

**THE
MACARONI
JOURNAL**

**Volume XXX
Number 9**

January, 1949

JANUARY 1949

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*Our Sincerest
New Year's Wish*

GOOD HEALTH, PERSONAL
HAPPINESS AND
PROFITABLE BUSINESS

Organized by
Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXX
NUMBER 9



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INSTITUTE Roll of Honor

A Revised List of "Co-operators" That Returned
One-Cent-A-Bag Contracts to January 10, 1949

Names of new signers of contracts received after December 10, 1948, appear in their alphabetical order in italics.

American Beauty Macaroni Co., Denver, Colo.
American Beauty Macaroni Co., St. Louis, Mo.
American Beauty Macaroni Co., Kansas City, Mo.

Including subsidiaries:

Macaroni Manufacturers, Inc., Wichita, Kansas
Pacific Macaroni Co., Los Angeles, Calif.
Porter Macaroni Co., Salt Lake City, Utah

Anthony Macaroni & Cracker Co., Los Angeles, Calif.
V. Arena & Sons, Inc., Norristown, Pa.

Bay State Macaroni Mfg. Co., Everett, Mass.
Mrs. Becker's Noodle Co., Cleveland, Ohio
W. Boehm Company, Pittsburgh, Pa.
Buitoni Products, Inc., New York, N. Y.

California Paste Co., San Jose, Calif.
California-Vulcan Macaroni Co., San Francisco, Calif.
Carmen Macaroni-Weber Noodle Co., Bell, Calif.
Colonial Fusilli Mfg. Co., Brooklyn, N. Y.
Colosseum Macaroni Co., Sacramento, Calif.
Columbus Macaroni & Noodle Co., Cleveland, Ohio
The Creamette Company, Minneapolis, Minn.
Cumberland Macaroni Mfg. Co., Cumberland, Md.

Delmonico Foods, Inc., Louisville, Ky.
The DeMartini Macaroni Co., Inc., Brooklyn, N. Y.
G. L. Del Rossi Co., Inc., Providence, R. I.

Eichler's Noodles, Middle Village (Reco Park), N. Y.
El Paso Macaroni Company, El Paso, Texas

Favro Macaroni Co., Seattle, Wash.
Florence Macaroni Mfg. Co., Los Angeles, Calif.
Fort Worth Macaroni Co., Fort Worth, Texas

Galioto Brothers Company, Chicago, Ill.
Gallo Macaroni Mfg. Co., San Jose, Calif.
Gioia Macaroni Co., Inc., Buffalo, N. Y.
Globe Mills, Los Angeles, Calif.
Golden Grain Macaroni Co., San Francisco, Calif.
Golden Grain Macaroni Co., Seattle, Wash.
Gooch Food Products Co., Lincoln, Nebraska
A. Goodman & Sons, Inc., Long Island City, N. Y.
Grand Macaroni Co., Chicago, Ill.
I. J. Grass Noodle Co., Inc., Chicago, Ill.

Ideal Macaroni Co., Cleveland, Ohio
Indiana Macaroni Co., Indiana, Pa.
Italian American Paste Co., Inc., San Francisco, Calif.

Kientzel Noodle Co., Inc., St. Louis, Mo.

LaPremiata Macaroni Corp., Conneville, Pa.
V. LaRosa & Sons, Inc., Brooklyn, N. Y.
LaVita Macaroni Co., Chicago, Ill.

Megs Macaroni Company, Harrisburg, Pa.
D. Merlino & Sons, Oakland, Calif.
Mill-Brook Macaroni Co., Minneapolis, Minn.
Milwaukee Macaroni Co., Inc., Milwaukee, Wis.
Minnesota Macaroni Co., St. Paul, Minn.
Mission Macaroni Co., Seattle, Wash.

Including subsidiary:

Pacific Coast Macaroni Co., Seattle, Wash.
Monett's Noodles, Columbus, Ohio
C. F. Mueller Company, Jersey City, N. J.
Musolino Lo Conte Co., Boston, Mass.

National Macaroni Mfg. Co., Garfield, N. J.
New England Macaroni Co., Providence, R. I.

Oakland Macaroni Co., Oakland, Calif.

Antonio Palazzolo & Co., Cincinnati, Ohio
Paramount Macaroni Mfg. Co., Inc., Brooklyn, N. Y.
F. Pepe Macaroni Co., Waterbury, Conn.
The Pfaffman Company, Cleveland, Ohio
Philadelphia Macaroni Co., Inc., Philadelphia, Pa.
Prince Macaroni Mfg. Co., Lowell, Mass.
Procino-Rossi Corp., Auburn, N. Y.

Quality Macaroni Co., St. Paul, Minn.

Ravarino & Freschi, Inc., St. Louis, Mo.
Refined Macaroni Company, Brooklyn, N. Y.
Rocco's Macaroni Mfg. Co., San Diego, Calif.
Roma Macaroni Factory, San Francisco, Calif.
Roma Macaroni Mfg. Co., Inc., Chicago, Ill.
Ronco Foods, Memphis, Tenn.
Ronconi Macaroni Co., Inc., Long Island City, N. Y.
Peter Rossi & Sons, Inc., Braidwood, Ill.
Roth Noodle Company, Pittsburgh, Pa.
A. Russo & Company, Inc., Chicago, Ill.
A. Russo & Sons Macaroni Co., Cleveland, Ohio

Sanacori & Company, Brooklyn, N. Y.
San Diego Macaroni Mfg. Co., Inc., San Diego, Calif.
Santa Rosa Macaroni Factory, Santa Rosa, Calif.
G. Santoro & Sons, Inc., Brooklyn, N. Y.
Schmidt Noodle Co., Detroit, Michigan
Semolina Macaroni Co., Georgiaville, R. I.
Skinner Manufacturing Co., Omaha, Nebraska
Sorrento Macaroni Co., Inc., Trenton, N. J.
Sunset Macaroni Factory, Stockton, Calif.
Superior Macaroni Co., Los Angeles, Calif.
St. Louis Macaroni Mfg. Co., Inc., St. Louis, Mo.

U. S. Macaroni Mfg. Co., Spokane, Wash.

Vimco Macaroni Products Co., Carnegie, Pa.
V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.

Weiss Noodle Company, Cleveland, Ohio

A. Zerega's Sons, Inc., Brooklyn, N. Y.

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 BOTH WAYS SAFELY ENRICH YOUR
 MACARONI AND NOODLE PRODUCTS**



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



**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.

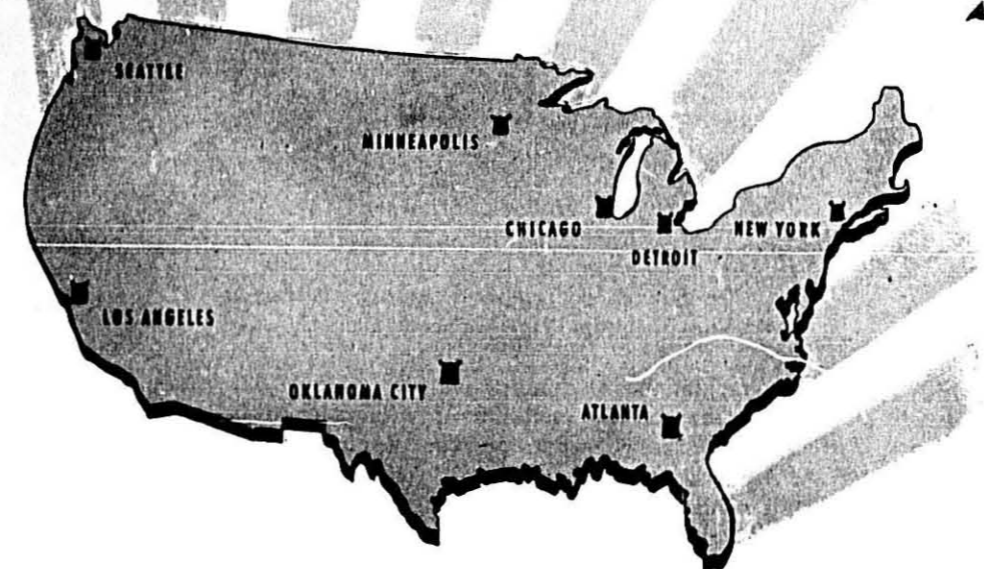
Consult our Technically-Trained Representatives for practical assistance with your enrichment procedure.

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We pledge ourselves above all to uphold our good
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efforts to more adequately and efficiently serve the
needs of the Macaroni Industry in order to deserve the continuing
valued confidence of our many business associates
throughout the world.

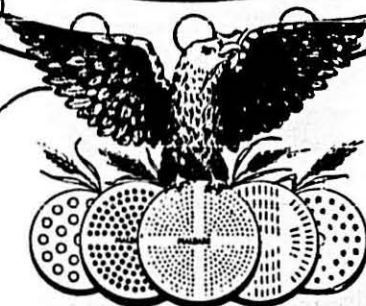
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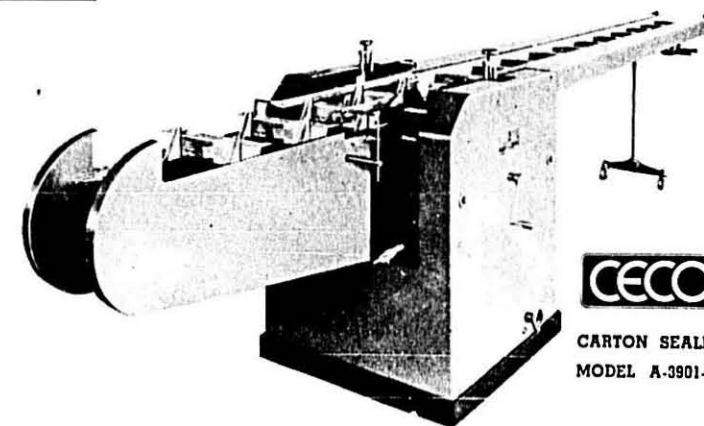
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BAKING SODA Hoyt Brothers, Inc.	BULBING Calko Chemical Co.
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IN INCREASED QUANTITIES

THE MACARONI INDUSTRY

It's a big order—but it can be done, and we intend to do our part by continuing to furnish top quality Durum Products to the macaroni industry.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXX

January, 1949

Number 9

Conventions As Industry Get-Togethers

FROM the information given to the Industry by the National Macaroni Manufacturers Association on its 1948 conventions, now a matter of history, and on the coming Winter meeting, final plans for which are in the making, there is a general feeling that anyone in any way connected with the Macaroni-Noodle Industry—Members, Active and Associate, and Friends, other manufacturers and suppliers—will agree that "something has been added, something different and most satisfactory has been attempted," all for the general good of the business for which the National Association is the recognized spokesman.

Starting with the very successful Winter Meeting in New York City in January, 1948, and then the annual convention at the Edgewater Beach hotel, Chicago, June 10-11, the Industry was well on its way through the greatest convention year in its history. The number of paid registrants at the June convention broke all records, as did the number of ladies that accompanied the manufacturers and allied.

The third convention of the year was also held in Chicago, September 8 and 9, at the Drake Hotel and though the attendance was hardly up to expectation, coming so close after the annual convention, there were laid plans for the most progressive action taken by the Industry in modern times. 1949 and the years to follow are expected to witness the culmination of plans approved at that convention.

Next came the almost spontaneous decision to sponsor the first Pacific Coast Conference at St. Francis Hotel, San Francisco, December 13, 1948, for the convenience of manufacturers and suppliers west of the Rockies. This was a real test of the National Association's ability to hurriedly plan a really worthwhile convention program and to present it to the entire satisfaction of the executives of all but a half dozen firms who were unable to attend. Given but three weeks to arrange for a convention 2,500 miles away, the Association's staff were really put to the test.

It was forced to call on its past convention-planning experience to prepare a program of real interest and to manage the affair in a way that pleased all and to make them agree that similar meetings each year would go far to cement the interests of the entire Industry.

In a commendatory letter to all the manufacturers on the Pacific Coast, President C. L. Norris of the National Association on December 28, wrote: "The San Francisco Conference, December 13, was splendidly attended. I have never been in an Industry meeting where everyone paid such close attention to the program and seemed to be so thoroughly enjoying every moment of it. I trust that our visit was profitable to the Industry as a whole and to each of the individual manufacturers who attended. As suggested at the meeting, we certainly should plan to have a West Coast conference at least once a year. At future meetings we shall be able to enlarge on the number of speakers as well as the entertainment, with the probability of making them two-day conferences."

Convention planning for the benefit of the Industry in 1949 begins early. For the first time in its history, the Industry has elected to go into the Deep South for its Winter meeting, to the Flamingo Hotel, Miami Beach, Florida, January 24-25. Judging from advanced room reservations, the attendance should be up to every expectation. Everyone in the trade feels that a change is in the offing—what kind and in which direction are as yet undetermined. The discussions at the two-day conference may prove just what is needed to determine the trend and the extent of that change, and much good will also come out of personal contacts and friendly chats that the convention will provide those who attend.

The National Macaroni Manufacturers Association prides itself on the fine conventions it has sponsored in 1948 and has reason to feel that it will be equally successful in the New Year, starting with the Winter Meeting at Miami Beach, Florida, January 24-25, to which the entire Industry is cordially invited.

Successful Pacific Coast Conference

PLANNED, as it was on the spur of the moment, the first convention of the manufacturers west of the Rockies was so great a success that those in attendance voted unanimously in favor of annual meeting in order that the distant processors may be kept in closer touch with industry developments for the general good.

Practically 90 per cent of the firms eligible to send representatives did so, many sending not only the chief executives, but also sales managers and plant superintendents. They came from Seattle on the north to as far south as San Diego, the attendance credited to the three Directors on the coast, namely, Guido P. Merlino of Seattle, Vincent DeDomenico of San Francisco and Edward D. DeRocco of San Diego.

The actual convention was preceded by a delightful social affair, consisting of a reception in the banquet hall of the St. Francis Hotel, San Francisco, the evening of December 12. Sponsored by the western representatives of General Mills, Inc., with cocktails and music and directed by E. C. Oatman, Western Sales Manager, the event was followed by a seven-course dinner with O. R. Schmalzer, Vice President and General Manager of Buhler Brothers, Inc., New York, as host. Exactly 103 manufacturers and allied with their ladies enjoyed the banquet and the fine music by the Strolling Royal Trio. The affair was concluded by the showing for the first time of a fine picture on Hidden Hunger, furnished by Merck & Co. of Rahway, N. J.

The convention proper opened auspiciously at 9:30 a.m. December 13 in the Borgia room of the St. Francis Hotel with 66 persons registering with Mrs. R. M. Green as registrar. These included 32 representing manufacturers, 32 allied and 2 Association officers. Association President C. L. Norris of Minneapolis was presented by Vincent DeDomenico of San Francisco, acting for California Director Edward D. DeRocco, who was unable to talk because of laryngitis.

President Norris in his opening address explained that the purpose of the first Western conference was to cement more closely all macaroni-noodle manufacturers behind the National Association plans for industry promotion because every indication pointed to the need of greater unity of action to maintain and advance the position of the industry as an important food factor. He pointed to the splendid gains made during the war when the manufacturers learned the value of co-operating for industry good and that

California, Oregon and Washington Manufacturers Manifest Keen Interest in San Francisco Convention, Urge Making This an Annual Affair.

it was the hope of the leaders that this co-operation would continue, even increase in the years ahead.

He regretted the forced absence of other Association officers due to year-end obligations to their own business. He asked Secretary M. J. Donna to read a cheering telegram from Vice President A. Irving Grass and excerpts from a letter by Association Advisor and past president, C. W. Wolfe.

Secretary-Treasurer M. J. Donna

Pictured are several groups at the banquet, St. Francis Hotel, San Francisco, sponsored December 12, by O. R. Schmalzer, Vice President and General Manager, Buhler Brothers, Inc., New York City.

The host, O. R. Schmalzer, stands as he welcomes the guests. At his right is Thomas Bruffy, General Sales Manager, The Dobeckman Co., host at the complimentary luncheon, December 13.

President James T. Williams, Sr., The Creamette Co., Minneapolis, gets usual hearty laugh as he tells his favorite story of the Irish being the originators of macaroni. In foreground, back to camera, is P. I. McKenney, Vice President, Globe Mills, Inc., scratching his head in wonderment over the fantastic claim.

At the right is the "Los Angeles king," Alfred Spadafora, wearing a light gabardine suit, symbolic of California's famous sunshine, but over which he wears a heavy black overcoat when he ventures out. The smoking volcano, left, is F. C. Maher, West Coast representative of Buhler Brothers, Inc., and Commander-Larabee Flour Mills.

of the National Association reported briefly on the organization's membership and finances and its activities, calling on all eligible manufacturers and allied on the Pacific Coast to join the Association. As a result of this appeal about a half dozen non-member firms made application for memberships.

Plant sanitation to insure products purity was ably discussed from the angle of the Federal Government by H. Nelson Elliott of San Francisco, speaking for the Department of the Interior. He made plain the intention of the government agencies concerned with foods, that the seemingly drastic attitude of inspectors and law enforcing officials was to protect the health of the consumers, to avoid food waste and destruction by insects and rodents. There followed a general discussion and then a summation by President Norris on the need of strict

(Continued on Page 12)



January, 1949

THE MACARONI JOURNAL

11

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

Making Macaroni Show Its TRUE COLORS



You know how important color is in determining Durum Products quality. Color comparison is no matter of guesswork with General Mills. Far from it. The equipment you see above—specially developed in General Mills research laboratories—compares colors of macaroni test products scientifically. It guarantees the selection of better durum mixes, assures more uniform products for you.

From wheat to sack, General Mills double-checks the quality of its Durum Products all along the way. Durum samples are taken from wheat still in the fields, in freight cars, from blending bins, from the mix as it goes to the mill, at each step in the milling process.

These samples are milled in a special test mill, made into dough, put through miniature macaroni equipment, tested for color and other important qualities.

For you, this exacting test procedure means production guesswork is out. You can depend on General Mills—today, next month, or a year from now—to supply you with the most in quality and uniformity from the wheat available.



General Mills, Inc.

DURUM DEPARTMENT
CENTRAL DIVISION CHICAGO 4, ILLINOIS

PACIFIC COAST SESSION

(Continued from Page 10)

observance of all plant sanitation regulations and of the fullest co-operation with the State and Federal Authorities.

James T. Williams of The Creamette Co., Minneapolis, and president of the National Association during World War I, told of his experiences and his appointment of M. J. Donna as the Association's first paid Secretary more than twenty-nine and a half years ago, an action he has never regretted since his appointee is still serving as Secretary-Treasurer of the Association and Editor of its official organ, THE MACARONI JOURNAL.

Complimentary to the National Association and all the industry interests on the Pacific coast, The Dobeckman Co. of Cleveland, O., sponsored a group luncheon, with Western Sales Manager Thomas Bruffy and his staff doing the honors.

Featuring the first part of the afternoon program was the newly formed National Macaroni Institute, Inc., and its purposes. Secretary-Treasurer M. J. Donna gave a brief history of the organization and the sponsoring membership, followed by R. M. Green,

Director of Public Relations, who explained the plans of the Institute aimed at increasing consumer acceptance of macaroni, spaghetti, egg noodle products as everyday foods. He illustrated his talk with charts, figures and plans that convinced all present that the planned promotion was in keeping with the needs of the day. He told of his nation-wide tour wherein he called on every important producer from coast to coast, saying that the great majority of them had signed contracts to contribute One-Cent-a-Bag monthly on all raw materials used to set up a continuing fund to promote the activity for which the Institute is founded.

From the viewpoint of the manufacturer the Symposium on the Availability and Probable Prices of raw materials and accessories that brought the convention to a close was equally interesting.

Farinaceous Ingredients: This subject was ably handled by Lester Swanson of King Midas Flour Mills, Minneapolis. He reported that while the supply was ample, the quantity of first grade semolina and granular would be somewhat limited in 1949 because of the prevalence of "black point" in durum last summer. He did not foresee any great change in the price level,

despite the heavy demands that resulted from the installation of automatic presses. He explained that the millers were doing their utmost to reduce infestation and to provide the very best possible raw materials to their customers.

Eggs: L. W. Hony of Armour discussed the frozen eggs situation, quoting Government figures on production in 1948 and prospect for 1949. As to the price factor, he saw no appreciable change in the future, though much depended on what Congress may elect to do in connection with the price support proposals before it.

Cellophane: Thomas Bruffy of The Dobeckman Company sees an ample supply of this material available for all the industry needs with but normal changes in price in keeping with general trade conditions.

Cartons and Labels: President Alfred F. Rossotti of Rossotti Lithographing Co., North Bergen, N. J., assured the macaroni-noodle industry that paper for cartons and labels was in ample supply at prices at about the present level. He felt that macaroni makers should appreciate more the opportunity presented by labels and cartons to build more brand good will by making them messengers of brand promotion. Both are invaluable salesmen when properly used as promoters as well as protectors of the contents.

With a general review of the program as it concerned western manufacturers particularly and the whole industry generally, President C. L. Norris promised that he would report to the Association at its Winter Meeting at Miami Beach, Florida, January 24 and 25, saying that he had a hope that plans would be made for such meetings annually in the future.

Those registered were:
Manufacturers

- | | | |
|-------------------------------|--------------------|---------------|
| 1. Anthony Macaroni Co. | A. BIZZARI | Los Angeles |
| 2. California Macaroni Co. | A. GENTILE | Los Angeles |
| 3. Vulcan Macaroni Co. | A. BALSOLLETTI | San Francisco |
| 4. Carmen Macaroni Co. | H. SAUERER | Bell |
| 5. California Macaroni Co. | L. MEZZO | San Francisco |
| 6. Colossium Macaroni Co. | J. SCAVERNO | Sacramento |
| 7. Creamettes Macaroni Co. | C. L. NORRIS | Minneapolis |
| 8. D. Merlino & Sons | R. E. MERLINO | Oakland |
| 9. Favro Macaroni Co. | S. FAVRO | Seattle |
| 10. Florence Macaroni Co. | C. DE ROCCO | Los Angeles |
| 11. Genova Macaroni Co. | L. FIORETTI | San Francisco |
| 12. Golden Grain Macaroni Co. | T. DE DOMENICO | San Francisco |
| 13. Golden Grain Macaroni Co. | D. FERRARO | San Francisco |
| 14. Golden Grain Macaroni Co. | V. DE DOMENICO | San Francisco |
| 15. Golden Grain Macaroni Co. | P. DE DOMENICO | Seattle |
| 16. Golden Grain Macaroni Co. | W. J. G. BORTOLINI | San Francisco |
| 17. Hunt Foods, Inc. | V. S. AKERLEY | San Francisco |
| 18. Fontana Div. | | |

(Continued on Page 38)



This scene shows the convention spark plug. Secretary M. J. Donna, holding his stomach for no announced reason. Public Relations Director Green is hiding behind the large hat worn by the lady in the flowery dress at the right.



Here a tense crowd listens to the "Turn Over Lizzie" story of the editor of the Macaroni Journal.

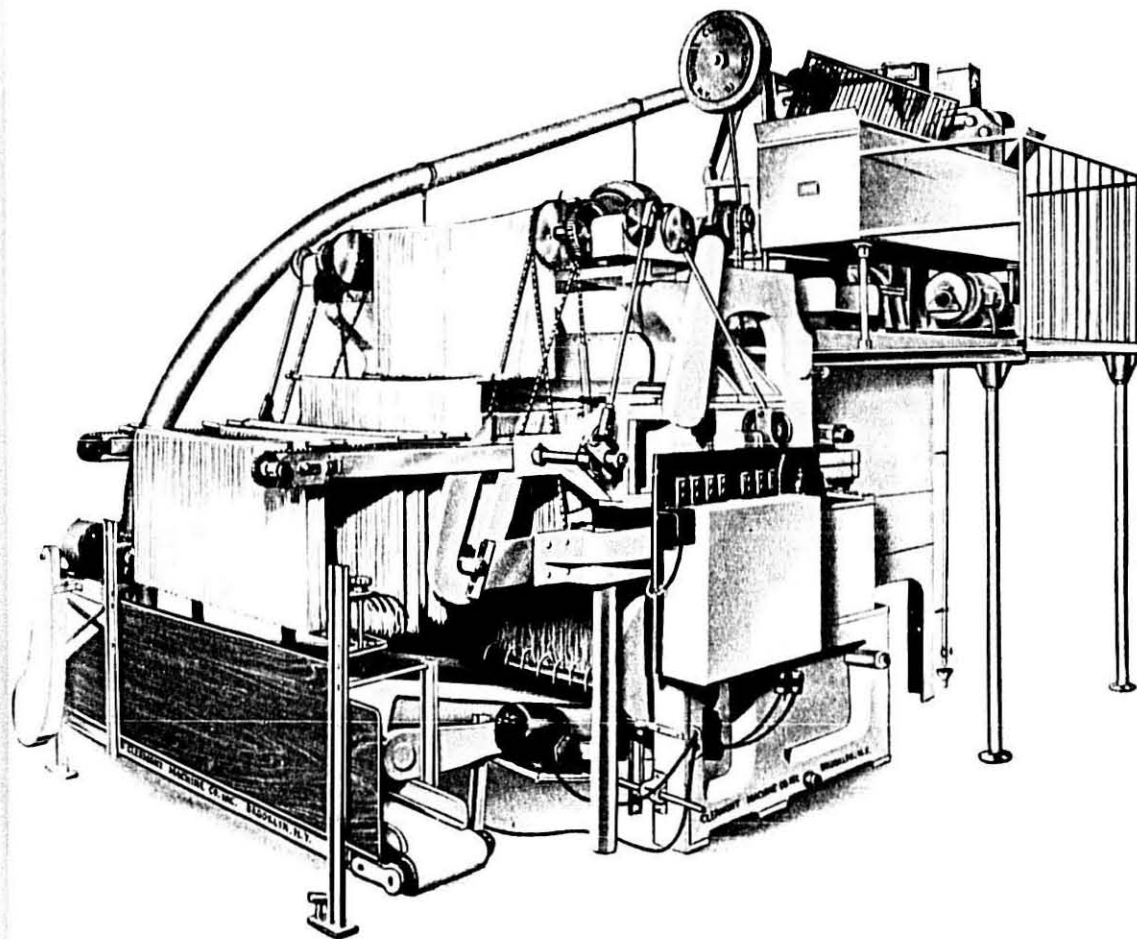


In dark suit and tie is C. L. Norris, President N.M.M.A.. Seated clockwise from him are P. J. McKenney of Globe Mills, Inc.; Director Edward DeRocco of Region Seven (Calif.), and Thomas Bruffy of Dobeckman Co.

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS, Model No. 1-A

For Short and Long Goods

with Automatic Long Goods Spreader Attachment



The long goods Spreader Attachment was designed to give superior quality and large output. The quality is achieved by the rolling process of the press and by the slow extrusion through the dies. The quantity of approximately 1000 lbs. per hour is secured by the large extrusion area which produces and spreads three sticks on each cut. Expert macaroni manufacturers know that the slower the extrusion, the smoother the product, the higher the color and the firmer the texture.

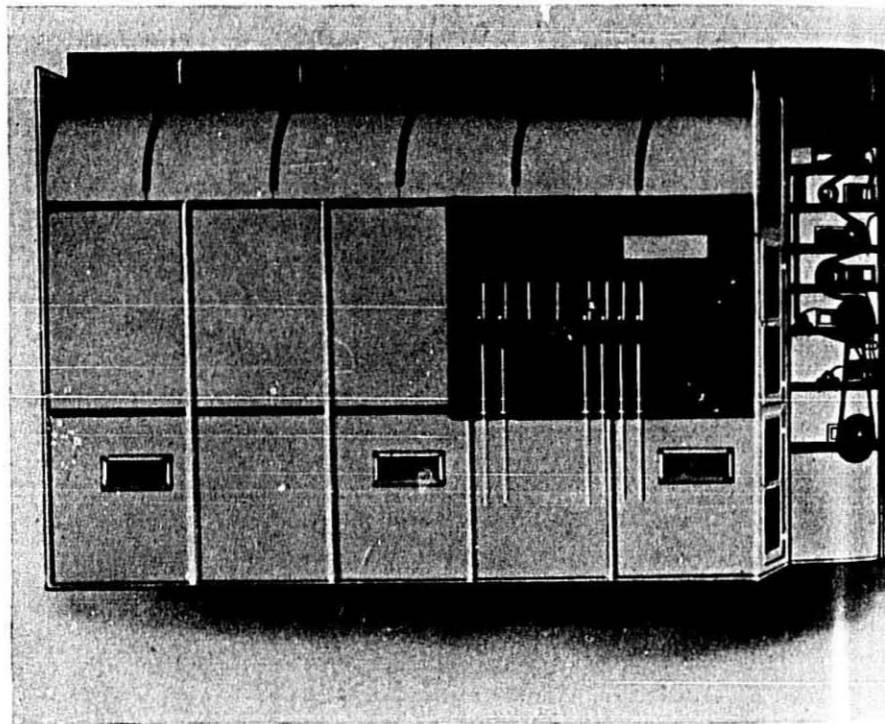
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CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

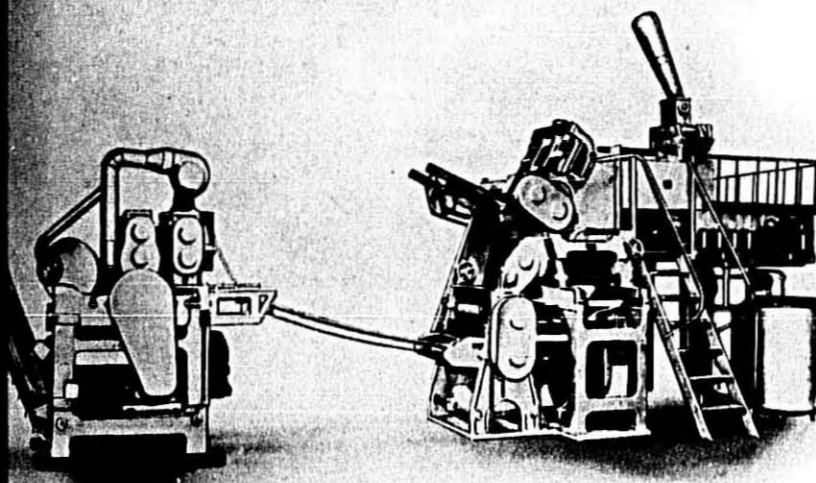
BROOKLYN 6, NEW YORK

THE *New Look* IN NOODLE SETUPS *Modern and Efficiency* WITH "CLERMONT"



The machines shown above are the CLERMONT SHEET FORMER WITH EGGS APPARATUS, CLERMONT HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS NOODLE DRYER. Space limitations prevents showing the finish drying unit. Then, too, the Finish Dryer may be placed wherever most convenient and suitable to a manufacturer's plant—on the floor above or below, alongside of the setup pictured 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.

A 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

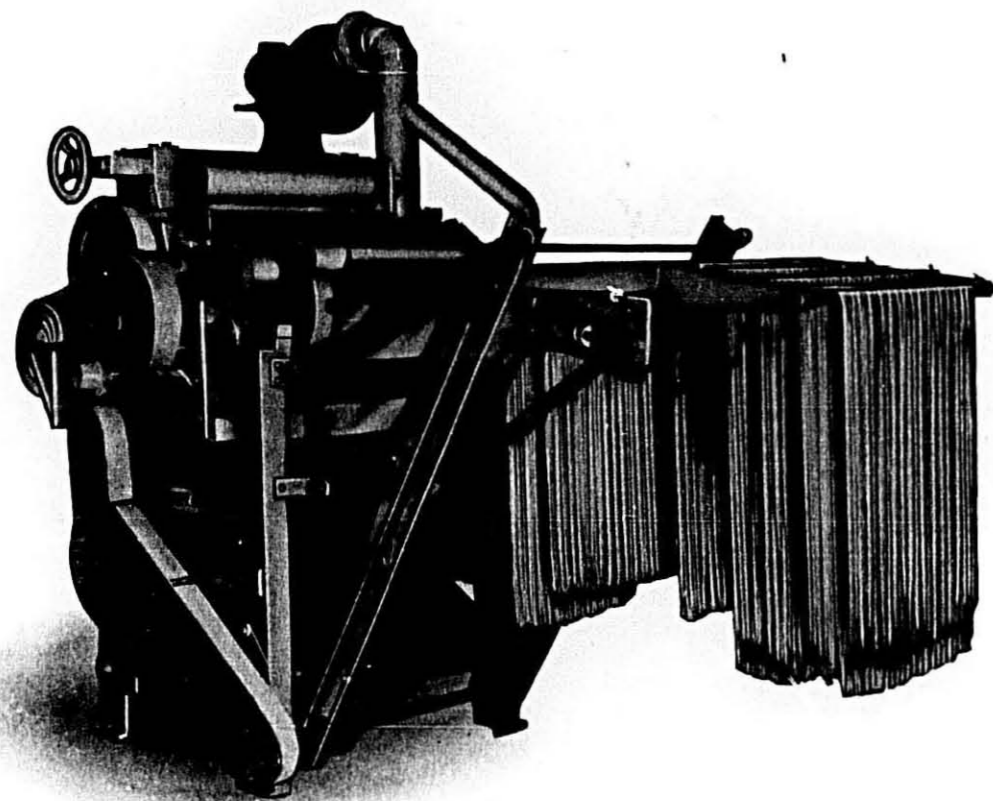
CLERMONT MACHINE COMPANY, Inc.

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

Telephone: Evergreen 7-7540

CLERMONT NOODLE CUTTER, Type NA-2

with
Automatic Stick Feed and Automatic
Spreading Attachment



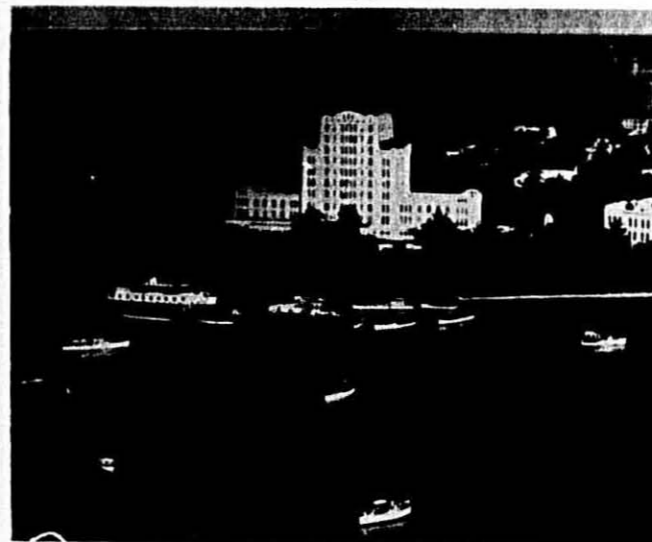
The noodles can be made in any desired pre-determined length. They are dried on a stick similar to the process used in drying of long goods macaroni. The machine is used extensively in Central and South America and by the Chinese trade. Capacity 600 lbs. per hour.

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK



Front View of the Flamingo Hotel, Miami Beach, Florida

A Business And Vacation Convention

MEMBERS of the National Macaroni Manufacturers Association will find ideal weather conditions in which to conduct their usual convention affairs and will find themselves in the height of the winter season activity for added pleasures when they visit Miami Beach for their Winter Meeting, January 24-25, 1949. After business hours, according to Tom F. Smith, Director, Miami Beach News Bureau, the visitors will find all the attractions which have made Miami Beach the nation's most famous year-round resort city—golf, tennis, bathing, horse racing, dog racing, jai alai, fishing, swimming and glittering night life.

Only 33 years old, the city is a sparkling monument to its pioneer developers who dreamed up a city and literally dug it out of sand and mangrove swamps.

Here in an area of 17 square miles, of which nine are water, are some 356 hotels including some of the finest in the nation, containing more than one-fourth of all the hotel rooms in the entire state of Florida.

Among these, the Flamingo, chosen as convention headquarters by the Macaroni Association, has everything for the comfort of delegates. Situated on the shores of Biscayne Bay, its facilities include a yacht basin, a cabana club, beautiful gardens and adequate meeting rooms for business sessions.

Miami Beach also possesses approximately 1,300 apartment buildings containing more than 13,000 living units. Although the permanent population only approximates 35,000, at peak capacity this famed resort city can ac-

commodate an additional 65,000 visitors.

Blessed with one of the finest climates in the world, the city, according to 50 years of U.S. weather bureau records, boasts an average temperature spread of only 11 degrees between winter and summer.

During January, when the National Macaroni Manufacturers Association meets in Miami Beach, daily temperatures average 67.8 degrees. This calls for light, summer clothing with the addition of a wool jacket for evening wear.

This city consists of 30-odd man-made islands, linked by 30 miles of inland waterways. With their tropic foliage and beautifully landscaped shores, these provide a perfect setting for unique sightseeing boat trips which have for many years been a daily feature of the Miami Beach scene.

A homeloving community, Miami Beach has more than 4,210 private residences, many of them luxurious waterfront structures owned by bearers of famous names in all the fields of American life.

Miami Beach's natural attributes offer plenty to make visitors' leisure hours all too short.

Swimming and sunbathing hold pride of place. The eight miles of sands include five patrolled public beaches with swimming in the ocean or relaxing in the shade of coconut palms free to everybody.

Cabana clubs, featuring the latest word in luxurious swimming and sunbathing facilities, adjoin many oceanfront hotels. The city has more than a hundred swimming pools.

Sports lovers have the use of a doz-

en tennis courts in municipal Flamingo Park as well as others attached to hotels. Greens fees will be complemented during convention days to golfing delegates anxious for a round of golf on one of Miami Beach's two excellent municipal courses, Normandy Isle and Bayshore. Those desirous of spills and thrills can learn waterskiing at a school all set to teach them on picturesque Indian Creek. As for fishing, off-shore and deep sea fishing is at its best in Miami Beach waters.

No trip to Miami Beach would be complete, especially for women, without a visit to Lincoln Road. This mile-long shopping thoroughfare, stretching from Biscayne Bay to the Atlantic, has fulfilled the founder's dream of "the most beautiful shopping street in the world." Here, behind palm-lined and flower-filled parkways and gaily-colored awnings more than 200 stores preview by at least six months many of the nation's styles. Shopping centers in other parts of the city offer equally exclusive merchandise.

For the business-minded conventioners, the Association has planned a program in keeping with the times and in line with the current and future problems of the Macaroni-Noodle Industry. There will be only one continuous session each day, 9:30 a.m. to 1:30 p.m., leaving afternoons and evenings free for exchange of ideas and opinions or for whatever pleasures one prefers. The first Florida convention offers an excellent opportunity to blend business and vacationing to personal satisfaction under weather, social and business conditions that are practically ideal.

(Continued on Next Page)

A Timely Quote

"Why, we keep asking ourselves, should life be so so insistent and so demanding that the gracious side of being, the sensitive and poetic experience, gets persistently pushed into the back ground?"

Ordway Tens, Editor
"Quarterly Journal,
Society for Advancement
of Management
Inc.



Winter bathing, a popular attraction at Miami Beach



Aerial view of the world-famous winter playground at Miami Beach.

ENJOYABLE BUSINESS

The secret of the success of many great businessmen is that they keep themselves continuously challenged and in the best of health to do their tasks cheerfully and efficiently.

They enjoy their business. They combine work and play in the proper proportion, take summer and winter vacations and long week-end holidays in between, keeping physically fit for their many responsibilities.

Happily, more and more macaroni-noodle manufacturers have learned this way of life and work, and most of the leaders will be found in Miami Beach, Florida, attending the Winter meeting of their Industry, January 2 and 25, 1949.

he tory of acaroni

AMERICA LEADS

Macaroni manufacturing plants of today are a far cry from the first one-man hand operation plants.

Today, macaroni plants are geared for high production through introduction and adoption of automatic, continuous macaroni presses. At the same time, the importance of sanitation has motivated construction and design of equipment for feeding of ingredients automatically into the presses. Automatic dryers have been

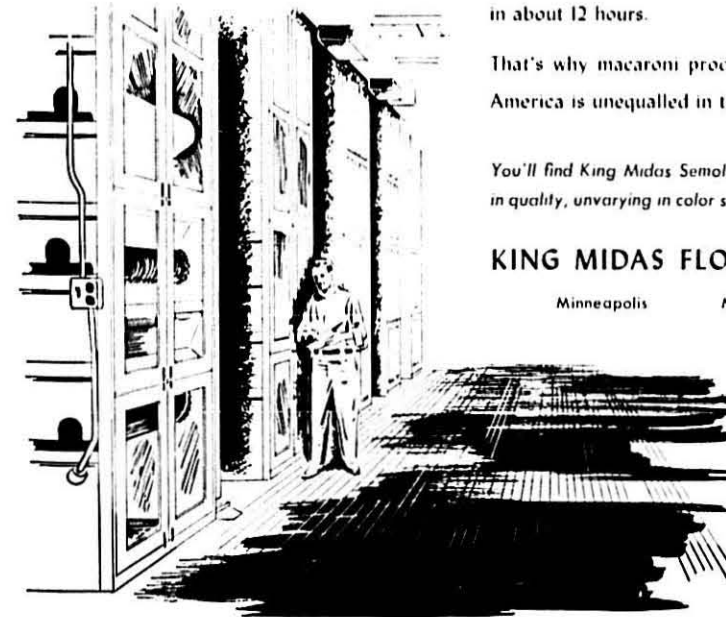
developed which put the macaroni through a process of drying and curing in about 12 hours.

That's why macaroni production in America is unequalled in the world.

You'll find King Midas Semolina unequalled in quality, unvarying in color standards

KING MIDAS FLOUR MILLS

Minneapolis Minnesota



Durum Show

February 17-18

Announcement has been made of the dates for the eleventh annual durum show in Langdon, North Dakota, and preliminary plans made for a record-breaking event. The show this year will be held on Thursday and Friday, February 17 and 18, with all the usual

vision of M. J. Donna, the Association's secretary. Director Maurice L. Ryan of Quality Macaroni Company, Director of the National Association, represented that organization of the program that featured the show. As chairman of the Durum Farmers Con-



Wheat growing and macaroni processing.

crowning event of the show that means so much to the growers of quality durum, the millers of semolina and to the macaroni makers interested in the production of the highest quality products.

Used Sack Sale Reduces Packaging Cost

Firm salvage prices for emptied cotton flour bags which reduce net container costs to about 7 to 10 cents per bag are being offered macaroni manufacturers in every section of the country, the National Cotton Council reports.

Under the system recently established by the Cotton Bag Market Committee, large bag processors at key distribution points extending from the South Atlantic to the Pacific Northwest are offering ninety-day salvage prices in writing which make cotton the lowest net cost type of flour container.

The Committee points out that 1948 baking industry statements are showing unanticipated container cost reductions, and suggests that macaroni manufacturers take advantage of the high salvage prices being paid for the once-used hundred-weight cottons. The converting companies are giving as high as 15 cents each for emptied plain white cotton bags and 25 cents for dress prints, the Committee said. Shipments are received in lots of 500 or more.

Several firms (Mission Macaroni Co., Seattle; Golden Grain Macaroni Co., San Francisco) are merchandising their own one-trip dress print cotton bags, either eliminating cost of the container entirely or turning an expense item into a source of extra profits, the Council reports.

The Millbrook Macaroni Co. of Minneapolis is selling over 1,000 emptied dress prints each month at the door of its plant, recovering 100 per cent of its flour bag expense and adding a profit. Not to be overlooked, say the owners, is the advertising and promotional value of the operation.



The 1948 winner, Tom Ridley, accepting the National Association's championship plaque being presented by Maurice L. Ryan, Association Director, assisted by Secretary M. J. Donna.

attractions and new ones that is expected to break all attendance records.

President Victor Sturlaugson, who did an excellent job in promoting the North Dakota State Durum Show in February 1948, under weather conditions that were discouraging, has again been re-elected to that office and will be assisted by a most efficient staff, among them, Herb Graham as secretary, P. J. Anthony, assistant secretary, M. A. Mulcahy, first vice president, M. J. Matthieu, second vice president, and Dick Forkner, treasurer.

Emil Vallager was re-elected as manager of the show, with R. H. Schroeder as his assistant. County Agent Robert W. Amstrup is program chairman.

Last year the National Macaroni Manufacturers Association sponsored a macaroni-noodle products display with an animated figure named "Spag MacNoodle" as the center of attraction. The display was under the super-

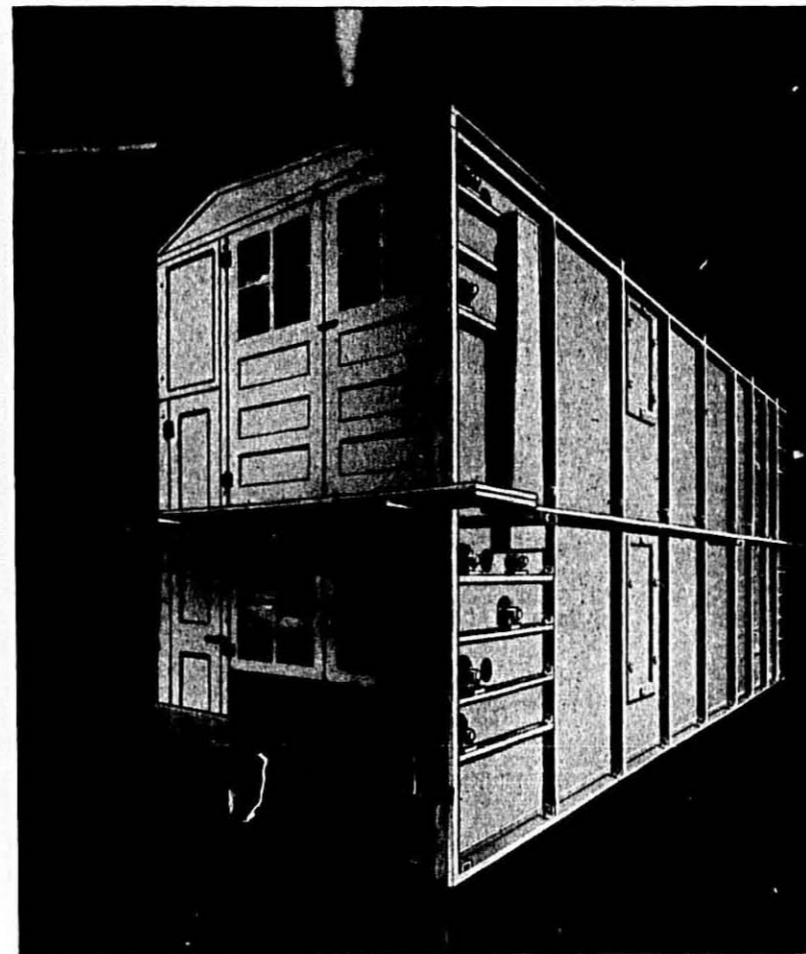
tact Committee, he will again represent the macaroni manufacturers who are keenly interested in the increased production of quality durum.

Most of the grain interests, including the durum millers, will take part in this year's show that promises to surpass all previous records in the matter of interest and attendance. The Board of Directors at its meeting at Miami Beach, Florida, January 23, will make final arrangements for recognizing the world's greatest durum show.

Trophy To Durum King

A yearly feature of the Durum Show is the crowning of the Durum King, selected by the judges as the exhibitor of the best sample of durum grown anywhere in North Dakota. In keeping with a custom established for some time, the National Macaroni Manufacturers Association will again present to the Durum King a very appropriate and attractive plaque as the

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.

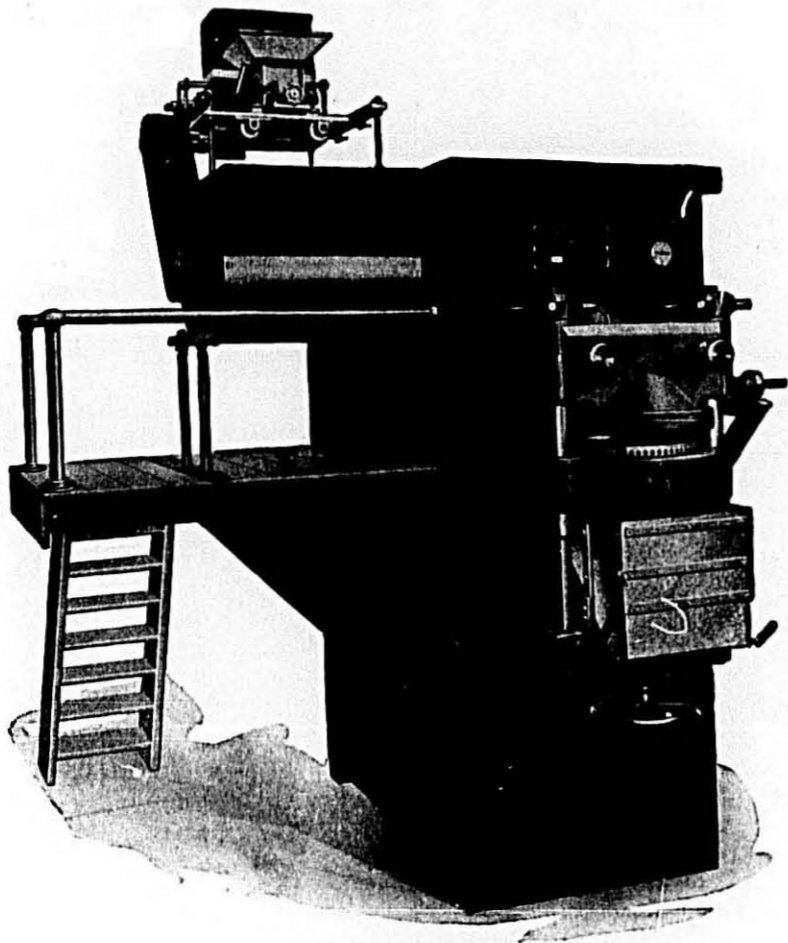
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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.

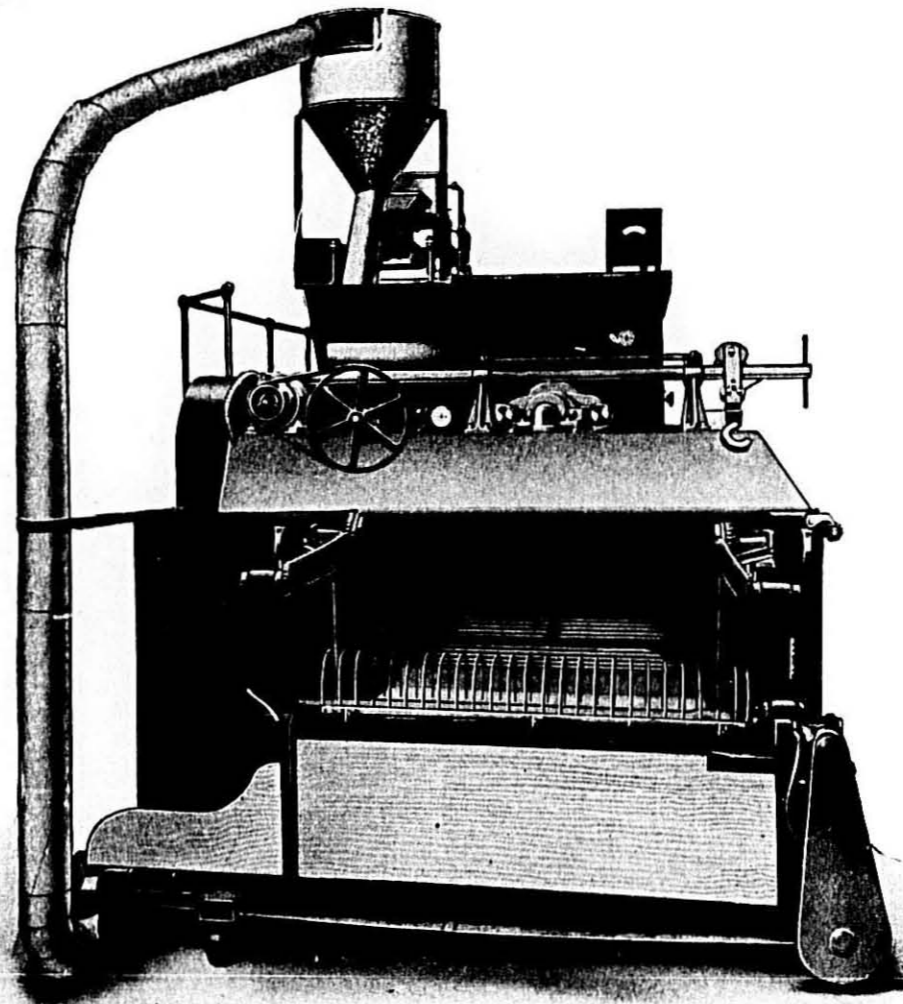
Production, not less than 1,000 pounds of dried products per hour.

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 PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type ADS

Combination, For Long and Short Goods—Type ADSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

Our Continuous Press produces a superior product of uniform quality, texture and appearance. No white streaks.

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

Short Goods—1000 to 1100 pounds of dried goods per hour.

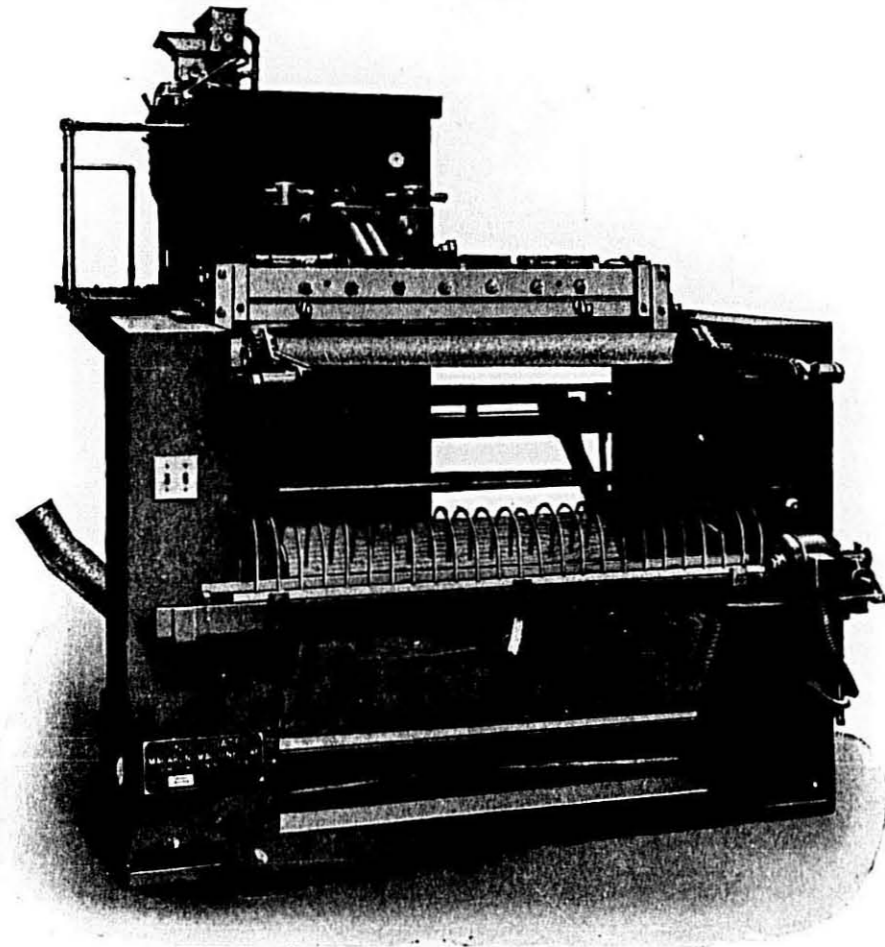
The press that is built for 24-hour continuous operation.

Fully automatic.

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

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type DAFS

Combination, For Long and Short Goods—Type DAFSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

Our Continuous Press produces a superior product of uniform quality, texture and appearance. No white streaks.

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

Short Goods—1000 to 1100 pounds of dried goods per hour.

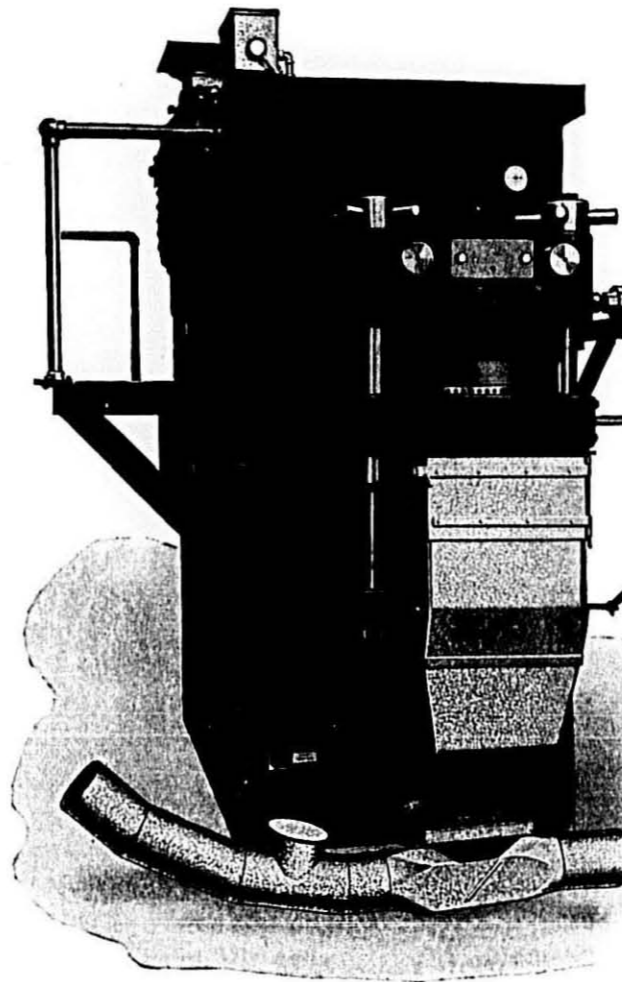
The press that is built for 24-hour continuous operation.

Fully automatic.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

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

This machine is constructed in such a manner as to permit the production of long goods for hand spreading.

From the time the raw material and water are automatically fed into the metering device and then into the mixer and extruder cylinder, all operations are continuous and automatic.

Arranged with cutting apparatus to cut all standard lengths of Short Cuts.

Production from 1000 to 1100 pounds per hour.

Produces a superior product of outstanding quality, texture and appearance. The mixture is uniform, producing that translucent appearance which is desirable in macaroni products.

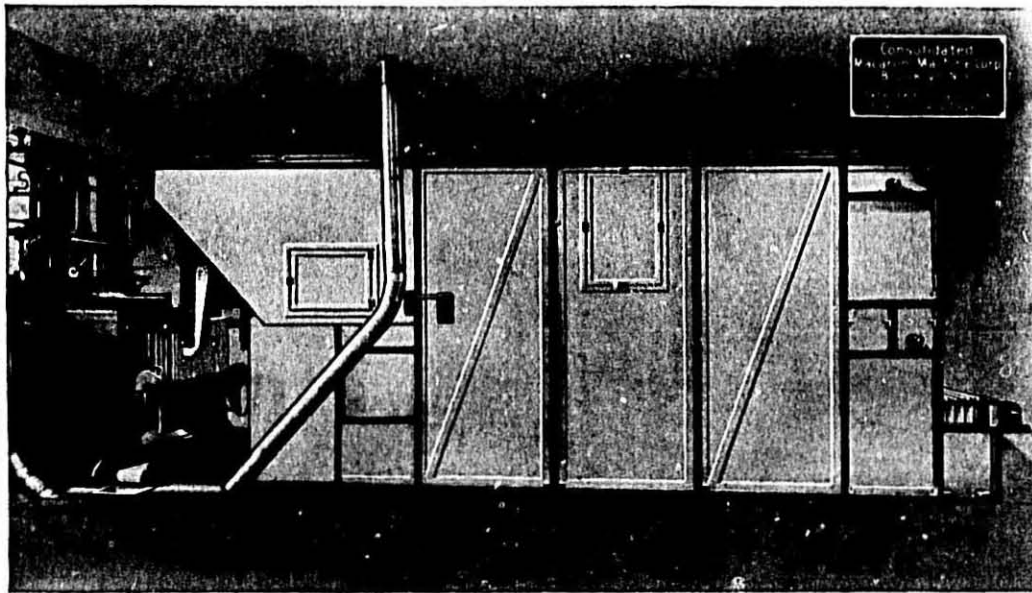
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

All types and sizes of long cut goods can be 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.

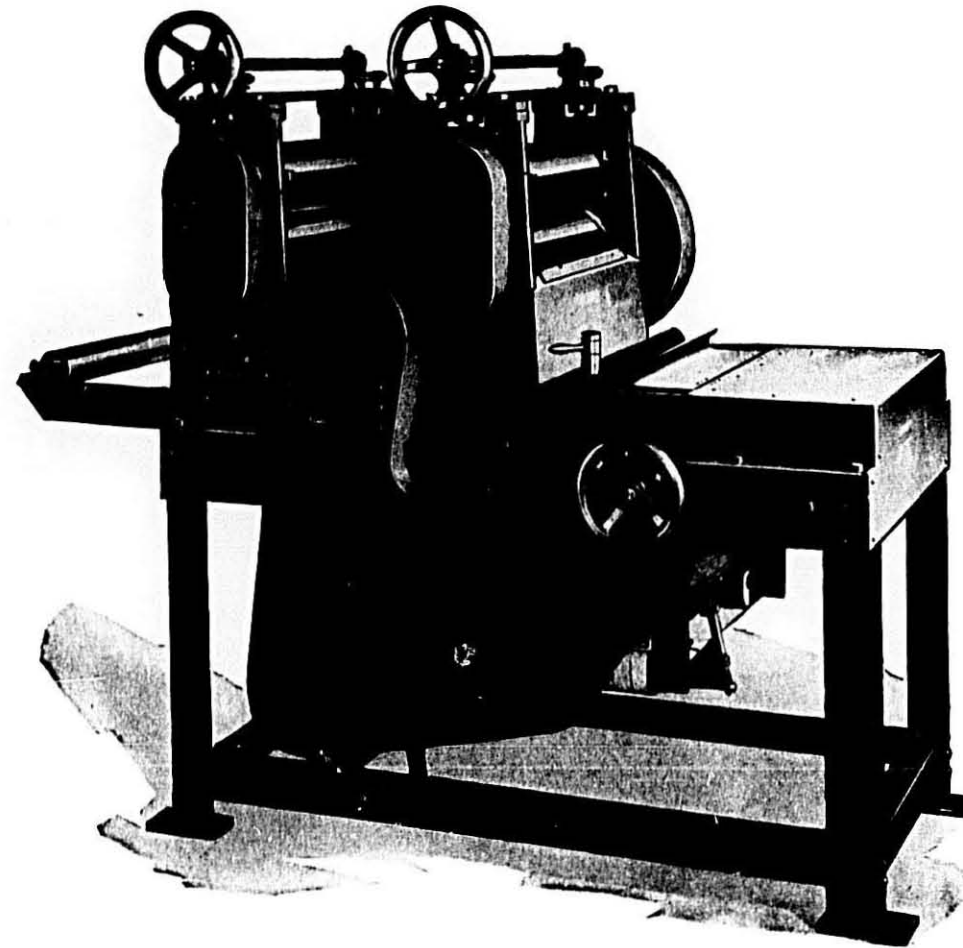
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

New Manager

Dr. Frank M. Parker has been appointed manager of the general sales department of Merck & Co., Inc., manufacturing chemists. He succeeds Dr. J. L. K. Snyder, who recently was



Dr. Parker

promoted to vice-president for domestic sales.

Dr. Parker joined Merck in 1933 and became technical assistant to Dr. Snyder the following year, specializing in vitamins and food technology. The new manager received his B.S. degree in 1929 from the University of Dubuque. He obtained his M.S. and

Ph.D. from the University of Chicago, holding a Stieglitz Fellowship from 1930-32.

John M. Cowan Promoted by Dobeckmun

Appointment of John M. Cowan as assistant director of distribution was announced by Ennis P. Whitley, vice president for distribution of the Dobeckmun Company, Cleveland, Ohio. The company specializes in converting,



Mr. Cowan

printing and laminating films, foils and papers. Previous to his new post, Cowan

was manager for market development, and prior to that, sales promotion manager. He joined the organization in 1939, having formerly been successively associated with Certain-Feed Products and E. I. Du Pont de Nemours & Company, Inc.

William Kimball Appointed

Wm. J. Stange Co., manufacturer of C.O.S. seasonings, Peacock brand certified food color and N.D.G.A. Antioxidant, announced the recent appointment of William Kimball as sales representative to service the Wisconsin-Minnesota territory. The appointment was announced by Ed. Marum, General Sales Manager.

John P. Crangle Dies Suddenly

John P. Crangle, well-known semolina salesman in the Chicago area, died suddenly the morning of January 4. He had been ailing a little but not sufficiently to need the doctor's care until the day preceding his death which was caused by a heart attack.

The deceased was connected with the H. H. King Flour Mills Co. of Minneapolis, and was on the phone placing orders for shipping raw materials when the attack occurred. When his wife returned from her shopping, she discovered him slumped on the floor near the phone.

if You Are Modernizing Your Plant with New Equipment in 1949 . . .

. . . . Our Engineers can be helpful to you

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

CHAMPION Consulting Engineering Service

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

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

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

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

CHAMPION MACHINERY CO.
Makers of Fine Equipment for the Macaroni and Noodle Industry
JOLIET, ILLINOIS

PACKAGES THAT SELL!

Macaroni and Noodle Products

Oneida packages give you maximum protection, super strength and sound package construction. In addition to these structural qualities you also get this prize-winning, sales-building combination:

Brilliant Colors

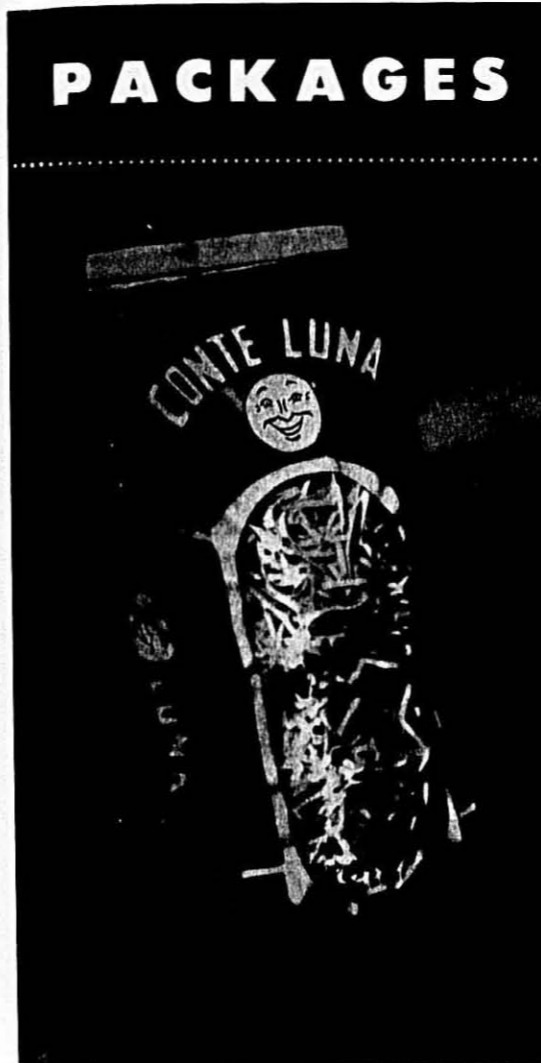
Skillful Design

Beautiful Printing

Full Product Display

This combination will sell your short goods, long goods and round goods like they have never sold before! Your products will sell in the face of competition both within the industry and from other types of food products.

Take a look at the shelves of any food store that carries macaroni and noodles. You'll see many types of products. You'll find several types of packages and many competitive brands. Your package, then, HAS to be good to hold its own, to build repeat sales . . . volume sales.



Catch the eye . . . and make them buy!!!

According to a recent DuPont survey, 48% of all macaroni and noodle products are bought on impulse. In order to get your share of the big, fifty million dollar macaroni and noodle market your package must stand out enough to attract the eye,

be looked at . . . examined . . . and BOUGHT!

Let Oneida show you examples of fine quality packages. Let Oneida show you how economical it is to package this proven way. Let Oneida prove its claim. Write today for samples and new prices.



Manufacturer and Converter

ONEIDA
paper products, inc.

Plain and Printed Specialty Bags • Cellophane Envelopes • Printed Rolls and Sheets

FORT WORTH, TEXAS • 10 CLIFTON BOULEVARD, CLIFTON, NEW JERSEY • LOS ANGELES, CALIFORNIA

Comments on "Story of Macaroni"

King Midas Flour Mills is congratulated by the British Macaroni Institute (Limited by Guarantee), 180 Bollo Bridge Road, Acton, London, England, on its series of stories on the origin of macaroni as they have appeared in recent advertisements of semolina and other durum products in THE MACARONI JOURNAL. The comments are not only interesting to the milling firm, but should be to the readers also. The letter:

'Publicity'
King Midas Flour Mills,
Minneapolis,
Minnesota,
Dear Sir:

I am one of the Food Advisers attached to the Institute, and we are always very interested in your 'Macaroni Fables' which appear in the MACARONI JOURNAL, we use them in our talks and demonstrations—the most popular is the 'Senor Spaghetti and the Chinese Maiden.'

I noticed the other day in a magazine the mention of 'Macaroni Penguins' and thought you might be interested in the 'yen' I got from the London Zoo and from the books I read after spending an afternoon in the archives of the Natural History Museum.

The Zoo suggested that:—
"The name may possibly have been given to them by some wag who suggested that the narrow yellow stripe of protruding feathers over the eye looked like a piece of macaroni."

But I think a much truer definition

is in: 'Weddells' Voyage to the South Pole 1822-1824. Published 1827. Page 57.

Penguins.
"The Macaroni is so called from its having been likened to a fop or macaroni."

Penguins do seem to have a 'spivish' look about them, anyway I hope that this may be of some use, and we do hope that the fables will continue to appear in the MACARONI JOURNAL.

Yours truly,
Pamela J. Hickman.

Rossotti Presents New Products and Services to NCA Convention

Packaging Firm Will Announce First Coast-to-Coast Carton and Label Service for Food Industry

The Rossotti Lithographing Company booth 57 at the Canning Machinery and Supplies Association, Atlantic City Show, to be held in connection with the National Canners Association Convention, promises to be one of the highlights of the Winter Meeting.

The Rossotti Executive suite 1816-1817 at the Claridge Hotel will be open to all friends of the company and will serve as informal headquarters. Company sales personnel have reservations at the Hotel Colton Manor.

The firm, specializing in packages for food products, has complete research, design and production facilities

for labels and folding cartons.

Alfred F. Rossotti, President of the company, said that his firm will announce the manufacture and sale of folding cartons and labels in both North Bergen, N. J., and San Francisco, California, in January. Charles C. Rossotti is the Executive Vice President in charge of sales.

This new and exclusive service makes the company a prime factor in the food packaging field, since this will be the first time any large label or carton manufacturer has offered label and carton service on both coasts.

1948 Golden Anniversary Year

Nineteen hundred and forty-eight, the Golden Anniversary Year of the Rossotti company, marked the culmination of a four-year expansion program which included the establishment of branch plants in San Francisco, California, and Tampa, Florida. The North Bergen plant production capacity was substantially increased with the delivery of a new 4-color Miehle Offset Press, the largest size press of its kind in the industry, and other equipment.

The Rossotti plants are regarded as outstanding examples of completely integrated label and folding carton production units. Everything from a model kitchen, used to prepare foods for direct color reproduction, to an enclosed railroad siding is incorporated under one roof.

*Ottima Durum Flour
the "Tops"
in Noodle Flour for the particular
Manufacturer*

A. L. Stanchfield, Incorporated

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Offices:
500 Corn Exchange Bldg.
Minneapolis, Minn.

Mills
Minneapolis, Minn.

N-A services

for the Macaroni and Noodle Product Industry

FOR GREATER PRODUCT SALES APPEAL

N-Richment-A Type 6 is available in wafers for batch mixing and a powdered pre-mix for continuous presses. Backed by over a quarter-century of experience in the cereal and cereal product industries, N-Richment-A ensures economical and uniform enriching.

FOR EASY APPLICATION OF POWDERED N-RICHMENT-A

N-A Feeders have been used for years in the milling industry in the handling of enriching and similar ingredients. They are ideally suited to the application of N-Richment-A Type 6 Premix in continuous presses.

FOR ACCURATELY FEEDING SEMOLINA BY WEIGHT

W&T Merch Scale Feeders are used by leading macaroni and noodle product manufacturers to handle the feeding of semolina easily and accurately BY WEIGHT. Design is backed by over thirty-five years' experience in the feeding and handling of dry materials. In conjunction with this Feeder, the W&T Liquid Flow Regulator provides a simple and dependable means of maintaining a constant flow of mix-water to mixers in proportion to semolina feed rate.

FOR REMOVING IMPURITIES FROM SEMOLINA OR FLOUR

Richmond Gyro-Whip Sifters are the most modern and efficient means of scalping away infestation, strings, pieces of paper and other impurities from semolina or flour before entering into process, and are available in 3 sizes with capacities ranging up to 10,000 lbs. per hour.

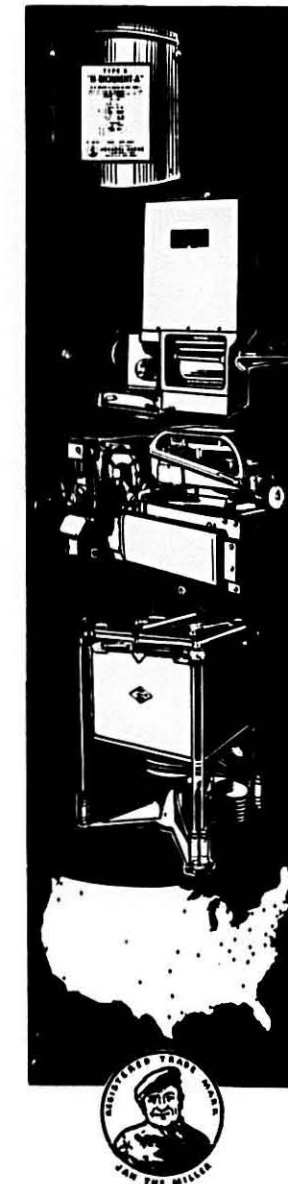
Besides these Sifters, Richmond also provides Niagara Permaflux Magnets, which can be used either for spout or chute installation. They are recommended as being particularly efficient in the removal of such impurities as fine metallic particles and tramp iron.

FOR TROUBLESOME TECHNICAL PROBLEMS

N-A's Nationwide Service Division—composed of field experts familiar with the practical problems of cereal product processing; extensive laboratory facilities and a staff of laboratory technicians—is always available to your staff and consultants in the solving of enriching and feeding problems.

Write today for detailed information on any phase of N-A Service.

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



Winter Meeting Program

Proper Labeling and Products Promotion Featured

Secretary-Treasurer M. J. Donna has released a tentative program for the Winter Meeting to be held at The Flamingo Hotel, Miami Beach, Fla., January 24-25, 1949. Though it provides for the discussion of all the current problems of the industry, it features two of the most vital ones—that of properly designating on labels the raw materials from which the contents are made, in keeping with regulations. This is the leading topic for the first general session, entitled "Association Day," January 24.

The second day has been designated as "Industry Day" and the program will feature products promotion, Tuesday, January 25.

The Winter Meeting program calls for the usual meeting of the Board of Directors starting with a luncheon at noon, Sunday, January 23, with a meeting to follow. At 4:00 p.m. there will be a joint conference of the Millers and Directors to consider the many matters of common interest.

The first general session of the Winter Meeting will be held in the Key Room of the hotel starting at 9:30 a.m. There will be but one session daily,

continuing to 1:30 or 2:00 p.m.

President C. L. Norris will open the "Association Day" session with a review of the Association and Industry. He will be followed by Secretary-Treasurer M. J. Donna with his membership and finance reports, and by Director of Research B. R. Jacobs with his report on enforcement.

Chairman Peter S. Viviano of the Macaroni Export Committee will report on the status of macaroni exports as they concern the industry.

Two subjects of interest—the Labor Outlook, 1949, and the 1949 Macaroni Market—will be discussed by leaders yet to be selected, followed later by a general discussion from the floor.

The subject of Legal Labeling will be discussed by Benjamin R. Jacobs, the Association's Washington Representative.

There will be entertainment in the evening, plans for which are incomplete.

The session on Tuesday, January 25, has been designated as Industry Day, featuring products promotion and improved public relations as they concern future consumer acceptance.

The newly organized National Macaroni Institute, Inc. will be formally set up with the adoption of bylaws, the election of an Advisory Council and Institute officers.

Jim Pelham of the A. C. Nelson Co., Chicago, will address the meeting on the subject of "What does Market Research Offer?"

Newly appointed Public Relations Director R. M. Green will give an illustrated talk on "Production is But Half of the Story." The session will be brought to a close with the discussion of pertinent questions presented by the members from the floor.

Death of Albert Epstein

Albert Epstein, who was recognized as one of the country's leading scientists on frozen and dried eggs, died suddenly on December 22, 1948, in Tel Aviv, Israel, where he was visiting with his wife. He suffered a heart attack while attending a meeting there.

Recently he had taken an active interest in Palestine activities and it was connection with this work that took him to Tel Aviv. He was Chairman of the Technical Committee of the National Egg Products Association during the war years, and in that capacity contributed much to producing dried egg products acceptable to the Armed Forces.

**HERE'S REAL Flexibility
IN
MACARONI PACKAGING**



Whatever your packaging job, Triangle experience and Triangle equipment can help you do it better, faster and cheaper. Here's an example: The Triangle Electric Tri-Pak Vibratory Feed Weigher with synchronized conveyor illustrated was built for Horowitz and Margareten, New York City for completely automatic packaging of short cut macaroni products in amounts ranging from as little as 3 oz. to as much as 16 oz. per package, at speeds from 24 to 35 packages per minute. Check these features:

no operators . . . extreme accuracy . . . high speed . . . quick, easy changeover from one package or one product to another . . . no breakage of product . . . enclosed against dust . . . visual weight controls. For cost-cutting packaging, submit your problem to Triangle. Write for literature.

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6645 W. DIVERSEY BLVD., CHICAGO 35, ILL.

SALES OFFICES: New York, Pittsburgh, San Francisco, Los Angeles, Memphis and Jacksonville. Branch Factory: Los Angeles.

ENRICHMENT BY WAFER

MERCK

Enrichment Wafers for all varieties of Macaroni Products

Macaroni, Spaghetti, Noodles, Pasta, etc.

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

DIRECTIONS: One wafer is used for each 100 lbs. of macaroni. Add the wafer to the water used for the batch. When water is completely distributed, stir the macaroni and pour into water containing the macaroni.

Each Wafer Contains:

Thiamine Hydrochloride (Vitamin B1)	400 mg.
Riboflavin (Vitamin B2)	170 mg.
Niacin	2500 mg.
Iron*	1100 mg.

*The balance is starch and other essential nutrients.

*U.S. Pat. 2,348,748

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE

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

Each ounce contains:

400 mg. Thiamine (Vitamin B1)
170 mg. Riboflavin (Vitamin B2)
2500 mg. Niacin

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

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

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

Minimum Federal Requirements for "Enriched Macaroni Products" per pound:

4.0 mg. Thiamine
1.7 mg. Riboflavin
25.0 mg. Niacin
11.0 mg. Iron

*11 Oz. Balance for Production

The balance is starch

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

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

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

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

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

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

MERCK ENRICHMENT PRODUCTS

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

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

MERCK ENRICHMENT PRODUCTS

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

Manufacturing Chemists

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

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



*A Guaranty of
Purity and Reliability*

A Western Leader— P. J. McKenney

New in the ranks of the members of the National Macaroni Manufacturers Association on the Pacific Coast, P. J. McKenney, a corporate vice president and head of Globe Mills, Division of Pillsbury Mills, Inc., Los Angeles, California, showed leadership at the first conference on the Pacific Coast



Mr. McKenney

San Francisco, California, December 13, 1948.

President Philip W. Pillsbury has announced the appointment of Mr. McKenney to the firm's executive

management committee. Associated with the flour milling business since 1910, Mr. McKenney joined Pillsbury in 1917 as a salesman in Cleveland, Ohio, became manager of sales in the St. Louis area in 1922, and district manager at Minneapolis in 1928. Two years later he was elected director of Pillsbury Flour Mills Co. in charge of the firm's Pacific Coast division. In 1940 when Pillsbury purchased the Globe Grain and Milling Co. he became president of the newly created Globe Mills division.

Hatcher, Pillans Appointed

The Northern Illinois Cereal Co., Lockport, Ill., announces the election of W. T. Hatcher as Vice President in charge of sales in the southwest division. Mr. Hatcher has been con-



Mr. Hatcher



Mr. Pillans

ected with the company for more than ten years. He makes his headquarters in Houston, Tex., and will

direct the sales of Gold Medal Macaroni, Spaghetti and Quick Oats—states of Texas and Oklahoma.

The company also announces election of W. P. Pillans as President in charge of sales in the southeast division. Mr. Pillans has been connected with the company more than ten years. He makes headquarters in Charlotte, N. C. and directs the sales of Gold Medal Macaroni, Spaghetti and Quick Oats in the states of Georgia, Tennessee, North Carolina and South Carolina.

B. C. Ryden, General Manager of the company, reports an extensive year-around advertising and sales promotion campaign that will be launched immediately on Gold Medal Macaroni and Spaghetti. The campaign will embrace a year-around schedule of news paper and radio advertising.

New Vice Presidents at Hoffmann-La Roche, Inc.

L. D. Barney, president of Hoffmann-La Roche, Inc., has just announced the following promotions: Paul J. Cardinal, who joined Roche in 1924, has been appointed vice president in charge of the bulk vitamin division; Dr. Max F. Furter, who joined Roche in 1939, has been appointed vice president in charge of pharmaceutical research and production; and Robert A. Hardt, who joined Roche in 1946, has been appointed vice president in charge of sales and advertising.

Economical - Political - Industrial

National Industries Service

J. E. Jones

The National Administration

Washington, D. C., January 1—Inauguration Day on January 20 will restore pleasant relations between Congress and the Administration. The President has finally become "IT." He will make partisan demands upon Congress. It is equally clear that the Republican members of the two branches will fight "tooth-and-tail" in opposition to many proposals of the President. In his campaign he left no stone unturned to capture the "farm vote" and the "labor vote."

The President will attempt to replace the labor legislation of the outgoing Congress with the messy old Wagner Act. President Roosevelt interpreted that law to suit his own whimsical plans, with the result that he settled all big strikes by giving Labor Bosses what they wanted.

The Republicans and Democrats have worked together on international problems.

Very few people oppose the Marshall Plan. BUT Congress will make a fight to tear down the Iron Curtain and quit monkeying with Russia.

Our western envoys in Berlin are disheartened, and efforts by the western powers to force a settlement of the dispute with Russia in the United Nations have failed. So, the row with Russia must go on. Billions of dollars of American money have been poured into the struggle for peace and the restoration of downtrodden European nations.

While America has gained some in the West, the Communists have made gains in the Far East. We have not tried to steal any territory or crush any nations—but we have prevented Communists from destroying many governments.

Our loss of leadership in Czechoslovakia has been about as bitter as anything that could happen because the United States set up that government and established it as a democracy after the first World War. France and England have stood shoulder to shoulder with us ever since the United Nations was established.

Wise Guesses

Most of the politicians in Washington are wondering "where we are at."

Top authorities predict that "there are signs of the boom slowing down; signs of a turn during 1949."

Wise editorial opinion is to the effect that pay raises will be harder to get in the New Year. Another bright voice chimes in to say that incomes for 1949, as a whole, probably will be smaller than in 1948.

Costs of living seem to be going down a little, and food prices are already a little less than they were a few months ago. The downward trend has already hit clothing, and we are all trying to believe that inflation will wear thin during 1949.

Of course all this side-tracks the possibility of another big war. Cautious old Uncle Sam evidently doesn't intend to take any chances on any surprise attacks, and the possibility is that military spending will step up a little higher in 1949 than it was in 1948.

Many people do not seem to understand that the old silver and paper dollar isn't worth what it was a few years ago. But in the market place it will not buy three-fourths as much as it did in the good old days, and most people will tell you that it will barely buy half as much as in the days when everything was steady and normal.

Good Old Uncle Sam

On Christmas Day the Berlin airlift delivered 10 tons of canned corn. We are continuing to feed hungry people not only in Germany but in other parts of the world.

You and I have reason to feel very proud of the efforts of America to help people all over the world who are down and out, for we are a great nation carrying out noble purposes and playing our part in trying to restore "Peace on Earth and Good Will Toward Men."

Retail Trade

The official record in Washington shows that retail trade has been weakening in recent weeks. The statisticians in the government tell us that sales will continue to fall off in coming months.

The Only Discriminatory Food Tax

On January 3, when Congress convenes for the 81st session, the eyes of the World were focused on this legislative body to observe its action on such important measures as veterans housing, foreign aid, taxes and labor.

Our own American homemakers will be casting an eye toward Washington, anxious for the repeal of margarine taxes which restrict the sale of yellow margarine.

The only pure food product to be taxed by the Federal government, margarine has been "forgotten" all too many years. A strong and united consumer fight for yellow margarine reminded the last Congress that it was high time to wipe these discriminatory taxes off the statute books. And until the final days before adjournment it looked as though these efforts would be successful. Due to lack of time, however, the margarine tax repeal bill was shelved along with other important legislation.

From all reports consumers are again contacting their legislators, urging them to vote for the removal of this taxation. It is hoped that this time Congress will listen to the voice of the people and cut the tax ties which have bound margarine since 1886.

No More Price Control

The plain reason for silence on the part of boosters for price control may be accounted for by the fact that Mr. and Mrs. John Q. Public are running plans that carry the general price trend downward.

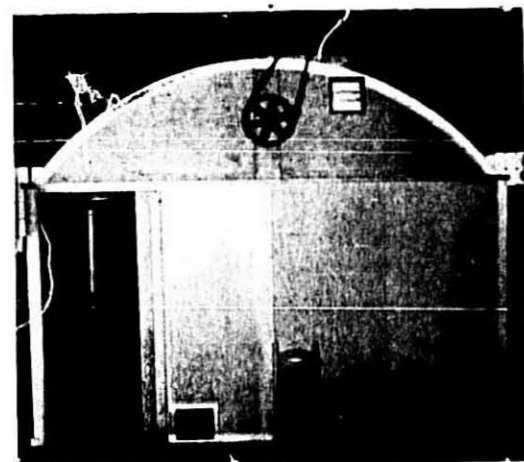
The only big question unsolved relates to farm price supports, which have been dropping of late, and the chances are that Congress will be asked to operate in the direction of a continuation of price guarantees at around the present levels.

Our Big Government

The problems of today and tomorrow are wholly unlike those days when a Congressman rose in his seat to ask "Mr. Speaker, why are we appropriating a billion dollars?" It never had happened before. But Speaker Reed of Maine knew the answer and he set the controversy by saying "Because this is a billion dollar country."

Building Boom on the Decline

New plans for construction of houses, factories and other kinds of buildings are showing a short decline, notwithstanding the fact that many builders are completing activities that started in earlier months. New private business spending is in an uncertain stage.



Exterior View—Lazzaro Drying Room

Less Talk!
SPEED DRYING
with
Lazzaro Drying Rooms

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Stainless Steel Table Mat

Something new for the housewife that just adores her lovely kitchen! "Mirror, mirror—did you change? You're like a stove mat, on a range?" And a stove mat it is! A recently de-



veloped stainless steel used in a revolutionary new stove mat, being introduced by the Phoenix Table Mat Company of Chicago is so brilliantly finished it gleams just like a mirror. Called the "Stainless Steel Quon," it is so ruggedly constructed that it will remain gleaming bright for life. Note—insert the patented "Kant Kut Cor-

ners," an exclusive safety feature that affords complete protection from sharp edges. It comes in four different sizes to fit every type of stove.

Appointed Vice President

Dr. Per K. Frolich, director of research and development for Merck & Co., Inc., manufacturing chemists, has been appointed vice president for research and development. It has been announced by company President George W. Merck.

A former president of the American Chemical Society, Dr. Frolich joined Merck in December 1946 from Standard Oil Development Co. of New Jersey, where he was director of the chemical division of Laboratories.

Dr. Frolich joined the company as co-ordinator of research, and in 1947 was made director of research and development. Dr. Randolph Major, who preceded Dr. Frolich as director of research and development, continues as vice president and director of all scientific activities of the company.

War on Insects, Rats and Mice



Sanitation School conducted in Chicago by Glenn G. Hoskins, Consultant, and The Huge Company of St. Louis, November 3rd and 4th, 1948, at the American Institute of Baking and the Beatrice Food Company.

Annual Christmas Party Is Gala Affair

Gold Watches Presented to 25-Year Employees

The annual Christmas party given for employees of the I. J. Grass Noodle



Reading from left to right, Sid Grass, Mrs. Sophie Grass, and Irving Grass presenting the 17-Jewel gold wrist watches to 25-year employees of the I. J. Grass Noodle Co. The recipients also reading from left to right are Al Grass, Mrs. Mamie Keele and Charles Smith.

made the occasion for presentation of 17 jewel gold wrist watches to three employees who had served the company for twenty five years. These employees were Al Grass, Chicago sales manager, Mrs. Mamie Keele, Floor Lady, and Charles Smith, Supervisor of the Noodle Manufacturing department.

The presentations were made by Mrs. Sophie Grass and her two sons,



A group picture of happiness is this one showing the employees of the I. J. Grass Noodle Co. gathered for their annual Christmas party. In the first row may be seen the heads of the firm together with their wives and families.

Co., Chicago, manufacturers of Mrs. Grass Noodles and Noodle Soup, had more than the usual festive air this Christmas.

In addition to the sumptuous catered dinner, the good music, the distribution of gifts and bouquets, the party was

Irving and Sidney. After the presentation, the party went into full swing, and when it ended several hours later everyone agreed it was one grand affair which generated enough good cheer and happiness to last all year.

These Christmas parties have been an annual feature at the Mrs. Grass plant, and are looked forward to eagerly by the employees. Employment relations come in for a good deal of consideration at this modern food plant and the Christmas party is simply one aspect of a concerted program to make every employe perfectly happy in his or her work. The Grasses believe that the happier the employe, the better the product—and that is certainly the way it has worked out for them.

Food Distribution Exposition

The first show in the field to cover all phases of trade, both products and supporting services, is announced by the U. S. Wholesale Grocers Assn. It is to be held in St. Louis, May 30-June 1, with exhibits to cover food, allied products, office systems, packaging, warehousing, trucking, handling, food sanitation and inventory control, according to Harold C. South, U. S. Assn. executive vice president. The show titled Food Distribution Exposition, will be held concurrently with the association's annual convention in the St. Louis Auditorium.

John J. Cavagnaro

Engineers and Machinists

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

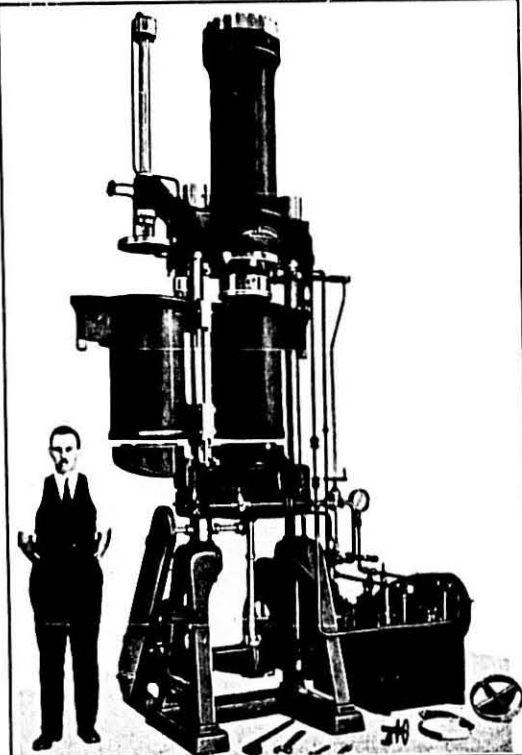
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Since 1881

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PRESS NO. 222 (Special)

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

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

PACIFIC COAST MEETING
(Continued from Page 12)

- 13. Italian Amer- E. CALGAR San Francisco
- ican Paste Co.
- 14. Mission Mac- G. MERLINGO Seattle
- aroni Co.
- Mission Mac- J. MERLINGO Seattle
- aroni Co.
- 15. Pacific Coast J. MADONNA Seattle
- Mac.
- 16. Porter Scar- L. TOSTI Portland
- celli Mac. Co.
- 17. Roma Maca- V. T. HORBANKEN San Francisco
- roni Factory President
- Roma Maca- F. CAFFERATA San Francisco
- roni Factory
- Roma Maca- G. A. PAOLINI San Francisco
- roni Factory (office man)
- 18. Robert Wil- R. S. WILLIAMS Los Angeles
- liams Food, Inc.
- 19. Santa Rosa A. BERTOLUCCI Santa Rosa
- Macaroni
- 20. San Diego E. D. DE ROCCO San Diego
- Mac. Mfg. Co.
- 21. Sunset Mac. D. STAGNARO Stockton
- Factory
- 22. Superior Mac- A. SPADORA Los Angeles
- aroni Co.
- 23. Globe Mills, P. J. MCKENNEY Los Angeles
- Inc.

Allies

- Armour & Co. L. W. HOBY San Francisco
- Buhler Bros. Inc. F. C. MAHER Los Angeles
- Buhler Bros. Inc. O. R. SCHMALZER New York
- Capital Flour J. M. LOSCHMAR San Francisco
- Mills
- Coast Dakota R. WHITMAN & San Francisco
- Flour W. D. DOYLE
- Clermont Machine J. AMATO Brooklyn
- Company
- Consolidated Mac- N. CAVAGNARO Brooklyn
- aroni Machine Corp.
- Consolidated Mac- J. DE GRANESEKI Brooklyn
- aroni Machine Corp.
- The Hobeckmun B. McGRARY Berkeley
- Company
- The Hobeckmun R. A. HICKMAN Berkeley
- Company
- The Hobeckmun R. E. FORBES Berkeley
- Company
- The Hobeckmun T. E. BRUFFY Berkeley
- Company
- The Hobeckmun M. S. JOHNSTONE Berkeley
- Company

- General Mills E. C. OUTMAN Oakland
- General Mills R. W. OLSON San Francisco
- Globe Mills (trade H. B. HARRON San Francisco
- name)
- Pillsbury Mills, T. BYVANT Los Angeles
- Inc.
- Pillsbury Mills, L. R. SCHMID San Francisco
- Inc.
- Pillsbury Mills, R. J. FRUCHTER San Francisco
- Inc.
- Pillsbury Mills, R. G. SAUNDERS Los Angeles
- Inc.
- King Midas L. S. SWANSON Minneapolis
- Flour Mills F. LOMBARDI Los Angeles
- Lombardi's Mac- aroni Dies
- Pillsbury Mills E. WAUGH San Francisco
- Inc.
- North Dakota Ev. THOMAS Chicago
- Mill & Elevator
- St. Regis Sales J. W. MORRIS San Francisco
- Corp.
- St. Regis Paper R. O. WILSON San Francisco
- Co.
- Rossotti Litho- P. PAFIN San Francisco
- graphing Corp.
- Rossotti Litho- AL. A. ROSSOTTI San Francisco
- graphing Corp.
- Rossotti West Coast Litho. Co. F. UNGER San Francisco
- Rossotti West Coast Litho. Co. W. W. SCHAUHANN San Francisco
- Rossotti West Coast Litho. Co. G. J. FERROGGIANO San Francisco
- U. S. Fish & Wildlife Serv. H. H. ELLIOTT Sacramento
- Secretary-Treasurer N.M.A. M. J. DONNA Braidwood, Ill.
- Director Public Relations N.M.A. R. M. GREEN Palatine, Ill.

Record Paper Production

Much of the important production expansion undertaken in the pulp and paper industry since the end of the war has now been completed and this added capacity, together with a leveling off in national income, served to effect a closer balance between supply and demand for paper and paper products in the closing months of 1948. This, according to Roy K. Ferguson,

president and chairman of St. Regis Paper Co. Production of paper and paperboard in 1948 reached an estimated record level of 22,150,000 tons and out-turn next year may be expected to move with the general level of business. Completion of the post-war adjust-



Mr. Ferguson

ment finds the paper industry in a sound basic position. Fuller integration, limiting factors on unsound expansion and steadily widening and uses for paper are among the constructive factors.

Jacobs Cereal Products Laboratories

Inc.

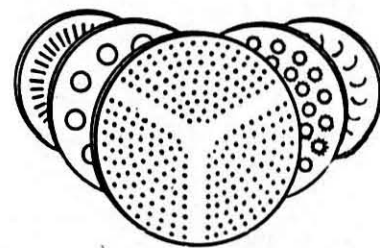
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- 2—Egg Solids and Color Score in Eggs and Yolks.
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- 5—Macaroni and Noodle Plant Inspections.

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

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

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: St. Paul, Minn. Mill: Rush City, Minn.
1667 No. Snelling Ave., St. Paul, Minn.

Automatically
CUTS ROLL CELLOPHANE TO YOUR SIZE SHEETS



If you are using cellophane sheets for hand wrapping or other purposes, you will find the PETERS CELLOPHANE SHEETING & STACKING MACHINE will save you money by enabling you to purchase roll stock cellophane rather than cut-to-size sheets. This machine gives you the advantage of being able to cut various size sheets to meet production requirements.

Any width rolls from 2" to 24" wide can be handled and any length sheets from 3" to 28" can be cut. Machine is portable and no operator is required, since the machine stops itself when the stacker table is filled with cut-to-size sheets. If required a Slitting Attachment can be furnished for greater production, to slit wide rolls into narrower widths as the sheets are cut to length. Electric Eye available for spot registering printed cellophane. Write us for bulletin giving additional information. We will be pleased to send it to you.

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4700 Ravenswood Ave. Chicago, Ill.

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STAINLESS STEEL

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DIES WITH
STAINLESS STEEL
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100%—
NO MORE
REPAIRING

★
Write for Information

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

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

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SPECIAL NOTICE

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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.

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Display Advertising Rates on Application
Want Ad. 50 Cents Per Line

Vol. XXX January, 1949 No. 9



"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."

A Little Bit of Old Mexico

Two August Views That Are Pleasant to Contemplate up North in January

In the blazing sun, with the temperature nearing the 100 mark.

The scene: The courtyard of the Pasa—Productos Alimenticios, S.A. Monterrey, Mexico.



From left: C. Le Fuente, general manager, Secretary M. J. Donna, Mr. Pena, general sales manager and S. V. Donna.

In the shady garden of the Carta Blanca Brewery, Monterrey, Mexico, at high noon.

Enjoying the cooling drinks are M. J. Donna, Secretary of NMMA, his brother S. V. Donna and Mr. Pena,



general sales manager Pasa—Productos Alimenticios, S.A. Photographer, Mrs. Leo (Esther) King.

Postage Meter Prints Macaroni Message

Macaroni and noodle manufacturers and other durum milling firms would do well to follow the example set by the Crookston Milling Co., Crookston, Minn., suppliers of Durum and other grain products. Letters and circulars mailed by this progressive firm bear the message, in red: EAT MORE MACARONI, SPAGHETTI and NOODLES. This is national advertising at a very small cost.

It is suggested that other millers and also such manufacturers as have postage meters do the same thing. It would be interesting to know the names of others who are taking advantage of this form of propagandizing macaroni-noodle products.

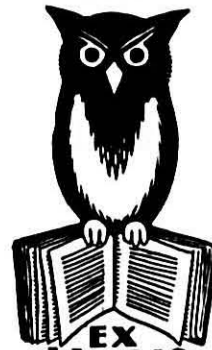
LRI Nation-Wide Productivity Drive Picks up Momentum

The three-pronged national campaign to increase productivity by 10 per cent and thereby halt rising prices is picking up momentum with unusual results among the members of the Labor Relations Institute, New York. And so marked has been the success of this vast nation-wide effort to increase productivity, that companies have already reported as much as a 10 per cent productivity rise within a few days of initiating the program.

The three prongs of the Institute's effort reach out to all levels of company operation — management, foremen, and rank-and-file workers. Each group is kept in constant contact with the problems affecting increased productivity. But the material provided each of these groups is aimed at the specific

audience for which it is intended. The approach is geared to a thorough understanding based upon years of experience as to the type of material that can do the best job among each group.

WANTED
Hydraulic Macaroni Press with Pump, Box 72, c/o Macaroni Journal, Braidwood, Illinois.



EX LIBRIS
Ollie the Owl

Once we had a bird living in town who worked in a circus. They called him "The Human Ostrich," because he swallowed all sorts of things—glass, razor blades, bolts, watches, hairpins, tacks and similar hardware items. During the winter he'd nest around here and in the spring he'd make the rounds with the circus.

One winter he began to act like a loon, running around the town all day crying that he had an awful pain in his crop. When anyone asked him what ailed him, he'd scream, "I swallowed a cow and it's giving me a terrible tummy ache."

He kept that up for a week and then the cops picked him up and brought him to the State Hospital for a checkup. The doctors looked him over, couldn't find anything wrong with him, but he still insisted that he had swallowed a cow and had an awful pain in the stomach. They aged him up, thinking he would quiet down in time, but he got worse, yelling and screaming until the other wild birds were ready to tar and feather him.

Finally, the medicos thought they might cure him with a little trick surgery. They took him to the operating room, gave him a little ether, had a cow into the room and woke him up.

"You're well again," said the doctors. "Here's the cow we took out of your stomach."

"What d'ye mean, you took that cow out of my stomach. You're a bunch of fakers," screamed the ostrich. "That's a brown cow and I swallowed a purple one."

Some people will swallow anything but a fact.

Very wisely yours,
Ollie The Owl

CARTOON CORNER

BY ART ROSS



DID GEORGE WASHINGTON DINE ON MACARONI THE DAY HE THREW THAT DOLLAR ACROSS THE RIVER? IT HASN'T BEEN PROVED THAT HE DIDN'T!



I BROADCAST NIGHTLY FROM THE CARDINAL RESTAURANT. I'VE INTERVIEWED THE FAMOUS FROM ALL WALKS OF LIFE. THEY HAVE ONE THING IN COMMON—THEY LOVE SPAGHETTI!

BOB TOWERS, N.Y. RADIO STAR, TALKING. NO WONDER HE HAS A HIGH "HOOPER."



WHAT LOOT, OH BOY!

LOS ANGELES.

A HOODLUM RECENTLY BUSTED INTO A GROCERY STORE. HE PASSED BY A HUGE AMOUNT OF CAVIAR, BUT WALKED OFF WITH ALL THE MACARONI! NO FOOL, HE!



IF MY WIFE RUNS OUT OF IT, IT'S HER OWN FAULT!

THERE ARE MORE THAN 370,000 RETAIL OUTLETS SELLING MACARONI PRODUCTS IN THE UNITED STATES ALONE!

<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First— INDUSTRY</p> <hr/> <p>Then— MANUFACTURER</p>				
<p>OFFICERS AND DIRECTORS 1948-1949</p>						
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>C. L. NORRIS, President..... The Creamette Co., Minneapolis, Minn. A. IRVING GRASS, Vice President..... I. J. Grass Noodle Co., Chicago, Ill. C. FREDERICK MUELLER, Vice President..... C. F. Mueller Co., Jersey City, N. J. ALBERT RAVARINO, Vice President..... Ravarino & Freschi, Inc., St. Louis, Mo. C. W. WOLFE, Adviser..... Megs Macaroni Co., Harrisburg, Pa. H. E. Jacobs, Director of Research..... 1607 Connecticut Ave., Washington 8, D. C. R. M. Green, Public Relations Director..... 139 No. Ashland Ave., Baltimore, Ill. M. J. Donna, Secretary-Treasurer..... P. O. Box No. 1, Braidwood, Illinois</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Region No. 1 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass. Region No. 2 Peter LaRosa, V. Lakosa & Sons, Brooklyn, N. Y. C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J. C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa. Region No. 3 Horace Gioia, Gioia Macaroni Co., Rochester, N. Y. Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Charles Presto, Roma Macaroni Mfg. Co., Chicago, Ill. Region No. 5 Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky. Thos. A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn.</p> </td> </tr> <tr> <td style="vertical-align: top;"> <p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr. Region No. 7 E. DeRocco, San Diego Macaroni Co., San Diego, Calif. Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash. Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn.</p> </td> <td style="vertical-align: top;"> <p>At-Large Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo. Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y. Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn. Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr. Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p> </td> </tr> </table>			<p>C. L. NORRIS, President..... The Creamette Co., Minneapolis, Minn. A. IRVING GRASS, Vice President..... I. J. Grass Noodle Co., Chicago, Ill. C. FREDERICK MUELLER, Vice President..... C. F. Mueller Co., Jersey City, N. J. ALBERT RAVARINO, Vice President..... Ravarino & Freschi, Inc., St. Louis, Mo. C. W. WOLFE, Adviser..... Megs Macaroni Co., Harrisburg, Pa. H. E. Jacobs, Director of Research..... 1607 Connecticut Ave., Washington 8, D. C. R. M. Green, Public Relations Director..... 139 No. Ashland Ave., Baltimore, Ill. M. J. Donna, Secretary-Treasurer..... P. O. Box No. 1, Braidwood, Illinois</p>	<p>Region No. 1 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass. Region No. 2 Peter LaRosa, V. Lakosa & Sons, Brooklyn, N. Y. C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J. C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa. Region No. 3 Horace Gioia, Gioia Macaroni Co., Rochester, N. Y. Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Charles Presto, Roma Macaroni Mfg. Co., Chicago, Ill. Region No. 5 Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky. Thos. A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr. Region No. 7 E. DeRocco, San Diego Macaroni Co., San Diego, Calif. Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash. Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn.</p>	<p>At-Large Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo. Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y. Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn. Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr. Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>
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The Secretary's Message

In 1949

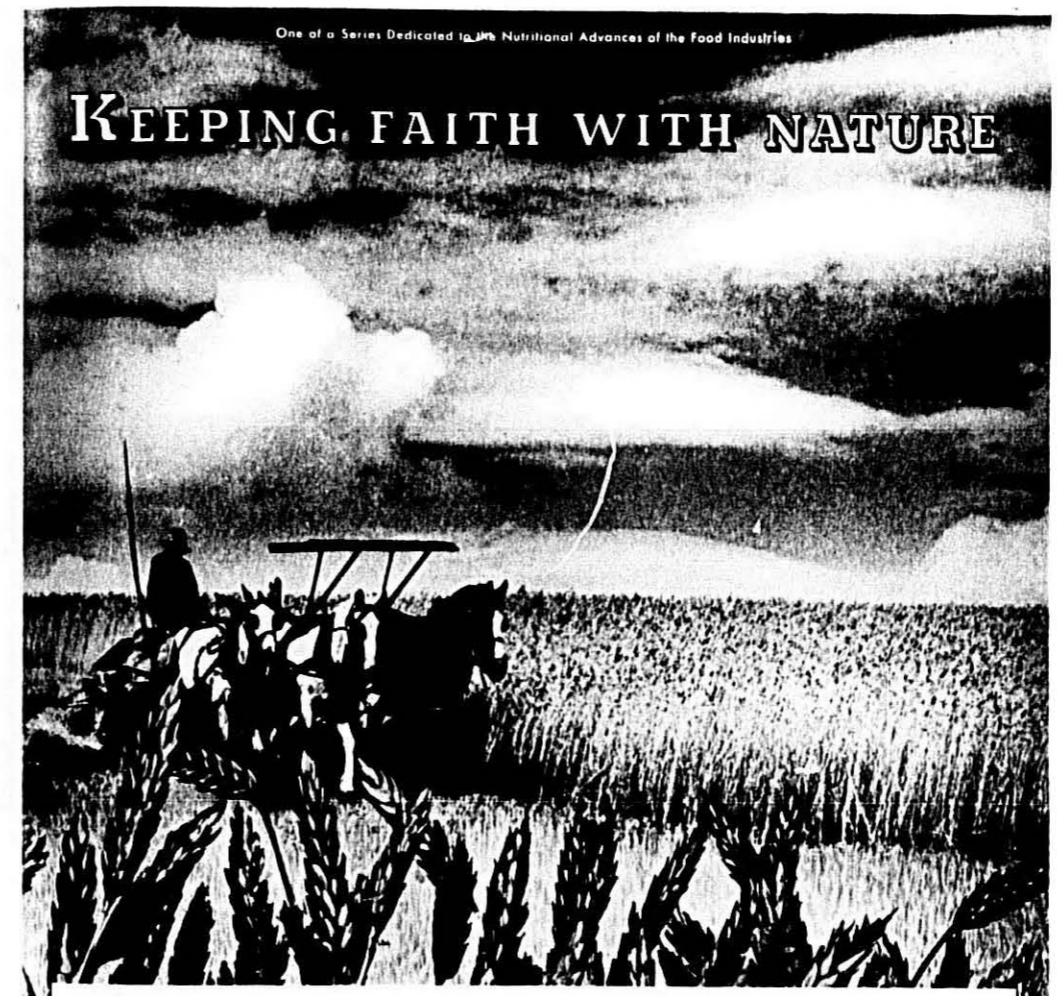
As in the past twenty-nine preceding years of reporting and editorializing on the conditions in the Macaroni-Spaghetti-Egg Noodle Industry in the United States, particularly, and in the whole world, THE MACARONI JOURNAL will strive to render the best possible service to advertisers and readers.

It is hoped that in the New Year advertisers will make greater use of the privilege extended to submit items and articles about their products and services of reader interest and that readers will accept our standing invitation to

make comments, in favor or in opposition to policies adopted or ideas expressed editorially.

Let's all start the New Year on a cheerful note and in all our relations—publisher, advertiser and reader, with the welfare of the whole industry in mind, may we hold that cheerful tune throughout 1949.

M. J. Donna,
Secretary and Editor.



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

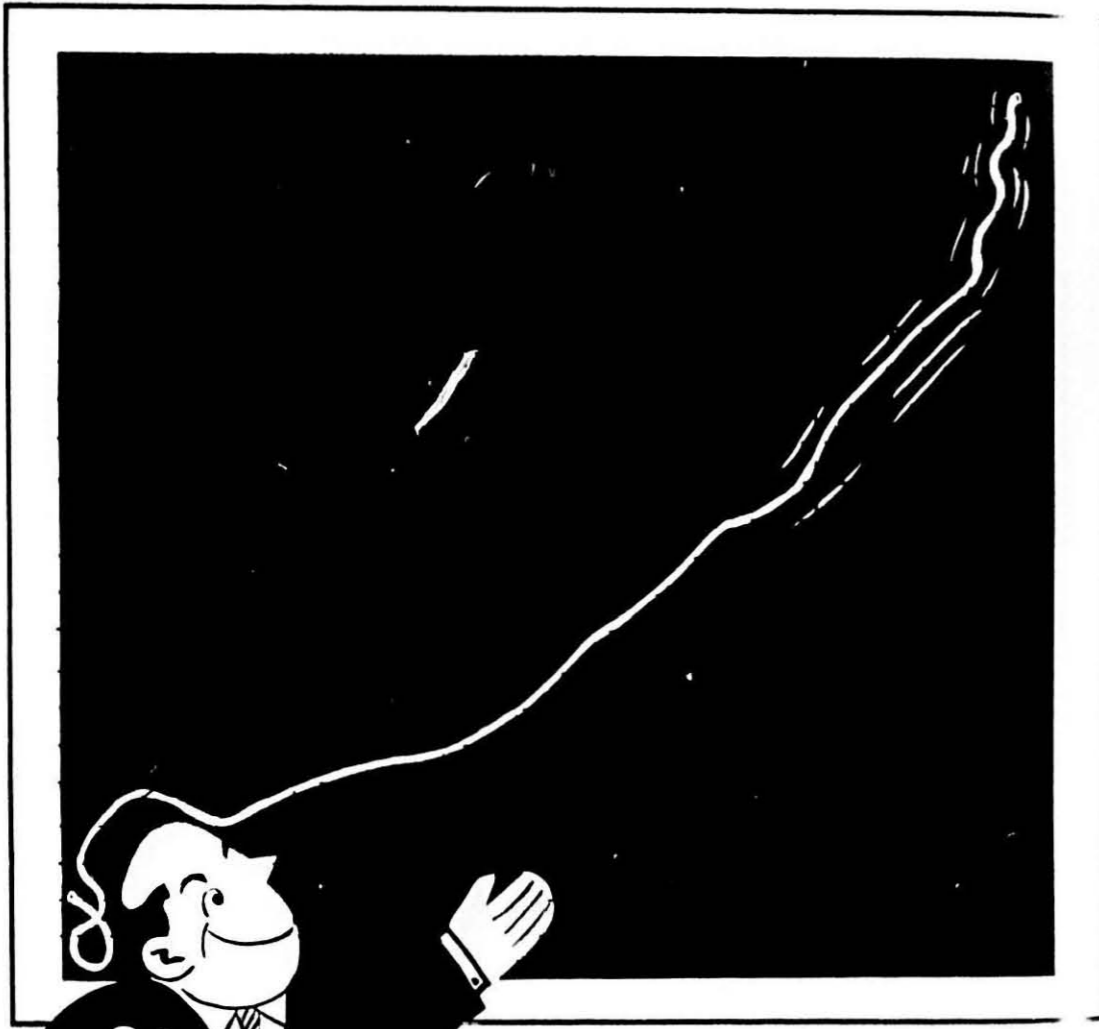
Today, large quantities of these products are enriched:

- MACARONI
- SPAGHETTI
- NOODLES
- PASTINA

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

'ROCHE' Vitamins for Enrichment

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



"Bet those sales will bust right out of the chart!"

It sure is nice when sales of macaroni products keep going up and up — seemingly of their own accord.

When that happens, it's usually because the manufacturer has made his products so good that people are tempted into eating them *more often*.

Our job is to turn out durum products that will give your spaghetti, macaroni, and noodles the "eat-more" quality you want them to have. You can count on Pillsbury's Durum Products for that sort of quality — always.



PILLSBURY'S DURUM PRODUCTS
 PILLSBURY MILLS, Inc. General Offices: Minneapolis 2, Minnesota