

**THE  
MACARONI  
JOURNAL**

**Volume XXXII  
Number 2**

**June, 1950**



JUNE 1950

# MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*Macaroni Industry Convention Headquarters*



New airview of the Edgewater Beach Hotel, Chicago, showing playgrounds and gardens to the north.

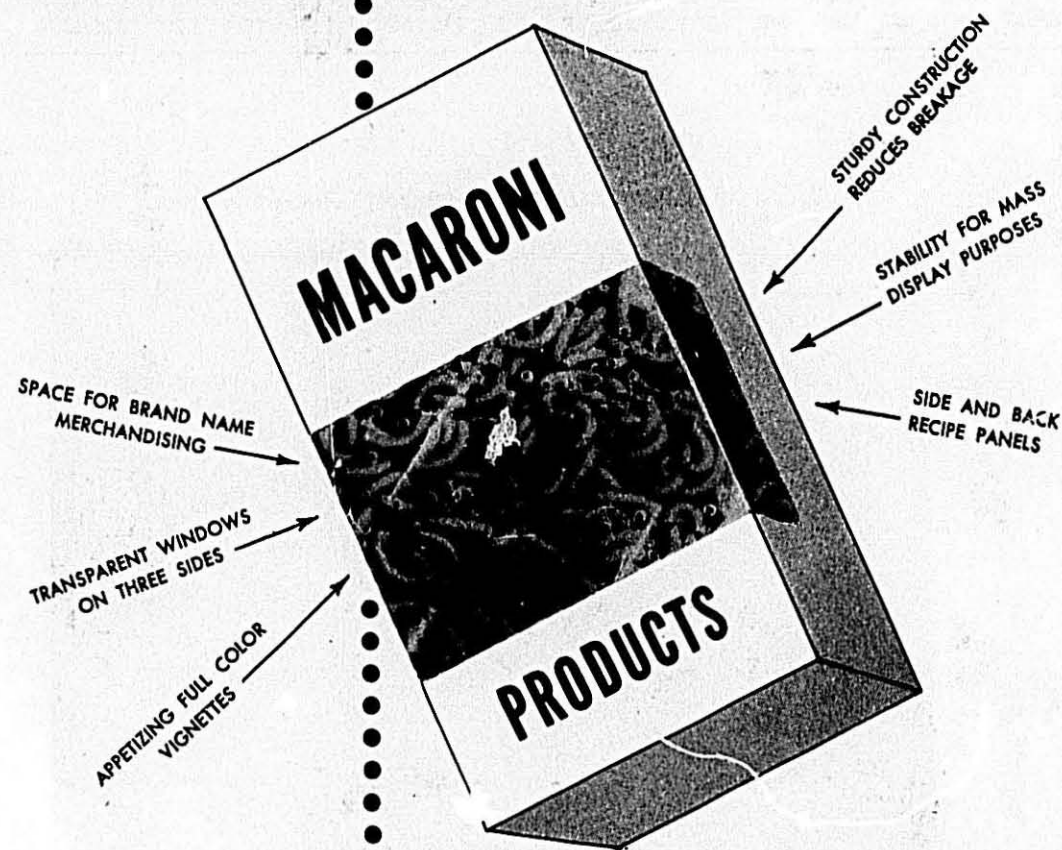
Organized by the  
Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXXII  
NUMBER 2



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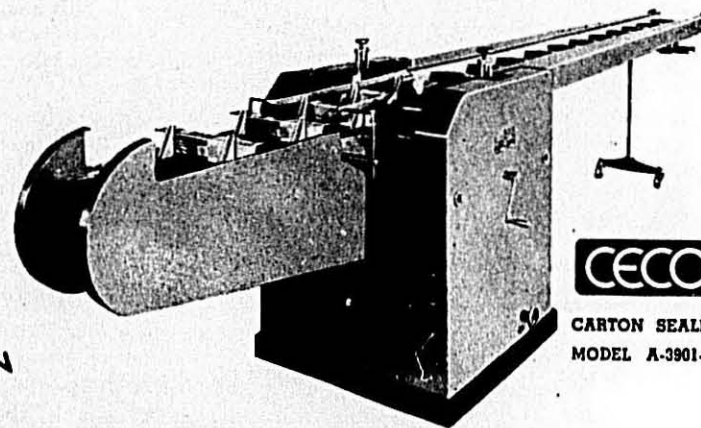
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# The MACARONI JOURNAL

Volume XXXII

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## 1950 Convention Program Nears Completion

WISHING to keep the business portion of the 1950 convention program open for last minute inclusion of top management executives on the speakers' agenda, so as to make it practically up to the minute with respect to industry conditions and general business trends, those in charge of the program arrangements for the industry conference at the Edgewater Beach Hotel, Chicago, June 19 and 20, have purposefully delayed the announcement of the official program.

However, an inkling of the objectives has been made known, just enough to whet the curiosity. Because the trend in both manufacturing and retailing has been away from the "sellers" to the "buyers" market, the general theme of this year's conference is appropriately, "Emphasizing Sales," with leaders in the trade joining with renowned executives in related businesses in discussing the sales problems that are confronting and will soon confront all macaroni-noodle manufacturers. It is hoped that through such a combination of speakers there will come messages of vital importance to management and sales executives.

In addition to talks by individuals experienced in the subjects assigned them, there will be several panels on timely problems that should result in developing ideas that may fit into improvement and expansion plans of astute executives, production and sales managers. Participants in the several panels will consist of a moderator and a group of experts selected because of their wide experience in the matter to be discussed. Among such panels will be:

"Sales Thoughts From Suppliers"—Participants will include Ellis D. English of Commander-Larabee Milling Company; Jay D. O'Dill of Mid-Continent Food Products, and George S. Hubbard of Rossotti Lithograph Company.

"Plant Policies Aid Sales"—Speakers, J. Carl Dawson, sanitation consultant; Glenn G. Hoskins, industrial con-

sultant, and G. W. Hostetter, National Labor-Management Foundation.

"The Advertising Agency's Angle On Sales" will be discussed by a panel of agency executives handling macaroni-noodle accounts.

"Distributors' Sales Ideas" will be handled by an authoritative group consisting of a representative of independent retailers, chain store managers and restaurant operators.

"Selling Our Industry To The Public" will be fully reported by Ted Sills of Sills, Inc., public relations counsel for the National Macaroni Institute. He will review the work already done and plans for the future, including National Macaroni Week next October.

"Stepping Up The Tempo Of Your Business" will be the subject handled by B. Franklin Bills, practical businessman, consultant on sales and persuasion in business.

"Manufacturers' Round-up" will include a group of successful men in the macaroni-noodle field who will attempt to summarize the convention plans and proposals for the good use to which they may be put by the rank and file of the industry.

This general convention plan is subject to late changes which will appear on the official programs to be made ready for distribution before and at the convention, June 19 and 20. As the problems to be studied affect all manufacturers, irrespective of size or methods of disposing of output, it would seem a case of individual good judgment if all would be present to do their bit in realizing the hopes of the planners.

On the social side, there will be several get-acquainted affairs for those who register and for their ladies. Most of these will be sponsored by allied firms anxious to show their appreciation for the business relations through the years which have been mutually beneficial.





President Norris

# A Thank You For Your Support

by C. L. Norris, President, NMMA

AS we come to the end of another fiscal year, the Association and Institute can look back with pride to a year of real accomplishment in every form of activity in which we have engaged. Mechanically, our plants have again shown marked progress. Many have continued, and some completed a program of re-tooling so that, mechanically speaking, our industry is in even better position to produce the highest quality macaroni products in the world.

Education and consciousness of the necessity of good housekeeping in plants has reached a high point in the past year. There have been far fewer criticisms and prosecutions within the year, and I look forward to the time, within the near future, when this problem will be practically non-existent in the industry.

This is the year when the work we have done with the durum wheat growers will really pay off. Because of the extreme lateness of the planting, I feel that a much greater proportion of acreage would have been lost to durum planting if our durum committee had not been so efficient in its public relations, the past three or four years. Maurice Ryan, Bob Green and Theodore Sills' representatives, capably covered and did a splendid job of creating friendly relations with growers at two durum shows in North Dakota since our last annual meeting.

You will agree with me, I am sure, that every member of the Association has been kept capably advised by Bob Green's weekly bulletins, regarding current happenings in the industry and allied lines. Through this information, made available to us weekly, we have been in much better position than in the past, to lay plans for wise guidance of our individual plants.

Mr. Donna has been putting out most outstanding editions of THE MACARONI JOURNAL throughout the year. The Anniversary number was

particularly informative and well done. The outstanding accomplishment of the year, of course, has been the splendid publicity campaign conducted by Ted Sills and his organization, under the guidance of Fred Mueller's committee. Countless times I have been told that never before has so much favorable publicity been pouring out to the public through newspaper, radio, television, magazine articles, et cetera. Everyone who has contributed to the support of the Institute has felt

well repaid and many are desirous of seeing us raise the basis of contribution.

All in all, I am extremely optimistic about future prospects in our industry, and I am confident that when the statistics for the year are all in, it will show that we have enjoyed a period of real advancement in Association activities and results.

Sincerely yours,  
C. L. Norris

## Late Spring Threatens Durum Wheat Crop

Weather conditions in North Dakota, the macaroni basket of the world because in the area is grown 90 per cent of the durum wheat used in the manufacture of spaghetti and like products, are seriously threatening the 1950 durum wheat crop of the country. That is the observation of Maurice L. Ryan of St. Paul, association director of the National Association and chairman of its durum growers relations committee.

As of the middle of May, only the high lands in the natural durum area have been planted, with little hopes of seeding the lowlands until the latter part of the month. According to this authority, it requires nearly 119 days for the Stewart type of durum to mature. Frosts can be expected by the middle of September. Durum seeded after May 20 will have to take chances with frost to mature properly.

In a letter dated May 16, Victor Sturlaugson of the State Experimental Station at Langdon, N. D., says: "It is still difficult to tell just when we will be planting the durum plots. About the best guess is that it may be the latter part of the following week, and then only if the weather turns favorable within the next day or two. Conversation with farmers indicated that they are still planning on the normal acreage of durum, consistent with the allowance under the wheat allotment



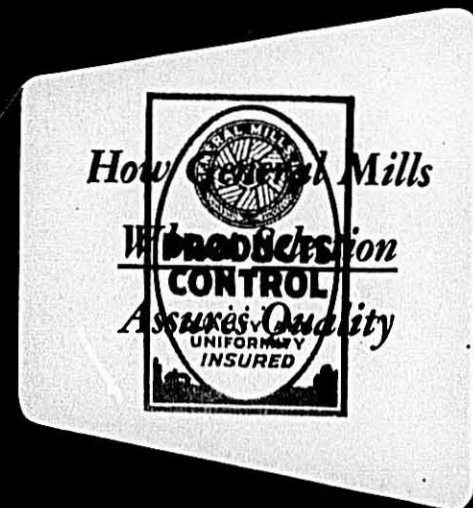
Maurice L. Ryan

program: The government restrictions will naturally reduce the acreage to some extent.

"Most farmers still plan on the allowable acres of durum in spite of the lateness of the season. I thought that there might be a swing to hard wheat because of prevailing conditions; however, indications presently seem to favor durum."

The eyes of the macaroni industry are more than ever on the "Durum Triangle" of North Dakota, where their raw materials are usually produced in the quantity needed and the quality demanded by them.

## "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.

General Mills wheat buyers never guess—*they know!*

Scientific wheat selection, expert milling assures *you* of top quality when you buy General Mills durum products.

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DURUM DEPARTMENT  
CHICAGO 4, ILLINOIS





## SAVE MONEY ON YOUR FREIGHT

by Ernest W. Fair

WHEN one has a big accounting department, that division of the company is constantly alert toward finding short cuts to save the organization money. When one has a small company, only the chief executive is able to do this. The problems of operating either a small or large food manufacturing business are such that we often overlook opportunities to effect worthwhile savings.

One such source overlooked in many firms is in freight costs; the sums we pay day-in and day-out on the supplies, materials, ingredients, parts and equipment we buy and that are shipped to us.

Here are some methods big corporations use to save money on those freight costs. They can be applied equally well to even the smallest food manufacturing business.

1. *Know rate schedules*—each of the various mediums of freight transportation has its own rate schedule and these schedules are complicated, BUT, in many cases, shipments from one given point to another can be made more economically by one form

of transportation than by another. Such rate schedules are generally filed with the state corporation commission or its equivalent and are open for public inspection. In almost every instance company agents will volunteer them. Where the food manufacturer buys from a fixed source at regular intervals, it often pays to look into such rate saving possibilities.

2. *Keep shipments above the minimum*—every form of major transportation of freight has a minimum charge. In every such instance we can secure 100 pounds of shipment for the same price that we will be charged for 50 pounds. In many such instances the manufacturer has doubled his freight charges needlessly.

Careful planning of purchase orders to make certain that minimum weight is in each order eliminates this extra charge. Ordinarily we pay very high transportation costs on small light-weight shipments; again it pays to consolidate as much as possible.

3. *Demand suppliers make complete shipments* whenever possible, for freight charges mount on a well-planned order that contains several back-ordered items due to the split delivery from the supplier.

4. *Specify freight handlers*, for different companies deliver with different degrees of efficiency in almost every area. Any supplier will ship whatever medium the manufacturer desires if he bothers to so specify. And it definitely pays in the long run to give one's freight business to the line offering greatest service in one's community and the line that delivers with maximum safety and minimum damage.

5. *Damages are never profitable*. Speed in settlement of claims is always admired by the receiver but no manufacturer had anything but a loss when damaged goods were delivered to him and claim settlement had to be made. Avoid damages by avoiding damage-happy handlers.

Even though we may receive practically 100 per cent settlement, we have suffered loss through inconvenience caused by the unavailability of the damaged merchandise for use in our business. No claim can compensate for such damage.

6. *Fight for freight allowances*. As business becomes more and more competitive, suppliers will be looking for advantages in securing business from us. Freight allowances are one such concession used widely prior to the last war; they will be back again soon, and every such freight allowance is a positive saving to the manufacturer.

Whenever such concessions are obtained, they should be stipulated on the order so that they can be charged back against the vendor.

7. *Don't absorb freight charges*. Far too many business firms operate on the theory that freight charges are not an integral part of the cost of finished

goods. Such charges are most definitely part of the operating cost of our business and the profit mark-up we seek to stay in business should be made after all freight charges have been figured into costs of the goods we produce . . . not before.

8. *Use speediest, fastest and most efficient means always*. How can we actually save money through such choice when rates are equal, or perhaps more favorable, in a less desirable medium?

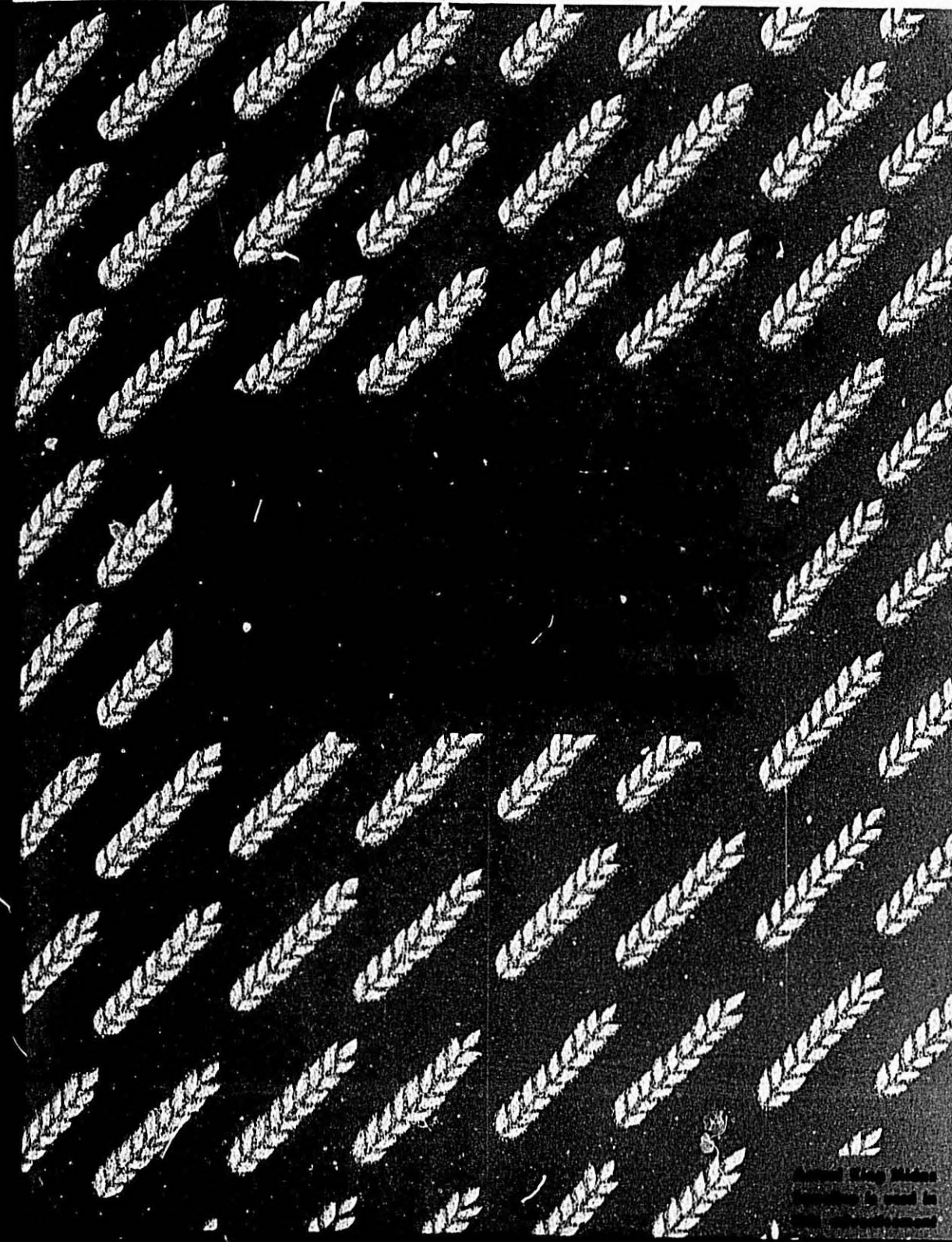
These savings are brought about through the fact that we do not need to store and warehouse in such large quantities when we can be assured that such goods may be obtained in a minimum of time. Many a firm, through study of such problems, has reduced its storage from 30 to 15 days supply and that means much less strain on capital. It also means less interest at the bank, should we use bank funds to handle such purchases where our own capital is not adequate.

9. *Use parcel post on small items*. Ordinarily, suppliers will ship our orders on routine through customary channels. If we have been in the habit of specifying motor freight, for example, some small rush order will be sent that way when it could have been done much more economically by parcel post. The food manufacturer who wants to save money on his freight costs will have to watch every shipment himself; he can never depend on someone else to do it for him.

10. *Look for short-cuts on unusual instances*, as, for example, one executive who made an out-of-routine purchase at a distant point. He checked locally to learn if any transfer companies had shipments to that area and faced a return trip "dead-head," or without a payload. These can often be found, particularly in larger cities, and the very attractive rates they will offer for such a job will work direct savings for us. Generally such truckers are more than satisfied if they can make expenses on such an otherwise dead-head trip.

11. *Check freight invoices carefully*. Clerks in shipping company offices are no more infallible than the rest of us. They often work under great pressure and can readily make mistakes in figuring class of freight, in assigning rate and in multiplication of figures involved. If any executive will check every freight bill he has received over a period of a year, he is almost certain to discover one or more worthwhile savings he could have made by watching for such errors.

These eleven steps are easy to follow and are a sure means toward adding a wee bit more profit to the operation of our business each year; for all such savings we fail to obtain from even such a small item as freight charges must come from the net profits of our firm.



MIDAS FLOUR MILLS  
MINNEAPOLIS MINNESOTA



## Nutritive Values of Spaghetti-Meat Balls Dinner

Early this year, the macaroni-noodle manufacturers were agreeably surprised to find that, in a nationwide survey conducted by an independent research body, spaghetti with meat balls was listed as America's third favorite dish. Intrigued by the report, James J. Winston, director of the Jacobs Cereal Products Laboratories, Inc., New York City, made exhaustive tests to determine the nutritive value of this popular wheat and meat combination, and in a special bulletin to the trade reports as follows:

"Our laboratories have investigated the nutritive values of several popular recipes involving macaroni products and our findings show that there is a significant contribution made to the essential nutrients, such as protein, calories, vitamins B<sub>1</sub>, B<sub>2</sub>, niacin and iron. A recipe requiring the use of the following ingredients was prepared, analyzed, and the chemical composition and nutritive values determined."

### Ingredients in Recipe:

½ lb. ground beef, 1 egg (beaten), 1 cup cheese (grated), ½ lb. ground lean pork, 1 cup moistened bread crumbs, 1 clove garlic, salt, pepper, sage and other spices to suit taste, butter, tomato sauce, and 1 lb. spaghetti.

This recipe represents a dinner for 4 persons and therefore the nutritive values are expressed as the Percentage of the Minimum Daily Adult Requirements provided by one serving which includes 4 ounces of spaghetti.

### Percentage of Minimum Daily Adult Requirements Provided by 1 Serving

	Protein	Energy	Vit. B <sub>1</sub>	Vit. B <sub>2</sub>	Niacin	Iron
(Calories)	min	min	min	min	min	min
(a)	63.9	40.2	63.4	22.4	61.9	67.5
(b)	63.9	40.2	113.4	37.2	101.9	100.0

(a) Unenriched spaghetti

(b) Enriched spaghetti according to official standards.

## Sauce Complements The Spaghetti

"It's the sauce that makes the dish," say spaghetti lovers. A quick sauce is the answer when time is limited. But for real Italian goodness, cook the sauce from scratch—with loving care. The results are worth the time and effort.

A good meat sauce demands long, slow cooking. Start it well ahead of time or do it the day before. Cook it in a porcelain enameled saucepan or pot so it can be safely stored until serving time and then reheated in the same pan.

Use a porcelain enameled kettle for cooking the spaghetti, too. A large kettle allows ample room for boiling and the glossy, easy-to-clean porcelain enameled surface will be fully appreci-

ated at dish-washing time. Since spaghetti takes only a few minutes to cook, this should be done just before serving.

Here is a basic meat sauce recipe which can have many variations. Add individual touches of seasoning to turn out a sauce that family or guests will rave about.

### Italian Meat Sauce

3 tablespoons bacon fat  
¾ pound ground beef (chuck)  
¼ pound ground lean pork  
2 tbsps. olive oil (or butter)  
¾ cup onions, finely chopped  
2 cloves garlic, minced  
2 8-oz. cans tomato sauce  
1 No. 2 can tomatoes  
1 4-oz. can mushrooms  
½ teaspoon salt  
½ teaspoon pepper  
1 teaspoon Worcestershire sauce  
¾ cup chopped parsley

Heat bacon fat in skillet. Add ground meat and brown lightly. Meantime, heat olive oil in enameled saucepan or sauce pot. Add onions and garlic and simmer five minutes. Add browned meat and remaining ingredients. (If desired add additional seasoning, such as a dash of thyme, oregano or marjoram). Cover and simmer gently for about 2 hours, stirring occasionally. Uncover and continue cooking for 30 minutes. Serve immediately or store in refrigerator to be reheated just before serving. Serve over freshly cooked spaghetti or mix with spaghetti just before serving. Makes 5 servings.

## Vegetable Spaghetti

Editor of Macaroni Journal

I have heard the old story about the people who think that spaghetti grows on trees. I'm convinced that it is pure fiction. However, now comes a story backed by people in the U. S. Department of Agriculture who claim that spaghetti, while not a product of a tree, is really a product of a vine. How much of this tale am I to believe? That's why I come to you, the font of macaroni and spaghetti information. Am I ignorant or just hard to convince?

An Inquisitive New Yorker

Dear Miss Inquisitive:

As you know, spaghetti, which is eaten and enjoyed by millions in Europe and America, is a wheat food. It is made from a type of wheat known as amber durum, which is ground into a meal and mixed with water to form a dough which is forced through a forming plate into long strands. When properly cured, they are packaged and made into a large assortment of tasty dishes by the cook with the know-how. However, there is a garden plant

which, when properly prepared for the table, has considerable resemblance to spaghetti. It is called "Vegetable Spaghetti," and is a curiosity of the vegetable world. It is of the squash family. The vining plants are vigorous and set out fruits, just as do all squashes.

The squash, or vegetable spaghetti, is cream white in color and grows from 8 to 10 inches long and 4 to 5 inches in diameter. It is a good keeper and can be stored for over-winter use.

Vegetable spaghetti is prepared by picking a well-ripened squash and boiling it for over 30 minutes. Then cut it open, remove the center core, season the mass of spaghetti-like pulp with salt, pepper and butter and place in the oven long enough for the "spaghetti" to brown.

## Food Distributors' Convention

Executive Secretary Emmett J. Martin of the National Food Distributors Association has announced that the annual convention of that organization will be held, as usual, in the Hotel Sherman, Chicago, August 15-18, 1950. . . . also that the usual exhibit will be staged for showing products that can be profitably distributed from door-to-door, and the many ways in which this service can be rendered. Several thousand distributors and suppliers are expected to attend this year's show and conference.

## 1949 U. S. Macaroni Exports Drop Sharply

The Bureau of Census, U. S. Department of Commerce, reports a very sharp decline in the quantity of macaroni products exported in 1949, as compared with the three preceding years. Only 23,200,000 pounds were exported last year. The export business reached its greatest height in 1948, when the total amounted to 223,732,000 pounds. In 1947 the total exports were 74,634,000 pounds and 72,108,000 pounds in 1946.

Greece received the largest amount of macaroni products last year, a total of 9,037,000 pounds, less than half the quantity received in 1948, 19,067,000 pounds and from eleven to twelve million pounds in 1946 and 1947.

Italy, which received 176,649,000 pounds in 1948, got only 45,000 pounds last year.

Brazil, which bought 2,296,000 pounds in 1948, 2,380,000 pounds in 1947 and 14,425,000 pounds in 1946, did not buy so much as one pound in 1949.

Increased purchases of American macaroni products were made by such countries as Canada, Guatemala, Panama Republic, Cuba, Dominican Republic, Belgium, Luxemburg and the Philippine Republic.

# DURUM WHEAT TESTS

by

Henry Putnam  
Executive Secretary

Northwest Crop Improvement Association



Mr. Putnam

For several years the Northwest Crop Improvement Association has co-operated with the North Dakota Experiment Station by testing the macaroni quality of new durum crosses or selections. The durum breeding program is conducted by Reuben Heerman.

New, promising selections are grown at Fargo, Langdon and Edgeley to learn their reaction to disease, yielding ability and agronomic adaptability for growing in the durum area.

Later on, the most promising selections are increased at Langdon and Edgeley, N. D., and Brookings, S. D., for experimental milling and macaroni tests. Mindum, Stewart or Carleton are commonly used as standards, or as

a measuring stick for a basis of color comparison with a new selection. Samples are shipped to the association and milled by the Pillsbury Experimental Mill.

Messrs. Heerman and Smith have bred for a shorter strawed, disease-resistant quality durum. Shorter straw is easier to harvest and is subject to less damage in the field at harvest time. Long strawed grain is more subject to lodging when heads are well filled. Lodged grain is often attacked by disease, because the sun cannot penetrate between the plants and vaporize the moisture. The moist, humid conditions common to lodged grain provide a good home for the blight organisms which cause black point and other damage to

## Eye Appeal Influences Buyer's Choice

The orderly displays of merchandise in America's ever-expanding super markets are becoming more and more competitive as self-service shopping alters the food-buying habits of the nation.

Continuing surveys by the Du Pont Company's market research section show that 66.6 per cent of all food purchases in super markets are based on decisions made while the shopper is in the store.

The latest figures represent an increase of 14.8 per cent above the 51.8 per cent of store decisions in a 1945 study.

## Liquid, Frozen and Dried Egg Production — April 1950

The quantity of liquid egg produced during April totaled 112,854,000 pounds, about one per cent larger than the 111,298,000 pounds produced during April last year but 22 per cent below the 1944-48 average of 143,961,000 pounds. The quantity used for drying was slightly more than a year ago while the quantity frozen was slightly less.

Dried egg production totaled 12,987,000 pounds, compared with 13,377,000 pounds in April last year.

Production consisted of 11,969,000 pounds of dried whole eggs, 462,000 pounds of dried albumen and 556,000 pounds of dried yolk. The government contracted for 42,029,928 pounds of dried whole egg through May 12 for egg price support purposes. Production of dried whole egg for the first four months of 1950 totaled 29,845,000 pounds, compared with 34,206,000 pounds during the same period last year.

The production of 64,218,000 pounds of frozen egg during April was about one per cent less than the 64,867,000 pounds produced during April last year and 25 per cent less than the 1944-48 average production of 86,120,000 pounds. Frozen egg storage stocks increased 39 million pounds during April, compared with an increase of 30 million during April last year, and the average April increase of 49 million pounds.

## Coffee Sales Decline

The New York Coffee and Sugar Exchange has announced that the consumption of vacuum packed coffee in the U. S. has dropped to about 46 per cent of normal since the abrupt price jumps earlier in the year. Hoarding is blamed for the largest portion of the drop, with little evidence of decrease due to lower coffee consumption in restaurants and other public eating houses.

the grain kernel. Several short strawed selections have been produced. LD 303, LD 306 and LD 308 were included in the 1949 trials. Durum used in these tests is milled and the semolina processed into spaghetti in the Pillsbury laboratory. Samples of the durum included in the trials are sent to all durum mills to allow them to make color tests and form an opinion as to the desirability of any new selection.

LD 303, an early, short-strawed selection, produced a very desirable amber colored spaghetti. Although not especially adapted in the northern durum area, it may prove a very satisfactory variety for the southern area. The North Dakota Experiment Station approved it for growing in the southern area because of its superior color.

LD 306 produced a macaroni of satisfactory color. It is reported to have a strong straw, but yields have not been equal to those of Carleton. It is less likely to lodge than Stewart or Mindum. Growers might like this variety because of strong straw. It is under consideration for release because of its strong agronomic characteristics and general hardiness.

LD 308 matures about the same time as Stewart and yields slightly better than Stewart. It has stiff straw and an erect head. It appears to be more susceptible to blight than other varieties and was not approved for release to growers.

Stewart and Carleton were approved by the durum committee of the Northwest Crop Improvement Association and released by the North Dakota Experiment Station in 1943. Both are resistant to more races of stem rust than Mindum or Kubanka. Stewart is grown on considerable acreage in the durum area, and is the leading variety.

Durum selections will be grown at Brookings, Edgeley, and Langdon for milling and macaroni quality tests in 1950.



## THE 1950 CONVENTION

Date and Place—June 19-20, Edgewater Beach Hotel, Chicago, Ill.

Eligible to attend—All macaroni-noodle manufacturers, representatives of all allied trades and supply firms. Top management, salesmen, production men of all manufacturing firms.

Convention Theme—Emphasizing sale of macaroni products.

Convention Entertainment—Elaborate and sure to please.

Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Association that regularly sponsors the annual conferences and regional meetings of the macaroni industry, U.S.A., reports that copies of the completed program for the 1950 convention will be sent to interested manufacturers and suppliers shortly after June 1, with an invitation that they make a special effort to attend this year's conference.

"Forceful, interesting speakers," says Mr. Green, "will present messages in keeping with the Convention Theme—EMPHASIZING SALES. Your top management and sales force—every representative of your firm who can attend—will benefit by the scope of the program."

The general plan is to have a selected group of recognized leaders make general statements on subjects with which they are most familiar and then to have manufacturers and allied follow through with questions and reports on their experiences. Among the general subjects to be given the above treatment are:

- a—Selling the Macaroni Industry to the Public.
- b—Sales Thoughts from Suppliers.
- c—How Plant Policies Aid Sales.
- d—Stepping Up the Tempo of the Macaroni-Noodle Business.
- e—The Advertising Agency's Angle on Sales.
- f—Distributors' Sales Ideas.
- g—What the Trade Association is Doing for the Macaroni Industry principally, its supporting manufacturers and Allied.
- h—A Round-up by Manufacturers who will summarize the proceedings.

The discussions will be balanced throughout the two days of the convention to suit the convenience of the leaders and experts who have consented to speak.

Just before adjourning for lunch on June 20, a new board of directors will be elected. The new board will meet at luncheon to organize by electing its 1950-1951 official staff and appointing

the executives to conduct the affairs of the association and institute the coming fiscal year.

Special arrangements have been made for the entertainment of the ladies who plan to accompany their husbands. General entertainment for the registrants and their ladies will include the following:

- A Registration Breakfast, 8:30 to 9:30 a.m., Monday, June 19. Host—The Empire Box Corporation.
- Reception and Cocktails, from 6:00 to 7:15 p.m., Monday, June 19. Host—Buhler Brothers, Inc.
- Spaghetti Buffet Supper and Frolic

at 7:30 p.m., Monday, June 19. Host—Rossotti Lithograph Corporation.

Early Birds' Breakfast, 8:30 to 9:30 a.m., Tuesday, June 20. Host—Nine Durum Mills.

Reception and Cocktails, 6:00 to 7:15 p.m., Tuesday, June 20. Host—Clermont Machine Company, Inc.

Association's Annual Dinner Party, 7:30 p.m., Tuesday, June 20. Host—National Macaroni Manufacturers Association.

Floor Show, 9:00 p.m., Tuesday, June 20. Host—Consolidated Macaroni Machine Corporation.

## Southern Manufacturers Confer

The manufacturers of the southland were given an opportunity to confer on problems particularly affecting Dixieland at a meeting held in New Orleans on May 18. Manufacturers from three states were in attendance: Louisiana, Tennessee and Texas, with representatives of supply firms from all parts of the country. According to an official report of the meeting, "a new record in the percentage of possible participants as well as in their prompt attendance to both sessions."

After a full and free discussion of local problems and their nationwide counterparts, Secretary R. M. Green reported on the activities of the national association and institute. Association director Thomas A. Cuneo of Ronco Foods, Memphis, Tenn., sounded the keynote of the meeting, the KEYNOTE of all future meetings of macaroni-noodle manufacturers, when he quoted a former manufacturer and association director who once said:

"The macaroni men are more interested in making macaroni than making money."

The general thinking in the southland was similar to that of the manufacturers everywhere, macaroni spaghetti and egg noodles are sold too cheaply to give the producers much leeway in the way of profits to permit allocating money badly needed for promotion . . . and that is why the per capita consumption of this very nutritious and satisfying food remains at less than six and a half pounds per person per year in the United States as against 60 pounds in Italy.

Don Halsey of the Fitzgerald Ad-

vertising Agency told the gathering of plans of his principal, the McIlhenny Company, to tie in with Del Monte tomato sauce and meatballs with tobacco sauce in a campaign now being planned. This is but one of several such tie-ins to give macaroni products national advertising by related foods.

The work of the Macaroni Institute was reviewed and its future plans explained, particularly those for Macaroni Week next October. The meeting adjourned on a note of optimism for telling of future meetings along friendly lines by southern manufacturers.

In attendance were the following manufacturers and allied:

- Colonial Macaroni Manufacturing Co.—Anthony Barlotta.
- Commander Larabee Milling Co.—C. W. Kutz & Ray C. Perry.
- Fitzgerald Advertising Agency—Don Halsey.
- Ft. Worth Macaroni Co.—J. P. Laneri.
- Gendwah Macaroni Co.—Miss Pin Kim Lee.
- John E. Koerner & Co.—J. E. Koerner & A. J. Palermo.
- National Food Products, Inc.—J. L. Tujague & N. E. Auseman.
- National Macaroni Manufacturers Association—R. M. Green, Palatine, Ill.
- Pillsbury Mills, Inc.—J. H. Goodman.
- Rao Bros.—T. J. Rao.
- Ronco Foods—T. A. Cuneo.
- Rossotti Lithograph Corp.—Charles C. Rossotti.
- Shreveport Macaroni Mfg. Co.—J. B. Cordaro.
- Taormina Bros.—E. F. Taormina.



## Silent Salesmen that ring the bell!

Sales-minded Empire cartons carry a double-barrelled impact . . . where it counts most. They have the valuable "shelf sparkle" that attracts the eye of the hurried shopper. And the way they help your product sell in volume registers pleasantly with the dealer—on his best-seller list. The experience and specialized skills of our package experts are yours to command. Let us work with you in creating the exactly right package for your macaroni, spaghetti or noodle products. Call your nearest Empire representative for full particulars.



## Empire Box Corporation

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



## No Progress Without Profits

A timely, yet permanent suggestion is the crux of a statement made by Glenn G. Hoskins, industry consultant, in opening his firm's recent Plant Operations Forum in Chicago.

"The progress of the macaroni industry in the last 10 years can be directly traced to (1) quality improvement, (2) better management and (3) increased consumer education.

"These three things can only be done when there is a sufficient margin between selling price and cost to pay for them."

There follows reproduction of three talks, two by well-known production managers and one by a packaging expert.

### MORALE AND PRODUCTION

by  
Fred Stageman  
Skinner Manufacturing Company,  
at Plant Operations Forum

So many little things will affect the morale of the worker, that no rules can be set for building it or for increasing the output of the individual worker.

Carelessly spoken words, a frown on the supervisor's face when using corrective measures; such seemingly trivial things will dampen enthusiasm sufficiently to slow down work even though it is not intentional on the part of the worker.

In order to have a high morale in our plant—and with a high morale it is natural for production figures to climb—we should give our workers a full week's work. The rate of pay, as a rule, is fixed by contract once a year and the majority of workers, once they have accepted this contract, seem to be satisfied with the hourly pay. However, if they feel sure they will receive a five or six day work week, their morale is naturally higher than if they are worrying about getting only a three or four day work week.

Fortunately, our business has been good enough to keep our employees happy. Even with good business, I make it a point to talk to people in our plant, knowing the word will be told to others, of the condition of the business, what we expect in the way of orders for the present month, how far we are behind in shipment, how necessary it is that we have peak production in order to fill orders. I also tell these same people of our problems—the shortage of cartons, the shortage of cellophane, our efforts to get materials to keep the factory running when materials are hard to get, how we plan and divide the production if there is a shortage of material in any one department. I feel sure that by doing this, these workers feel they are important and appreciate that we let them know many of our problems in keeping the business going.



Glenn G. Hoskins

I also make it a point to talk to these people regarding our plans for the future unless they are of a confidential nature, telling them what we plan in the way of buying new equipment, how much better it will make our goods, how much easier it will make their work, assuring them at the time that the new equipment is not purchased with the thought of laying off help. We try to keep the number of people employed at the minimum and it is usually easy to shift workers to other work if their jobs are eliminated. In the event that an employe quits or leaves the organization, it is unnecessary to replace him. I would not consider for a moment putting in a new piece of equipment in our plant and discharging several people as a result. Whatever savings in labor the new equipment has made would be adjusted over a period of time and in a painless manner. So, we feel that job security is the important factor in high morale.

Our next phase of high morale building, I believe, is sanitation. Keeping a clean, sanitary factory, having windows washed, having the walls painted in restful colors, adequate lighting in all departments, clean personnel, clean uniforms, clean rest rooms and toilets. For years, we have had a small restaurant in our plant and for years all tables were covered with oilcloth, with the exception of a table reserved for the office force, which had a white table cloth. We put white table cloths on all the tables. In our opinion, this was a great morale building decision, to have the folks from the factory eating on white table cloths the same as the office worker. We pay for the laundry on the white uniforms worn in the packing and production departments. We see that the workers are wearing clean uniforms. In the event anyone gets careless, we make reference to their appearance in a joking way, which usually remedies the condition.

We insist on absolute cleanliness in the handling of our goods in all departments and we believe that this is a big factor in morale building, as every worker seems to want to be a part of a clean and orderly organization.

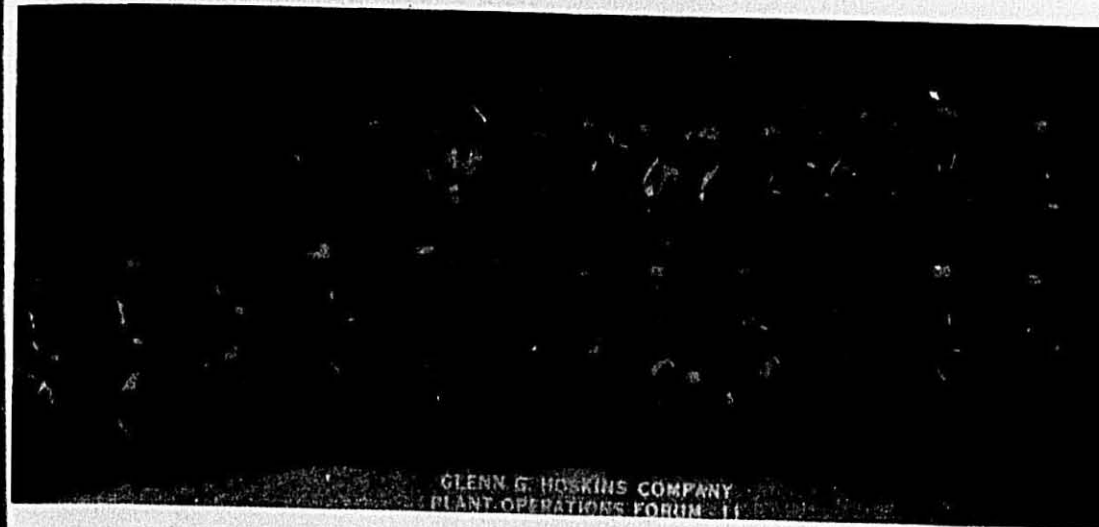
The third factor in morale building, we feel, is fairness, or the human side of the business. By this we mean doing everything possible to make the worker's work more pleasant if it can be done without unnecessary expense, or if it will not affect the production schedule. We have installed music in our factory which costs us about \$60 a month. We have music every other 15 minutes, 16 hours a day. We find that female employes like this and after we had this program in our plant for about 30 days, we took a vote and found that 100 per cent said that it made them feel less tired at the end of the day and it made them more cheerful and made them forget their worries about their home and business life. If we fail to turn on the music in the morning, we will have numerous calls of "What's wrong with the music?" The male workers will not express themselves as being in favor of the music in the plant, but if you can get good reception above the noise of the machinery, whether they will admit it or not, they get a certain amount of good from it. When the music comes on, I have often watched the male workers start a little jig or dance. On occasion, I hear them humming along with the music. So, while the male worker will tell you he is not in favor of music while he works, I feel that he gets some good and satisfaction from it.

Another important matter, in my opinion, is to never allow anyone from the bookkeeping department, and I have reference mainly to the payroll department, to have contact with the people who work in the plant. A person used to dealing in nothing but figures has lost all idea of tact and diplomacy when it comes to handling people.

We feel that rest periods for the female help are necessary and we have two ten-minute rest periods per day, which we feel are sufficient as we do not have any hard and fast rules that hold the worker to her place when she feels it is necessary to leave her work.

We do not have any scheduled rest periods for the men but they are allowed smoking privileges and as this privilege has not been abused, we are satisfied. We have a system of relief for men handling the flow of merchandise whereby they can be relieved certain times during the day without shut-down in the production schedule.

Another factor in the human side of a business is the sincerity of the official who works in direct contact with



GLENN G. HOSKINS COMPANY  
PLANT OPERATIONS FORUM

### AT THE PLANT OPERATIONS FORUM

#### FRONT ROW

Rex Concanon, *Crescent Macaroni & Cracker Co.*  
Ray Davis, *Quaker Oats Co.*  
Robert Raaf, *Milwaukee Macaroni Co.*  
Arnold Stake, *Quaker Oats Co.*  
Leo Rerucha, *Goach Food Products Co.*  
Sidney Grass, *I. J. Grass Noodle Co.*  
Joseph Vitucci, *A. Palazzolo & Sons*  
Joe Pellegrino, *Prince Macaroni Co.*  
Louis Galasso, *A. Zerega's Sons, Inc.*  
John Linstroth, *The Creamette Co.*  
John Babyar, *I. J. Grass Noodle Co.*  
H. B. Rogers, *Northwestern University*

#### SECOND ROW

V. C. Hathaway, *Quaker Oats Co.*  
Frank Eggert, *Tharinger Macaroni Co.*  
Thomas Viviano, *Delmonico Foods, Inc.*  
Frank Viviano, *V. Viviano & Bros. Macaroni Mfg. Co.*  
Albert Robilio, *Robilio and Cuneo*  
Ted Holland, *Glenn G. Hoskins Co.*  
Tom Barton, *Crescent Macaroni & Cracker Co.*  
William Freschi, *Ravario and Freschi, Inc.*  
Edward Vagnino, *American Beauty Macaroni Co.*  
Eugene Villaume, *Minnesota Macaroni Co.*  
M. J. Donna, *MACARONI JOURNAL*

William Halm, *Skinner Manufacturing Co.*  
Herbert Peterson, *Quality Macaroni Co.*  
E. F. Lexow, *Quality Macaroni Co.*  
Bill Fieroh, *I. J. Grass Noodle Co.*

#### THIRD ROW

Arthur Russo, *A. Russo and Co.*  
Roger DesChamps, *Catelli Food Products, Ltd.*  
Carl Laneri, *Fort Worth Macaroni Co.*  
Michael Vagnino, *American Beauty Macaroni Co.*  
Robert Green, *National Macaroni Institute*  
Edith S. Linsley, *Glenn G. Hoskins Co.*  
Fred Stageman, *Skinner Manufacturing Co.*  
Ben Hansen, *The Creamette Co.*  
René Samson, *Catelli Food Products, Ltd.*  
Glenn G. Hoskins, *Glenn G. Hoskins Co.*

#### FOURTH ROW

Karl Hille, *American Beauty Macaroni Co.*  
C. W. Shields, *E. I. Du Pont de Nemours & Co., Inc.*  
Russell Houston, *Delmonico Foods, Inc.*  
Leo Buser, *Delmonico Foods, Inc.*  
Mark Cleaver, *E. I. Du Pont de Nemours & Co., Inc.*  
Charles Hoskins, *Glenn G. Hoskins Co.*  
Fred Ebert, *American Beauty Macaroni Co.*  
Leonard Bergseth, *Northern Illinois Cereal Co.*  
Louis Whitaker, *National Food Products Co.*  
G. Buitoni, *Buitoni, Inc.*  
William Hoskins, *Glenn G. Hoskins Co.*  
Antoni Vermylen, *A. Zerega's Sons, Inc.*



P. A. Steed, Vice President  
I. L. Ferguson Co.

ers in any organization who like to run to the boss about the work and the habits of other workers. It is my opinion that under no circumstances should corrective measures be taken as a result of tales told you by another worker. Make an investigation along entirely different lines and correct the matter in this way. I have often told people who bring me tales that if I am not capable of going through the plant and seeing what is wrong, then I would rather not hear about them.

Many workers stand all day at a job when they could do it more efficiently sitting down, but thoughtless management some times think they are getting more for their money if a person is standing.

There are a number of other things

that we do such as our foremen's meetings where, after a nice supper, management and foremen discuss the problems away from the work. We feel these meetings give us opportunities to correct a lot of faults in a pleasant manner. We carry insurance for the people where the factory shares half the expense and have paid many claims to the workers and their families. Rest periods and insurance protection are expected by the worker these days, so while they help morale, they are not quite as important as some little human thing that is done to make a worker feel you are taking a personal interest in him.

We have a safety program in our plant where all foremen and some workers are members of a safety com-

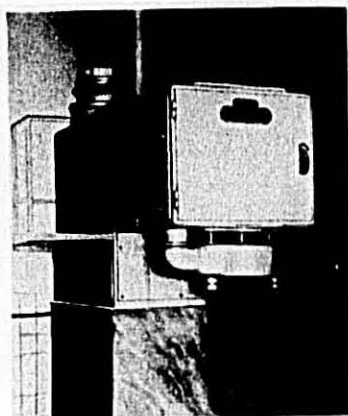
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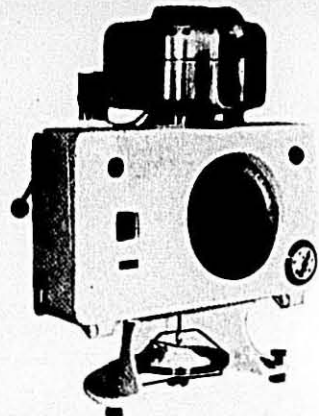
# BUHLER



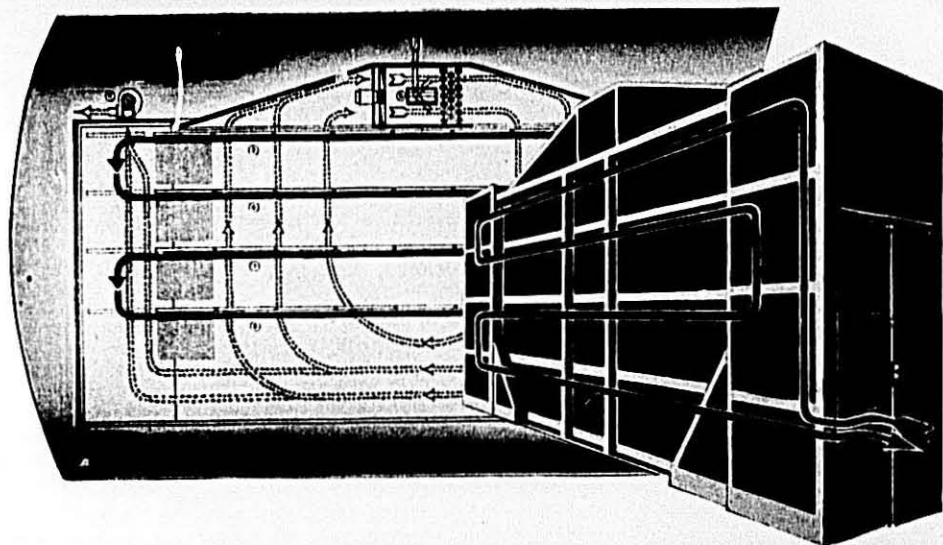
SMALL CONTINUOUS-PRODUCTION PRESS • NEW HUMIDITY INDICATOR



Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.

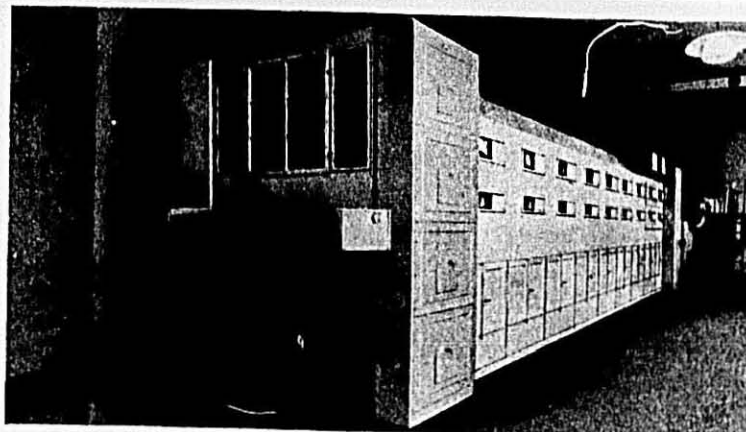


BUHLER Thermal Torsion Balance, BL 104. An ideal combination of accuracy and speed for continuous checking of product humidity. Gives readings of micrometer-accuracy in 3 to 6 minutes with greater operating convenience.



## FOR EVERY PLANT PRODUCTION

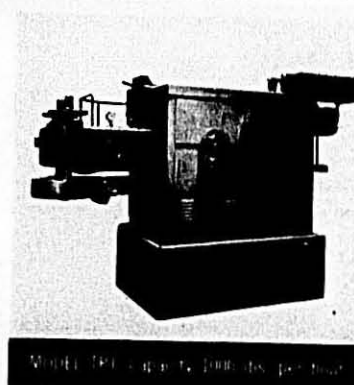
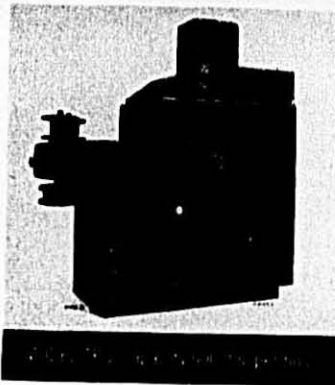
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



In sizes for capacities from 6000 to 22,000 lbs. in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

*Engineers for Industry Since 1860*

### CONTINUOUS PRESSES



*Engineers for Industry Since 1860*

#### NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

The Buhler Thermal Torsion Balance gives visual humidity-percentage readings in 3 to 6 minutes. New—rapid—accurate—continuous checking. Extremely simple to use. Full details immediately on request.

## BUHLER BROTHERS, INC.

100 ALBANY STREET, NEW YORK 13, NEW YORK

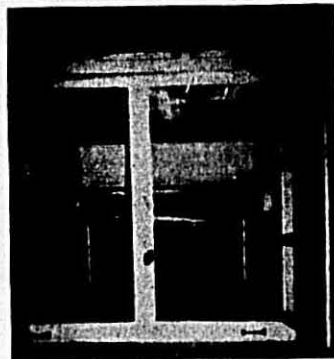


# CLEANLINESS

• Thousands of dollars spent by Clermont for Redesigning and Retooling to Build Sanitary Dryers

by John Amato  
Clermont Machine Co., Inc.

The constant stress placed on cleanliness at Convention discussions by Jack Wolfe, Bud Norris, Dr. Jacobs and government officials, among others, brought home forcibly the imperative need of redesigning machinery offered to the macaroni and noodle industries to afford the most sanitary conditions possible in production and



Clermont structure on stilts.

meet the modern demand for thorough, not superficial, cleanliness in operating procedures.

In drying equipment particularly there was unquestionable room for improvement. Dryers were being constructed of wood, and had corners shelves and pockets. That encouraged infestation.

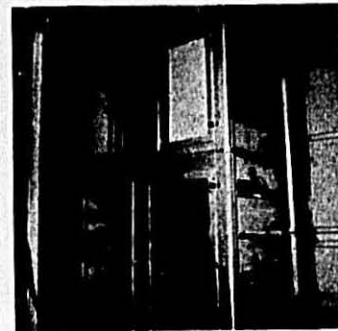
The continuing talk of cleanliness challenged us to do something revolutionary about it. In the accompanying photographs can be seen the result of our attack on this problem. They show the inside of the newly designed Clermont dryers and the free access had for cleaning.

There are no corners, shelves or pockets. All inside parts may be seen from the screens through the fan chamber to the air chamber. The former practice was to bolt dryer units to the floor with cross sections which made cleaning underneath a veritable job. The floor could be cleaned but it was difficult. A man had to struggle

around underneath with a brush. That is ended. Now Clermont dryers are constructed on stilts. No cross sections exist. The floor may be swept in a few quick, easy movements.

Screen rods can be cleaned from the inside. Formerly screens had to be pulled out of a dryer in order to clean the rods. That entailed a good bit of bothersome trouble, as well as time, and thus labor costs. Many, and probably a majority of manufacturers, just didn't concern themselves about cleaning the rods, creating a prime cause of high infestation.

The newly designed Clermont screens interlock with stainless steel guides which prevent product creeping to the sides and on to the chain, with resultant spillage. That eliminates the messiness bound to exist when spillage



Clermont drive structure.

is had. It is one of the unique and remarkable features of the new dryer. Formerly guides were of wood with rubber protruding and they did not interlock with the canvas on the screens.

The wood structure had to go. Wood retains moisture. Wood rots with moisture. Damp wood and flour products combine to create odors. There is no place for wood in the macaroni industry of today.

There were other problems: Heat from wood dryers escaped to outside surroundings, making it uncomfortable

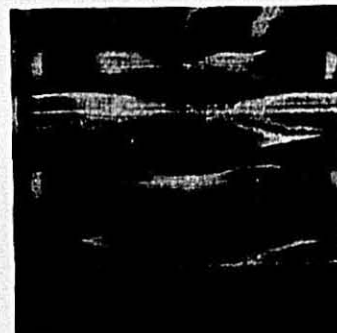


Mr. Amato

for employees, to put it mildly, and sometimes sufficiently intolerable, so that manufacturers had to partition off the space where dryers were located. The former wood dryers were hard to keep clean, due to the way they were constructed. Motors, sprockets and blowers stuck out from all parts of a dryer. They were dust collectors. Wherever there were motors, sprockets and blowers, there was always an unsightly and messy condition from grease and oil. The outside of a dryer plays an important part in cleanliness. A wood dryer had to be painted at least once a year if any semblance to a decent appearance was to be maintained.

We attacked all these problems. Intensive research was made to overcome these factors. The solution for the structure had a partial answer in steel. Now Clermont builds its dryers entirely of steel structure. But that was only the first step. The effect of heat from a dryer would be intensified with a steel structure, for steel, more than wood, retains and will throw off a high degree of heat. The effect on outside surroundings would be exaggerated and made worse with a steel structure. Other drawbacks came to mind, were steel structure only to be used.

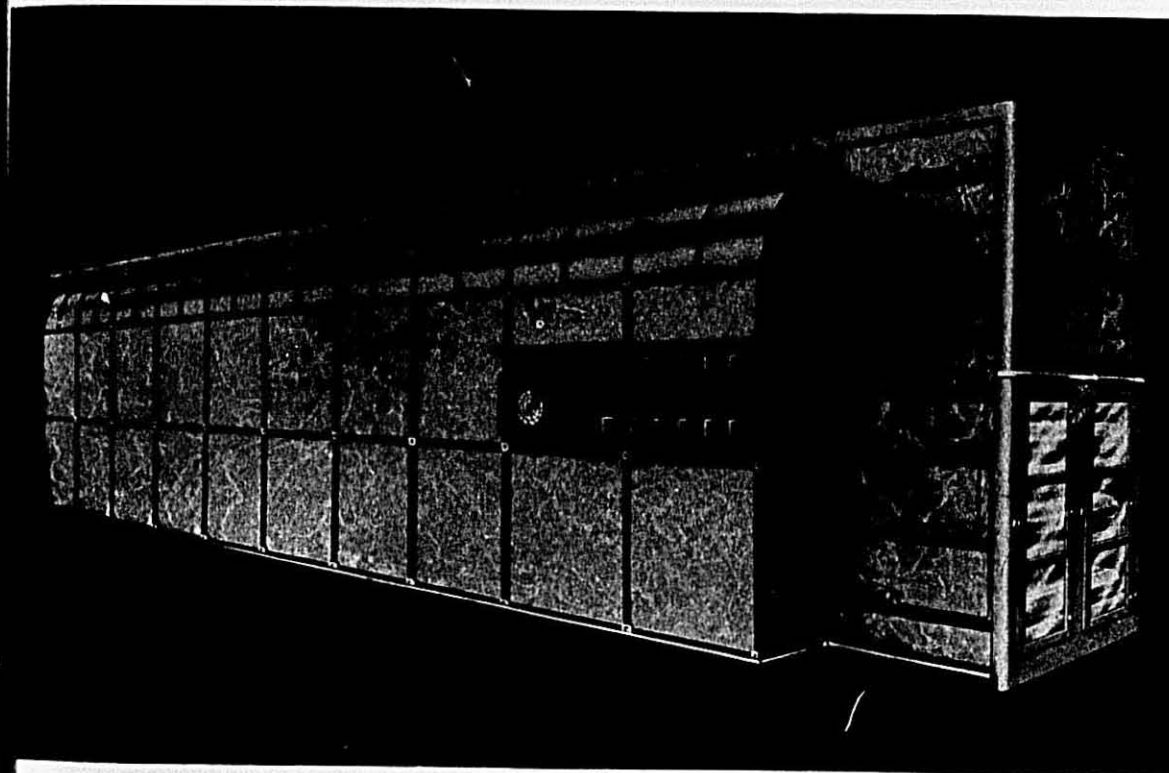
The solution was found in enclosing  
(Continued on Page 36)



Clermont screens, stainless steel guides.

## LUXURY DRYING - TOP FLIGHT EFFICIENCY With Clermont's Latest Achievement

The Most Sanitary, Compact, Time and Labor Saving Dryer Yet Designed  
(SHORT CUT MACARONI OR NOODLES)



Patents Nos. 2,259,963-2,466,130—Other patents pending

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

**ELECTRONIC INSTRUMENTS:** Finger-tip flexibility. Humidity, temperature and air all self-controlled with latest electronic instruments that supersede old-fashioned bulky, elaborate, lavish control methods.

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

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

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

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

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

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

IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

### CLERMONT MACHINE COMPANY, INC.

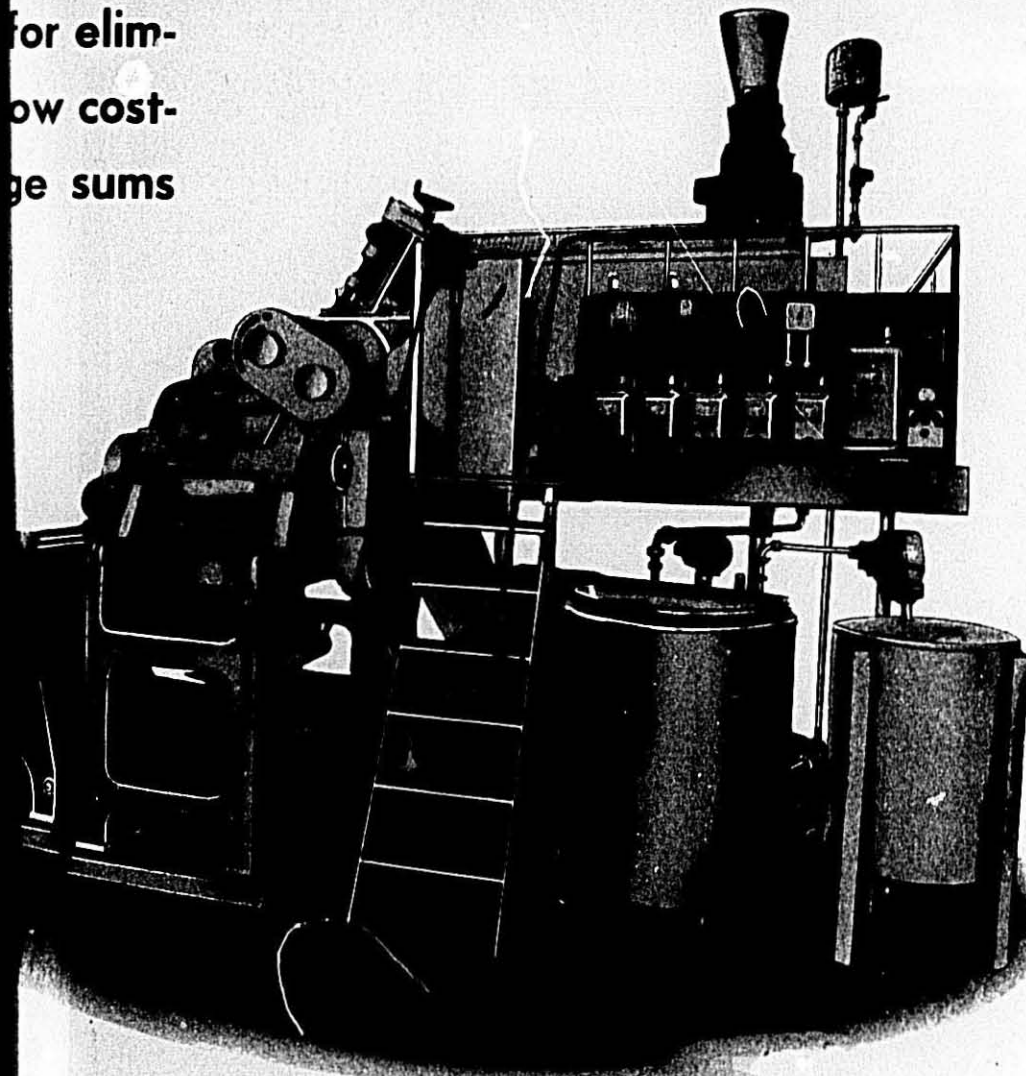
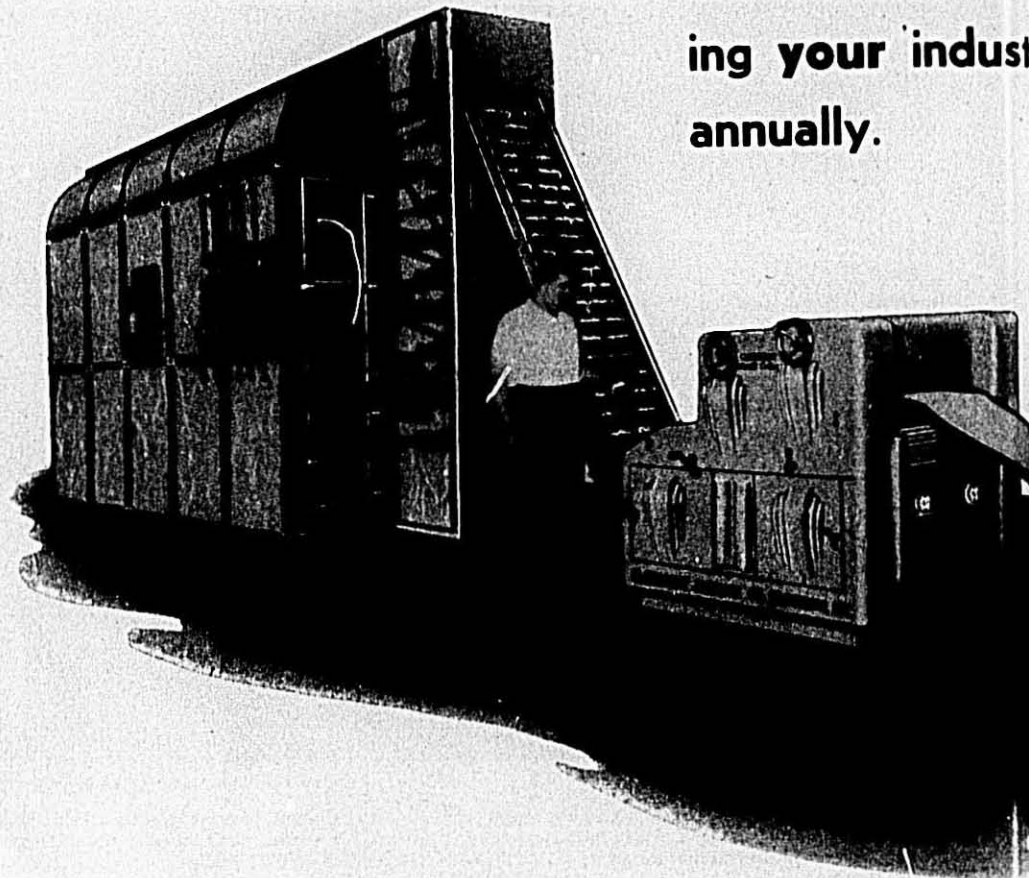
266-276 Wallabout Street, Brooklyn 6, New York, New York, USA

Tel: Evergreen 7-7540



## There's No Substitute for Cleanliness! Part or Pay — You Have No Other Choice

Buy the machines designed to afford sanitary conditions for elimination of infestation — low costing your industry — **your** investment sums annually.



### Why Divide Responsibility? From Dough Sheet to Finished Product . . . Do It the "Clermont" Way

The machines shown above are the CLERMONT SHEET FORMER WITH EGG APPARATUS, CLERMONT SUPER HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS STEEL NOODLE DRYER. Space limitations prevent showing the finish drying unit. (See Clermont Finish Noodle Dryer unit in advertisement on separate page this issue.)

ALL Clermont machines have one thing in common: They're made for their jobs with each unit designed to

permit maximum cleanliness, reduce costs and insure quality.

NOW—CLERMONT'S improved Noodle Setup, each machine with a capacity of 1600 lbs. per hour, in one continuous operation. Labor cut to the bone. **ONE DOES THE JOB!**

SHEET FORMING MACHINE. Now redesigned: Easy to clean; cams, lever arms and reciprocating components

streamlined; simplified mechanism; stainless steel rollers afford cleanliness and smooth dough sheet.

SUPER HIGH SPEED NOODLE CUTTER: Streamlined design. **COMPACT:** Takes less space. **CLEAN:** All moving parts enclosed. **SIMPLE:** Less gearing mechanism.

Varispeed rotary knife with cutting range from 1/4" to 1/2". **ECONOMICAL:** Low maintenance cost; cutting rollers and scrapers of stainless steel; rollers hardened and ground; ball bearings throughout for long life.

NOODLE DRYER: Two units: preliminary and finish. First-to-last efficiency. Practical quality control: Self-controlled instruments measure humidity and temperature, inlet of fresh air and discharge of excess humidity, maintaining the same relative humidity throughout the daily operation to give uniform and high quality product. Easy to keep clean: No corners where infestation can lurk. Ready access to all parts. Completely of steel structure and enclosed, except for doors, with heat resistant board.

**EVERYTHING UNDER CONTROL!**

We'll gladly answer your questions and particulars

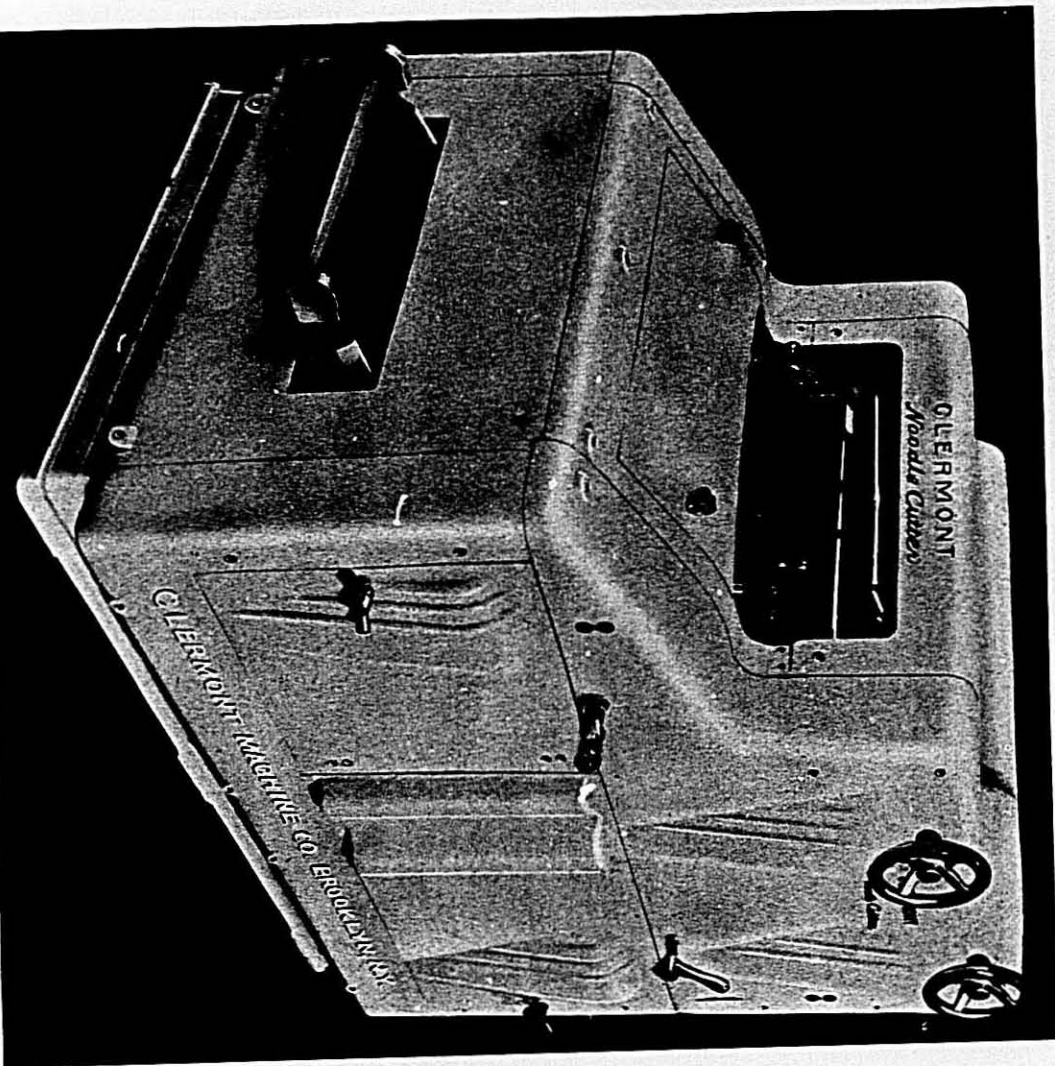
**CLERMONT MACHINE COMPANY, INC.**

76 WALLABOUT STREET

BROOKLYN 6, NEW YORK, N.Y., U.S.A.



**CLERMONT STREAMLINES ITS LATEST NOODLE CUTTER**  
*Sanitation Personalized*



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

**AND** drum affords quick change of cutters. Variable roller angle with cutting range from 1/4" to 8". Central greasing control.  
**ECONOMICAL:** Low maintenance cost: cutting rollers and scrapers of stainless steel, long lasting. Both calibrator rollers. Hardened and ground. Ball bearings throughout for long life.

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

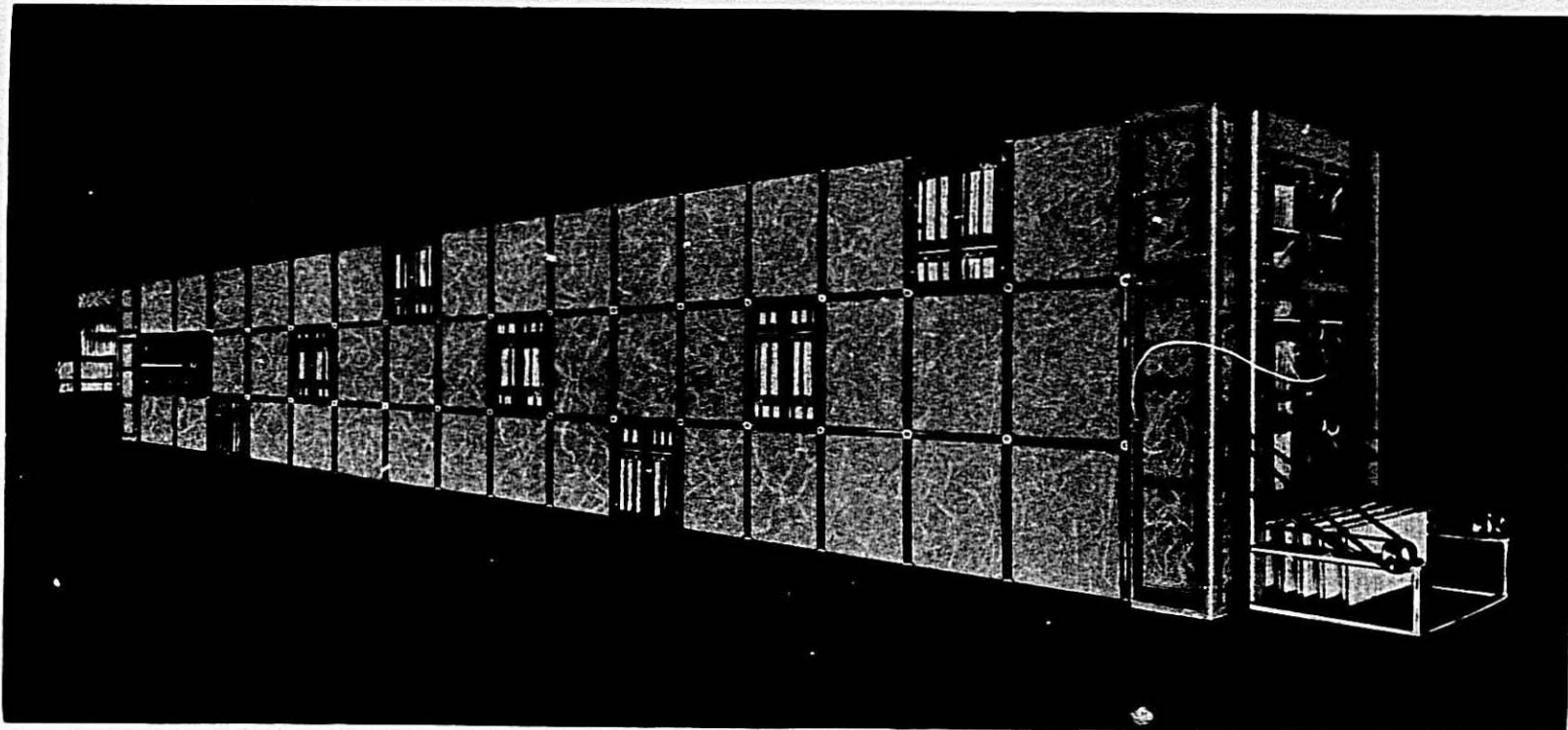
TO SEE IT IS TO WANT IT.

It'll Gladly furnish further details

**CLERMONT MACHINE COMPANY, INC.**  
266-276 Wallabout St., Brooklyn 6, New York, New York, U.S.A.  
Tel. Evergreen 7-7540

*in Automatic Long Goods Drying*

plus  
**TOP QUALITY — LOW COST — SPACE AND TIME SAVING**



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

**TOP QUALITY:** Evenly dried product with eye-appealing bright color, straight as a nail, smooth and strong in texture; achieved by maintaining a constant relative humidity, uniform air circulation, resting and drying correctly proportioned.

**PRECISE MECHANISM:** Stick transporting apparatus moving from one tier to another is so constructed that it insures against a stick ever falling; with perfect timing it delivers a stick precisely on successive or alternate chain links dependent on which tier it is being processed.

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

**CONSTRUCTION:** Engineered and designed to afford maximum possible cleanliness, compactness, neatness of appearance and sanitary conditions. Constructed of steel structure that is enclosed with heat resistant board that prevents heat in the dryer affecting outside surroundings.

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

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

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

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

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June, 1950

THE MACARONI JOURNAL

19

25x10

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25



# THE ENGINEERING DEPARTMENT

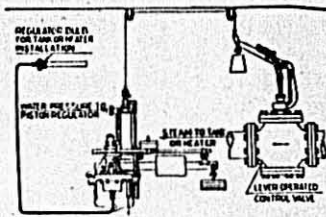
by

W. F. SCHAPHORST, Licensed Mechanical Engineer

## An Excellent Way in Which to Harness Temperature Change

Here is a question that is commonly asked, and it is important: "How can we harness temperature change and cause it to control the flow of water, steam, air up the chimney, et cetera?" In other words, questioners want to be shown how to do it.

This sketch shows an excellent method. The regulator bulb at the left is placed in the tank, heater, or gas passage or whatever it is that requires regulation. This bulb transmits a slight force to the intermediate regulating device shown in the center. Then by



means of water pressure from the city rain or other source, or by means of air pressure if you have it on tap, this central device is touched off by the slight pressure change and gives the necessary force through the cable to operate the large valve, damper, or gate without any human aid whatever. It works backwards as well as forwards, the counterweight doing the closing.

Take, for example, the large lever operated control valve shown at the right. Attempts to handle steam valves as large as eight inches by temperature regulation alone, without the aid of water or air pressure, usually result unsatisfactorily. An intermediate power device, such as shown here, is generally advisable. The arrangement as sketched here operates very well. It is a dependable method which assures automatic temperature regulation within close limits.

## Rubber Spring Stores More Energy Than Steel Spring

The superiority of rubber over steel as a spring for storing energy is not as well known as it should be. As a result many amateur builders of machinery—and even professional build-

ers—will use steel springs where rubber would be much better.

Not long ago an amateur builder of small model airplanes came to this writer and asked, "Why doesn't someone come out with a good steel spring, instead of rubber, for providing the motive force of small airplanes?" He had noticed that rubber is commonly used for that purpose and he thought it was a mistake.

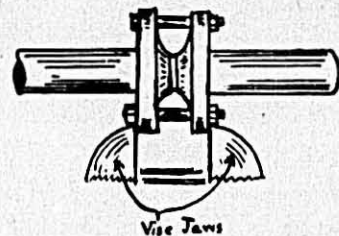
The reason is because rubber is far superior for that particular purpose. Good soft rubber (not the synthetic variety) will stretch 1,000 per cent without breaking when properly vulcanized, while the best chrome vanadium spring steels won't stretch as much as one per cent without breaking.

In fact, computations show that one pound of rubber can be made to do 50,000 foot pounds of work, whereas one pound of the best spring steel will do only 200 foot pounds of work. In other words, rubber will store 250 times as much energy as will steel, and that is why it is used in preference to steel.

To be sure, steel has important advantages over rubber. Perhaps the most important advantage possessed by steel is its much greater durability, and that is the reason why steel is used for springs in clocks and watches and for thousands of other purposes.

## How a Leaky Joint Was Repaired While Under Pressure

The accompanying sketch shows how an engineer friend replaced a bolt to tighten a leaky joint in a high pressure pipe line. He did it without first emptying the pipe to make the repair and



without turning off the pressure. This writer considered it a very neat job.

The lower bolt, shown in the sketch, was too short in the threads. That is, it was not threaded sufficiently so that the engineer's assistant could turn the

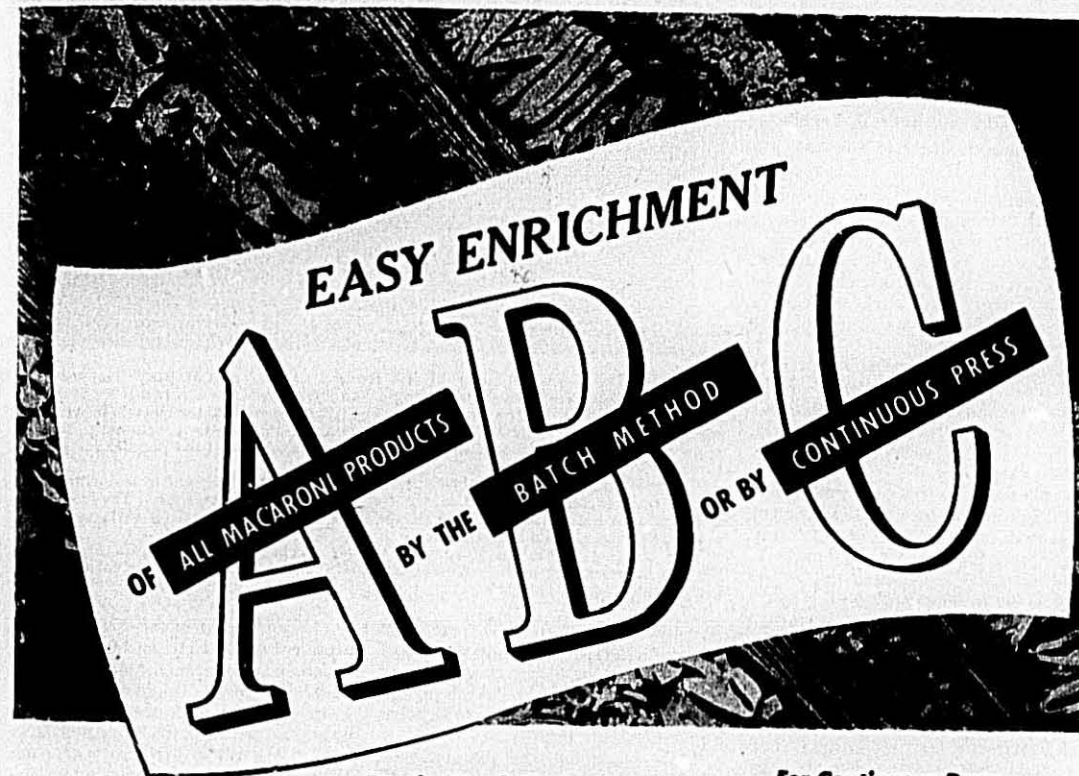
nut on farther. The joint was leaking on the lower side. The engineer did not know what was the matter with the bolt at the time but he learned afterwards—after removing it.

To replace the bolt, the engineer took a small vise off the work bench and blocked it up securely under the pipe, as indicated, so that the jaws would firmly catch the edges of the flanges. He then tightened the vise jaws and relieved the bolt of its stress. In fact the leak was stopped by that process, consequently he knew his scheme would work. Then he removed the nut from the bolt, removed the bolt itself, and replaced it with another which was sufficiently threaded, and tightened it. He then removed the vise. There was no more evidence of a leak. The plant continued to operate without any hold-up whatever.

## How to Prevent Spontaneous Combustion in Coal Files

By taking proper precautions, spontaneous combustion in coal bins and coal piles can be prevented. A method that gives good results without being expensive is to carefully dump the coal in such a way that it will not roll. That is, do not dump it from one point continually as from a crane or conveyor belt onto a conical pile. By dumping the coal from one point the large lumps always roll down the sides and the fine coals remain in the center of the cone. Thus the fine coal is separated from the coarse.

This separation should not take place. It may cost a little more to dump coal carefully, but it has been found to be worth while. By avoiding the separation of large from fine particles, all of the spaces are more likely to be filled up. Air between the large lumps is usually the cause of spontaneous combustion. Because of this fact, fires usually start near the edge of the pile, among the large lumps, and not inside where the air is excluded. For instance, down in the original coal mines themselves, before the coal is mined, we never hear of any spontaneous combustion. Why? Because there is no air down there in contact with the coal. An excellent method that is used these days by some large consumers is to pack the coal down by running steam rollers or bulldozers over the top of the pile. Air voids are thereby eliminated.



For the Batch Method

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For Continuous Press



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Keep your macaroni and noodle products in step with the growing national demand for enriched cereal products. And give your brand added sales appeal by enriching with Sterwin vitamin concentrates, the choice of manufacturers of leading national brands.

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## Reaching the Top the Hard Way

**Emanuele Ronzoni, Sr., Now 80 Years Old and Retired, Recalls Strenuous Climb to Success**

"Looking at the massive, gleaming, modern machinery in his new Long Island City plant, 80-year-old Emanuele Ronzoni recalled his introduction to the art of making macaroni in the simple kitchen of his boyhood home in Italy, long before the turn of the century."

Listening was a special reporter of the *New York News*, who made notes of the story of success as the basis for an interesting article published in the April 30, 1950, issue of that well-known newspaper.

"My mother would make the dough, roll it out into a sheet and I would cut it out with a little wheel and with my finger pinch the center into a 'bow tie'," Ronzoni said.

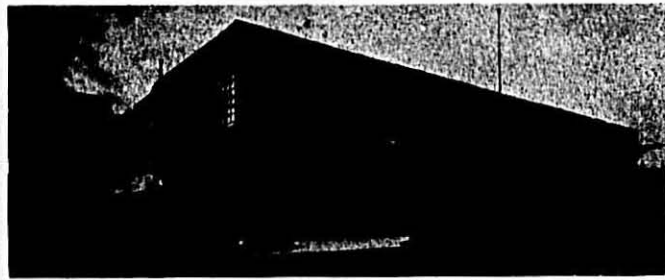
Coming to New York with his parents at 11, it was not long—a year or two—before he got his first job as a helper in a small macaroni factory on the lower East Side.

"Two dollars a week I got," Ronzoni recalls.

"I learned a little bit in time. The foremen didn't know much more than I did, but I thought they were great men in those days. Things were different then and everything was done by hand. And that \$2 a week looked big."

The article continues:

"New York was a different city in those bygone days, too, for the youthful immigrant. Horsecars, gas lamps—and there was the thrill of watching



The new, ultra-modern plant of the Ronzoni Macaroni Company has just been opened at 50-02 Northern Blvd., Long Island City, N. Y., according to Emanuele Ronzoni, president of the company. The plant contains the latest in scientific machinery, capable of turning out large quantities of macaroni, spaghetti, noodles, et cetera, in all the traditional shapes and varieties that have been popular for generations.

The building contains a total of 208,000 square feet of floor space, including 10,000 square feet for office space. It is 500 feet long and 175 feet wide. The new plant is partly a two-story building and partly three stories in height. A little more than a year was spent in its construction.

This building marks the third plant to be erected by the Ronzoni firm within the last 35 years. In each instance, increased facilities were needed to fill the growing demands for its products.

Brooklyn Bridge rise over the East River. 'I sold papers in the vicinity of Brooklyn Bridge before it was opened in 1883,' Ronzoni said. 'After it was opened I used to cross the bridge for a penny.'

"After learning what he could on the \$2 job, Ronzoni moved on to \$12 a week in a macaroni factory in Brooklyn, on Wyckoff St. 'I twisted dough all day long,' he said.

"To save carfare, he walked—some 40 minutes—from the ferry to the factory. By 1888, and all of 18, Ronzoni was working in another factory at Sackett and Van Brunt Sts., when the blizzard—that-is-still-talked-about hit. Ronzoni's recollection is that he got to work on the Catherine St. Ferry, after walking down from his home, in the vicinity of Chatham Square, and that the boss let the help off at 4 P.M., with a bit of liquor to start them homewards."

### 8,213 Macaroni Products Recipes

The National Macaroni Institute, in a nationwide release in May, estimates that there are at least 8,213 different recipes for preparing macaroni-spaghetti-egg noodle dishes, and on this basis makes the claim to the title of the "world's most versatile food" for macaroni products.

In connection with the release, Robert M. Green, director of public relations of the National Macaroni Institute, explains that, in addition to the estimated number of recipes recorded as the result of nine centuries of culinary experimentation beginning with the period when Marco Polo returned to Italy from China with the

"Now a resident of Flushing and president of the Ronzoni Macaroni Co., which recently opened its new plant at 50-02 Northern Boulevard, Queens, Ronzoni looks back to the first shop he started with a partner about 1892.

"Just a small loft near where the Holland Tunnel now comes into Manhattan," Ronzoni said. "Many times we didn't even go home at night. I worked while my partner took a nap. We had a big stove to dry the macaroni and we had to watch it keep the right temperature. Saturday night we'd go home. That is how we pulled through."

"Despite his advanced years, Ronzoni is still active in his business, although he leaves much of the operations in the hands of his sons, Angelo, vice president in charge of production, and Emanuele, Jr., vice president and secretary."

secret of macaroni making, there are many more that are the secret possessions of cooks the world over. Every renowned cook, professional or amateur, has his own special way of making spaghetti sauce, the basic added ingredient to a good plate of spaghetti, macaroni or egg noodles.

The release emphasizes the known fact that macaroni is probably the only food in the world which can provide the basic ingredients for a full-course dinner, starting with macaroni canapé appetizers and continuing through noodle soup, salad, spaghetti and meatballs and ending with noodle pudding dessert. Of course such a menu would appeal only to an extreme macaroni enthusiast, but it illustrates the fact that macaroni products may be fitted into any well-planned meal.

## Experience— MAKES THE DIFFERENCE

—Over 25 years' experience stand behind N-A products and services for the macaroni and noodle product industry. N-Richment-A, N-A Feeders, Richmond Sifters and W&T Merchen Scale Feeders have all been proved and accepted by the industry—because leading manufacturers know that N-A is "tops" for dependability and service.

Why not put these proven products to work in your plant, too?

N-Richment-A Type 6 in either powdered premix or wafer form for easy, accurate enriching.

N-A Feeders to handle enrichment in continuous presses dependably and economically.

Richmond Sifters for efficient, sanitary sifting with low power requirements and minimum space demands.

W&T Merchen Scale Feeders to feed semolina accurately by weight either manually or in synchronization with other equipment.

To find out how this winning combination can help you, write today for full details.

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Emanuele Ronzoni, Jr., vice president and secretary of the Ronzoni Macaroni Co. and a director of the National Macaroni Manufacturers' Association.



### Girl Scouts Taught Right Way

The Toledo, Ohio, McKinley School Girl Scouts had decided on a Spaghetti Fiesta, including the preparation of the popular spaghetti-with-meatballs dish and its proper eating technique. To supervise the cooking and eating class, Mrs. Tony Pizza was invited as a spaghetti expert because of her membership in the American-Italian Citizens' League and on the board of directors of Toledo's International Institute.

"Spaghetti tastes best when it is wrapped around a fork. It should never be needled into the mouth," the

The Girl Scouts thought the plan a grand one, a sure way to help their 1950 promotion of international friendship, directed towards Italy. Everything was swell until the 18 scouts sat down to dine on Mrs. Pizza's spaghetti. They soon found that spaghetti was a slippery food to eat, unless, one had the know-how.

Those who tried scooping it up on their forks found that most of the spaghetti slipped right back on the plate . . . and cutting the plated spaghetti with a knife was taboo. Eventually, Mrs. Pizza had all but one girl

and with its outstanding exhibit of food and grocery products and equipment, attracted thousands of visitors.

C. C. Precure, Britton, Oklahoma, NARGUS president, presided. Among the outstanding speakers who addressed the convention were Henry J. Taylor, world famous news commentator, Arthur C. Nielson, pioneer and leader in market research, and Dr. Harold Stassen, one of the country's foremost statesmen and educators.

The annual convention of the National Association of Retail Grocers is food retailing's greatest meeting and combines its programs with the world's largest food and fixture exhibit. This year's meeting brought together some 12,000 of the country's most aggressive and successful food retailers for the discussion of problems and plans.

"Our 1950 conference confirmed our pre-convention boast," said Mrs. R. M. Kiefer, secretary-manager of NARGUS, "that those who attended would see a lot, hear a lot and do a lot."

### Safety Without Freedom

A study of 4,000 years of written history demonstrates that there is a common denominator of human progress. "What is it?" asks co-editor of *Food Safety*, and industrial relations counsellor of Libby, McNeill & Libby, Chicago.

1. It is not the race of stock of people—all races do well in America.
2. It is not unlimited natural resources: Russia, China, and India, and many other countries have great resources.
3. It is not the presence of labor unions—all workers in Russia belong to a union—England is run by a labor government.
4. It is not determined geographically; look, for instance, at South and Central America, Mexico, the United States, and Canada—all in one hemisphere and all settled chiefly by people from Europe, but with great variations in progress.

The one common denominator of human progress is FREEDOM—freedom to do what one chooses as long as it does not interfere with the rights of others—freedom to live where one wishes and to work for whom one pleases.

Ask yourself the question, "Would I prefer to work under the hazardous job conditions which I know must exist in certain European countries, or do I prefer to work on my own job where both the boss and I are continually seeking ways and means of making it safer? Certainly I am free to leave my job and seek new employment if I feel that my personal welfare is in danger. Without such freedom, could I hope for any real 'safety'?"

mastering the fork-against-the-spoon to twirl-the-spaghetti-into-a-tasty-ball method. That one little girl never did learn the trick. Mrs. Pizza was forced to let the girl eat her spaghetti any way she desired.

### Anticipates Losses on Dried Egg Stock

The government expects to lose about 90c on the dollar in disposing of more than \$100,000,000 worth of dried eggs bought for price support. CCC's latest financial report showed that, as of March 31, the government held \$104,446,705.95 worth of dried eggs, for which it expected to get slightly less than \$10,000,000. The stocks included eggs acquired during 1948, 1949, and 1950.

The government has disposed of some of its March 31 holdings, but that has been more than offset by continued heavy buying under the 1950 program. Spokesmen for some 60 welfare agencies, including church groups serving the needy abroad, testi-

fied before a House Agriculture Committee hearing several weeks ago that they could take 156,000,000 pounds of free dried eggs and dried milk, if transportation costs were paid by the government.

The fact is the government's dried eggs represent a disposal problem, if Uncle Sam expects to get any money for them. The eggs can't be dumped in the domestic market. That would defeat the currently operating support program. And there's no foreign market for that many dried eggs, even at bargain prices.—*The Poultryman*.

### Retail Grocers Meet

The 1950 convention of the National Association of Retail Grocers was held at the Navy Pier, Chicago, June 4-8



"You take it on a fork and twirl it into a tasty ball," says the teacher, Mrs. Tony Pizza. Students (Girl Scouts)—Bonnie Kunnich, Marilyn McShone and Joan Gist, Toledo, Ohio. Courtesy—Toledo Times

Toledo Ohio Times reported this special instructor to have told the Girl Scouts. She feels that feeding on spaghetti in the wrong manner is worse than cooking tomatoes in clam chowder.



BILL STERN TELLS ANOTHER SPORTS STORY

HE PLAYED IT SAFE

and lost!



One of the strangest stories in the annals of sport was created by a wrestler once known to fame by the colorful trade mark of Youssouf, the Terrible Turk. He was a ferocious-looking 300 pound giant who came from Turkey to the United States in search of fame and fortune—but mostly gold. No athlete ever displayed a greater greed for gold than did Youssouf. Always he demanded payment of his share of the purse, in advance—and always in gold! This done, he would stuff the shiny gold piece into an old leather money belt that he most always wore around his waist.

At the height of his fame, Youssouf suddenly announced he was returning to his native Turkey. No amount of coaxing could persuade him to remain, for he declared that he now had all the gold he needed.

So, Youssouf, the Terrible Turk, boarded a ship, with his money belt strapped securely around him. Even when he was on board ship he refused to remove the money belt stuffed with the gold he had earned wrestling. On the second night out, the ship ran into a violent storm and began to sink.

At the height of the tragedy, Youssouf suddenly appeared on deck, with his money belt strapped tightly around his body. He was howling with rage and fright. He rushed to the rail and hurled himself into the raging sea. He tried to swim to a nearby life boat, but the weight of his money belt, heavy with gold, quickly dragged him under the water, and with a horrible shriek, Youssouf, the Terrible Turk, disappeared beneath the waves. Such was the ironic end of a once famous wrestler who wrestled only for gold—and it was this very same gold that brought him death!

Yes, you can carry safety a little too far sometimes. In our own industry, Commander-Larabee has set the pace in bringing about milling improvements that may have seemed like a gamble at the time. However, this same program of constant progress and innovation has paid off for us and it has paid off for you . . . by giving you durum products you can count on . . . unfailingly uniform, with every manufacturing characteristic scientifically controlled to meet the most exacting requirements.



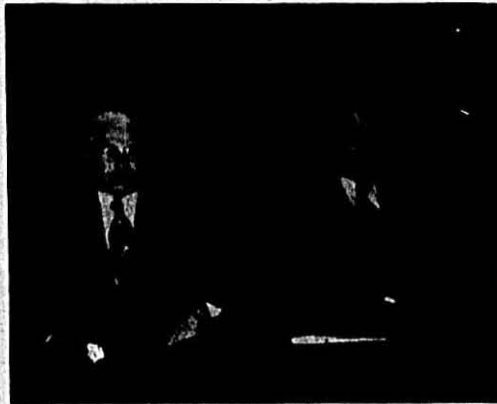
Commander-Larabee Milling Company

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## CONSOLIDATED MACARONI MACHINE CORPORATION

1909-1950



Conrad Ambrette, president, left, and Joseph De Francisci, secretary and treasurer, Consolidated Macaroni Machine Corp.

Consolidated Macaroni Machine Corp., as it is known today, its 41st year of existence, was formed in 1926 as the result of a merger between the firm of Cevasco, Cavagnaro & Ambrette which was founded in New York as of 1909, and the firm of I. De Francisci & Sons, Inc., which was formed in Brooklyn, N. Y., as of 1913.

Back in 1909 and 1913 their modest beginning consisted in the manufacture of "screw presses" for the then infant macaroni manufacturing industry. These machines were small in capacity and size and varied in that their loading cylinder diameter was from 8 to 12 inches and only produced a small output at a very low extrusion rate.

The founders of these two respective firms, realizing the potential of the growing macaroni industry, conducted intensive research and experiments to bring about a machine of a larger capacity with a faster extrusion rate and with simple controls to facilitate conditions of production both as to the operation and quality which the screw presses did not possess. The outcome of these experiments resulted in the invention of new models which were hydraulically operated for production of a more uniform product involving less labor than the aforementioned "screw presses."

The mixers and kneaders utilized by the industry heretofore were not adequate for the type of raw material used in the production of macaroni as they were more or less improvised for the purpose. Consequently, the founders once again put on their thinking caps and came forth with a new practical mixer and kneader that was solely built for a process of producing macaroni, the benefits of which are known to every macaroni manufacturer today. These practical mixers and kneaders were the first operating units made exclusively for the macaroni industry by an American manufacturer and were of such an advanced design that they

were ultimately to become standard equipment in practically all the macaroni producing plants in this country.

This era, which followed the first World War, led to the rapid expansion of both plants of the founders, coinciding with the rapid expansion of the macaroni industry within the United States.

In the years between World War I and World War II the merger of Cevasco, Cavagnaro and Ambrette, Inc., and I. De Francisci & Sons, Inc., took place to become the incorporated organization known throughout the world today as the Consolidated Macaroni Machine Corp.

This new organization combined its talents and know-how and efforts in producing an advanced mixer completely motorized in all of its operations, together with a superior kneader with adjustable cones. Hydraulic presses with a faster extrusion rate and a more rapid return for the extrusion ram, along with a hydraulic packer controlled from a centrally operated valve, were manufactured in lieu of first type presses of this sort.

These advanced hydraulic presses were of the stationary die type and supplanted most of the old type hydraulic presses already installed and operating throughout the trade which had the extrusion die in each cylinder. This practical stationary die press, with its novel head closing device and improved control valves, was again the first of its kind to be offered to the industry in this country. The result of this innovation was the marked increase in the productive capacity of the individual macaroni manufacturing plants, along with a vastly improved quality production produced at a much lower unit cost. During this era there was an increased demand in consumer acceptance so that macaroni and noodles became a standardized American food.

This era also showed Consolidated

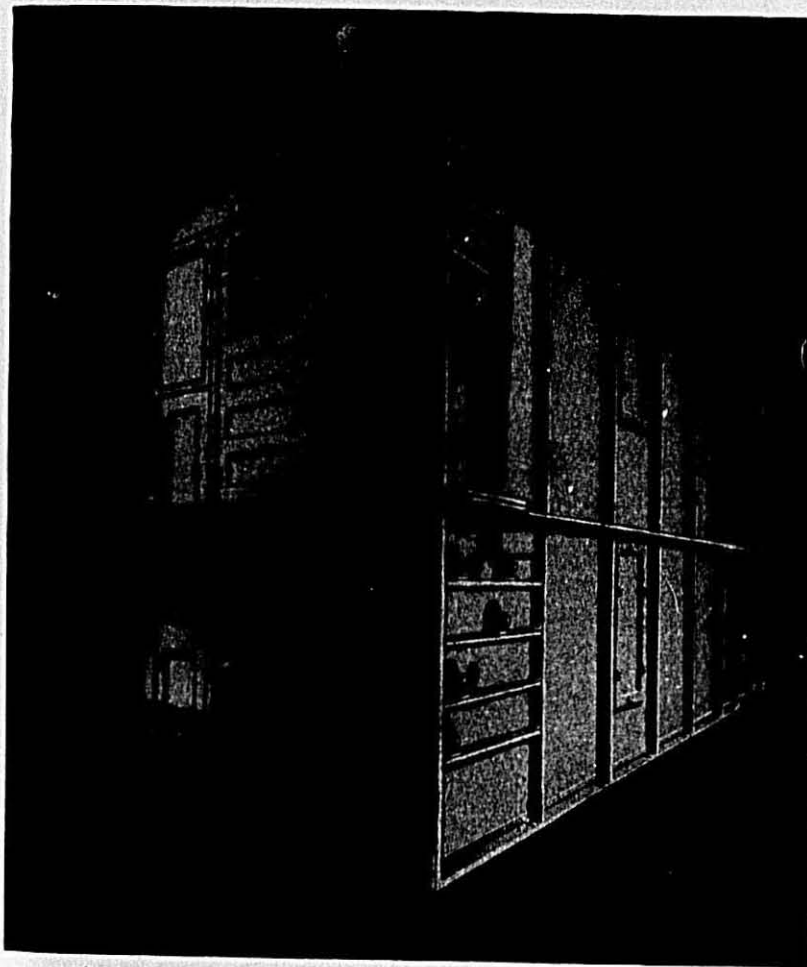
Macaroni Machine Corp. producing machines for a fast growing noodle industry which was to find its manufacturing niche in practically every macaroni plant. Once again Consolidated Macaroni Machine Corp. technologically showed its ingenuity in producing, along with its standardized dough brake, its new "quick change" noodle cutter. This cutter produced at a high capacity and was the first machine of this type to incorporate a quick-change apparatus in a horizontal plane to switch from one noodle cut to another by the simple expedient of lifting a latch and revolving a wheel. The result was the elimination of the cumbersome manual operations.

The early thirties showed Consolidated Macaroni Machine Corp. introducing the first practical automatic dryer for short cut and noodles. These units were first just preliminaries which abstracted a high initial amount of moisture and from there the cut macaroni and noodles were placed on trays and dried in the conventional manner. These preliminary driers were so successful that a pilot plant was installed on the manufacturing premises of Consolidated Macaroni Machine Corp. and numerous experiments were carried on to the point where the first successful complete process was developed to finish dry automatically the short cut macaroni and noodles. This revolutionary process, which dried continuously and automatically, completely eliminated all handling from the press to the packaging machine and truly became a labor saving, hygienic machine.

The patents issued in this country and abroad to the founders of Consolidated Macaroni Machine Corp. to this date were as follows: 1. Variable Plow for Kneading Machine, 2. Adjustable Cones for Kneading Machine, 3. Hydraulic Valve Mechanism for Macaroni Press, 4. Mechanical Trans-

(Continued on Page 55)

## Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

A  
365-Day  
Positive  
Dryer

TIME  
PROVEN

Hygienic  
Efficient

### THE DRYERS THAT ARE:

1. Operated by simple fully automatic controls.
2. Completely hygienic, constructed with the new wonder plastic plywood and structural steel frame.
3. Driven by a simple scientifically constructed positive mechanism.
4. Fool-proof and time proven by many years of drying satisfactorily.
5. Efficient and economical because you receive uniform and positive results every day.

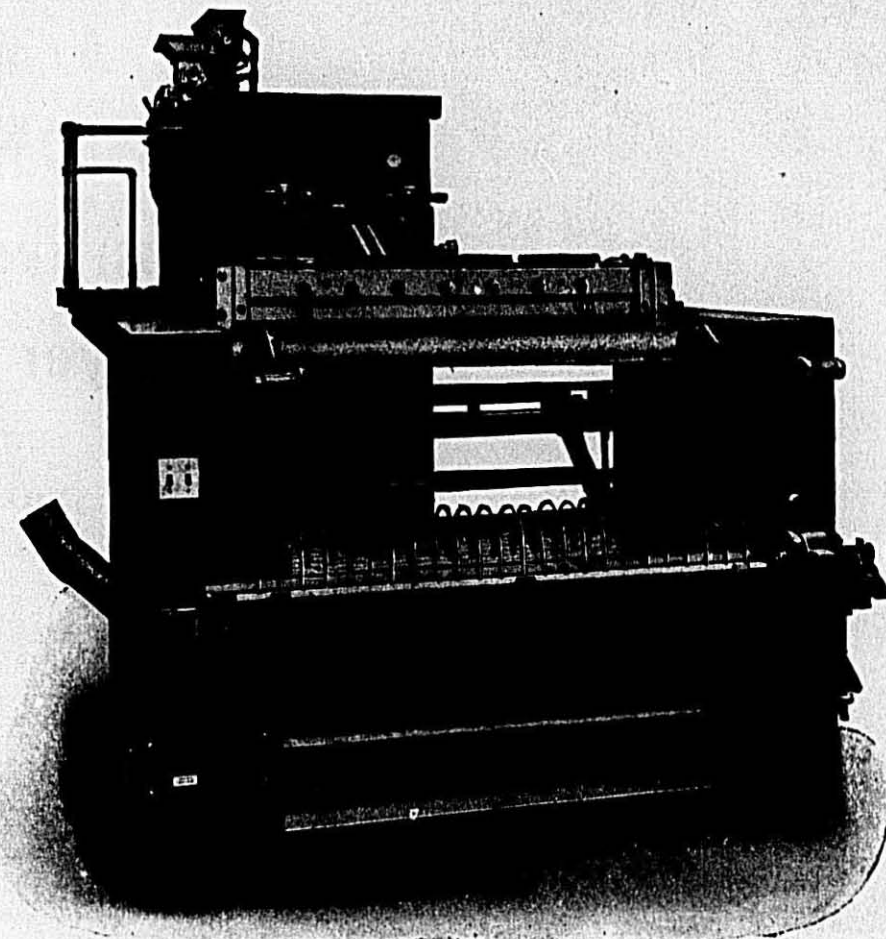
BE MODERN AND STAY MODERN WITH CONSOLIDATED — THE ORGANIZATION THAT PIONEERED AND INVENTED THE CONTINUOUS AUTOMATIC SHORT CUT AND NOODLE DRYERS

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

Address All Communications to 158 Sixth Street



# Consolidated Macaroni Machine Corp.



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

**CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT**

*Built in Two Models*  
For Long Goods Only—Type DAFS  
Combination, For Long and Short Goods—Type DAFSC

## The Proven Automatic Spreader

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

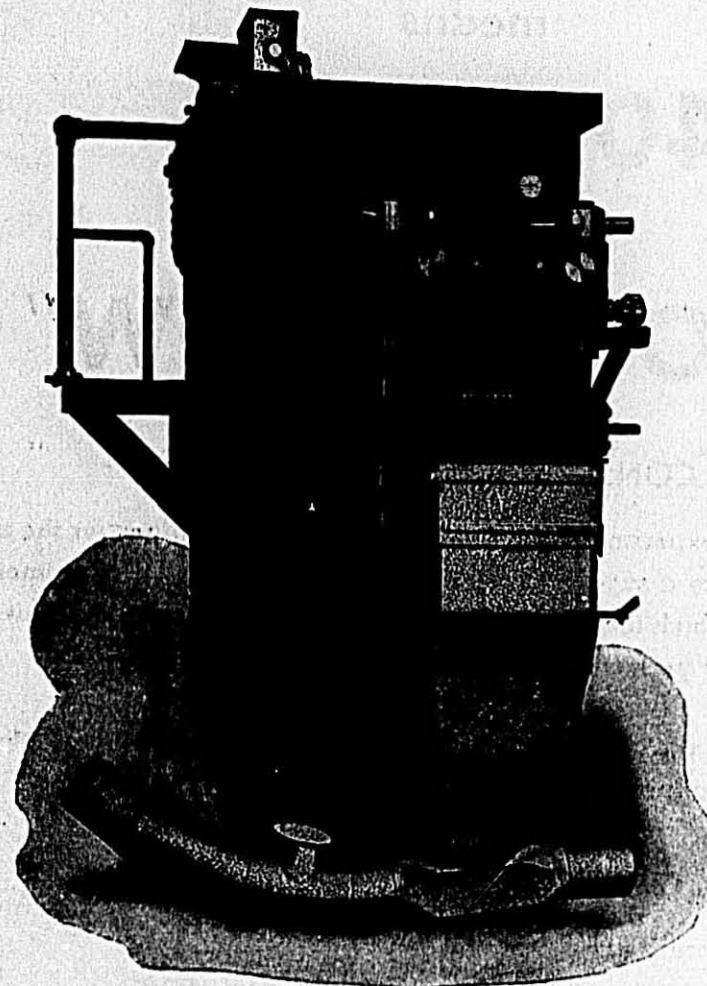
Superior quality product in cooking—in texture—and in appearance.

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

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# Consolidated Macaroni Machine Corp.



it's  
Durable

it's  
Economical

it's  
Best for Quality

**CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS**

Model DSCP

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

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

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

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

Production from 1000 to 1100 pounds per hour.

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

Designed for 24-hour continuous operation.

Fully automatic in every respect.

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

Address all communications to 156 Sixth Street



**Consolidated Macaroni Machine Corp.**

means

**40 YEARS**

of

**"KNOW . . . HOW"**

**CONSOLIDATED'S POLICY**

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

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

**CONSOLIDATED'S FIRSTS**

- The stationary die hydraulic press
- The stationary die hydraulic combination press
- The Continuous automatic conveyor short cut and noodle dryer
- The Combination automatic conveyor short cut and noodle dryer
- The patented continuous automatic long paste spreader
- The patented continuous automatic combination spreader and short cut press
- The continuous automatic long paste preliminary dryer
- The patented quick change noodle cutter

**Founded in 1909**

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

**CONSOLIDATED'S  
NEW  
DEVELOPMENTS**

**New Radically Different Process  
for**

**Noodle Sheet Former**

**Complete Automatic  
Continuous Finish  
Long Paste Dryer**

ALL MACHINES BEYOND EXPERIMENTAL STAGE  
INSTALLATIONS TO BE MADE SHORTLY

**BE MODERN**

**STAY MODERN**

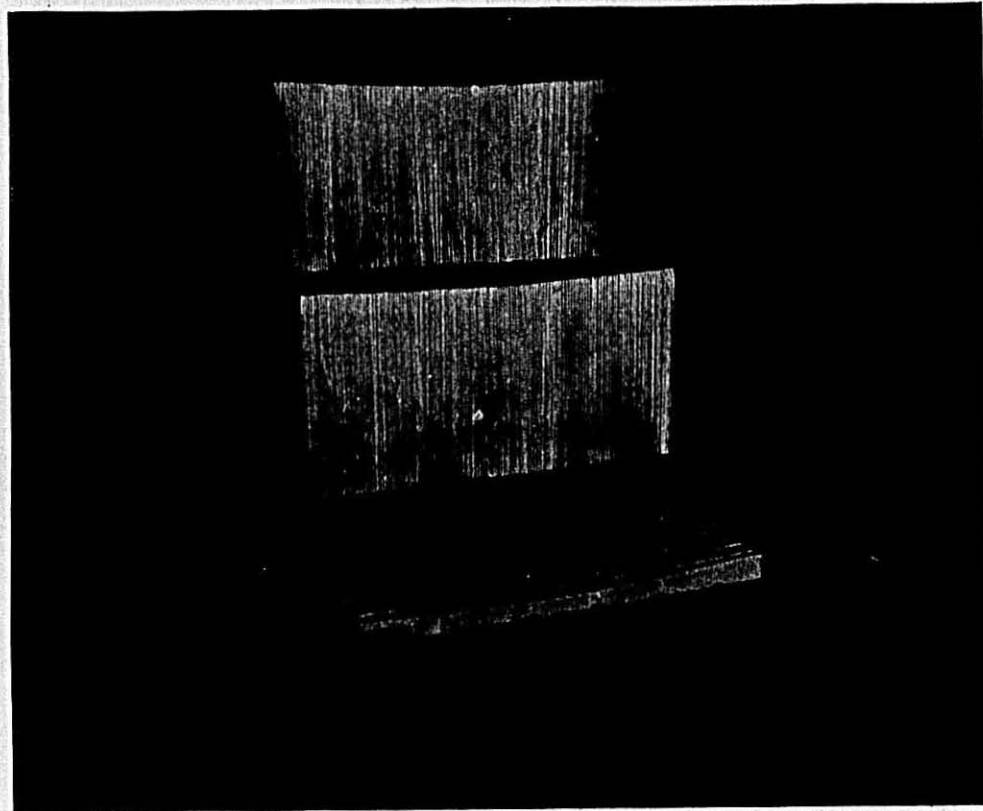
with

**CONSOLIDATED**

Write for Information



## Consolidated Macaroni Machine Corp.



### AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

#### Model PLC

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

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

This operation is entirely automatic.

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

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

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

Write for Particulars and Prices

### 4,000,000 Pounds of Semolina

#### Farmers - Manufacturers Relations Featured in Cumberland, Md., Chamber of Commerce Talk

Addressing an overflow crowd of businessmen of Cumberland, Md., and vicinity, on April 21, 1950, Edward Nevy, office manager of the Cumberland Macaroni Manufacturing Company of that city, pleased the community leaders and emphasized the important link between macaroni-making and the durum wheat farmers of the country. Among the many important points made in his well-received talk, Mr. Nevy and his brother, Robert, with ad lib remarks, said:

Some 4,000,000 pounds of durum wheat semolina are used in manufacturing the 57 products made each year.

The plant was built in 1915 and began operations a year later. It offers employment to 40 workers and has hired as high as 50.

He said the five Nevy brothers established the firm in Cumberland chiefly because the location offered good transportation facilities to nearby Eastern markets, as well as the known fact that Cumberland has an abundant supply of good, pure water.

Some of the well known restaurants in New York, Philadelphia and New Jersey resort sections, which specialize in macaroni products, he said, have spread the fame of the Cumberland product.

The firm manufactures its products under the name of Cumberland's Alpine Eagle. It is one of the 300 macaroni firms in the United States.

A feature of the talk at the luncheon meeting in Central YMCA was an exhibit of the company's products. In spite of the great variety, all macaroni products begin as a mixture of durum wheat semolina and water.

They gain their characteristic shapes as they are forced through moulds or dies and then dried from 8 to 48 hours.

The firm said wholesalers and merchants of this area have been "wonderful" in co-operating with the company.

He left one warning . . . don't overcook macaroni, for it is at its best at the "firm and tender" stage.

### R. H. Montgomery Resigns

Resignation of Robert H. Montgomery as vice president of Flour Mills of America, Inc., Kansas City, and manager of the Goodlander Mills Company division, has been announced by Henry H. Cate, president.

Mr. Montgomery has not indicated his future plans, but says he will continue to be associated with the milling industry. He joined Kansas Flour Mills Co. in 1941 as a sales executive, and later became a vice president of Flour Mills of America and manager of the Goodlander Mill.

### Shipping Case Loaders

Pictured is one of three automatic tiering-type shipping case loaders in plant of Personal Products Corp., Chicago. This unit receives packages from carton sealer (or labeler) on intake conveyor equipped with an automatic set-up device which, in this particular instance, raises packages from on-side to an on-end position. Intake belt then conveys packages into tiering position ready for loading. During this operation, container is placed into loading position, whereupon packages are plunged automatically into the container. The last plunge automatically trips the case-lowering mechanism which deposits cases on their folded bottoms onto a conveyor that automatically carries them to gluing and sealing point. The machine is equipped



with automatic safety controls that (1) automatically stop the unit should packages be in improper position for tiering; (2) prevent plunging of packages before container is in position; and, (3) prevent lowering of improperly filled cases to exit conveyor. Packomatic equipment of this type will handle from 180 to 1,200 cases per hour, with only one attendant required to place containers onto loading horn.

### Ricel Ricel TWICE THE RICE!

Among many groups, rice is a strong competitor of macaroni noodle products for a regular place in the menu. *Business Week* recently told of plans by rice growers and millers to popularize that food. "Twice the Rice," says *Business Week*, "That's what U. S. rice growers want us to eat."

"The average American," continues this news magazine, "ate about five and one half pounds of rice last year, and that's not enough to suit the rice growers. The rice industry is going to set up a voluntary levy of 10 cents a barrel to finance an advertising campaign to acquaint the U. S. public with the virtues of its products—this levy should yield about \$2,000,000 in 1950. Rice growers will pay 5c a barrel and the other 5c will be paid by millers, warehousemen and canal operators.

"Rice men face a big problem of educating consumers. Housewives don't think they have the time or skill necessary to prepare rice properly and the lack of rice promotion has meant that consumers have not learned many rice recipes.

"Mr. G. L. Harwell, president of Converted Rice, Inc., predicts that even with the 14 per cent cutback this year, the 1950 production will still amount to around 18 million barrels. With foreign rice promotion on the increase, U. S. growers face a serious drop in sales unless they can figure out a way to boost domestic consumption. An increase in per capita consumption to 10 pounds annually would help rice growers. Some optimists even dream of boosting consumption 16 pounds per person and pushing production to 20 million barrels."

The Texas Rice Promotion Committee, a 26-man organization, has been formed to work out a million-dollar advertising and promotion campaign designed to increase consumption by 6,000,000 barrels annually.

### Pay "Little" for "Lot?"

Here's something from an anonymous source that gives us all something to think about:

When you buy for price, these days, you can never be sure. It's unwise to pay too much, but it's worse to pay too little.

When you pay too much, you lose a little money—that is all. But—when you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business prohibits paying a little and getting a lot—it can't be done.

If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better.



**National Macaroni Week**

The period from October 5 through October 14, 1950, will be National Macaroni Week, according to officers of the National Macaroni Institute.

Robert M. Green, director of the institute, said the week will resolve itself into a smash, nation-wide merchandising drive to boost the sales of all macaroni products, to the profit of the manufacturers, the wholesaler and the retailer.

Members of the National Macaroni Manufacturers Association have approved the fall sales drive, confident that National Macaroni Week, in addition to boosting sales, will improve dealer relations, arouse attention to macaroni products that will reflect itself in increased sales throughout the year, and serve, too, as a springboard for other industry-wide promotions.

The co-operation of other food processors, whose products go into the preparation of macaroni dishes, have indicated that they will support National Macaroni Week. Among them are meat packers, cheese manufacturers, vintners, processors of canned tomatoes and sauces, and spice firms.

**Something New —  
Something Better**

Dynamic distribution, with advertising playing a major role, will keep the American economy expanding, in the opinion of Walter R. Barry, vice president in charge of merchandising for General Mills.

Barry addressed the Advertising Week Forum sponsored by the Advertising Club of Syracuse and the University of Syracuse. His topic was "Advertising and the Expanding Market."

"The distribution channels are adequate," Barry said, "but we must not make the fatal blunder of regarding distribution solely as a pipeline through which commodities flow automatically from producers to consumers."

"We must have dynamic distribution, and we should be thinking of distribution not only as a channel through which goods move after they are produced, but as a gigantic dynamo whose function it is to generate a demand for goods even before they are produced."

Barry pointed to estimates that the nation's population has increased 15 per cent over 1940 to 152,000,000, and that 40 per cent of all United States families today are new families since 1940.

"What about these new families, and this new population—are they a market for new products? Will they be content to start out with the old products that were available to their parents? The answer is simply that this country must continue to have

injected into the picture something new and better all the time. We need it to satisfy our wants, to keep employment high, and to expand our economy."

"Advertising must keep pace with the quantitative growth of the country, and must always herald news of improvements in products, methods, materials, so vital in expanding markets and stimulating the standard of living."

**The Egg Mystery**

Like life itself, the egg is constantly presenting us all with problems we cannot solve. To begin with, none of us knows for sure which came first, the



egg or the thing that laid it. To end with, kings, emperors, governesses and poultry breeders stand helpless over the ruins of Humpty-Dumpty.

Recently the case of the Waterford (Ireland) egg has added considerably

to the mystery. A Waterfordian sat down to breakfast, cracked his egg in innocent expectation and found inside "a sixpence of recent date." The phenomenon has captured the imaginations not only of Waterford but a large part of England besides, where many have found a new Irish problem to take the place of the old one. And though it is generally supposed that the mystery originated inside the hen, no one can say for sure. The egg, as usual, is gone.

And now comes Mr. Blyth's egg. It stands, or rather, it stood on end in Whitestable, England. Among 50 others in the incubator, it alone rose up. When Mr. Blyth carried it to the Minister of Agriculture and respectfully laid it on the Minister's desk, it rose up again. Experts were called in to see. They were all impressed and naturally anxious over what the outcome would be. But when Mr. Blyth started to put it back into the incubator, he dropped it on the floor and the egg "behaved as any other normal egg would have."

So there it is, the eternal mystery ending in a mess and perplexing kings, emperors, poultry breeders and even the United States Government, which right now is in the thick of a million-fold egg problem it cannot solve and dare not drop.

The Produce Packer on May 5, 1950.

**Sterwin Chemicals  
Issuing Catalogue**

Sterwin Chemicals, Inc., is issuing its first catalogue under its new name, giving complete details on its leading products. P. Val Kolb, president, has announced.

The catalogue will list 1450 Broadway as the company's address, since it expects to move to that location from 170 Varick Street sometime this year.

**Durum Products Milling Facts**

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

Month	Production in 100-pound Sack			
	1950	1949	1948	1947
January	691,006	799,208	1,142,592	1,032,916
February	829,878	799,358	1,097,116	664,951
March	913,107	913,777	1,189,077	760,294
April	570,119	589,313	1,038,829	780,659
May	574,887	549,168	1,024,831	699,331
June		759,610	889,260	650,597
July		587,453	683,151	719,513
August		907,520	845,142	945,429
September		837,218	661,604	1,012,094
October		966,115	963,781	1,134,054
November		997,030	996,987	1,033,759
December		648,059	844,800	1,187,609

**Crop Year Production**

Includes Semolina milled for and sold to United States Government:  
 July 1, 1949-May 27, 1950.....8,522,492  
 July 1, 1948-May 28, 1949.....7,947,605

**ENRICHMENT BY WAFER**

**ENRICHMENT BY MIXTURE**

**32P-VITAMIN MIXTURE**

**MERCK ENRICHMENT PRODUCTS**

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

Manufacturing Chemists

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

**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, Nicotin, Iron)
- Merck Vitamin Mixtures for Flour Enrichment
- Merck Bread Enrichment Wafers
- Merck Vitamin Mixtures for Corn Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment



*A Guaranty of  
Purity and Reliability*



## Restaurateur Tells How to Prepare Macaroni Dish

by Mildred K. Flanary  
Food Page Editor  
Press Telegram, Long Beach, Calif.

→ "Gourmets' host knows his way around in the kitchen," might be the caption for this photo of Peter G. Stathis, well known Long Beach restaurateur, sportsman and civic worker. "Pete" is shown demonstrating the fine shadings necessary in the blend of virtually every "out of this world" recipe. Below he tells how to prepare Baked Macaroni Pasticho.



The pursed lips—the subtle pinch—the gleam in the eye—the starched, white, buttoned jacket—the head gear . . . all different, yet each essential, for they combine to create a dish acceptable to the most particular gourmets in the country. Thus we introduce to you our Chef of the Week, Peter G. Stathis.

Pete and Aphrodite each made their debut on the island of Cerigo in southwestern Greece, but Pete wended his way to New York at the age of 15 years. In the ensuing years we find him working his way up, eventually planting his roots in our fair state some 25 years ago. San Pedro first claimed him, but, as could be expected, when he finally settled, it was in Long Beach, where he established the Sea Food Grotto and operated it for 15 years. We allow an interim of 19 months of this period for his service in World War I.

He's a lover of sports from 'way back, yet he'd have a terrible time naming his favorite one. (It could be a pony.) Pete includes among his close friends Connie Mack of baseball fame, who was his guest while on a visit to Long Beach. Also such en masse assemblages which have partaken of his hospitality are the 1937 Rose Bowl Pittsburgh Panthers and the Chicago White Sox in 1941, as well as many of the Olympic Games contestants. He himself was a member of that committee in 1932.

P. S. He fishes, too, and is active in the Elks and American Legion, and a past member of the Chamber of Commerce.

Perhaps his most outstanding characteristic, aside from being a good cook, is his capacity for being a friend. He greets you as though he hadn't seen you for years. He receives you in his home attired thusly, and you know instantly that you're wanted and belong. Then when he serves you a dish of baked macaroni pasticho, you're glad you do belong. Here's his recipe:

### Baked Macaroni Pasticho

(Smaller portions may be used proportionately.)

Melt 4 ounces of butter in heavy skillet and saute 2 large onions and 2 cloves of garlic which have been finely chopped, for 20 minutes. Add 4 pounds of ground meat and stir it with a cooking fork to break it up. Cook for 20 minutes and add 3 ounces sherry wine, one cup crushed canned tomatoes, 2 tablespoons catsup, 1 tablespoon salt, 3 pinches pepper, ½ teaspoon ground cinnamon. Stir until meat becomes nearly dry.

Cook 1½ pounds macaroni till done, wash under cold water, let drain until dry and return to dry pot. Break and beat 4 eggs and pour over macaroni with 1 cup of Parmesan cheese and 1 tablespoonful salt and mix well.

Then take a baking pan about 3 inches deep, 16 inches long, 12 inches wide which has been well buttered. Place half the macaroni in pan and pour meat mixture over it and add remaining macaroni.

Take a quarter of a pound of butter and melt in a casserole. Add 3 tablespoons of flour and mix thoroughly. To this add 1 quart of hot milk and

whip 'till smooth and let come to a boil. Remove from fire and add 4 egg yolks (no whites) and 2 tablespoons of grated cheese. Pour over macaroni, spreading evenly. Bake in a 350 degree oven for 35 minutes. Remove from oven and set in top of warming oven for 20 minutes before serving. Take a kitchen knife and cut in 3-inch squares and serve.

If left over, it's just as good cold.

### Flour Bags in Demand for Home Sewing

The present popularity of cotton bag fashion shows, coupled with continuing heavy requests for the National Cotton Council's booklet, "Sew Easy with Cotton Bags," shows that housewives throughout the nation are demanding emptied bags by the thousands for home sewing. Home sewing demand for cotton bags is being reflected in their increased use by millers, bakers, feed manufacturers, macaroni plants and others.

The 24 cotton bag fashion wardrobes being distributed by the council are booked solidly through July, and the council reports that some reservations for use of the wardrobes extend into April of next year.

Well over half a million copies of "Sew Easy with Cotton Bags" have been distributed by the council in the past four months. This 1950 booklet on bag sewing tells women how to utilize the cotton print sacks for clothes and home decorations, and gives many ideas to increase the practical value of cotton bag fabric.

Dott. Ingg. M., G.

# Braibanti. c.

Cable: Braibanti—Milano  
Bentley's Code Used

SOC. A. R. L.  
MILANO—Galleria del Corso, 2 (Italy)  
Phone: 792-393 and 792-394

More Than 300 European Macaroni Factories

Are Equipped With the New

## BRAIBANTI AUTOMATIC SHEET FORMER FOR NOODLE PRODUCTION

If You are interested in This Revolutionary Equipment,  
consult our exclusive sales agents in the U.S.A.:

### I. KALFUS CO., INC.

Est. 1905

100 GRAND STREET • NEW YORK 13, N. Y.

Phone: Worth 4-6262/5—Cables: KALBAKE

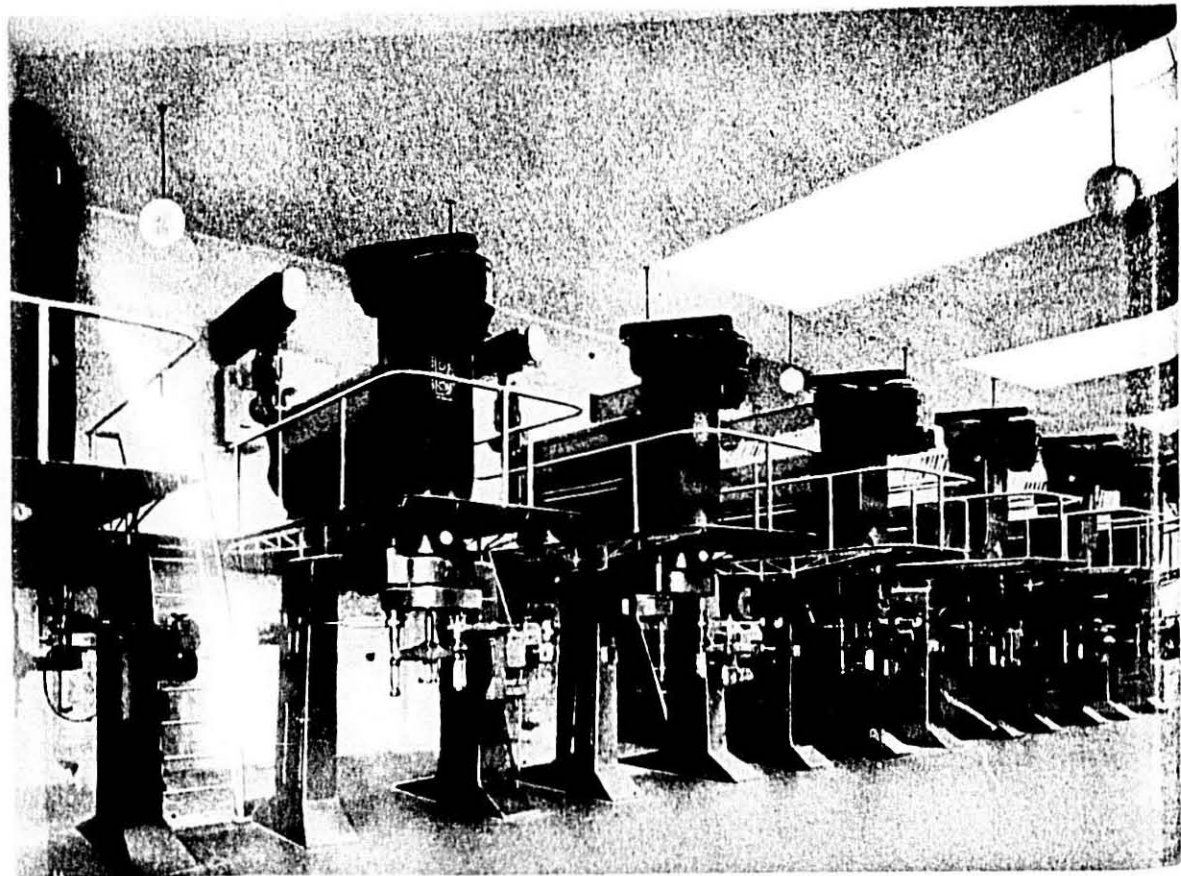


# Braibanti

SOC. A. R. I.  
MILANO - Galleria del Corso, 2 (Italy)  
Phone 792-393 and 792-394

## 30 Years of Professional Experience

- The world's largest organization for the manufacture of Macaroni Factory Equipment.
- The most progressive inventors and manufacturers, and the best macaroni workmen are collaborating in the Braibanti Organization.
- The most perfect and practical automatic macaroni plants, spread all over the world, are built by Braibanti.
- The most important and up-to-date European Macaroni Factories have been designed and equipped by the Braibanti Co.

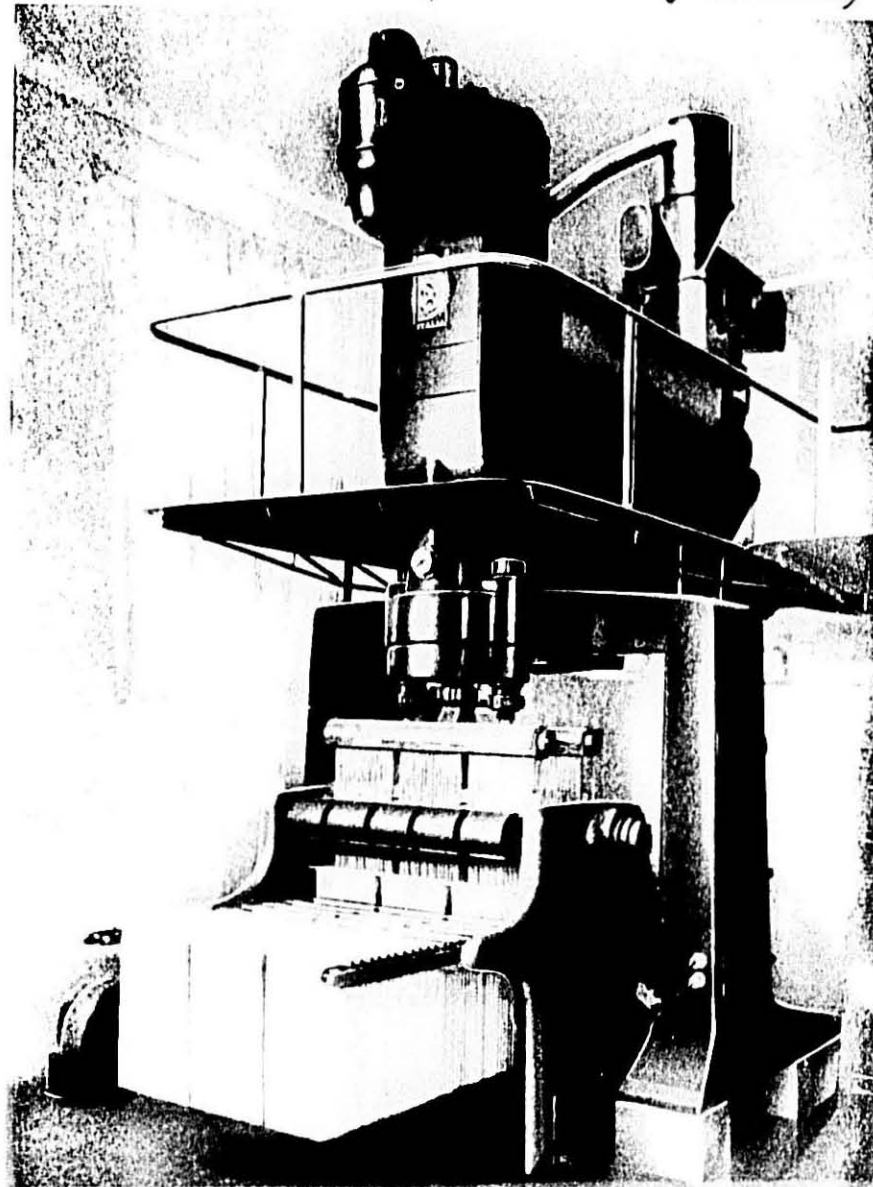


Model of a macaroni line for the daily output of 170,000 pounds.

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SOC. A. R. I.  
MILANO - Galleria del Corso, 2 (Italy)  
Phone 792-393 and 792-394

## Complete Equipment - Machinery and Dryers for *Pasta Alimentare (Macaroni Products)*



Continuous automatic press model No. 3 with 10 dies and 10 rollers.  
Hourly output 300-1000 lbs. Braibanti patent.  
The first continuous automatic press of its kind in the world.  
The most simplified and economical automatic press ever designed.  
One for large production.



Dott. Ingg. M. G.

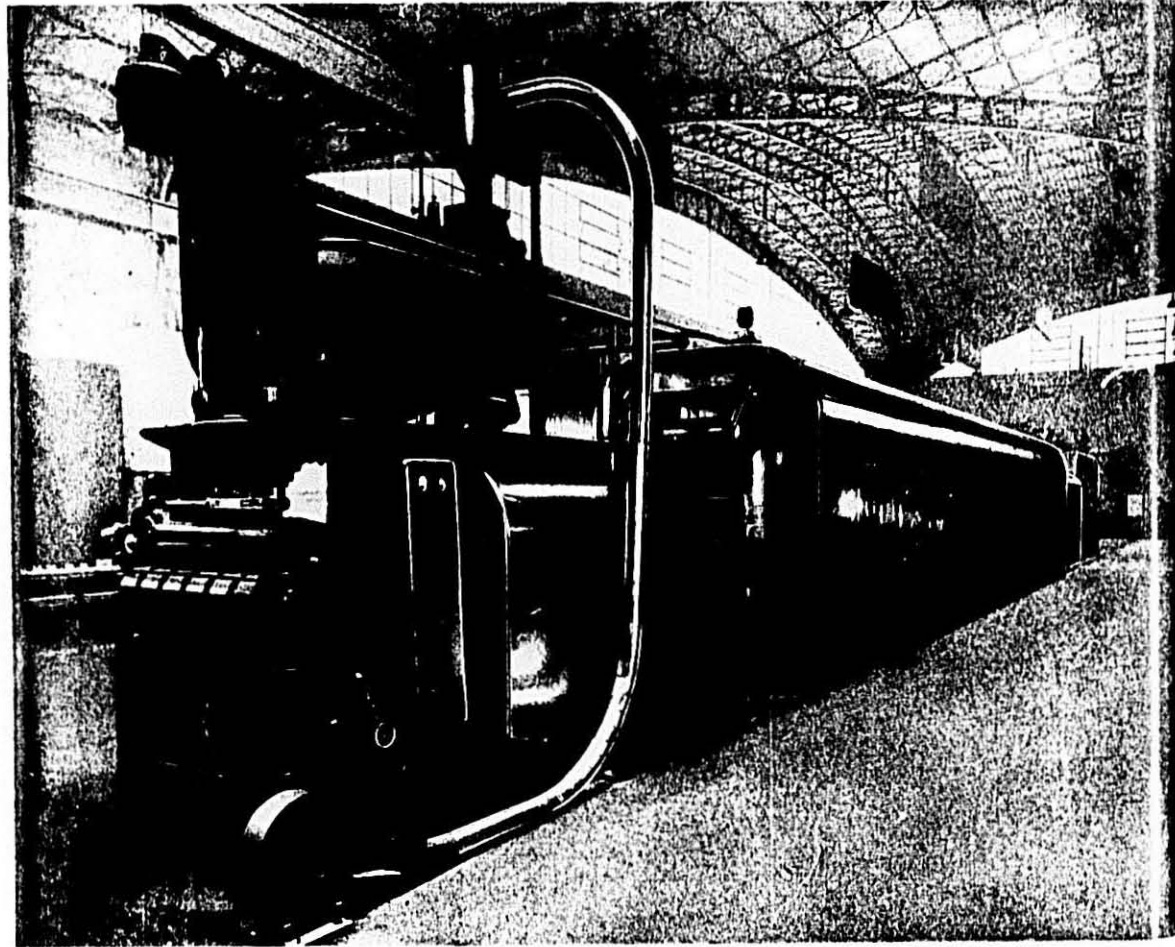
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MILANO—Galleria del Corso, 2 (Italy)  
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Complete Equipment - Machinery and Dryers for  
*Pasta Alimentare (Macaroni Products)*



Continuous automatic press Mod. No. 4 with single spreader attached to a tunnel for the pre-drying and final drying of long goods—Hourly output 450 500 lbs.—Braibanti-Fava patents.

Drying tunnel without trucks and chains, with a one-story pre-dryer and the final drying made on 3 or 4 stories and with automatic charge and discharge.

Dott. Ingg. M. G.

# Braibanti

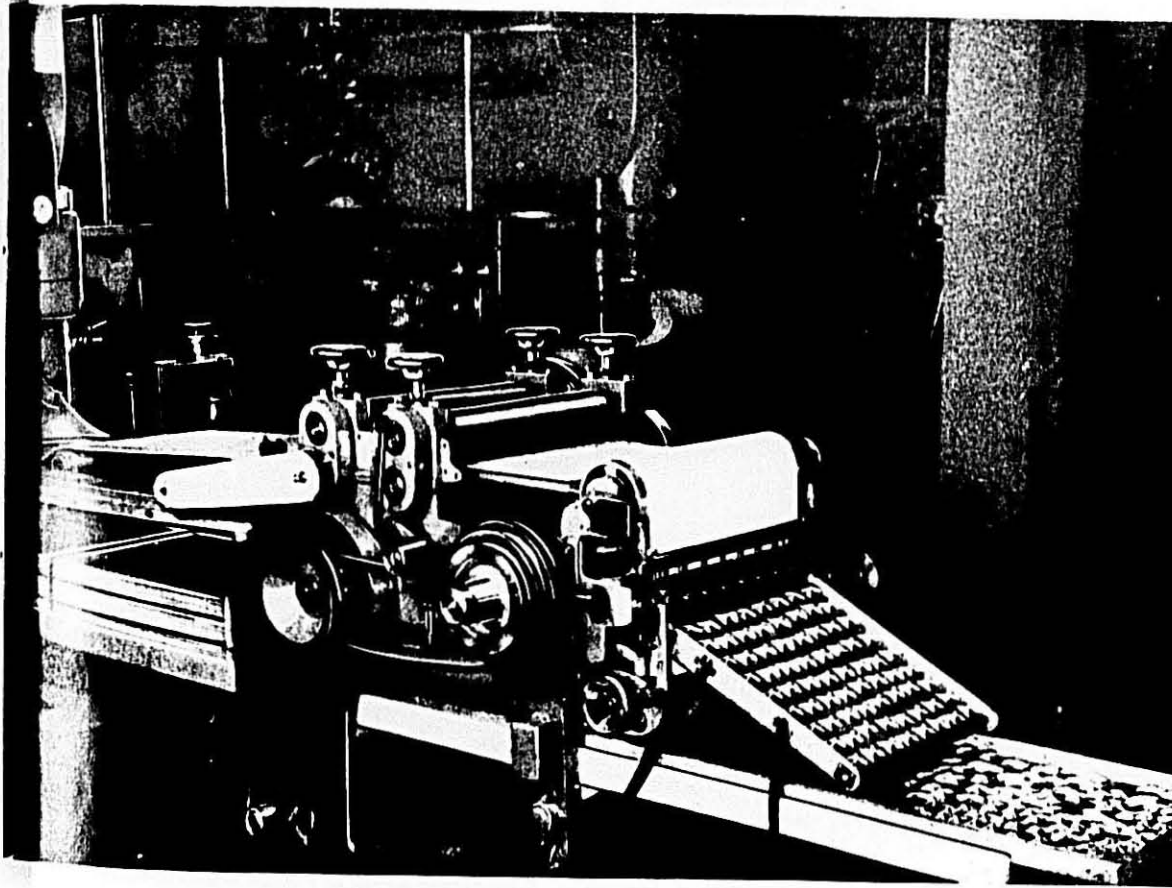
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MILANO—Galleria del Corso, 2 (Italy)  
Phone: 792-393 and 792-394

Complete Equipment - Machinery and Dryers for  
*Pasta Alimentare (Macaroni Products)*

Most Modern FORMER of Noodle Sheet and Bologna Styles



Automatic combination for the manufacture of rolled "Bologna" style pastes (Braibanti-Zamboni patents).

This setup is composed of a Braibanti continuous press mod. No. 4 attached to a Zamboni stamping machine of the "Veloce" type, noiseless, and for large production (up to 400 lbs. per hour).



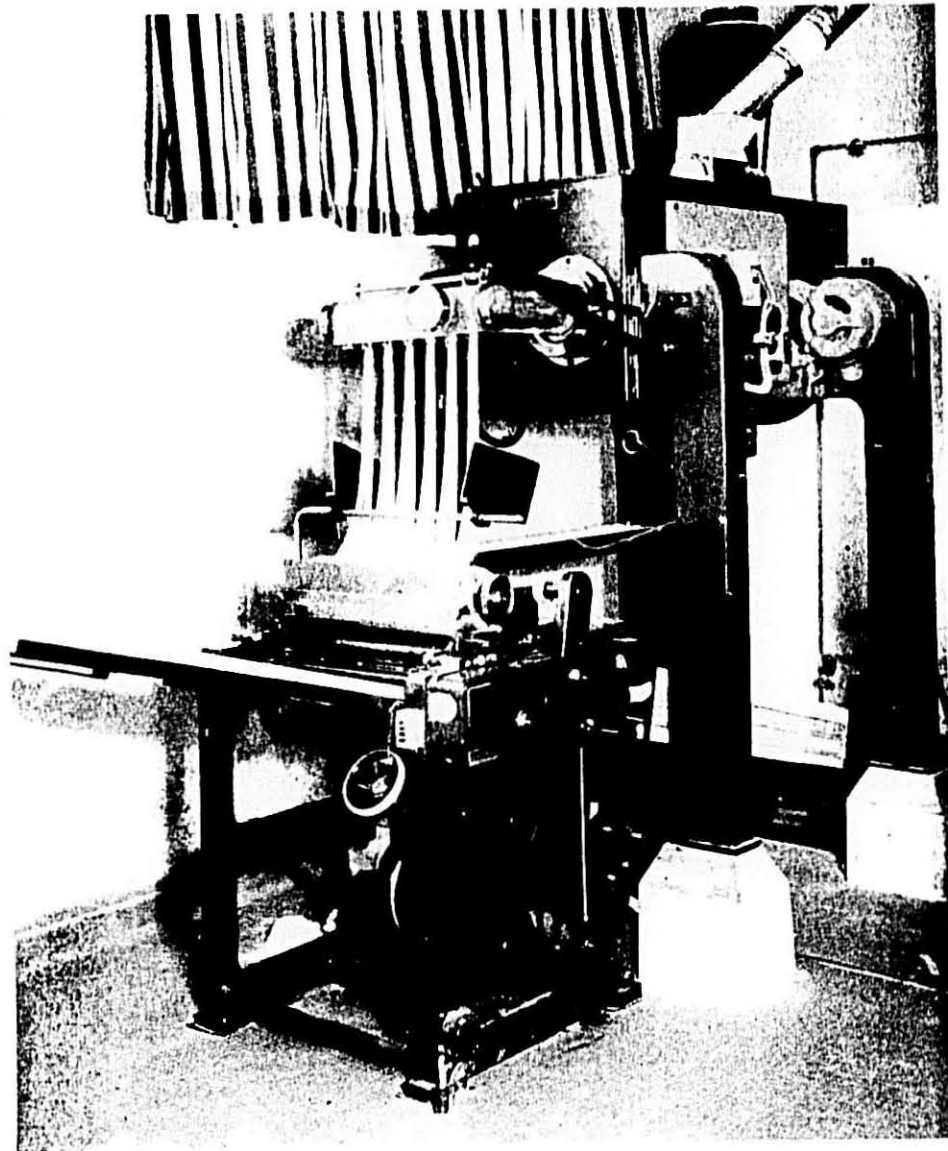
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## Complete Equipment - Machinery and Dryers for *Pasta Alimentare (Macaroni Products)*



Automatic Combination for the Manufacture of FIDELINI a Matassa  
(Braibanti-Zamboni Patents)

This setup is composed of a Braibanti Continuous Press, Model "MICRO"  
attached to a Zamboni Special Machine. (Production up to 150 lbs. per hour.)

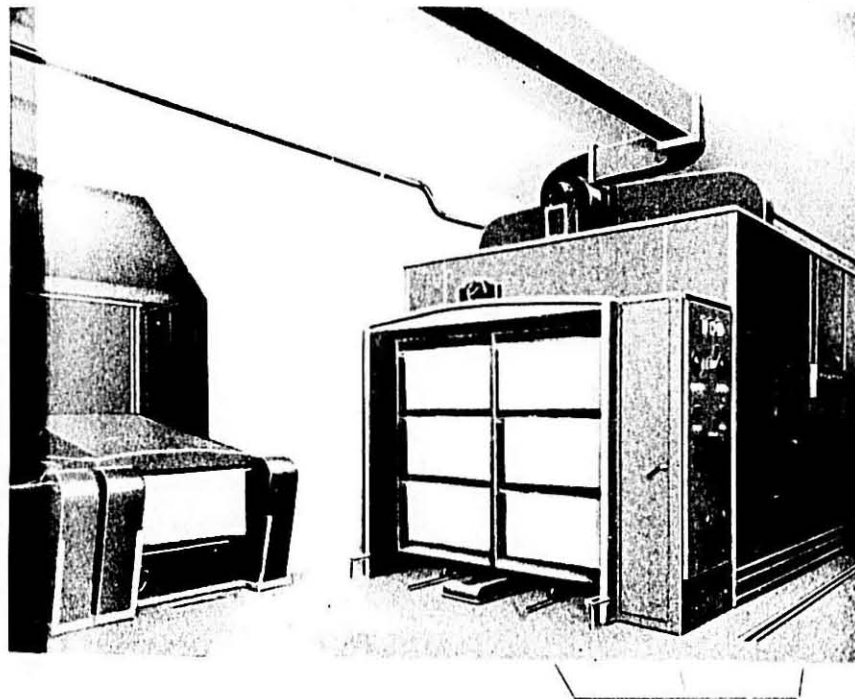
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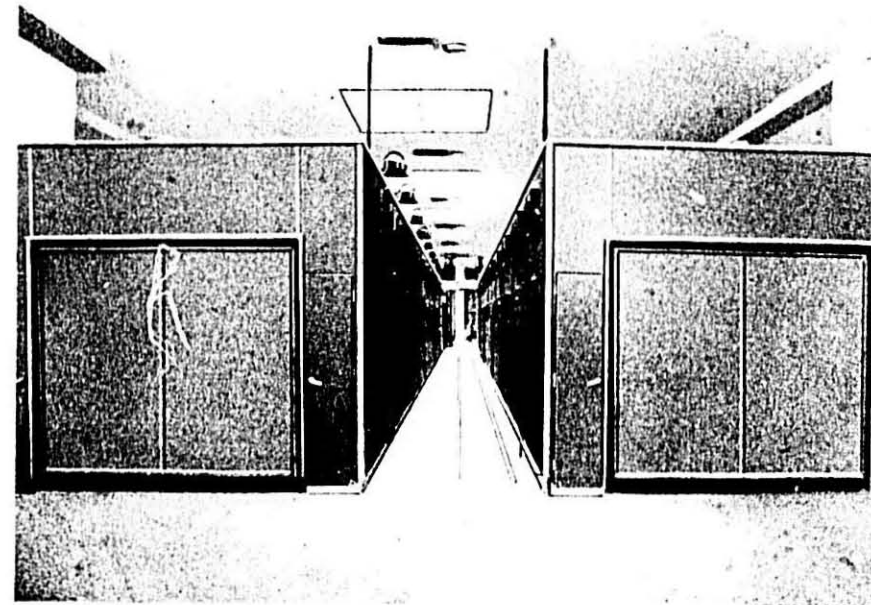
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## Complete Equipment - Machinery and Dryers for *Pasta Alimentare (Macaroni Products)*



Pre-drying tunnel for long goods (exit) and final drying tunnel with trucks (entrance) - Garbino-Fava patents.



Automatic  
Dryers with  
Trucks for the  
Drying of  
Goods

Composed of  
units with grad-  
ed conditioning  
automatic con-  
trollers.



Dott. Ingg. M. G.

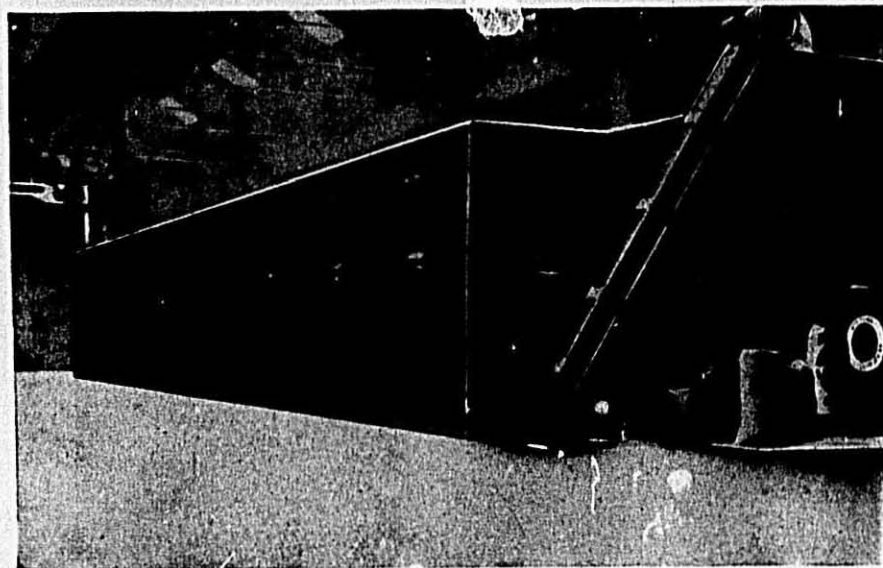
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SOC. A. P. L.

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Bentley's Code UsedMILANO—Galleria del Corso, 2 (Italy)  
Phone: 792-393 and 792-394

## Complete Equipment—Machinery and Dryers for *Pasta Alimentare (Macaroni Products)*

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



Exclusive Sales Representatives for the United States  
**I. KALFUS CO., INC.**  
Est. 1905

100 Grand Street, New York 13, N.Y.  
Phone Worth 4-6262/5—Cables KALBAKE

Under the technical supervision of  
**Mr. JOSEPH SANTI**

Technical Consultant for Sales, delegated  
specially to the U.S.A. by the factory

Estimates furnished freely, without any obligation for you. Complete Service for Repairs and Maintenance for Braibanti equipment.

BRAIBANTI Spare Parts, permanently in stock.

### Cuneo Testimonial Dinner

Thomas A. Cuneo, president of the National Food Distributors Association, was honored at a testimonial dinner in the Claridge Hotel, Memphis, Tenn., the evening of May 19, 1950,

the dinner as representatives of the organization, while others sent letters and telegrams of good wishes.

Colonel Rone Waring, past national commander of the American Legion, praised Colonel Cuneo as an outstanding officer and citizen. He stated that it was men like Tom who made America great through the free enterprise system.

Emmett Martin, secretary-treasurer of the National Food Distributors Association, presented him with a handsome and useful traveling bag on behalf of the members who are being



Fourth from front is the honored guest, Thomas A. Cuneo, president, National Food Distributors Association and Director, National Macaroni Manufacturers Association.

by officers and members of the organization as a spontaneous expression of the high esteem in which he is held and of the splendid influence of his leadership of the activities he has been sponsoring since his election last year.

About 100 of Tom's friends, among them several macaroni-noodle manufacturers, since he is also a director of the National Macaroni Manufacturers Association, attended to pay their respects to him and his wife. A. Irving Grass, vice president of the macaroni association, and Robert M. Green, secretary-treasurer, attended



Representing the NMMA, A. Irving Grass, vice president, second from end at left. Representing the National Macaroni Institute, R. M. Green, director of public relations, third from end at left.

efficiently served by president Cuneo. The affair was planned as a surprise, and invitations carried the warning "Don't Tell Tom." It was a gala occasion, one that Tom and his family will long remember.

### 1949 Wheat Parade

Three states in 1949 had wheat yields of more than 100 million bushels each: Kansas, 164 million; North Dakota, 111; and Texas, 103 million bushels. Together the three supplied almost exactly one-third of U. S. production, the U. S. Department of Agriculture reports.

Oklahoma was an easy fourth with 89 million bushels. Six other states of the top ten had production ranging down to 49 million bushels: Montana, 64; Ohio, 60; Washington, 57; Nebraska, 54; Colorado, 50; and Illinois, 49. The ten states produced 70 per cent of the crop.

Ohio, most eastern of the ten, fed one bushel out of six to livestock, more bushels than any other state.

### Packaging Machinery Institute Meet

Packaging Machinery Manufacturers Institute will hold its eighteenth annual meeting at the Homestead, Hot Springs, Virginia, September 23-26,

1950. Edwin H. Schmitz, general sales manager, Standard-Knapp, Portland, Conn., is chairman of the program committee, according to announcement made by Wallace E. Coughlin, vice president, Pneumatic Scale Corp., who is president of the institute.

### General Mills Appointments

G. William Forster has been named manager of the Cleveland district office of General Mills' grocery products division, according to Walter R. Barry, vice president in charge of merchandising.

A native of New York City, Forster was graduated by Dartmouth University in 1933. He joined General Mills in 1936 as grocery products merchandiser at Brockton, Mass. In 1941 he became sales assistant at Buffalo and in 1948 was made district sales manager there.

R. H. Snider has been named to fill the vacancy. After starting as a

grocery products salesman in the Philadelphia district in 1930, Snider was transferred to the Buffalo division office as sales assistant in 1936. He served 55 months in the U. S. Army artillery, rising from private to the rank of captain.

### A Request to Editor

Some years ago I recall reading in THE MACARONI JOURNAL a part of the poem titled "The Bridge Builder." I read it with much interest and as I grew older I realized more and more the message the author intended to convey.

I have searched in vain for the issue containing the extract from that poem, a few words of which remain with me as a daydream. I wonder if you could find for me a copy of the issue of your publication containing it, or better still, if you would mind reprinting it in part for my edification and for the benefit of others whom it might interest.

Like the "Bridge Builder," I have built a bridge for the young men who are following in my footsteps. It was a hard battle for me but my struggles make it easier for my sons who will take over, and are now learning the ropes. I now realize that I might have built a stronger bridge for those who come after me, had I had a full realization of the author's intent—the inspiration that I should have taken from the poem had I taken time to study it as carefully in the younger years as I have lately.

Thanks for any consideration you may give an old man's request.

Sincerely through the years,  
*A Friend of the Industry*

As a service to him and others, the poem is reproduced here in part, even at the risk of being charged with repetition:

### THE BRIDGE BUILDER

An old man going a lone highway  
Came at the evening cold and gray  
To a chasm, vast, deep and wide.  
The old man crossed in the twilight dim  
The sullen stream had no fear for him  
But he turned when safe on the other side  
And built a bridge to span the tide.  
"Old Man!" said a fellow pilgrim near  
"You are wasting your time building here.  
Your journey will end with the ending day,  
You never again will cross this way.  
You've crossed the chasm deep and wide  
Why build this bridge at eventide?"  
The builder lifted his old gray head,  
"Good friend in the path I have come,"  
he said,  
"There follows after me today,  
A youth whose feet must pass this way.  
This chasm that has been naught to me,  
To that fair haired youth may a pitfall be.  
He too must cross in the twilight dim  
Good friend, I'm building this bridge for him."



### Receive Awards

Don Faulkner, director of eastern sales, Milprint, Inc., left, and Will Johnson, executive vice president, Jim Baker Associates, Inc., right, con-



gratulate one another at the Associated Business Publications award presentation at the Plaza Hotel, New York.

The Milprint advertisement won an award of merit in Division One in the A.B.P.'s first annual competition. It was one of a series of trade paper advertisements prepared for Milprint by the advertising agency, Jim Baker Associates, Inc., Milwaukee.

### "Miss Wisconsin Cheese"

Goodyear's general products division at Akron was visited recently by Miss Marvene Fischer, "Miss Wisconsin," who presented C. P. Joslyn, division



manager, with a basket of Pliofilm-packaged Miss Wisconsin cheese.

A native of Milwaukee, Miss Fischer is now promoting Miss Wisconsin cheese for Armour and Company, a type that is excellent for flavoring casserole macaroni dishes.

### Semolina Exports Small

Only 3,888,000 pounds of semolina were exported in 1949, with Colombia, S. A., being the heaviest purchaser.

22,027,000 pounds were exported in 1948. The highest export year was 1944, when 71,523,000 pounds were exported, with Russia and French West Africa as the heaviest buyers.

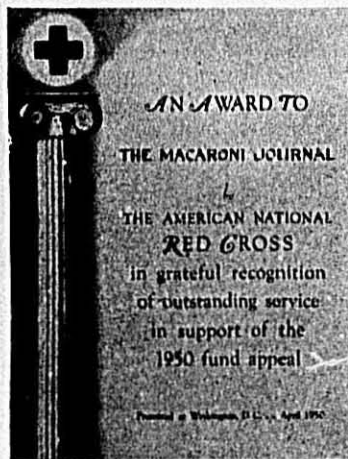
### THE AMERICAN NATIONAL RED CROSS

National Headquarters  
Washington 13, D. C.  
May 9, 1950

Mr. M. J. Donna, Editor  
THE MACARONI JOURNAL  
Braidwood, Illinois

Dear Mr. Donna:

We are sending you the enclosed award in appreciation of the assistance



given by your publication during the 1950 fund appeal. Please accept this recognition of your help, both in calling attention to the campaign and in your support of services made possible by it during the year.

Sincerely yours,  
Howard Bonham  
Vice President  
for Public Relations

### Pleased with Anniversary Number

Both readers and advertisers were pleased with the make-up and contents of the April, or 31st Anniversary Edition, according to written and verbal congratulations received. Among the advertisers, this feeling was expressed by both regular and occasional advertisers, as indicated in letters below, selected one from each group.

KING MIDAS FLOUR MILLS  
Minneapolis, Minn.

May 2, 1950

Mr. M. J. Donna  
Managing Editor, THE MACARONI JOURNAL  
Braidwood, Illinois

Dear M. J.:

Congratulations on the splendid Thirty-first Anniversary Number of THE MACARONI JOURNAL. I think it is attractive in its make-up and most interesting in its material. It certainly is

an indication of the progress the macaroni industry has made in the past thirty-one years.

I hope you can continue for many years to come to make THE MACARONI JOURNAL outstanding as a trade paper.  
Sincerely yours  
(Signed) Wm. Steinke

MONARK EGG CORPORATION  
Kansas City, Missouri

May 18, 1950

Mr. M. J. Donna  
Editor and General Manager  
THE MACARONI JOURNAL  
Braidwood, Illinois

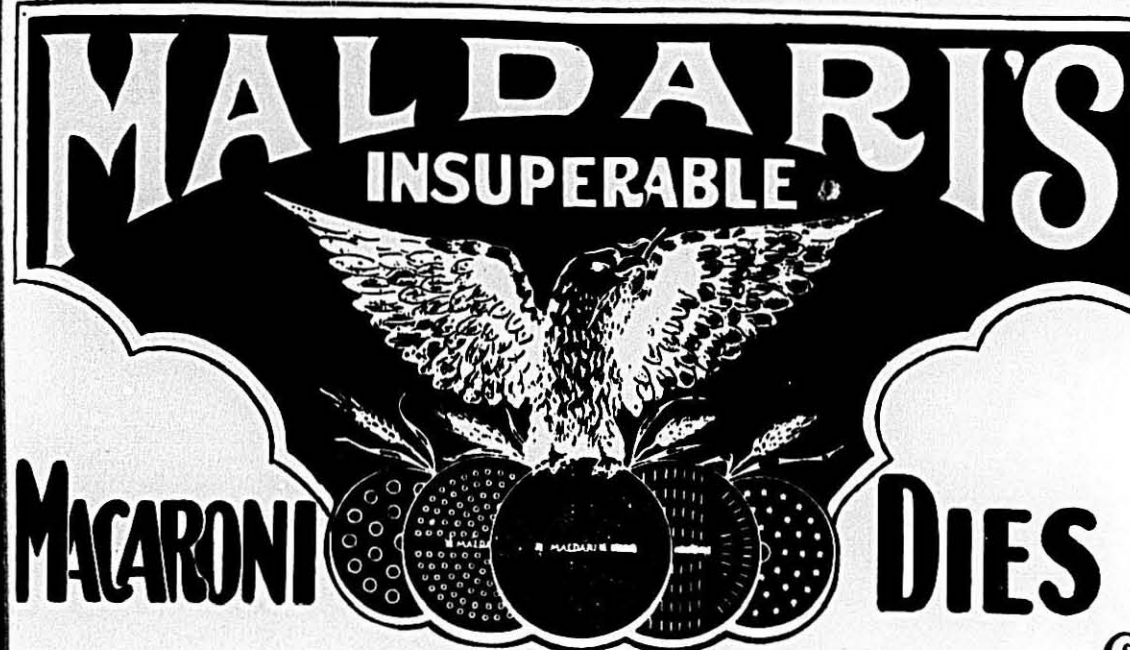
Dear Mr. Donna:

We want to take this opportunity to thank you for the manner in which you handled our recent advertisement. We were very happy to participate in your Anniversary Number and you can depend on us again in the future.

Yours very truly,  
M. E. Krigel, Vice President

### New Packaging Idea Book Offered by Ritchie

A guide book, *101 Ways To Get Better Packaging*, just off the press, is being offered to users of packaging, without charge, by W. C. Ritchie and Co., Chicago. This booklet, which has been designed as a compact reference manual on the latest developments in paper and rigid transparent packaging, includes many packaging short cuts and money saving ideas. A unique "Packaging Users' Quiz Chart" simplifies appraising present packages as well as planning new ones. Packaging pointers gathered from the actual case histories of leading package users are featured at the bottom of each page. Suggestions for specific use accompany the illustrations of the various types of folding cartons, set-up boxes, transparent packaging, fibre cans, fibre tubes and cores and paper spools, which are selected from packages used by prominent manufacturers. Described also are the company's newly installed machinery and modern methods of manufacturing folding cartons.



*Memo for convention !!*

*See Maldari about  
Die situation.*

**D. Maldari & Sons**

America's Largest Die Makers

178-180 GRAND STREET

NEW YORK 13, NEW YORK

U. S. A.

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



# Economical - Political - Industrial

National Industries Service

J. E. Jones  
Washington Correspondent

## A Square Deal in the Motor World

Every metropolitan newspaper in the land has reported the big news from Detroit that General Motors and its workers have reached a peaceful and fair-and-square settlement of their differences, which means that the General Motors Corporation and the United Auto Workers CIO have agreed to a five year contract providing for annual wage increases, pensions and health insurance and forms of security for employers and workers.

This is the first great strike in which both sides have hailed the terms of the contract as they were announced in an atmosphere of good will at a joint news conference following a final session of 28 consecutive hours of secret negotiations.

Thus, the employees of General Motors have joined and become a part of the world's greatest producers of automobiles.

No wonder C. E. Wilson, president

of General Motors, expressed pleasure in his statement that the new contract "is unprecedented in labor-management relations."

"It is expected," Mr. Wilson said, "that it will have a stabilizing influence not only on our business, but on the economy of the whole country." He is right in his belief that removing the fear or possibility of a strike for five years is a tremendously constructive achievement for employees and their families, as well as the motor company, the dealers and suppliers to the general public.

And you can take off your hats and uncork your enthusiasm for this settlement which Mr. Wilson is certain will mean that all concerned "can face the future with added confidence."

Walter P. Reuther, international president of the United Automobile Workers, estimated the total gains of the worker during the life of the agreement would exceed \$1,000,000,000. And he, of course, shouts for joy!

### Why Is the Government Mismanaged?

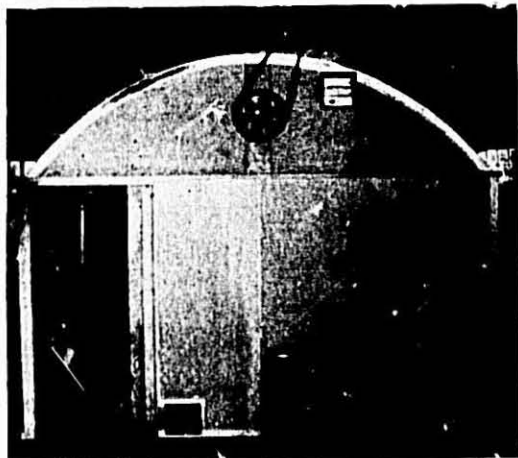
Former President Theodore Roose-

velt wanted to reorganize the executive branch of the government and switch 300,000 employees to places where they could do more work. Today the government has almost 2,000,000 employees.

That's why former President Herbert Hoover was invited to study the problem of reorganizing the government. In his reports submitted in 1949, the Hoover Commission recommended sweeping changes in government structure, and outlined ways for the government to save \$4 billion a year.

Congress and the President are fiddling with the Hoover reorganization plan. Congress approved several reorganization recommendations. About 20 per cent more of the reorganization suggestions have been submitted to Congress. Sorry to relate, that some of these plans did not appeal to the Senators and Representatives because they did not think they could make any votes for themselves in the next election.

Somebody once wrote the classic: "Practical politics consists in ignoring facts."



Exterior View—Lazzaro Drying Room

for **ECONOMICAL SPEED DRYING**

## FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343

Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

### ... GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

- DOUGH BREAKS
- VERTICAL HYDRAULIC PRESS
- KNEADERS • MIXERS
- NOODLE MACHINES
- DIE WASHERS
- and many others



This year . . . step out of your plant for a convention trip . . . and leave every production and sales care behind.

Yes, sir, it's a great feeling—going on a trip completely worry-free!

There'll be no need to worry about production problems back at the shop when you're using Capital top-quality durum products. You're assured of uniform, color-perfect macaroni products with real sales appeal.

At the 1950 Association and Industry annual convention, held at the Edgewater Beach Hotel, Chicago, June 19-20, top merchandising experts from within the industry and from related food fields will assemble. Every phase of the convention theme, "Sales Emphasis", will be covered. With increasing importance being attached to marketing, this is one convention that you can't afford to miss.

Capital representatives will be on hand, too, with helpful information and sound, sales-building ideas.

TWO CONVENIENT LOCATIONS SERVING YOU BETTER FROM



ST. PAUL, MINN.

## CAPITAL FLOUR MILLS



BALDWINSVILLE, N.Y.



### Trademarks Applied For (Subject to Opposition)

**OLD YANKEE**—Serial No. 537,031, B. Filippone & Co., Inc., Passaic, New Jersey. Filed October 7, 1947. Published May 16, 1950. For use on macaroni, etc. Claims use since May 28, 1925. Mark consists of the name in two lines.

**BROOKS**—Serial No. 554,171, The G. S. Suppiger Company, St. Louis, Missouri. Filed April 8, 1948, published May 16, 1950, for spaghetti with chili gravy, etc. Claims use since June, 1912. Mark consists of name in heavy script.

**M**—Serial No. 577,152, Venice Maid Co., Inc., Vineland, New Jersey. Filed April 14, 1949, published May 16, 1950, for spaghetti sauce with meat, or mushrooms, or cheese, etc. Claims use since February 7, 1949. Mark consists of picture of maid with a fan. The letter "M" forming the figure from the waist down and the letter "U" the upper portion.

#### Trademarks Corrected

**IXL**, 510,842—Registered June 14, 1949, Workman Packing Company, San Francisco, California, for macaroni sauce, etc. Corrected May 16, 1950, with respect to drawing of the initials.

#### (Trademarks Renewed)

**THE COUNTRY CLUB**, 76561—Registered January 25, 1910, by the

Kroger Grocery and Baking Company for macaroni, etc. Renewed January 25, 1950, to the Kroger Company, Cincinnati, Ohio, a corporation of Ohio.

### Miss Pin Kim Lee

Miss Pin Kim Lee of the Gendwah Macaroni Co., New Orleans, is one of the few women managing a macaroni business in this country. Her company is the only known Chinese firm making macaroni and spaghetti.

Miss Lee, who received her Bachelor of Science degree last year, plans to add to her management troubles next month when she gets married. Congratulations!

### New Offices for Quaker Oats Co.

The Quaker Oats Company of Chicago has announced removal of its Chicago general office to The Merchandise Mart in that city on May 1, 1950. Its new address will be Merchandise Mart Plaza, Chicago 54, Illinois. The telephone is Whitehall 4-0600.

### Huge Co. in New Quarters

The Hugé Company, Inc., has announced removal of its office from the old Washington Blvd. address to 884-

886 Modiamong Avenue, St. Louis 12, Mo. Its new telephone numbers are Delmar 7820 and 7821. The change to larger quarters was made to better service its clients by improved and more comprehensive services.

### PROGRESS & PROFITS

(Continued from Page 15)

mittee and we work together trying to keep trucks and skids from the aisles and correct conditions that cause accidents. We have a safety meeting once a month where the accidents from the previous month are discussed and corrective measures taken. We feel that if the workers know we are trying to run a safe plant, it has good effect on morale.

One other little incident we think comes under the human side of the problem is that some time ago we were asked to hire a blind person in our plant. This person is a young lady and we were told she would be able to do some of our packing work. We gave this matter considerable thought and did not act on it for six or seven months. We were worried that a blind person would fall over a truck or skid, that our aisles are constantly changing and that she couldn't get back and forth to the lunch room or the rest room, and that she wouldn't be able to see what kind of work she was doing, and that her work would not be up to the stand-

dard of the worker with good eyesight.

The girl was hired and in my opinion, it was one of the best things we have done to build morale. We worried whether or not the workers would resent paying a blind girl the same wages as one who is able to see and we found their views were directly opposite. They felt we were doing a kind act in hiring this girl to work in the plant.

The young lady has been with us for about seven months. She has never been absent, she has never as much as torn a stocking in any accident, she works in a group of ten other women and there is always one of her co-workers at her side wherever she goes, cheerfully helping her.

I bring this matter up to show that we build morale in many little ways, rather than by rules or systems.

### MAINTAINING HIGH PACKING ROOM PERFORMANCE WITHOUT A WAGE INCENTIVE

By

Arthur A. Russo  
A. Russo & Company  
at Glenn G. Hoskins Company's  
Plant Operations Forum

Our method of wage compensation, by comparison with many of the new programs widely introduced during the past ten years, might be termed old-fashioned and outmoded. Today leading personnel executives preach the doctrine of wage incentives. Corpora-

tions advertise the superiority of their products because they are bonus built.

In the face of this doctrine, our company follows a wage policy of straight hourly compensation. No extras come along with that base rate. In a plant that manufactures a complete line of macaroni shapes and packages all weight sizes of private label both in cellophane and cartons, it is well-nigh impossible to set up a wage incentive program that would be fair and at the same time would not involve costly and extensive records.

In our plant we set standards of production for each packaging unit or line (we have five individual and un-associated lines). These standards are based on our plant experiences and on experiences of other plants using similar packaging layouts. Time and motion studies are excellent to assist in setting standards or production quotas. Be sure your standards are right when you set them. Revisions at a later date are not conducive to good labor relations.

Failure to achieve this daily standard calls for a written report of explanation from the packaging supervisor. Reasons for poor performance must be listed. A word of censure usually is sufficient to avoid further repetitions of poor performance. However, continued bad performance will call for a complete analysis by the packaging supervisor and department foreman. Action

is taken by the plant supervisor and the situation is corrected, either by shifting the person or persons responsible to another job or, if absolutely unfit, they are dropped from the company payroll.

If you make performance figures of other plants available to your employes, they will almost always (granted ability is equal) tie or exceed these figures. Remember, your employes do have personal pride. Competitive figures of production will spur a crew with good morale to better performance both in quantity and quality.

Reward good performance with words of encouragement and give some of the dollar savings back to the workers in the form of better hourly pay. People will exceed even your highest expectations if they know that a cut in operational expenses means better pay and better working conditions. Let them know that company success is in direct proportion to their efforts expended. If you treat them like equals, appeal to their personal and group pride, reward good performance, censure bad performance—both personal and group morale will rise, quality of performance will improve, waste will decrease and dollar cost will decrease.

There is no better yardstick of executive and supervisory ability than the performance of the packaging department. An intelligent policy adopted and enforced by the executive branch is

## YOU CAN'T MISS getting a lot of valuable facts at the 1950 CONFERENCE OF THE MACARONI, NOODLE, AND ALLIED INDUSTRIES

EDGEWATER BEACH HOTEL  
CHICAGO  
June 19th and 20th

*We'll be there . . .*

Our chief engineer, Mr. P. D. Motta, and also Mr. Frank A. Motta, Secretary of the Company, will be in attendance to renew old friendships . . . and will be available for consultation on Champion's new Flour Handling Equipment for synchronizing with the modern automatic presses and sheet forming machines.

Keep up to date with the many new developments in your industry by attending the big June Convention in Chicago.

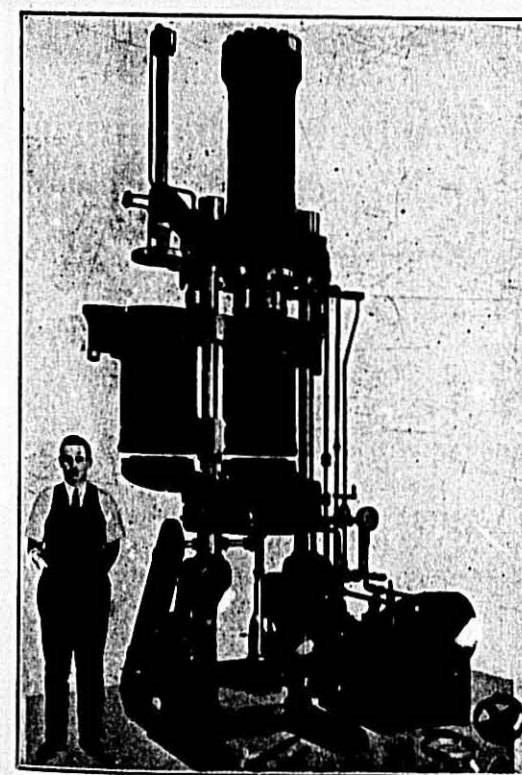
You can't afford to miss the inspiration and association of operators, engineers and manufacturers . . . where you can exchange ideas, talk over problems, and learn about the latest methods and equipment.

Also, during the Convention, enjoy the restful atmosphere and vacation facilities of the Edgewater Beach Hotel.

## CHAMPION MACHINERY COMPANY

Makers of Modern Equipment for the Macaroni and Noodle Industry

JOLIET, ILLINOIS



PRESS NO. 222 (Special)

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery  
Since 1881

Presses  
Knenders  
Mixers  
Cutters  
Brakes  
Mould Cleaners  
Moulds

All Sizes Up To Largest in Use

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



accompanied by continually improving labor performance. The worker responds favorably to an alert and progressive executive attitude. Show the workers that you are giving them the best in equipment and layout, and they will react by increasing production output. Good management will mean better labor performance. Inversely, it can be said that unimaginative and retarded management will mean poor production performance not only in quantity but also in quality of work.

It is management's duty to make every effort to assist the worker to reach his quota by continually striving to improve package scheduling and equipment layouts. Other factors such as rest periods, vacation programs, uniform allowances and insurance programs contribute to improve morale and thereby cause increased output. However, these latter factors come under the field of personnel management and I will skip over them with just this mention.

For a packaging department that packages varied shapes and styles of macaroni products, you find that on each packaging line anywhere from six different shapes on up will be packaged. Proper package scheduling will increase output and decrease cost.

For instance, you have the 14 shapes of short cut products which you are now packaging on the Triangle Elec-Tri-Pak. The first step is to break

down the products packaged into several classifications. In our plant we package short cut in three sizes of



"At last, J. B., we can give you a first hand report on the savings account shortage."

folding cartons. Therefore, we have classified short cut products into three classifications: (1) fine, (2) medium, (3) large.

The first classification would consist of Alphabets, Acine di Pepe, baby food and other soup shapes. The second classification would cover Elbow Macaroni, Baby Shells, Ditali, et cetera. The third classification would cover Rigatoni, Bow Ties, Mostaccioli, et cetera. You will note that the machine

setups for each shape in any specific classifications are very similar and that carton size is the same.

If you set up Monday for packaging items in the first classification, you can pack for a period of eight hours with no carton changes or sealing adjustments and at the same time hold seal-adjustments to minor changes. The succeeding day you can pack items of the second classification. By all means, avoid changing from one classification to another in one working day, since this involves adjustments to scales, cartons, sealing equipment and shipping containers.

In addition to classifying products, try to make packaging runs as long as possible. Do not pack elbow macaroni for three hours on Monday and then pack it again for three hours on Thursday. Know your sales potential and base your packaging accordingly. If you know that your sales average 1,000 cases of one shape per month, try to co-ordinate your packaging schedule to take full advantage of this knowledge. Frequent and unnecessary packaging changes are costly in dollars, confusing to personnel, and detrimental to employe morale. Get your girls in the swing of the operation and hold them on that operation. Do not shift and break the rhythm.

Four girls receiving \$.80 an hour cost you \$3.20 an hour, or \$.05½ a minute. Every time you shut your

## HERE'S A MACHINE WORTH Investigating



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

Any width rolls from 2" to 24" wide can be handled and any length sheets from 3" to 28" can be cut. Machine is portable and no operator is required since the machine stops itself when the stacker table is filled with cut-to-size sheets.

If required, a Slitting Attachment can be furnished for greater production to slit wide rolls into narrower widths as the sheets are cut to length. Electric Eye is available for spot registering printed cellophane.

Write us for bulletin giving additional information. We will be pleased to send it to you.

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

## Jacobs Cereal Products Laboratories Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses
- 5—Sanitary Plant Inspections

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

machine for packaging changes you are losing \$.05½ a minute. A 20-minute changeover will cost \$1.00 in labor pay. An average of four changeovers daily on five packaging lines will cost you \$20.00 a day, or \$5,200.00 yearly in labor paid and value not received. Streamline your changeovers—make them brief and as few as conditions will permit.

Analyze your packaging layouts, line by line, and operation by operation. Break down your packaging problem on any one line. Analyze the feeding of the raw product, cartons, boxes and glue. Check the filling and sealing operations. Avoid cross-trucking and multiple handling of merchandise. Make every operation on a line as simple as possible. Try to achieve a straight line layout.

Work hard to improve. Remember, there is always a better method for operation. Keep abreast of engineering advances. Continually strive to simplify operations. Hard work along these lines means reduced cost and is important in establishing good plant performance, morale, and quality in product.

### MODERN AUTOMATIC CASE PACKING AND SEALING

By P. A. Stead, Vice President in Charge of Sales, J. L. Ferguson Co., Joliet, Ill. Hoskins' Plans Operations Forum

When a famed business authority—Garrett Garrett—was asked some years

ago what he thought of the future of the airplane, he replied that business is motion . . . that the essence of motion is time . . . that the more profitable motions a businessman can put into a given amount of time, the more successful the business.

I know of no better introductory thought to the subject of modern automatic packaging.

Ours is a packaging age and it is becoming increasingly so every day! You in the macaroni industry know this to be a fact. Yet most of you may remember that there was a time not too long ago when 80 per cent of your industry's output was sold in bulk. You know how little bulk macaroni business there is today. We all know that the time is not far distant when practically everything a consumer buys off a counter or a shelf will be packaged!

The majority in your industry today have modernized your product's manufacture. Skilled and experienced men and women are using the best of ingredients to make the finest macaroni available anywhere in the world.

The majority of your products are efficiently and effectively packaged for good display and convenient, continued use by the consumer.

Transportation of your product today is efficient—by truck, train and even by air! And at the point of your product's purchase by the consumer,

the majority of your resale outlets are doing a highly effective job.

My subject has to do with the operations from the finished packages to the shipping platform. In this stretch many manufacturers are losing much of the money saved by efficient production and packaging. It is my privilege to discuss with you modern automatic shipping case loading, gluing, sealing and imprinting, and how these can save you time, space and money.

Packaging has two important divisions. The first of these is filling bags and cartons, and then sealing them. My subject has to do with casing—that is, taking the cartons after they have been filled and sealed (sometimes wrapped), loading them into corrugated shipping containers; closing, gluing and sealing these cases, and then, where desired, imprinting the cases—and all of this automatically!

I am a packaging machinery man. I have helped design packaging machines, have supervised their building, and am now responsible for their sale. So let's have a "feel of the product," see Packomatic's famed Model "D" shipping case gluer and sealer. Thousands of these Packomatic Model "Ds" are helping speed America's best known packaged brands to market. Scores of these units are being used in your industry.

For you who are not familiar with

Something New . . .

## A CONTINUOUS AUTOMATIC MACHINE For "COILED" Macaroni Products

Saves Labor, Increases Production of Uniform "Coiled" Goods

Something Special . . .

## STAINLESS STEEL BRONZE COPPER ALLOY DIES

Guarantees Smoother Products . . .

Eliminates Costly Repairs

Inquiries Invited for Either or Both.

Designed and Manufactured By

**LOMBARDI'S MACARONI DIES**  
805 Yale St. Los Angeles 12, Calif.



this equipment, here's what it does—and how it does it.

The packed cases are received from conveyor, packing table (or pallets), on the intake belt, automatically timed into the gluer and, while in motion, registered between the pusher bars, which move the cases through the flap-spreading, gluing and folding mechanisms. The cases are squared as they move from the gluer into the belt compression unit from which they are discharged tightly sealed. This equipment can be furnished with practically any length compression unit for handling production of from 50 to 150 per hour—up to 3,000 per hour if required. Adjustments for change-over from one size case to another are easily made by hand cranks in from one to two minutes' time. Installation layout can be adapted to practically any plant setup.

A Packomatic dating device imprints one to four lines on the tops of cases as they leave the compression unit. Other types of Dater-Coolers can be mounted on the automatic gluer, for imprinting on the side panels of the cases.

The Model "D" gluer is a streamlined automatic gluer with compression unit, with special metals or chromium plating, generally specified for show places.

We have all heard of the so-called short sealer, and many of us have seen it. So probably there is the question in your mind as to why Packomatic does



"You know, dear, this constant practice is going to help me go a long way in the hog calling contest."

not offer this machine. We have made several experimental models, but until we are satisfied that it offers the same practical application and performance equal to our Packomatic Model "D" fully automatic unit, we will not put it on the market. As soon as we have it, we, of course, will send full details to the macaroni industry.

A simple unit is the new Packomatic development to facilitate setting up and folding bottom flaps of empty containers, preparatory to insertion of contents. As the case is set up, it is held between rollers so the packer's hands are both free to handle the con-

tents to be placed in the case. This little unit may be used in front of the Model "D" gluer or in front of the Packomatic Hand Gluer Compression Sealer. This unit is for sealing cases that have the flaps glued manually by means of glue pot and brush. With the use of a simple, inexpensive conveyor, this unit can be installed so that the operator can perform other work in addition to hand gluing the cases; viz, the sealed cases can be conveyed back to the operator so he can also stack them on skids. This equipment is primarily intended for plants with a small production, wherein the output consists of many sizes requiring very frequent change. However, some large plants are using several of these machines at the ends of their various packaging lines. It can be furnished with casters as regular equipment, for portability.

There is a similar machine for side sealing, wherein the containers are glued with the flaps at the side rather than at the top and bottom.

Both types of Hand Glue Sealers are a good investment, as they are an integral part of the fully automatic unit. That is, the automatic gluer can be added to them any time to provide a fully automatic operation.

Another Packomatic machine that should be of interest to many of you is the Packomatic shipping case imprinter. This machine should fit the needs of many packagers of private label

products as it imprints the cases just after they are packed. Thus you can stencil just as many as you require to fill the run for your shipping order. The type is easily and quickly replaced for fast change-over. With this unit, your investment in complete printed shipping cases is kept at a minimum and considerable valuable storage space is saved. It will imprint from one to four or more lines of such information as details about contents, type of packages and product, name and address of the distributor, et cetera.

I would now like to project your thinking to the subject of automatic shipping case loading (or packaging). To illustrate, let's take a Packomatic shipping case packer (or loader) as used singly or in batteries of two. Here's how it works:

This unit receives packages from carton sealer (or labeler) on intake conveyor equipped with an automatic setup device, which, in this particular instance, raises packages from on-side to on-end position. Intake belt then conveys packages into tiering position ready for loading. During this operation, container is placed into loading position, whereupon packages are plunged automatically into the container. The last plunge automatically trips the case-lowering mechanism which deposits cases on their folded bottoms onto a conveyor that automatically carries them to gluing and sealing point.

The machine is equipped with automatic safety controls that (1) automatically stop the unit should packages be in improper position for tiering; (2) prevent plunging of packages before container is in position; and (3) prevent lowering of improperly filled cases to exit conveyor. Packomatic equipment of this type will handle from 180 to 1200 cases per hour, with only one attendant required to place containers onto loading horn.

In addition, there is a Packomatic package collector, with the loader for inserting the packages into the container, and with side gluer and belt compression unit. It can be adapted to provide fully automatic handling from the end of your packaging line, until the cases are on the conveyor to your shipping dock or warehouse.

The automatic container opener-positioner is equipped with a magazine into which the knocked-down flat containers are placed just as you receive them from your suppliers. The machine automatically feeds cut containers one at a time (in continuous sequence) from the bottom of the stack, opens and squares it up, then moves it onto the loading head of the packer. This unit can be furnished with our packer, or it can be added to the case loader at any time—either Packomatic or any make of packer.

Another unit receives packages from several lines into a collector which dis-

charges them in units of four onto the intake belt of the automatic loader. The loader tiers the packages for double layer cases, arranges them as required for insertion, and plunges two layers at a time into the container. The bottom flaps of the container are simultaneously closed, and the loaded cases are discharged into the belt conveyor which delivers them to the automatic case sealer. More detailed information about any of our packaging and sealing units will be sent on request.

### CONSOLIDATED

(Continued from Page 26)

mission for Macaroni Press, 5. Air Circulating Device for long macaroni Drying Rooms, 6. Operator's Guard Protector for Kneading Machine, 7. Hydraulic Cylinder Head Cap, 8. Improvements for cleaning and loading Hydraulic Macaroni Presses, 9. Movement for the control of Hydraulic Press Plunger, 10. Method of Sealing Stationary Die in place on Hydraulic Macaroni Press, 11. Folding Machine Device for Noodles, 12. Hydraulic Motor, 13. Hydraulic Packing Mechanism, 14. Conveyor System for Preliminary Drying Short Cut Macaroni, 15. Hydraulic Mechanism for raising loading cylinders, 16. Improved Conveyor System for Preliminary Drying of Short Cut Macaroni,



## Seals packages instantly

Increase output per worker and cut your packaging costs with this "SCOTCH" Manual Box Sealer. Press any box or square wrapped package against the trigger of this new machine and a tight 1 1/2" seal of "SCOTCH" Cellophane Tape is applied instantly, without tape waste. Portable, no foot pedal or electric power needed.

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That's why so many of the important Macaroni Manufacturers in every part of the country are using Star Dies, exclusively.

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Specializing in  
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NEW and REBUILT EQUIPMENT for the  
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Forty Years Experience in the Designing and Manu-  
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17. Further improvements for Conveyor Belts for Driers and Short Cut Macaroni Drying System, 18. Same as 17.

During the Thirties, Consolidated Macaroni Machine Corp. intensified its efforts to develop a process to spread long paste macaroni automatically. Although experiments along these lines had been conducted for many years in the past, the results were not very satisfactory and never quite achieved a practical perfection so that a machine could be offered to the trade. After many disappointments, it was in 1938 that the first automatic spreading machines became a reality.

This reality was in the form of a semi-automatic hydraulic spreader which performed the function of spreading all types of long macaroni, regardless of the fact that they were either solid round, flat or tubular, with equal facility. This machine was destined to be the forerunner of the completely integrated continuous automatic spreader now utilized throughout the industry today.

It was in 1939 that this completely integrated and co-ordinated practical continuous automatic spreader came into being. It was the first machine in the world that was able to mix, knead, and spread macaroni on the stick automatically without the employment of manual labor. This machine incorporated all the necessary features and functions of preparing a stick of long paste macaroni for the purpose of drying.

After the accomplishment by Consolidated Macaroni Machine Corp. of inventing the automatic spreader and the introduction of a durable and practical short cut press, the efforts of this organization were directed toward the development of a long paste preliminary dryer and a combination short paste and long paste continuous automatic press.

These two ambitions were fully realized immediately after the cessation of World War II. The revolutionary long paste preliminary dryer, together with the continuous automatic long paste spreader, became a standard labor saving and, most important of all, quality-producing equipment in the

macaroni factories throughout the nation as well as in some places outside of the United States.

Today, the macaroni and noodle plants of this country can produce more macaroni, as well as a much better product, with one-third less labor than that of the equipment in use before the second World War.

The patents issued to this organization in this country and abroad during this marked progressive era are: 1. Convertible Hydraulic Press for long and short paste products, 2. Cutting Machine for Dry Spaghetti, Macaroni, etc., 3. Noodle Cutting Machine with "Quick Change" device, 4. Apparatus for producing alimentary paste products in which the dough is extruded in a plurality of strings, 5. Rack Rod Loading Mechanism for alimentary paste presses, 6. Alimentary paste extrusion apparatus (elongated die), 7. Feeding apparatus for alimentary paste dies, 8. Automatic alimentary paste producing apparatus.

Today Consolidated Macaroni Machine Corp. has concerted all this technical know-how accumulated over the forty years in devising more completely new machines and more new practical machines to introduce to the macaroni industry which will produce a more desirable product with less labor by new and ingenious means.

Two of these new machines are being offered to the whole industry today, one is the new, radically different, sheet forming device for noodles, and second, the continuous long paste finish dryer, which is a continuation of the progressive pattern of the long paste preliminary dryer.

By the end of 1950 and during 1951, Consolidated Macaroni Machine Corp. expects to make ready still other new and improved macaroni manufacturing equipment which are all in the blue print stage today.

The outstanding characteristic of Consolidated Macaroni Machine Corp. is their ability not only to pioneer the manufacture of better machinery, but the ability of incorporating the contact of their many years experience with the macaroni product in designing and blue printing the location of modern machinery that is needed in the up-to-date macaroni plants of today. To this end, their engineering department is geared to render any service necessary in fully advising any macaroni firm as to their needs in a new plant layout or in modifying and getting the most out of their present plants. This service is rendered without any obligation on the part of the recipient.

Consolidated Macaroni Machine Corp. has kept pace in the design and improvement of macaroni equipment with that of all other industries during the past half century.

The Messrs. Conrad Ambrette, president, and Joseph De Francis, secretary and treasurer, anticipate an ever-expanding market for macaroni prod-

ucts to keep pace with the greatly increasing population and ever-expanding economy, and it is their fervent hope that they shall be able to contribute their part in the future as they have during the past four decades.

We can manifest all of the foregoing history and description in one thought: that Consolidated Macaroni Machine Corp. has always held uppermost in their improvements, inventions and ever-present thinking, the quality of the product far and beyond any other consideration; they are well aware of the fact that it is that quality that determines how far the macaroni industry can go, in view of the fact that it is the ultimate consumer who holds that fate in his hands and must be the one to be satisfied.

CLEANLINESS

(Continued from Page 18)

the dryers with 3/4" thick, heat-resistant panel boards, encased in steel joints. The steel joints made the dryers airtight. The heat resistant board prevented heat in the dryers affecting



Clermont fan chamber, screens

outside surroundings. It has a fine surface finish with an attractive light gray color. The steel joints are painted aluminum. Clermont dryers now have an outstanding, clean appearance. Their surface can be washed, never need be painted and, in general, wiping with a dust rag suffices. The heat-resistant board lent itself to a design that is modern and streamlined, adding tremendously to the appearance of a manufacturer's production setup. The driving arrangement was improved and simplified to reduce to a minimum the existence of grease and oil in a dryer's surroundings.

Clermont's new dryers are our answer to Jack Wolfe, Bud Norris, Dr. Jacobs and all you other forward thinking people in the macaroni and noodle industry. You asked for cleanliness—we have met your need.

For Sale or For Rent

Owing to death of senior member, a complete going macaroni plant highly efficient and in continuous operation over a long period of years, with approximately 23,000 square feet of floor space fully equipped with modern machinery, located in large city of Western New York with low overhead. Sale price \$100,000. Rental price \$1,000 per month. Box No. 78, c/o Macaroni Journal, Braidwood, Ill.

**CARTOON CORNER**  
BY ART ROSS

**SPAGHETTI RAG**  
-THAT'S THE NAME OF A GREAT NEW TUNE JUST RECORDED BY SEVERAL COMPANIES!

**THE PEOPLE'S CHOICE!**

**CLIFF WOULD RATHER EAT NOODLES THAN BE PRESIDENT!**

**WESTERN STAR**  
**PETER LEEDS**  
RECENTLY HAD A PARTY FOR 50 GUESTS. HE PERSONALLY COOKED A SPAGHETTI DINNER FOR ALL THOSE PRESENT. (YOU CAN SEE HIM IN "GAMBLING LADY" WITH BARBARA STANWYCK).

**BROADWAY PRODUCER**  
**CLIFFORD HAYMAN**  
IS A NEPHEW OF THE GREAT LATE MINSTREL STAR, CLIFF GORDON, CREATOR OF A FAMOUS FUNNY SPAGHETTI EATING ACT.



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

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIRST day of the month.

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

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

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**ADVERTISING RATES**  
Display Advertising.....Rates on Application  
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Vol. XXXII June, 1950 No. 2



Ollie the Owl

For years the Birdland Soup Kitchen turned out a high quality bird's nest soup that kept the customers chirping with delight. Savory and flavory, full of wholesome ingredients, a meal in itself.

One day a bird flew into town with an idea for promoting more soup sales. He got in touch with Sam Swallow who owned the soup kitchen. He said to Sam, "You can double your business by opening up a Soup Sipping Saloon, a show place with plenty of atmosphere where the birds can sip soup in luxurious surroundings while they chirp and chatter to their dates and mates."

This listened good to Sam. Such a

place should stimulate soup sales. So he invested a big nest-egg in the project, hired a flock of singing canaries to entertain and wait on trade, hung the interior with feathered tapestries plucked from Birds of Paradise. Gorgeous garlands, festoons and wreaths made of orchids, lilies and roses gave color and fragrance to the decor. Teakwood furniture inlaid with mother of pearl was imported from the Orient for the birds to perch on while sipping their soup. In the center was a beautiful promenade, where the birds could strut and show off their plumage. For those who felt so inclined, there were bird baths exquisitely carved out of jade and amber, shaded by weeping willow trees illuminated with silver lanterns. The soup plates were pure gold, studded with diamonds, all in all, a gala spectacle that rivaled the pomp and pageantry of the Arabian Nights.

Soup sales soared. Sam beamed over the opulent setting from his office on the mezzanine floor. Over his desk hung a slogan, "Put on a good front and you'll never go backward." But when Sam got his first profit and loss statement he found that the soup sipping saloon cost so much to run that he was in the red. So, he watered his soup so that it cost less to make, figuring that this cut in cost would make up for the high selling expense. But, the soup was no longer savory, flavory and wholesome. The birds quit patronizing

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**FOR SALE:**

1. One 1 Bbl. Kneader, V-Belt Drive with Motor.
  2. One Clermont Preliminary Drier; Large Capacity for Noodles and Short Cuts.
  3. Drying Rooms and Trays for Noodles. Room also suitable for Spaghetti Preliminary Drying.
- Box No. 78, c/o Macaroni Journal.

Sam's beautiful soup saloon and he went out of business.

Put on a good front, but back it up with good value or your business will go in the soup.

Very wisely yours,  
Ollie the Owl

**New Association Members**

One Active and one Associate Member have recently been enrolled in the National Macaroni Manufacturers Association. They are:

(Active Member) New Mill Noodle and Macaroni Company, Inc., Chicago, Illinois. (Associate Member) Doughboy Industries, Inc., New Richmond, Wis.



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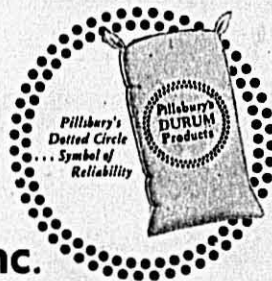
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*Here's to You...* **NMMA!**

Once more, at convention time, we Pillsbury people extend cordial greetings to our many friends in the macaroni industry. Please accept our compliments on the constructive work your Association has long been doing, and our best wishes for a successful convention.



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