

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 2**

June, 1949

JUNE, 1949

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Convention Headquarters



The Edgewater Beach Hotel, Chicago

Scene of the 1949 Conference of the Macaroni-Noodle
Convention, June 27 and 28, 1949

Chicago
Macaroni Manufacturers Association
Illinois

VOLUME XXXI
NUMBER 2

Printed in U.S.A.



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PROGRAM — 46th ANNUAL CONVENTION

National Macaroni Manufacturers Association

June 27-28, 1949, Edgewater Beach Hotel, Chicago, Illinois

Theme: Better Materials, Better Methods, Better Merchandising for Better Business

Monday Morning, June 27, 1949

9:00 A.M. Registration and Assembly
10:00 A.M. President's Message—President C. I. Norris
Appointment of Auditing Committee
Nominating Committee
Resolutions Committee
Report on Association and Institute Affairs
Robert M. Green, Acting Secretary-Treasurer
Report on Macaroni Journal
M. J. Douina, Managing Editor
Report on Research Department Activities
B. R. Jacobs, Director of Research

11:00 A.M. BETTER MATERIALS
President Norris Presiding, Vice President Ravarino Conducting

12:30-2:00 P.M. BUFFET LUNCHEON ABOARD YACHT JOANBAR IN HARBOR. Host—Empire Box Corporation.

"Improving Durum Varieties"
Henry O. Putnam, Executive Secretary, Northwest Crop Improvement Assn.

"Improving Durum Products"
Open forum discussion led by the following millers:
Earl V. Hetherington, General Mills, Inc.
William Steinke, King Midas Flour Mills
Paul M. Peterson, Capital Flour Mills

"Development of Color Standards for Eggs"
Dr. O. J. Kahlenberg, Director of Research, National Egg Products Assn.

"Better Packages"
Charles C. Rossotti, Rossotti Lithographing Company, Inc.

Discussion Period
Luncheon Recess

2:00 P.M. BETTER METHODS
President Norris Presiding, Vice President Grass Conducting

"Questions and Answers on Flour Handling & Carloading"
C. W. Grier, Manufacturing Executive, Central Division General Mills

"New Developments, New Materials in Plant Sanitation"
Tom Huge, The Huge Company

"Noodle Packaging Developments"
Rex Stone, Triangle Package Machinery Company

"Better Pricing Through Accurate Costing"
Alex J. Fulton, Wolf & Company, Certified Public Accountants

"Merchandising Emptied Bags"
Robert C. DeVinny, Textile Bag Manufacturers Association

"Protecting Your Products & Reputation"
John A. Larigan, St. Regis Paper Company

Discussion—Announcements—Adjournment
Monday Evening

6:15 to 7:15 in the North Room, Buhler's Party, Reception & Cocktails. 7:30 in East Lounge, Rossotti Spaghetti Buffet Supper.

Tuesday Morning, June 28, 1949

A new feature will open Tuesday's activities at 8:30 A.M. President Bud Norris will preside at an "Early Birds' Breakfast" which will provide convention registrants with fun, good fellowship and an incentive to get out of bed to hear the important messages of the day.

Knowing very well that moral compulsion has limited effects on hard sleepers, arrangements are being made to provide a material reward. Convention registrants will be provided with numbered tickets for admission to breakfast. A drawing will be held promptly at 9:00 to determine the holder of the lucky number. He will receive a valuable prize, as well as a good breakfast.

Invited guests and celebrities will be on hand to make a spirited beginning for a day devoted to marketing problems.

10:00 A.M. BETTER MERCHANDISING
President Norris Presiding, Vice President Mueller Conducting

"Merchandising Ideas"
Panel discussion with question-and-answer period. The following distributors have been asked to participate:

E. J. Martin, National Food Distributors Association
Don Parsons, Super Market Institute
Harley V. McNamara, National Tea Company

E. E. Seeck, Food Distributors Association of Illinois
Donald F. Kiesau, Chicago Restaurant Association

"New Trends in Salesmanship"
H. A. Bergdahl, Manager of Dealer Sales, Crane Company; Sales Lecturer, University of Illinois

Discussion Period
Election of 1949-50 Directors

Luncheon Recess
(Directors luncheon and organization meeting)

2:00 P.M. BETTER PUBLIC RELATIONS
President Norris Presiding, Advisor Wolfe Conducting

"Wheat Flour Institute Presents Macaroni, Spaghetti and Noodle Dishes" a pictorial demonstration by Miss Alice Jarman, Assistant to the Director, Wheat Flour Institute

"Reaching the Homemaker"
Edith Barber, Food Editor of New York Sun

"Progress Report on National Macaroni Institute Public Relations Program," Ted Sills, Sills & Company

Remarks by Fred Mueller, Chairman, Institute Working Committee
Discussion Period

Announcements and presentation of 1949-50 Association Officers
Final Adjournment

Tuesday Evening
6:15 to 7:15 in West Lounge, Clermont's Party, Reception & Cocktails. 7:30 in Ballroom, Association's Dinner Party. Floor Show and Entertainment, Consolidated Macaroni Machinery Corp.

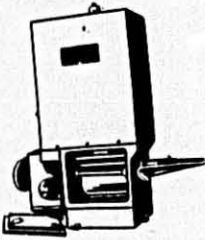
Dancing & Fun on Beachwalk

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



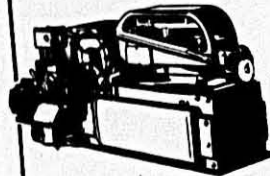
ENRICHMENT

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



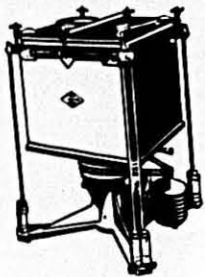
N-A FEEDERS

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



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



RICHMOND GYRO-WHIP SIFTERS

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

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

SERVICE

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

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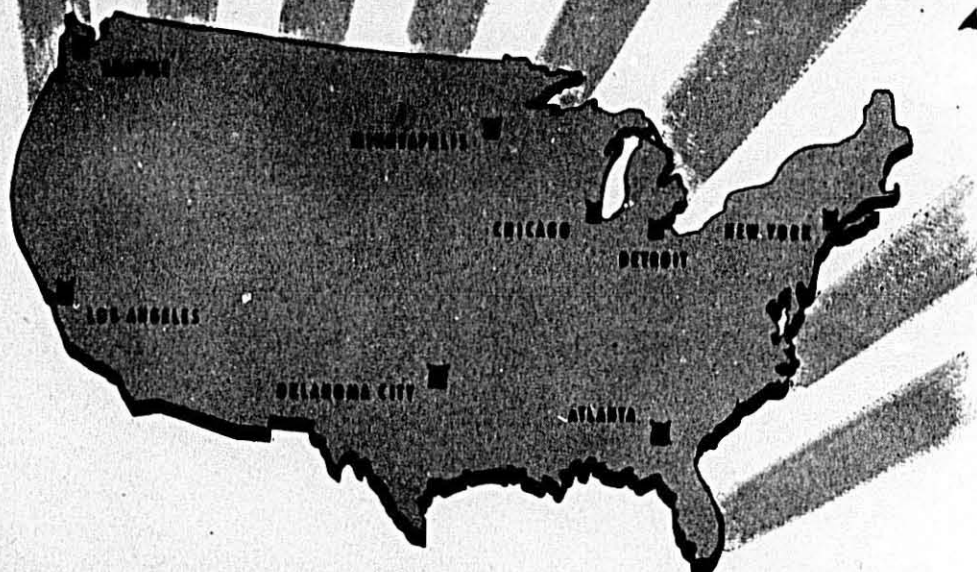
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A special formula, Orange Label, B-E-T-S is offered for the enrichment of macaroni products to meet *Federal Standards*. One tablet for each 50 pounds of semolina—a convenient way to enrich any size batch.

We developed the *first* food-enrichment tablet. Proof of its acceptance rests in the fact that the tablet method is now *universally* used to enrich dough.

Winthrop-Stearns offers a special formula, Blue Label, VEXTRAM for the enrichment of macaroni and noodle products to meet *Federal Standards*. Add two ounces of Blue Label VEXTRAM per 100 pounds of semolina in the continuous process.

VEXTRAM, you know, is the trade-marked name of Winthrop-Stearns' brand of food-enrichment mixture used for enriching flour by millers in practically every state of the Union.

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OFFER THESE ADVANTAGES

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

VEXTRAM*
OFFERS THESE ADVANTAGES

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

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

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DURUM
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COMMANDER MILLING COMPANY
MINNEAPOLIS 1, MINN.

The MACARONI JOURNAL

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Number 2

The Need and Value of Trade Conventions

Annual Trade conferences similar to the forty-five that have already been sponsored by the National Macaroni Manufacturers Association through the years for the benefit of manufacturers and allied who constitute the trade have been timely and well-blended business and social affairs, from which those who attended profited in keeping with the interest taken in such friendly get-togethers of those with interests in common.

In times of lowered production and slackened demands for macaroni-noodle products such as now confronts the trade, and practically all other lines of business, too, executives call for increased activity on the part of the sales force and the exploring of every source of profitable orders. Equally, the trade calls for increased interest by such executives in friendly gatherings of those with like problems.

Trade conventions offer a rich source of up-to-the-minute information concerning conditions that prevail, and of future prospects, too. Those who attend conferences of their trade meet competitors who are facing like problems, and through an exchange of experiences, ideas and suggestions help each other solve most of them. The advantages of trade conferences are so obvious that staying away from them is almost unpardonable, considered justified only under conditions that are crucial.

Trade conventions promote a spirit of mutual confidence and respect between executives with the result that business friendships often develop that have a great bearing on future relations as friendly competitors.

So many of us seemingly want what is hard to get. During the war when trains were over-crowded, hotel rooms hard to get and both travel and conventions restricted by Government decree, everyone had a desire to meet in friendly conferences, the farther from home the better. As conditions returned to normal, the desire to travel and to confer with fellow businessmen apparently diminished.

The National Macaroni Manufacturers Association has always sponsored well-intentioned conventions and the

leaders in greater or lesser numbers have always taken advantage of the opportunities presented for friendly consideration of problems common to all in the trade. There should be more leaders. Every manufacturer of macaroni-noodle products should consider himself a leader, an important cog in the general progress of the industry, and should act as a leader insofar as convention promotion and attendance is concerned, because after all the trade's welfare is his special business.

Much more might be said about one's obligation to take part in the annual conferences of industry leaders. The reasons for attending to one's business are so obvious.

This year, the convention of the macaroni-noodle manufacturers and their friendly allies will be held at the Edgewater Beach Hotel, Chicago, June 27 and 28. As usual it is open to every one interested in the betterment of conditions that confront all manufacturers and suppliers. An agenda of timely topics has been set up by the convention program committee with a select group of experienced speakers to address the several sessions. Manufacturers will find it profitable to hear their messages first-hand. Reading the reported messages helps, but nothing like hearing the spoken word and feeling the reaction thereto by fellow tradesmen keyed up to the spirit of the meeting.

While emphasis is placed on the business part of the 1949 convention, the social side is not overlooked. The National Association executives, aided and abetted by the semolina millers, the carton and label suppliers, and the machinery and equipment builders, have joined in providing a series of social functions that will be pleasing, restful to conventioners and their ladies, balancing the worthwhile business program.

Business may not be as good as one would like it to be, but staying apart from those who are anxious to do something co-operatively to bring about necessary improvement will not help. Co-operation is still the essential element, not the co-operation of a willing few, but co-operation of the interested many. Duty calls. What will be your answer?

Frozen Eggs and Procedures for Defrosting

By Dr. O. J. Kahlenberg, Director of Research, National Egg Products Association

THE proper defrosting of eggs is a very important operation for the noodle maker as well as for all those handling frozen eggs. It is well known that freezing and storage destroys some of the bacteria in frozen whole eggs but there are still many organisms which cause spoilage that survive and multiply during and after defrosting.

Many complaints made on the poor functional performance and spoilage of frozen eggs are not justified but are the result of the defrosting methods employed in the baking establishment. In combating complaints on improper defrosting methods it is essential that the noodle maker and all those handling frozen egg products be advised of the NEPA recommended procedures of properly defrosting according to our present knowledge and experience.

Considerable care is taken by the producer to bring his frozen eggs to the consumer in a satisfactory condition. Improved breaking techniques and equipment developed during the war make it possible for every company to produce a high quality egg product. Because such information and facilities are available to all, there is little excuse for anyone to put a poor frozen egg product on the market. Reliable packers know that there is no "substitute for quality." Reliable users realize that the end product can never exceed the quality of the starting materials. Frozen eggs of initial good quality suffer little damage during prolonged storage at subfreezing temperatures. There are some frozen eggs which have been kept under constant freezing temperatures for a period of 38 years and still considered as being good edible products today.

Recommendations have been made by both the U. S. Dept. of Agriculture (1) and the Chicago Quartermaster Depot (2) for holding and defrosting eggs which are to be dried.

According to the U. S. Dept. of Agriculture operating requirements, the following paragraphs on defrosting are pertinent to this article.

"I. Frozen whole eggs and yolks shall be turned into a liquid state by mechanical means and in a sanitary manner as quickly as possible after the defrosting process has begun.

"A. The frozen product may be tempered or partially defrosted not to exceed 48 hours at room temperatures

not higher than 40° F., or not to exceed 24 hours at room temperatures above 40° F., providing that no portion of the liquid produced shall exceed 60° F.

"B. The liquid product resulting from the defrosting process shall be reduced to 45° F. or less and held at that temperature. This liquid shall not be held more than 16 hours prior to drying."

The Chicago Quartermaster Depot has similar operating requirements for defrosting frozen eggs. Excerpts are as follows:

"I. Each container of frozen egg shall be checked for condition and odor



Dr. Kahlenberg

just prior to being emptied into a sanitary crusher or receiving tank. Frozen eggs which have questionable or off-odors (sour, musty, fruity, decomposed, et cetera) shall not be used.

"II. Frozen eggs shall be converted into a liquid condition as quickly as possible after removal from freezer, freight car or truck. Frozen eggs may be tempered or partially defrosted in periods not to exceed 72 hours at an air temperature not higher than 40° F., or not to exceed 24 hours at air temperatures between 50° and 75° F. alternatively, air or steam tunnel rapid defrosting may be used."

Essentially these procedures are applicable not only for frozen eggs to be used for drying but also to everyone handling frozen eggs.

Obviously the faster the thawing, the less opportunity there is for bacteria to multiply and cause spoilage. Reduction of the thawing time by heat is not advisable. Recent research work reported by Winter and Wrinkle³ showed that 30-pound cans of frozen whole eggs could be defrosted in 20 to 24 hours when immersed in cold running tap water (58° F.) but required

36 to 42 hours to defrost them in still air at room temperature of 68° F., and 20 to 26 hours when a mild air blast from a fan was directed against the cans. When frozen whole eggs were set in a room held at 55° F. it took 40 to 48 hours to defrost them. Constant agitation of the cans during defrosting has been known to shorten the time and to keep bacterial counts low. Defrosting time may be shortened to about nine hours when cans are agitated by mechanical means in cold water (50-60° F.). Many workers have consistently shown that low temperature defrosting retards bacterial growth. Bacterial counts have been shown to increase with different defrosting procedures and the rate of increase varies with the original bacterial flora. Bacterial increases of 22.5 per cent were observed by Winter and Wrinkle⁴ when eggs were defrosted in running water at 60° F. for 15 hours—as compared with an increase of 990 per cent when the defrosting was done in a bakery room at 80° F. for 25 hours and a bacterial increase of 750 per cent in a room at 70° F. for 36 hours.

In determining the proper method of defrosting, much depends upon the quantity of eggs to be defrosted at one time. It is good practice to thaw only enough eggs which are required for each day's operation. Eggs should not be left standing at room temperatures after defrosting. The general method practiced in some plants of allowing cans of frozen eggs to remain overnight is considered dangerous to egg quality and not advisable. The outer portions of egg material in a large can may become warm enough to permit bacterial growth before the defrosting is completed. It has been shown that defrosting with cold water requires one third to one half the time when compared to placing cans of eggs on the floor. The additional time for defrosting at warm room temperatures

(Continued on Page 56)

References:

1. U. S. Dept. of Agriculture, Production and Marketing Administration. Minimum requirements for facilities, operating procedure and sanitation in official plants processing and packaging egg products. March, 1948. 2. Chicago Quartermaster Depot, Subsistence Research and Development Laboratory, Chicago, Ill. Operating Standards for Egg Storage, Breaking, Freezing and Drying Plants. Tech. Bulletin 2A. Amended July 13, 1945. 3. Winter, A. R., and Wrinkle, C. Proper defrosting methods keep bacterial counts low in frozen egg products. U. S. Egg & Poultry Magazine 35, #3, p. 26. 1949.

"QUALITY" IN YOUR MACARONI BEGINS WITH THE WHEAT



• Like a giant sieve, the General Mills wheat survey crew screens the annual durum harvest. Car after car of durum wheat is sampled and tested by technicians from the General Mills Products Control Department. County by county they test the entire durum producing area. This straight-from-the-field information acts as a guide for our wheat buyers.

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U. S. Foreign Trade in Macaroni Products—1947 and 1948

By Esther F. Brelsford

DURING the first 15 years of the 20th century the United States was a net importing country for macaroni and macaroni products. Today, the United States macaroni industry has grown to such proportions that imports are negligible and macaroni and macaroni products are important export commodities.

U. S. Exports

United States exports of macaroni and macaroni products in 1948 amounted to 223,732,000 pounds; table I. These exports, valued at \$26,014,000, equal, approximately, 10 per cent of the total product (1,139,750,000 pounds) and 24 per cent of the United States consumption (916,733,000 pounds). Exports in 1946 and 1947 were approximately equal, 72,108,000 and 74,634,000 pounds, respectively. Annual exports in each of these years, while only about one-third of those in 1948, were six times the average annual exports of the two previous years, 1944 and 1945. During the seven-year period prior to 1944 (1937-43), annual exports of macaroni and macaroni products averaged about 3,100,000 pounds, approximately one and five tenths per cent of the exports in 1948.

European countries, until recently the most important market for macaroni and macaroni products since the beginning of the war, imported 60,975,000 pounds in 1947, and 215,030,000 pounds in 1948; table II. Shipments to European countries in 1947 and 1948 accounted for 82 per cent and 96 per cent, respectively, of total United States exports.

Italy, normally an important macaroni exporting country, imported 176,649,000 pounds of macaroni and macaroni products from the United States in 1948, or nearly 80 per cent of total United States exports in that year. Greece, Switzerland, Germany, Belgium and Austria were other important European markets for United States macaroni products in 1948. Belgian imports, 2,501,000 pounds, in 1948, were only about 17 per cent as large as its imports, 14,472,000 pounds, in 1947. Portugal was a heavy importer in 1947 but took less than one-half million pounds in 1948.

The countries of the Western Hemisphere have been the second most important market group for United States macaroni and macaroni products. Exports to those countries in 1947 exceeded 8,200,000 pounds. In 1948 they

(Continued on Page 56)

Table I—United States Production, Imports, Exports and Consumption of Macaroni Products, 1937-48 (in pounds)

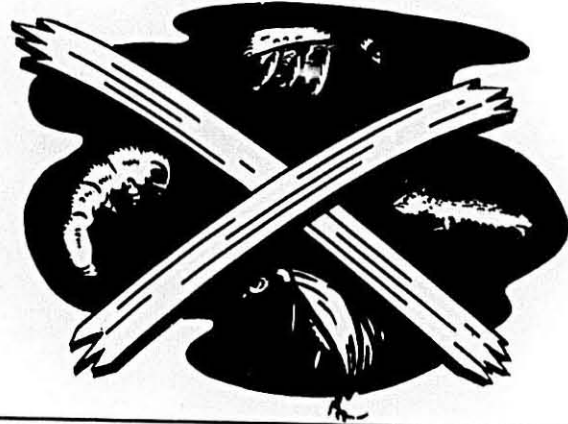
Year	Production	Imports	Total Supply	Exports	Apparent Consumption	Per Capita Consumption
1937	577,614,108	1,695,856	579,309,964	3,048,476	576,261,488	4.4
1938	677,614,107	1,163,999	678,778,106	3,129,346	675,648,760	5.2
1939	684,390,248	1,076,689	685,466,937	4,423,276	681,043,661	5.2
1940	623,404,978	874,813	624,279,791	3,859,978	620,419,813	4.7
1941	725,047,094	602,457	725,649,551	3,710,242	721,939,309	5.4
1942	860,569,916	33,187	860,603,103	2,625,731	857,977,372	6.4
1943	982,540,455	156,562	982,697,017	3,296,325	979,400,692	7.3
1944	819,918,090	185,589	820,103,679	11,119,342	808,984,337	6.1
1945	1,069,275,061	285,016	1,069,560,077	12,555,986	1,057,004,091	7.7
1946	1,107,221,450	496,601	1,107,718,051	72,108,153	1,035,609,898	7.3
1947	931,719,397	792,547	932,511,944	74,633,694	857,878,250	5.9
1948	1,139,747,919	716,671	1,140,464,590	223,732,016	916,732,574	6.2

Prepared in Food Branch, O.I.T., Grain Section, E. F. Brelsford.

Table II—United States Exports of Macaroni by Countries of Destination, 1947-48 (in pounds)

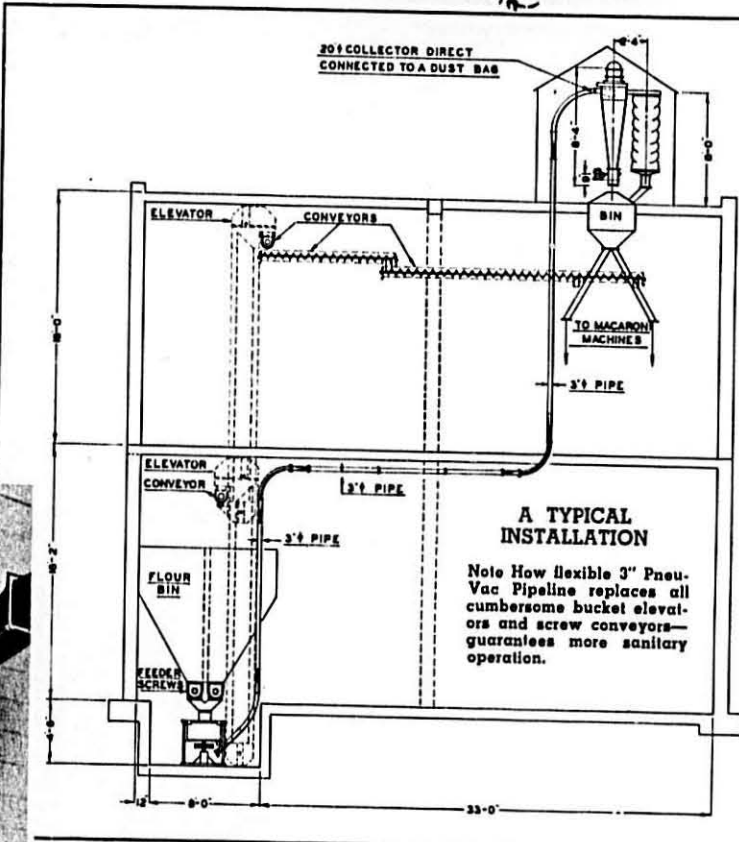
Western Hemisphere	1947		1948		Asia	1947		1948	
	Exports	Value	Exports	Value		Exports	Value	Exports	Value
Argentina	625	—	—	—	Afghanistan	2,403	—	—	—
Bahamas	17,011	—	10,803	—	Arabia	840	—	—	—
Barbados	—	—	2,448	—	Bahrain, St. of	446	—	—	15,646
Bermuda	25,311	—	12,614	—	China	738	—	—	—
Brazil	2,379,901	—	2,295,964	—	Ceylon	3,048	—	—	—
British Guiana	—	—	1,200	—	Hong Kong	174,560	—	—	124,721
British Honduras	9,633	—	1,616	—	India	73,964	—	—	—
Bolivia	2,280	—	2,125	—	Japan	54,188	—	—	71,518
Canada	1,085,592	—	3,648	—	Kuwait	8,440	—	—	2,820
Canal Zone	758,056	—	742,142	—	Lebanon	—	—	—	228,482
Colombia	50,125	—	16,599	—	Netherlands	—	—	—	—
Costa Rica	125,436	—	99,199	—	East Indies	5,522	—	—	28,627
Cuba	1,488,373	—	781,420	—	Palestine	34,875	—	—	1,830
Curacao (N.W.I.)	67,433	—	118,662	—	Philippine, Republic of	3,257,615	—	—	593,946
Dominican Republic	494,591	—	654,516	—	Portuguese Asia	216	—	—	2,374
El Salvador	21,318	—	31,648	—	Siam	8,356	—	—	29,141
French West Indies	960	—	—	—	Saudi Arabia	307,154	—	—	436,744
Guatemala	39,993	—	51,880	—	Syria	525,573	—	—	4,900
Haiti	98,628	—	113,076	—	Total, Asia	4,457,938	—	—	1,540,749
Honduras	14,889	—	16,225	—	Oceania	—	—	—	—
Jamaica	1,440	—	—	—	Australia	4,000	—	—	—
Leeward & Windward Islands	240	—	—	—	French Oceania	146,351	—	—	43,982
Mexico	954,645	—	724,398	—	New Zealand	2,018	—	—	1,831
Miquel & St. Pierre	7,600	—	—	—	West Pacific Islands, N.E.S.	—	—	—	—
Newfoundland	182,861	—	47,387	—	Total, Australia and Oceania	154,118	—	—	45,813
Nicaragua	55,634	—	51,034	—	Africa	—	—	—	—
Panama, Republic of	268,882	—	318,435	—	Algeria	30	—	—	—
Peru	5,930	—	576	—	Angola & Other	—	—	—	—
Surinam	780	—	1,020	—	Port. Africa	98,844	—	—	18,105
Trinidad	—	—	805	—	Belgian Congo	139,758	—	—	101,393
Venezuela	90,408	—	181,660	—	British West Africa	—	—	—	—
Total, West Hemisphere	8,248,578	—	6,281,100	—	Canary Islands	—	—	—	312
Europe	—	—	—	—	Cameroon	68,038	—	—	22,192
Austria	50,679	—	2,379,465	—	Egypt	478	—	—	—
Azores	50,850	—	—	—	Ethiopia	—	—	—	300,000
Belgium	14,472,135	—	2,501,278	—	French Equatorial Africa	13,020	—	—	7,751
Eire	442,340	—	4,200	—	French West Africa	—	—	—	—
France	18,280	—	34,130	—	Africa	4,152	—	—	—
Germany	10,000	—	4,760,810	—	French Morocco	280	—	—	800
Greece	11,896,465	—	19,066,862	—	Gold Coast	18,156	—	—	—
Italy	19,121,600	—	176,648,706	—	Liberia	6,336	—	—	3,496
Netherlands	456,970	—	288,135	—	Madeira Islands	34,620	—	—	—
Norway	—	—	1,910	—	Mozambique	25,078	—	—	330
Poland	119	—	—	—	Southern Rhodesia	7,880	—	—	—
Portugal	9,845,102	—	422,750	—	Tangier	21,644	—	—	117,796
Rumania	1,524	—	—	—	Union of South Africa	359,204	—	—	262,239
Sweden	60,091	—	—	—	Verde Islands	200	—	—	—
Switzerland	4,424,272	—	8,440,956	—	Total, Africa	797,718	—	—	834,414
Trieste (Free Territory)	—	—	300,000	—	Total, All Countries	74,633,694	—	—	223,732,016
United Kingdom	106,985	—	101,170	—	Total Value	\$8,301,768	—	—	\$26,014,413
Yugoslavia	17,930	—	79,568	—					
Total, Europe	60,975,342	—	215,029,940	—					

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PNEU-VAC . . . this modern, sanitary, pneumatic conveying system is doing an excellent job for Megs Macaroni Company, Harrisburg, Pa.

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- No flour remains dormant in a Pneu-Vac System to harbour infestation and attract rodents.
- Because flour is pneumatically conveyed at the rate of 5,000 ft./min., every inch of a Pneu-Vac System is swept absolutely clean after each batch.

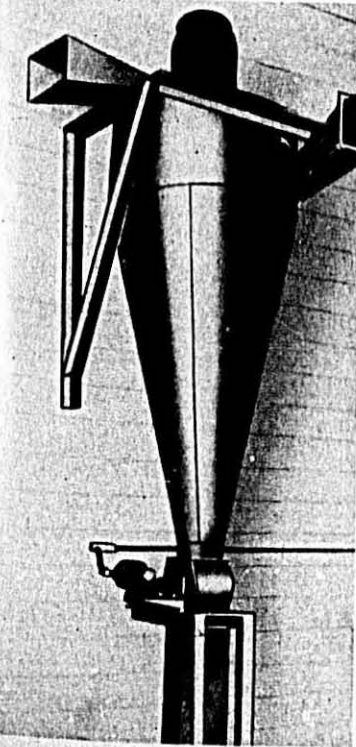


Never before have such sanitary methods for handling bulk flour been available to the Macaroni Industry.

With its cost justified by sanitary standards alone, Pneu-Vac offers even more

- Easy, flexible installation economies.
- Lower maintenance costs compared with outmoded screw conveyors and bucket elevators.
- Working conditions are greatly improved as dust is carried along with air stream in closed ducts.

Learn how a Pneu-Vac System can prevent contamination in your plant . . . save you money through more efficient handling methods. Contact Sprout, Waldron & Co., Inc., 56 Waldron Street, Muncy, Pa.



The Langdon Durum Show

IT was 11 years ago that our county agent received instructions from the NDAC extension division to hold a durum meeting to pep up our Cavalier County durum growers. It seems that the general quality of durum was going down and farmers in this small 12-county area of North Dakota were not staying with durum like they should, when they had something approaching a monopoly.

Our county agent, being an industrious sort, enlisted the aid of our commercial club, which gave him a committee, including myself. We decided to make it a durum show, instead of simply a meeting. We planned exhibits with prizes, and entertainment in the evening, besides the technical program in the afternoon. Immediately it outgrew its pants and became a two-day affair. Since it was coming so good, why not invite in the rest of the durum area, which includes only our north-eastern North Dakota area, and not the Valley. So, it became the first annual North Dakota State Durum Show.

We went along with a satisfactory and growing show for several years. Finally Bert Groom interested the National Macaroni Manufacturers' Association in our effort.

Up to this time we had gone along raising durum, getting excited about increasing quality and production, and never giving a thought to the end result; the fellows buying the stuff. We had had mills on our programs, who made the semolina, who urged the quality end.

Likewise, the macaroni manufacturers had never given a thought to the farmers who were raising the stuff that they wanted so badly and without which they could not make a quality product.

Through Bert Groom's efforts, appearing on the program of the National Macaroni Manufacturers' Convention, in 1946, assisted by Dr. Glenn Smith, former durum specialist at NDAC, the macaroni men got interested.

Four years ago Maurice L. Ryan of St. Paul, vice president of the Quality Macaroni Company and a director in the macaroni group, came to visit the show. The next year he brought C. L. Norris of the Creamette Company of Minneapolis with him. Last year he brought M. J. Donna of Braidwood, Illinois, secretary of the National Association and Editor of THE MACARONI JOURNAL, with him.

By Ed Franta, Editor of Cavalier County Republican and Director of the North Dakota State Durum Show since its inception in 1938.

All the time he and the others have insisted that this show was wonderful, great, that they should do something big for it, besides a \$25 annual membership in the durum show and donating the Gold Plaque for the Durum King sweepstakes winner.

There was nothing more we wanted. Our show always went well, attracting good entry lists and large attendance. It had more than \$1,000 in the bank, more than enough to carry through a blizzarded show in 1948.

However, during the past late winter, the National Macaroni Manufacturers Association engaged the Theodore R. Sills & Co., of Chicago, one of the leading public relations concerns working in the foods field, to put the durum show, the durum field day at the Langdon experimental farm, durum generally, and especially macaroni products into the national limelight.

The Sills Company assigned the account to the said Franklin R. (call me Frank) Ullrey. He was here in Langdon the week end of March 18 and 19 to get the lay of the land. We marvelled at how much he knew about durum, though his company had received the account only March 1. He knew what he was talking about.

Even though he had the durum show considered by television and by *Life* magazine, it wasn't shaped just right for those ventures, and it was too late to remodel it for this year. We definitely will pattern the show for those features next year. We made only slight adjustments this year to fit his needs. It was to give him a camera shot that would stand the best chance of making the newspapers over the country that we persuaded Governor Aandahl to come.

You should acknowledge that we had a good session at Minot. It was nothing to what the Governor got at Langdon. Absolutely all road boosters and politicians were kept away from him and he was made to really enjoy a time in Langdon, including the steak dinner at which the durum show board entertains the macaroni, miller, commission firm and elevator men the first evening of the show. A special tea for his wife was worked in, and when he opened the show he was presented with

a birthday present, his birthday falling on Saturday.

Anyway, Ullrey came a day ahead and went to work. With the help of our *Republican* news editor (Judy Ree) he covered the show and filed stories. I don't know where they went or who used them, but they were straight. He got almost a hundred shots, including some "cheese-cake" of a girl on a truckload of durum, et cetera. We like him and we think he is really doing a job. Naturally, we are all out for him, because the better job he does for the macaroni people, the better job he is doing for our durum growers. If the people of the United States will eat enough macaroni products and will demand quality products, the market price differential of durum wheat will go up. Now durum runs only a few cents above common wheat, and we have always thought that when we have a wheat that cannot be raised successfully anywhere else in the country, we should get a substantially higher price than is received for wheat which is raised all over the world.

I think that about adds up to the durum show story and the connection of Frank Ullrey and the Theodore R. Sills Company, except that it was a great show this year. In the early years we have been striving for 100 entries. Last year we hit 202, and this year 236. Our attendance has grown steadily, up to over 1,200 this year.

Of the original durum show committee of seven given to the county agent in 1938, only three of us now stay on. One, Victor Sturlaugson, manager of our experimental farm and vice president of the first show, is now president, and has been for several years. The other two, Louis Whalen, a druggist, and I, have been relegated to the board of directors. Louis was treasurer for a while and I was even second vice president. I guess it's only a courtesy, but we are both only directors now, though they favor me with the title of publicity director besides. The management has gone almost entirely to those more closely in the agricultural field.

That's the story of the inconspicuous beginning, the gradual pick-up and the progressively enlargement of a local idea into an affair of national prominence, a bigger show to encourage the production of better quality durum to insure the macaroni makers an ample supply of quality durum and the consumers a supply of the best macaroni and spaghetti in the world.

Durum Champion— 1923 and 1924

Still active in the endless task of keeping his adopted state of North Dakota in the forefront in the Durum field is W. P. Sebens, field representative of the Greater North Dakota Association, Fargo, whose slogan is "North Dakota is O.K."

Mr. Sebens is personally acquainted with practically every important grower of Durum in North Dakota. Besides being an expert on Durum wheats he is also very adept with a camera and his office in Fargo is filled with rare pictures of Durum from the seed through the planting, growing, harvesting and selection stages. The 1949 Durum Show at Langdon, North Dakota, April 7 and 8, was the target of his ever-poised camera.

Mr. Sebens should know his Durum, having planted and harvested many a fine crop after the first World War. In 1923 and again in 1924 he was crowned as the Durum King for exhibiting the best Durum at statewide grain shows. He is pictured with two loving cups awarded by the National Macaroni Manufacturers Association in the years mentioned. He has graduated from the growers' class, first to become a judge and later a year-round promoter of more and better Durum.

The champion of more than a quarter of a century ago has the following to say for himself:

"I came to North Dakota in 1918 from Indiana, and began growing Durum in 1919. At that time the area to the southwest of Fargo, Sargent, Ransom, and Barnes Counties were producing considerable Durum wheat. Practically all the seed that was available traced back to some of the original importations, and no one had taken pains to keep it pure. They were raising some hard wheat, and considerable barley in the same area so that all the Durum wheat contained from 10 to 15 per cent, sometimes more, of admixture.

"In 1921 I began the program of hand picking by going out in the field and picking heads of certain type, as there seemed to be several different types of Durum in the fields. That year I gathered enough heads to thresh out 18 pounds of seed by hand, and later in the season hand picked the remainder as there were a number of kernels which showed a pinkish tinge

like the old Acme Durum. I eliminated these from the sample, so that I actually had about 17 pounds of clean seed which I planted in 18 inch rows and cultivated. From this small amount of seed the first year I produced 18 bushels of clean seed, which was the foundation stock of my Durum from then until about 1925, when I secured a small amount of pure Mindum which I also grew. I think that the original importations were all the Kubanka strains of Durum.

"In the fall of 1922 I exhibited some of this Durum at the International Livestock Grain & Hay Show in Chicago, and had the heaviest sample at the show, but a couple of samples from Manitoba had better color, and were right above me. The same thing happened in 1923 and 1924.

"The two trophies which the NMMA put up in 1923 and 1924 at what was known as the Interstate Fair held here in Fargo were won by myself and brother, who was in partnership with me from 1920 to 1928. In the years from 1922 to 1932 I won eight championships at the International for flax, alfalfa and sweet clover seed. At that time practically all the Durum grown in the section around Minnora where we lived, traced back to seed which we had sold in that area. I quit growing Durum in 1931 as some of the hard wheats seemed to do much better in that section of the state, and left the farm in 1932.

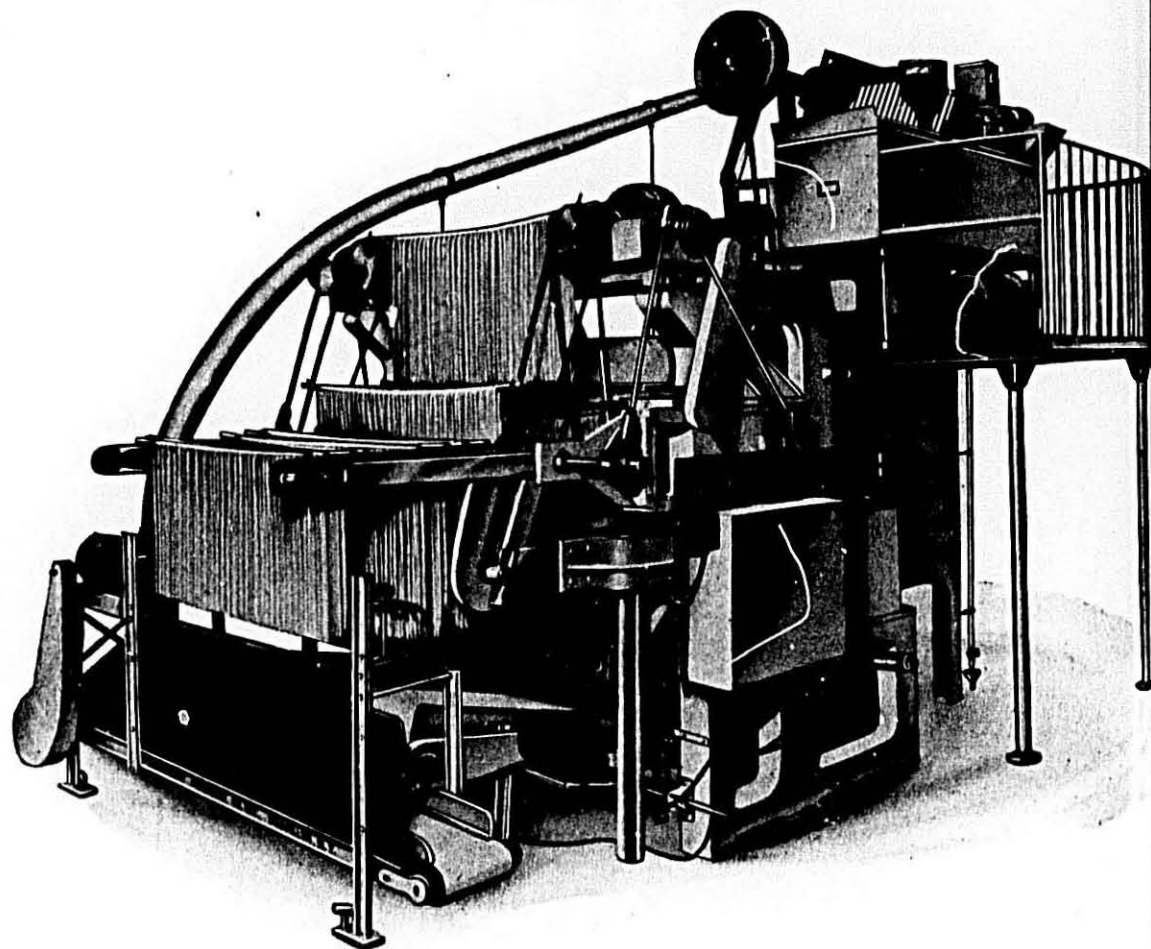
"Since 1934 I have been with the Greater North Dakota Association, and have done a great deal of work on pure seeds of various kinds."



W. P. Sebens, Field Representative, Greater North Dakota Association, Fargo

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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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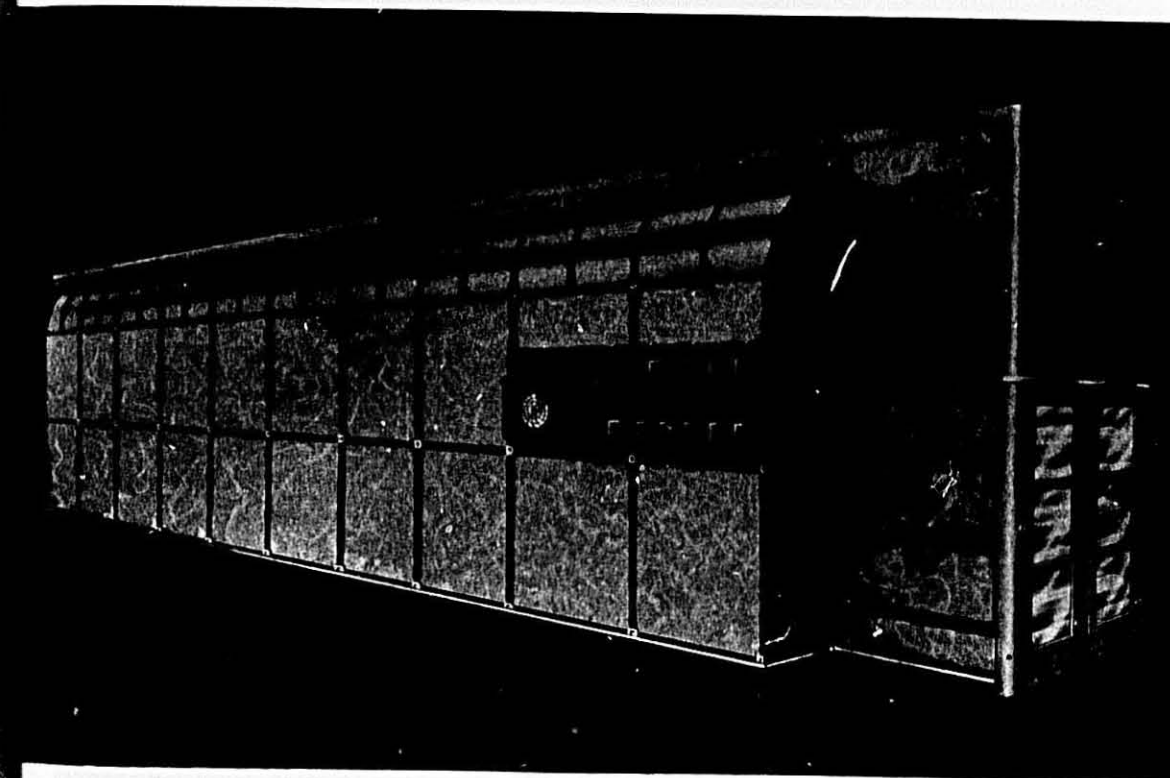
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New equipment and new techniques are all important factors in the constant drive for greater efficiency and higher production. Noodle and Macaroni production especially is an industry where peak efficiency is a definite goal for here is a field where waste cannot be afforded. **CLERMONT'S DRYERS OFFER YOU:**

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CLEANLINESS: Totally enclosed except for intake and discharge openings. All steel structure—absolutely no wood, preventing infestation and contamination. Easy-to-clean; screens equipped with zippers for ready accessibility.

EFFICIENCY AND ECONOMY: The only dryer designed to receive indirect air on the product. The only dryer that alternately sweats and dries the product. The only dryer having an air chamber and a fan chamber

to receive top efficiency of circulation of air in the dryer. The only dryer with the conveyor screens interlocking with the stainless steel side guides.

SELF-CONTAINED HEAT: no more "hot as an oven" dryer surroundings: totally enclosed with heat resistant board.

CONSISTENT MAXIMUM YIELD of uniformly superior products because Clermont has taken the "art" out of drying processing and brought it to a routine procedure. No super-skill required.

MECHANISM OF UTMOST SIMPLICITY affords uncomplicated operation and low-cost maintenance displacing outmoded complex mechanics.

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Interesting and Important Trade-Mark Facts

Trade Marks require vigilance to insure their security. Even though the Trade-Mark is registered, and the registrant believes himself the proprietary owner he may not always be its sole owner. The reasons for this are several, and varied.

Trade-marks often acquire a monetary value exceeding the physical assets of the business with which they are connected. This is particularly true when their use has been prominently associated with quality products of the owner of the trade-mark. However, such created value can exist, only where the proprietary ownership of the trade-mark has been steadfastly maintained.

Prompt detection and vigorous prosecution of all infringements insure the growth of trade-mark value.

Unauthorized use of the same, or of confusingly similar trademarks, by another should be detected at once, and stopped, to avoid impairment of the commercial value of your client's marks.

An Often Overlooked Danger

Passage of the recently enacted Federal Trade-Mark Law and the publicity given it have made businessmen generally more trade-mark conscious than heretofore. This has resulted in a tremendous increase in federal and in state registrations.

When the sale of a trade-mark article is confined to a single state, it may be registered only under State Laws; and this is frequently done without prior search of existing federal and state records of registrations or of Common law use. Thus, conflicts constantly occur creating multiple claims to ownership.

When time and usage have created values in conflicting trademarks, the contesting claims of both owners may be complex and costly.

It is much easier, and far less expensive, to stop an infringement at its inception, than to permit an infringer to spend time and money promoting the sale of his products under the infringing mark. Therefore every infringement discovered should be immediately reported to your Trademark Counselor for such action as may be advisable.

Safety for the Part-time Employee

Plant operators find it necessary at certain peak seasons to hire a large number of temporary employees. It is almost impossible to reach these people in a satisfactory manner insofar as safety is concerned, by using the usual methods practiced with the permanent employees, observes E. G. Hutzlet of Campbell Soup Company.

The most logical meeting ground is in the Employment Department. If there is a brief induction program

when the temporary help is hired, a giveaway sheet of standard size type-writer paper with a list of "must" safety rules (preferably multigraphed) should be handed each one and a brief instruction period held to explain why these rules are set down. Emphasize rules covering hazards which cause the most injuries to temporary employees. Rules given out in this manner appear to be more thoroughly read than those presented in booklet form.

Such a list of rules not only gives the employee something to go by, but gives the foreman (many of them temporary also) a basis of instruction so far as safety is concerned. Rules such as reporting minor injuries, reporting unsafe conditions to the foreman, wearing suitable clothes, avoiding horse-play, starting or operating machinery without proper instruction, etc., can be expressed in a few words, and will cut down peak period accidental injuries to inexperienced help by a surprisingly large percentage.

This type of sheet was given to the new employees:

Safety Rules for Workers

The following simple safety rule and safety suggestions were made to help you avoid accidents. Injuries are bitter pills to swallow and we want you to avoid them. Read the one rule and the suggestions and make them a part of your way of working. Remember—Safety is for you.

Our one rule: Report all injuries or suspected injuries to your foreman. Get immediate first aid.

Other Things To Do

- (List instructions you wish new employee to have—on one side of paper.)
1. Listen to the foreman's instructions and have them clearly in mind before starting work.
 2. Always use all safeguards provided.
 3. (Continue to list as many instructions as you desire.)

Related Advertising

Macaroni manufacturers in the St. Louis, Mo., area are highly pleased with the publicity given their products in the display advertising program being promoted by the St. Louis Independent Packing Company of that city. Reference is made to the firm's promotion of its sliced dried beef with macaroni au gratin in its newspaper and magazine ads featuring its Mayrose brand of dried beef.

"So quick to fix," "A money saver," and "So Delicious," is the statement in the advertising credited to Dorothy Stuart, home economist, Mayrose Test Kitchen.

The recommended recipe in this related advertising promotion is:

Dried Beef and Macaroni Au Gratin

- 1/4 pound Mayrose Sliced Dried Beef
 - 10 ounces macaroni
 - 2 cups medium white sauce
 - 1 cup grated American cheese
 - 1/2 teaspoon Worcestershire sauce
 - 2 tablespoons Vegaco margarine
- Cook the macaroni in boiling, unsalted water until tender. Prepare white

sauce. Add cheese to white sauce and heat slowly until melted. Add Worcestershire sauce. Cut dried beef in large squares and fry in melted margarine until "frizzled" on edges. Drain macaroni and place on large baking dish or platter. Cover with cheese sauce and top with dried beef. Brown in moderate oven (350° F.) for 15 minutes.

Dorothy Stuart
Home Economist,
Mayrose Test Kitchen

What Counts Most in Plant Maintenance

By H. Livermore

Proper lubrication of machinery should head the plant maintenance list. This does not mean just going around with a grease gun at regular intervals. More important is using the proper grease or oil for each machine. Examples are having a low melting point grease in the cool running bearings, and a high melting point grease for bearings running in warm places.

If the factory temperature is high, it would be wise to use greases that have some graphite in them.

When new machinery is installed, have the maker's representative draw up his recommendations on a chart for the correct oils and greases to use. Use that chart also to record how often each part requires oiling and greasing.

The sense of hearing can be used to good advantage by the plant maintenance man. He can usually detect when a machine in motion does not sound just right. The correction can be made then and there.

Another way the maintenance man can earn his "keep" is checking the overloads or thermo switches on machines. This will give motors full protection, for burnt-out motors cost real money to repair.

Most machines have comfortable speeds, at which they will operate efficiently for a long time. But speed up such machines, and they will fail too soon and too often. The maintenance man should be allowed some say in this all-important matter of speed of any given machine.

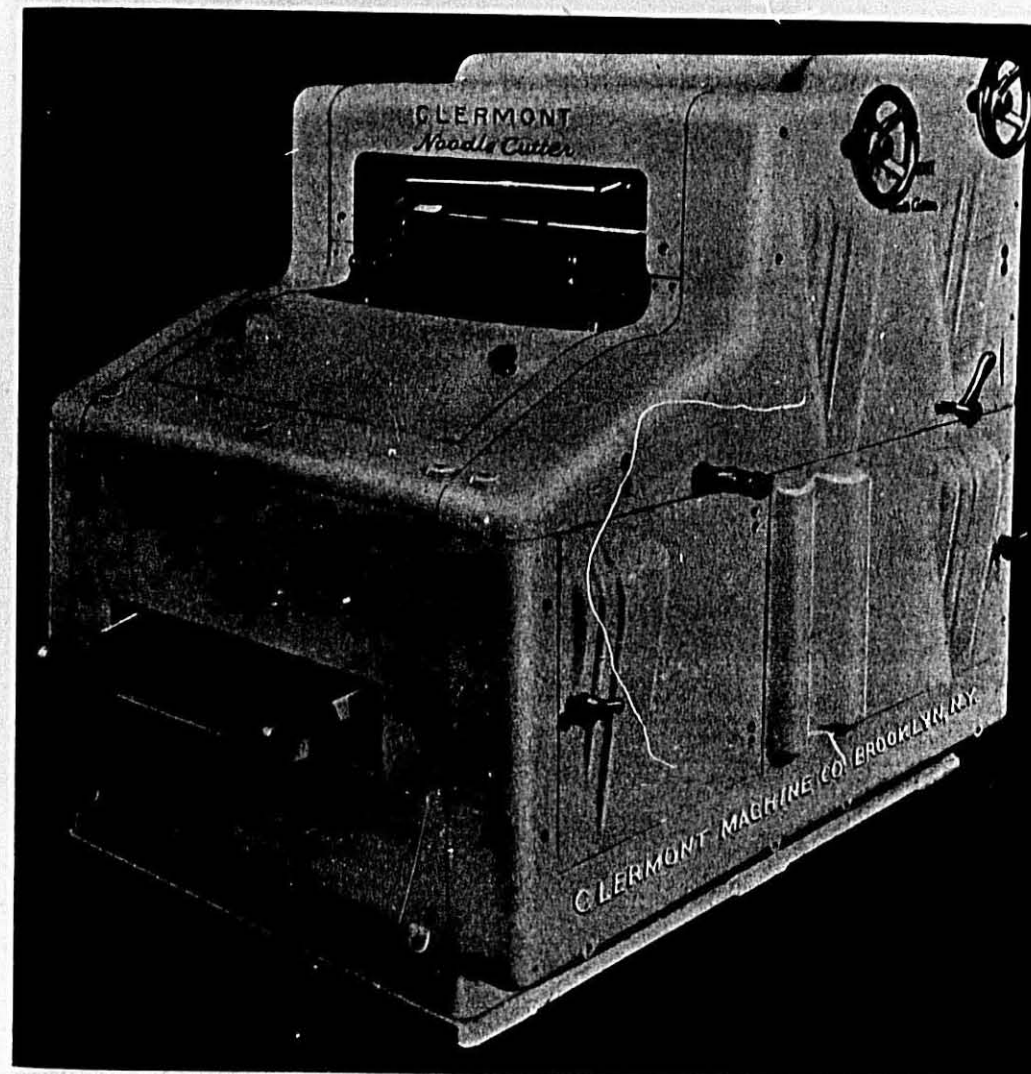
The ideal maintenance man should be a qualified engineer. He will then be able to talk intelligently about boilers and steam. He can save the plant money by making certain the boilers are being taken proper care of—the flues kept clean, the correct water treatment to ensure freedom from scale.

Too often a minor repair job is reported by word of mouth, and passed down the line—and then forgotten to be relayed to the maintenance man. If the first man to discover the defect is required to write the record in a book chained to a nearby rack, many a major breakdown will be prevented.

It should also be management's duty to check over these record books once a week with the reporting parties.

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Sanitation Personified



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

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

CLEAN: All moving parts enclosed; all bearings dust sealed; no grease drip; cover keeps out dirt and dust.

SIMPLE: Less gearing mechanism. Revolving cutting roller

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

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

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Released by:
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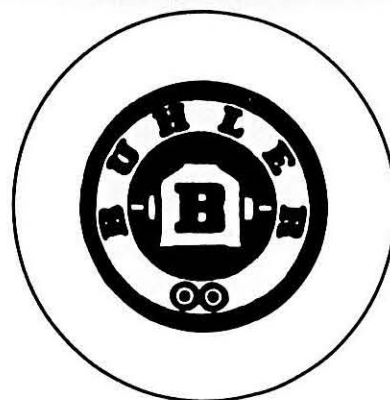


New lives in strange countries will require new skills. So, while they wait, IRO's DPs keep busy learning languages and specialized trades which may help them find new homes.

Here a young man and woman learn to plow with tractors at an agricultural school, for farm workers are in demand.

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Complete factory layouts for the most modern plants
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The Mighty Aminos

Condensed and Adapted from
"Progress Thru Research," published by
General Mills Research Laboratories

OF ALL the chemical compounds in the world, the amino acids are undoubtedly among the most important to you, for they are the stuff of which life is made. They are the building blocks of your body—your skin, your muscle, the cellular tissue of your tendons, membranes, cartilage and bones, even your fingernails. Without amino acids, your body could not replace the muscle constantly eroded away by the process of living; you would fall easy prey to disease; your body could not carry on many of its functions.

Yet the aminos are elusive. Despite their importance, they have long hidden their secrets from the scientist, cloaking themselves in a mantle of biochemical mystery. Although the chemist now knows more about them than ever before, his laboratory notebooks still are crammed with unanswered questions.

Chemists, nutritionists and medical scientists, however, have joined forces to spotlight the importance of amino acids in the human diet and to establish macaroni-type products as excellent sources of many aminos.

Chemically and nutritionally, the amino acids are firmly married to the proteins, next to water the most prominent constituent of soft living tissue. In a sense, they are the proteins, for they join together in long chains to form many types of complex protein molecules.

Protein itself is an essential part of all living matter: The eggs you eat for breakfast, the fish you eat for lunch, the prime steak you serve for dinner are largely protein. So are the muscles in your own body. Protein, in fact, makes up about 80 per cent of all protoplasm, exclusive of water. In addition, much of the remaining 20 per cent is protein material. Many of the enzymes and hormones that regulate digestion, metabolism and the proper use of foods by the body, for example, appear to be proteins; much of the connective tissue of your body is also a protein material, and scientists believe that genes—the tiny elements of germ cells that determine your hereditary physical and mental nature—are probably composed of protein.

The Dutch biochemist Mulder, who coined the term "protein" from the Greek word "proteios," meaning first, said in about 1840, "It (protein) is unquestionably the most important of all known substances in the organic kingdom. Without it no life appears possible on our planet. Through its means our chief phenomena are produced."

If he were alive today, a century later, Mulder would not have to change his opinion by as much as a word, for as the scientist has learned more about proteins, he has assigned them ever increasing importance.

In normal, everyday living, the amino acids of food proteins become a part of your body after traveling a long road. When you eat food—meat, bread, eggs, dairy products, vegetables, macaroni—the saliva in your mouth immediately attacks that food, attempts to change it into a usable form. Since saliva does not digest protein, however, the protein portion of your food survives this first ordeal and reaches your stomach virtually unchanged.

Once in the stomach, though, it becomes the objective of an all-out biochemical blitzkrieg. First, the enzyme pepsin and the hydrochloric acid of your gastric juice attack the protein, literally tearing it apart and changing it into proteoses and peptones. As they travel into your small intestine, these still complex compounds crash into another offensive from an entire army of other enzymes, recruited from your pancreas and from your intestinal walls. Before this combined attack, the proteoses, peptone; and any intact protein that survived the battle in your stomach soon surrender and break down into their individual constituents, the amino acids. These amino acids, in turn, pass through the walls of the small intestine into your blood stream, where they are carried to the many tissues of your body.

In a growing child, the amino acids are used primarily to build new tissue, to provide structural units for a rapidly developing body. In an adult, they are used mainly to repair protein tissue worn away by life's processes.

The amino acids, however, do far more than supply building blocks for the creation and repair of tissue. They also serve in the synthesis of many enzymes, hormones and other regulators of body functions; they may be broken down and burned to provide energy and heat; they may even be converted into carbohydrate and fat. Thus, they not only give you the building material of your body, but can also help keep you warm and active.

The identification of amino acids as the structural units of both plant and animal proteins was one of the most significant achievements in the annals of chemistry and nutrition. With this discovery, the scientist began to realize that one protein differed from another

mainly because it contained a different proportion of the same amino acids, arranged differently in its molecule. Logically, then, he theorized and later proved by experimentation that protein quality—its ability to meet the needs of the body—depends on its amino acid content.

Since the individual protein molecule is often built from thousands of aminos, it is extremely complex, and the chemist faced an almost unbelievably difficult task in taking it apart and understanding the nature of its components. Through the years, however, he has learned that the amino acids are compounds made of carbon, hydrogen, oxygen, nitrogen and occasionally other chemical elements; he has developed some knowledge of their molecular arrangement and how they link together to form protein. Of more importance, he has joined forces with the nutritionist to isolate and identify 23 different amino acids and to classify at least eight of them as essential in the human diet.

These eight—threonine, leucine, isoleucine, phenylalanine, tryptophan, lysine, valine and methionine—are the cornerstones of dietary protein. To meet your nutritional needs, you must obtain them from a source outside your body, normally from the food you eat. Although you cannot live without the other fifteen, your body, if it receives an adequate supply of suitable nitrogenous material, can manufacture them for you. Experiments have indicated, however, that growing animals, such as rats and dogs, must also obtain two additional aminos, histidine and arginine.

The protein of macaroni, which represents about 13 per cent of the weight of the dry, uncooked product, contains every essential amino acid. Although some of these essential aminos are present in relatively small proportions in relation to the requirements of children and adults, many of them are present in liberal amounts. Macaroni protein, therefore, has two properties of distinct value in human dietaries: (1) It has the capacity to extend or supplement the animal proteins such as those from meat, fish, cheese, milk or eggs, and (2) it is a comparatively inexpensive source of protein. That's why the homemaker finds it economically thrifty and nutritionally smart to combine macaroni with meat sauce, with grated or melted cheese, with canned or fresh fish or even with a plain white sauce, and to use macaroni-type products as an entree at dinner or as the principal dish for lunch,

Du Pont Food Shopping Studies in Self-Service Stores Show:

Macaroni Products Are Top Impulse Sellers

The importance of impulse buying today has prompted many merchandisers to check up on the point-of-sale punch of their products.

Magnetic displays beckon passing shoppers . . . multiply sales. In building such displays, retailers prefer products that are packaged to prompt impulse sales—extra business. And they know that sparkling, transparent Cellophane packages attract shoppers . . . give macaroni products a chance to sell themselves.

Does your package give your product take-home appeal? Our field representatives and the converters of Cellophane will be glad to work with you. E. I. du Pont de Nemours & Co. (Inc.), Cellophane Div., Wilmington 98, Del.



Shows what it Protects . . .

Protects what it Shows . . . at Low Cost

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Spaghetti Sauces to King's Taste

A Few More of the Many Versions

Hoyt Alden, in a feature article written some time ago for the Washington D. C., *Times-Herald*, said that "Americans of Italian descent have come to the front with many of their favorite spaghetti-sauce recipes." Like other food authorities he recognizes that recipes for such sauces are numberless, each just a wee bit different to suit individual tastes. He adds:

When I presented recipes for spaghetti sauce here some time back I had no idea of implying that they were the best in existence. They were merely my favorites and those things are a matter of opinion. I have been reminded from far and near that Italians were making spaghetti sauce long before any of my concoctions which were filched from a new generation, were ever heard of. Americans of Italian descent have written in insisting that spaghetti sauce is not spaghetti sauce unless it starts with a piece of beef—no hamburger or round rolled steak for them.

And right they are, in a way. Many an Italian has lived and died at a ripe old age without eating any other kind of sauce. Like this:

Take a piece of lean brisket of beef, from two to four pounds, and brown it in an iron kettle in hot olive oil. When it is well seared on all sides, reduce the heat, cover with water and start simmering. Add a little salt, two garlic cloves, some whole black peppercorns, a bay leaf and a pinch of thyme. Cook, covered for two hours or more, depending on the size of the piece of meat, then add a large can of tomatoes and cook a little more.

Remove the meat. You should now have something more than two cups of liquid remaining. Strain this and add to it a can of Italian tomato paste. Take whatever amount of meat you want to use and run it through the grinder and add it to the sauce. Heat again, check the seasoning, and pour over the cooked spaghetti. Top off with grated Parmesan cheese and you are ready to go.

Enrico Caruso was the world's greatest tenor and also the world's greatest spaghetti eater. He consumed miles of the stuff with sauces of every description, containing everything from chicken livers to clams. But despite all his experimenting, he always went back, every now and then, to a good old standard Italian method that went like this:

A can of tomatoes, a can of tomato paste, a cup of tomato soup, a minced clove of garlic, salt, pepper and a bay leaf are put on to simmer for half an hour. At the end of that time add

some thin strips of boiled tongue and some thin strips of boiled ham along with a can of chopped mushrooms. Cook a few more minutes, add a large lump of butter, stir all and pour over the cooked spaghetti. Get out the grated Parmesan cheese.

That is a quick, easy and good spaghetti sauce. Caruso often made his own at his hotel after an opera.

I am in receipt of a communication from an eastern spaghetti hound who wants to know if I am acquainted with green Italian noodles with veal sauce. I have partaken of green noodles in Mr. Colombo's establishment in New York and mighty good they are, too. When the dough is prepared, finely minced spinach is pounded into it. As to the veal sauce, I am caught off first base, but since this fellow writes with great authority and his recipe sounds extremely good I am going to pass it along.

To make:
Cut two pounds of veal steak into cubes. Cook it in a half pound of but-

ter along with a minced onion, a minced green pepper, three cloves of garlic and a can of mushrooms until the meat is fairly tender. Now add a can of tomato soup, salt, two tablespoons of Lea and Perrins sauce and two or three tablespoons of grated Parmesan cheese. Stir to beat the band and pour over your cooked green noodles. Have a plentiful supply of Parmesan cheese on the table. Serves six.

A good Italian cook can make a presentable spaghetti sauce out of almost anything that comes to hand and here is an unusual recipe to prove it:

Slice a couple of onions and fry in olive oil until they are limpid but not brown. Chop up a couple of pieces of bacon and put it in the pan. In two or three minutes add a cup of water and a couple of cups of fresh peas. Salt and pepper and cook until the peas are tender. A teaspoon of chopped parsley will help.

Personally, I'll still take those slices of thin round steak stuffed with cheese as the basis for a rich spaghetti sauce.

Noodle Liver Rolls

3 quarts boiling water
1 tablespoon salt
4 ounces medium noodles
¼ cup chopped celery
1 teaspoon grated onion
¼ teaspoon salt
Dash pepper
¼ teaspoon sage
4 thin slices liver
(about 1 pound)
½ cup enriched flour
2 tablespoons fat
2½ cups tomato juice
(1 No. 2 can)
½ teaspoon salt

To actively boiling water add 1 tablespoon salt. Gradually add noodles and cook until tender (about 4 minutes). Drain and rinse. While noodles are cooking combine celery, onion, ¼ teaspoon salt, pepper, and sage. Mix thoroughly with cooked noodles. Spread noodles mixture on liver slices. Roll up and fasten with toothpicks. Melt fat in skillet. Dust liver rolls with flour and brown in fat. When rolls are brown, add remaining noodles mixture. Season tomato juice with ½ teaspoon salt and pour over liver. Cover and cook about 30 minutes. Serve hot. Makes 4 servings.

Spaghetti And Cheese With Canadian-Style Bacon

1 tablespoon salt
3 quarts boiling water
6 ounces long spaghetti
3 tablespoons fat or drippings
3 tablespoons enriched flour
1 teaspoon salt
Dash pepper
1 tablespoon prepared mustard
1½ cups milk
2 cups grated American cheese
4 slices Canadian-style bacon
(¼ pound)

To actively boiling water add 1 tablespoon salt. Gradually add spaghetti and cook until tender (about 12 minutes). Drain and rinse. While spaghetti is cooking, melt fat or drippings in ½ quart saucepan. Add flour, 1 teaspoon salt, pepper and mustard. Mix well. Gradually add milk, stirring constantly until thickened. Remove from heat. Add cheese and stir until melted. Fold in spaghetti. Pour into greased ½ quart casserole. Top with slices of Canadian-style bacon. Bake in moderate oven (350° F.) 30 minutes.
Yield: 4 servings.

Macaroni Skillet Dish

3 quarts boiling water
1 tablespoon salt
4 ounces sea shell macaroni
¼ pound link sausages
1 small onion, diced
3 tablespoons enriched flour
½ cup water
¼ cup vinegar
1 tablespoon brown sugar
½ teaspoon salt
Dash pepper
Dash paprika
½ teaspoon mustard
1 hard cooked egg

To actively boiling water add 1 tablespoon salt. Gradually add macaroni and cook until tender (about 10 minutes). Drain and rinse. While macaroni is cooking fry sausages in skillet. Add onion and cook until brown. Remove sausages from skillet and drain off all the fat except 2 tablespoons. To drippings remaining in skillet, add flour, brown sugar, ½ teaspoon salt, pepper, paprika, and mustard. Blend well. Gradually add water and vinegar, stirring constantly, and cook until slightly thickened. Cut sausages and egg into small pieces and add to sauce with macaroni. Mix well. Serve very hot. Makes 4 servings.



... perhaps it's true in many cases, but it isn't true with Empire cartons. At Empire, high quality cartons for the Macaroni, Spaghetti and Egg Noodle industry are *definitely low-priced*. Why? Because Empire makes its own paperboard and inks... and utilizes the most modern, high-speed equipment to achieve volume production. Thus Empire is able to hold down costs and produce finer cartons... high quality cartons... at lower cost to you. Prove it to your own satisfaction. Contact your nearest Empire representative for full facts and figures.



Empire Box Corporation

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

Economical - Political - Industrial

National Industries Service

"FAIR DEAL" IN NAME ONLY

J. E. Jones

The present labor laws have been under bitter attack by Members of the Democratic party in Washington for a long, long time. The President "took over" the labor bosses in the election, and they all stood shoulder to shoulder for the repeal of the Taft-Hartley Act. Despite that fact the President and the courts in the national capital stopped some bad strikes, including a big one on the railroads.

The Administration and Congress have given up their threat to revive the fossilized Wagner Act (June 1, 1949).

At present several Senators and Representatives have boosted new schemes for revision of the Taft-Hartley Act. One of the great ambitions of the Democrats is to change the title in any way that would hide the fact that it is a Republican child. Congressmen Wood and Lesinski have fathered new bills. It would smell sweet to the Democrats if they could call their law "Lesinski."

The fly in the ointment exists in the fact that there are between 50 and 70 Representatives in Congress who believe that the Taft-Hartley Act is the best labor law that the United States has ever passed. Most of them helped bury President Truman's two vetoes in the 80th Congress.

But don't overlook the fact that all the labor law rackets in Washington grow out of the determination to let the politicians in Congress know that they must bow their humble heads and remove the names of Taft-Hartley as fathers of the labor laws.

The Gold Standard

Information based upon a report from Government sources shows that the cost of running our Federal Government for one year is higher than roof-tops—and all the gold in the world isn't enough to meet the costs of U. S. Government operations for a year.

Dependable reporters have been sharpening pencils and they are telling us that the Federal Government plans to spend more than \$45,000,000,000 in the coming fiscal year. That takes more gold than has been mined in 456 years.

There is a problem to work on. Solve it if you can!

A Poor Deal

President Truman's so-called "Fair Deal" in health has stirred up a bit-

ter controversy in Congress. The health question, right now, is political dynamite.

There are 190,000 doctors in our country. The President has said that the present system of caring for the public should include everyone in the Social Security program and their dependents. That would mean raising the present coverage from 85,000,000 under our present system to about 120,000,000 if the Truman plan becomes a law.

And where is the money coming from? The system would be financed by an additional payroll tax of one and one-half per cent on employers and one and one-half per cent on employees. In addition the Government would put up one-half of one per cent of payrolls the first year and one per cent subsequently.

In this queer way everybody and nobody would be entitled to complete medical, surgical, dental and hospital care. The Government would back this plan which would foot up to more than six and one-half billion dollars a year. The American Medical Association disagrees, and insists that it would cost up to eighteen billion dollars a year, or ten billion dollars more to carry on this "pure socialistic" remedy and hamper medical progress.

Franklin Delano Roosevelt was stingy with public money if you compare him with President Harry Truman who goes ahead with a fantastic scheme that upsets the entire medical system in the United States.

There are other Poor Deal proposals in the Senate and House to cut down the costs of revised schemes to keep Tom Dick and Harry and their wives, children and in-laws bristling about health.

If you asked most writers and correspondents in Washington what they think about the probability of Federal sponsorship and control of the Nation's medical system, the answer would be: "It's all hokey."

The Daughters of the American Revolution in their recent annual meeting in Washington denounced it as "legislation designed to create State medical care, which could result in a socialistic state."

The Daughters called attention to the fact that Mr. Truman suggested "regular contributions to an insurance fund that would replace irregular, often overwhelming family outlays for medical care."

Don't Lose Your Right to Decide

You, as an American, are unique among the citizens of the world. No government can tell you what you can or cannot do in making up your mind about those things affecting your daily life, your church or political preference, your social or business relationships or what have you. If you should decide to change your mind, that's all right, too. You even have the choice of giving up your right of voluntary decision. Unfortunately, once that privilege is gone, you can never get it back.

Certain groups in this country are now clamoring that you should voluntarily accept grandiose plans on a national scale to include medical care, housing, education, etc. They point to the success of such voluntary co-operatives as the nation-wide Blue Cross hospitalization plan.

The "planners" conveniently forget to tell you, however, that their plans call for the elimination of one important phase of our conception of "co-operation"—voluntary action. Once their plans are put into effect, your voluntary co-operation must necessarily become compulsory co-operation.

In support of their nationalized medicine proposal, the planners loudly acclaim the program of nationalized medical care in England. After all, they say, if a Briton doesn't like the doctor the Government tells him to go to, he may choose another private physician. If he does, however, he pays twice. Through his taxes he pays the Government for the doctor selected for him as well as the fee to the doctor which he selected himself. In other words, he is actually fined for exercising his "freedom" of choice. Although some freedom of choice does remain to him, it is rapidly becoming more and more illusory.

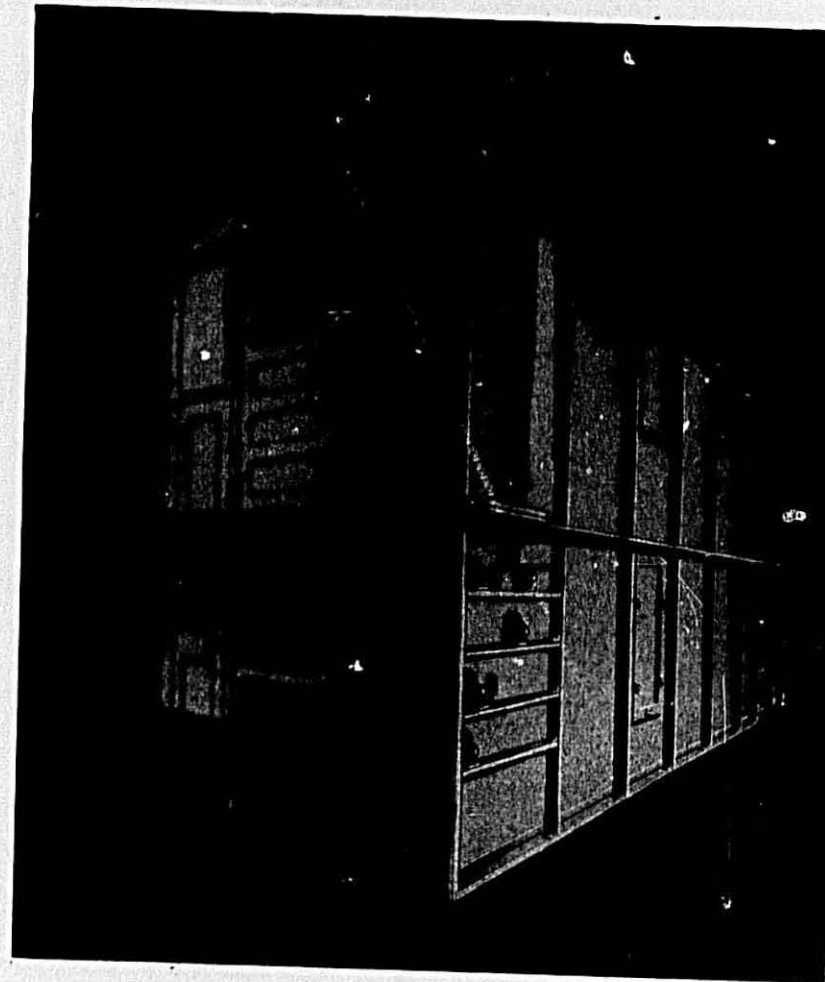
Do you have a favorite doctor?

Do you want to pay twice for the privilege of going to him?

Wholesalers Come to Washington

A strong group of wholesalers have merged their activities and organized the National Association of Wholesalers, with offices in Washington. Their purpose is to consolidate helpful services relating to all phases of business. These gentlemen will be right on the ground floor as watchmen over the worst and the best proposals by the Government.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER
Model CAND

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

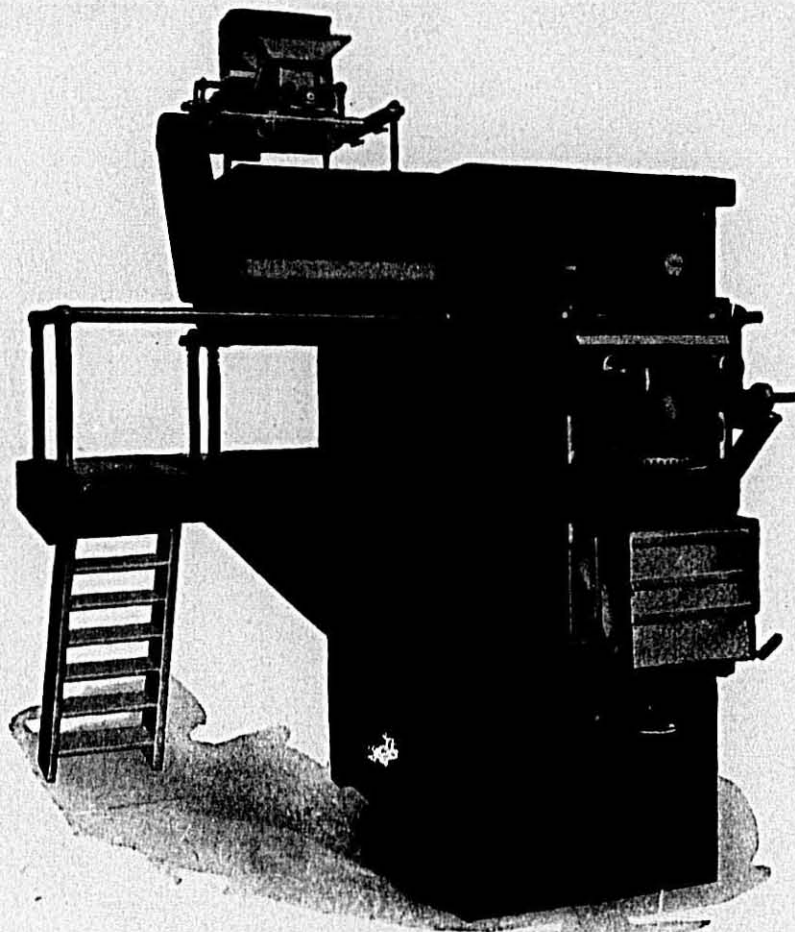
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

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

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

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

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

Production from 1000 to 1100 pounds per hour.

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

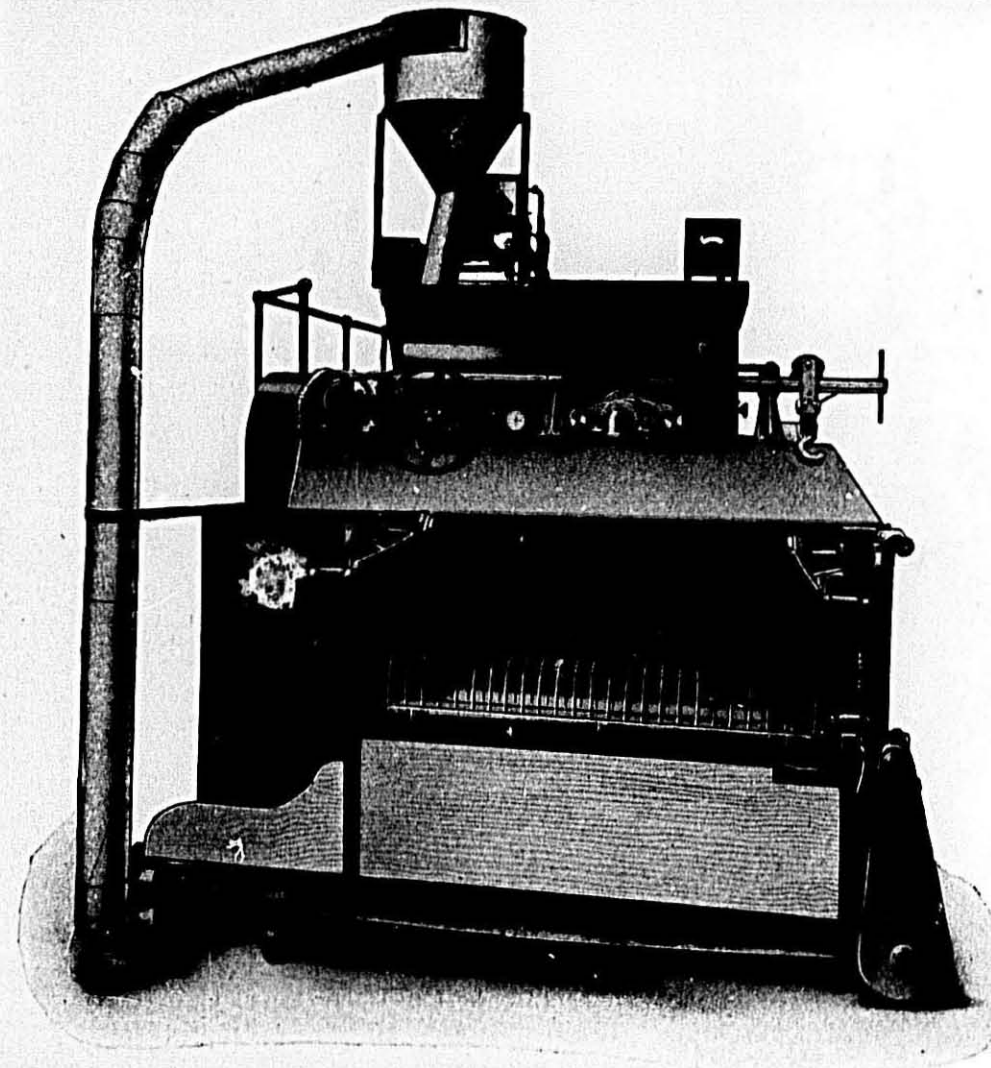
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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

Address all communications to 156 Sixth Street.

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type ADS

Combination, For Long and Short Goods—Type ADSC

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

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

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

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

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

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

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

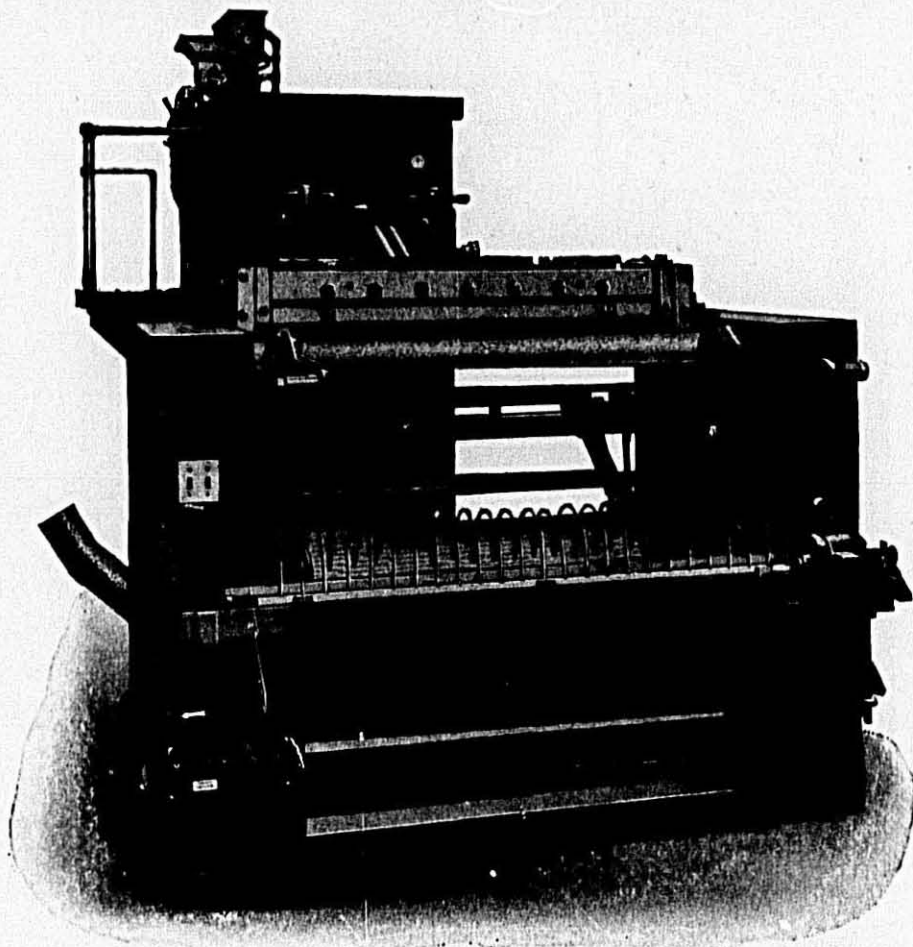
The press that is built for 24-hour continuous operation.

Fully automatic.

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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.

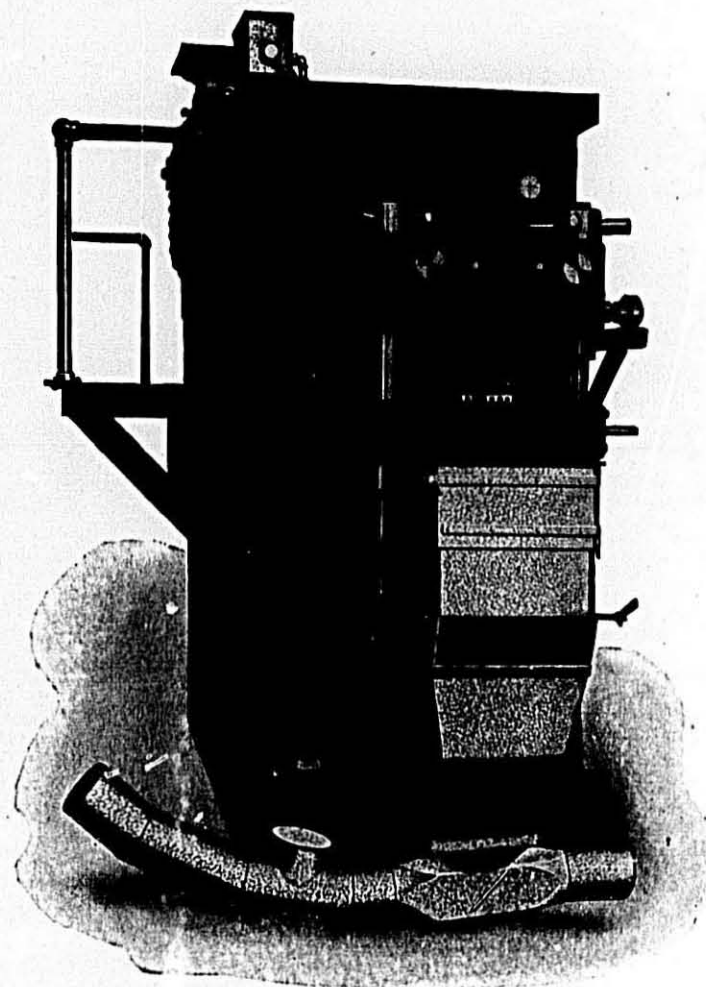
The press that is built for 24-hour continuous operation.

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.

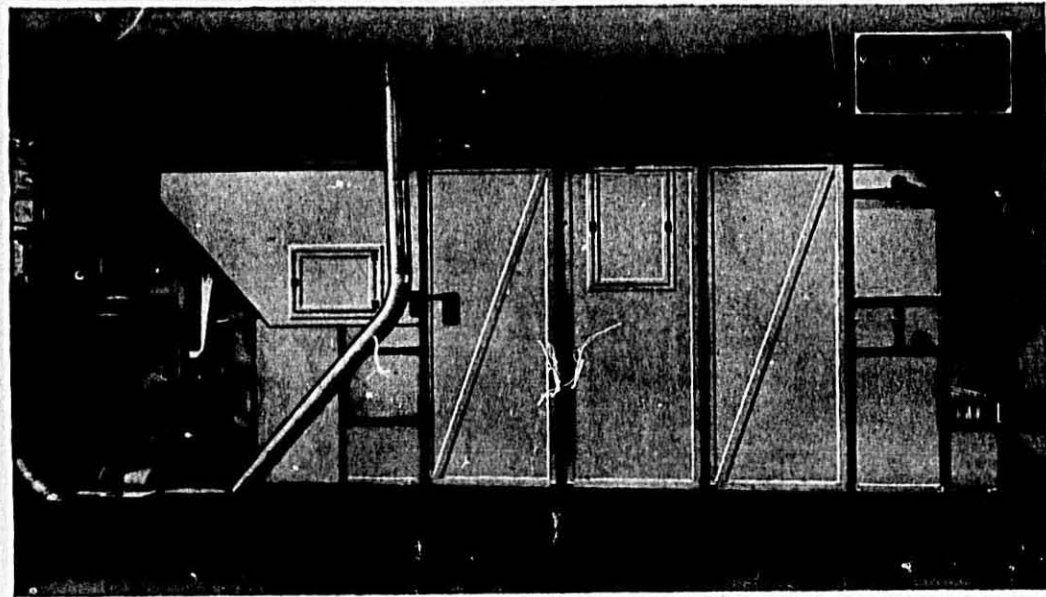
Designed for 24-hour continuous operation.

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.

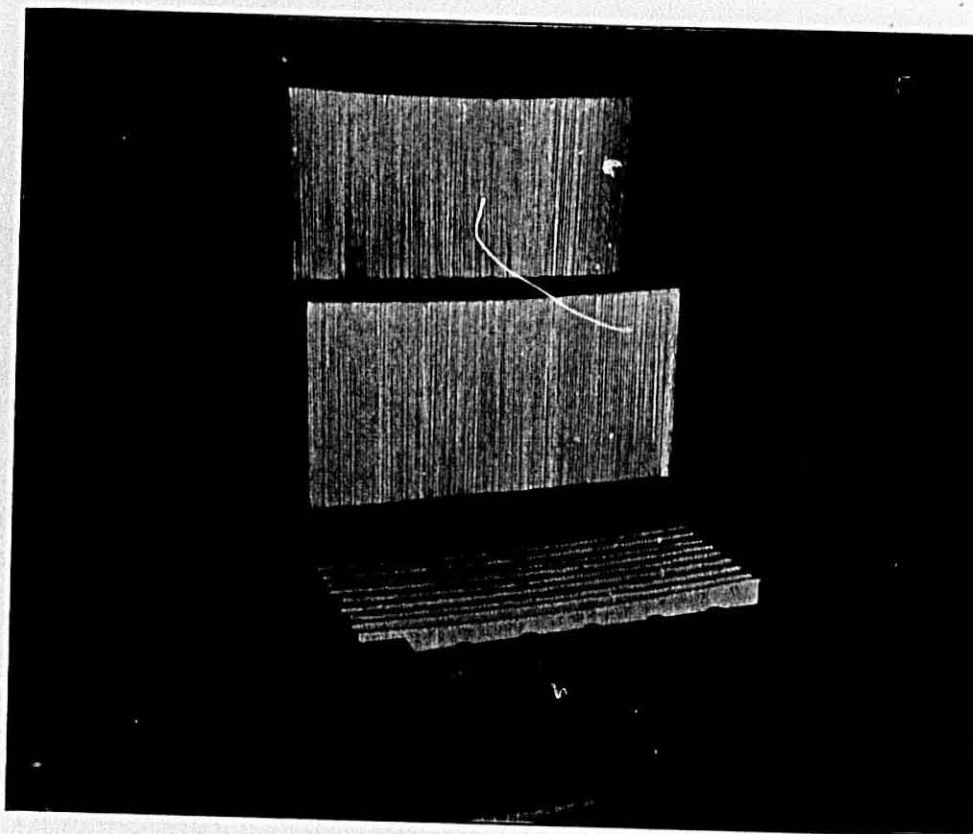
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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



AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

Model PLC

The above illustration shows the intake end of our type P.L.C. Long Goods Preliminary Dryer. After the loaded sticks issue from the automatic spreader press they are picked up by the vertical chains and carried into the aerating section of the Preliminary Dryer.

After the goods pass through this section of the dryer, they are then conveyed through the sweat or curing chambers to equalize the moisture throughout the product, in order to prevent the cracking or checking of the same.

This operation is entirely automatic.

After the preliminary drying, the goods issue from the exit end at the rear of the Dryer. At this point, they are placed on the trucks and wheeled into the finishing dryer rooms. The placing of the sticks on to the trucks is the only manual operation throughout the drying process.

By means of a variable speed drive, the speed of the dryer can be varied to dry all sizes and types of long goods.

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

Write for Particulars and Prices

**"Pneu-Vac" Semolina—
Granular Handler**

A New Method of Safe and Sanitary Handling of Raw Materials in Macaroni-Noodle Plants

At the Industry Conference in the Edgewater Beach Hotel, Chicago, June 27-28, the macaroni-noodle manufacturers will be given an opportunity to see a working model of a new system

takes over and the rebolted flour is swiftly transported to the batch bin directly over the macaroni or noodle machine. It's pneumatically conveyed at the rate of 5,000 feet minimum—taking a vertical lift in the Mees installation, of approximately 50 feet and a horizontal run of 48 feet.

The complete Pneu-Vac System is swept clean of all transported elements after each batch cycle. Because there is no lodgement point for the product



Plexiglas Working Model of Pneu-Vac to be on display at the 1949 Convention of the Macaroni Industry, The Edgewater Beach Hotel, Chicago, June 27-28.

perfected especially to solve one of the troublesome problems of material handling. Tests made at the plant of the Megs Macaroni Co., Harrisburg, Pa., where the first installation was made several months ago, prove the new system to be safe, sanitary and fool-proof.

The problem: How to handle bulk semolina, granular or flour from storage to processing machines. By the new system developed by Sprout, Waldron & Co., of Muncey, Pa., the raw materials are handled in a complete, dust-tight, self-cleaning conduit which will insure freedom from infestation within the conveying system. The solution provides two most desirable features in modern food production—high efficiency through the automatic production cycle, controlled by one man, plus the ultimate in sanitary bulk material handling.

The solution: In this installation, a fairly small volume of semolina or flour (approximately 2,000 pounds) is fed intermittently to an automatic macaroni or noodle machine. The bulk raw material is stored in fabricated bins from which it is drawn in correct percentages for rebolting through sifter. The machine takes out all extraneous foreign material that may have been picked up in handling and storage.

Here the new "Pneu-Vac" system



Installation at the Meg Macaroni Co. plant, Harrisburg, Pa., comparing the 3" Pneu-Vac pipeline which replaces the larger, more cumbersome wood bucket elevator.

through the system, insect infestation is completely eliminated. The system does away entirely with the conventional screw conveyors and bucket elevators. Not only does it eliminate

hard-to-clean, critical points of infection, but the whole conveying system is simplified and brought up-to-date with modern food processing techniques. The system is flexible, dustless, self-cleaning and greatly reduces handling loss.

Satisfied with the work of the first installation Mr. C. W. Wolfe, president of Megs Macaroni Co., has ordered a second one, feeling that the new method of handling bulk raw materials in macaroni-noodle plants opens up new possibilities for greater sanitation and production in food plants.

**Merck Announces
Fellowships**

The Merck Fellowship Board of the National Research Council has announced that ten fellowships have been awarded for the academic year, 1949-50. The fellowships are available under a \$100,000 fund established in 1946 by Merck & Co., Inc., manufacturing chemists of Rahway, N. J.

These awards have been given annually to provide special training and experience to young scientists who have demonstrated marked ability in research in chemical or biological science and wish to broaden their fields of investigational activity.

**Macaroni Products
Cooking Hints**

Manufacturer to Housewives:

Remember, spaghetti and macaroni double their volume during cooking. So, if a recipe calls for two cups of cooked macaroni or spaghetti, start with one cup uncooked.

Noodles swell only slightly, so you should start with the amount you want when they are cooked. If you want two cups of cooked noodles, cook one and three-quarters to two cups of dried noodles.

Durum Products Milling Facts

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

Month	1949	1948	1947	1946
January	799,208	1,142,592	1,032,916	984,608
February	799,358	1,097,116	664,951	743,018
March	913,777	1,189,077	760,294	741,624
April	589,313	1,038,829	780,650	672,899
May	549,168	1,024,831	699,331	379,861
June		889,260	650,597	628,518
July		683,151	719,513	638,758
August		845,142	945,429	789,374
September		661,604	1,012,094	705,292
October		963,781	1,134,054	980,461
November		996,987	1,033,759	901,333
December		844,800	1,187,609	968,855

Crop Year Production

Includes Semolina milled for and sold to United States Government:
July 1, 1948—May 28, 1949..... 8,646,299
July 1, 1947—May 29, 1948..... 11,519,340

**ENRICHMENT
BY WAFER**



**ENRICHMENT
BY MIXTURE**



**AT YOUR SERVICE
TO MEET THE
OPPORTUNITY
OF ENRICHMENT**

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

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

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

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

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

MERCK ENRICHMENT PRODUCTS

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

- Merck Enrichment Ingredients (Thiamine, Riboflavin, Nicotinamide)
- Merck Vitamin Mixtures for Flour Enrichment
- Merck Bread Enrichment Wafers
- Merck Vitamin Mixtures for Cereal 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.

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Purity and Reliability*

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Trademarks Published (Subject to Opposition)

Gold Brand

Serial No. 521,154 published April 19, 1949. Trademark of the South Atlantic Sales Company, Inc., Baltimore, Md. Filed December 13, 1949. Originally filed act of 1905, April 22, 1947. Claims use since May 20, 1949.

The mark consists of the name in heavy type.

Trademarks Republished (Not Subject to Opposition)

Ronzoni

Reg. No. 270,229. Registered August 29, 1930. Ronzoni Macaroni Company, Inc., Long Island City, N. Y., a corporation of New York. Claims use since about June 1, 1921.

The mark consists of the name, preceded by a fanciful figure, all in a rectangle with a fancy border.

La Gloria

Reg. No. 71,274. Registered Nov. 17, 1908. The Atlantic Macaroni Company, New York, N. Y. Republished by Caruso Foods, Inc., Long Island City, N. Y., a corporation of New York. Claims use since May, 1906.

The mark is the name in very fancy lettering.

Rosinella

Reg. No. 212,207. Registered August 27, 1926. B. Filippone & Company, Passaic, N. J. Republished May 3, 1949, by B. Filippone & Company, Passaic, N. J., a corporation of New Jersey. Claims use since August, 1922.

The mark consists of the name over the picture of a lady in an Italian costume, holding aloft in her right hand a package of macaroni products.

"La Perla"

Reg. No. 219,494. Registered October 19, 1926. B. Filippone & Company, Passaic, N. J. Republished May 3, 1949, by B. Filippone & Company, Passaic, N. J., a corporation of New Jersey. Claims use since July, 1924.

The mark consists of the name in fancy outlined letters appearing over the bust of a boy.

Amorini

Reg. No. 308,951. Registered December 26, 1933. B. Filippone & Company, Passaic, N. J. Republished May 3, 1949, by B. Filippone & Company, Passaic, N. J., a corporation of New Jersey. Claims use since Feb. 16, 1933.

The mark consists of the name in heavy type letters.

Puccini

Reg. No. 220,082. Registered November 2, 1926. B. Filippone & Company, Passaic, N. J. Republished May 3, 1949, by B. Filippone & Company,

Passaic, N. J., a corporation of New Jersey. Claims use since April 15, 1926.

The mark consists of the name in outlined letters beside a picture of Puccini.

Arancini

Reg. No. 308,952. Registered December 26, 1933. B. Filippone & Company, Passaic, N. J. Republished May 3, 1949, by B. Filippone & Company, Passaic, N. J., a corporation of New Jersey. Claims use since Feb. 16, 1933.

The mark consists of the name in heavy type.

Bocconcini

Reg. No. 311,567. Registered March 27, 1934. B. Filippone & Company,

"Commander" Brown Retires

After a successful career of more than 54 years, T. L. Brown, manager of the durum division of Commander-Larabee Milling Co., Minneapolis, Minn., has announced his retirement effective May 1, 1949. Mr. Brown is perhaps the best known man among the suppliers of the macaroni industry.



Mr. Brown

having supervised the sale of raw materials to most all of the leading manufacturers in his long years of service.

Tom Brown, as he is popularly known in flour and macaroni circles, started in 1895 as an office boy with the Washburn-Crosby Co. in Minneapolis and served in various capacities with that firm for 31 years. In 1919, when his firm opened its durum mill, Mr. Brown was named manager of the semolina department.

Passaic, N. J. Republished May 3, 1949, by B. Filippone & Company, Passaic, N. J., a corporation of New Jersey. Claims use since Nov. 1, 1933.

The mark consists of the name in heavy type.

Fior Di Pasqua

Reg. No. 370,296. Registered August 22, 1939. B. Filippone & Company, Passaic, N. J. Republished May 3, 1949, by registrant. Claims use since April 5, 1939.

The mark consists of the name in heavy type.

Millefiori

Reg. No. 339,987. Registered Oct. 27, 1936. B. Filippone & Company, Inc., Passaic, N. J., a corporation of New Jersey. Republished May 3, 1949, by the registrant. Claims use since January 3, 1936.

The mark consists of the name in heavy type.

Later he joined the Commander-Larabee Milling Co. of Minneapolis as manager of the durum department, a position he held until his voluntary retirement at the age of 72 years.

He and Mrs. Brown will make their home in Orinda, Calif., where their daughter resides.

Empire to Again Host Conventioneers Aboard Yacht

If you were one of the many of us who so thoroughly enjoyed ourselves aboard Stanley Klein's yacht, Anston III, during the Miami Convention, you will be happy to know that Mr. Klein, president of the Empire Box Corp., is again to be the genial host in like manner at Chicago.

While unable to have the Anston III in Chicago, Mr. Klein reveals that Empire Box has chartered the luxuriously appointed Joanbar, one of the finest of the Great Lakes' pleasure yachts, for the occasion.

All conventioneers, including members of the industry and their suppliers, are invited aboard Sunday, June 26, for a cocktail party which will "convene" at 5 P.M., and "adjourn" at 7 P.M. On Monday, June 27, Mr. Klein will be host at a buffet luncheon on the yacht from 12:30 to 2:00 P.M.

The Joanbar will be anchored 200 feet off the Edgewater Beach Hotel shore, and lunch service will be provided to take visitors to and from the yacht as desired. All visitors are invited to "come aboard" at any time, Mr. Klein said, but emphasized that "business comes before pleasure," and does not intend that his invitation should interfere in any way with anyone's duties.

Simplicity of **CECO**

Adjustable

CARTON SEALER

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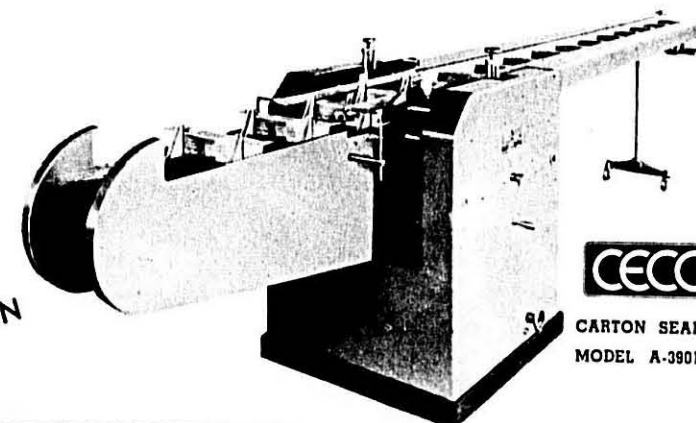
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A Ceco Adjustable Carton Sealer gives you more package production capacity per dollar invested because of its extreme simplicity and flexibility. Simultaneously seals both ends of any size carton from 3" to 12" deep, from 30 to 120 per minute. No special experience is required for operation. No complicated gadgets to get out of order. An inexperienced operator can maintain and adjust machine setting for different size cartons without special tools. Get details of this flexible, low cost, high production machine today.



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Favorite Dish— Mostacciouli with Meat Balls

THE Rotogravure section of the *St. Louis Post Dispatch* of May 29, a St. Louis paper of national circulation, carries a most interesting article on the preparation of a favorite macaroni dish, including illustrations in four colors. The demonstrator of the method of preparing "Mostacciouli With Meat Balls" is Mrs. Josephine Viviano, mother of Frank, Peter Ross and Vita—executives of the V. Viviano & Bros. Macaroni Manufacturing Co. of St. Louis.

The article is by staff writer Frances Dawson, with five photos in four colors by photographer Edward J. Burkhardt, of the Pictures Staff. Three of the illustrations, each two columns wide, appeared across the page and the story with two additional two-column cuts occupied the full two-column space down the right side of the page. The article and cutlines were as follows:

"The Italian menu usually includes some form of pasta (not pastes) which may be served in many ways. Pasta is made of durum wheat semolina or flour dough shaped into tubes, noodles or long strands. Mostacciouli is large tubular pasta cut obliquely in pieces. It is usually served with meat balls and tomato sauce.

"In preparing this dish, Mrs. Josephine Viviano follows the recipe which she brought with her from her native Sicily. She mixes in a bowl twice-ground meat, grated cheese, eggs, breadcrumbs, chopped onions, cut parsley and minced garlic. The mixture is seasoned to taste with salt and pepper, then shaped into medium flattened balls and fried in olive oil till brown.

"Meanwhile the tomato sauce in which the meat balls will simmer, is prepared. Chopped onions are sautéed in olive oil, then sliced mushrooms are added. When these are tender, tomato paste and canned tomatoes are added. Sauce is allowed to come to a boil, meat balls are put into the sauce and all are allowed to simmer for at least one hour.

"The Mostacciouli is dropped into boiling salted water and boiled 15 minutes, then drained into a large colander.

"*Ingredients:* For meat balls, one pound pork, two pounds beef, one cup grated cacciavallo cheese, three eggs, two cups of bread crumbs, one large onion, three sprigs parsley, one clove garlic, salt and pepper. For the sauce, two small onions, half cup or small can sliced mushrooms, five cans tomato paste, one No. 2½ can tomatoes, one cup water and two packages of Mostacciouli. Amounts serve six to eight persons."

The first illustration showed how ingredients are prepared. The cutlines read: "Mrs. Viviano cuts parsley into mixture with kitchen scissors to get a fine mince. Ingredients for meat balls are mixed by hand until they are worked smooth."

Illustration No. 2 showed how balls are formed. Cutlines: "Palms of hands are moistened with olive oil and meat balls are shaped by rolling. Olive oil gives a smooth exterior and also flavors the meat."

The third cut showed how the sauce is prepared. Cutlines: "Tomato paste is added to fried onions and mushrooms. Fried meat balls are put in

when the sauce has come to a boil. Sauce is thinned later with water."

Illustration No. 4 showed the combining of the cooked ingredients. Cutlines: "Cooked drained Mostacciouli is spread on a platter, hot sauce is poured over and the meat balls are arranged on top. Platter should be hot."

The final illustration was that of the platterful of Mostacciouli, individual serving plates filled with a reasonable serving, a side bowl of additional grated cheese, wine and salad. The cutline: "A plate of Mostacciouli with sauce and two meat balls is considered a portion. Grated cacciavallo cheese is served on the side. Chianti is the accepted wine."

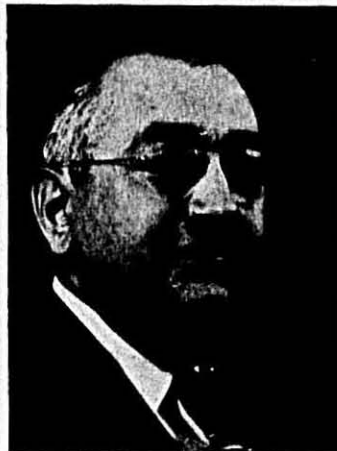
A man attains in the measure that he aspires. His longing to be is the gauge of what he can be. To fix the mind is to foreordain the achievement.

Rosotti's New Directors

The election of Lucas D. Bella and George S. Hubbard to the board of directors of Rossotti Lithographing Company, Inc., was announced today by Alfred F. Rossotti and Charles C.

as central division sales manager, but will assume the additional duties of consultant to Rossotti subsidiary companies in San Francisco, Calif., and Tampa, Fla. He will also take personal charge of the Rossotti social functions in connection with the 1949 convention of the macaroni-noodle manufacturers in Chicago, June 27.

Other personnel changes announced by the company were: Lucas D. Bella, vice president, elected to the board of directors; Philip Papin, formerly of Teaneck, N. J., appointed resident manager of Rossotti West Coast Lithographing Corporation's San Francisco plant; W. M. Zemp to manager, Rossotti Florida Lithograph Corpora-



Mr. Bella

Rosotti, directors and first officers of the company.

Mr. Bella, a resident of Teaneck, N. J., has been connected with the Lithographic industry for 30 years and has been a member of the Rossotti organization since 1930. He will retain his present office as vice president of the North Bergen company (held since 1946) but has assumed the additional duties of technical consultant to Rossotti subsidiary plants in San Francisco, Calif., and Tampa, Fla.

Mr. Hubbard, a resident of Chicago, has been connected with the advertising and sales promotion industry for the past 20 years and has been a member of the Rossotti organization since 1947. He will retain his present of-



Mr. Hubbard

tion's Tampa plant; Paul J. Shilling, of Palisades Park, N. J., advanced to eastern division sales manager; John Tobia of Closter, N. J., and Thomas F. Sanicola of Ozone Park, N. Y., appointed field sales managers.

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.



ONEIDA
paper products, inc.

Manufacturer and Converter

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

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Man to Man Answers

That "Hole" and Other Macaroni Facts

When Frank Del Monaco of Oak Park, Illinois, asked how the hole gets in macaroni, he started us on an interesting search.

The most surprising fact turned up was that macaroni and spaghetti did not originate in Italy but were known in various forms, by the ancient peoples of Egypt and China. The exact origin is so far back, history has no record. The logical deduction is that when men first began to crush grain, they mixed the coarse product with water to make a dough, formed the dough in thin strings and dried it in the sun. Fundamentally, the process remains the same. Macaroni still is not baked, only dried.

The process was unknown in Europe until the Middle Ages, when early travelers brought it back from the Orient. The most enthusiastic users were the Italians, who made many improvements in the process during the Middle Ages and then passed the results on to other countries. The Italians developed the process to a point where today they make about 160 forms and sizes of macaroni products. In the U. S., where immigrants introduced macaroni manufacture early in the 19th century, and where manufacture outside the home did not develop until after 1860, about a dozen forms and sizes are used.

But the hole! We couldn't get to the bottom of that. Perhaps no one can. The original method undoubtedly was to roll out the stiff dough with the hands. The larger the solid cord produced, the easier the process, but sauces, developed by the Italians, could not penetrate so thick a string and someone invented a hand machine which forced the dough through a hole with a pin in the center. Such machines are in common use in Italy today, where macaroni is still largely made in the home.

Modern automatic machines use tremendous power, as high as 5,000 pounds pressure to the square inch, to force the stiff and almost dry dough through dies. The dies determine shape and form. In the U. S. today, macaroni alone is tubular. Spaghetti is a solid cord about the size of a pencil lead, macaroni the size of the pencil. "Elbows" are cut off by a revolving knife beneath the die. Letters and numbers are pressed through special dies.

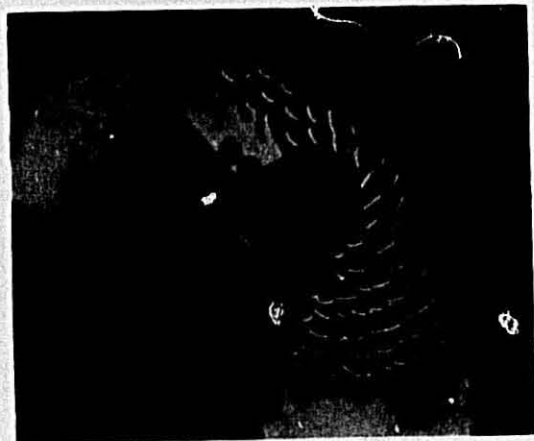
But all are of the same material, a flour made from durum wheat, which originated in Russia, was brought to America in 1900 and is grown in the Dakotas. Only water, and sometimes salt, is added. The product is never

baked, only dried. The drying process may last a few hours or several days.

Noodles? Add eggs and you've got 'em. The U. S. law requires 5.5 per cent egg solids. Without the legal egg content, they may be labeled macaroni

products. They have no holes, often come in ribbon form, and are sometimes called "Ribbon" Macaroni. Reprinted from *TRUE*, the *Man's Magazine*, Fawcett Publications, Inc., copyright 1949.

Elbow Macaroni.
A close-up showing elbow macaroni coming out of press and being cut in short lengths. Courtesy of D. Maldari & Sons, New York City.



Ask Seasonal Price Variations on Eggs

Believing that the price of eggs should be permitted to vary in keeping with seasons of production and non-production, the National Macaroni Manufacturers Association has lodged a protest against the support plan of Charles F. Brannan, Secretary of the U. S. Department of Agriculture, Washington, D. C. The protest as prepared was presented by mail on May 4. The protest reads as follows:

"It is our understanding that under Sec. 4 (a) of U. S. Act of July 1, 1941, as amended, it is mandatory for the Secretary of Agriculture to support the price of eggs at an annual average of 90 per cent of parity, and, that under this Act it is left to the Secretary's discretion to take into account price differentials which correspond to seasonal production variations and other factors to conform to historical price differences.

"Further, it is our understanding that the Secretary currently computes seasonal variations on a five-year moving average of actual farm prices, and such five-year moving average currently reflects the artificial effect of wartime purchasing and subsequent support purchasing, and this procedure has warped, rather than perpetuated the normal, historical seasonal rhythms to the extent that traditional seasonal

variations are in the process of disappearing.

"It is our opinion that this arbitrarily creates artificial variations completely opposite to the traditional, natural seasonal pattern. It is developing a trend wherein egg prices in the winter months of egg scarcity will ultimately be lower than the artificially created prices that will prevail in the spring months of naturally abundant egg production.

"This artificial flattening of the seasonal price curve and its further distortion is accomplished at the taxpayer's expense by a wastefully large government purchasing program. Not only does it increase the price of eggs to the consumer, but it particularly nullifies the economies historically provided the macaroni and noodle manufacturer by the frozen egg industry and is currently adding substantially to the consumer's cost of these products.

"Therefore, we respectfully request that the Secretary of Agriculture conform with the intent of the Congress at the time of the passage of the so-called Steagall Amendment and restore to the egg producing industry its normal and historical seasonal price variations using as a base, instead of the moving five-year average, the seasonal price variations experienced in 1939."

H.A. Nabi
DESIGNERS CONTRACTORS AND FACTORS OF FULLY AUTOMATIC PLANTS FOR THE MACARONI INDUSTRY
5, BEECH ROAD, STABING, WIMBORNE, HANTS

SUMMER 1949

YOUR REF. EXPORT. U. S. A.
OUR REF. TO THE MANUFACTURER.
U. S. A.

SIR: MAY WE INTRODUCE TO YOU OUR NEW RONCA DA VINCI PLANT FOR THE MANUFACTURE OF SHORT CUT GOODS? THIS EQUIPMENT DESIGNED AND CONSTRUCTED IN BRITAIN, IS COMPRISED OF THE FOLLOWING ITEMS:

1. THE N.C.R. 2 DOUBLE-HEADED EXTRUDER FOR SHORT OR LONG GOODS.
2. THE N.P.A. LIGHT ALLOY PRELIMINARY DRIER.
3. THE N.W.N. CONTINUOUS DRIER FOR SHORT GOODS.

WE GUARANTEE A CONSTANT PRODUCTION OF 700/800 POUNDS PER HOUR OF VERY HIGH GRADE GOODS UNTOUCHED BY HAND FROM SEMOLINA BACK TO RETAIL.

WE CAN DISPATCH CATALOGUES ON REQUEST FOR YOUR FURTHER INFORMATION.

H. A. NABI LTD.

A SUGGESTED LAYOUT OF RONCA DA VINCI EQUIPMENT FOR SHORT CUT MACARONI PRODUCTS

Green "Lights"

Robert M. Green, Director of Public Relations of the National Macaroni Manufacturers Association, notes the following in his reports to the membership:

Convention Plans Completed. . . . Except for last minute changes that



Mr. Green

may be necessary, arrangements have been completed for the speakers and other features that go towards making a most impressive business program for the 46th annual conference of the Macaroni-Noodle Industry at the Edgewater Beach Hotel, Chicago, June 27 and 28, 1949. Secretary-Treasurer M. J. Donna will have charge of the several entertaining features for the pleasure of the many manufacturers and allied that either have made or will make reservations for attending this year's convention. (Incidentally, Mr. Green will be in full charge of convention registrations, collection of registration fees as well as speakers, et cetera.—Editor).

Business is Spotty. . . . While some Eastern manufacturers report an upturn here and there, grocers are buying hand-to-mouth and salesmen are working hard for orders. Some smaller plants have been down completely for a week or two (May), putting their crews to work on maintenance.

Cut Prices have not helped to relieve conditions. Rather they make the decreased volume pinch harder than ever. Few new merchandising programs have been announced. Towels, as premiums, are being pushed in the New York market, and one manufacturer is doing an excellent job with his newly revised cook book.

Quality of Product is of great concern to all manufacturers, as this ties in directly with selling and marketing problems. The preponderance of opinion along the eastern seaboard is that

with the surplus of food available for the American dinner table, the macaroni industry can ill afford not to produce the very best quality possible in order to gain, as well as hold consumers.

The Problem of Clears, according to the same group, must be eliminated by the mills with the macaroni industry tightening definitions, requirements of specifications, and insistence of proper labeling of products. All are looking forward with great interest to

the discussions to be held on this subject at the convention.

Construction and Plant Improvement, which has been going on to a considerable extent within the industry during the past year is, in most instances, winding up with few new projects starting. While these improvements will aid management in efficiently turning out more macaroni products, they call for leadership in the field of merchandising and selling to a higher degree than before.

Traffic Deaths Down — Injuries Up

Traffic deaths dropped one per cent in 1948, reaching a total of 32,200 as compared with 32,500 in 1947, but injuries increased eight per cent, according to figures released by The Travelers Insurance Companies.

The personal injury total, 1,471,000, was an all-time high. The 1947 figure was 1,365,000.

These data are contained in a booklet entitled "The Human Race," fifteenth in an annual series of traffic safety publications issued by the companies.

In commenting on the title Jesse W. Randall, president of The Travelers, says: "America's miserable traffic accident record is, in a sense, the sum of all our trifling human frailties. Most of us know how to drive and walk

with safety, but it is so human to let our absurd little personal foibles botch our better judgment."

Excessive speed headed the list of accident causes in 1948, as it has in most recent years. More than 10,000 deaths and more than 338,000 injuries were attributed to this single cause.

Youthful drivers, especially those in the 18 to 24 age group, caused more than their statistical share of both deaths and injuries, according to the figures.

The report, based on official records from every state, compares figures for 1948 and 1947 on the basis of age, sex, road and weather conditions, type of vehicle, mechanical condition of vehicles, type of accident, and many other factors.

FIVE POLIO PRECAUTIONS ARE LISTED FOR PARENTS

Warning that the 1949 polio season is "just around the corner," the National Foundation for Infantile Paralysis today issued a list of precautionary measures to be observed by those in charge of children during the epidemic danger period which usually runs from May through October, reaching its peak during the hot, mid-summer months. The five easy-to-follow health rules for children are:

1. Avoid crow is and places where close contact with other persons is likely.
2. Avoid over-fatigue caused by too active play or exercise, or irregular hours.
3. Avoid swimming in polluted water. Use only beaches or public pools declared safe by local health authorities.
4. Avoid sudden chilling. Remove wet shoes and clothing at once and keep extra blankets and heavier clothing handy for sudden weather changes.
5. Observe the golden rule of personal cleanliness. Keep food

tightly covered and safe from flies or other insects. Garbage should be tightly covered and, if other disposal facilities are lacking, it should be buried or burned.

The National Foundation also listed the following symptoms of infantile paralysis: headache, nausea or upset stomach, muscle soreness or stiffness, and unexplained fever. Should polio strike in your family, call a doctor immediately. Early diagnosis and prompt treatment by qualified medical personnel often prevent serious crippling, the National Foundation pointed out.

The organization emphasized that fear and anxiety should be held to a minimum. A calm, confident attitude is conducive to health and recovery. Parents, it said, should remember that of all those stricken, 60 per cent or more recover completely, while another 25 per cent are left with only slight after effects.

If polio is actually diagnosed, contact the chapter of the National Foundation for Infantile Paralysis serving your community. The chapter will pay that part of the cost of care and treatment which patient or family cannot meet.

CUT OUT AND KEEP FOR REFERENCE

MALDARI'S

INSUPERABLE

MACARONI DIES

STAINLESS STEEL

REMEMBER HOW?

Because of a nail the shoe was lost,
Because of the shoe the horse was lost,
Because of the horse the message was lost,
Because of the message the battle was lost.
All because of a horseshoe nail

*An Ounce of Prevention
Is Worth a Pound of Cure*

ALWAYS RELY
ON A MALDARI DIE

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America's Largest Die Makers

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BRONZE ALLOYS COPPER

ESTABLISHED 1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY

CHARITABLE EXEMPTIONS

A Special Summary and Forecast of Federal and State Tax Developments By New York Wall Street Journal

Charitable exemptions are heading for a major test in the courts and perhaps in Congress.

Top Treasury officials are concerned about the revenue loss from the recent increase in commercial business done or owned by tax-exempt institutions.

Two cases now in the courts are likely to be appealed on up to the Supreme Court. They involve income tax exemptions claimed by the Edward Orton, Jr., Ceramic Foundation and by the C. F. Mueller Co.

Section 101(6) of the internal revenue code waives income taxes on corporations or institutions operated "exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals," providing no private taxpayer receives any profits. The question is how far a non-profit institution can go in acquiring business-type enterprises and casting this mantle of exemption over them.

The Orton case indicates the courts are inclined to make broad exemptions.

According to the will of Edward J. Orton, which set up the Ceramic Foundation, the "first and principal" purpose of this organization is to continue to manufacture pyrotechnic cones for firing pottery, and sell them at "reasonable prices." The foundation has a "profit sharing" scheme to benefit its employees. It remitted regular sums to Mr. Orton's widow. But when the commissioner of internal revenue tried to collect taxes from the foundation, the U. S. Tax Court and the Sixth Circuit Court of Appeals ruled against him.

The appellate court noted that Mr. Orton's will made it clear that he wanted the business to continue in order to provide the ceramic industry with a superior product, and that the "real and ultimate" purpose was to plow back into the foundation money for further research to benefit the industry. The court held that the "profit sharing" scheme was merely evidence that the company wanted to maintain good relations with its employees. It decided that Mrs. Orton's receipts were not profits, but compensation for funds which she helped the foundation obtain by borrowing, and by waiving her right to one-half of her husband's estate.

The Mueller Company has just appealed to the Tax Court against a ruling that it is not exempt.

This prominent macaroni, noodle

and spaghetti manufacturer was reincorporated in August, 1947, "for the exclusive purpose of benefiting the School of Law of New York University." Trustees hold all its stock and pass on dividends which must be paid only for the school's benefit.

Here, the government is not trying to tax the non-profit institution, which is N.Y.U., but the newly-reorganized Mueller company, which claims exemption because its profits are to go

only to the school. The Treasury's theory is that Congress did not intend to exempt regular businesses which, by virtue of their exemption, might compete more advantageously with privately-owned companies. But the government appears to have two strikes against it. The courts ruled pretty clearly in the Orton case that the exemption depended, not on the source of revenue, but on the use to which it was put.

FUGTA Buys Elevator

M. W. Thatcher, general manager, Farmers Union Grain Terminal Association, announces that GTA has acquired Spencer-Kellogg & Sons' grain elevator at Superior, Wis.

The 1,300,000 bushel elevator has been taken over under lease. It is situated at the head of the Great Lakes. The acquisition of this space is in line with the policy of expanding grain handling and storage facilities which was laid down by the co-op's farmer-patron stockholders at their last annual meeting in St. Paul last winter.

This is the third elevator acquired, or under construction, by GTA in the

last year. About a year ago GTA purchased a modern concrete terminal facility from the Great Northern Railway at Sioux City, Ia. A short time ago GTA started construction of a 600,000 bushel concrete house at Great Falls, Mont. The latter will be ready for handling the new crop in the coming fall.

J. G. Lojaco Dies at 87

Jerome C. Lojaco, founder of the Liberty Macaroni Manufacturing Company, Inc., Buffalo, New York, has passed away at the age of 87. His sons have been operating the plant for the past few years.

American Boy-Mayor Visits Unesco



Touring Europe to study the problems of displaced children, John Finnerly, 12-year-old Mayor of the Children's Village at Dobbs Ferry, New York, is shown here in Paris with Dr. Jaime Torres Bodet, former Foreign Minister of Mexico and now Director of the United Nations Educational, Scientific and Cultural Organization (Unesco). Unesco itself as part of its educational reconstruction job, has taken steps to promote closer contact between the various towns and villages set up for handicapped children throughout the world.

Jacobs Cereal Products Laboratories Inc.

Inc.

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

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

Benjamin R. Jacobs, Director
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Install Modern
Triangle Package Machinery

IT'S just as if you gave away part of your daily production of packaged goods when you use inefficient, costly packaging methods. Users of Triangle packaging machinery regularly report savings of 25% and more in packaging costs—money that is added to their net profits.

FOR EXAMPLE: The Triangle Model CV-6 Volumetric Filler illustrated is credited by several large food packers for reducing their packaging costs as much as 50%. Unsurpassed by any other unit in its price range, semi-automatic, one-operator, filling free-flowing materials into any style container, this machine will package as fast as the operator can work! Fills 8 oz. to 3 lb. packages at 30 to 40 per minute. Can also be installed as fully automatic machine with synchronized conveyors.

This is only one of a complete range of Triangle machines for weighing, filling and carton sealing dry materials into any style containers. If you package cookies, candies, popcorn, nutmeats, powders, tablets, granules, flakes, grocery staples, macaroni products, etc., investigate space saving, labor saving, cost cutting Triangle packaging machinery.

For complete recommendations, send sample filled package and state production requirements . . . Triangle will give you the facts and figures on the machine for your needs—without obligation.

Ask about the Triangle Pay-As-You-Package Plan

TRIANGLE PACKAGE MACHINERY CO.

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

Sales Offices: San Francisco, Denver, Dallas, Atlanta, New York, Pittsburgh, Boston, Jacksonville, Branch Factory: Los Angeles.

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

140 Lbs. Net
PISA
NO. 1 SEMOLINA
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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**

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

How to Handle a Strike

With contract negotiation time rapidly approaching the zero-hour at many companies in many industries throughout the country, the Labor Relations Institute, New York, in a detailed report to members, advises on how to handle a strike if one should come.

The Institute report points out that if the Labor Relations Institute is to be moved from labor, the unions may flex their strike muscles right on through the summer. The watchful employer will be on the lookout to see that it doesn't happen to him, states the report. But, if it does happen, he'll be prepared.

Warning employers that crystal gazing is often easier than knowing when a strike is going to be settled once it starts rolling, the report goes on to offer a number of practical pointers to help determine in an accurate manner whether a strike is likely to be of short or long duration. Some short duration indications are:

1. Low or no strike benefits paid by the union - this information may be obtained from fellow employers or trade associations.
 2. Poor state of international or local treasury.
 3. Heavy internal union policies with a likelihood of an out faction coming in and taking over.
- Replete with illustrations of a variety of possible strike situations which may be faced by employers, the Insti-

tute report presents a practical arsenal of skilled techniques which can be used to good advantage.

Employers may secure a free copy of the entire report by writing to the Labor Relations Institute, 1776 Broadway, New York 19, N. Y.

**Extend Labor Contract
Agree on Economic Conditions Clause**

Contracts between St. Regis Paper Co. and some 3,000 workers represented by the American Federation of Labor in 11 mills and plants of the company have been extended for one year, following three days of negotiations between company and union officials at Detroit, N. Y., it has been announced.

The extension carries the existing contract intact until April 30, 1950, but with the provision that the clause covering wage rates can be reopened once on sixty days notice at the request of either party if it is felt that during the contract year economic conditions warrant such reconsideration.

Union representatives had sought a general 15-cent increase in wages, two more paid holidays in addition to the four already specified, and certain other benefits. However, in view of the general pattern of economic trends throughout industry, these demands were amicably negotiated with the inclusion of the reopening clause.

Macaroni Products Popular in Diets of All Nations

Macaroni products have been recorded as favorite dishes by the Chinese as early as 5,000 years ago, according to the *Times Herald* of New-town, Pa.

Today, wherever the staff of life, wheat, grows, peoples of all nationalities include spaghetti, egg noodles and macaroni in their diets. A record-breaking consumption of macaroni products has been reported for the last five years.

Approximately 6 1/2 pounds of macaroni products were consumed annually by individuals in the United States in 1948. America's appetite for these foods kept almost two hundred plant busy in the United States manufacturing these products.

The unanimous popularity of spaghetti, macaroni and egg noodles is attributed to their goodness in combination with a variety of other foodstuffs in their comparative economy, the ease and speed with which they can be prepared for serving and their healthful qualities.

Combine macaroni products with butter, cheese and other dairy products, meats, fish and poultry, vegetables and fruit for dessert, for a pleasing course.

Women like macaroni products because of their economy and ease of preparation. It takes only a few min-

utes to prepare spaghetti, macaroni, egg noodles, and once prepared you can be kept well in the refrigerator.

From the standpoint of health, macaroni products are six times richer in iron than potatoes, contain four times as much carbohydrates, and are just completely free of by-products to the body. They also have a tendency to increase individual alkalinity, an important factor in aiding prevention of colds, pneumonia, typhoid and influenza.

the shouting without following the players. Sit in a movie with your eyes closed and try to enjoy hearing the dialogue without watching the actors. Or, when you go home this evening and the kids greet you at the door, try closing your eyes and think of the happiness you'd be shutting out of your life. Yours - and theirs.

So wear goggles. Wear them regularly. Remember, when you protect your eyes you're protecting your family. *How Safety News*

How Many People Have a "Share" in Your Eyes?

When you stop to think about it your eyes belong to many people. Most of all, they belong to your family. If you lost your eyesight, your wife and children would lose a lot of happiness and most of your support.

Your eyes belong to your job, too. By shutting your eyes for a minute and see how much you can produce, how much skill that it's taken years to acquire can be blotted out, instantaneously if you leave your eyes unguarded.

And if you have forgotten how much your eyes help to lighten your life, try going to a ball game blindfolded. And try to get a kick out of

Supports duPont in Monopoly Case

Macaroni Association Feels that Cellophane is in Short Supply

Reasoning that cellophane is still in short supply, the Board of Directors of the National Macaroni Manufacturers Association adopted a resolution in support of the position of the E. I. du Pont de Nemours & Company in the suit against it by the U. S. Government charging monopoly. Other reasons for the position taken are given in the following resolution which has been sent to the Attorney General of the U. S. A.

RESOLVED, That the officers of

the National Macaroni Mfgs. Association of Bradwood, Illinois, be and are hereby authorized and directed to present to the Attorney General of the United States the objections of the Association to the legal action now pending against the E. I. du Pont de Nemours & Company based upon the claim that that company is in violation of the Clayton Act by reason of having a monopoly on the manufacture of cellophane, that it is the experience of the Macaroni and Noodle industry that the supply of cellophane is inadequate for the demands of the industry in order for a sufficient supply of cellophane packaged goods to be offered to the public, that this action will tend to cause the defendant to abandon any plans for increasing its plans for greater production of cellophane and thereby tend to maintain a constantly short supply of this product. That this action will also cause the price on cellophane to be maintained at a higher level than would occur if adequate manufacturing facilities were constructed by du Pont as well as other manufacturers.

We can foresee changes of tremendous social significance in the days ahead, but we don't expect anything to happen that hasn't happened before.

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.

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.
JOLIET, ILLINOIS

Makers of Fine Equipment for the Macaroni and Noodle Industry

International Technical Aid Given Countries of World



New ways of solving old problems are shown to experts and governments in dozens of countries through technical assistance programs of the United Nations and its affiliated specialized agencies. Here scientists in Italy learn about latest methods of central insect and fungi infestation in stored grains at a school conducted by the U. N. Food and Agriculture Organization (FAO).

Significance of Farm Parity

Parity as a measure of fair farm prices may end up with the farmer on the short end of the yardstick, Louis H. Bean, U. S. Department of Agriculture economist, declares in the spring issue of the *Co-op Grain Quarterly*.

The magazine is published by the National Federation of Grain Cooperatives, an organization of 16 regional cooperatives marketing grain for 500,000 farmers in the corn and wheat producing states.

Bean says that the present parity prices, instead of being too high, may be too low. "It will surprise many people to learn that the 1910-14 ratio of 100, instead of being too high a price standard, may actually turn out to be 10 per cent too low a standard for the present generation of farmers."

The farmers' purchasing power in the 1910-14 period has been used as a yardstick for computing the level of farm price supports.

The farmers' purchasing power has been on a steady upgrade since 1820, Bean points out. Halting this rise arbitrarily at the 1910-14 level, harms the farmer unnecessarily, he says.

Although lower farm prices might

mean slightly lower consumer prices, he continues, the nation's wages cannot stay at \$140 billion unless the farmers feed their money—about \$31 billion—back into commerce and industry.

In commenting on the present farm price trends, Bean points to the parallel between 1920 and 1948. In both these, farm prices dropped sharply, while industrial prices—the prices of goods the farmer must buy—rose to new highs.

In 1920, Bean says, farm price drops were followed shortly by a general recession and depression. Industrial prices and payrolls joined the farm price toboggan.

The high agricultural prices of the war years partly compensated for the ten previous years of subnormal prices, Bean says.

"We thus face today the same battle we faced 20 and 30 years ago in 1920-30 and 1919-20, when there were also ample supplies of farm products and a great question mark with regard to the ability of industry and the export market to hold up their end—the consumer demand end—of the farm price problem."

V. La Rosa & Sons, Inc., to Establish Plant in Bucks County, Pa.

Ground has been broken at Jacksonville Road and County Line near Hatboro, Bucks County, Pa., for an additional plant for V. LaRosa & Sons, Inc., manufacturers of macaroni, spaghetti and egg noodles, with headquarters at 473 Kent Avenue, Brooklyn, N. Y. This will be the largest factory in the country for manufacture of macaroni products and will be completely mechanized. It is located on the outskirts of Philadelphia, about fifteen miles from the center of the city.

Building contract has been awarded to the Turner Construction Co. The plant will be approximately 403 by 212 feet, two stories and basement. It will have a structural steel frame and brick exterior. The architect-engineer is Frank S. Parker Associates of New York.

Present at the ground-breaking ceremony were Stefano LaRosa, president of V. LaRosa & Sons, Inc.; Peter LaRosa, treasurer and general sales manager; Vincent P. LaRosa, who will be general manager of the new plant; Vincent F. LaRosa and Philip LaRosa, sons of the owners; Frank S. Parker of Frank S. Parker Associates; and officers of the Turner Construction Co.

The building is scheduled for completion about February 15, 1950. The

corporation, which is the country's largest manufacturer of macaroni products, was established in 1914 and is expanding to meet the ever-increasing demand for its products in Pennsylvania. It has plants in Brooklyn, N. Y., and Danielson, Conn.

Cereal Chemists Install New Officers

Dr. Frank C. Hildebrand, General Mills, Inc., Minneapolis, who was president-elect, became the new president of the American Association of Cereal Chemists at a banquet held

P. O. Off Beam? That's Baloney! Says Joseph Giordano

Joseph Giordano is a just man. He spends each day working for the success of a Brooklyn firm of macaroni and spaghetti manufacturers, yet he has taken time out to give credit where credit is due. Especially where it involves the Post Office Department.

Mr. Giordano, sales and advertising manager for the V. LaRosa & Sons firm at 473-479 Kent Ave., took issue with recent criticism of the Post Office Department by a borough firm that felt that the P. O. did not seem too concerned about sending misdirected letters on to their proper destinations.

Mr. Giordano pointed out that his firm in Brooklyn gets mail on which its address, for some reason, is listed as "Hollywood." And he added:

"Each week we receive thousands

May 19 at the association's 34th annual convention in the Hotel Statler.

It was announced that Dr. John Shellenberger, head of the department of milling industry, Kansas State College, Manhattan, Kans., was made president-elect as the result of a mail ballot conducted by the membership.

Frank Schwain, Procter and Gamble Co., Cincinnati, Ohio, was re-elected secretary, and Mr. George Carlin, Swift & Co., Chicago, Ill., became treasurer of the association January 1, 1949, the beginning of the association fiscal year.

The closing session of the A.A.C.C. convention devoted to subjects on nutrition, and was presided over by Dr. R. C. Sherwood, Winthrop-Stearns, Inc., N. Y. C.

Among the several speakers Dr. R. Williams, associated with the Research Corporation, N. Y., and the Williams-Waterman Fund for the Combat of Dietary Disease, reported on new gains in food enrichment.

Durum Fine—Groom

"Had a fine rain this week end, May 22, 1949, covering the entire durum belt. The crop is fine as of May 22," reports B. E. Groom, who annually plants and later harvests several hundred acres of durum on his farms in the vicinity of Langdon, N. D.

Soup Added

The Sunset Macaroni Company of Stockton, California, is adding soups to its products line as part of an overall expansion program.

When you encounter incompetency and discourtesy at the same place you never return, unless it's some place where your wife likes to be seen.

A Chiropractor is a guy who gets paid for what an ordinary guy would get slapped for.

of mail pieces, some so misaddressed that we have often wondered by what magic the Post Office was able to determine the correct destination.

"As an illustration, enclosed is a postal card, received only this morning, which you will note is addressed 'La Rosa Cook Book, Macaroni and Spaghetti, Hollywood,' yet the Post Office delivered it to our office.

"We have had a limitless number of similar experiences. We doff our hats to the Post Office for a splendid job continuously well done.

"The implication that there is laxity, carelessness or inefficiency in the Post Office in connection with the delivery of misaddressed mail is wholly unfounded."

Brooklyn, N. Y., Eagle

Sales Ability Key to Business Success: Willis

Grocery Spokesman Tells Los Angeles Sales Executive that Competition Is Getting Keener

"The future success of American business will depend on its selling ability, and the companies employing the most effective sales and advertising techniques will be out in front," according to Paul S. Willis, president of Grocery Manufacturers of America, Inc., New York City.

Mr. Willis was guest speaker last month at a luncheon meeting of Los Angeles grocery men sponsored by the Sales Executives Club.

"American industry has a splendid record of being able to produce goods. It is fairly easy for management technicians to increase production, but much more difficult to sell what they produce.

"Fortunately, in recent years there has been a stepped-up appreciation by the American people of the value of eating good nutritious foods. For example, per capita consumption in 1948 was 1,600 pounds as compared to the 1,475-pound average in the 1935-39 period.

"It is up to all of us in the grocery

business to keep the American people food conscious and we must make full use of every merchandising tool at our disposal in order to do so.

"We, of course, recognize that from now on competition will be very keen between manufacturers and between distributors. Moreover, the entire food industry faces stiffer competition from other industries for its share of the consumer's dollar.

"This means that each of us must put his best foot forward in order to make food as attractive as possible to the American people. We must also make it convenient for Mrs. Home-maker to shop in pleasant surroundings and to select the products and brands of her choice.

"From the standpoint of merchandising grocery products, significant changes have taken place in recent years. The widespread conversion of stores from service to self-service has altered shopping habits to the extent that 86 cents out of every grocery dollar is now spent at the self-service

store and 91 per cent of the people are doing their shopping in person at the market.

"With this in mind, you can quickly imagine the importance of putting our merchandise in attractive packages and of having them conveniently placed and well displayed in the stores.

"Selling and advertising have never faced a greater challenge—nor have they had a greater opportunity to produce results—than is the case today."

Gair Company in South

George E. Dyke, president of Robert Gair Co., Inc., New York, has announced the incorporation in Delaware of a subsidiary, Fibre Board Container Corp. Acquiring the assets and business of Fibre Board Container Company, the firm has shipping container plants in Richmond and Martinsville, Va. The properties have been operated for over thirty years by the Donati family and their acquisition by Gair expands its container business in an area not previously served, accessible to its new southern kraft mill.

Gair holds all of the common stock of the new corporation, and the previous owners will retain a substantial investment in the business.

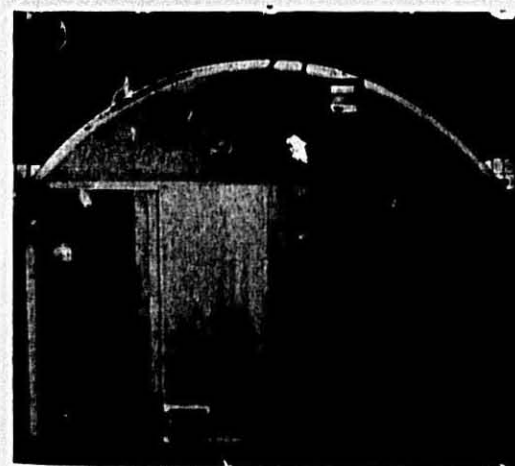
All of the executives of the old company are continuing as directors or executives of the new company.

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms



Exterior View—Lazzaro Drying Room

FRANK LAZZARO DRYING MACHINES

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

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

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

Ferguson at Packaging Exposition

One of Atlantic City's most popular packaging exposition displays was that of J. L. Ferguson Co., Joliet, Ill., where even those who just came to pick up an on-the-spot packaged portion of fresh salted peanuts lingered to learn more about Packomatic's exten-

sive presentation of packaging equipment in action.



Ferguson's Packaging Display at Atlantic City Convention

sive presentation of packaging equipment in action.

In the forefront of the Ferguson display was Packomatic's famed Model "D" shipping case gluer with belt compression sealer, complete with serial case numberer and the new Packo-

matic automatic case imprinter. This year's case imprinter is equipped with automatic ink fountains, a feature that received wide and favorable attention.

Also exhibited at Atlantic City was the Packomatic telescoping volumetric filler together with a Packomatic model

"8" carton filler and sealer for individual serving packages. It was at this packaging unit that visitors were greeted with a friendly, "Peanuts, Peanuts," from Packomatic personnel, as each was handed a neatly on-the-spot packaged box of peanuts.

Sidney Rabb Named Chairman of Food Division on Behalf of 1949 United Jewish Appeal Campaign

Sidney Rabb, president of the board of directors of Stop and Shop, Inc., of Boston, has accepted the position of chairman of the National Food Division of the United Jewish Appeal to mobilize the industry on behalf of the UJA's 1949 nationwide campaign for \$250,000,000, to support a program of refugee aid, overseas reconstruction and settlement in Israel, it is announced by Henry Morgenthau, Jr., general campaign chairman.

Mr. Morgenthau declared that "the tremendous influx of immigration into Israel has faced us with an immediate demand for funds that must be met promptly and generously if the program of absorbing 250,000 newcomers in the Jewish State this year is to be realized. Money is needed for food, clothing and housing so that these former DPs coming to a new land will not find themselves faced with the same bleak conditions from which we have helped them to escape. They must be helped quickly to stand on their own feet so that they may be

removed forever from the budget of Jewish fund-raising.

"At the same time, there can be no reduction in the amounts necessary to help in the reconstruction of war-devastated Jewish communities in Europe, care for orphaned children, provide health and retraining facilities and relief for thousands in North Africa and the Near East, as well as for the work of adjustment to newcomers arriving in the United States."

In a statement issued on accepting the chairmanship of the National Food Division, Mr. Rabb called for "devoted support and total mobilization" of the industry to insure the success of the \$250,000,000 UJA drive which supports the relief, rehabilitation and settlement programs of the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans.

"A challenging prospect faces all of us in 1949—which we have termed the Year of Homecoming. During 1949 we can—by our dedicated support of the UJA campaign—help empty every Jewish DP camp in Europe.

"If we will it—if we put the 1949 UJA campaign over the top, then these humanitarian tasks will be done. I call upon every member of the food industry in the country to give the utmost

of his time, energy and financial support to the end that the goals of the UJA be achieved. In this decisive moment in the lives of the Jews overseas we cannot—we dare not—falter in our most solemn responsibilities to them."

Mr. Rabb, one of the country's leading food retailers, also is widely known as one of Boston's outstanding philanthropists and communal leaders. He was part campaign chairman of the Combined Jewish Appeal of Greater Boston and is now a member of its board of trustees. He has been active in every campaign of the Combined Jewish Appeal, and was captain of the foods division of that organization for several years.

Liquid, Frozen and Dried Egg Production, April, 1949

The quantity of liquid egg produced during April totaled 109,667,000 pounds compared with 94,225,000 pounds in April last year, the Bureau of Agricultural Economics reports. Liquid egg produced for drying continues to be much larger than last year whereas the quantity frozen continues to be under that of a year ago.

Dried egg production during April totaled 13,285,000 pounds compared with 3,213,000 pounds in April last year. Production consisted of 12,208,000 pounds of dried whole egg, 255,000 pounds of dried albumen and 822,000 pounds of dried yolk. The Government has contracted for approximately 41,896,572 pounds of dried whole egg since the first of the year through May 20 for egg price support purposes.

Frozen egg production during April totaled 62,359,000 pounds compared with 81,409,000 in April last year. Production during the first four months of this year totaled 147,519,000 pounds compared with 181,017,000 pounds during the same period last year—a decrease of 19 per cent. Storage holdings of frozen eggs on May 1 totaled 106,989,000 pounds compared with 195,954,000 pounds on May 1 a year ago and 187,513,000 pounds for the 1944-48 average. Frozen egg storage stocks increased about 30 million pounds during April compared with 53 million pounds during April last year and an average April increase of 57 million pounds.

Saskatchewan—Macaroni and Cheese

Restaurants and hotels in Canada this summer will feature the specialty dish of each of the ten provinces on their menus. The recipes will also be given to tourists to take back home.

The Province of Saskatchewan, where the largest quantity of Durum wheat is grown, naturally will feature

a macaroni recipe—macaroni and cheese. The foods chosen as the most typical of each province by the Canadian Junior Chamber of Commerce are:

Ontario—blueberry crisp pudding; Quebec—French Canadian pea soup; Newfoundland—codfish with salt pork; Prince Edward Island—clam chowder; Nova Scotia—down east apple tart pudding; Manitoba—popovers; Alberta—beefsteak pie; British Columbia—Lion's Gate pancakes, and Saskatchewan—macaroni and cheese.

Macaroni Exports Hit All-time High

Exports of macaroni and macaroni products from the United States in 1948 totaled 223,732,000 pounds, approximately double any previous record, the Office of International Trade reported.

These exports, valued at \$26,014,000, were nearly 10 per cent of the total 1948 production (1,139,750,000 pounds) and 24 per cent of the United States consumption (916,733,000 pounds).

Exports in 1946 and 1947 were approximately equal, 72,108,000 and 74,634,000 pounds, respectively. Annual exports in each of these years, while only about one-third of those in 1948, were six times the average annual exports of the two previous years 1944 and 1945.

During the seven-year period prior to 1944 (1937-1943) annual exports of macaroni and macaroni products aver-

aged about 3,100,000 pounds, approximately 1.5 per cent of the exports in 1948.

New York Journal of Commerce

Semolina Packaging Speeded Up

The development of the high-speed automatic filling and weighing machine (St. Regis' 402-PS packer), a two-tube machine with a capacity to

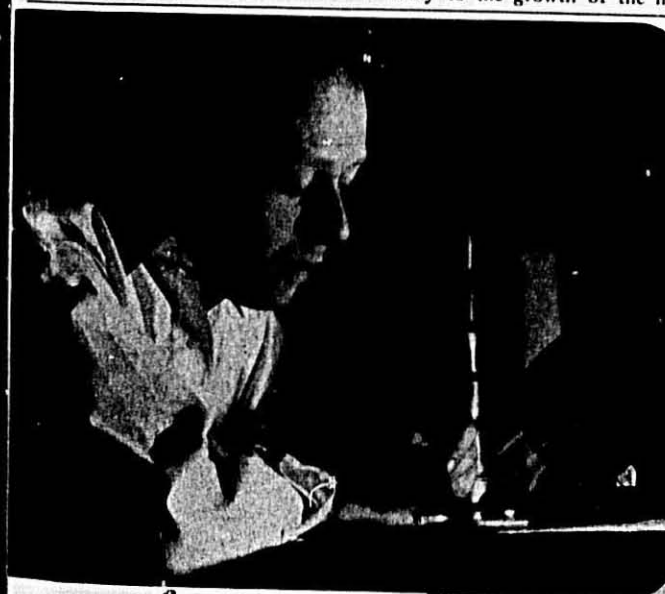
pack six 100-pound sacks of flour per minute and requiring only one man to operate it, has contributed substantially to the growth of the multiwall



Two of the three St. Regis 402-PS automatic flour packers installed in the Kansas City, Kansas, Mill of Standard Milling Company.

pack six 100-pound sacks of flour per minute and requiring only one man to operate it, has contributed substantially to the growth of the multiwall

about 100 per cent over 1947, while the ratio of valve bags used advanced from 46 per cent to approximately 60 per cent.



dependability

CAPITAL GRANULAR

Painstaking scientific research, skilled personnel, and constant laboratory control guarantee dependable uniformity in all Capital products.

SERVING YOU BETTER FROM TWO CONVENIENT LOCATIONS



CAPITAL FLOUR MILLS

AT
SAINT PAUL, MINN. • BALDWINVILLE, N.Y.

DIVISION OF
INTERNATIONAL MILLING COMPANY. • GEN. OFFICE, MINNEAPOLIS 1, MINN.

The Safe Side

GOOD HOUSEKEEPING is everybody's job. BAD HOUSEKEEPING is everybody's danger.

The most important single factor in the prevention of accidents is GOOD HOUSEKEEPING in the plant—order and cleanliness in and around a work area or department.

Thousands of people get hurt in factories every year just because of poor housekeeping. They aren't injured by dangerous machinery or because of hazards on the job; they get a broken leg or a cracked skull because somebody left a skid sticking out in a dark corner or let a piece of equipment stand where it didn't belong.

In any safe plant, aisles are marked by floor lines. Anything that is allowed to project into the aisle, beyond the line, creates a potential accident spot. People passing by, sometimes in a hurry, sometimes just not thinking about possible boobytraps, are likely to stumble and fall. Empty lift trucks are particularly dangerous if they're out in the aisles; they are low, and often you can't see them in time to save yourself if you are coming around a corner.

If you ever leave supplies or equipment in an aisle, you are likely to say, "I only left it there for a minute." Sure, we know—but—THOSE MIN-

UTES ARE ACCIDENT MINUTES! If you've ever been in an accident, you know that it happened in a split second. It wasn't timed or planned. There was no warning. There almost never is.

A minute is plenty of time for someone to have a bad fall!

Housekeeping is not the other fellow's job. It's up to every one to see that any material for which he is responsible is in its place and that the aisles in his department are clear.

The storage of tools and equipment is a very important part of good housekeeping. "A place for everything and everything in its place" is a first rate safety maxim; if you live up to it, you'll be taking a long step toward accident prevention.

Nobody wants to be responsible for an injury to someone else. Nobody wants to be the victim of an injury. Good housekeeping is such a simple way of preventing accidents—let's all get on the job.—*American Chiclé Company.*

Fairman Heads GMA Public Relations Committee

The election of Milton Fairman as chairman of the public relations advisory committee of Grocery Manu-

facturers of America, Inc., is announced by Paul S. Willis, president of the association. Mr. Fairman is director of public relations for The Borden Co., New York.

Other committee members are: Franklin Eell, H. J. Heinz Co.; W. Howard Chase, General Foods Corp.; Don Cowell, Quaker Oats Co.; Earle J. Freeman, Kellogg Co.; Talbot O. Freeman, Pepsi-Cola; Dan F. Gerber, Gerber Products Co.; Hector Lazo, Sunshine Biscuits, Inc.; H. E. Meinhold, Duffy-Mott Co.; Hollis Peck, John Morrell & Co.; Alex Rogers, Libby, McNeill & Libby; Thomas Gonsler, Lever Brothers; Wilmot Rogers, California Packing Corp.; G. W. Sharpe, Beech-Nut Packing Co.; D. B. Stetler, Standard Brands; Abbott Washburn, General Mills, Inc.; William G. Werner, The Procter & Gamble Co. and C. I. Wood, Thomas J. Lipton, Inc.

Schemers will always mulct the easy-going, hope-to-get-rich American—and the Englishman, Spaniard, Chikanman, and all the rest.

Accidents and carelessness—birds of a feather that flock together.

Obey danger signs for your own safety.

Enrichment Permissible

The macaroni food group is another member of the grain food family that is available in enriched form.

Since October, 1946, there has been a federal standard for enriched macaroni products. Macaroni enrichment is voluntary. That is, manufacturers may enrich their products if they wish to do so.

Enriched macaroni products supply about the same amount of enriching nutrients as does enriched flour. This little table shows the minimum and maximum amounts of enriching ingredients that are added to each pound of macaroni and to flour.

Macaroni Products

Thiamine ... 4.0- 5.0 milligrams
Riboflavin .. 1.7- 2.2 milligrams
Niacin27.0-34.0 milligrams
Iron13.0-16.5 milligrams

Flour

Thiamine ... 2.0- 2.5 milligrams
Riboflavin .. 1.2- 1.5 milligrams
Niacin16.0-20.0 milligrams
Iron13.0-16.5 milligrams

At first glance, the amounts of some of the enriching ingredients in macaroni products look much higher than in flour. However, the standard setters took into consideration the fact that macaroni products are almost always cooked in water, which is then

discarded. Thiamine is soluble in water, and to some extent so are niacin and riboflavin. Studies were made to find out how well enriched macaroni retained these added food values after cooking. These studies showed that the retention of enriching ingredients was as follows:

Thiamine50 per cent
Riboflavin70 per cent
Niacin40 per cent

On the basis of this information, the standards were set so that enriched macaroni products, after usual methods of cooking, would still contain, per pound, about as much of the enriching ingredients as enriched flour.

Enrichment of macaroni products is more recent than the enrichment of flour and bread. As might be expected, it has not yet made quite so much progress as have these foods which have been enriched since 1941. At present it is estimated that about 15 per cent of all macaroni is enriched. The label on the package identifies enriched macaroni. For families who enjoy macaroni foods often the use of enriched macaroni is especially important, for its use will add impressive amounts of needed food substances to the diet.

Many a fellow has started trouble in his car by failing to release his clutch in time.

An Automatic Coiler

"Coiled" macaroni or "Figure Eight" type is quite popular in some sections of our country, and especially so south of the border and in Latin America. There are a few machines in operation, especially in the western states and couple in the East. Just as the hydraulic presses are being superseded by continuous automatic presses, so are the common coiling machines being replaced by the Automatic Coilers.

Lombardi Macaroni Dies Manufacturing of Los Angeles, Calif., makes the following announcement of interest to those manufacturers who produce or plan to make "coiled" or "figure eight" macaroni:

"Announcing another step in manufacturing macaroni products automatically is in the final stage. . . . the Automatic Coiler. Up until now this product has been made manually with a low production and at great cost. The new Automatic Coiling machine will increase production, produce more uniformly, and at a great saving."

Lombardi's Macaroni Dies Manufacturing of 805 Yale St., Los Angeles, Calif., is the sole U. S. distributor of the improved Automatic Coiler. Frank Lombardi is president and Joseph Lombardi is general sales manager.

CUT YOUR CELLOPHANE COSTS



Do you use Cellophane sheets for hand wrapping or other purposes? If you do, here is a way to save money. The PETERS CELLO-

PHANE SHEETING & STACKING MACHINE will save 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 narrow widths as the sheets are cut to length. Electric eye available for spot registering printed cellophane.

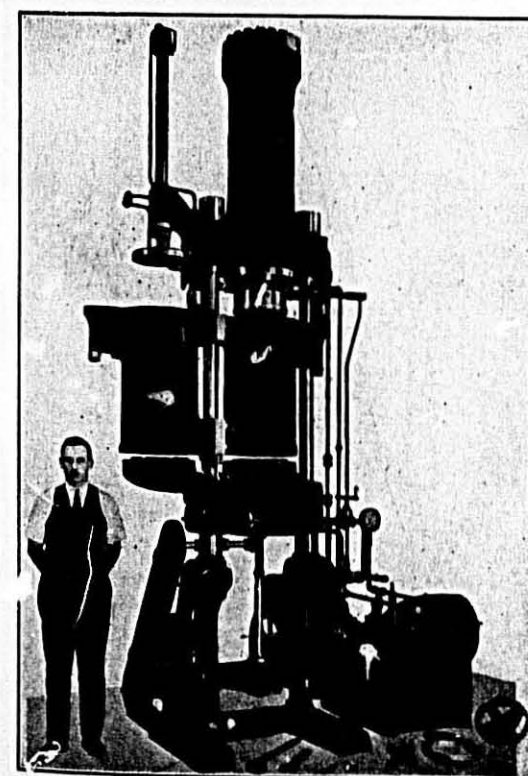
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Saved by Spaghetti

By William P. Mitchell, Jr.

If spaghetti is ever treasured, framed, or mentioned in a will, the Edward I. Wulle family of Kirkwood, Mo., will probably do the honors. For spaghetti delivered this household from a serious predicament, and they haven't forgotten.

The incident occurred in Minnesota several summers ago. All three members of the family, husband, wife, and 14-year-old son, were operating a boy's camp on an island in a large lake.

When the camp closed for the summer, the Wulles stayed behind to board up windows and prepare the grounds for winter.

Their job finished, the family rose early one morning to leave the island, and found that during the night a gale had torn their only boat from its moorings, leaving them marooned.

The shoreline was three miles away, none of the three was an expert swimmer, and the lake was not frequented by other parties so late in the season.

The castaways became alarmed when they looked for food. A few bits of hamburger and some vegetable scraps was all that remained. This was supplemented by several packages

of spaghetti found in the camp commissary.

Determined to make these food particles last until help came, Mrs. Wulle mixed the whole into a sort of spaghetti stew. The result was delicious.

When, after three days, the family was taken off the island by fishermen they celebrated their rescue by trooping to the nearest grocery, buying more spaghetti and vegetables, and duplicating their tasty new dish.

When they returned home, they sprang it at a dinner party. Now the recipe is widely circulated and one of the most popular in town.

Mrs. Wulle fries onions and hamburger first, then mixes in liberal portions of spaghetti, cheese, canned tomatoes, kidney beans, and chili.

"Serve in your largest bowl," she cautions "because it goes awfully fast."

Building Your Presentation

"I'll wager that if you listen to the average salesman talk you'll agree with me that he is the dullest man in the world," said a big buyer.

Of course I couldn't agree.

"He's not only dull but he is not convincing," he went on.

"He makes sales," I remarked.

"But not as many as he could make if he would take the time to organize his presentation," said the buyer. "I wish you would write something to salesmen about this, because in my judgment it's the weak spot in the selling armor—the presentation."

Since that conversation I have given the matter considerable thought, have listened perhaps to a score of salesmen tell their story.

I think the buyer is right.

So—I am writing something about the presentation.

A presentation is the salesman's best opportunity to make a sale. It should be clear. It should be logical in its organization. It should reach a climax. It should get action.

It should always answer three questions which the buyer has in his mind whether he knows they are there or not.

He asks first, when you tell him something, "Who says so?" He wants proof. Quote somebody else. That is testimonial selling. It is powerhouse selling. Give authority for statements.

He asks next, "Who did what you want me to do?" He likes to know that others in his position had a sim-

ilar problem, solved it in the way you are asking him to solve it. Give him a list of users. Cite authorities. More proof, you know.

Finally he asks, "What do I get?" He is dominated by self-interest, this buyer of yours. He wants to know what he gets out of the deal. Tell him. Make every advantage clear.

Weave the answers to these three questions into a swiftly-moving, interesting talk. Practice the talk until it becomes second-nature to you to give it. Touch all the bases, omitting nothing that might convince your man.

Then you will have a presentation which will make sales.

Explain Retail Food Price Levels

The relationship of retail food prices to the prices of farm crops is explained to some 30,000 opinion leaders across the country in a news letter published quarterly by Grocery Manufacturers of America, Inc.

The GMA article explains to leaders in government, farm and civic groups, educators, broadcasters and food editors as well as key women leaders that, while retail food prices generally move in the same direction as farm product prices, they move up and down much less sharply. "For example, during 1937 and 1938 the prices of five sensitive farm products fell 30 per cent

while retail food prices fell only 7 per cent. Then in 1940 and 1941, farm product prices rose 25 per cent but retail food prices rose only 9 per cent.

"The time lapse between lower prices of raw farm products and the lowering of retail prices is caused partly by the time required to process and distribute food products. Lower prices in the raw material market today appear as cost reductions in foods processed some days, weeks or months in the future. For the same reason, when raw material prices are rising about the same time elapses before the higher prices are paid by consumers.

"Considering all of the factors that make up the price of food on the grocer's shelf, this greater stability of the price structure at the retail level is a healthy protection to the consumer and to the total economy.

"Food must pass through a long line of essential processes between the farm and the consumer. Costs of research, processing, packaging, transportation, and distribution do not rise or fall as rapidly as farm product prices. In fact they often move in the opposite direction, as at present. This is the fundamental reason that retail food prices fluctuate less widely than farm product prices."

Ray says: "You can't tell how far a couple has gone in a car by looking at the speedometer."

Teach Them—Sell Them

He was a teacher before he became a salesman. All teachers do not make good salesmen. He has made a wonderful salesman.

Because the profession of teaching has so little in common with business, I discussed this with my friend the other day, and expressed surprise at his success.

"I didn't think you could do it," I told him.

"Why not?"

"Because you were a teacher."

"What's selling?"

"It's selling."

"No, it isn't."

"What is selling if not selling?"

"Why, it's teaching."

"Go on. I'm listening."

"I don't see the difference between

teaching a man the merits of your product, than teaching him how to enjoy them, and teaching a class in high school," he explained. "In both you impart knowledge. Why shouldn't a good teacher make a good salesman?"

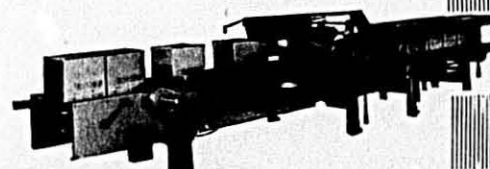
He told me that whenever he calls to explain his product he looks upon himself as a teacher, upon his prospect as a student. He does not, of course, talk down to his "student." He explains. He shows the prospect how the product works, how it will benefit him. He teaches the prospect how to use the product.

And the prospect buys, as a matter

GLUE SEAL 50 to 3,000 cases per hour with PACKOMATIC

Think of it—50 to 3,000 shipping cases, squared, glued and sealed every hour with a PACKOMATIC Model D Shipping Case Sealer. Unit is applicable to practically any production requirement or plant layout. Geared for varying operating speeds, compression unit discharges cases ready for shipping or storage—all automatically. Mechanism is simple, trouble free. Maintenance cost is low. PACKOMATIC Model D is an adhesive saver, time saver, space saver, labor saver. Write for literature about other PACKOMATIC equipment to J. L. FERGUSON CO., 769 Republic Ave., Joliet, Ill.

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RAY ROSS

"WE HAVE 3 GRADES OF MACARONI—WIN, PLACE AND SHOW!"

You Can Judge a Man by His Friends --

It is certainly true that you can judge a man by the company he keeps—and this is equally true when applied to firms in business. Find out the customers a company is serving, and you will get a pretty good idea of that company's ability to also be of value to you.

We think it applies particularly to "The Star Macaroni Dies Mfg. Co.," for they have been adopted by the Leaders in the Macaroni Manufacturing Field. Bring YOUR macaroni die problems to Frank Lazaro at Chicago's Edgewater Beach Hotel, during the N.M.M.A. Convention, June 27th and June 28th.

or

THE STAR MACARONI DIES MFG. CO.
57 GRAND STREET NEW YORK, N. Y.

of course, because, as my friend says, "teaching, that is, good teaching, is always convincing."

Why hasn't somebody thought of selling in this simple, sane light before? Why have we insisted upon making selling so abstruse all these years, when all there is to it is—good teaching?

FROZEN EGGS

(Continued from Page 13)

can cause high bacterial counts and spoilage. The practice of setting cans of frozen eggs on steam pipes for defrosting purposes may cause coagulation of the egg proteins in addition to high bacterial counts and thus destroy some of the high performance qualities.

For the noodle manufacturer the frozen eggs can be defrosted according to the following methods. These defrosting procedures apply equally well to the baker and the candy manufacturer.

1. Preferred NEPA Procedure: Defrost the frozen egg cans in cold running water (50-60° F.) with either occasional shaking to transfer heat from the sides of the can to the center or better have constant rotation of the cans by mechanical means in the moving cold water. The constant agitation of the cans in the running water may reduce the defrosting period to about nine hours. Lids should be left on the cans when defrosting to avoid loss of weight and to prevent contamination of extraneous matter. Cans of frozen eggs may be placed in a galvanized iron tank—the dimensions of the tank being dependent upon the size of the operation. A small standpipe welded into one end of the defrosting tank can control the height of the water in the tank.

If mechanical agitation of the product is not practical, the defrosting may still be accomplished in running cold water (50-60° F.) although at a slower rate. Be sure cans are separated one from the other. The important thing is to maintain the low temperature cold water during circulation.

2. The second method is to defrost eggs at room temperature by placing the cans on skids a few inches above the floor and then circulate a mild blast of air with an electric fan so directed that it will play equally upon all of the cans in the pile. To obtain uniform thawing one should occasionally shake the contents of the can to transfer heat evenly throughout the inside of the can.

3. The third method of defrosting and one which is practiced by a large number of plants is to store the eggs in a cooler at a temperature of 40 to 50° F. for 24 to 36 hours. This defrosting procedure requires comparatively considerable time; however as long as the temperatures are accurate-

ly controlled and the cooler is in good sanitary condition there is little likelihood of the development of high bacterial counts.

One of the poorest methods of defrosting and perhaps the most widely used by many is to place cans of the frozen product on the floor at room temperatures (80° F.). Under no condition should eggs be defrosted while setting against steam pipes, on tops of ovens or in contact with abnormally high heat.

The use of sanitary ice crushing equipment or similar devices to first make the frozen product into shavings for faster defrosting is not new and has many possibilities for the large plants. The equipment, of course, would have to be kept very sanitary and clean and be so designed as to avoid excess aeration of the eggs during defrosting.

In view of the fact that there is a tendency for egg solids to migrate toward the center of the can during freezing, one should never partially thaw the eggs and then use only the liquid; it is necessary to have the core completely defrosted and the entire contents of the can thoroughly mixed in order to have a uniform product.

Because bacterial development begins the moment eggs start to defrost, the timing of the defrosting with actual usage is important. Do not allow defrosted eggs to remain standing at room temperature for any length of time. It is good practice to thaw only enough eggs which are required for each day's operation.

FOREIGN TRADE

(Continued from Page 14)

dropped to about 6,300,000 pounds. Brazil, Cuba, Mexico, Panama including the Canal Zone, and the Dominican Republic were the most important Latin American markets for United States macaroni in 1947 and 1948. Canada imported more than one million pounds of macaroni in 1947 from the United States but practically none in 1948. Prior to the war the Western Hemisphere countries provided the largest market for United States macaroni products.

Asiatic countries imported approximately 4,458,000 pounds of macaroni and macaroni products from the United States in 1947. In 1948 their imports dropped to about 1,541,000 pounds. The Philippine Islands were the most important Asiatic market for United States macaroni in both 1947 and 1948. Syria, the second largest importer of macaroni products from the United States in 1947, took practically none in 1948. Saudi Arabia, which was the third largest importer in 1947, was second in 1948.

United States exports of macaroni products to all countries of Africa in 1947 and 1948 were less than one mil-

lion pounds in each year. The Union of South Africa was the most important African market.

French Oceania, importing 146,000 pounds in 1947 and 44,000 pounds in 1948, was the most important United States market in the Indian Ocean Area.

U. S. Imports

The United States imported about 793,000 pounds of macaroni products in 1947 and 717,000 pounds in 1948; table I. Import statistics are broken down into two classes: macaroni products containing no eggs and macaroni products containing eggs. The bulk of the imports contain no eggs; table III.

China, Canada and Hong Kong were the principal sources of imported macaroni products in 1947 and 1948. Annual imports of all macaroni products amounted to less than one half million dollars in 1947 and 1948.

Table III—United States Imports of Macaroni Products by Countries of Origin (in pounds)

Country of Origin	1947	1948
Macaroni Products Containing No Eggs		
Canada	262,248	39,465
China	372,591	445,647
Greece	292	40
Hong Kong	55,583	50,089
Japan	—	55,959
Philippines	1,437	830
Siam	—	2,025
United Kingdom	56	—
Total Pounds	692,207	594,055
Total Value	\$350,582	\$329,727

Macaroni Products Containing Eggs	1947	1948
Canada	44	493
China	84,129	105,527
Hong Kong	16,055	15,520
India	—	349
Siam	—	30
Turkey	—	408
United Kingdom	112	297
Total Pounds	100,340	122,616
Total Value	\$72,281	\$70,701
Grand Total Pounds	792,207	716,671
Grand Total Value	422,863	\$400,631

Try This One

Friday Casserole

- 4 eggs
- 1 tablespoon salt
- 3 quarts boiling water
- 4 ounces long spaghetti
- 1 teaspoon prepared mustard
- 1/4 teaspoon salt
- 1/2 cup grated cheese
- 1 1/2 cups tomato soup (1 10 1/4-ounce can)

Hard cook eggs. While eggs are cooking cook spaghetti. To actively boiling water add 1 tablespoon salt. Gradually add spaghetti and cook until tender (about 10 minutes). Drain and rinse. Place half the spaghetti in bottom of greased 1-quart casserole. Slice eggs and arrange over spaghetti. Sprinkle with salt and spread with prepared mustard. Cover with remaining spaghetti. Sprinkle with grated cheese. Pour tomato soup over all. Bake in moderate oven (350° F.) 30 minutes. Yield: 4 servings.

THE MACARONI JOURNAL

CARTOON CORNER

BY ART ROSS



CHAMPION

SPAGHETTI EATER, JACK SCOTTA, ADVISES LOVERS OF THIS GREAT DISH TO RELAX! EAT NONCHALANTLY, EAT MORE!—THAT'S HIS CODE!



Comedian JACK MICHAELS (WINNER OF HAL ROACH CONTEST) OFFERS THIS TASTY DISH:

1. BOIL NOODLES AS USUAL.
 2. DIP COOKED SHRIMP IN CHILI SAUCE. COMBINE WITH NOODLES.
 3. BAKE IN GREASED CASEROLE FOR 20 MINUTES.
 4. REMOVE FROM OVEN AND SERVE AFTER SPRINKLING WITH GRATED CHEESE.
- MAN! WOTTA DISH!**



THESE STARS ARE ALL MACARONI FANS!

- SAM WANAMAKER**
- PETER LORRE**
- ARTHUR KENNEDY**
- GEORGE RAFT**
- UMPHREY BOGART**
- ODIE CANTOR**
- TONY MARTIN**
- TOM CONWAY**
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SCREEN STAR RICHARD CONTE WAS A WAITER AT THE PINE BROOK RESTAURANT, NICHOLS, CONN. IN 3 MONTHS HE SERVED OVER 12,000 MACARONI DISHES!

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

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Vol. XXXI June, 1949 No. 2

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Ollie the Owl

One day I was down at the lake and saw a big heron standing in the water near the bank waiting to spear his dinner. He stood as still as an oak on a calm summer's day—waiting, waiting, waiting.
Finally, I asked him, "How yer

doin'?" "Terrible," he replied. "This used to be a good spot for big, fat fish, but not any more."
"Why don't you try another spot?" I asked him.
"Patience is a virtue. All things come to him who waits," he replied wearily. That was his philosophy.
I flew around to visit with this heron every once in a while; it was always the same story; things were getting so bad that he could hardly keep his head above water.
As time went on this bird grew thinner and thinner, yet he kept wading to the same spot every day waiting for a catch. On a nearby tree I noticed a fish hawk, fat and happy. Came meal time and he took off across the lake, flying low, his eyes scanning the water. Suddenly his head darted downward, disappeared under the water and he came up with a fat bass that he brought back to his nest and ate with relish.
"Fisherman's luck," snorted the heron and he went on waiting for a fish to swim his way while the fish hawk got ready to scout the lake for his supper.
Patience is a virtue, but the getter has all the fisherman's luck.
Very wisely yours,
Ollie the Owl

Do You Know?

Durum is the kind of wheat best adapted for macaroni making.
Macaroni products are not baked by manufacturers but are dried under carefully controlled conditions.
Golden Grain Macaroni Co., San Francisco, has developed colorful new cellophane packaging for its product line, which includes packaged beans and peas, rice, and dried fruits.
New York Journal of Commerce

Correction

In listing the Members of the National Macaroni Manufacturers Association in the May issue, the name of the Spaulding Macaroni Co., Inc. of 247 East 61st St., Los Angeles, California, was inadvertently omitted. We are sorry as this firm has been a supporter of the National Association for many years.

To MACARONI and NOODLE MANUFACTURERS

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

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

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



ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press

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



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

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

ROCHE Vitamin Division

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Salute... to the Convention

To our *old* friends in the NMMA,
sincere greetings from all of us.

To *new* friends, a cordial "glad to
meet you."

And to *all* who attend the conven-
tion, best wishes for a pleasant and
resultful gathering.



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