witnesses who have returned from Russia who have testified that perennial wheat is a fact and not a theory.

We need not bind ourselves either way, but obviously a successful perennial wheat plant, even if it did not increase the present average yield of wheat per acre, would increase the aggregate production of wheat enormously. In such a case, the price of flour and bread would be reduced and because of a plentiful and cheap sup-

ply of wheatfeed the price of meat and dairy produce also. The contemplation of such a vision is not unpleasing, but in the absence of more reliable, positive information, with Major Strange's statement staring us in the face, and with the knowledge that similar experiments have been made elsewhere, apparently without success, we are restrained from indulging in it too far. It would not be the first time that production had been enormously increased, and it would not be the first time that premature claims have been made. It is a case where we have no alternative except to await such further information as Russia may vouchsafe to give us, and if what she gives is in any way equal to what she demands, it should fulfill all reasonable requirements.—*Milling, Liverpool.*

• **FOOD PRICE INDEX**—Dun & Bradstreet report an alarming jump in food prices: Sept. 10—4.99, Sept. 17—5.03, Sept. 24—5.15, Oct. 1—5.28, Oct. 8—5.40, Oct. 15—6.15. This is truly alarming. Labor points to the 6.15 price index as their justification for new demands for higher wages, and nationwide strikes may again be in the brewing. The highest we ever reached in the postwar period of 1919 and 1920 was 5.24 and 5.30, respectively.—*Wholesale Grocer News.*

Copper and Steel May Continue in Short Supply Causing
Serious Delays, But With Us There Is Never a Shortage of
Good Wishes

So to Every Macaroni-Noodle Manufacturer of America

*We Cheerfully Wish
A Joyous Christmas
and
A Prosperous New Year*

Frank Lombardi, President
Lombardi's Macaroni Dies
1153 Glendale Blvd., Los Angeles, Calif.

Year after year—



Leads in Quality

Through the years the name King Midas has always been associated with "highest quality." And regardless of the circumstances or conditions, King Midas is determined to maintain this reputation.

That's why, now as always, King Midas leads in quality.

KING MIDAS FLOUR MILLS
MINNEAPOLIS, MINNESOTA

"The Highest Priced Semolina in America and Worth All It Costs"



Violent Drop in Mill Feed Affects Semolina Prices

Gray Shorts Slump \$12 in Week Recently and Bran as Much as \$6. Buyers Overlook Effect on Semolina

The shorter the extraction necessary in making quality semolina, the greater the proportion of offal for the miller to dispose. The lower his market for this offal, the higher must be his price on semolina. Macaroni manufacturers who have been wondering why the price of semolina has not been reduced as some expected, may find the reason in the following item taken from a recent issue of *The Southwestern Miller*:

One of the most violent slumps ever experienced in the millfeed market has been registered in recent days. Gray shorts have fallen back fully \$12 a ton within a single week, while bran prices have reacted \$6 in the same period.

Mills have noted increased resistance among bakers to prevailing mill quotations on flour, evidently contending that flour prices have been slow in downward adjustment in line with drastic setback of wheat. The bakers have apparently overlooked rapidly of the declining trend in millfeed and sharply reduced returns on by-products. From high point of prices attained shortly after elimination of millfeed ceilings, shorts

have fallen back practically \$20 a ton, and bran more than \$15.

An interesting phase of the millfeed market was the sudden and sharp narrowing of differential on shorts over bran. Within the past week or 10 days, gray shorts commanded a premium of \$13 a ton over the flaky feed, and in some markets differential has narrowed to little more than \$3 a ton, and as little as \$2. The market for bran and middlings in Northwest has moved practically to parity prices, with a trading level around \$42.50@43 a ton for both bran and standard middlings, basis Chicago.

RECORD HIGH OUTPUT A FACTOR

Mainly responsible for slump in mill feed was the continuation of mill operations at a record high level, which entails mill feed output at rate of approximately 500,000 tons per month, and widespread contraction in demand for balanced ration feeds and corresponding falling off in operations by mixed feed manufacturing plants.

"The nation and the world are on the threshold of prosperity and a standard of living that never before was considered possible." — Henry Ford.

Glenn S. Smith



Glenn S. Smith, Agronomist at North Dakota Agriculture College in Fargo, is well known to the macaroni manufacturers of America. Last July he was a member of the very important Semolina panel at the convention of the National Macaroni Manufacturers Association in Minneapolis. He is pictured at work in the durum-breeding plots on the College farms. (Photo courtesy Greater North Dakota Association.)



Ring Out Wild Bells

To the Wild Sky!

Let them bring to you the melody of Happiness and Prosperity throughout the New Year. This is the harmony Tennyson found in the chimes:

"Ring out false pride in place and blood, the civic slander and the spite; ring in the love of truth and right, ring in the common love of good.
"Ring out old shapes of foul disease, ring out the narrow lust of gold; ring out the thousand wars of old, ring in the thousand years of peace."

May the message of the Bells of New Year bring to you our best wishes for its realization. May each one whose eye chances on this, find in it the hope and comfort that mankind has ever sought.

With the greetings of the Season

We are

FARMERS UNION GRAIN TERMINAL ASSOCIATION

Amber Milling Division

1923 UNIVERSITY AVE.

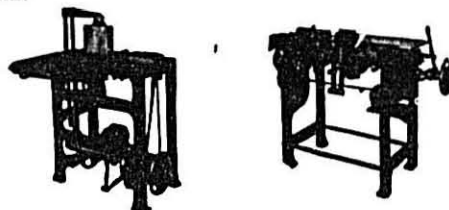
ST. PAUL 4, MINN.

PLANNING FOR 1947? Here's An Idea—

When you're figuring ways to get more production and increase profits in 1947, here's something to think about:

You can step up your production, use less labor and show more profit by replacing present hand carton packaging methods with PETERS economical carton setup and closing machines. They are showing substantial savings for macaroni manufacturers everywhere.

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



This PETERS JUNIOR CARTON FORMING & LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. Machine can be made adjustable to handle several size cartons.

This PETERS JUNIOR CARTON FOLDING & CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. Can also be made to handle several different size cartons.

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

Salesmen and Selling

From The Advertiser's Digest
Customer Is Never Oversold

A company that cancels its advertising because it is oversold is like the man who cancels his insurance policy because he is feeling good. A company may be oversold but the customer—never.

—Selected

Tact

Tact will keep you mindful of the rights of others; it will develop your patience and sympathy; it will make people feel at home with you; it will attract to you many friends; it will give moral tone to your everyday actions; it will make you a superior man among men; and it will make you uniformly considerate toward others.

—Grenville Kleiser

Expense Account Breakdowns

Surveying the traveling expense accounts of the sales forces of 92 companies, the American Management Association reports that salesmen's expenses are running higher these days in proportion to their total sales. Expenses for meals and entertainment have risen most noticeably. Of total expenses, about 43 per cent is spent for transportation, including auto travel, 14 per cent for hotel rooms, 18 per cent for meals, 14 per cent for entertainment and 11 per cent for miscellaneous items such as tips, laundry and telephone charges.

—Advertising Age

Michigan Macaroni Mfg. Co.
3201 BELLEVUE AVENUE
DETROIT 7, MICHIGAN

October 20, 1946

Champion Machinery Company
Joliet, Illinois

Gentlemen:

We note that testimonials of various sorts from satisfied customers are being printed in "The Macaroni Journal". Along these lines, we would like to take this opportunity to place ourselves amongst those who are satisfied users.

We first started using Champion equipment in 1934. At that time we had saved to our "corner" and on one occasion we put up an addition to our plant, which necessitated the purchase of additional Champion equipment.

Our purchases of Champion equipment and the excellent service obtained as have at all times brought us satisfaction in the use of this equipment.

These are the reasons we say: "It's 'Champion' for us."

Yours very truly,
Alvin L. Macaroni Mfg. Co.
Alvin L. Macaroni
Vice President

VCC:FD

500 BODDLES • MACARONI • CAVATAPU BRAND

"It's 'CHAMPION' for us"

—so says another of the many satisfied users of Champion Equipment and service. For nearly 60 years, Champion Engineers and Champion Machinery have helped progressive Macaroni and Noodle manufacturers—from Coast to Coast—to cut production costs, make better products and to make increased profits. It will pay you, too, to investigate and learn how we can assist you with your modernization program.

We invite your inquiry

CHAMPION
MACHINERY CO., JOLIET, ILL.
Makers of FLOUR HANDLING EQUIPMENT,
BLENDEES, DOUGH MIXERS, WEIGHING
HOPPERS, AUTOMATIC WATER METERS

G.M.A. Re-Elects Willis; Lourie 1st Vice President

Members of Grocery Manufacturers of America, Inc., who attended the 38th annual meeting of the organization at the Waldorf-Astoria hotel last



Paul S. Willis

month re-elected Paul S. Willis as president. Donald B. Lourie of Quaker Oats Co., was named to succeed O. E. Jones as first vice president; Austin S. Igleheart, president of General Foods Corp. was elevated to the second vice presidency, while Mark Upson of Proctor & Gamble Co. was elected third vice president.

H. E. Meinhold of Duffy-Mott Company, Inc., was elected secretary to succeed William F. Redfield, president of The Hills Brothers Company. Arthur McCallum of Flako Products Corp. replaces Hanford Main of Sunshine Biscuits, Inc., as chairman of the legislative committee. B. E. Snyder, R. B. Davis Co., was re-elected as treasurer and William A. Dolan was retained in the position of chairman of the merchandising committee.

New members of the board of directors are: O. E. Jones of Swift & Co., William F. Redfield of The Hills Brothers Co., Hanford Main of Sunshine Biscuits, Guy Sharpe of Beech Nut Packing Co., J. H. Letsche of H. J. Heinz, E. O. Bloomquist of Brach & Sons, E. B. Elwell of Burnham & Morrell, and Don Williams of Ohio Match Co. More than 1200 grocery manufacturing representatives from all parts of the country attended the three-day meeting.

Consolidated Enlarges Plant

Conrad Ambrette, president of Consolidated Macaroni Machine Corp., Brooklyn, New York, designers and manufacturers of modern macaroni and noodle production and drying machinery and equipment, announces a modernization and expansion program that will increase, by 50 per cent, their

present capacity of the automatic machinery for the Macaroni-Noodle Industry.

A large addition to the plant at 156-166 Sixth Street is under construction. The building is 100 x 150 feet, being an extension located on the corner of Sixth and Third Streets. It will provide manufacturing facilities that will enable his company to take care of increased demands for presses and other machines, and drying room equipment and accessories, too.

THREE REASONS

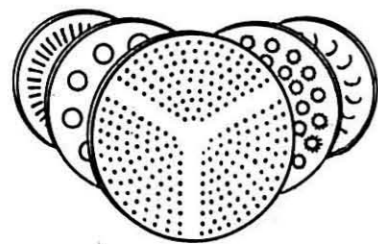
Leading macaroni-noodle manufacturers will be at the Industry's Winter Conference in New York City, January 13, 1947, for three good reasons: 1) They want to do their part in industry promotion; 2) They want to meet friendly competitors with like worries and problems, and 3) They consider time and money spent in attending industry gatherings as a sound investment in experience and insurance in the future of their own business and their industry's.

DESTROYING ENEMIES—THE FRIENDLY WAY

President Lincoln was once taken to task for his attitude toward his enemies. "Why do you try to make friends of them?" asked an associate. "You should try to destroy them." "Am I not destroying my enemies," Lincoln gently replied, "when I make them my friend?"—The Spray.

STAR DIES WHY?

Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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

Marino Machine Works

Specializing in Noodle Cutting Machinery. Builders of one of the largest Noodle Cutters and Doughbreakers. Opportunity for Buyers.

Have for immediate delivery, complete, slightly used set consisting of:

- One Noodle Cutter, 20-inch double roller
- One Doughbreak, One Triplex
- One Barrel and a Half Knower
- One Barrel and a Half Mixer
- One Preliminary Dryer
- One Flour Sifter, with Scale
- 500 Traces and 12 Platforms

This outfit can produce 12,000 pounds Noodles in 8 hours. Priced reasonable.

Call for any information at
MARINO MACHINE WORKS

1329 West Grand Ave. Chicago 22, Ill.
Phone—Haymarket 4873

"We Can Meet Your Needs"

Famous Capital Quality
Dependable Uniformity

Now!

Serving You Better From 2 CONVENIENT LOCATIONS

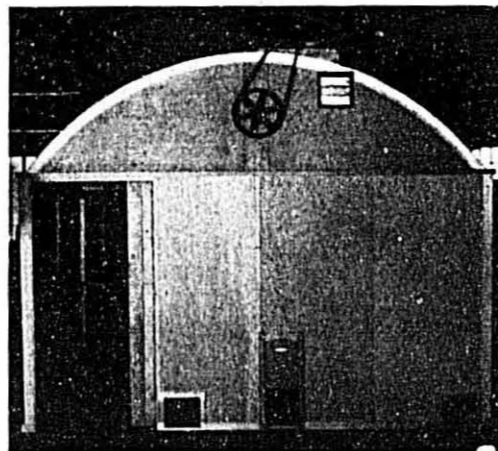
CAPITAL GRANULAR

MILLS AT
SAINT PAUL, MINN. * BALDWINVILLE, N. Y.



CAPITAL FLOUR MILLS

DIVISION OF
INTERNATIONAL MILLING COMPANY • GEN. OFFICES • MINNEAPOLIS



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO

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

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

New York: Walker 5-0096—Phones—New Jersey: Union 7-0597

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE

C. W. Wolfe.....President
A. I. Grass.....Vice President
M. J. Donna.....Editor and General Manager

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

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

ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....30 Cents Per Line

Vol. XXVIII December, 1946 No. 8



"I pledge allegiance to the Flag of the United States of America, and to the republic for which it stands, one nation indivisible, with liberty and justice for all."

Glossy Prints of Recipe Illustrations

To acquaint manufacturers and allies who are supporting the work of the National Macaroni Institute with regular contributions on a free-will basis, the managing director has distributed to each supporter one of the three glossy prints of illustrative photos being sent to the leading newspapers and magazines. They are also sent an advanced copy of the story being released for November-December.

Three clear and well-setup photos, one each of spaghetti, macaroni and egg noodles are being employed, the object being to supply papers in large cities with distinctive illustrations so as to avoid repetition. A mat of the spaghetti and meatball recipe is being sent the smaller dailies and other papers not equipped with cut-making apparatus. Supporters have reported various uses to which they will put the glossies sent them.

Preserve Price-Listing Records

It is no longer necessary to report price changes for commodities and services that have been decontrolled, but the Office of Price Administration reminds the trade of an important rule that still remains in effect, requiring all producers, processors, distributors and other sellers of any commodity under price controls to keep on hand for a year after date of decontrol of the commodity, all records, reports and other documents that they were required to maintain to the time of decontrol.

The former requirement for reporting price changes was revoked effective November 19, 1946, OPA pointed out.

Because of misunderstanding or lack of information, however, many businessmen have continued to report to OPA all price changes on various commodities or services upon which they had previously been required to file such reports.

Authoritative Facts

The National Macaroni Institute has prepared in pamphlet form some very interesting and authoritative facts on the current production of macaroni, spaghetti and egg noodles. These are based on studies made by government agencies interested in knowing more about the food situation as it affects general nutrition and food availability.

The pamphlet was prepared for special distribution to the sixty or more firms that are financial supporters of the Institute. This is the first of a series of such helpful pamphlets which the Institute is planning for the use of those who are keenly interested in promoting its campaign of educating the consumer to the end that macaroni, spaghetti and egg noodles will reach the American table with greater regularity.

Michael Onofrio Dies

Michael Onofrio, 68 years old, 527 Gradstone Blvd., Kansas City, Mo., died unexpectedly the night of November 8 of a heart attack. He was one of the founders of the Kansas City Macaroni and Importing Co., now American Beauty Macaroni Co. and at the time of his death was treasurer and a member of the board of directors.

He was born in Italy and came to America as a child, settling in Kansas City where he completed his education and entered earnestly in the civic and social affairs of his home town. At the time of his death, Mr. Onofrio was chief of the tribe of Mic-O-Say, an honorary Boy Scout organization, a director of the Boy Scout Council, an organizer of the Italian Youth Coun-

cil, and one of the more generous contributors to the development work at the Boy Scout camp near Osceola, Mo.

Mr. Onofrio also was one of the founders of the Don Bosco center and Boy Scout troop No. 70 at the Holy Rosary church in Kansas City of which he was a member. He received the Silver Beaver award in scouting.

He never married. He is survived by a brother, Angelo Onofrio, five nieces and five nephews. Burial was in Kansas City.

Equipment for Sale

13 inch Dies—2 macaroni,
2 spaghetti, 2 foratina,
1 wide noodle \$15.00 ea.
10 inch Dies—1 small, 1
medium, 1 large riga-
toni; 2 large, 2 medium
elbows; 1 large, 1 me-
dium shell; 1 star; 2
quick cooking spaghetti,
2 spaghetti, 1 A.B.C., 1
rosamarina, 1 mosto-
coccioi\$10.00 ea.
2 Vertical Screw Presses
\$450.00 (for both)
1 Belt Driven Die Washer
\$15.00
3 Steel Macaroni Cutting
Tables\$5.00 ea.
Box 51, c/o Macaroni
Journal, Braidwood,
Illinois

CLASSIFIED ADVERTISING

RELIABLE FIRM in Greece wishes to contact serious American flour mills or exporting for importing their products as representatives. Write—G. Dimopoulos & Co., Platia Omonias 9, Athens, Greece.

WANTED: 3 1½ bbl. mixer in good condition. Write particulars and price to Box 50, c/o Macaroni Journal, Braidwood, Ill.

WILL PURCHASE 9" or 10" Hydraulic press with or without dies. Also some Kneaders and Mixers. Box 31, c/o Macaroni Journal, Braidwood, Illinois.

WANTED: 12½" Vertical Press for removable die with hydraulic packer. Box 33, c/o Macaroni Journal, Braidwood, Ill.

WANTED: 10" Vertical Press with hydraulic packer. Box 37, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE: Vertical 14½" Stationary Press for long macaroni. Also Vertical Stationary Die 13½" for short and long cut macaroni, 1½ bbl. Mixer and Kneader. Box 46, c/o Macaroni Journal, Braidwood, Illinois.

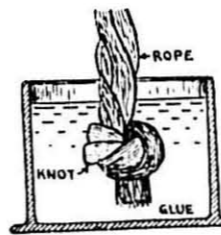
THE ENGINEERING DEPARTMENT

by

W. F. SCHAPHORST, M.E., 45 ACADEMY ST., NEWARK, N. J.

Knot Kink

To prevent a knot from untying, dip it in glue as shown in this sketch. It has been my experience that when knotting the end of a rope to prevent



fraying, the knot frequently "slips out" due to the slipperiness and stiffness of the rope, especially if it is a new one. Make the knot as hard and tight as possible, dip in glue, allow to dry, and, like Alexander the Great, you will be obliged to cut it if you want to untie it.

Most of the Worth-while Inventing Has Been Done by "Small" Men

In this writer's opinion the best research department is still the mass of people and not a chosen few who are paid to make a business of researching. The writer is not opposed to research departments, but he believes that the present tendency is to carry research too far and to place it on too high a pedestal.

Most, if not all, of the great inventions of all time have come from comparatively "small" men, and that is where they will very likely continue to originate. Most of the large industrialists of today are leaning heavily on their practical workers for "suggestions" and are paying for suggestions that are accepted. These suggestions, in the writer's opinion, earn much more for the manufacturer than do the results of paid research departments—on the whole. The words "on the whole" were added to the preceding sentence because there very likely are exceptions.

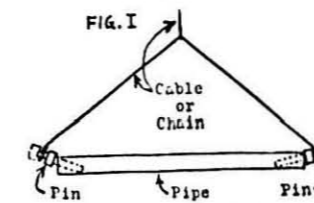
Let us therefore continue to encourage the "small man" and refrain from overwhelming him with all this talk about the mightiness of research. In talking with young men about their

work the writer finds that most of them feel that they are not "equipped" to develop their ideas. They feel that only the "large concerns" can do the future developing because ideas have of necessity become so very complex. That, this writer contends, is not true. There is no limit to ideas, simple as well as complex. That is, the limit is infinity, which means that there is plenty of room for everybody. Thus if every human in the world should come forth with a hundred new ideas next year that would be, roughly, two hundred billion ideas, which is much less than one millionth of one per cent of infinity. It is merely the beginning.

So, young man, don't allow yourself to be discouraged. There are so many possibilities that your own hundred ideas can be easily worked out by you alone in your own work shop even though it may be small. The chemists and other paid researchers on the pedestals can go ahead in their spheres, but be assured that you have your own sphere to work in, and it is a very very large, limitless sphere.

Protecting Threads in the Macaroni Plant

When handling heavy pipe or other similar equipment mechanically in the macaroni plant, a common method is to use steel hooks on the ends of the cable, chain, or rope. These hooks are



hooked into the ends of the pipe, or into any convenient opening, often resulting in battered threads. If the pipe is provided with nipples the internal threads of the nipples are almost certain to be battered to some extent, and even where the threads are external they are frequently damaged.

Because of the battered threads considerable extra time is consumed by the pipe fitters in making things right, or in forcing a fit. Damaged threads of this kind may result in leakage.

Fig. 1 shows how to avoid this bat-

tering. Two hard wood pins, turned as indicated in the detail sketch, Fig. 2, will prevent metal from coming in contact with the threads. Simply insert the ends of the pins into the pipe



as shown in Fig. 1 and let the hoist do the rest.

Of course this "pin method" is not applicable to all equipment, but it is hoped that this kink will prove helpful in suggesting solutions for any handling problems involving protection of this type.

Ever Have Belt Troubles On Flanged Pulleys?

Where flanged pulleys are not properly aligned, the accompanying sketch shows what often happens or is likely to happen. The belt tries to climb one



of the flanges, and as a result the climbing edge of the belt becomes worn and frayed, or it stretches. Sometimes the belt actually succeeds in climbing the flange and jumping off the pulley.

This "climbing action" is commonly caused by belt dressing or dirt accumulating on the pulley. The accumulation "piles up" until it is higher than the pulley crown, and since a belt always moves over to the higher side it is thereby pulled over against the flange. To avoid such behavior be sure that the pulley is amply wide so that the edges of the belt do not touch the flanges when alignment is correct. Then maintain true alignment; and keep the surfaces of the pulley face and belt clean.

"No one is useless in the world who lightens the burden of it for anyone else." Charles Dickens.

OUR PURPOSE:
EDUCATE
ELEVATE
 —
ORGANIZE
HARMONIZE

OUR OWN PAGE
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:
First—
INDUSTRY
 —
Then—
MANUFACTURER

OFFICERS AND DIRECTORS 1946-1947

<p>C. W. WOLFE, President..... Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, 1st Vice President..... I. J. Grass Noodle Co., Chicago, Ill. C. L. NORRIS, 2nd Vice President..... The Creamette Co., Minneapolis, Minn. H. R. Jacobs, Director of Research..... 1019 Vermont Ave., N.W., Washington 5, D. C. M. J. Donna, Secretary-Treasurer..... P. O. Box No. 1, Braidwood, Illinois</p>	<p>Region No. 1 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass. Region No. 2 Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa. Region No. 3 Horace Gioia, Gioia Macaroni Co., Rochester, N. Y. Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Joseph Malatone, Chicago Macaroni Co., Chicago, Ill. Region No. 5 Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr. Region No. 7 E. DeRocco, San Diego Macaroni Co., San Diego, Calif. Region No. 8 Guido P. Micelino, Mission Macaroni Co., Seattle, Wash. Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn. At-Large Frank Traficanti, Traficanti Bros., Chicago, Ill. Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>
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The Secretary's Message

Just an Idea

A personal acquaintance of mine who has had a good deal of experience in public relations work, has an idea which seems to me unquestionably sound. It is based on the premise that if enough people think the same thing at the same time, something is bound to happen.

The idea is:

PRODUCTION WILL LOWER PRICES
LET'S GET BACK TO WORK

If this simple idea, or slogan, can be sufficiently publicized so that enough people see it and think about it, and act upon it, many of the country's worries may be over.

It probably is not the answer to all our economic woes but it seems to me it would go a long way toward curing many of them.

I simply present this idea to you with the thought that you may wish to use these catch words in your own advertising; plant publications, bulletin boards, or other forms of publicity. Furthermore, you may consider it sufficiently important to discuss the idea with the editors of your local papers to see how they feel about the possibility of using it as the basis for editorials and perhaps carrying it regularly on the front pages of their papers.

As I have said in the subject of this message, this is "just an idea" but sometimes ideas, properly applied, produce amazing results.

M. J. DONNA, Secretary

To **MACARONI and NOODLE MANUFACTURERS**

To supply the best answer to manufacturers of macaroni and noodle products who will enrich their lines in accordance with the new Federal Standards of Identity, Hoffmann-La Roche has arranged for the marketing of:

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B₁, 1.7 mg. vitamin B₂, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press

1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on mechanical feeding equipment.



A postcard will bring you the names of companies for whom we manufacture wafers and whose enrichment premixes are made with 'Roche' bulk vitamins exclusively.

Consult the company with the widest technical experience in the improvement of food products by enrichment.

ROCHE *Vitamin Division*

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



YOU CAN BE AT EASE ABOUT THIS!

In uncertain times, it's good to know there are some things you can be *sure* of. You can be *very* sure that Pillsbury will give you the finest durum products that can be milled under present conditions. Our experienced wheat buyers, laboratory experts, durum milling specialists, and spaghetti testers are using all their skill and knowledge for your benefit. Now, as always, the Pillsbury label means dependability!

**PILLSBURY'S
DURUM PRODUCTS**

PILLSBURY MILLS, INC.

General Offices: *Minneapolis, Minn.*