

**THE
MACARONI
JOURNAL**

**Volume XXX
Number 1**

May, 1948

MAY, 1948

the **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

ALL ARE WELCOME

to Attend the
Association-Sponsored

*44th Anniversary
Conference*

at Edgewater Beach Hotel

Chicago, Illinois

June 10 and 11, 1948

Chicago, Illinois
National Macaroni Manufacturers Association

Printed in U.S.A.

VOLUME XXX
NUMBER 1

WHEN LABELS ARE ALIVE EXTRA SALES THRIVE

Behind sales-stimulating Rossotti Cartons and Labels is much more than meets the eye. Every package entering the House of Rossotti for production receives the benefits of these six plus values that only Rossotti can offer.

1. The Rossotti Marketing Research and Copy Planning Board.
2. The Rossotti Prize-winning Package Design staff.
3. Expert Art and Direct Color Photographic Service.
4. "Live-color" reproduction by master craftsmen and modern equipment.
5. The price advantages of "combination-runs."
6. The assurance of quality and satisfaction that only 50 years of experience can offer.

Expert results depend upon expert treatment. Rossotti, an organization of packaging experts since 1898, is at your service. For golden sales opportunities in '48, consult your local Rossotti representative during this, our Golden Anniversary Year.



50 YEARS
OF SERVICE



Rossotti
SINCE 1898

ROSSOTTI LITHOGRAPHING CORPORATION • NORTH BERGEN, NEW JERSEY
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SALES OFFICES: PHILADELPHIA • BOSTON • ROCHESTER • JACKSONVILLE • CHICAGO

Tentative Program

44th ANNUAL CONVENTION

National Macaroni Manufacturers Association

Edgewater Beach Hotel, Chicago, Illinois

June 10-11, 1948

(Subject to Change and Re-arrangement)

Wednesday, June 9

- 12:30 p.m. Registration—In Pasaggio
12:30 p.m. Director's Luncheon—In Sheridan Room
1:30 p.m. Final Meeting of 1947-1948 Board of Directors—In East Room

Thursday, June 10

Morning Session—In Ball Room

- 9:00 a.m. Registration (Usual \$10 Fee)—Ballroom Foyer
9:30 a.m. Formal Opening of Convention—President C. W. Wolfe, Presiding
Announcements
Appointments of Committees
The President's Message—C. W. Wolfe
The Secretary-Treasurer Report—M. J. Donna
Panel—Labor Relations—"The Philosophy Behind Labor Relations"
The New York Welfare Plan—Joseph Giordano
Labor Contracts—John P. Zerega, Jr.
Union Medical Centers—Albert Ravarino
Address—"Trends in Prices and Merchandising"
Mrs. Rose Marie Keifer, Secretary-Manager, National Association of Retail Grocers

12:30 p.m. Luncheon Recess

Afternoon Session

- 2:00 p.m. Reconvene
Call to Order—President C. W. Wolfe
Reports of Committees
Panel—Plant Sanitation
B. R. Jacobs, Director of Research
Milton Caroline, U. S. Fish and Wildlife Commission, Rodent Control Division, Purdue University, Lafayette, Ind.
PUBLICITY & EDUCATION PANEL—Albert Ravarino, Chairman
Address—"Tests and Conclusions"—Bert Nevins, President Bert Nevins, Inc.
Address—"Value of and Need for Macaroni Products Research"—Philip Talbot, Grain Products Branch, Products & Marketing Division, U. S. Department of Agriculture
Address—"The Durum Millers' Campaign"—Clara Gebhard Snyder, Durum Wheat Products Institute
Discussion
Announcements

5:00 p.m. Adjournment

Evening—7:00 p.m.—In West Lounge

- Spaghetti Buffet Supper—Sponsor, Rossotti Lithographing Co.
Honoring Fiftieth Anniversary of Founding of firm by the late Edward Rossotti—Compliments of Alfred and Charles Rossotti

Friday, June 11

Morning Session—In Ball Room

- 9:00 a.m. Registration (continued)—Ballroom Foyer
9:30 p.m. Call to Order—C. W. Wolfe, President
Reports of Committees
Ingredients Panel—C. L. Norris, V.P., Chmn.
"Grower-Miller-Manufacturer-Distributor Relations"
Report by Chairman
"The Farmer's Viewpoint on Durum Production"—B. E. Groom, Greater North Dakota Association
"Better Eggs for Better Egg Noodles"—Dr. O. J. Kalenberger, Director of Research, National Egg Products Association
"The Nutritional Importance of Macaroni and Other Staple Foods"—Dr. Robert S. Harris, Professor of Biochemistry of Nutrition, Massachusetts Institute of Technology, Cambridge, Mass.
General Discussion
12:00 noon Election of 1948-1949 Directors
Announcements
12:30 p.m. Luncheon Recess

1948-1949 Directors' Organization Meeting

Luncheon at 12:30 p.m. in Berwyn Room

Afternoon Session

- 2:00 p.m. Call to Order—President C. W. Wolfe
10-minute Color-Sound Film—"Prize Package"
Merchandising Emptied Bags—Textile Bag Manufacturers Assn.
2:15 p.m. Association Activities—Present and Future
"Millers' Long-Range Program"—Herman Steen, Vice President, Millers' National Federation
"The Macaroni-Noodle Makers' Plan"—Open Forum
Discussion and Action
4:30 p.m. Announcement and Presentation 1948-1949 Association Officers
5:00 p.m. Final Adjournment
Evening
6:30 p.m. Cocktails and Fun—In West Lounge
Sponsored by Clermont Machine Co., Inc., Brooklyn
7:30 p.m. Association's Annual Dinner-Dance—In Ballroom
Floor Show and Dancing—Sponsored by Consolidated Macaroni Machine Corp., Brooklyn, N. Y.

Saturday, June 12

In Berwyn Room

- 10:00 a.m. Organization Meeting of 1948-1949 Board of Directors (Cont.)
12:30 p.m. Luncheon



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 XXX

May, 1948

Number 1

The Macaroni-Noodle Makers Conclave

The 1948 Convention of the Macaroni Industry: What's in it for you? Briefly and concisely stated, the answer might well be—all that you personally may wish to get out of it.

Remember that intriguing story in the old school book about "Great Oaks From Little Acorns Grow"? What in your childhood sounded as a fable, in your more mature years you will find true. A friendly contact, a little hint, a mere scrap of a story told by a convention speaker or a casual remark by a fellow competitor, when properly nurtured, may become in your business the tall oak of your childhood wonderment.

Most of the successful macaroni-noodle firms that now constitute the important Macaroni Food Industry, started as an "acorn" business. An idea first was planted in the minds of men with dreams. They carefully cultivated their small ventures, consulted frequently with competitors at every opportunity, taking a prideful interest in the industry of which they became increasingly important cogs, keeping step with the upward swing of a business that is becoming more and more recognized as the source of a good, nutritious and economical world food.

Representatives of these progressive firms regularly attended the national conventions and the regional meetings, always eager to learn, and often showing the way. But convention attendance will not make a business good unless the executives of a concern are experienced, co-operative and anxious to put their abilities and their dreams to good use, not only for the betterment of their particular business, but for the general good of the industry.

The one sure way for a firm to progress is by giving greater service to its customers, by making the best product possible and by profitably merchandising them. Likewise, it should willingly align itself with all the progressive elements in the trade in co-operative efforts to better the position of the Industry in relation to competitive businesses.

The 1948 convention of the Macaroni-Noodle Industry is to be held at the Edgewater Beach Hotel, Chicago, Illinois, June 10 and 11. The recognized leaders of the trade and representatives of the friendly allies will assemble there for the forty-fourth consecutive annual conference under the sponsorship of the National Macaroni Manufacturers Association. Their objective: an over-all study of the industry's position in relation to American business affairs, particularly, and to world affairs, generally.

Unlike conventions in some trades the conferences of the makers of spaghetti, macaroni and egg noodle products are not altogether jolly affairs with pleasure and levity predominating, but they are conferences in which relaxation and business are carefully blended to make convention attendance restful, yet profitable for those who seek benefit from these yearly affairs . . . for those who long for new inspiration and help as unselfishly as they share their experiences and knowledge with others.

These annual conferences are open to all, manufacturers and allies, who are seriously interested in the general welfare of the Industry. All progressive industries hold such annual conventions, but many of them restrict attendance to members. Not so in the case of meetings of the macaroni-noodle manufacturers. All are welcome; all are permitted to take part in the general discussions and deliberations. The only obligation that is imposed is that all representatives register and pay a nominal registration fee to help pay the expenses of the conference.

The 1948 convention enrollment will give the nation a general idea of who are really concerned about their industry's welfare in the present period of changing business. The growth of the little "acorn" planted less than a hundred years ago in our progressive country, must be encouraged, particularly by those who stand to profit from its development. That's what's "in it" in this and all other conventions!

Ten "Be's" for Better Business

By Jack Stanton

Now is the time to avoid falling into tomorrow's red ink bottle. These days experts are predicting that competition in business is due to become increasingly tough. The man who wants to stay in the black in the future is the man who watches his "Be's" today:

Here are ten "Be's" which if observed will aid you in staying out of the red ink:

Be Watchful. As never before it is important to keep a close eye on national and world trends. Today we are living in an age of lightning-fast changes. And to continue to prosper, a business must be constantly adjusting to these changes. These days you've got to know what's going on around you if you are to meet with maximum business success. Keep yourself up today by keeping informed . . . through newspapers, business publications, etc.

Be Cost Conscious. Today is not the time to forget the price of things. Prices of merchandise, supplies, services, and so forth are high. Therefore the alert businessman loses no opportunity to cut an unnecessary cost. Never pay more than you need to. If a bill comes in and seems a little high, don't just pay it anyway. Check to see if the amount is really correct. Too many organizations have a bill-paying policy which is so "loose" that nobody really knows what is being paid for!

Be a Good Budgeter. Gone are the days when it is satisfactory and safe to spend virtually any amount for any aspect of the business. A budget should be a carefully planned thing, setting aside a reasonable amount of money for each important phase of the business. A budget should be set up in light of past experience and future expectations. It should be flexible enough to permit its change in the event of need or emergency.

Be Efficient . . . in your entire business. The time has come to eliminate those slipshod, sloppy methods of doing things. From here on out the successful organization will be the one that really operates on an efficient basis. Go through your organization now and see where it falls down from the standpoint of efficiency. (Every organization falls down somewhere.) Check to see if cost-cutting machines need to be added . . . if personnel work methods need improving . . . if working conditions need to be improved. Make whatever changes are required to improve efficiency.

Be Price Conscious. In other words, set your own prices definitely in terms

of the times. Conditions are going to change rapidly in the future. And your prices should be geared to fit the changes. Know what your competitors are charging. Know what your customers are willing to pay. Then set prices so you can have the highest possible markup, with the greatest turnover, for the least sales effort. That's the way to price for top profit.

Be Analytical . . . and research minded. In these days of business confusion, it is the man with facts at his fingertips who gets ahead. Today's businessman should know—not guess—the desires of his customers . . . where his greatest profits lie . . . where his chief expenditures and costs are. Only by having a sound knowledge of these and other factors can a businessman hope to make sound judgments and decisions in connection with his work.

Be Employe Conscious. Keep in close touch with your business so that you will know which are your most efficient or inefficient employees. Encourage the efficient ones to strive always to do better work. Try to see why those who are inefficient cannot produce more. Strive to upgrade these employes by sound personnel training methods.

Now is the time to raise the level of all employes in your organization to tip-top level. The more efficient your employes are as a group, the farther away from that red ink bottle you can stay.

And when managing employes, don't overlook the human side of the picture. Avoid any tendency to manage men as if they were machines. Never let yourself forget that your employes are individuals—and must be treated as such.

Be A Good Supervisor. Strive to keep your policies sound—your good management methods always in operation. Don't be the kind of manager who gets so interested in one phase of the business that he lets all other phases go to pot. Today's manager—and tomorrow's—must keep in constant touch with all phases of the business. That is the only way he can be assured of continued business success.

Be Decisive in Your Work. Procrastination—the I'll-do-it-tomorrow philosophy—is too expensive a habit for the modern businessman to have lying around. Don't be afraid to make a decision. Far better to make a de-

cision and be wrong (in most instances) than to make no decision at all.

Hence, when faced with making a decision . . . go ahead and do so. Then keep a close eye on what results. If the decision, after observation, seems to be working out unsatisfactorily, then go ahead and make whatever changes are necessary.

Don't fail to think through all decisions in advance of course. But on the other hand, don't fall into the habit of waiting around for days at a time . . . without facing the problems which confront you.

Be Conservative. Once again . . . times change rapidly these days. Consequently, it is definitely a time for conservative business policies. Plunging is a thing to leave to the gambler . . . and is not for the businessman who expects to be in business five or ten years from now. In fact, a policy for plunging . . . has plunged many a businessman headlong into the red ink bottle!

Clarification

In the April issue there was an error in reporting durum wheat premiums which unfortunately raised an issue between some manufacturers and millers.

On Page 84 of that issue, we reported that the durum wheat premiums after reaching a record high of 70 cents a bushel during the middle of March, 1948, by the end of March "they had leveled off to 15 and 20 cents a bushel." The wrong conclusion is due to the omission of the words—"to a decline of." It should have read: "They had leveled off to a decline of 15 and 20 cents a bushel." Sorry. (Editor.)



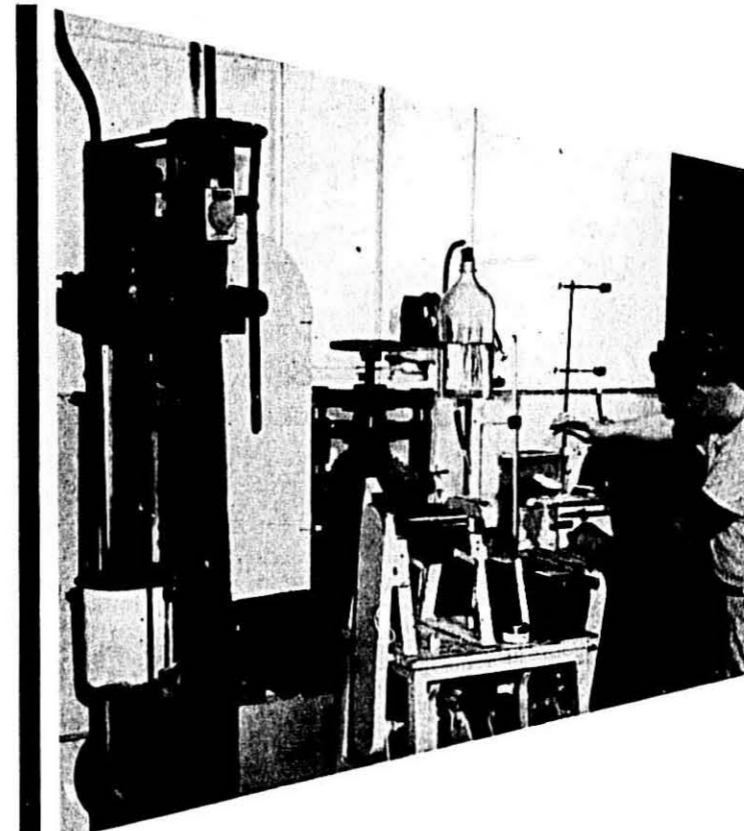
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THE MACARONI JOURNAL

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

**MIDGET
WITH A
MAN-SIZED
JOB**



The equipment you see pictured above is a macaroni plant in miniature. It's not very big, and it won't break any production records, but you can be sure that it's doing a king-sized job for you and your macaroni products.

This gem-of-a-little-machine is used by the Products Control Department of General Mills. Its job is to take the guesswork out of Durum wheat selection. To assure more uniform Durum Products for you.

From wheat field to sack, General Mills double checks the quality of its Durum Products all along the way. Durum samples are subjected to a rigid series of tests. Color and other important qualities must be exactly right before the finished product can be delivered to your factory.

Samples are milled in a special test mill, made into dough and put through this miniature macaroni plant. A thorough inspection, under controlled conditions, follows each operation.

This exacting test procedure means better Durum Products for you. The utmost in quality and uniformity that can be obtained from the Durum wheat available.



General Mills, Inc.

DURUM DEPARTMENT
CENTRAL DIVISION CHICAGO 4, ILLINOIS

Baby Enjoys Spaghetti Dinner

Timely Illustrated Article on Baby Feeding, Courtesy SEE Publishing Company

A Hungry, Healthy Child. Still too young to attend the National Macaroni Institute's Spaghetti-Eating School, demonstrates the inborn technique in his initial venture at self-feeding.

According to government estimates nearly twenty-eight and a half million babies were born between January 1, 1939, and December 31, 1947, an average well over 3,000,000 a year. Towards the end of 1948, this great army of youngsters will be looking for their first solid food. Many wise mothers will see to it that their child is given any of the many finer or smaller types of well-cooked macaroni products as do the knowing mothers in Italy who early recognized the value of this fine wheat food as the baby's first solid food.

Incidentally, Italian mothers have long recognized the food value of macaroni products as suitable for babies and growing children. It was at their insistence that the manufacturers in that country produced the fine vermicelli, a long hair-like type that cooks easily, and numerous other shapes, long and cut, too, as a food specialty for their little ones. Crushed with a fork after proper cooking, this to meet the little baby's needs, almost any of the modern macaroni products are equally suited for baby feeding.

To emphasize baby's self-feeding ambition, *See* magazine, May 1948, presents an interesting illustrated article, picturing a child's reaction to his first opportunity to eat spaghetti. The article should be of interest to every mother and dad:

Baby Enjoys Spaghetti Dinner

Youngster Downs a Man-Size® Helping of Nutritious Italian Food

The determined young man vigorously attacking a large dish of spaghetti (*left*) is 30-month-old David Traverso of Asbury Park, N. J. Two feet six inches tall, he weighs 35 lbs.

David's father, Ralph Mobley, an Army Medical Corps technical sergeant, was killed in action against the Japs on Okinawa in July 1945, two months before little David was born.

Until his 21-year-old, Irish-German mother remarried, David was fond of the American food she prepared. But he quickly learned to like the Italian cooking his stepfather prefers. David's private ambition is eventually to master the art of wrapping the slippery strands of spaghetti around a fork the way his parents do, having them remain in that position until they are safely in his mouth.

But the infant gastronome's ungov-



No. 1—Two-and-a-half-year-old David Traverso tries to coil spaghetti around fork.



No. 2—Unsuccessful, he lifts the luscious strands with fork and spoon.



No. 4—Frustrated he chokes the vexing mass.



No. 5—Surprised to find it clinging to his fingers.



No. 7—Tastes it, finds it good, digs in once more with both hands.



No. 8—Given utensils again makes a fresh start.

May, 1948

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ernable appetite and youthful impatience almost certainly will prevent him from achieving his commendable objective in short order.

For David (as the accompanying, tell-tale photos show) flatly refuses to devote the necessary time and effort to perfecting difficult technique.



No. 3—Then he drops spoon, uses hand instead.



No. 6—He tries to untangle it, putting fingers to mouth.



No. 9—Succeeds finishing his dinner with hands.



Eureka! I've done it! Having sacrificed the means to the end and appeased a healthy appetite in catch-as-catch-can manner, David tightly clutches fork, expectantly looks about him for signs of approval.

Who Are Officially Inspected Frozen Eggs?

Egg noodle and egg macaroni manufacturers will be interested in the clarification given the subject matter by the U. S. Department of Agriculture in a letter to the American Institute of Baking.

The letter makes it clear that there are good quality frozen eggs that are not Federally inspected. It reads, in part, as follows:

"To: Members
American Institute of Baking
Gentlemen:

"On January 27, 1948, an information sheet was issued by the U. S. Department of Agriculture pertaining to the type of inspection service which the Department's Inspection and Grading Division can provide users of frozen eggs. This particular sheet was prepared in co-operation with representatives of the baking industry for distribution to members of that industry.

"The purpose of the release was twofold. First, it was intended to point out and emphasize to users of frozen eggs the impor-

ance of purchasing a fine high-quality product. Secondly, it was intended to inform members of the baking industry that the U. S. Department of Agriculture provided an inspection service as an aid in determining the quality of eggs purchased.

"A review of the contents of the release of January 27 leaves a clear implication that only eggs produced under supervision and inspection of the Department's Dairy and Poultry Inspection and Grading Division assure a fine-quality product. Of those frozen eggs not inspected by the Department, substantial quantities are processed by firms enjoying fine reputations and well-established brand names and they have become recognized as producers of high quality products. The fact that some firms are not using the Federal inspection service does not imply that their frozen eggs are not at least comparable from the standpoint of all quality factors to those processed under Federal supervision. In some instances, these firms have found it desirable to supplement their own quality controls with USDA inspection.

"The inspection service provided by the Department is available on a voluntary basis to be used by both processor and user to the extent desired in their continued effort to improve the quality of the product and to expand its usage. These are mutual objectives of both industry and Government."

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

ORANGE LABEL
B-E-T-S

TRADE MARK REG. U. S. PAT. OFF.
WINTHROP-STEARN'S BRAND OF FOOD-ENRICHMENT TABLETS

To users of the BATCH PROCESS:

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

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

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

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

BLUE LABEL
VEXTRAM

TRADE MARK REG. U. S. PAT. OFF.
WINTHROP-STEARN'S BRAND OF FOOD-ENRICHMENT MIXTURE

To users of the CONTINUOUS PROCESS:

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

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

VEXTRAM
has these important properties:

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

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

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

USE **Roccal**[®]
POWERFUL SANITIZING
AGENT

Address inquiries to:
Special Markets—Industrial Division
WINTHROP-STEARN'S Inc.
170 Varick Street, New York 13, N. Y.

THE SARIONI CUTTER CUTS LONG MACARONI RIGHT ON THE STICK



And that's about as clear as we can make it, because the title of this announcement speaks for itself. The Sarioni Cutter is sold on strict specifications and can be shipped within three months from the acceptance of contract. The saving in labor is remarkable, and the saving in waste is even greater. In a particular instance, saving has been estimated as high as \$75.00 per thousand cases. The specifications are as follows:—

1. The Sarioni Cutting machine severs long macaroni from the supporting stick as they come from the drying rooms.
2. The "U" section is suctioned and granulated like a rough pasta and propelled to a desired receptacle.
3. The full length of macaroni, severed from the sticks are automatically cut in half to the desired size.
4. The finished product is then pushed out of the machine into a convenient collecting channel for your disposal.
5. The machine is geared to cut a minimum of ten (10) sticks per minute.
6. The machine is fed by one operator, having the function of inserting one end of the stick into the intake opening. The stick is then drawn in automatically to give time to the operator to have another stick ready, in order to obtain a continuous operation of feeding the machine.
7. The approximate overall size of the machine: length 7' 3" -- width 3' 4" -- height 5' 6". Weight: approx. 1500 pounds.

SARIONI COMPANY, INC.
51 Mac Dougal Street New York 12, N. Y.

COURTESY OF B. FILIPPONE AND CO.

Red Durum Not Suitable for Milling

This Type Should Be Excluded from All Durum Wheat Estimates
 Contends the National Macaroni Manufacturers Association

The National Macaroni Manufacturers Association, in the interest of clarification, has long insisted that a plan of some kind be adopted to exclude "Red" Durum from all reports, tables of production, and releases that concern Amber durum wheat, because all agencies agree Red Durum is not suitable for milling and should not be associated in any way with milling wheat.

Some headway has been made with the Crop Reporting Board and other divisions of the U. S. Department of Agriculture at Washington, D. C., and in a letter to the Association dated April 20, Mr. C. J. Heltenes, Agricultural Statistician in charge of the Bureau of Agricultural Economics at Fargo, N. D., seems to have correctly sensed the wishes of the Macaroni Association in the matter.

Accompanying the letter is a bulletin dated August 25, 1947, dealing particularly with the 1947 crop, in which

it is specifically stated that "Red Durum is a feed wheat and is not suitable for milling." It also shows a new trend in reporting, wherein the Red and Amber production are separated. The bulletin from the Office of the Agricultural Statistician, Fargo, follows:

RED AND AMBER DURUM WHEAT IN NORTH DAKOTA, 1947

Red Durum Wheat was grown on 233,000 acres or about 9 per cent of the total Durum

NORTH DAKOTA: RED AND AMBER DURUM WHEAT ACREAGE, 1947 (Per cent of acreage planted to each kind in 1947)

Crop Reporting District	Red (Per cent)	Amber (Per cent)	Estimated Total Durum Acreage (000 Acres)
1. Northwest	63	37	142
2. North Central	7	93	572
3. Northeast	2	98	1,020
4. West Central	79	21	44
5. Central	4	96	380
6. East Central	5	95	186
7. Southwest	95	5	5
8. South Central	10	90	27
9. Southeast	6	94	210
State	9	91	2,586

wheat acreage in North Dakota this year, according to reports from crop correspondents to the Agricultural Statistician, United States Department of Agriculture at Fargo. The balance, 2,353,000 acres, is in Amber durum. The total planted acreage of durum wheat for the State is 2,586,000 acres. The United States total is 2,824,000 acres. North Dakota is the chief durum-growing state, producing 32,364,000 bushels in 1946, more than 90 per cent of the Nation's crop.

Durum wheat acreage in North Dakota declined sharply in 1941 and 1942, but has been increasing the last few years. This year's seeded acreage is about equal to the average of the 5 years, 1936-40. The increase in durum acreage this year was due partly to the lateness of the season. Red Durum is a feed wheat and is not suitable for milling.

The percentage planted to Red Durum varies widely by crop-reporting districts. In the principal Durum areas throughout the northern and eastern parts of the State the

acreage of Red Durum ranges up to 10 per cent of the total, but in many counties in that area no Red Durum acreage was reported. In the western areas where not much Durum of any kind is grown, from 60 to 95 per cent of the total durum acreage was planted to Red Durum.

The information shown below by crop-reporting districts was obtained by use of a mailed inquiry a-kine farmers for the total acreage of durum planted in 1947 and a breakdown of this acreage to Red Durum and Amber Durum.

Food Technologists Meet in June

More than 1,000 food experts from the United States and many foreign countries will gather in Philadelphia from June 6 to 10 for the Eighth Annual Conference of the Institute of Food Technologists.

Comprising a large percentage of the food technologists who have charge of the flavoring, preparation and packaging of foods for the nation's table, the conference in Philadelphia should prove particularly important in view of the vast quantity of foodstuffs being shipped to Europe, in addition to record-breaking food consumption at home.

Among principal speakers will be H. J. Heinz II, President, H. J. Heinz Company, Pittsburgh, Pa.; Col. Charles S. Lawrence, Commanding Officer, Food and Container Institute, Chicago, and C. G. King, Nutrition Research Council.

What's the use of rapid transit if you're no better off one place than you were the other?



T S M

No. 7 ...OF SHAPE AND FORM

According to Webster, macaroni is "a paste, first made in Italy, composed chiefly of wheat flour dried in the form of long slender tubes, and used, when dried, as an article of food".

How drab a description of such a delightful dish! Not content simply with "long slender tubes", the citizens of each Italian community had their favorite ways of preparing macaroni. Romans prepared theirs in strips. In Bologna they preferred flat ribbons. In Sicily they rolled the pasta on knitting needles to form a dried spiral.

In any shape or form macaroni, together with its brothers, certainly cannot be dismissed as a mere "article of food". Macaroni is a feast!

Helping to make Macaroni "a most delightful dish" through supplying consistently high quality Semolina is King Midas' constant aim.

KING MIDAS FLOUR MILLS

Minneapolis Minnesota



Kraft Operation Swings into Full Production at Pensacola, Fla.

One of the country's largest integrated kraft paper operations is rapidly swinging into top production here. Roy K. Ferguson, President of the St. Regis Paper Company, and a group of representative bankers, insurance men, publishers and industrialists, present for the official opening, inspected the new St. Regis multiwall bag plant, largest in the world, whose output is

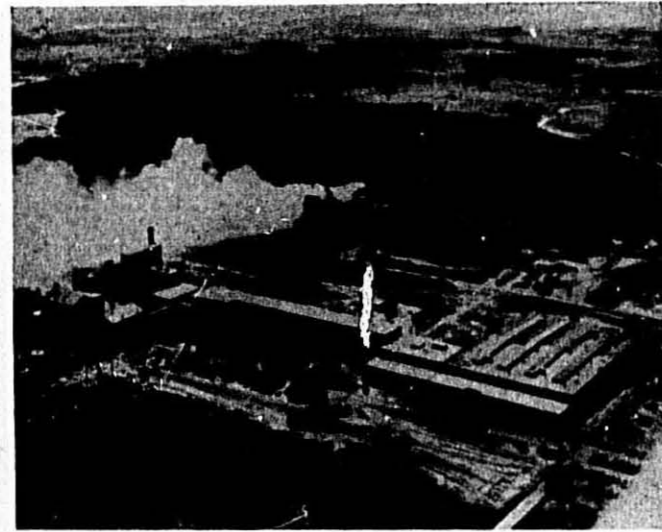


Roy K. Ferguson
President St. Regis Paper Co.
New York, N. Y.

the end product of a concentration which includes two of the most modern kraft paper mills, supported by an adjacent and long-term wood supply. At this "kraft center," the output of the Florida Pulp and Paper Company mill, which has been in operation since 1941, has just been joined by that of the new Alabama Pulp and Paper Company mill. Both are wholly owned subsidiaries of St. Regis and combine with the new bag plant to provide an outstanding example of conversion from managed woodland, to pulp, to paper, to multiwall bags.

A. P. Cole Dead

A. P. Cole, Pittsburgh, Pa., prominent flour broker and well known to the macaroni trade, passed away on April 26, following a few weeks' illness. He was connected with Pillsbury Mills, Inc., Minneapolis, but since 1916 has been associated with the Jesse C. Stewart Company, flour and semolina distributors in the Pittsburgh region. During his 30 years' connection with that firm, he made many acquaintances, personal and business, who grieve his passing. Funeral services were held in Pittsburgh, April 28, 1948.



View from the air showing the great integrated operation of the St. Regis Paper Company at North Pensacola, Fla. In the foreground is shown the new Alabama Pulp and Paper Company mill, with the new multiwall bag plant at the right. In the background is the Florida Pulp and Paper Company mill.

Infested Product Destroyed

Three charges of adulteration of macaroni, spaghetti and egg noodle products were reported by the Federal Security Agency in March 1948 issue of *Notices of Judgment Under the Federal Food, Drug and Cosmetic Act*.

The three cases involved a total of 509 cases of packaged products, 300 cases of egg noodles, 150 cases of bulk goods in 20-pound boxes and 37 cases of spaghetti dinners.

In each instance the Government found that the seized goods were infested and when "No claimant having appeared, judgment of condemnation was entered, and the products either

ordered destroyed or sold for use as stock feed."

Canned Spaghetti Up—Dry Macaroni Down

The Dominion Bureau of Statistics (Canadian) reports both drops and advances in the production of macaroni products in Canada during 1947. According to figures recently released, dry macaroni fell to 77,537,935 pounds last year from 70,166,009 pounds in 1946. Canned macaroni products went up to 24,236,614 pounds.

Canadian biscuits, jams, marmalades, jellies, confectionery and beans made increases, while meats, lunch meats, salad dressing, canned beef stews, boiled dinners showed decreases

A Continuing Table of Semolina Milling Facts

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

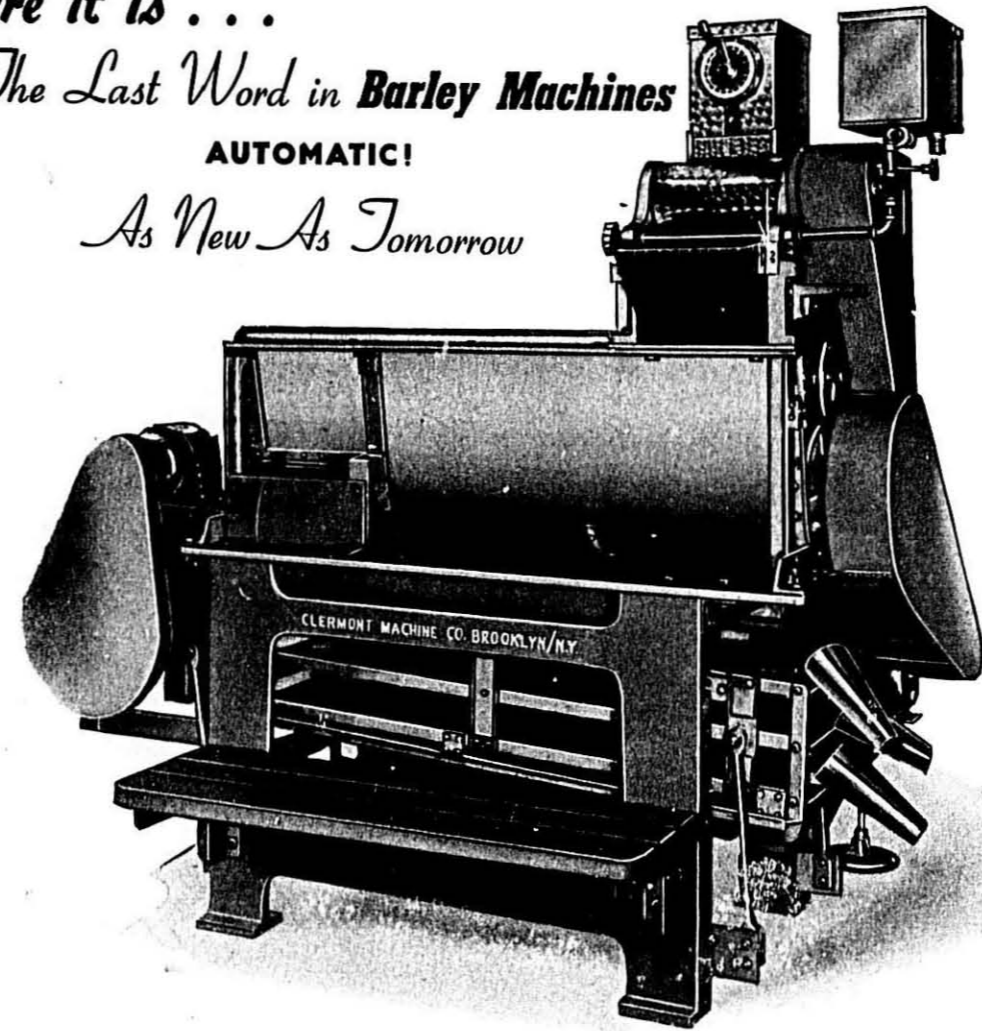
Month	Production in 100-pound Sacks			
	1948	1947	1946	1945
January	1,142,592	1,032,916	984,608	878,487
February	1,097,116	664,951	743,018	732,026
March	1,189,077	760,294	741,624	795,998
April	1,038,829	780,650	672,899	823,981
May		699,331	379,861	992,675
June		650,597	628,518	859,867
July		719,513	638,758	751,280
August		945,429	788,374	694,782
September		1,012,094	705,292	883,662
October		1,134,054	980,461	1,101,092
November		1,033,759	901,333	1,116,434
December		1,187,609	968,855	928,760

Includes Semolina milled for and sold to United States Government:

Crop Year Production

July 1, 1947—May 1, 1948	10,500,072
July 1, 1946—April 30, 1948	8,221,884

here it is . . .
The Last Word in **Barley Machines**
AUTOMATIC!
As New As Tomorrow



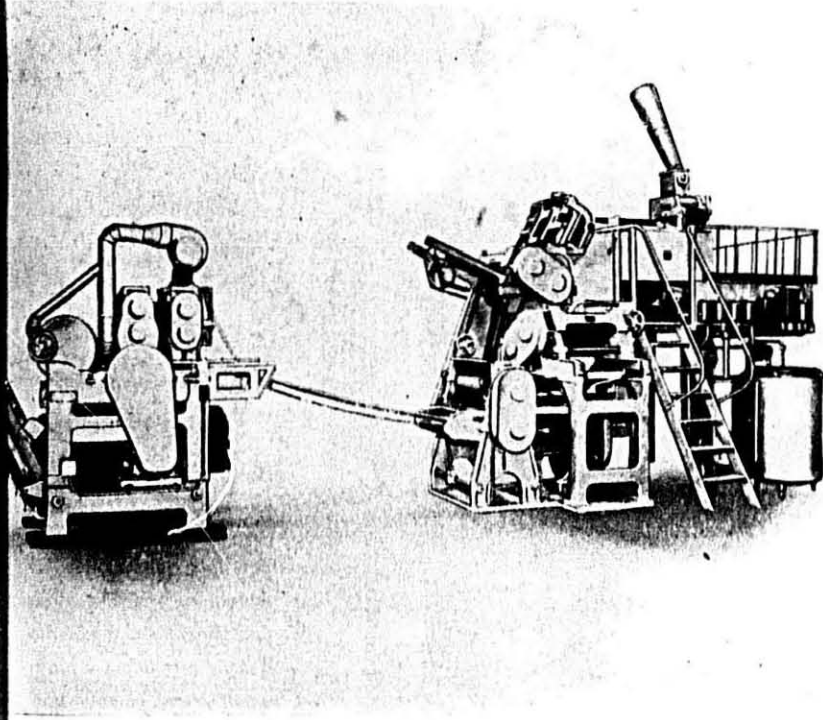
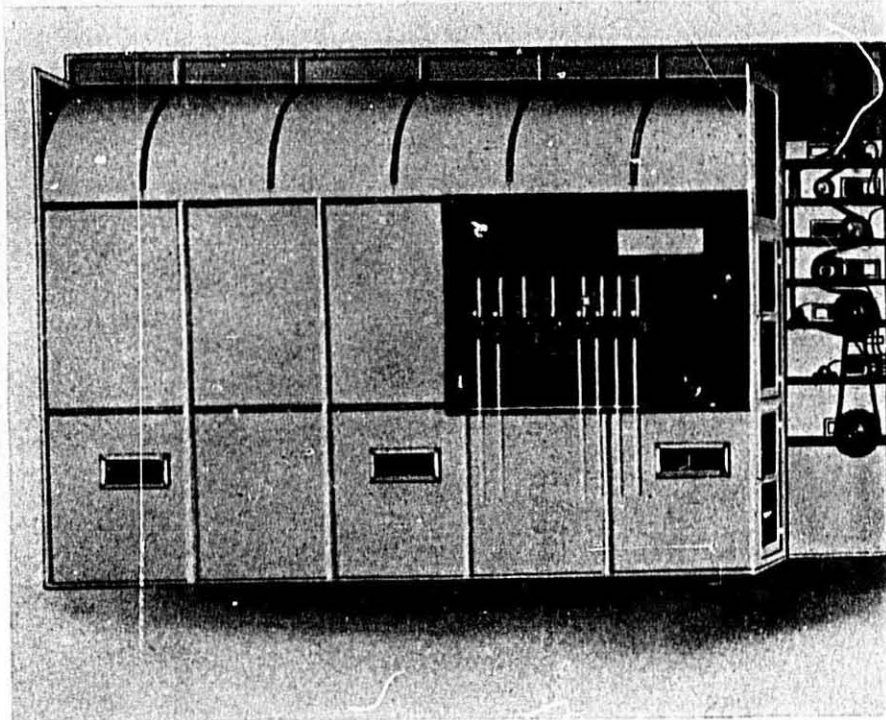
CLERMONT AUTOMATIC BARLEY MACHINE
WITH AUTOMATIC MIXER

This is what you've been waiting for. Double handling eliminated. No more separate mixing. Large output. Very little attention required. Compact and smart appearance.

CLERMONT MACHINE COMPANY, Inc.

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

THE *New Look* **INOODLE SETUPS**
Modern Efficiency
WITH "CLERMONT"



The machines shown above are the CLERMONT SHEET FORMER WITH APPARATUS, CLERMONT HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS NOODLE DRYER. Space limitations prevent showing the finish drying unit. These units may be placed wherever most convenient and suitable to a manufacturer's plant—on floor above or below, alongside of the setup presented or in a further continuous line.

This setup is fully automatic: Eggs are mixed and the egg liquid flows simulta-

neously with flour to the mixer of the Sheet Forming Machine which in turn forms a dough sheet. The dough sheet is fed automatically to the Noodle Cutter and the product conveyed from the Noodle Cutter to the preliminary drying unit, then to the Finish Dryer and finally is conveyed to the packing table, all in one continuous automatic process.

This setup can be had for production of 600, 1,000 or 1,600 pounds per hour. Labor is saved to the bone. Irrespective of the output selected, **ONE MAN DOES THE JOB!**

GET IN TOUCH WITH US AND WE'LL SHOW YOU MANY MORE ADVANTAGES

CLERMONT MACCOMPANY, Inc.

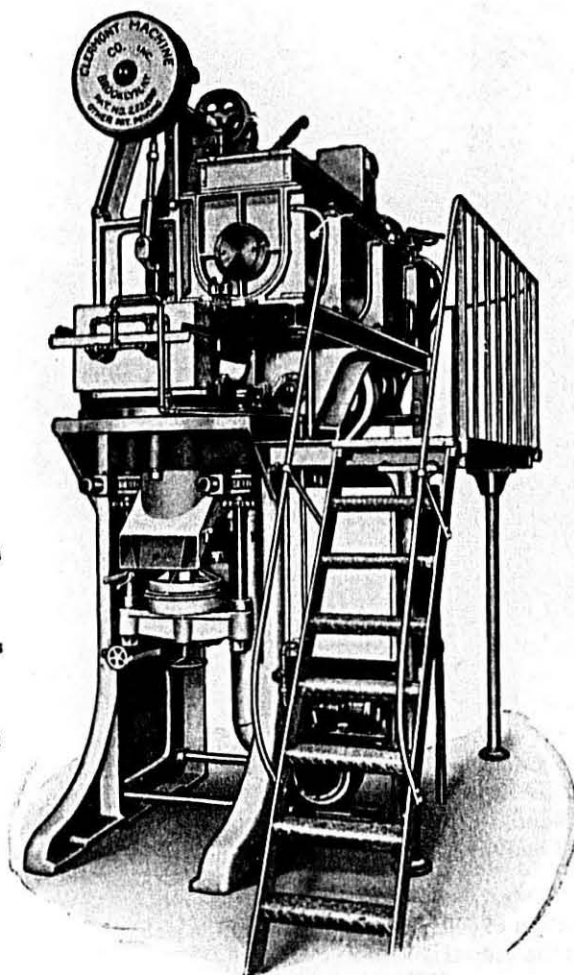
266-276 Wallabout Street
 Brooklyn 6, New York
 New York, U. S. A.

Telephone: Evergreen 7-7540

Presenting
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.

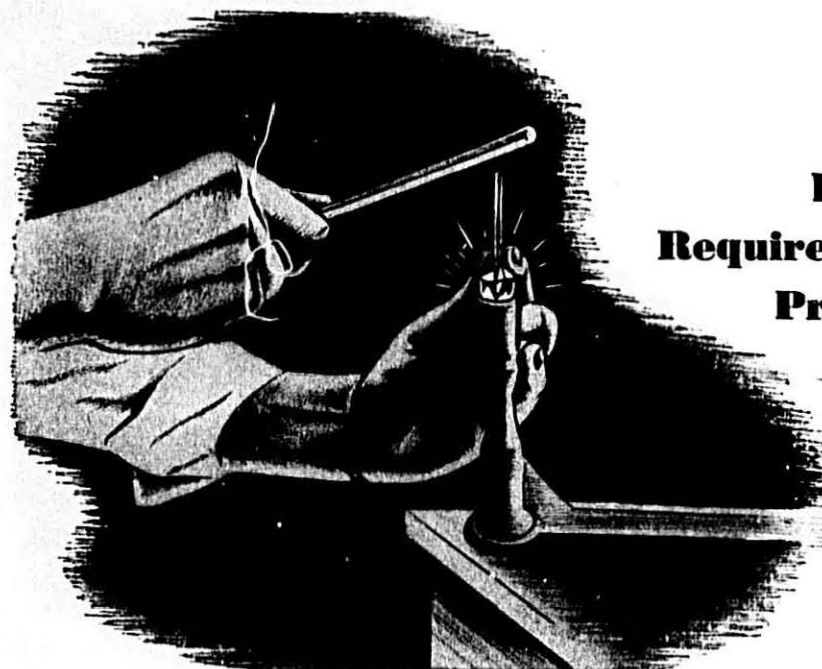
Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a product
of strong, smooth, brilliant,
yellow color, uniform in
shape, free from specks and
white streaks.

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK



**Enrichment
Requires Skill and
Precision too**

Into each gem the master diamond cutter puts a lifetime of skill and precision. Similarly—to increase the sales appeal of your macaroni and noodle products—NA has drawn from its years of experience in enriching flour and other cereal products to produce N-Richment-A, Type 6. Especially compounded after long study, N-Richment-A meets all macaroni and noodle enrichment requirements and is available as a powdered premix for continuous presses or in easily handled square wafers for batch mixing.

As a "plus" service, NA can also furnish precision feeders to ensure that when you use powdered N-Richment-A it will be fed in exactly the right quantities needed for your particular process.

But such products and equipment are only half the picture. The other half is represented by NA's technical service men, specialists in enriching, who are on call to work with your staff and consultants on any part of your enrichment program.

Why not get in touch with your nearest NA Representative today. There's no obligation and he'll be glad to give you the details.

W&T and Associated Companies also furnish W&T Water Flow Regulators, Merch Power Scale Feeders and Richmond Sifters.

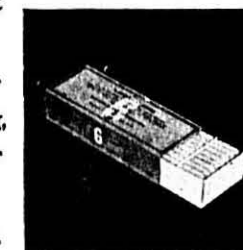
WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE

NA-22

BELLEVILLE 9, NEW JERSEY



NA Feeder for
N-Richment-A Type 6 Premix



N-Richment-A Type 6 Wafers



AGENE
— for flour maturing
NOVADELOX
— for a whiter, brighter flour
N-Richment-A
— for uniform enrichment

Spotlight on Satisfying, Economical Eating

Macaroni-noodle manufacturers have never considered their macaroni food as a substitute for any other good food, but rather one that accompanies all others nutritively and otherwise. This grain food is excellent by itself when accompanied with either easy-to-prepare or elaborate sauces or when served in any of the many recommended combinations for babies first

solid food, for the hungry, growing children or the hard-to-please oldsters.

Betty Barclay, the recognized home economist for the macaroni-noodle industry, recognizes this in all her suggestions, two good examples being those now appearing in hundreds of the smaller newspapers of the country, and shown below:

A Menu "Must"



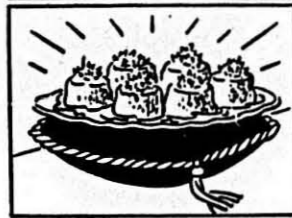
By BETTY BARCLAY

If you would like to serve a main-course dish that is decidedly different yet delicious, try French-fried Macaroni with Cheese. It is an economical tasty that proves an able alternate on a day you plan to eliminate meat from your menu. A dish such as this may well take care of the bulk of the food requirements for that meal. In addition to cheese, macaroni blends very favorably with meats, eggs, apples and tomatoes so that it will readily fit into "all-season" menus. Make it a point to try the recipe below on your family today. Then sit back and await the words of praise that are sure to become your just reward.

French-fried Macaroni with Cheese
1 pound macaroni, long or elbow
2 tablespoons butter or other shortening
1/4 cup grated cheese
Pepper and salt to taste

Boil macaroni in rapidly boiling salted water; drain. In a heavy frying pan, melt shortening. Add a little olive oil if you like that flavor. (It will keep butter from "burning", if butter is used.) Add the drained, boiled macaroni and stir it often to slightly brown a substantial portion of the macaroni. Fry none of it hard. Sprinkle with melted cheese; serve hot.

Gems For The Table



By BETTY BARCLAY

A gem is usually something that decorates a lady's throat or fingers. But a culinary gem not only decorates the table but furnishes family and guests with a healthful and delicious article of food.

Chicken and Macaroni Gems (see recipe below) presents milk, chicken, eggs, vegetables and protein-rich macaroni — all in one tasty and comparatively inexpensive dish. They are worth-while treats during these high-price days.

Chicken and Macaroni Gems
1/4 lb. macaroni (elbows)
2 cups cooked chicken, diced
2 eggs
1 cup milk
1/4 teaspoon salt
1/2 teaspoon paprika
2 tablespoons chopped parsley
2 tablespoons chopped celery
2 tablespoons chopped pimiento
2 tablespoons butter, melted

1. Beat eggs slightly. 2. Mix together all the ingredients. Pour into well-buttered gem pans. 3. Set in a pan of hot water and bake in a moderate oven for 30 minutes. 4. Unmold, arrange on a platter and surround with either tomato sauce or a thick cream sauce. Garnish with tiny sprigs of parsley.



Ollie the Owl

Dear Editor:

Pelican Pete was one cook who never spoiled the broth. He could cook for a king or jack or full house. He knew his onions in the cuisine and never got into a stew when a customer asked for Brittany fillets or codfish soufflé. But, he wasn't making any money.

The explanation behind his culinary skill and empty till was that Pelican's customers were almost all humming birds who ordered little portions of honey whenever they flew in. Pelican didn't make enough profit on these meals to buy birdseed, and so, he started to consider ways to increase the unit sale. Finally, he decided that the only way he could make more money was to build up the appetites of his customers through advertising. "I must educate these humming birds to bigger and better meals," he mused.

Busy with skillet and griddle, Pelican soon concocted a tomesome dish that he thought would tickle the palate of his customers and put him in the big money. He bought page-spreads in the newspapers and featured the appetizing dish on his menus, using illustrations in color, but the humming birds kept ordering little gobs of honey.

When Pelican found he couldn't boost sales, he quit advertising and went back to his old routine of taking whatever business flew in the front door. "It doesn't pay to advertise," he growled. "I offered the best meal in Birdland for the money, spent a nest-egg advertising it and what happens? I didn't sell one meat ball!"

Many an advertising campaign lays an egg because the advertiser tries to sell meat balls to humming birds.

Very wisely yours,
Ollie The Owl.

Anyone can see that the United Nations is a peaceful, warlike, beneficent, dangerous, practical and visionary affair.—Pathfinder.

Dupont Stockholders

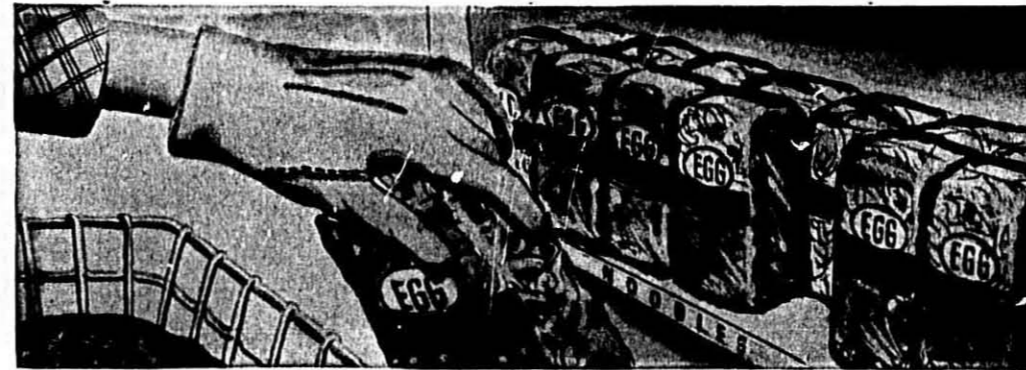
E. I. du Pont de Nemours & Company, Inc., was owned by 93,423 different stockholders as of March 31, an increase of 2,222 over the number of holders recorded at the close of the last quarter of 1947 and an increase of 5,649 over the number of holders as of March 31, 1947.

There were 76,002 holders of common stock and 23,450 holders of preferred stock as the first quarter of 1948 ended. These figures include 6,029 holders of more than one kind of stock.

More than 43,900 holders were women, and every state in the Union was represented among Du Pont stockholders.

NOW'S THE TIME TO CONTRACT FOR

OCOMA Selected Dark Egg Yolks For Finer Noodles...



She'll Reach for Your Brand First... Only When the Color is Right

Ocoma's specially-selected dark egg yolks not only meet quality manufacturing demands... they also work for you on the grocers' shelves! Ocoma yolks assure your noodles the right color... that rich egg flavor and fine texture... that induce the family food buyer to reach for them first.

You always get the "color-true" dark yolks when you choose OCOMA Quick Frozen Dark Egg Yolks. OCOMA yolks — under laboratory control and U. S. Government inspection — meet your highest specifications of:

UNIFORM DEEP COLOR • GUARANTEED 45% SOLIDS • LOW BACTERIA COUNT
FREE FROM SHELL AND FIBRE • HIGH IN FAT CONTENT • FROZEN STRICTLY FRESH

CONTRACT NOW FOR YOUR YEAR'S NEEDS OF AN ASSURED SUPPLY OF OCOMA YOLKS

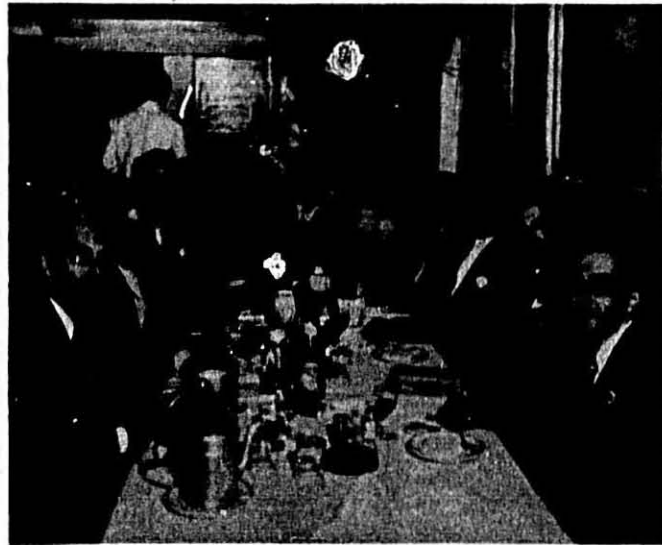
End your dark egg yolk worries for the year ahead. Insure your product quality with a contract for a supply of Ocoma egg yolks... FROZEN or DRY pack. For special color requirements, Ocoma also will contract to pack frozen egg yolks to your color specifications. Ask about this special service. And remember... Ocoma eggs are gathered and processed at the peak of their color in the Spring in eleven grain belt plants for delivery as you need them.

For year-round contract needs or spot shipments,
WRITE TO EGG DEPARTMENT J



OCOMA

Macaroni Makers in Hollywood



DINNER TENDERED TO SOUTHERN CALIFORNIA MACARONI MFRS. BY CHARLES C. ROSSOTTI, NAPLES RESTAURANT, HOLLYWOOD, CALIFORNIA. LEFT TO RIGHT: William Nelson, Budget Pack, Spaulding Macaroni Co., Los Angeles; Vincent DeGiorgio, Miller Food Products Co., Los Angeles; Francis De Rocco, Florence Macaroni Co., Los Angeles; Emil Spadafora, Superior Macaroni Co., Los Angeles; Frank Lombardi, Lombardi Macaroni Die Co., Los Angeles; Anthony Bissari, Anthony Macaroni & Cracker Co., Los Angeles; Fred Spadafora, Superior Macaroni Co., Los Angeles; Charles Rossotti, Rossotti West Coast Lithographing Co., Inc., San Francisco; Joseph Lombardi, Lombardi Macaroni Die Co., Los Angeles.

While on the Pacific Coast looking over the newly opened West Coast plant of the Rossotti Lithographing Company in San Francisco, California, Charles C. Rossotti, executive vice president of the firm invited the macaroni manufacturers of Southern California to a friendly conference at the Naples Restaurant in Hollywood. After a fine spaghetti dinner with all the accompanying Italian specialties, including good California wine, the host was called upon to address the social gathering.

In a brief but pointed talk, Mr. Rossotti urged strong support of the National Macaroni Manufacturers Association, not only in Southern California, but throughout the state, all along the Pacific Coast and the entire country as well. "Affiliate yourself immediately and definitely with the national organization of your industry, because each of you forms an important cog in your chosen business and should be in a position to work harmoniously and co-operatively in promoting the general industry of the macaroni-noodle industry," says this emissary of good will from the Atlantic Coast. "Whether or not you belong to the Association, however, you should feel obliged to attend the national conventions of the industry wherever held. Manufacturers elsewhere recognize the importance of the industry in South-

ern California and the interests of all will be promoted by open conferences wherein the views of all will be aired and discussed."



Edgewater Beach Hotel, Chicago
Scene of the 44th Annual Conference of the Macaroni-Noodle Industry of America, June 10, 11, 1948

Dr. Theodore G. Klumpp Elected President of American Pharmaceutical Mfrs. Assn.

Dr. Theodore G. Klumpp, president of Winthrop-Stearns, Inc., was recently elected president of the American Pharmaceutical Manufacturers Association, at its annual convention in Havana, Cuba.

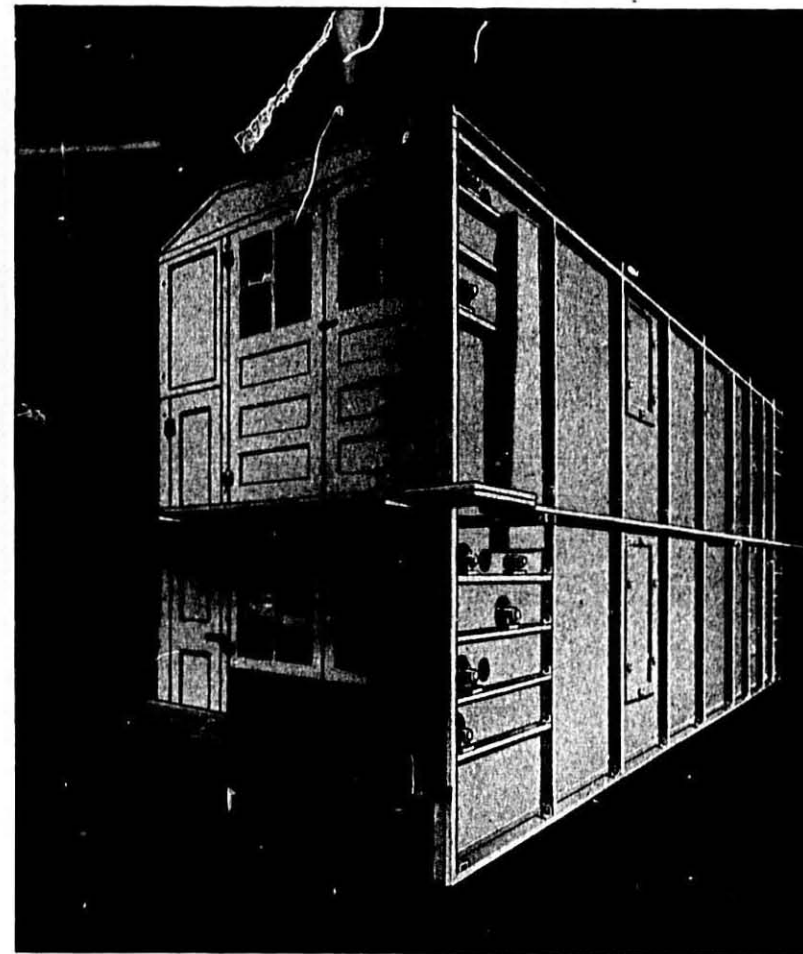
A graduate of Princeton University (B.S.) and of the Harvard University Medical School (M.D.), Dr. Klumpp is chairman of the board of governors of the National Vitamin Foundation, director of the American Foundation for Tropical Medicine, member of the American Association for the Advancement of Science, the American Society for Clinical Investigation and the Academia de Ciencias Medicas, Fisicas y Naturales of Cuba; and fellow of the American College of Physicians and the American Medical Association.

Dr. Klumpp has long been active in the American Pharmaceutical Manufacturers Association. He has been president of Winthrop-Stearns Inc., pharmaceutical manufacturers, since its organization a year ago. Prior to that time he was president of Winthrop Chemical Company, Inc., a predecessor company.

W. H. O'Keefe Retires

Because of illness, W. H. O'Keefe has retired from active duties as divisional sales manager of International Milling Company, Minneapolis, Minn., after 41 years of service.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

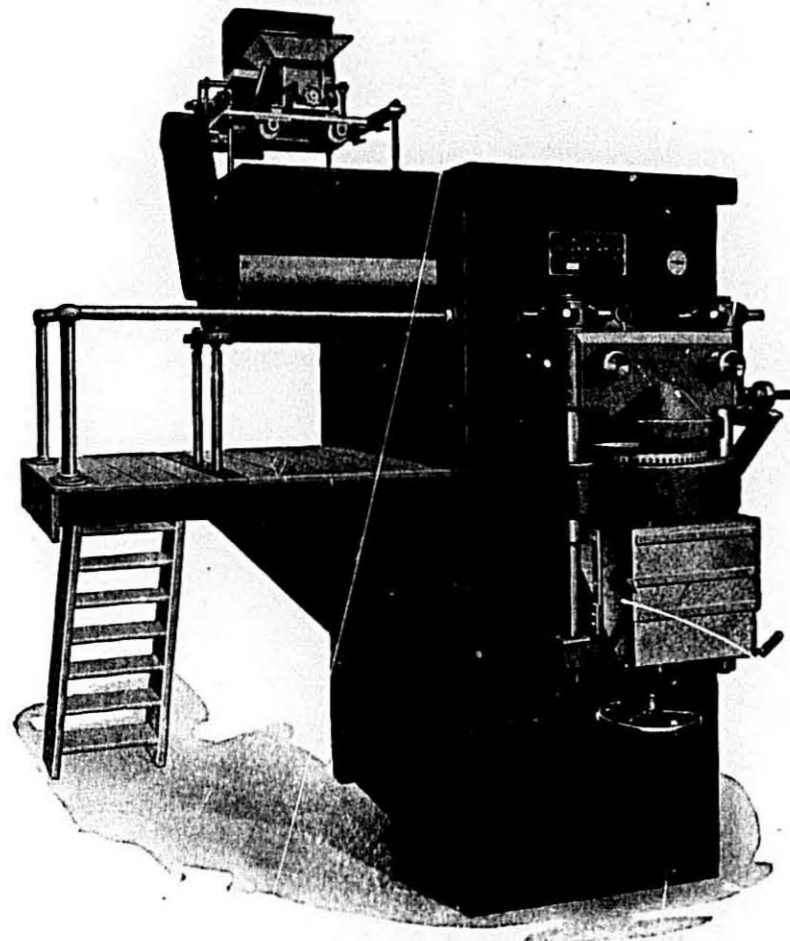
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

The machine shown above is our Continuous Automatic Press for the production of all types of cut macaroni, such as elbows, shells, stars, rigatoni, etc.

From the time the raw material and water are fed into the water and flour metering device and then into the mixer and extrusion device all operations are continuous and automatic.

Arranged with cutting apparatus to cut all lengths of short cuts.

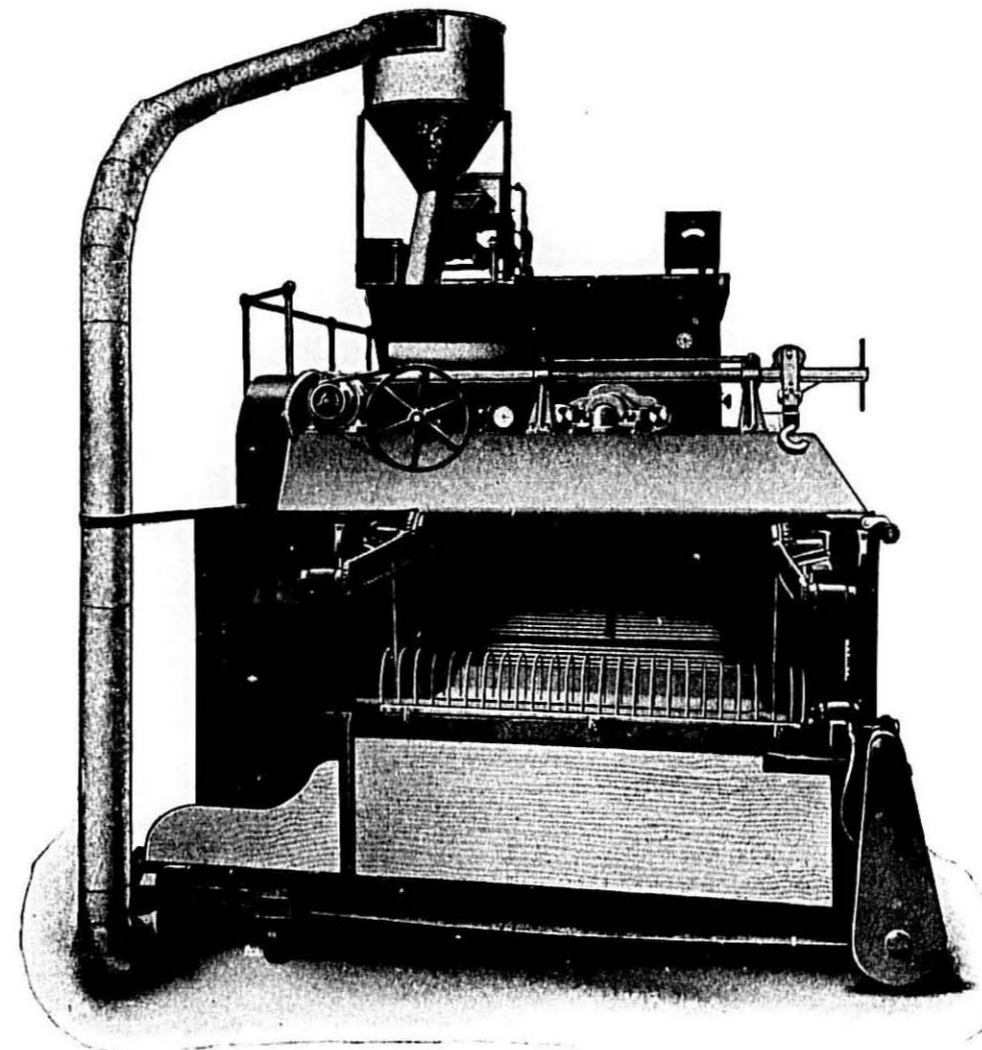
Production, not less than 1,000 pounds of dried products per hour.

The product is outstanding in quality, appearance, and texture, and has that translucent appearance, which is so desirable.

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

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT AND LONG PASTE WITH SPREADER

Model ADS

The Continuous Long Cut Press with Automatic Spreading worth while waiting for.

The Press that automatically spreads all types of round goods, with or without holes, such as Spaghetti, Macaroni, Ziti, etc.

Also all types of flat goods, Lasagne, Linguine, Margherite, etc.

Can be arranged with cutting apparatus for short pastes also.

The Press that produces a superior product of uniform quality, texture and appearance. No white streaks; cooks uniformly.

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

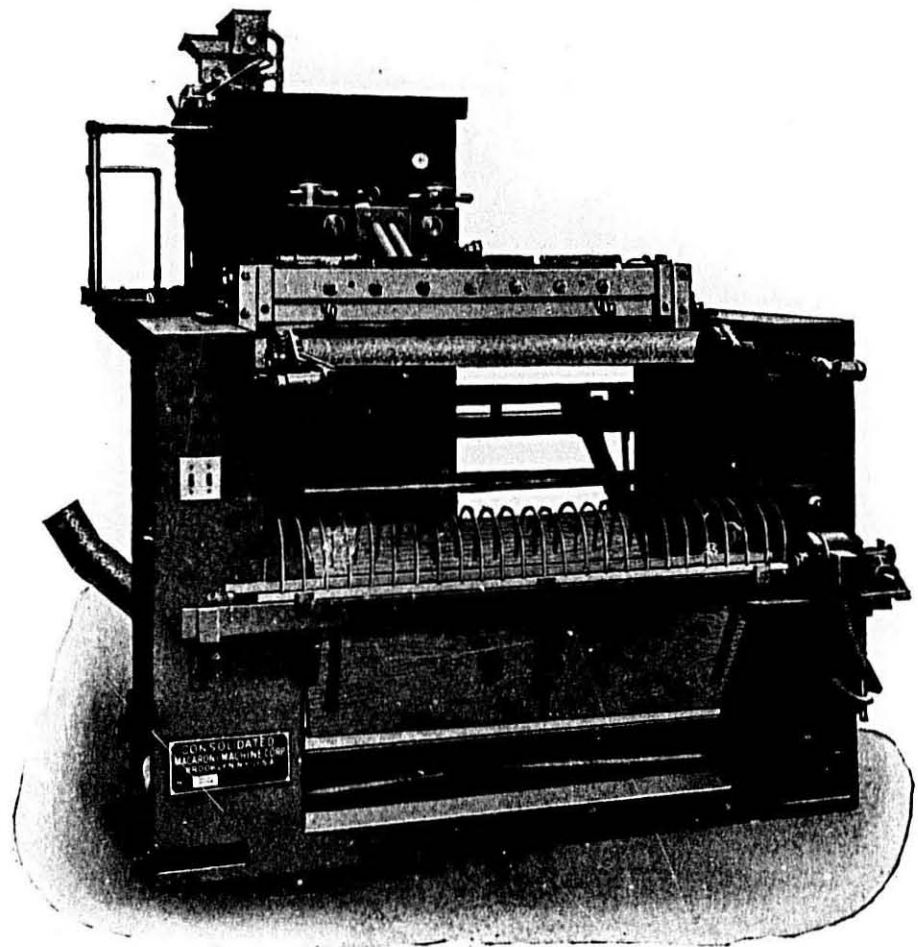
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS 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. Production of this machine is 1,000 to 1,100 pounds of short goods, and 900 to 1,000 pounds of long goods per hour.

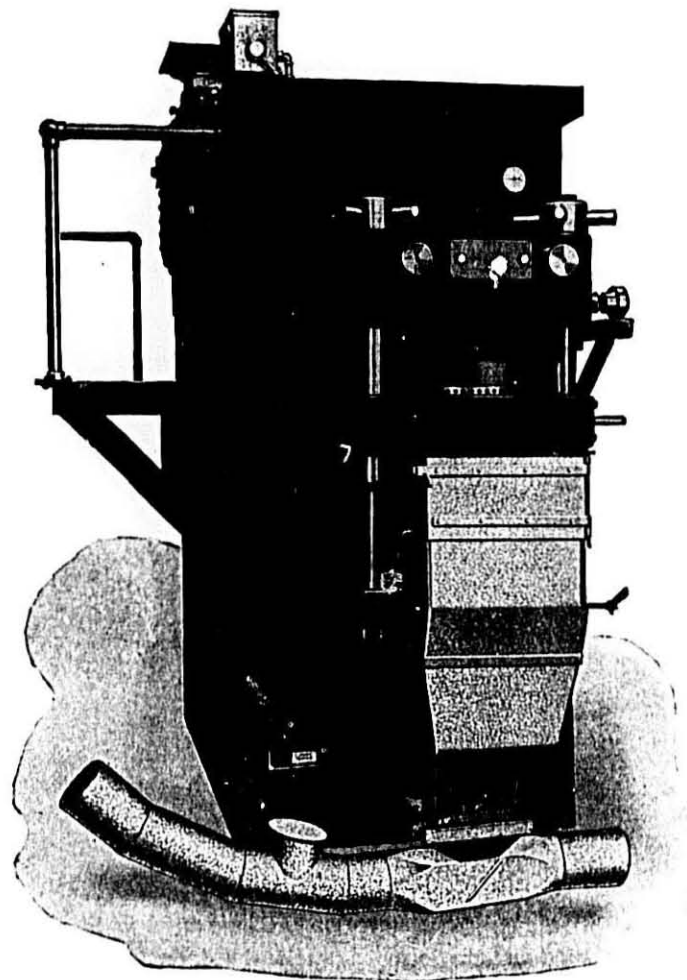
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 158 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.

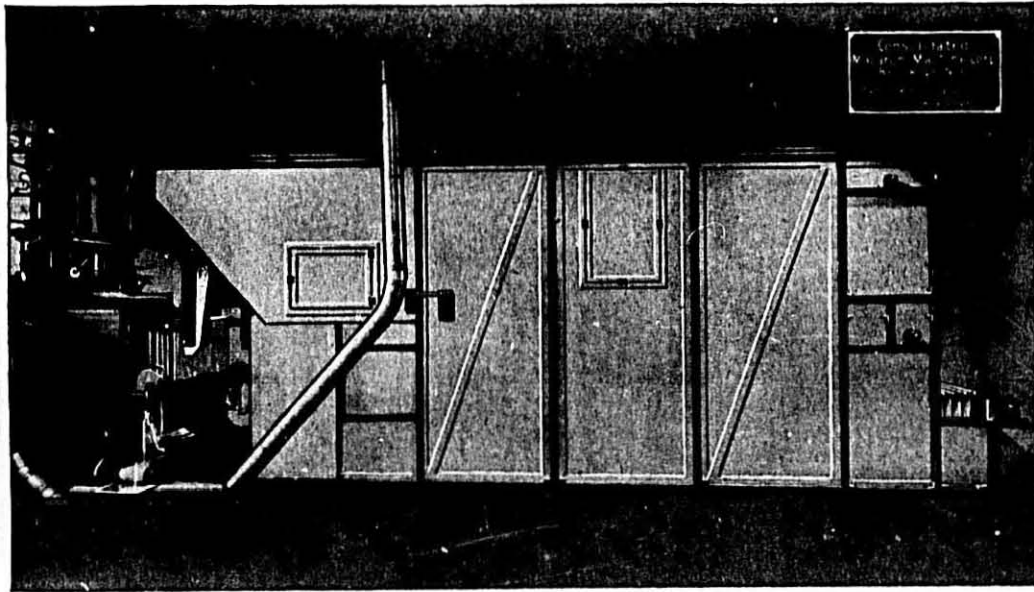
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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

Address all communications to 158 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.

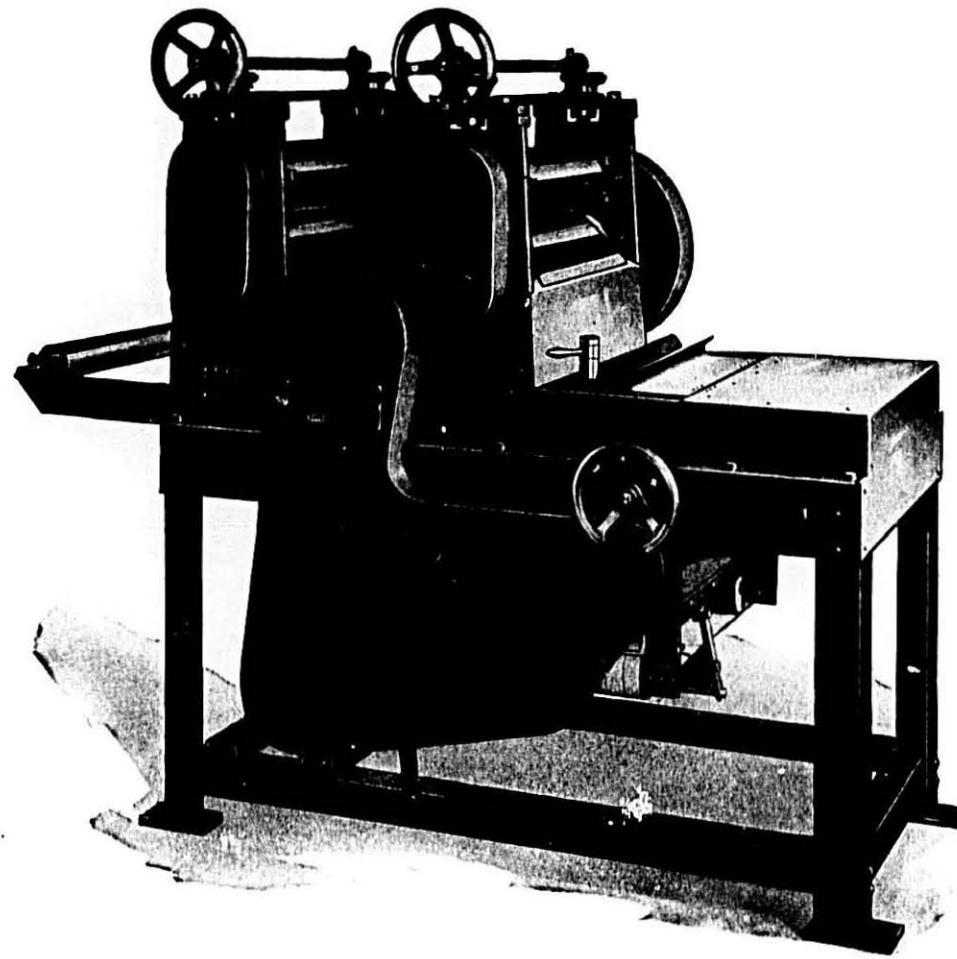
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

1947 Census of Macaroni Products Manufacture

Every proprietor has some deserved degree of pride in his business and instinctively will wish to include his business in any government survey. In a personal letter to the Secretary of the National Macaroni Manufacturers Association, J. C. Capt, Director of the Bureau of the Census, urges the voluntary co-operation of every Macaroni-Spaghetti-Noodle Manufacturer in making a complete survey of that important food industry. The letter says, in part:

"Dear Mr. Donna:

The Bureau of the Census is now engaged in the work of taking the first Census of Manufacturers of the United States in eight years. The last census was conducted in 1940 and covered operations of manufacturing establishments in 1939. The current census covers industrial operations during 1947.

The 1947 Census of Manufacturers is being conducted by mail. This is a departure from previous practice when individual establishments throughout the country were visited by Census enumerators. The mail canvass method was adopted for this census in an

effort to reduce the cost of the project to the taxpayers. This method, however, presents one problem, that of making sure that all manufacturing establishments are included. It is possible that some have been omitted from our mailing list despite the extensive efforts that have been made to achieve completeness.

In order to assure complete Census of Manufacturers coverage in your Industry, we are requesting your assistance in giving wide notice to manufacturers that Census of Manufacturers reports covering their operations in 1947 should be submitted to the Bureau of the Census. It is essential, both in the interest of your Association and for the Census as a whole, that the industrial canvass include every manufacturing establishment in your Industry. Most if not all of them probably are included in your membership and can best be reached by you.

Your help will be appreciated in calling attention to the circumstances, and urging manufacturers who have not received questionnaires to write to the Bureau of the Census, Industry Division, Washington 25, D. C., giving their name and address. These manufacturers should also describe the principal products that they make so that the Bureau can send them the correct form. You can also assist in speeding

up completion of the Census if you will encourage all manufacturers who have received questionnaires to complete and return them promptly.

The Bureau of the Census will be grateful to you and your organization for any assistance you may be able to give us."



The chief reason I'm glad that boat is rescuing us is because they serve baked macaroni.

American Housewives say—

"THANK YOU, GENTLEMEN"

For the Enrichment Program

NUTRITION is a word all homemakers know. They have been educated to the importance of vitamins in foods. That is why they choose *enriched* foods for their family tables.

Vitamins have long been *our* business. It was in The Merck Laboratories that several of the important vitamins were first isolated. And for years Merck has occupied a position of leadership in the development and production of enrichment products.

For authoritative information regarding food enrichment, write to Merck, foremost manufacturer of pure vitamins and minerals.

MERCK ENRICHMENT PRODUCTS

For Millers, Bakers, Cereal and Macaroni Manufacturers

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

MERCK ENRICHMENT PRODUCTS

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

Manufacturing Chemists

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill.
Elkton, Va. • Los Angeles, Calif.

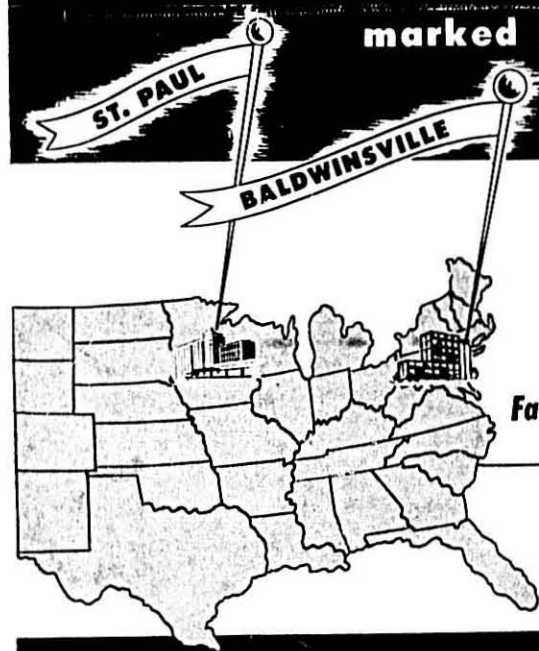
In Canada: MERCK & CO., Ltd. Montreal • Toronto • Valleyfield



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Famous for Quality and Dependable Uniformity

CAPITAL FLOUR MILLS

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

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



MORE MULTIWALLS

New Kraft Center at Pensacola BUILT FOR YOUR NEEDS

It's working for you now—the largest integrated operation of its kind! Pensacola's new Kraft Center combines the output of two kraft mills—Florida Pulp and Paper Company and Alabama Pulp and Paper Company (both wholly owned St. Regis subsidiaries) with the output of the new St. Regis multiwall bag plant.

This is further evidence of our earnest wish to serve the demands of the many basic industries which have adopted St. Regis multiwall paper bags. We cannot yet promise you all the bags you want, exactly when you want them. But we are steadily moving toward that goal.

Pensacola's new Kraft Center is a big step forward. From trees to pulp . . . to kraft paper . . . to multiwall bags . . . in one contin-



FOR INDUSTRY!

uous flow! And because fast growing Southern pine is a crop—there is no danger of shortage.

The Pensacola development was built for you! Day in, day out, it is working to supply you with the multiwalls you need for modern, efficient packaging.

There is a St. Regis sales office near you. Consult them about bag deliveries and for recommendations as to St. Regis packers.

SALES SUBSIDIARY OF **SR** ST. REGIS PAPER COMPANY
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BETTER
 PACKAGING
 at Lower Cost

Packaging Systems

Winthrop-Stearns Plan Sales Campaign



Newly formed Special Markets-Industrial Division of Winthrop-Stearns, Inc., plans expanded advertising program for Roccal at first sales meeting (pictured above) at Westchester Country Club, Rye, N. Y. Seated at table, left to right, are: Robert S. Whiteside, Tom Clark, Mayor of Rensselaer, N. Y., and production supervisor of special products at Winthrop-Stearns plant; Dr. A. E. Sernald, vice president of Winthrop-Stearns, Inc.; William X. Clark, associate director of Special Markets-Industrial Division; Dr. Theodore G. Klumpp, president, Winthrop-Stearns, Inc.; P. Val Kolb, divisional vice president in charge of Special Markets-Industrial Division; Dr. J. Mark Hiebert, vice president, Sterling Drug, Inc.; Dr. Maurice L. Tainter, director,

Sterling-Winthrop Research Institute; Harry Vogel, and S. C. Mills, both of Winthrop-Stearns, Inc.

Liquid, Frozen and Dried Egg Production March, 1948

The quantity of liquid egg produced during March totaled 70,349,000 pounds compared with 98,903,000 pounds during March last year, the Bureau of Agricultural Economics reports. The quantity produced for drying was much smaller than last year and continues to account for most of the decrease shown in total liquid produced so far this year as compared with a year ago.

Dried egg produced during March totaled 1,781,000 pounds compared with 11,248,000 pounds produced during March last year. Production consisted of 663,000 pounds of whole egg,

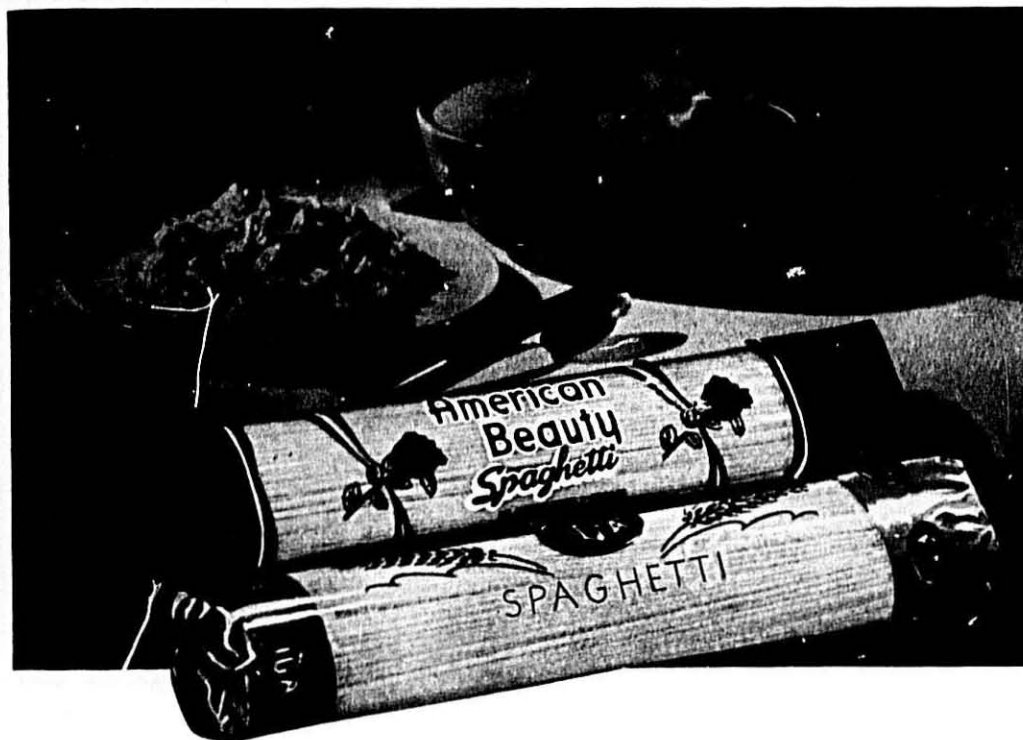
225,000 pounds of dried albumen and 893,000 pounds of dried yolk.

Frozen egg production during March totaled 63,019,000 pounds compared with 57,290,000 pounds in March a year ago—an increase of 10 per cent. Production during the first 3 months of this year totaled 99,608,000 pounds compared with 100,951,000 pounds during the same period last year—a decrease of about 1 per cent. Storage holdings of frozen eggs on April 1 totaled 143,553,000 pounds compared with 98,718,000 pounds on April 1, 1947, and 122,196,000 pounds for the 1943-47 average. Of the April 1 holdings, the government owned 53,299,000 pounds.

David Marshall Named GMA Director of Information

David Marshall has been appointed Director of Information for the Grocery Manufacturers of America, Inc. Marshall replaces Hazen H. Morse, Jr. who has resigned to become editor of *Living*, Suffolk County, Long Island, community magazine.

Most recently Assistant to the Director of Public Relations for American Airlines, Inc., Marshall before that was Publicity Director for the Propeller Division of Curtiss-Wright Corporation at Caldwell, N. J.



smart packaging

... BUILDS BRAND PREFERENCE!

Like a smartly dressed woman—a product that is packaged with an eye toward consumer preferences will always get more attention! Today's merchandising trends demand a package that's on its toes—a package that has color, appetite-appeal, display value—and is dressed in the latest sales fashion.

Milprint packaging experts specialize in surveying your packaging problems, from production to sales. Why not let them help you build new brand preference with a new—and smarter package.

**PACKAGES
BY
MILPRINT**

Packaging Headquarters to the Macaroni Industry

MILPRINT Inc. SALES OFFICES IN ALL PRINCIPAL CITIES

PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS

plants at MILWAUKEE, PHILADELPHIA, LOS ANGELES, CHRISTIANA, PA.
SAN FRANCISCO, TUCSON, VANCOUVER, WASHINGTON, STOUGHTON, WIS.

general offices: MILWAUKEE, WISCONSIN MILLS AT DE PERE, WISCONSIN

DON'T MISS IT!

*The Big Event
of the Year!*

MACARONI, NOODLE & ALLIED INDUSTRY CONFERENCE

JUNE 11th and 12th • EDGEWATER BEACH HOTEL • CHICAGO

Be sure to attend . . . it may help you in the solution of some of your problems.

Our Frank A. Motta will be in attendance to extend our greetings to our many friends in the Industry, and give out desired information on CHAMPION Equipment.

Peter D. Motta, our chief engineer, will also be there, glad to discuss and advise you on your production problems and to demonstrate the value of our Flour Handling Units, many of which have been purchased in recent years for use with the new automatic presses.

CHAMPION MACHINERY COMPANY

JOLIET, ILLINOIS

MANUFACTURERS OF THE CHAMPION LINE OF FLOUR OUTFITS, MIXERS, WEIGHING HOPPERS, WATER METERS, ETC., FOR THE MACARONI AND NOODLE INDUSTRY.

Economical - Political - Industrial

National Industries Service

Too Much International Isms

J. E. Jones

Washington, D. C., May—The Reciprocal Trade Treaties are under heavy fire in Congress. In the very beginning reciprocal trade was an over-developed notion of Cordell Hull when he was in the United States Senate. Under the New Deal he was Secretary of State and he had the help of President Roosevelt in transferring tariff control from the Congress to the Department of State. But we are far from being out of the woods, while Congress teeters on the verge of creating "a United States Commission for International Trade," to adjust tariff rates.

The old protective tariff system was bad enough, because it was controlled by "horse-trading" in Congress. Apparently the United States is doing all the giving, without receiving anything in return from other parts of the world. Why shouldn't they pay our prices across the seas? Why should we buy their goods that are in continuous competition with our own industrial system?

Labor Strikes Help Nobody

Strikes became very popular under the New Deal, but the ways used to

win those strikes for the labor bosses were so crude that the present Congress of the United States, without regard to either of the great political parties, passed legislation that was framed in a way to bring justice either to the employers or to the workers.

It seems tough to make the workers the victims of orders by their own bosses. Evidently we have got to have some more showdowns in the high courts.

The People and the Politicians

The Congress of the United States took over the affairs of the District of Columbia in 1874, and ruled the District themselves. The lawful residents of the District have conducted two unofficial plebiscites and in 1946 there were 168,000 votes cast praying Congress to give back the rights of franchise to the American citizens of the District. Congress began immediately to rig up schemes that would permit Washingtonians to claim self-rule. But, with the un-American provision that Congress would retain the power of veto over acts of this city of a million people.

Now comes the Gallup Poll conducted throughout the Nation with a re-

port that 77 per cent of the people of the Nation believe the District of Columbia should have the right to vote; 13 per cent said they should not; and 10 per cent had no opinion.

This all comes about because Congress, for purely selfish motives, has always continued to withhold the rights of Democratic government. The Gallup Poll proves that the people of the District of Columbia are being cheated out of their birthrights.

Does Everybody Gamble?

The "numbers game" has been booming in the Capital City of the United States for several years. Finally the Washington police are making a vigorous campaign to break up this kind of gambling. Besides, we have slot machines, plus all the risky games played by using cards. And maybe you didn't know it, but Washington is one of the fastest baseball centers in the United States. But this is an honest sport, as is evidenced by the fact that President Truman stood by precedent recently when he tossed out the ball for the opening game.

BRIDGE: An invention to give ladies something to think about while they talk.

each and every Cloverbloom egg is . . .

Breakfast Fresh

Yes, these are the eggs that go into the making of Cloverbloom Frozen Egg Yolks . . . select, *breakfast-fresh* eggs that help you make better noodles — noodles of superior color and finer texture.

From the selection of breakfast-fresh eggs to their quick-freezing, Armour guards this quality. Careful and continuing tests are made to keep Cloverbloom Egg Yolks free of shell and fibre — to maintain their deep color, their fine flavor, their solids content of 45% or more.



That means better Noodles

When you use Cloverbloom Frozen Egg Yolks, you'll be sure of finest quality in your noodles. You'll save time and trouble, too, because Cloverbloom Frozen Egg Yolks are always ready to use, always uniform. Armour produces Cloverbloom frozen whole eggs, whites, sugared and salted yolks; spray-powdered whole eggs, whites, yolks, yolk blend, meringue and stabilizer.



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OFFICINE MECCANICHE ITALIANE S.p.A.
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Machinery and Pneumatic Grain Handling Plants - for
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RETROSPECTIONS

by Edwin J. Sullivan

Gleanings from May Journals

Five Years Ago

The Macaroni-Noodle Industry Advisory Council held its organization meeting in Washington, D. C., April 27, 1943, to lay the groundwork for tackling and solving some of the problems of concern to both the producers and the government.

Angelo Garofalo, secretary of the Milwaukee Macaroni Company, died April 24, 1943. Mr. Garofalo was born in Italy and had been in America for many years. In 1938, he and his three brothers organized the Milwaukee Macaroni Co.

Because of the many problems common to all manufacturers of dehydrated soups, the leaders in the field formed a new association known as the Soup Mix Manufacturers. L. J. Gumpert, Director of Sales, B. T. Babbitt, Inc., was elected chairman of the new group. Mr. Gumpert stated that the rapid growth of the soup mix industry was one of the reasons why an

association was necessary, declaring that the sale of soup mixes had skyrocketed from \$300,000 in 1939 to an estimated \$40,000,000 in 1943.

Ten Years Ago

Acting on the wishes of the Industry, the National Macaroni Institute was laying plans for a "National Macaroni-Noodle Week" to be held October 9-15, 1938.

At a regional meeting of the NMMA, held at the Palmer House, Chicago, A. Irving Grass of the I. J. Grass Noodle Company was unanimously elected Director to represent Region No. 6 on the Board of Directors of the National Association.

Despite a lack of shipping orders from macaroni manufacturers, whose plants were operating at less than 50 per cent capacity, the prevailing price of semolina remained relatively high. As of May 1, No. 1 semolina, bulk in carloads, was quoted in Minneapolis

at from \$6.30 to \$6.35 a barrel. Granulars were a little less than \$6.00, with durum flour about 15c under.

Twenty-Five Years Ago

Plans were being made for the 1923 Industry Convention, to be held at Cedar Point, Ohio, June 12, 13 and 14.

Macaroni manufacturers were determined to do their full share in bringing about a more necessary increase in the consumption of wheat products by supporting the "Eat More Wheat" campaign.

A special meeting was held by the Eastern Macaroni Manufacturers to discuss plans on how to cope with the price cutting tendency that threatened ruin to the industry.



Try the New Improved Priority Durum Granular

Milled from the choicest durum wheat available

A. L. Stanchfield, Incorporated

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Offices:
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Minneapolis, Minn.

Mills
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The
MENGEL COMPANY

INCORPORATED

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**Corrugated
Shipping
Containers**

Louisville, Ky.
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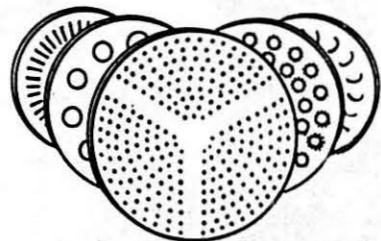
Winston-Salem, N. C.
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Nashville Corrugated Box Co.
Nashville, Tenn.

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SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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

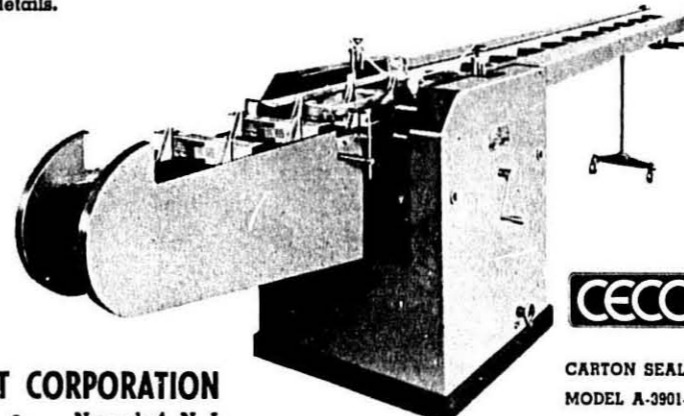
One way to lick higher packaging costs



With a surprisingly low investment you can secure all the benefits of mechanized packaging now enjoyed by the great majority of macaroni packers. A CECO Adjustable Carton Sealer will quickly and inexpensively seal and deliver your cartons right to the shipping case. The machine is instantly adjustable without tools by any inexperienced operator for an infinite variety of carton depths. Both ends of cartons are sealed automatically.

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

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Adjustable
CARTON SEALER



CONTAINER EQUIPMENT CORPORATION

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**CARTON SEALER
MODEL A-3901-12**

New Triangle Plant

The Triangle Package Machinery Company of 906-924 North Spaulding Avenue, Chicago, Illinois, is this year enjoying its 25th year in the field of manufacturing high speed weighing and filling equipment.

The Company, which up to approximately ten years ago, had but a handful of men engaged in the manufactur-



ing of various type Volumetric Filling machinery. Semi-Automatic Carton Sealing equipment, today is approaching close to 200 manufacturing personnel. A branch is located in Los Angeles, California, as well as an auxiliary plant in the City of Chicago, supplementing the main plant located at the above address.

In line with Triangle's expansion and program for consolidation, work has been started on the new Triangle plant, which will have just double the present facilities of the combined two Chicago plants.

This building is said to be the new-

est plant of its kind, designed for manufacturing of high speed, both semi-automatic and fully automatic packaging machines. The new location, the frontage of which occupies 290 feet, with the land running to a depth of 350 feet, will be at 6630-6650 West Diversey Boulevard.

Home Noodle Factory Destroyed

Fire of unknown origin completely destroyed the Home Noodle factory in Uniontown, Ohio, last month. Damage to the building and stock was estimated at \$20,000. Mrs. Mary Copland, operator of the factory, could not estimate the value of the destroyed machinery. A nearby residence was also destroyed.

Mrs. Copland has made noodles in Uniontown for about seven years. Her packaged products were locally known as "Mummy's Noodles."

Twin Cities Food Show

For the first time in twelve years Minneapolis will be host to a consumer Food Show. Scheduled for September 11 through 19, the mammoth show will transform the Minneapolis Auditorium into a giant food palace.

Food industry leaders in the Twin

Cities and Nationally are in accord that the Exposition is a merchandising event long needed in the Northwest and one that will result in important benefits to the Upper Midwest Grocer and in turn to the Wholesaler, Jobber, Broker and Manufacturer. Through the hundreds of educational exhibits, consumers will become acquainted with the latest advances in the food field.

Sponsored by the Minneapolis Retail Grocers' Association, the Minneapolis Show will be the biggest food event in Upper Midwest history.



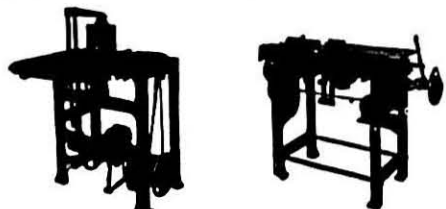
Cook it "Express"

MACARONI PACKAGING THE PETERS WAY

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

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

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



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

PETERS JUNIOR FOLDING AND CLOSING MACHINE. Closes 35-40 cartons per minute. Fully automatic. Can also be made adjustable to close several carton sizes.

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

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of F. U. G. T. A.

120 Lbs. Net ABO
Fancy Durum Patent
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.

Amber Milling Division of FARMERS UNION GRAIN TERMINAL ASSOCIATION

Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

MALDARI'S INSUPERABLE MACARONI DIES
with removable pins

Trade Mark Reg. U. S. Patent Office



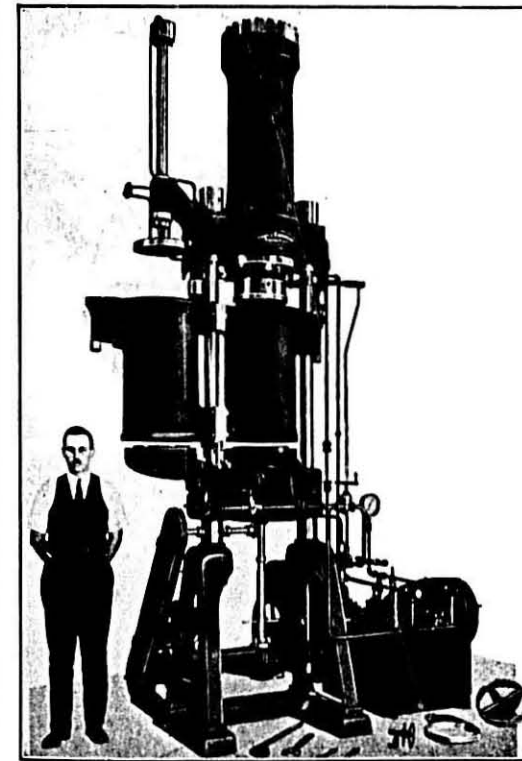
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NO MORE
REPAIRING



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**LOMBARDI'S
MACARONI
DIES**

805 Yale Street, Los Angeles 12, Cal.

**DISTINCTIVE
PACKAGING**

- FOLDING CARTONS
- SETUP BOXES
- DISPLAY DISPENSERS

BRADLEY and GILBERT CO.

INCORPORATED
640-650 S. SEVENTH ST. LOUISVILLE, KY.
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Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO DRYING MACHINES

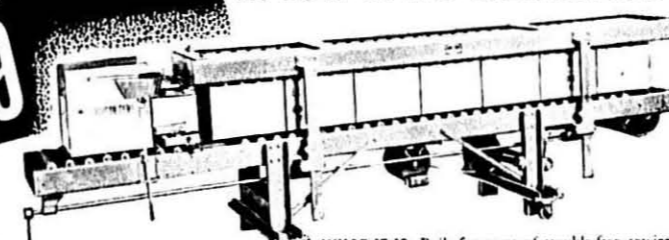
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shipping case gluer-sealer
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PACKOMATIC
semi-automatic gluer-compression sealer
for LOW SPEED OPERATIONS



Save time... save space... save labor... seal your paper shipping cases against the tough punishment modern handling methods inflict. Learn about famed PACKOMATIC gluing and sealing equipment that sells as low as \$859.00 complete... that is designed and built for operations where many assorted small runs are handled daily—or where volume does not justify the larger investment required for fully automatic equipment. Let PACKOMATIC help you modernize your shipping case gluing and sealing. J. L. Ferguson Company, Route 52 at Republic Ave., Joliet, Illinois.

WHAT IT IS. Built for years of trouble-free service, sealer has ball bearing rollers in both top and bottom sections; V-belt motor drive. Ball bearing swivel casters. In lengths from 6' to 26' to handle cases 6" x 5" x 4" to 30" x 18" x 19". **WHAT IT DOES.** Operator applies glue to flaps at roller feed table, closes them and starts cases between intermittently operated belts.

TYPICAL PACKOMATIC EQUIPMENT. PACKOMATIC builds a diversified line of shipping case gluers & sealers, carton formers, fillers & sealers, volumetric telescoping fillers, auger packer weighers, net weight scales, case printers, special machinery.

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PACKAGING MACHINERY T.M. REG. U.S. PAT. OFF.
J. L. FERGUSON CO. JOLIET, ILL.

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San Francisco • Los Angeles • Seattle • Portland • Denver • New Orleans • Dallas

**PLACE
ORDERS
NOW
for early
delivery**

J. L. Ferguson Co. Route 52 at Republic Ave., Joliet, Ill.
Please send full information on hand gluer and sealer for shipping cases, weighing _____ lbs. for production of approximately _____ cases per hour

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1933

Trade Mark Registered U. S. Patent Office
 Founded in 1933
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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

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

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

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

ADVERTISING RATES
 Display Advertising.....Rates on Application
 Want Ads.....50 Cents Per Line

Vol. XXX May, 1948 No. 1



"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."

Enrichment Is Voluntary

Since October 1946, there have been established Federal Standards for enriched macaroni products. Macaroni enrichment is voluntary, which means that manufacturers are privileged to enrich or not enrich as they choose.

Consolidated's Floor Show and Dance

Resuming its former practice of providing a spectacular floor show and dance music for the entertainment of the guests attending the annual dinner party of the National Macaroni Manufacturers Association which will be the closing feature of the 1948 convention of the Macaroni-Noodle Industry, June 11, the Consolidated Macaroni Machine Corporation of Brooklyn, N. Y., again expresses its pleasure at being the host on the auspicious occasion. The sponsoring firm is planning to have a fine dance band and a program of entertainment that will be in keeping with the affair.

A general invitation is extended by C. Ambrette, President, N. J. Cavagnaro, Treasurer, J. DeFrancisci, Secretary, Louis and Paul Ambrette, General Salesmen.

Clermont's Cocktail Party

The Clermont Machine Company, Inc., Brooklyn, N. Y., will sponsor a reception and cocktail party the evening of June 11, immediately preceding the National Macaroni Manufacturers Association's annual dinner dance. The Reception will be held in the North Room of the Edgewater Beach Hotel, starting at 6:30 p.m., Chicago daylight saving time. Entertainment will be provided in addition to cocktails and hors d'oeuvres for an hour. President Carmine Surico and General Manager John Amato extend an invitation to all convention guests and their families to attend.

Price Changes Announced

Merck and Company, Rahway, New Jersey, recently announced some price changes of interest to manufacturers of enriched macaroni products.

A telegram from the firm on May 6 states: "Effective May 7, Riboflavin reduced to \$125.00 per kilo and Niacin increased to \$7.00 per kilo, base price."

Wallace and Tiernan Company, Inc. also announce price changes, as follows:

Type 6 — "N-RICHMENT — A" from \$1.90 per pound to \$1.88.

Type 6 — "N-RICHMENT — A" Wafers to \$117.50 per thousand wafers.

Better Floor Care —Huntington

"101 Hints on Better Floor Care" has just been issued by Huntington Laboratories, Inc., Huntington, Indiana. The booklet lists in simple, easy-to-read fashion do's and don'ts in maintaining both "hard" and "soft" types of floor covering materials.

The proper care of wood is written up in detail. It tells: How to scrub a wood floor and the most suitable type of cleaning compound to use. How to prepare a wood floor for finishing. How to finish the floor to assure maximum wear. Why wood should be waxed and how wax is most effectively used. How to reduce slipperiness.

Using the section on wood maintenance as a basis, the differences in maintaining linoleum, cork, asphalt tile, mastic, rubber tile, concrete, marble, terrazzo, tile, slate and magnesite are each considered in turn.

Both the movie and booklet have been prepared as a public service by

Huntington Laboratories in an attempt to help maintenance men understand the most effective and economical methods of floor maintenance. Advertising of Huntington products has been held to a minimum.

Compliments on Anniversary Edition

Readers and advertisers, too numerous to quote, made complimentary remarks on the April issue commemorating the twenty-ninth anniversary



Glenn G. Hoskins
 Past President NMMA

of the establishment of **THE MACARONI JOURNAL** as the official organ of the sponsoring National Macaroni Manufacturers Association and as the recognized spokesman of the industry which it represents. Perhaps the nicest things said by Glenn G. Hoskins, industrial consultant, Chicago, and a past president of the Association, is expressive of the combined feelings of those who made known their unsolicited opinions and good wishes. It was addressed to Managing Editor M. J. Donna, reading as follows:

Dear M. J.:

Allow me to compliment you on your April issue of **THE MACARONI JOURNAL**. It is excellent, informative, attractive, well edited, inspirational and worth filing for future reference.

Yours truly
 (Signed) Glenn G. Hoskins

WANTED
 Used Short Goods Drying Equipment
FOR SALE
 100 Drying Trucks and 10,000 Sticks
 Write or Wire
 Export Macaroni Company, Inc.
 181-185 Fulton Street
 Boston, Massachusetts

FOR SALE: One 13 1/2" Upright Press; One 13 1/2" Horizontal Press, both complete with motors, starting switches and pumps. 7 Dies—2 Macaroni, 2 Spaghetti, 1 Elbow Macaroni, 1 Small Shell and 1 Elbow Spaghetti. All in good working condition. \$2,000 F.O.B. Plant. Box 84, c/o Macaroni Journal, Braidwood, Ill.

CARTOON CORNER

SKETCHED FOR THE MACARONI JOURNAL BY ART ROSS

SIGN HERE!

ABE LINCOLN ENJOYED MANY MACARONI DINNERS.

PETER LEEDS, STAR OF "THAT BRENNAN GIRL" AND "MAIZY" RECEIVED A HOLLYWOOD OFFER WHILE DINING ON SPAGHETTI AT CIROS IN HOLLYWOOD.

I WAS HAVING SPAGHETTI AT TONY'S AND DIDN'T REALIZE WHAT TIME IT WAS!

-DON'T BLAME YOU. CASE DISMISSED!

"I'VE GOT OODLES OF NOODLES"

JERSEY JUSTICE! THIS GENT WAS GIVEN A TICKET FOR OVERTIME PARKING. BUT THE JUDGE WAS SYMPATHETIC!

HIT PARADE! HERE'S ANOTHER OF THE RECORDED SONGS FEATURING MACARONI PRODUCTS. RECORD MADE BY DECCA AND OTHERS.

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 1947-1948

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M. J. Donna, Secretary-Treasurer.....	P. O. Box No. 1, Braidwood, Illinois

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Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.
Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio



The Secretary's Message

What to Do at the Convention

First, plan definitely to attend with an open mind and in a give-and-take spirit. Generally speaking, this is your business, to be so considered by you and others with the same end in view.

Second, reserve sleeping rooms at the headquarters hotel and do so as early as possible. Plan to arrive the day before the convention opens to make new acquaintances or to renew old ones, and to stay a day after the convention closes to help effectuate the plans and policies agreed upon for the general welfare of the trade.

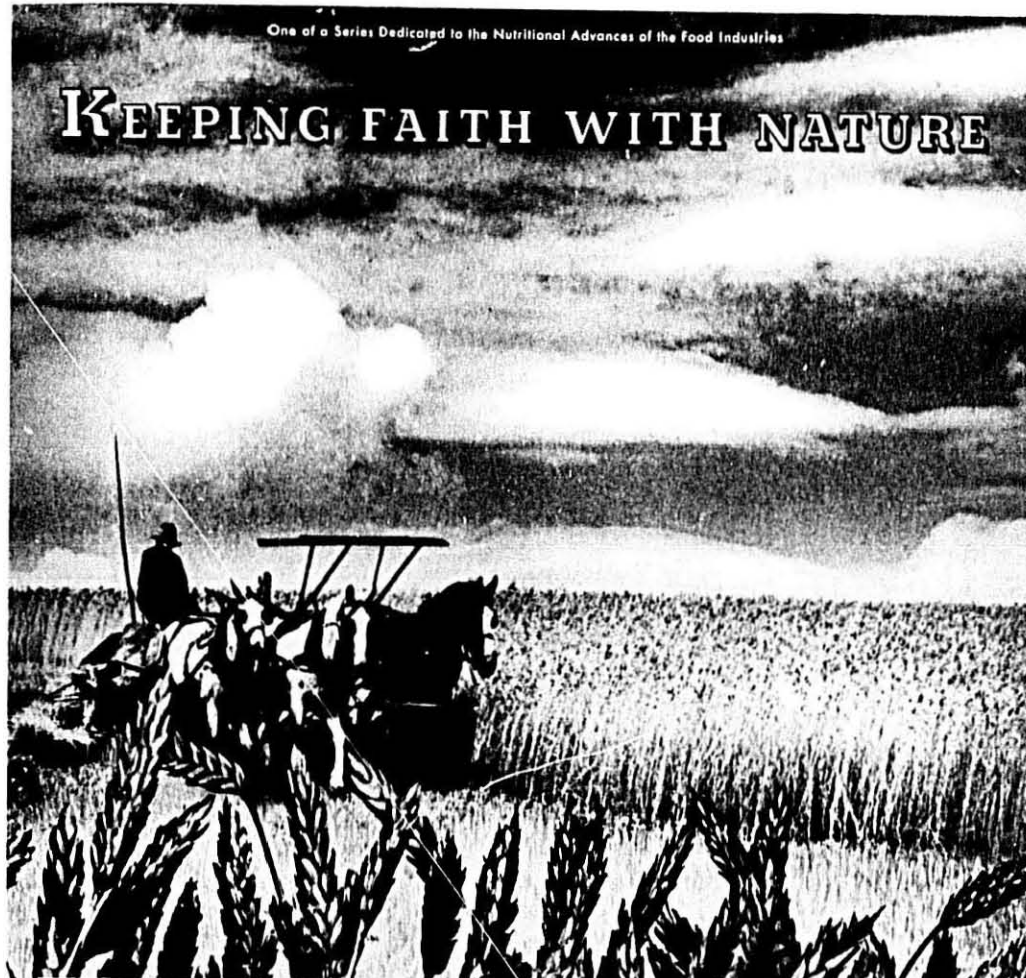
Third, on arrival at the headquarters hotel and after checking into your room, look for the registration desk. Register early to avoid the congestion the morning of the opening day.

Fourth, concentrate on convention matters during the two days of the conference, limiting other obligations to a minimum.

Fifth, attend all meetings promptly and stay through all sessions so as not to miss anything of importance. Take part in all discussions and serve willingly on committees to which you may be appointed, as experience, ability and willingness are usually considered reasons for your selection.

Sixth, partake of the pleasures, too, provided by co-operating allies or the Association. In short, be a real, friendly and co-operative conventioner, which makes for a highly successful meeting.

M. J. DONNA, Secretary.



One of a Series Dedicated to the Nutritional Advances of the Food Industries

KEEPING FAITH WITH NATURE

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

Outstanding Nutritional Accomplishments

Today, large quantities of these products

are enriched:

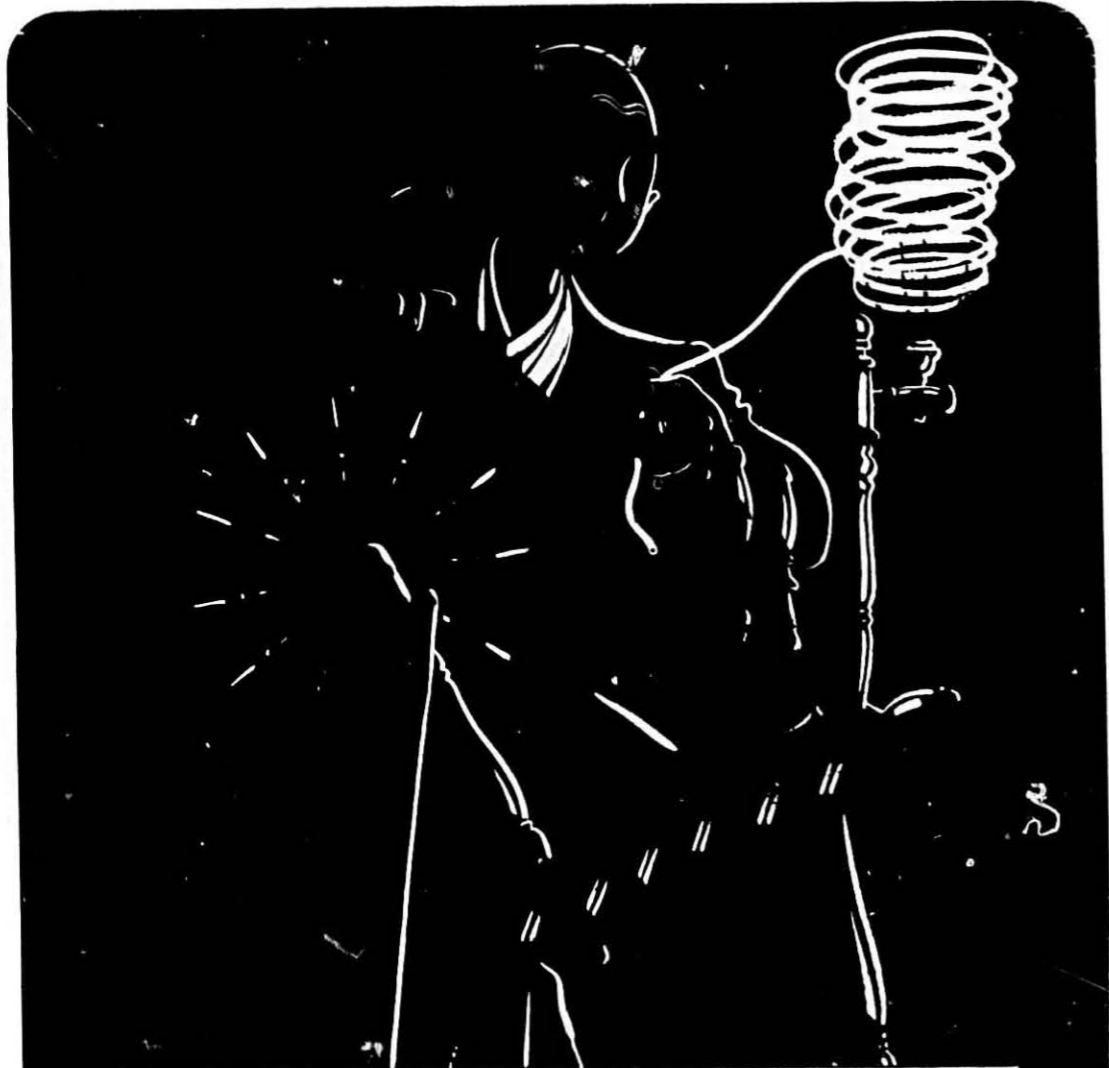
- MACARONI
- SPAGHETTI
- NOODLES
- PASTINA



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

'ROCHE' Vitamins for Enrichment

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We're Not "Spinning Yarns" About Spaghetti!

When we say that Pillsbury's Durum Products make *consistently good* macaroni, spaghetti, and noodles, we're not just making up a pleasant story.

We *know* these products of ours will make good products for you because we're constantly testing their performance . . . making them into spaghetti as you would, cooking the spaghetti as a housewife would.

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