

**THE  
MACARONI  
JOURNAL**

**Volume XXXII  
Number 12**

**April, 1951**



APRIL 1951

# MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *A Cordial Salute*

TO THE

U. S. MACARONI-NOODLE INDUSTRY

—Subscribers

—Advertisers

—Contributors . . .

On the Occasion of the Completion with This Issue of THIRTY-TWO YEARS of Continuous Service to a Food Trade That Has Made Wonderful Progress in That Period—a Business with a Most Promising Future.

*32nd Anniversary*

Printed by  
Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXXII  
NUMBER 12

25X11





**A RELIABLE SOURCE OF SUPPLY  
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**Rossotti** LITHOGRAPH CORPORATION  
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ESTABLISHED IN 1898.

NORTH BERGEN, NEW JERSEY

SAN FRANCISCO, CALIFORNIA

April, 1951

THE MACARONI JOURNAL

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## *Happy Anniversary!!!*

We extend our sincere  
congratulations  
to Mr. Donna and his staff  
on publication of this  
32nd Anniversary Edition of  
THE MACARONI JOURNAL

### *D. Maldari & Sons*

*America's Largest Die Makers*  
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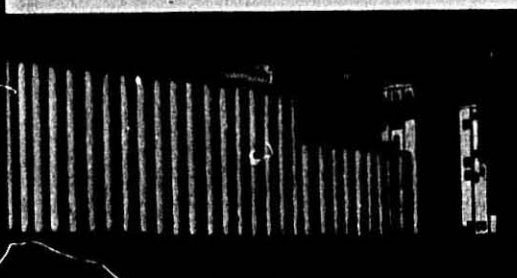


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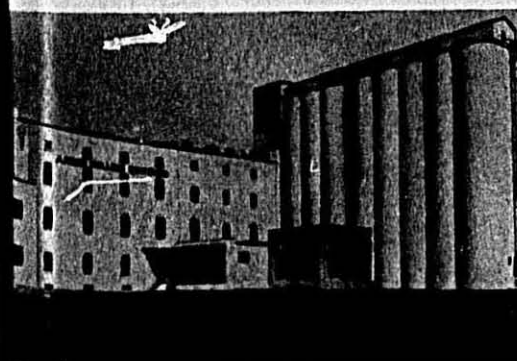
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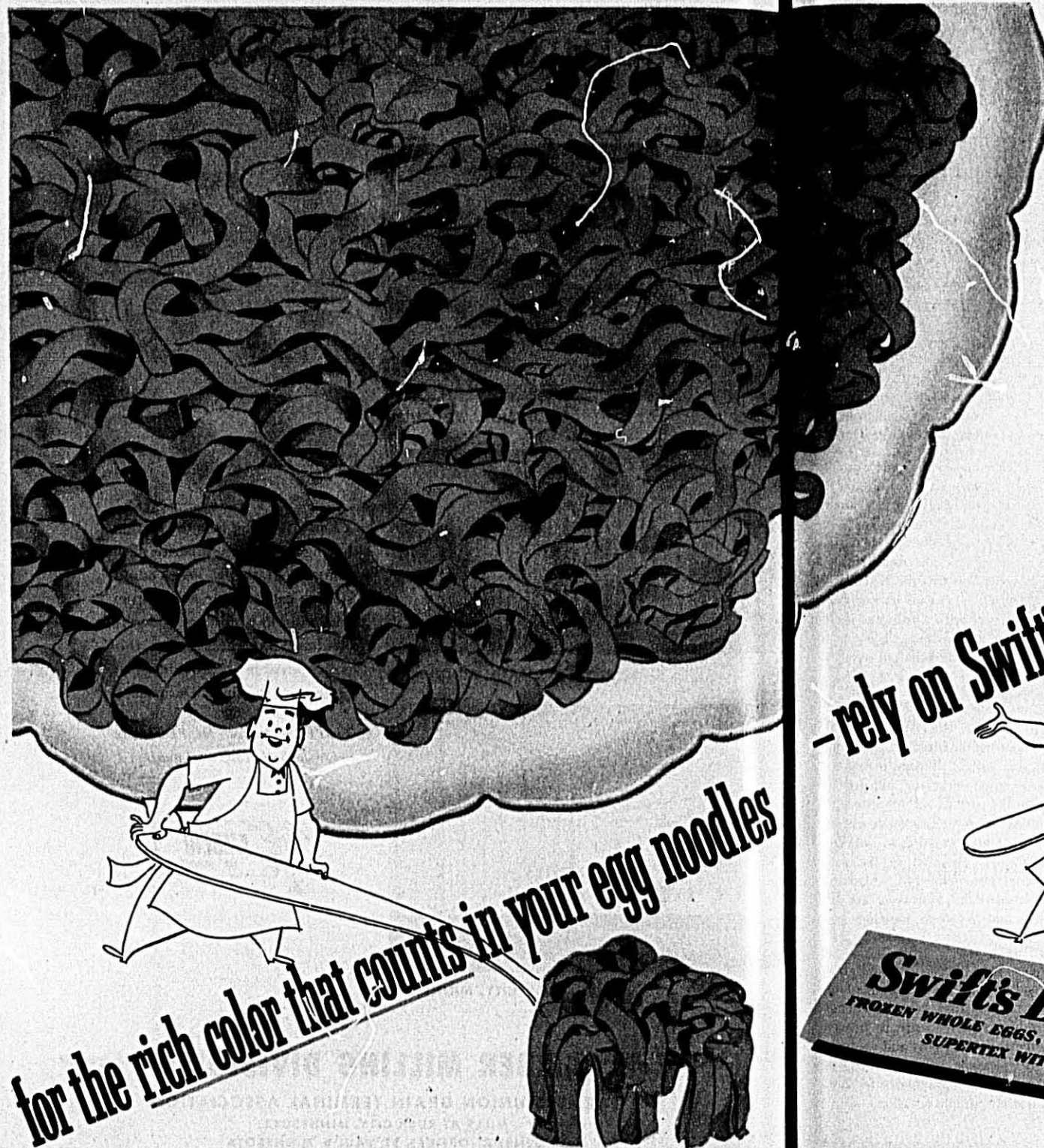
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Yolks... and  
SuperTex with  
added yolks.



# The MACARONI JOURNAL

Volume XXXII

April, 1951

Number 12

## A Birthday Salute 1919-1951

WITH this issue, THE MACARONI JOURNAL celebrates the completion of thirty-two full years of helpful service to an industry that has made remarkable strides in supplying Americans and many in other lands with what is practically a natural food—macaroni products which are made simply by adding water to crushed or ground wheat to form a dough, then shaped by machinery. The added water is later evaporated by scientific drying processes so as to leave a wheat food in its most desired form.

There are countless stories about the discovery of macaroni-making, but its origin remains buried in ancient history. In fact, it was discovered and practiced long before man learned to write to record the discovery. Thousands of years ago, man discovered that the grains of the field were edible, and more so when those grains were crushed or ground and mixed with water to form a dough for cooking which must have been after man first discovered fire. When this was done, whether in Asia, Europe or Africa, the home of early civilizations, there was invented the simple process of macaroni-making that has changed but little through the centuries except for improvements in the machines for shaping the dough—semolina and water, with or without eggs—and more perfect drying methods.

The origin of THE MACARONI JOURNAL, however, is well known to most of the oldsters in the business and to the many newcomers during the past thirty-two years. The industry publication made its bow to the industry particularly and to the public generally in May, 1919. It was a "war baby," an outgrowth of World War I.

Fifteen years before—April 19, 1904, to be exact—as the result of a growing demand of several hundred macaroni-noodle manufacturers, a national organization of the infant trade was formed at a meeting in Pittsburgh, Pa. Never in its 47 years of service to a steadily expanding industry has the National Macaroni Manufacturers Association enjoyed the membership of all the firms in the

business. The nearest to this hoped-for goal was during the NRA days, when membership was made compulsory under government edict. Then, as now, the leaders in the trade have faithfully supported the industry organization.

The United States macaroni industry expanded rapidly during World War I, when it was found necessary to produce here the macaroni products that could no longer be imported because of the war's interference. The association's World War I president was the late James T. Williams, who died March 5, 1951. The multitudinous demands of war effort convinced him that the NMMA, if it was to continue to improve its service to its members, must have permanent headquarters with a full-time secretary to help manage its affairs and a trade magazine to inform manufacturers what to do and what to avoid to assure peaceful progress.

Early in 1919, association leaders gave serious consideration to those suggestions with the result that, on March 1 of that year, the association hired M. J. Donna, then the payroll clerk for the State of Illinois, to serve in the double capacity as association secretary and Journal manager. By hard work on the part of all interested, the initial issue of THE MACARONI JOURNAL made its appearance on May 15, 1919. It is interesting to note that the magazine has been regularly printed in the same plant from which the initial issue emerged. Also that many advertisers who sponsored the first issue are still advertising their products and services, together with many new loyal supporters.

Congratulatory messages have been received from readers at home and abroad on the occasion of this anniversary, but the management feels that it is the friendly readers and supporting advertisers who are to be congratulated for their ever-increasing support and co-operation. Therefore, it is the pleasure of the editor, the printer and the sponsoring association officials to salute the many wellwishers on this memorable occasion.

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OUR CONGRATULATIONS to the Macaroni Journal for 32 years of outstanding service to the industry. Shoulder to shoulder with the Journal, we at General Mills have been working—those same 32 years—for the best interests of the industry, too. By making top quality Durum Semo-

lina and Granular flours, and by helping to expand the market through the advertising of macaroni and noodle products through Betty Crocker direct to the consumer, we have been your partners in progress for over a quarter of a century.

Again, congratulations!



MINNEAPOLIS, MINN.



*It Still Looks Good  
For The  
Macaroni  
Spaghetti  
Egg-Noodle  
Industry*



by C. Frederick Mueller  
President  
National Macaroni Manufacturers Association

THE first quarter of 1951 has been a good one for the macaroni industry. The volume, along with most segments of the grocery industry, has been the best in three years.

Regardless of whether volume for the grocery industry remains high during succeeding quarters, there are many forces at work which indicate that our own industry will enjoy substantial sales.

First, macaroni and egg noodle products continue to be America's Number 1 buy in value.

Second, our material supplies have been and are in comparative abundance. In spite of anxious moments, we have always had wheat and packaging materials during the last war and since.

Third, and of utmost importance, we have a thoroughly effective publicity program telling our story to millions of consumers, day in and day out. Enthusiasm for this program continues on the up-beat. It was particularly encouraging to learn that all upper New York State manufacturers had become one-cent-a-bag members of the National Macaroni Institute.

You will be interested to know that Peter La Rosa's publicity committee, together with the Ted Sills' organization and Bob Green, is already working on Macaroni Week for '51—October 18 to October 27.

I mention this to emphasize the fact that it takes a great deal of work by many people to keep the affairs of your National Macaroni Manufacturers Association and the NMI perking along on all eight cylinders.

At a recent macaroni manufacturers meeting, one member of our NMMA quite properly asked for a list of benefits to be derived from his membership. I was well pleased and considerably impressed by Bob Green's explanation, supported by factual charts and data, that every field of endeavor was covered by members of the association's staff or by manufacturers themselves working through committees. Perhaps as important, if not more important, is the fact that there are many association members willing to fill the breach if and when they are needed in our relations with suppliers, the government and with consumers.

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

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

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

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

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

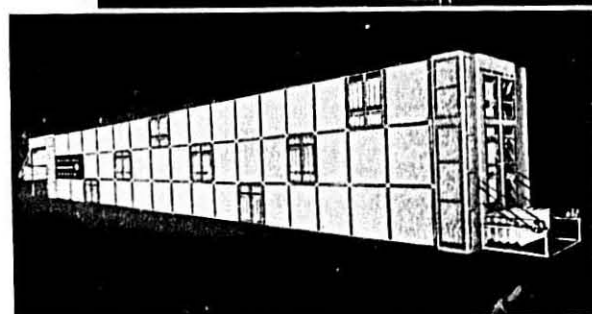
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# Clermont DRYERS - Distinguished Beyond All Others



Front view of Long units taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

Patent Pending

When the word "DISTINCTION" is used in connection with dryers it calls Clermont so quickly to mind that the two words are all but synonymous. Cler-

mont dryers have long since stood so completely apart in the way they look, in the way they perform and in the prestige they bestow upon their own-

ers, that macaroni and noodle manufacturers have reserved a special respect. During 1950 Clermont added for them when they speak of dryers—the complete automatic long to see Clermont's measure of lead-

designed, like its predecessors, to meet the particular requirements of particular manufacturers. On other pages are illustrations and details of features

of Clermont dryers. After you have studied them only a personal inspection can reveal the full measure of their superiority.

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## Durum An Important Crop

By Henry O. Putnam  
Executive Secretary  
Northwest Crop Improvement Association

### Important Factors in Durum Production

1. Thoroughly clean your seed to remove all small shriveled seed, some of which may be diseased.
2. Test seed for germination—sow only seed which germinates well.
3. Treat all seed with one-half ounce Ceresan or three-fourths ounce Panogen to control stinking smut and seedling blights which cause poor stands and reduced yields.
4. Sow your durum as soon as land can be properly prepared.

The United States Department of Agriculture scientists offer the following general recommendations for wheat growers in 1951.

1. Do not change varieties because of Race 15B of stem rust. All varieties lack in resistance to this rust.
2. Plant good seed of improved recommended varieties. Certification insures good quality seed.
3. Plant as early as possible—four or five days may make a big difference on rust damage, because late wheat is most affected by rust.
4. Use phosphate and potash fertilizer when needed to induce early maturity.
5. Follow the specific recommendations offered by your state experiment station and extension service.
6. Report anything that appears like barberry bushes to your county agricultural agent.

### The Macaroni Industry

The macaroni industry is a permanent enterprise. There are nine mills which grind durum wheat to supply approximately 200 macaroni processors. The entire industry employs about 9,000 people who mill, process, package and sell macaroni products.

Consumption of these products has gradually increased from 12 million bushels in 1920 to about 25 million bushels in 1950. The per capita consumption is now 6.4 pounds, while consumption of bread wheat products has declined.

### Importance of Quality

Durum, because of higher yield per acre, excludes all other wheats in the durum area and is the only class of wheat grown on most farms. This has been a wise move on the part of the durum grower because it eliminates opportunity for admixtures, which is the first prerequisite to high quality. Growing approved varieties, free of

Spring is in the air, and the durum growers in North Dakota and elsewhere are readying their fields for planting of durum which normally brings those farmers commensurate returns. The following thought, beamed at the growers, will be of equal interest to the macaroni-noodle manufacturers, prime users of semolina and flour made from durum.

admixtures of other classes of wheat, has been one of the chief reasons for the durum area reputation for quality. Let's maintain this reputation—it is extremely valuable.

### Stem Rust

Stem rust may or may not be a serious problem in 1951. The extremely late sowing dates of the 1950



Mr. Putnam

season resulted in late heading and late maturity. This allowed a longer period for rust to develop and attack the crop. Late wheat crops are often damaged by stem rust, while the early sowed crops often mature with no losses from stem rust. Race 15B of stem rust has been occasionally found in several previous seasons but only caused severe losses in 1950. Other races of stem rust appeared in epidemic proportions in 1935 but there was no serious stem rust the following year. We hope this may be the situation in 1951.

### Durum Production

Commercial durum production began in 1898 by Russian emigrants. The peak production was 95 million bushels in 1928. The ten-year average annual production is 38 million bushels, which includes red durum. This leaves only about 35 million bushels of amber durum for seed, milling, and

puffing, and carry over as protection against crop failure. Present production should be maintained to provide sufficient high quality durum to meet present market demands.

### Maintain Durum Acreage

All quality macaroni is made from durum wheat. If the durum production should materially decrease, macaroni processors would be forced to use bread wheat farina and a portion of the present durum market might be lost to an inferior product. Durum growers have established a constant demand for their quality wheat. Macaroni processors and mills depend upon the durum area to supply a sufficient amount of quality durum to meet their customer demand for a quality product. A smaller durum wheat production than we have had the past few years would not be enough to satisfy this continuing demand. The present acreage should be maintained.

### Durum Yields

Durum has consistently yielded more than bread wheat at the Langdon Substation. A seven-year average—1943 to 1949, inclusive—gave Stewart an average yield of 42.4 bushels, Mindum 40.3, Carleton 39.2, and Kubanka 37.5. Bread wheat yields for the same period were Rival 37.7 bushels, Mida 36.7, Cadet 33.5, Pilot 32.6, and Thatcher 31.2. Durum yields of approved varieties at Langdon in 1950 were 35.5 for Kubanka to 37.5 bushels for Stewart, which is a good crop regardless of stem rust and an extremely late season.

### Prospective Durum Plantings

As of March 1, 1951, the office of agricultural statistics of the U. S. Bureau of Agriculture Economics, Fargo, N. D., estimates that 10,466,000 acres of durum wheat will be planted this spring. This is an intended increase of two per cent over the acreage planted last year. The farmers who specialize in durum hope to get their planting started much earlier this year than last.

April, 1951

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## 32<sup>nd</sup> Anniversary Orchids...

a fitting tribute to  
The Macaroni Journal  
on the occasion of  
its 32nd publication  
anniversary

Capital Flour Mills takes pleasure in adding its congratulatory wishes to the many tributes graciously extended to The Macaroni Journal from the entire industry.

The full growth and sales potential of the macaroni industry, \$4.94 to be realized in future years. The future of the industry looks bright and large. Capital Flour Mills is proud to associate itself this year as it has for many years with The Macaroni Journal in furthering the interests of the macaroni industry.



BALDWINSVILLE, NEW YORK



SAINT PAUL, MINNESOTA

**CAPITAL FLOUR MILLS**



## French Commission At Macaroni Convention

**A**N international flavor will be given the 1951 conference of the U. S. macaroni industry and national convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel, June 28-29, by the appearance of a group of French officials and industrial leaders who will participate in the conference.

The group of from 20 to 30 executives will compose the special French Commission headed by Secrétaire General Jacques Audigier of the Comité Professionnel de l'Industrie des Pâtes Alimentaires, Paris, who, with a leading semolina miller from Africa and a leading macaroni manufacturer from France, attended the 1947 convention at French Lick Springs, Indiana, in June of that year.

Besides participating in a panel discussion of subjects of interest to macaroni makers on both sides of the Atlantic by executives of farming, industry and government leaders of France, arrangements are being made to effect an exchange of selected types of durum or macaroni wheats grown in Africa and Europe for the best types now grown in Canada and the United States. Following the exchange of superior types of macaroni wheats between Chile and this country last fall, for separate testings in this country and Chile, the French Commission hopes to arrange a similar seed exchange for testings that may lead to the discovery of improved types that will not only eradicate disease but produce a superior type of semolina for improved macaroni products.

The exchange of seed durum will be made with the Canadian officials in Winnipeg the middle of June and with representatives of North Dakota growers at the convention in Chicago.

Mr. Audigier, who heads the French-Algerian Commission, advises that it will arrive in New York City about June first. It will go to Canada, with stops at Montreal, Quebec, Ottawa, Port Arthur and Winnipeg, before entering the United States, where it has scheduled stops at Langdon, N. D., where it will study the work being done at the North Dakota experimental station, then go to Minneapolis-St. Paul and Duluth to view the semolina mills and shipping facilities before arrival at Chicago for the June convention.

Mr. Audigier says, "Our mission will be composed of French and North American semolina millers, macaroni manufacturers of France, representatives of the French Board of Agriculture, managers of scientific agricultural research centers of Al-

**Durum Growers and Semolina Millers from Algeria, Macaroni Manufacturers, Deputies from the Agricultural Board and Research Department of France plan Canadian-United States Tour in June.**

geris and Tunis—about 20 to 30 persons. The purpose of our visit is to show the growers and millers of amber durum, the best utilization of selected and graded amber durum wheat and to assist in the efforts of Canadian and United States growers and processors."

In a letter to President C. Frederick Mueller of the National Macaroni Manufacturers Association, Director Audigier advised that the Commission

plans to be in New York City the latter part of May. President Mueller replied that it would be a pleasure to him and the other directors in the New York sector to welcome Monsieur Audigier, to arrange for visiting leading plants and to arrange other entertainment during their stay.

Entertainment plans are being considered in several cities, among them Langdon, N. D., and Minneapolis-St. Paul, Minn.

## Your Association Dues Dollar

Members of the National Macaroni Manufacturers Association are interested in a release recently made by the organization's secretary-treasurer, Robert M. Green, on the use to which their dues dollars is put in their service and in the promotion of the industry generally, the latter of which should be of some slight interest to the few important firms that are not presently supporting the efforts of the co-operating manufacturers. Suppliers enrolled as associate members of the association are equally pleased with the good use made of the finances, every cent of which goes into salaries of hired executives and needed promotional work.

**Where Your Dues Dollar Goes:** He tells the members that most of the 1951 budget for the National Macaroni Manufacturers Association goes for the salaries of employees hired to serve the members. The proportions are as follows:

Secretary Robert M. Green, charged with the administering association affairs and projects, and chief association representative . . . 28.2.

Director of Research James J. Winston, analytical chemist for the association, specialist on sanitation and law enforcing measures under the Food & Drug Administration . . . 15.0.

Washington Contact Benjamin E. Jacobs, long-time director of research and macaroni authority, maintains his valuable contacts with Washington officials for the association . . . 15.0.

Office help and expenses, including the special projects that come along from time to time . . . 13.0.

Durum relations work, one of the most important of the association's

special projects, includes participation in the annual Durum Show, membership in the Northwest Crop Improvement Association, advertising, and meetings with durum growers . . . 11.8.

Travel—to Washington, regional meetings, and to maintain contacts with all elements of the macaroni industry . . . 10.0.

Bulletin service, special reports, general communications—including dues and subscriptions (U. S. Chamber of Commerce, for example) stationery, printing, postage, et al . . . 7.0.

Secretary Emeritus M. J. Donna maintains his office in Braidwood and operations as Editor-in-Chief of THE MACARONI JOURNAL, official publication of the association, from the revenues of the Journal. Any surplus over operating expenses accrue to the association treasury.

Officers, directors and committee members in the association perform labors of love, contributing their own time and paying their own expenses.

The National Macaroni Institute publicity program is financed separately by the cent-a-bag contributions of macaroni manufacturers and allies.

Macaroni-noodle manufacturers who for any reason are not now active supporters of the National Association of their industry, should be proud of membership in an organization that unselfishly and unceasingly promotes their general welfare at nominal costs of annual dues. Whatever is or was the reason for non-compliance, non-support of the industry's national organization should be forgotten as it is subordinate to the need of greater support in the united efforts necessary to continually promote the trade's best interests.

## Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

The American housewife is becoming increasingly conscious of the benefits of enriched foods in her family's diet. Today, she is demanding, and getting, foods with the word "Enriched" on the label. Keep your macaroni and noodle products in step with this growing national trend. And give your brand *added sales appeal* by enriching with Sterwin vitamins . . . the choice of manufacturers of leading national brands.

Sterwin offers two superior products for easy, accurate and economical enrichment of your macaroni and noodle products to conform with U. S. Federal Standards of Identity:

For users of the  
**BATCH PROCESS**

### B-E-T-S

The ORIGINAL Food-Enrichment Tablets

OFFER THESE ADVANTAGES

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

Stocked for quick delivery:  
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LOOK Magazine

For users of the  
**CONTINUOUS PROCESS**

### VEXTRAM

U. S. Patent No. 2,444,215  
Brand of Food-Enrichment Mixture

OFFERS THESE ADVANTAGES

- 1. ACCURACY**—The original starch base carrier—freer flowing—better feeding—better dispersion.
- 2. ECONOMY**—Minimum vitamin potency loss due to Vextram's pH control.
- 3. EASE**—Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.\*

\*Also available in double strength

Consult our Technically Trained Representatives for practical assistance with your enrichment procedure, or write direct to:

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# Macaroni Products (American)

by Elsie H. Norris

## Macaroni Products

- I Origin of Macaroni
- II Macaroni as a Product
- III Composition of Macaroni Products
- IV U.S. Grain Standards for Wheat
- V Manufacture of Macaroni Products in Italy
- VI Manufacture of Macaroni Products in U.S.
- VII Macaroni Products Sizes and Shapes
- VIII Quality of Products
- IX Cooking
- X Macaroni as a Food
- XI Typical Italian Dinner
- XII Popular American Uses of Macaroni Products
- XIII Bibliography

### I Origin of Macaroni

- A. Preparation of macaroni products known to ancient Egyptians and to Orientals long before process was introduced into Europe.
- B. German travelers learned to make egg noodles from the Asiatics. Art of manufacture became a guarded secret.
- C. 14th century Italians were the only European people enjoying macaroni. They held secret of its manufacture for 100 years. Italians introduced product into France.
- D. Japanese claimed invention of rice macaroni hundreds of years ago.
- E. Growth of industry in U.S.
  - 1. Before 1900, Italian population main consumers.
  - 2. 1900 witnessed large scale production.
  - 3. From World War I to 1930, growth of industry was phenomenal.
  - 4. It now occupies a firm position in American diet; New York State ranks high in production of macaroni products.
  - 5. U.S. imports over 5,000,000 lbs. of macaroni products from Italy each year.
  - 6. 1949—Food Industries, April, estimate production of egg noodles in U.S. at 200,000,000 lbs. per year.

Note: This article has been read by Miss Myrtle Erickson, Associate Professor in Food and Nutrition, College of Home Economics, Cornell University. It is based on material from government bulletins and textbooks.  
Elsie H. Norris

### II Macaroni as a Product

Terms—"Alimentary pastes," as some foreign countries still term them, or "Macaroni Products," as Americans prefer to call these fine wheat foods, include macaroni and noodle products.

- 1. Macaroni is used as generic designation in lieu of term macaroni products.
- 2. Manufacturers label packages "Macaroni Products" and supplement this with specific designation and/or pictorial illustration indicative of size and shape.
- 3. General public refers to products as macaroni, spaghetti, vermicelli, and noodles.

### III Composition of Macaroni Products

- A. Semolina, durum flour, farina, flour or any combination of two or more of these made into dough with water, salt (optional), moisture not to exceed 13 per cent.
- B. Egg noodles are shaped and dried doughs prepared from wheat flour and egg, with or without water and salt.
- C. Basic Ingredient—durum wheat.
  - 1. Durum wheat has high gluten content, admirably adapted to macaroni manufacture.
  - 2. Commercial semolina production is based on color. Amber color is highly desirable.
    - (a) Definition—Semolina is the purified middling of durum wheat. Removal of finer particles of flour (mostly starch) is essential. This excessive starch, if not removed, would expand in cooking, spoil the shapes of the macaroni product and cause it to stick together in a pasty mass.
    - (b) Semolina consists essentially of endosperm of a special hard spring wheat, known as durum or macaroni wheat.
    - (c) Farina is the purified middlings of hard wheat, other than durum.
  - 3. Physical Behavior—Swelling capacity of gelatinized durum appears to be great-

er than that of hard spring wheat. Durum semolina yields a more viscous dough.

- 4. Manufacture of macaroni from semolina or from a mixture of semolina and farina produces products of higher protein content and better cooking quality.
  - (a) Protein composition of durum is more or less dependent on season's durum wheat crop.
- 5. Use of flour is permissible. It is used mainly in the manufacture of egg noodles.
- 6. Salt—Excessive use of salt weakens gluten. Two per cent is maximum for flavor.
- 7. Eggs and egg whites are used by some manufacturers in dough to prevent collapse of thin-walled units before and after cooking.
- 8. Coloring—the Federal Food, Drug and Cosmetic Act prohibits the use of additional coloring matter as it may result in concealment of inferiority of the product and is a violation of the law.

### IV U.S. Grain Standards for Wheat

- A. This Act was passed in 1916. It established standards and grades for wheat moving in interstate commerce.
- B. Classes—Wheat shall be divided into 9 classes:
  - Class 1—Hard Red Spring Wheat
  - Class 2—Durum Wheat
  - Class 3—Red Durum Wheat
  - 1. Durum Wheat (Class 2) shall include:
    - (a) Hard Amber Durum
    - (b) Amber Durum
    - (c) Durum
  - C. U.S. Grades for wheat are No. 1 and No. 2.
    - 1. Some manufacturers are using the U. S. Grades to indicate the quality of flour used in the manufacture of their products.
- V Manufacture of Macaroni Products in Italy.
  - 1. Food of national importance in Italy.
    - (a) Prepared from hard, translucent wheat varieties of South Europe, Algeria and other warm regions.

## Detroit's Famous Italian Cafe welcomes you



Spaghetti and meat balls, served with Chianti, are the "specialty of the house"... the favorite food of the cafe's varied clientele. Located in the center of downtown Detroit's "bright lights", Famous Italian is frequented by show people, sports figures and other celebrities... and is a popular lunch spot for business people and shoppers.

Chef Johnny Kay is noted for his delicious spaghetti "creations", and he is equally famous for his speed and dexterity. In fact, many of his admirers come in especially to see him perform. Like the skillful millers of King Midas Semolina, Johnny Kay is a master of both the fundamentals and the finer points of his trade.



Meet Claude Roy, owner and manager of Famous Italian Cafe, Detroit. Established by Claude and his father 14 years ago, Famous Italian has won a coast-to-coast reputation for its tasty macaroni and spaghetti dishes.

## Where good Spaghetti is a Tradition



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Traditional

KING MIDAS

Semolina

KING MIDAS FLOUR MILLS MINNEAPOLIS 15, MINNESOTA



(b) Durum wheat is much prized because of its rich, yellow pigment and high potential gluten content.

2. Manufacture of these products in Italy was formerly a household industry. Many large modern commercial plants are now operating there—more than 1500.

(a) Some shapes are formed into tubes in special dies before the dough is extruded.

(b) Products are hung in festoons for drying.

(c) Colored types are popular, especially in Bologna. Tints of yellow, green and red are produced respectively by a mixture of eggs, spinach juice and beet juice.

#### VI Manufacture of Macaroni Products in U. S.

1. Produced under controlled conditions by means of machines, making high standards of sanitation possible.
2. Industry is converting to the automatic continuous type presses and automatic short-cut driers, whereby the raw material to finished product is untouched by human hands.
3. Automatic Continuous Production Method, New Style. The regular mixture (see item 4-a below) is placed in the receiving end of a modern machine. When properly mixed, the mixture is automatically passed into the kneading chamber. When properly kneaded, the dough goes to the forming chamber at the extrusion end of the machine, where dies determine the shape of the finished product for automatic placing over rods or in trays for the drying process.
4. Three-stage Batch Mixing Method (Old Style).

##### (a) Batch Mixing.

1. Semolina (farina or flour) is mixed with about 26 to 28 per cent of warm water and 1 per cent salt.
2. Mixing dough by special dough mixer requires about 12 minutes.

##### (b) Kneading Machine.

1. To smooth and toughen the dough mass by developing the gluten.
2. Time varies from 10 to 35 minutes, according to judgment of operator.

##### (c) Hydraulic Press.

1. Consists of hollow cylinder containing plunger which forces dough through holes of a perforated plate.

2. Cylinders are usually in pairs; one is being filled while another is pressed.

3. Cylinders are heated to keep dough plastic.

4. Pistons work under hydraulic pressure of 2,500 to 4,500 lbs. per square inch.

5. It requires ten minutes to force 150 lbs. of dough through dies.

##### (a) Vertical Presses—

Strings of dough are cut into four-foot lengths and hung over rods to dry.

##### (b) Horizontal Presses—

The forms are cut at the outer surface of the die by revolving knives. Stars, alphabets are made in this manner.

(d) Drying—In U. S. practically all drying is done in especially constructed drying chamber. The air used in drying is filtered to remove the dust and is drawn in at the bottom of the room and is forced through the racks and trays of macaroni.

1. Temperature, humidity, and air circulation are important factors in drying process.

2. Successful drying of macaroni products results when moisture added during manufacture is removed at a maximum rate of speed without case hardening.

(e) Continuous automatic driers have been developed recently for drying elbow and short-cut macaroni and noodles.

(f) Drying is extremely important.

1. If air is too moist, entire batch may be ruined by mildew or souring.

2. If too hot or too rapid drying, there is cracking and damage to the texture.

#### VII Macaroni Products, Sizes and Shapes

The following are the names of some of these macaroni products:

1. Solid Rods.
 

Vermicelli	1/32 inch diameter
Spaghettini	1/16 " "
Spaghetti	3/32 " "
2. Hollow Tubes
 

Plain.	
Foratini or macaroncelli	3/32 " "

Forati or perca-telli

1/8 " "

Mezzarrelli or mezzani

5/32 " "

Mezzani or macaroni

1/4 " "

Zitoni

1/2 " "

#### 3. Hollow Tubes

corrugated.

Mezzani rigati

1/4 " "

Zitoni rigati

1/2 " "

#### 4. Flat Ribbons (noodles).

Broad .030 in. thick 1/4 in. wide

Medium .033 " " 1/8 " "

Fine .035 " " 1/16 " "

#### 5. Sheets, scalloped on one side.

Lasagne (the widest)

Reginette ad margherite

Elbows, hollow, small, smooth:

Tuchetti—1/8, 5/32 in. diameter

Elbows, hollow, large, smooth:

Ditali lisci—1/4, 7/16 in. diameter

Elbows hollow corrugated, very large:

Rigatoni—9/16 in. diameter

Elbows hollow hexagonal:

Bonballati—3/8 in. diameter

#### 6. Bunches Curled.

Vermicelli (morella)

Spaghetti (morella)

#### 7. Fancy Small Pastes.

Alfabeto

Puntette

Stelletta

Crowns, etc.

#### VIII Quality of Macaroni Products

1. Semolina and farina macaroni products have a pleasing golden yellow color and are transparent to a considerable degree.

2. Semolina products, after being cooked, retain some of the golden shade, are firm, the pieces remain separate, and there is no stickiness.

3. Flour products cook to a pale white mass and individual pieces stick together, producing an undesirable product.

4. Good macaroni is hard and brittle, yet elastic in long pieces and breaks with crinkling sound.

#### IX Cooking Macaroni Products

1. The best test for a macaroni product is to cook it. Good macaroni, when properly cooked, will maintain its original shape without becoming sticky or pasty. It should absorb three times its weight of water.

(a) Amount of water: The Italian method is eight parts water to one part macaroni. The U. S. Army Quartermaster Corps recommend 12:1 ratio.

(b) Cooking time varies with type of product and its thickness.

1. Most macaroni products will cook in 12 minutes

(Continued on Page 71)



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## Sanitary Facility Standards

by

Ernest W. Fair

SANITARY facilities in food manufacturing plants provided for workers of these plants are today of utmost importance. Requirements grow each year. Simple provisions that were satisfactory ten years ago are obsolete today and a cause of dis-

satisfaction and trouble from employees, unions and governmental regulatory authorities.

Today's rigid requirements necessitate constant and thorough check-ups of such facilities in one's own plant. In the paragraphs to follow are factors which provide the minimum requirements of such sanitary standards as they affect employees. These are the ones in any plant whose management seeks to avoid troubles and discontent from employees.

An ample supply of good drinking water is of the utmost importance. Drinking fountains should be conveniently placed for all workers. The water supply should be filtered and treated if necessary to provide a cool and agreeable drink, in the interest of both comfort and health.

Such fountains may be of either ice or electrical refrigeration type. Each has its merits and the individual plant problems will generally determine which type will be most satisfactory therein. Fountains have distinct advantages over other methods from the standpoint of cleanliness and sanitation.

The fountains selected for use in the plant should be so designed that lips of workers do not come in contact with surfaces and should be located in positions that will discourage unclean practices. It is generally advisable to keep water pressure in such fountains strong enough so that the stream will be high and workers' lips will be unable to touch the fountain itself.

Factory laws in most states govern the location, equipment, and sanitary care of lockers, washrooms, showers and toilets, and the minimum allowable conditions are generally provided. However, these minimum conditions are seldom high enough to satisfy today's workers nor to reach the recognized point where plant management can keep illness and disease at a very minimum and thus reduce costly absenteeism.

Toilet facilities should always be of high quality and possess an attractive appearance. This is not only wise from the standpoint of appearance but they will also provide for easy maintenance. Such fixtures discourage carelessness on the part of workers just as fixtures "just good enough to get by" will encourage such carelessness and uncleanness on the part of a small minority of workers. The damage this small group can do is out of all proportion to the size of the group in the plant.

One of the greatest faults in this section of sanitation in most plants is in the provision of an inadequate number of fixtures. Sometimes local laws specify one such unit for so many workers, but this is not as yet widespread. A good ratio is one unit to every 15 or 20 persons who may use the unit. Closets should always be placed in separate booths with low swinging doors.

Urinal fixtures should be of individual type. The bowl rather than stall type proves best in even small plants. Automatic flushing arrangements should be provided on all such fixtures and deodorizing and germicidal units are recommended for use therein.

Walls of such rooms are best finished with glazed brick or tile or some similar material that lends itself to easy and efficient cleaning. Sometimes plant economics necessitates that such a wainscoting be only six or seven feet high. In such instances, the wall surfaces above should be finished in a hard, smooth, cement plaster or other similar surface that can be painted and easily cleaned.

It is best to cover floors with terrazzo, tile or cement and make partitions of pressed steel. The latter should be painted, kept neat and attractive, and receive maintenance attention at least once each three months.

Good practice also provides that entrance and vestibule doors to toilet rooms should be so arranged that the interior of the room cannot be seen from outside.

Washrooms should be separate from the toilet rooms or, if this is not possible, a partition should be erected between the two sections of the room. Enameled iron sinks with separate faucets at frequent intervals are suitable where large volumes of water are used.

Individual bowls are more suitable in locations where so much vigorous washing is unneeded. The fountain type of circular fixture is efficient. Faucets containing self-closing springs are advisable, for they will keep water waste from being a problem in washrooms as well as help in the maintenance problems therein.

Soaps of a liquid foam, dispensed from glass bowls mounted above wash basins, are most practical. Preference today is to paper towels, which should be in locked automatic dispensers to discourage waste. A large container should be placed directly beneath this dispenser to keep such used paper towels from being thrown on the floor.

Dressing rooms are needed in most plants. These should be equipped with metal lockers designed to provide ventilation and strong enough to withstand ordinary burglary techniques. Common practice is to require employees to provide their own locks and post waivers of responsibility on the part of the company throughout the room where lockers are placed as well as upon the inside of each locker door.

All such facilities should always be well lighted and well ventilated. Floors therein should be washed at least once a day and walls at least once each week. All sanitary equipment must be kept in good repair at all times and a weekly maintenance check-up is advisable. Cleaning should be done daily and disinfectants used liberally.

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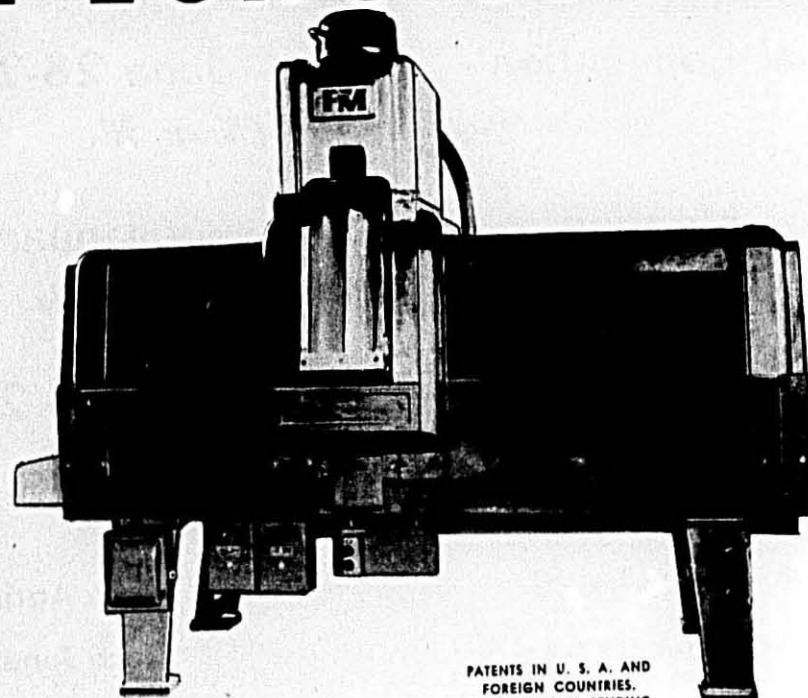
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## Things To Remember

➡ Annual Convention . . . June 28-29, 1951  
*Edgewater Beach Hotel • Chicago, Ill.*

➡ Winter Meeting . . . January, 1952  
*The Fleming Hotel • Miami Beach, Florida*

➡ National Macaroni Week, October 18 to 27, 1951

### ➡ MACARONI JOURNAL Feature Editions

- Anniversary Issues . . . Each April
- Convention Issues . . . Each June
- Convention Report Issues . . . Each July
- Winter Meeting Issues . . . Each January
- Winter Meeting Report Issues . . . Each February

READ: *The Macaroni Journal*

JOIN: *National Macaroni Manufacturers Association*

SUPPORT: *The National Macaroni Institute*

April, 1951

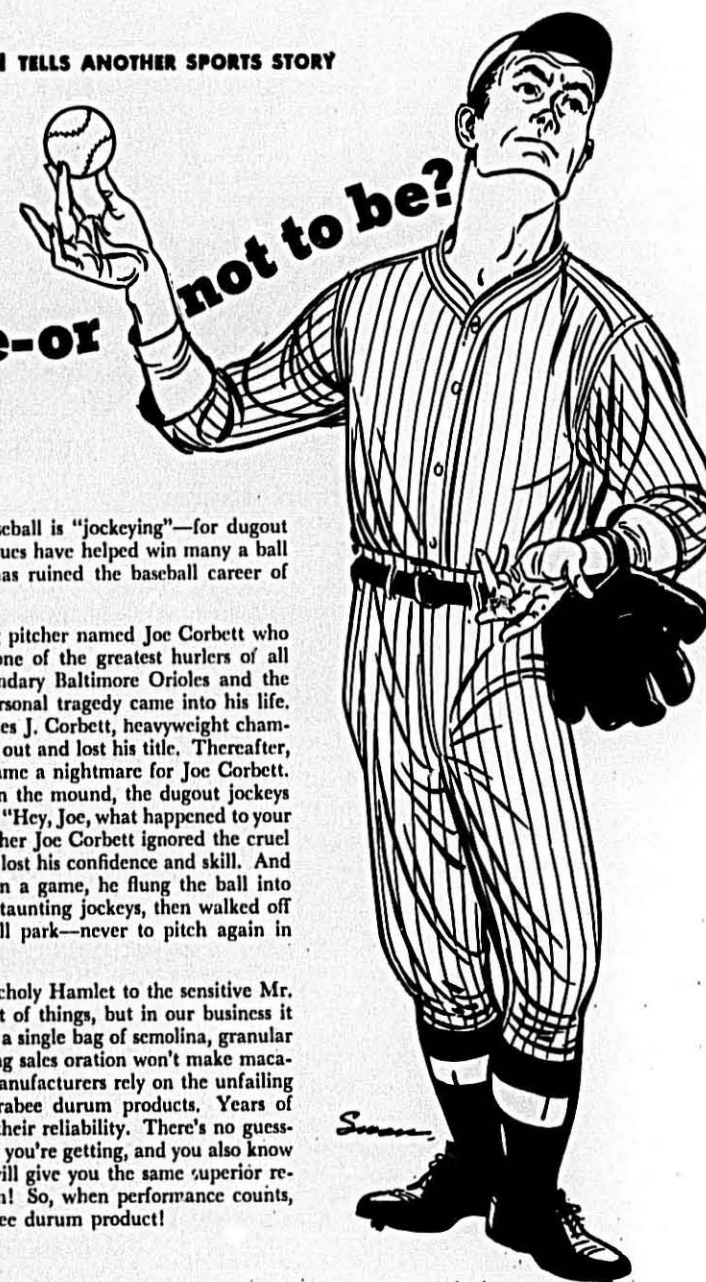
THE MACARONI JOURNAL

19



BILL STERN TELLS ANOTHER SPORTS STORY

to be-or not to be?



• One of the oldest arts in baseball is "jockeying"—for dugout jockeys with glib and salty tongues have helped win many a ball game. Sad to say, jockeying has ruined the baseball career of many a sensitive player.

Once there was a happy young pitcher named Joe Corbett who showed promise of becoming one of the greatest hurlers of all time. He pitched for the legendary Baltimore Orioles and the St. Louis Cardinals, until a personal tragedy came into his life. His older brother who was James J. Corbett, heavyweight champion of the world, was knocked out and lost his title. Thereafter, pitching in the big leagues became a nightmare for Joe Corbett. For whenever he walked out on the mound, the dugout jockeys would needle him with cries of: "Hey, Joe, what happened to your brother, Jim?" For a while pitcher Joe Corbett ignored the cruel taunts, but finally he broke up, lost his confidence and skill. And one afternoon while pitching in a game, he flung the ball into the rival dugout to silence the taunting jockeys, then walked off the mound and out of the ball park—never to pitch again in organized baseball.

Yes, from Shakespeare's melancholy Hamlet to the sensitive Mr. Corbett, talk has changed a lot of things, but in our business it can't affect the performance of a single bag of semolina, granular or durum flours. A spell-binding sales oration won't make macaroni foods. That's why wise manufacturers rely on the unfailing uniformity of Commander-Larabee durum products. Years of successful results have proven their reliability. There's no guesswork . . . you know what you're getting, and you also know that the next bag or carload will give you the same superior results at any time, in any season! So, when performance counts, count on a Commander-Larabee durum product!



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## Two Years Old

On March 1, Theodore R. Sills & Co. began their third year as public relations counsel for the National Macaroni Institute, as the NMI launched into the task of doing a bigger and better job of publicizing macaroni, spaghetti and egg noodles.

### Results of the past two years' activities:

Over 10,000,000 lines in newspapers of the 48 states.

Featured coverage in the nation's top consumer magazines, supplements and syndicates—time and again.

Material broadcast over more than 900 radio and television stations.

Constant news of your products and industry to the entire food industry through the trade press.

More people seeing, buying and serving macaroni, spaghetti, and egg noodles.

### Special Hits that give punch to our day-to-day efforts:

President Truman's portrait in macaroni—front page news, November, 1949.

"It's All Macaroni," in the January 17, 1950, issue of *Look* magazine—reprints sent to 6,000 wholesale grocers and chain outlets urging promotion of your products.

"The Macaroni Family," in the March, 1950, issue of *Seventeen* became classroom material for home economics courses.

National Macaroni Week, October 5-14, 1950—a record volume of publicity and advertising support for the macaroni industry.

Publicizing North Dakota State Durum Shows—increases good-will with the growers of our principal raw material.

Presentation of durum wheat from North Dakota to Chile—made Pan-American news, January, 1951.

Macaroni Institute booths at the Home Economics Association Conventions gave our story to the more than 3,000 home economists that attended each convention.

Participation in the National Food Editors' Conferences. Last fall we stole the show by putting a press in a Waldorf-Astoria suite to make spaghetti for the editors. Each editor was a member of the "Macaroni-of-the-Month Club," to receive a gift package which will serve as a monthly reminder of macaroni products with resultant benefits in publicity, which will help the entire industry.

The Macaroni Institute program has been made possible by the cent-a-bag payments of macaroni manufacturers and contributions of allies. (Current roster attached). The time and effort of the institute committee

has contributed greatly to our achievements, thanks to LaRosa, Merlino, Mueller, Norris, Pellegrino, Ravarino Skinner, Viviano, and Wolfe.

Progress? Yes! Enough? No! During the coming year we want to increase our efforts to reach home economics teachers, home service directors, librarians, public health workers, home demonstration agents, dietitians and nutritionists, chefs and managers of institutions.

To do a bigger job will require more money. Where will it come from? First, from macaroni manufacturers who are not now contributing to the

program. Second, from allies growing with the macaroni business. By working together our problems have become communal in nature. As a community of macaroni makers and allied interests, we have as our prime objective the furtherance of the industry as a whole and not its separate parts.

We need your full support and your help in getting the support of other members of the industry. Do your part . . . and help yourself.

1940 1950 1960  
100% 30% increase 70% increase

Keep The Trend Going Up! . . . urges Robert M. Green, public relations director of the National Macaroni Institute, in listing the progressive firms that are sponsoring the promotion.

### NMI Roster

#### INSTITUTE MEMBERS

#### MARCH 1, 1951

American Beauty Macaroni Co.	Denver, Colo.
Porter Macaroni Co.	Salt Lake City, Utah
American Beauty Macaroni Co.	Kansas City, Mo.
Pacific Macaroni Co.	Los Angeles, Calif.
Macaroni Manufacturing Co.	Wichita, Kan.
American Beauty Macaroni Co.	St. Louis, Mo.
Anthony Macaroni & Cracker Co.	Los Angeles, Calif.
V. Arena & Sons, Inc.	Norristown, Pa.
Buitoni Products, Inc.	New York, N. Y.
California Paste Co.	San Jose, Calif.
California-Vulcan Macaroni Co.	San Francisco, Calif.
Carmen Macaroni-Weber Noodle Co.	Bell, Calif.
Colonial Fusilli Mfg. Co.	Brooklyn, N. Y.
The Creamette Co.	Minneapolis, Minn.
Cumberland Macaroni Mfg. Co.	Cumberland, Md.
Delmonico Foods, Inc.	Louisville, Ky.
DeMartini Macaroni Company, Inc.	Brooklyn, N. Y.
Eichler's Noodles	Middle Village, N. Y.
El Paso Macaroni Co.	El Paso, Tex.
Favro Macaroni Co.	Seattle, Wash.
Florence Macaroni Mfg. Co.	Los Angeles, Calif.
Fort Worth Macaroni Co.	Ft. Worth, Tex.
Fresno Macaroni Co.	Fresno, Calif.
Globe Mills-Pillsbury Mills, Inc.	Los Angeles, Calif.
Golden Grain Macaroni Co.	Seattle, Wash.
Golden Grain Macaroni Co.	San Francisco, Calif.
Gooch Food Products	Lincoln, Neb.
A. Goodman & Sons, Inc.	Long Island City, N. Y.
I. J. Grass Noodle Co.	Chicago, Ill.
Horowitz & Margaret	Long Island City, N. Y.
Ideal Macaroni Co.	Cleveland, Ohio
Italian-American Paste Co.	San Francisco, Calif.
Mrs. Kelley's Noodle Kitchen	Dayton, Ohio
Kientzel Noodle Co., Inc.	St. Louis, Mo.
Kuertz Food Products Co.	Cincinnati, Ohio
La Premiata Macaroni Corp.	Connellsville, Pa.
V. LaRosa & Sons, Inc.	Brooklyn, N. Y.
La Vita Macaroni Co.	Chicago, Ill.
Megs Macaroni Co.	Harrisburg, Pa.
D. Merlino & Sons	Oakland, Calif.
Mill-Brook Macaroni Co.	Minneapolis, Minn.
Minnesota Macaroni Co.	St. Paul, Minn.
Mission Macaroni Mfg. Co.	Seattle, Wash.
Pacific Coast Macaroni Co.	Seattle, Wash.
Monett's Noodles	Columbus, Ohio
C. F. Mueller Co.	Jersey City, N. J.

(Continued on Page 70)



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## Payroll Denominator

by Fuller Ross

THE make up and distribution of a cash noodle or macaroni payroll steadily becomes a service of greater importance and one which requires a maximum in accuracy, efficiency and speed, particularly since the payroll has become involved with innumerable deductions, both fixed and variable. Trained help in this work is naturally a key factor in making the job satisfactory, yet the use of other improved methods and techniques speed up the work of the macaroni plant payroll department and surround it with protective measures and safeguards.

One of the troublesome features of the large cash payroll preparation in the industry is in denominating the individual employee net amounts into the required number of bills and coins needed to fill each envelope. In this denominating process, steps are simple and usually follow along these lines:

From the payroll sheets or register on which is shown all of the payroll data, the payroll clerk prepares the individual pay envelopes. These envelopes are then individually broken down for the necessary bills and coins to equal the net pay total. The operator records these bill and coin requirements on a small machine called the denominator. When the amounts for all of the envelopes have been recorded on this machine, the individual bill and coin totals are transferred to a currency slip and converted to dollars and cents.

This total should then agree with the net payroll amount—in this way proving that the individual payroll envelopes have been both written and denominated accurately. This currency slip serves as the order on the bank for the payroll makeup.

In many cases, the larger payrolls are denominated and balanced out by

departments or sections, so that re-checking will be minimized when it is necessary to locate errors in envelopes or denominating. With patience, the operator will find that certain combinations of units can be struck simultaneously to record frequently recurring amounts: i.e. 40c by striking the 25c, 10c and 5c registers; 8c by striking the 5c, 2c and 1c registers.

DENOMINATOR CURRENCY SLIP

NAME			
	\$50.00		
	20.00		
	10.00		
	5.00		
	2.00		
	1.00		
	.50		
	.25		
	.10		
	.05		
	.01		
TOTAL			

The standard payroll denominator includes in addition to the more common denominations, a register for 2c, \$2 and \$20 and the 12 unit machine includes in addition a \$50 register. Many prospective users wonder why a 2c unit is included when there is no 2c coin and others believe that they do not need the \$2, \$20 and \$50 units, since they do not include bills of these denominations in their pay envelopes.

These units have been added to the payroll denominator as time-saving features and to reduce the number of strokes required to denominate certain payroll amounts. Any amount ending in 4c or 9c or \$4 or \$9 would require four strokes on the 1c or \$1 units if the 2c and \$2 units were not included. Large dollar amounts are likewise more quickly denominated by the use of the \$20 and \$50 registers. To record \$90, one stroke on the \$50 register and two on the \$20 register suffices, whereas without these two registers it would require nine strokes on the \$10 register.

It is not necessary, of course, to use these large bill denominations in filling

the envelopes. The total of the \$50 and \$20 registers are converted into \$10 bills at the time the unit totals are transferred to the currency slip. It takes much less time to convert these special unit totals for the entire payroll than to record the extra strokes required on each individual pay envelope. The time saved by use of these special units in denominating payrolls will, in a very short time, more than pay for the cost of the additional units.

Making up the macaroni plant payroll is one of those usually bothersome jobs constantly being complicated by legal and other factors which enter into paying off workers today in nearly all lines of business and activity. Since the function involves cash, the need for accuracy is of special importance and since the job is a routine one, and "dead weight," its cost in time must be kept to a minimum. It is certainly not an easy job to accomplish both objectives on a large and varied payroll. Of man's earliest attempts to record numbers was by means of notches carved on a stick. There followed a series of crude devices, which were predecessors to modern accounting machines. If today we had to use such crude methods for computing payrolls, taxes and other deductions, we certainly would need much more time and a substantially larger staff. But fortunately we don't, for with the advent of adding machines, calculators and the denominators, payroll makeup has been greatly simplified and the necessary time materially shortened. Because of its unit construction, a denominator can be furnished with any required number of units. The most commonly used payroll denominator consists of 11 units.

### Will Rust Hit in 1951?

Prof. G. N. Geisler, head of the North Central Experiment Station at Minot, N. D., in an article in *The North Dakota Farmer*, March 3, 1951, concludes that the following measures are needed to prevent heavy losses by stem rust.

(1) Elimination of the barberry bush.

(2) A plant-breeding program to develop resistant varieties of grains.

(3) Research to determine if chemical control is practical and economic.

(4) Greater interest in the understanding of the problem by the citizens of the area will be a factor in licking stem rust.



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## TRADEMARK DEPARTMENT

### Subject to Opposition

**Delmonico**—Serial No. 509,503, Delmonico Foods, Inc., Louisville, Ky. Original filed, Act of 1905, Sept. 21, 1946; amended in application under Act of 1946; Principal Register, Feb. 21, 1948.

Applicant claims ownership of Registration No. 241,731. For macaroni products and dinners. Claims use since 1932—published January 2, 1951.

**Land-o-Lakes**—Serial No. 564,395, Oconomowoc Canning Co., Oconomowoc, Wis., for canned spaghetti. Filed Aug. 30, 1948. Claims use since July 15, 1920—published January 16, 1951. Mark consists merely of the name in heavy script type, with the tail of the L's extended to underscore the rest of the letters that follow.

**Serial No. 534,321**—C. F. Mueller Co., Jersey City, N. J., now by merger C. F. Mueller Co., a corporation of Delaware—for alimentary pastes. Filed September 12, 1947. Published January 30, 1951—claims use since August 1, 1907.

Mark is a rectangular with lines and a circle. It is lined for blue. Applicant claims ownership of Registration No. 83,685.

**Garden**—Serial No. 584,011, Perloff Brothers, Inc., Philadelphia—for bottled spaghetti sauce. Filed August 25, 1949. Published January 30, 1951—claims use since January, 1924.

**Horowitz Margaretten**—Serial No. 536,087, Horowitz Bros. & Margaretten, Long Island City, N. Y., for noodle soup mix and alimentary pastes. Filed September 29, 1947. Published Feb. 6, 1951—claims use since December, 1931.

**Zucca**—Serial No. 589,137, Aciermo Brothers, Brooklyn, N. Y., for canned spaghetti and spaghetti sauce. Filed December 10, 1949. Published February 6, 1951—claims use since Jan. 1, 1916.

**Q and Q**—Serial No. 591,565, Fort Worth Macaroni Co., Fort Worth, Tex., for macaroni. Filed January 27, 1950. Claims use since November 11, 1912. Mark consists of two letters "Q" with word "and" in between. All in between. All in heavy type.

**Home-Way**—Serial No. 591,729, Home-Way Real Egg Noodle Co., New York, N. Y., for noodles. Filed January 31, 1950. Published February

27, 1951—claims use since April, 1945.

**Skroodles**—Serial No. 594,992, Ravarino & Freschi, Inc., St. Louis, Mo., for alimentary pastes. Filed March 31, 1950. Published March 13, 1951—claims use since Dec. 1, 1949.

**Floraline**, Serial No. 568,123, Societe a Responsabilite Limitee, Pates Alimentaires Rivoire & Carret, (Rhone) France. Filed November 3, 1948. Published March 6, 1951, for alimentary pastes and canned soup. Applicant claims ownership of French Registration No. 25,184, dated January 28, 1948.

### Not Subject to Opposition

**Viviano**—No. 444,397—Act of 1920, Viviano Foods, Inc., St. Louis, Mo. Filed September 27, 1944—Serial No. 474,684, for prepared ready to eat canned foods including: spaghetti with cheese, mostaccioli, et cetera. Published January 10, 1951—claims use since May, 1929. Mark consists merely of the name in outlined letters.

**Nest-O'-Noodles**—No. 537,487—Noodle Nest Co., Chicago, Ill. Original filed, Act of 1946, Principal Register July 24, 1949; amended to application, Supplemental Register, March 2, 1950. Serial No. 572,079 for unfilled pastry shells, namely Timbales. Published February 6, 1951—claims use since Jan. 17, 1949.

**Mrs. Weber's**—No. 537,192—Harry Saidiner doing business under the name of Weber Egg Noodle Co., Bell, Calif. Original filed, Act of 1946, Principal Register May 27, 1948; amended to application, Supplemental Register, Jan. 3, 1950, Serial No. 557,958—for spaghetti and macaroni.

Published February 13, 1951—claims use since January 1, 1907. Mark is name in heavy type.

**Sunny Italy**—No. 537,926—J. D. and Sons, Cicero, Ill. Original filed, Act of 1946, Principal Register, June 30, 1949; amended to application Supplemental Register September 26, 1950—Serial No. 581,336 for canned spaghetti sauce.

Published February 13, 1951—claims use since April 15, 1949. Mark is name in heavy script.

### Trademarks Republished

**Elbo-Roni**—Reg. No. 212,208, Kansas City Macaroni and Importing Co.,

doing business as American Beauty Macaroni Co., Kansas City, Mo.

Republished by American Beauty Macaroni Co., Kansas City, Mo., a corporation in Missouri. For ready-cut macaroni. Republished January 23, 1951—claims use since July 10, 1925.

**Happy Hour**—Reg. No. 102,798—Campbell-Holton & Co., Bloomington, Ill. Republished by registrant. For egg noodles, et cetera. Republished February 13, 1951—claims use since January 1, 1908.

### Trademarks Granted

**Reg. No. 535,003**—Minnesota Mac. Co., St. Paul, Minn. A Portrait-Maid with casserole for macaroni, spaghetti, egg noodles and dehydrated soup mixes.

Filed June 27, 1949, Serial No. 581,140. Published August 1, 1950. Granted Dec. 19, 1950. Mark consists of a maid carrying a steaming casserole.

**Reg. No. 536,364**—Van Dusen Harrington Co., Minneapolis, Minn., for semolina sold only in bulk to alimentary paste manufacturers.

Filed October 4, 1947, Serial No. 536,850. Published September 12, 1950. Granted January 16, 1951.

**Reg. No. 536,411**—Oriental Foods, Inc., Los Angeles, Calif., for alimentary paste in ribbon form.

Filed April 15, 1948, Serial No. 554,750. Published August 22, 1950. Granted January 16, 1951.

**Reg. No. 536,519**—A. Russo & Co., Chicago, Ill., for spaghetti, et cetera. Filed February 17, 1949, Serial No. 574,054. Published September 5, 1950. Granted Jan. 16, 1951.

**Reg. No. 536,579**—A. Goodman & Sons, Inc., Long Island City, N. Y., for macaroni products and matzos.

Filed May 27, 1949, Serial No. 579,594. Published August 29, 1950. Granted January 16, 1951.

**Reg. No. 536,595**—Minnesota Mac. Co., St. Paul, Minn., for macaroni products and dehydrated soup mixes.

Filed July 8, 1949, Serial No. 581,675. Published September 5, 1950. Granted January 16, 1951.

**Reg. No. 536,912**—Tea Table Mills, Inc., Lincoln, Nebr., for macaroni products and spaghetti sauce.

Filed July 1, 1949, Serial No. 581,454. Published October 31, 1950. Granted January 23, 1951.

**Reg. No. 538,130**—Quality Macaroni Co., doing business as Romano Macaroni Co., St. Paul, Minn., for macaroni and egg noodles.

Filed July 14, 1949, Serial No. 581,985. Published October 3, 1950. Granted February 20, 1951.

**Reg. No. 539,198**—The Creamette Co., Minneapolis, Minn., for macaroni products.

Filed April 17, 1948, Serial No. 554,863. Published November 14, 1950. Granted March 13, 1951.

April, 1951

THE MACARONI JOURNAL

23

## Semolina Millers' Educational Program

Sponsored Through The Durum Products Division—Wheat Flour Institute

Courtesy of Durum Wheat Notes

MACARONI

SPAGHETTI

NOODLES

### The Practical, Profitable and Accepted Approach

The secret of the continued success of the programs of macaroni products education, as undertaken by the durum millers of America, is that they are well planned, well timed and particularly aimed at a group of specialists primarily interested in food; namely, home economists, domestic science teachers and food page editors. Monthly, thousands of copies of *Durum Wheat Notes* go to the above groups, always carrying a good word for macaroni-spaghetti-noodle products.

Excerpts from the four issues so far issued in 1951 show the durum millers as teachers in a co-operative and well-co-ordinated educational program that should make macaroni foods more and more popular.

#### January, 1951—Good Resolutions

Many folks make neat, systematic lists of resolutions as the new year gets under way. Others make less definite plans—but most all of us come to certain agreements with ourselves concerning ways to make better use of our resources and continually improve our way of life.

In the realm of feeding the family, homemakers will want to renew efforts and give special attention to:

1. Keeping the family in good health
2. Staying within the food budget even though prices are predicted to be higher than ever in 1951
3. Keeping meals interesting by serving a variety of foods and serving favorite foods in different ways
4. Introducing the family to new dishes regularly
5. Planning meals that allow time for other activities and time for enjoying family and friends
6. Keeping emergency shelves so as to be prepared for unexpected guests.

These six New Year's resolutions may look foreboding at first glance. Experienced cooks have found, though, with advance planning and careful buying they can all be met.

The good durum wheat foods, macaroni, spaghetti and noodles are among our most dependable assistants. They can help to transform each of the above resolutions into reality. For example, macaroni foods made from hard, durum wheat are high in good protein. When this wheat protein is combined with that of such foods as milk, meat and eggs, the result is a generous share of that nutrient so necessary for building strong bodies and keeping them in good repair.

Moreover, durum foods do their job with an almost unbelievably minute dent in the food budget. Many good main dishes which feature one of the durum trio may be served for less than

15 cents per serving.

Durum wheat foods are so versatile they help to keep meals interesting and appealing. They are real soup-to-nuts foods, for they can star in soups, main dishes, salads and desserts. Folks of all ages enjoy having them on the menu. They come in over 150 intriguing shapes and sizes so you can occasionally vary the shape to give new interest to dishes. They are so mild in flavor themselves, they welcome practically any food as a companion.

Macaroni foods are one of the easiest foods imaginable to prepare. There is a bare minimum of utensils to wash when cooking these foods. They become tender in from 8 to 15 minutes, depending on the particular variety. Many top-of-the-range main dishes may be prepared in less than 20 minutes. Casserole favorites usually bake in about 30 minutes, just time to make other mealtime preparations.

#### February, 1951—Made from Durum Wheat

Just what is meant by the words "Made from Durum Wheat," or "Made from Semolina," on a package of macaroni, spaghetti or noodles?

Some folks ask if durum is a special brand of macaroni. The answer to this is "no," of course, since many, many good brands of macaroni, spaghetti and noodles are made from durum wheat. Durum is a very hard wheat, grown expressly for the purpose of making top quality macaroni foods. It is grown chiefly in Minnesota and North and South Dakota.

Since durum wheat is extra hard, it produces macaroni foods which are firm, and they hold that pleasing firmness after they are cooked.

The hardness of durum wheat is due to its extra-high protein content. With food prices sky-rocketing, homemakers have an increasingly difficult job in seeing that their families get adequate amounts of this nutrient. By supple-

menting the good wheat protein found in macaroni foods with that of such foods as milk and cheese in macaroni and cheese or with that of meat in Italian spaghetti, homemakers provide excellent nutrition without upsetting the food budget.

A good shopping habit to acquire is that of reading labels. When buying macaroni, spaghetti or noodles, be sure the label reads "Made from Durum Wheat." Then you can be sure you're buying foods with topnotch cooking and eating qualities and with an extra bonus of important protein.

#### March, 1951—Salads

The beginning of March is usually the beginning of the main-dish salad season.

With the coming of warmer weather, we like to spend as much time out of doors as possible. Therefore, we change certain eating habits with the season. We lean toward quick-to-fix luncheons which will give us extra time for gardening, sewing, spring house cleaning and the like. This year, perhaps more than for many previous years, we have another element of primary importance—keeping within the slim food allowance.

These needs, as well as the all-important one of appetite appeal, are easily met with hearty salads, when these salads feature one of the durum wheat duo, macaroni or spaghetti. The protein in these wheat foods give the salads sustenance and keeps the family satisfied until the next meal.

The smaller shapes of macaroni or spaghetti, such as elbows, rings and shells, are best for salads. Allow about an ounce to an ounce and a half per serving. You may like to cook the macaroni food in the morning and store it in the refrigerator until just before mixing with the other salad ingredients. If so, freshen it by running cold water through it just before mixing. Many folks like to

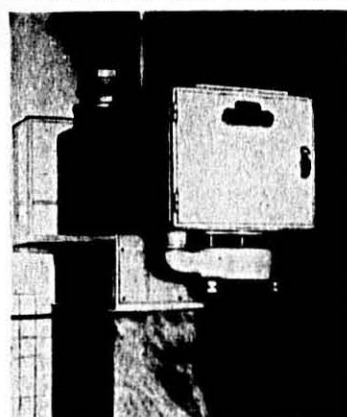
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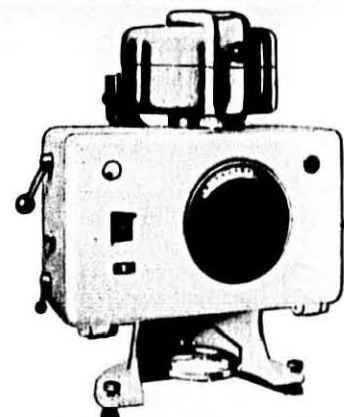
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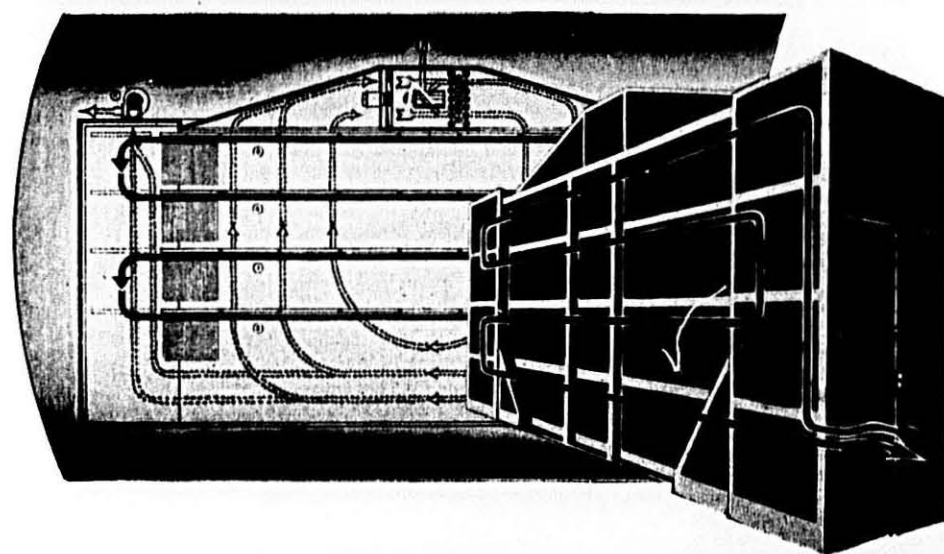
SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER



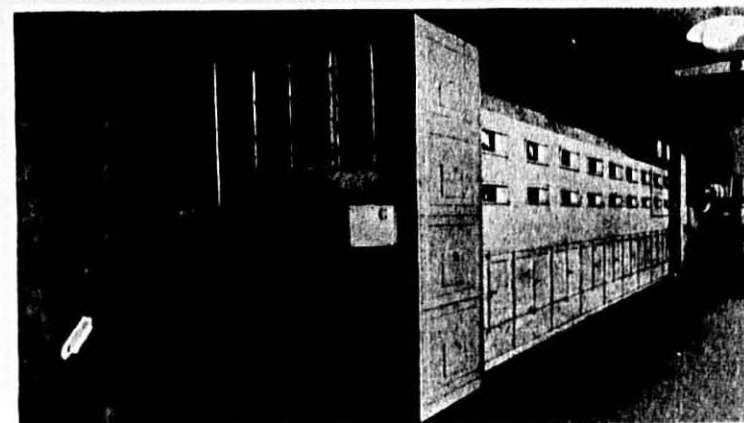
Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



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



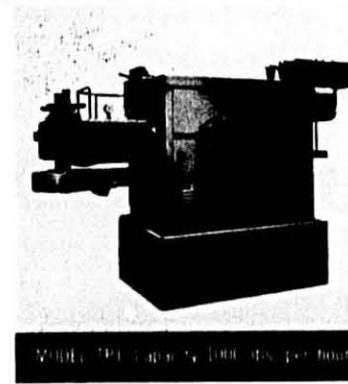
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



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

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## NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

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# BUHLER BROTHERS, INC.

1121 STATE HIGHWAY 4 FORT LEE NEW JERSEY



## La Rosa's Annual Press Luncheon

THE versatility of macaroni as the basic ingredient for an almost limitless variety of delicious and nutritious dishes for Lent and all through the year, was demonstrated at the second annual luncheon given for the food press by V. La Rosa and Sons. The luncheon was held at the Patio Bruno Restaurant, 24 West 55 Street, New York City, on February sixth. Included among the guests were the most eminent food writers in the country, along with leading radio and television personalities associated with women's programs. Starting out with hors d'oeuvres cradled in macaroni shells, every course of the luncheon featured dishes made with one of the more than 50 intriguing La Rosa macaroni shapes—a variety which illustrates the possibility of serving 50 different macaroni meals without repeating a single shape!

Decorations for the luncheon consisted of red roses and macaroni shapes worked into novel centerpiece arrangements at each table. A huge table at one side of the room displayed the 50 La Rosa macaroni varieties while a two-burner electric stove set the scene for a quick cooking demonstration by Vincent S. La Rosa, vice president in charge of advertising.

Spotlighted at the luncheon was the brand new Jumbo Macaroni, which is now being sold for the first time in grocery stores everywhere. The new La Rosa Jumbos, which look like beautiful golden peanuts, were scattered on each table and discussed during the luncheon proceedings. They were recommended for any number of delectable dishes, including the popular macaroni and cheese casserole. The peanut shape, it was pointed out, makes good eating sense because the inside is hollowed out and cradles the luscious sauces served with Jumbos.

Another highlight of the luncheon was an 8-minute-recipe, a demonstration by Vincent S. La Rosa of the preparation of a delightful new seafood sauce using Vermicelli. This recipe was created by the La Rosa people for the busy homemaker and the career woman in search of a fine Lenten or anytime dish that can be prepared in less than 15 minutes. Actually Mr. La Rosa cooked this sauce before the audience in a little under eight minutes. Those present were invited to taste the results. The reaction was "superb!"

Another new favorite called to the attention of those present was Macaroni No. 5, which is now wearing a new look. This La Rosa macaroni has been given a new shape for easier cooking and better eating. Cut in new convenient lengths, it eliminates the

long easy-to-cook strands and does away with irregular and broken pieces. The macaroni remains as tender and flavorful as before.

### Timely Macaroni Products—Nutritious—Economical—Varied

Stressed at the luncheon in remarks by Vincent S. La Rosa, who presided, were the economy and nutritional



A delicious white clam sauce and Vermicelli dish that can be cooked in eight minutes was dramatically demonstrated by Vincent S. La Rosa at the second annual La Rosa luncheon held for members of the food press at the Patio Bruno Restaurant in New York City. The demonstration was repeated the following day by invitation

aspects of macaroni dishes. With today's meat prices soaring, Mr. La Rosa pointed out that "macaroni recipes make a little meat—or fish—into a luscious big meal. Even such a luxury dish as macaroni and tuna fish can be prepared for a family of four at just a little over one dollar."

Supplementing Mr. La Rosa's factual explanations and cooking demonstration were remarks by Andre Bruno. Mr. Bruno discussed the romantic aspects and origin of each of the dishes served and went into some detail about the method of preparation.

### Luncheon Menu Proves An Epicure's Delight

Every dish served at the luncheon evoked a chorus of approval as it was brought to the table and as it was eaten. The luncheon started out with cocktails and La Rosa Canapes Portofino. These were tangy hors d'oeuvres made of red caviar, anchovies, shrimp paste, ham paté and a cream cheese mixture cradled in large macaroni shells! The colorful, appetite-tempting hors d'oeuvres were followed by a

Consomme Pastina a La Rosa, featuring Pastine in carrot and spinach flavors. Then came La Rosa Linguine Vongole—Linguine generously flavored by a savory sauce whose taste combined a subtle blending of chopped clams, garlic, onion, parsley and olive oil. Then a magnificent Casserole of La Rosa Macaroni Americaine, made of sharp cheddar cheese with butter,

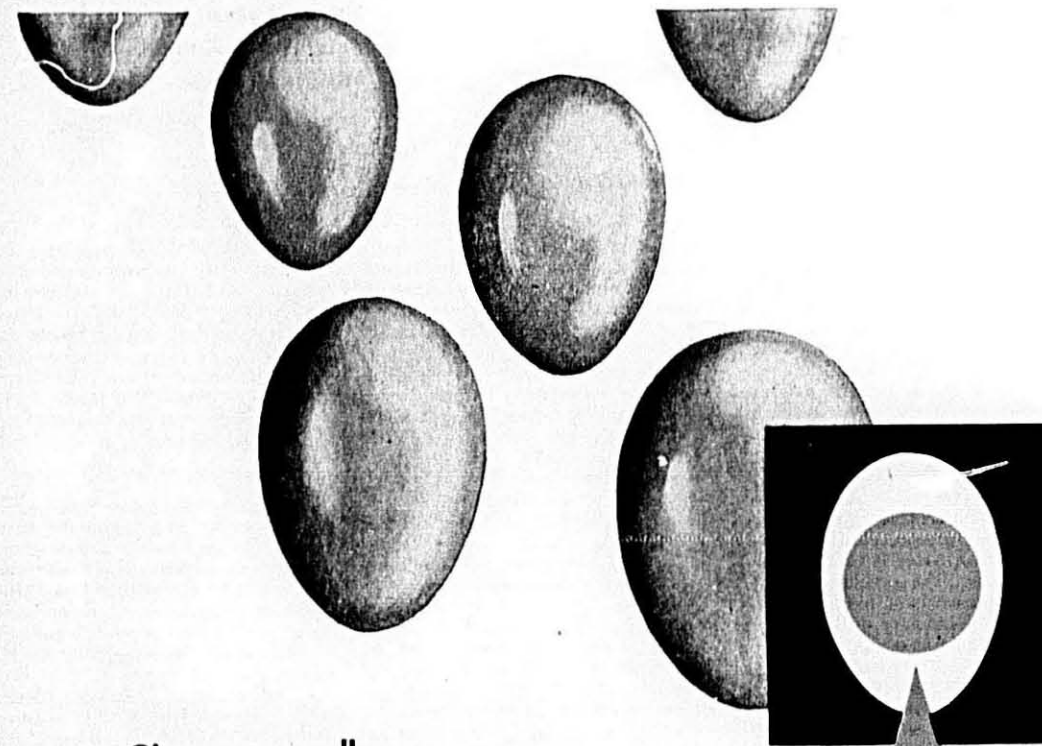
of the Alfred McCanna on their WOR television show. Also featured at the luncheon was the introduction of two new macaroni shapes... La Rosa Jumbos, which resemble large golden peanuts with the center hollowed out, and La Rosa Macaroni #5, a new easier-eating, easier-cooking length of the standard macaroni strand.

flour, milk, bread crumbs, salt and pepper—and as a special La Rosa touch, some grated onion for added flavor. Next—the only meat dish on the menu—La Rosa Tagliatelle All-Uove Bolognese, a seasoned meat sauce enhancing glorious, golden egg noodles. Last but not least of the macaroni miracles was La Rosa Fusilli ai Funghi—a delectable mushroom dish. Insalata Capri, Frutta e Formaggi, Caffè Espresso and Cordials concluded the repast.

Comments following the meal among the guests whose names read like a "Who's Who in American Food Writing" included enthusiastic remarks like this one from a leading syndicated writer whose column reaches millions each week: "I never before realized the full potentialities of macaroni. Every shape brings a new taste sensation! I now have enough good material to devote my entire food column to macaroni stories for the next month or longer!"

To aid the writers as well as the radio and television people in the preparation of future articles and pro-

(Continued on Page 69)



Give your noodles...

**REQUIRED EGG CONTENT WITH NO GUESSWORK!**

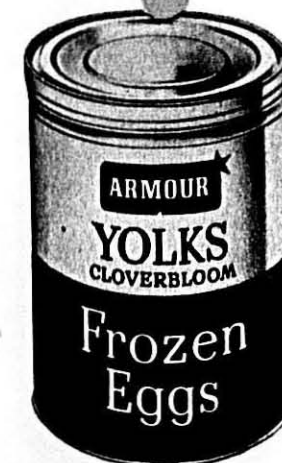
**Use Armour Cloverbloom Frozen Egg Yolks**

Each can of Cloverbloom Frozen Egg Yolks contains 45% solids, so you can make sure that your noodles have the required egg content—without any guesswork! It helps you make noodles the way your customers like them best... dark in color, fine in texture, and uniform in flavor.

The quality of Cloverbloom Frozen Egg Yolks is constantly guarded by Armour. Eggs with dark color yolks are selected while they're *breakfast-fresh*. Then they're *quick-frozen*, and tested scientifically every step of the way. All traces of shell and fiber are removed. Bacteria count is kept to a minimum. Each batch has deep color and fine flavor.

So, make your noodles with Armour Cloverbloom Frozen Egg Yolks... the product specially prepared for your needs. For further information, contact your Armour salesman, or write to:

**ARMOUR** Chicago 9, Illinois  
**CREAMERIES**





## MACARONI MANUFACTURE

Development from the  
Batch Process to the  
Continuous Automatic  
Mixer and Press.

by James J. Winston, Director  
Jacobs-Winston Laboratories, Inc.

MACARONI production in the United States has increased substantially during the past 10 years and this has been achieved mainly because of the introduction and adoption of automatic, continuous macaroni presses. Prior to World War II, macaroni production—which includes macaroni, spaghetti, vermicelli, short goods (elbows, stars, pastina, alphabets) and egg noodle products—amounted to approximately 700,000,000 pounds per year. However, with each successive war year, the demand for these products became greater until the annual production of today is about one billion pounds. The problem of inadequate manpower was likewise experienced in the industry during the war years and this was compensated by the introduction and increased use of the new presses manufactured by Buhler Bros., Inc., Clermont Machine Co., Inc., and the Consolidated Machine Corp.

### Batch Process of Manufacture

The older method of manufacture is based on the batch system, requiring a great deal of handling and manpower and accounts for about 30 per cent of the total production. This process consists of the following:

The doughing stage, where the farinaceous ingredients (semolina, durum flour, farina) are mixed with a suitable amount of water to produce a smooth, firm dough. Generally, for every 100 pounds of farinaceous material, 26-30 pounds of water, ranging in temperature from 70 to 140 degrees F., is used. The quantity of water will vary with the kind of product to be made and the nature of the raw material. Occasionally, a small amount of salt is added during the mixing process. The mixing time will take from 6 to 15 minutes, depending upon the farinaceous ingredients and the product to be manufactured. Generally, 140 to 300 pounds of farinaceous material are used in each batch per mixer which is operated by one man who can produce about three batches per hour.

The dough is then transferred to the next stage, consisting of a kneader or "gramola." This consists of a revolving circular steel pan up to eight feet in diameter, carrying two revolving corrugated conical iron workers, weighing a ton or more. The dough is

then kneaded until it has assumed a homogenous texture resulting in a uniform, smooth stiff dough (10-20 minutes). One worker is required to operate each kneader, although where the batch is small, a worker can manage to operate two kneaders. The dough is then cut into large sections, rolled loosely by hand and introduced into the cylinder of the press. The press is usually maintained at a temperature of about 104 degrees F., in order to keep the dough plastic. The press is provided with the desired die and the piston is inserted into the cylinder and the process of extruding the dough begins. Presses are either vertical or horizontal, the latter being preferred for short goods such as elbows, alphabets, et cetera. The holes in the die for macaroni vary in size according to type of product desired. Each hole has a small steel rod or pin in the center which forms the hole in the macaroni. While the dough is divided by the supports of the pin as it enters the die, the tremendous pressure, from 2500 to 4500 lbs. per square inch, re-unites it and the extruded product emerges from the other end of the perforated plate as a perfect tube.

As the macaroni is extruded through the die, a worker cuts the strands (about 48 inches) with a sharp knife and places them on drying rods mounted

on trucks, skillfully separating and spreading each individual strand to prevent sticking and to facilitate the drying which follows. The trucks are then wheeled into drying rooms and subjected to the drying or curing process. This batch system, therefore, requires the use of skilled workers with the necessary attention to each stage of the manufacture.

### Continuous Operation

The continuous automatic press, which is today supplanting the batch process, is particularly advantageous because of the consistency and fine quality of product produced day after day with a minimum of supervision. These presses have several features in common consisting principally of the following:

1. Automatic measuring device which permits feeding the required amount of farinaceous material into the mixer.

2. Water-measuring device, permitting accurate flow of the water into the mixer. This arrangement allows the feeding of farinaceous material and water into the mixer in a uniform stream, whereby the correct proportion of both is assured to make a dough of the required consistency. The flow of the ingredients is manually set and the proper consistency is indicated by means of an ammeter, which indicates the electric energy required for the mixing process. Thus a softer dough will show less of a reading on the ammeter than a harder one. The proper feed of the ingredients will yield a dial reading indicating optimum conditions. Once the proper flow of ingredients is determined and the controls so regulated, this feed will be maintained throughout the work period.

The mixer unit, built of rust-proof steel, thoroughly incorporates the farinaceous material with the water and passes the finished homogenous mix directly into the press. The kneading action in some of the presses is provided by a rust-proof steel worm and the product is extruded by direct pressure of the accumulated dough through the die. In another type of press, the dough, consisting of a crumbly mixture without lumps, passes through a pair of rollers which works out the dough to a thin sheet. The dough sheet usually accumulates in a small chamber facing the die. When the chamber is



Mr. Winston



That's why it's important  
to select the  
**RIGHT** enrichment products

The widespread efforts to build an improved national diet are greatly benefited by the macaroni manufacturers who enrich their products.

Many of these manufacturers have standardized on Merck Vitamin Products for Macaroni and Noodle Enrichment because they know that these products are specifically designed for ease and economy. Two forms are available: (1) Merck Vitamin Mixtures for continuous production, and (2) Merck Enrichment Wafers for batch production.

Merck Enrichment Products were designed for macaroni application by the same Merck organization that pioneered in the research and large-scale production of thiamine, riboflavin, niacin, and other important vitamins.

The Merck Technical Staff and Laboratories are available to aid you in the application of enrichment.

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## MERCK ENRICHMENT PRODUCTS



filled, a pressure develops which forces the dough through the die.

A pressure gauge is attached to the extrusion chamber, enabling maintenance of the same pressure throughout the operation of the press. The presses are equipped with cutting devices driven from the main motor and consisting of a variable speed regulator. Another important and essential feature is that most machines are equipped with automatic spreader for placing the strands of extruded macaroni products on the drying sticks and trimming the products to the required length. Hence the sanitary conditions in the continuous press are superior to those of the batch system. There is no manual handling of the dough during any stage of the manufacture. The automatic process has also been extended to the point where there is attached to the press an automatic, continuous preliminary dryer, where the strands of macaroni product on the drying sticks are mechanically conveyed into the dryer where the curing process commences.

In the manufacture of short-goods, the drying process is continued to the end without human contact and then the finished product is conveyed into bins leading to automatic scales where the product is weighed mechanically into cartons which are sealed by the automatic packaging equipment now in use. The product is therefore manufactured from start to finish under the most desirable conditions, assuring the consumer of a most sanitary and wholesome product. It is to be noted that the short goods press contains a revolving knife which cuts the product at the outer face of the die; the speed of the knives determine the length of the required product.

In the continuous manufacture of long goods, the product is handled by operators after the completion of the drying process with a minimum of human contact. The long strands are cut by machine and then weighed into cartons by women operators who must adhere to strict sanitary regulations. The weighed goods are then automatically packaged.



"But what was I to do, Dear, the SECOND week you were gone?"

It is noteworthy that, owing to the continuous working process of these presses, no waste is caused in the manufacture of short goods, while in the case of long goods, waste occurs only from cutting the goods into equal lengths. This waste however, is put back into the machine by means of a conveyor and immediately repressed, eliminating any loss of material. The capacity of these presses is on the average about 1,000 pounds per hour and requires a minimum of observation and control. One man is adequate to supervise the operation of a battery of these presses, numbering anywhere from three to five. These presses are operated continuously, day and night, for a maximum of efficiency and the entire working process takes place in completely enclosed machine units, thus safeguarding the cleanliness of the product and protecting the worker from any possible injury.

#### Enrichment

In 1945, the Food and Drug Administration, at the request of the National Macaroni Manufacturers Association, promulgated Standards of Identity for Enriched Macaroni, Spaghetti and Egg Noodle products to parallel the enrichment of white flour. The enrichment levels established require that each pound of finished product contain not less than 4 nor more than 5 milligrams of Thiamine (Vitamin B<sub>1</sub>), not less than 1.7 nor more than 2.2 milligrams of Riboflavin (Vitamin B<sub>2</sub>), not less than 27 nor more than 34 milligrams of Niacin, and not less than 13 nor more than 16.5 milligrams of Iron.

#### Enrichment in the Batch Process

The wafer method of proportioning vitamin concentrates to batch quantities, which bakers have been using for years, was found to be applicable to batch production of macaroni and noodle products. Wafers generally are of the square type, divided into four equal sections by means of scoring lines. Each section is capable of accurately enriching 25 pounds of farinaceous material to comply with the standards for the enriched product. The required number of wafers is added to part of the water used in the mixing process. The wafers easily form a uniform suspension within several minutes and this is then added to the mixer, followed by the additional water to make the proper dough. The remainder of the processing is then carried out in the usual manner. Periodic assays of the finished goods assure the manufacturer that his product complies with the federal standards.

#### Enrichment in the Continuous System

Precision mechanical feeders which have been used by the flour milling industry since the inception of the enrichment program have been adapted to the continuous production of macaroni products.

The methods of applying an enrichment proportioning system should be carefully analyzed by a competent engineer before selection of the process and its application to plant practice. Otherwise, considerable waste of material and non-uniformity of product are apt to occur.

The most common type of automatic mechanical feeder used employs stainless steel feed rolls as well as non-arching hopper construction. The slow-moving feed rolls deliver a ribbon of powdered enrichment premix across the feed apron. Changes in rate of feed may be obtained by varying the width of this ribbon. This variation is accomplished by adjustment of the simply graduated feed slide. The feeder has both high and low ranges and changes may be made from one to the other by simply reversing a pair of gears. The measured stream of enrichment concentrate falls from the feed roll and is applied to the main flow of farinaceous ingredients in either the conveyor system or at the head end of the mixing chamber, depending on the characteristics of the individual plant and flow sheet.

Mechanical feeders have proved themselves very efficient and reliable in producing a finished macaroni product in which the vitamins and iron are uniformly distributed. Periodic assays of the macaroni products will assure the manufacturer that his products comply with the Standards of Identity for Enriched Macaroni Products.

#### Summary

The macaroni industry is therefore geared for high production to satisfy consumers' demands. This has been accomplished mainly through the use of continuous automatic mixers and presses which are now replacing the batch processes. At the same time, the importance of good sanitation has motivated construction and design of equipment which lends itself to the maintenance of good plant practices. The industry has also taken cognizance of the government's policy of good nutrition and, at its request, has received permission to enrich its products according to official government standards.

#### Limit Cellophane Use

A bill has been introduced into the House of Representatives, Washington, D. C., intending to place some restrictions on the use of Cellophane to insure an adequate supply for food wrappings. It is proposed to allocate it for wrapping food and food products because present stocks indicate sufficient for that purpose, if restricted as proposed.

The Cellophane supply appears to be sufficient until September, 1951, when two other suppliers will be in production to relieve the current shortage, provided defense needs are not greatly increased.

## HERE COMES MONARK . . .

with the

## Best in FROZEN YOLKS

packed especially for the Egg Noodle Manufacturer



Always priced right . . . assurance of finest quality.

These rich, dark yolks will give your noodles that golden color and taste appeal. Our hourly color and solids tests made as the eggs are packed assure you of uniformity in every can.

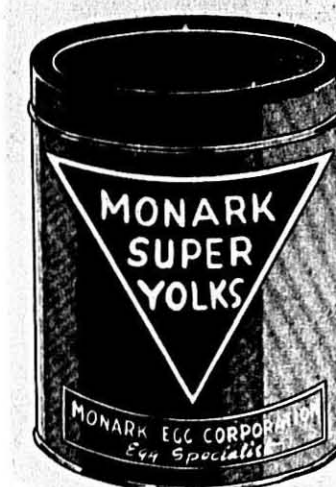
Dark Uniform Color

High Solids Content

Superior Quality in Every Way

Let us tell you about our convenient delivery arrangements and prices before you buy. If you have used MONARK EGGS, you know.

If you have not used them, you owe it to yourself to try these SUPER YOLKS.



# Monark Egg Corporation

601-11 East Third Street

Telephone  
Harrison 1970

Kansas City, Missouri



## Automatic In-Plant Feeding

WITH increased production in all food lines the by-word in the current national defense program, the problem of maintaining highest possible morale among workers in the macaroni industry becomes one of the major jobs of management.

During the last war, a greater number of techniques and methods for increasing production per worker, and for developing and maintaining worker loyalty were employed than, perhaps, during all the years before. Extraordinary efforts were made by government and management in the macaroni and noodle field to make work, working conditions, and living more comfortable, safe and pleasant for the average employee. One of the major moves to this end was providing for in-plant feeding on a scale, and at a cost level, never before achieved.

Of course, complete company or contractor-operated cafeteria and dining-room service was well within the reach and means of the macaroni or noodle plant. Long ago it proved to be a practical and worthwhile matter to feed 1,000 to several thousand operatives, especially where a plant was located in an area lacking good, sanitary, fair priced eating places or where housing conditions made it impracticable for the greater percentage of the employees to go home for lunch.

But with dispersal evident everywhere in the food production industries, with plants finding better operating conditions in isolated and often semi-rural districts, the employee feeding question has, with the opening up of the new defense program, become



All day and all night in-plant feeding service is now possible with the use of automatic coin-operated in-plant merchandising machines. New units are refrigerated to serve such items as ice cream, milk and chocolate milk, pies and pastry, fresh sandwiches, et cetera. Automatic service either supplements the lunch box or provides snack or lunch at any hour on any shift. It also extends food service to isolated workers in the larger establishments.

(Photo Courtesy: Rowe Corp.)

of increasingly vital importance in the long-range management of macaroni plant labor.

The smaller place has always found in-plant feeding a serious problem, yet one which inevitably is linked with morale and, in the end, with the production rate. How shall the isolated macaroni and noodle employer provide at least adequate food service, even on a limited scale, when his payroll totals only 100 to 200 people?

At last the answer to his problem has come in the development and rapidly spreading use of automatic coin-operated in-plant feeding equipment which not only fills the needs of the place with a couple of hundred employees, but also widely extends the food service and the usefulness of the dining room where many more are employed.

The topic of in-plant feeding is certain to assume greater and greater importance as dispersal spreads and as the noodle production program makes greater and greater demand upon the loyalty and labor of workers. In addition, the smaller food-producing employer has long waited for a feeding system which will place no financial burden on his business. In this respect, automatic food merchandising equipment fills the bill, eliminating any need to set up kitchens or to maintain food service staffs.

Consider the many advantages of in-plant feeding as revealed in numerous surveys and investigations of this subject in all its phases: In-plant feeding has been shown to bring to the employee and employer the following advantages:

1. Helps prevent accidents: Healthy, refreshed individuals are more alert, less prone to accidents.
2. Reduces absenteeism: Good morale means fewer excuses to disappear from work; good health means fewer common colds and other ills.
3. Decreases labor turnover: Contented employees are less prone to gripe; less prone to move on to other jobs if satisfied that consideration is shown for their wants and needs.
4. Increases production: More energy means more work, better work, and increased ability to concentrate for longer periods of time.
5. Improves morale: Good health promotes cheerful dispositions.

by Forrest Sharry

Good food, easily available, increases energy, lessens fatigue.

What appears to be the complete answer to this problem today is the automatic cafeteria which, after long experimentation, is already serving with full efficiency and effectiveness. This method, involving the use of especially designed and greatly improved food-merchandising equipment, has been developed by the staff of the Rowe Corp., one of the pioneers in automatic merchandising.

The operator of the smaller macaroni and noodle plant naturally will look critically upon an undertaking which he knows has presented problems in bringing in-plant feeding benefits to both labor and owners. These problems have arisen especially with regard to factors concerning space, cost, and encroachment upon the time and attention of employer management itself.

To be worthwhile, a smaller in-plant feeding operation must bring very definite advantages to the employer and his people. It must, in one way or another, save money. The coin-operated automatic system, it is pointed out, does this because it makes it unnecessary to engage an operating staff or to buy food and service equipment. The employer merely sees that space is available and an operator of automatic merchandising equipment installs and services the food-dispensing machines.

Another thing it must do is to save time. The new automatic food-vending units serve food much faster than is usually possible in a cafeteria of the ordinary type. This is of distinct advantage to employer and employee.

Such an operation must also use space economically.

With the use of automatic equipment, the lunchroom is set up in separate space which is not governed by the needs of food preparation facilities. Moreover, when the employer adds more people he merely allows space for more vending machines.

But perhaps the most important factor of all lies in the supply of food itself. The employer wants quality, proper assortment, and health-building items which are also popular and are properly prepared. This is easily achieved through the many well-established industrial and institutional food contractors doing business in most areas, who take the food supply problem, along with its accompanying headaches, entirely out of the hands of

(Continued on Page 67)

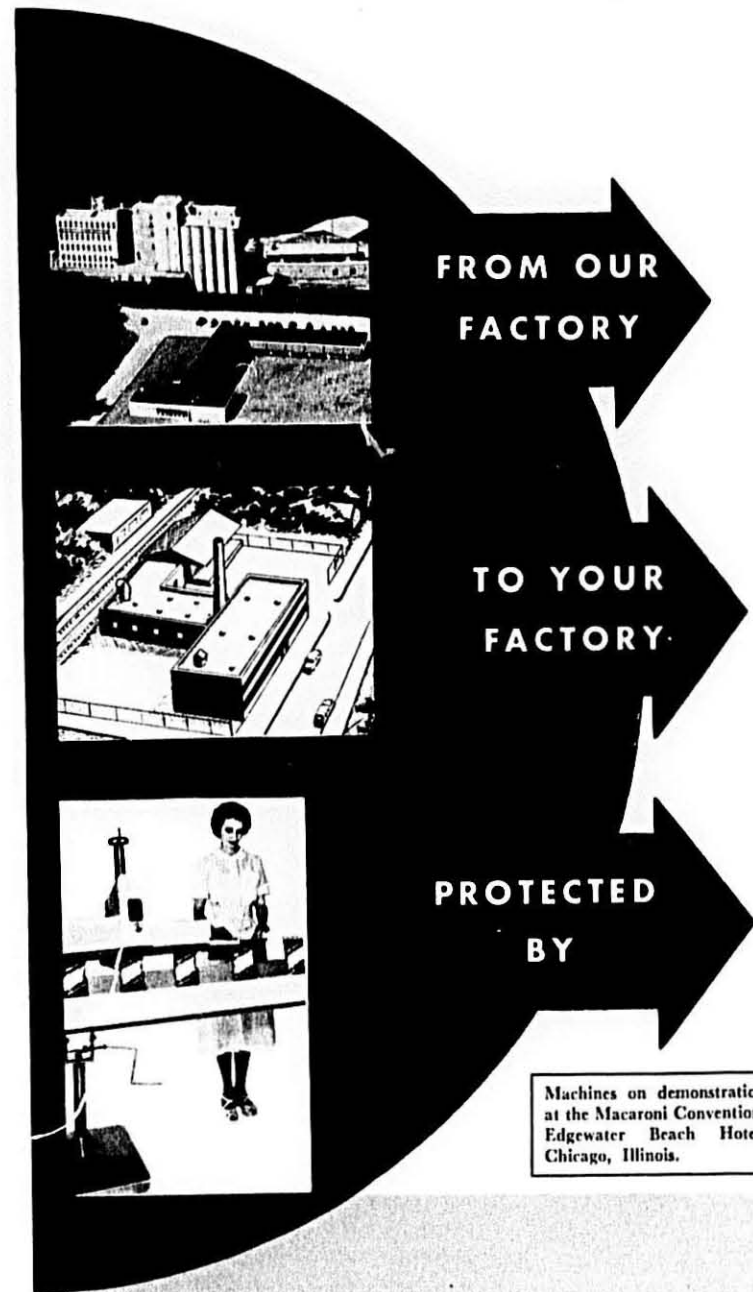
## Doughboy DURUM PATENT FLOUR FOR NOODLES

Doughboy Durum Flour is a positive guarantee that the noodles produced in your factory will make a reputation for your brand. Doughboy Durum Flour is guarded by every possible method that a modern factory can use to assure you of fine quality and precise uniformity.

With your factory to provide the proper blending of Doughboy Durum Flour into tasty appetizing noodles plus proper packaging as only Doughboy Sealers can package your product, keeping them fresh and pure, you will have an unbeatable combination that will make your noodles a hit with the tables of the nation.

## Doughboy ROTARY HEAT SEALERS

Doughboy's Rotary Heat Sealers will handle any sealing job, making the product inside the package air tight, water tight, and dust proof. Heat Sealing machines are available with code dating attachment.



Machines on demonstration at the Macaroni Convention, Edgewater Beach Hotel, Chicago, Illinois.

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New Richmond, Wis.

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Doughboy Durum Flour ☐ Doughboy Rotary Heat Sealers ☐

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## Infestation In Transit

By J. Carl Dawson, Sanitation Consultant, J. Carl Dawson Associates, St. Louis

**I**NDICATIONS are that infestation in transit is probably going to be more troublesome during the coming year than has been the case for quite some time. This seems to be an extremely delicate subject, since there seems to be much more energy expended on determining who's to blame, than there is on correcting the problem.

There are three people involved in any situation where a lot of food material arrives at destination containing infestation. They are the consignor, the consignee and the carrier. To infer that any one of these three could in any way be responsible for the situation is to take the risk of seriously offending the one accused. I can hardly discuss this subject without suggesting that someone may be to blame, so I shall give you one man's opinion, and hope I have a friend or two left.

The consignee has very good reason for refusing to accept shipments that arrive at his dock containing insect infestation. This good reason has always existed, but in recent years has been given particular emphasis by the activities of the Federal Food and Drug Administration. Under the Federal Food and Drug and Cosmetic Act, insect, insect body parts and insect excreta, are considered a filthy substance, and their presence in human food in interstate commerce is a violation of the act. If they are present in raw products of a food-processing plant, they will be present in the finished product, and the food processor will be subject to prosecution, fine, and even prison sentences have been given in a number of cases in the federal courts. There is no tolerance for such contamination, so that the consignee is in no position to allow tolerances to either the carrier or the consignor. If infestation is confined to the outside of the bags, he doesn't want it in his plant, where it can multiply. If infestation is inside the package, then the product is contaminated. The consignee has an obligation to his customers, an obligation under the law to see that materials he receives do not contain insect infestation or, for that matter, any other types of contamination.

When the shipment arrives at destination containing infestation, there cannot be avoided the question of "who is to blame?" I am sure that carriers have paid many claims for which they were not responsible. I am likewise sure that carriers have delivered many lots of food commodities for which they have been responsible for infestation, and for which no claim was made. Presence of infestation in a lot of

At a meeting of the Railway Inspectors Association of St. Louis, Mo., and East St. Louis, Ill.

material at destination does not necessarily mean that it has become infested in transit.

If the representative of the carrier, who inspects such a shipment, is to determine who is to blame, he will have to be fortified with an elementary knowledge of the entomology involved. If he can recognize as many as eight or ten of the most common insects attacking grain and stored food products, he will be able to gather much circumstantial evidence. He needs to know the minimum life cycle of these insects, and that they are not spontaneously generated, but rather are reproduced as a result of the mating of male and female, the laying of eggs which hatch into larvae, which grow to maturity, change into a pupa, or resting stage, and emerge therefrom as an adult beetle or moth. He should be equipped with a small sifter, or perhaps two sifters, depending upon the commodity involved. If the commodity is finely divided, he will need a sifter that will keep the insects on the screen and let the commodity go through. If the commodity is of sufficiently coarse granulation, then he will need a screen that will let the insects through and hold the commodity on the screen. A satisfactory magnifying lens should also be provided.

Let us suppose that the carrier's representative who examines a car and finds that there are considerable numbers of, what is commonly known as the Confused Flour Beetle, crawling all over the outside of bags of flour. He notices that there are no other kinds of insects involved. Let us presume that this flour is packed in multi-wall paper bags, which is now the most common package. He may assume that it is quite difficult for these bags to be penetrated by insects. The paper offers a very great deal of resistance to traffic from the outside. Now he opens not one, but several bags, and in the fifth bag opened, after sifting a sample of flour he finds it contains larvae, pupa and adult of the Confused Flour Beetle. This situation is normal, since infestation in multiwall bags tends to be isolated in an occasional bag, rather than general throughout all of the bags, as would be the case if it were in cloth. Now he determines that the shipment has been in transit for ten days, the minimum life cycle of the insect, according to the

literature, is, under most favorable conditions, around thirty-five to forty days. He has just obtained strong circumstantial evidence that the infestation did not take place in transit, but existed at the time the car was loaded.

Now let us suppose that, in examining another car, he observes a variety of insects crawling around on the outside of the bags. These may include Grainery Weevil, Rice Weevil, Cadelle, Flat Grain Beetle, Lesser Grain Borer and the like. His knowledge of the eight or ten insects that he has studied tells him that at least some of these insects cannot live and reproduce in flour, but must have grain for food. He also knows that the most common source of infestation in a box car is from grain and other bulk food commodities that has sifted behind the liner of the car. He already has a strong indication that the carrier is at fault. Now, upon the opening of several bags and sifting appropriate samples, he finds no infestation on the inside of the bags. He has strong circumstantial evidence that the carrier is to blame, and should take responsibility for the infestation.

What can be done to solve this infestation problem? The company which I represent has had a great deal of experience in designing infestation out of food-processing buildings and equipment; undoubtedly the ultimate answer to this problem is in the design of the box car. Unless something is eventually done, some other type of transportation is likely to be used, so that we cannot look at it purely on the basis of the cost of claims per car per year. Already we have in existence, and in use, a bulk car for transporting flour and many other food commodities that largely solves this problem. The source of these insects that infest in transit is largely behind the liner of the car, where bulk commodities have sifted and been retained, and insects have been able to breed. Thorough cleaning of the car before loading is essential, but does not entirely solve the problem. The use of residual spray materials on the floors and walls of the car before loading is helpful, but again does not entirely solve the problem. Fumigating cars before loading does not prove practical. At the present time it appears that the best we can do is to thoroughly clean and residual spray the car before loading, so as to reduce, so far as possible and practical, the possibility of infestation in transit.

When the car reaches its destination

(Continued on Page 72)

## This man is carrying a gold mine . . .

In this bag are simple tools like a T-square, scissors, Scotch tape, and packaging materials. But with them this man can contribute a gold mine of ideas.

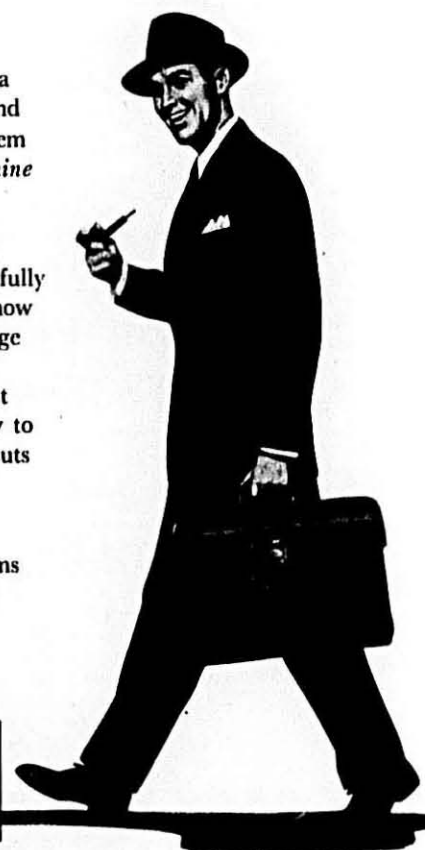
He is your Shellmar Packaging Counselor—thoroughly trained, fully experienced. Not only does he know how to develop Successful Package Creations, but more important nowadays, how to get the most out of your present package . . . now to employ filling and sealing shortcuts to save you material, time and money.

Talk over your packaging problems with him . . . he's a good man to know.



Shellmar Products Corporation, Mt. Vernon, Ohio

Plants: Mt. Vernon and Zanesville, Ohio • South Gate, California • Mexico City • Medellin, Colombia • Sao Paulo, Brazil  
Sales Offices: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Dallas, Denver, Detroit, Kansas City, Little Rock, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Rochester, Salt Lake City, San Antonio, San Francisco, Seattle





## The New Trademark Law—Is IT Accomplishing Its Purpose?

by M. S. Meem

PASSED in July, 1946, it became active in July, 1947, so it will celebrate its fourth active birthday this coming summer.

For some reason it hasn't been the great success that was predicted. Take for instance, the number of conversions to the new law. At first there were quite a few, but they have dwindled down considerably. Altogether about 35,000 registrations have been converted. That five-year affidavit is one reason for vexation. The fact that a registration will be cancelled at the end of the fifth year unless the owner files an affidavit of use, et cetera, is rather a burden. The commissioner isn't going to remind him; he must keep his own docket. Another thing, when a 1905 Act registration is converted formally to the new law, the registrant must state under oath that the mark is currently used on the original goods or specify which of them as the case may be. This might not be agreeable. Some articles might not be active at the time, yet not abandoned. Again, when the application is re-published in the *Official Gazette*, it cannot be opposed, but it may be cancelled by some "friendly" competitor who thinks if he doesn't do something now, after five years he will be debarred from attacking the registration.

Right here we would like to caution registrants about something. Many of them think if their registered mark is converted to the new law there is nothing else to do. They lose sight of the *renewal* of that very registration. *Conversion* does not *renew* a registration. There have been instances where renewal has been denied as the time had expired, the owner believing the conversion covered everything. While we are on the subject, a renewal under the new law does not confer all the benefits until the mark has been re-published. Owners and their attorneys should be careful about these particular portions of the new act.

Since the new law, new rules have also been effected. No one who practices trademark law before the Patent Office may advertise in any way so as to obtain trademark business. Of course, some had abused the methods of getting business, and such unethical methods should be prevented. But legitimate advertising concerning the advantages of registration, the necessity for careful preliminary

searches, et cetera, was always heretofore permitted and even encouraged as being helpful to the various industries. Now the owners of trademarks many times go ahead and build up a business on some competitor's mark, or select a descriptive or geographical mark which may turn out a failure.

Now here is where the commercial journals come in. There are commercial magazines for every industry: for instance, *THE MACARONI JOURNAL*, the mouthpiece of the macaroni industry and a great benefit to all members of the National Macaroni Manufacturers Association. The best suggestion I can make is that all those engaged in the various industries subscribe to the particular journal published by such industries so they can take their questions there, because the

editor and his staff are fully equipped to advise them.

The NMMA, through its *Journal*, has the answers for its members, and so does the *American Paint Journal*, the *National Petroleum News*, the *Bedding Manufacturer*, *Quick Frozen Foods*, and many others.

Before closing I want to call attention to applications under 2(f) of the new law; these are applicants who claim five years' exclusive use of their descriptive geographical or surname marks prior to filing date of the application for registration. The pitfall is this: there may not be any conflicting registrations but the examiners go through all the trade journals possible, catalogs such as Sears-Roebuck, directories, daily papers, et cetera, to see if perchance someone is advertising the mark applied for. If so, the applicant is rejected as *not having exclusive use* for the total five-year period. I don't think this was ever intended by the law.

In the reclassification of the different products now going on in the Patent Office, it is agreed that "Alimentary Paste" covers all the various kinds of macaroni products, without specifically naming them.

## Plastic Surfacing In Food Manufacturing Plants

by Paul Ambrette

Vice President, Consolidated Macaroni Machine Corp.

When anyone thinks of food he naturally thinks of cleanliness; and it goes without saying that surfaces on the structures used in food manufacture must be absolutely clean. Surfaces of rooms, machines and dryers must be smooth and easily kept absolutely clean and no particles of food materials should adhere to them. They should not harbor mold and there should be no joints where bugs and insects or mold or fungi of any type can lodge. Naturally, no materials that have a rough surface should be used for structures of these kinds.

The Consolidated Macaroni Machine Co., in co-operation with Georgia-Pacific Plywood Co., conducted very extensive experiments with GPX, plastic surfaced plywood for macaroni dryers and has found that this plastic surfaced plywood is ideal for the purpose.

It has a satin finish, extremely resistant to moisture absorption, and is so extremely smooth that no flour or food particles can adhere to it. It is easily kept clean by sponging or by vacuum cleaner. The very large panels which form the structure require

practically no moldings or bindings where flour or paste particles could lodge.

It withstands the heat and humidity necessary to dry macaroni paste without change. Its insulation value is sufficient for drying tunnel purposes.

All of these qualities have permitted the Consolidated Macaroni Machine Co. to build the highest type of machine, and recent installation of their machines at the La Rosa plant near Philadelphia has attracted attention all over the country. In erecting these panels, the edges are treated with pentachlorophenol, which is a special coating to prevent any insects, mold or fungus from penetrating the edges.

This plastic-surfaced plywood is also used in pallets for transporting bags of flour and other food items about various food plants, and has been specified on account of the fact that its surface does not need paper or other coverings in handling the bags of flour. The surface is perfectly sterile and clean.

It is also used for counters and shelving in food plants on account of these qualities.

## TIME PROVEN AUTOMATIC PRESSES

Continuous Automatic Short Paste Press  
Equipped with Manual Spreading Facilities

Model DSCP—1000 Lbs. Production

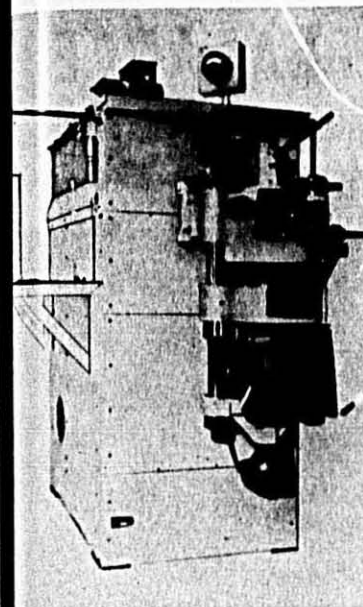
Model SACP—600 Lbs. Production

This Time Tested Continuous Automatic Press for the production of all types of short paste—round solid, flat, and tubular.

Constructed of finest materials available with stainless steel precision machined extrusion screw. Hygienically assembled with removable covers and doors so that all parts of the machine are easily accessible for cleaning. Produces a superior product of outstanding quality, texture, and appearance.

Fully automatic in all respects. Designed for 24 hours production.

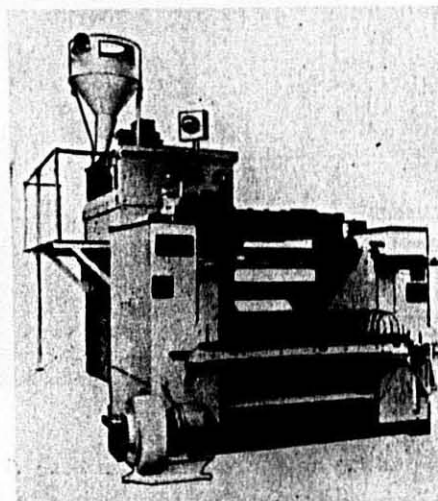
**DURABLE—ECONOMICAL—BEST FOR QUALITY**



### Proven Automatic Spreader

Patented Model DAFS—1000 Lbs. Prod.  
Patented Model SAFS—600 Lbs. Prod.

Spreads continuously and automatically. All types of long pastes—round solid, flat, fancy flat, and tubular. Trimming waste less than 10%. Superior quality product in cooking—in texture—and in appearance. This machine is a proven reality—Time Tested—not an experiment.



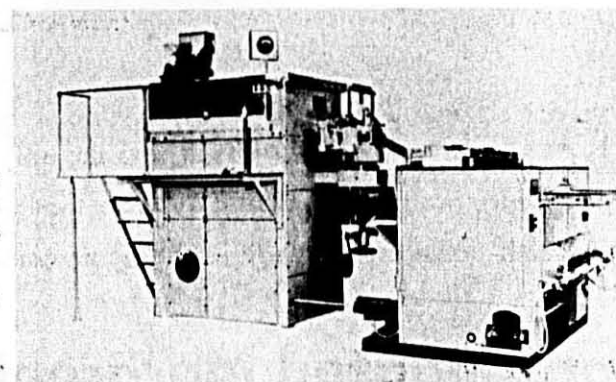
Designers  
and  
Builders  
of  
the  
First  
Automatic  
Continuous  
Spreader  
in  
the  
World

### Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

Patented Model DAFSC—850 Lbs. Production  
Patented Model SAFSC—600 Lbs. Production

THE IDEAL PRESS FOR MACARONI FACTORIES  
A combined production of 20,000 pounds or less. Change from long to short paste in 15 minutes. A practical press produce all types of short or long pastes

OVER 150 AUTOMATIC PRESSES IN OPERATION IN THE UNITED STATES



## Consolidated Macaroni Machine Corp.

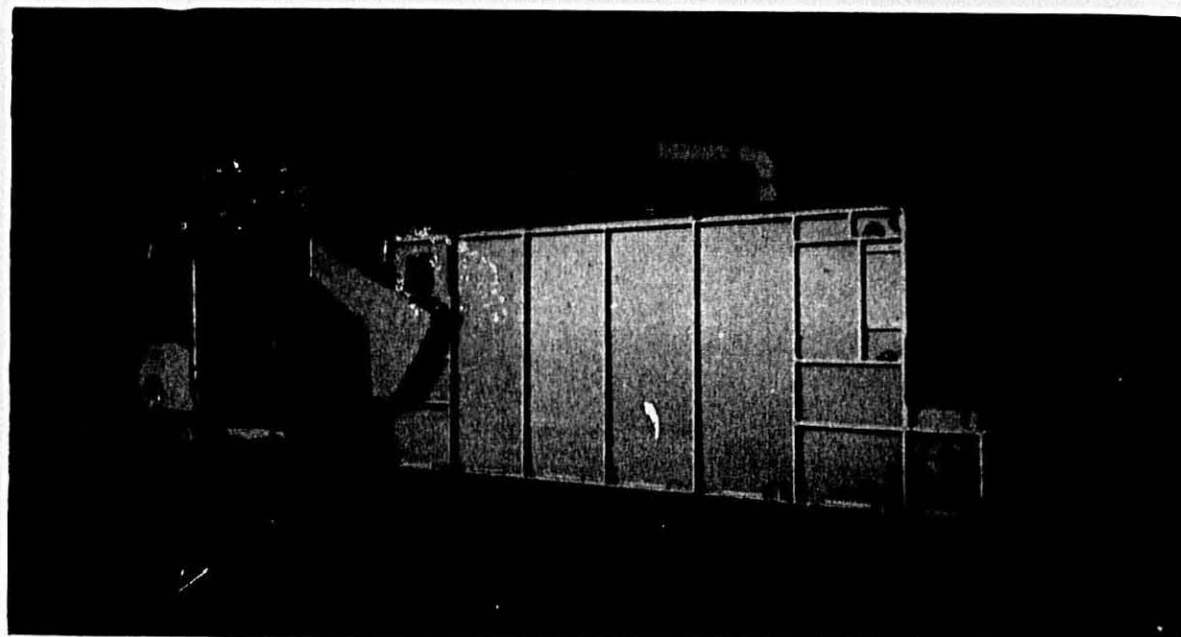
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## FOOL PROOF POSITIVE DRYING HANDSOME HYGIENIC APPEARANCE

LOOKS HYGIENIC - IS HYGIENIC



A view of the machine room at the new modern V. La Rosa & Sons, Hatboro, Pennsylvania plant, showing an automatic long goods press, three long paste preliminary dryers and in the right background two short paste preliminary dryers.

**REAL ECONOMY** are the only words to describe these positive labor saving, progressive drying systems that produce a constant, high quality, check-proof paste under the finest hygienic conditions.

**Consolidated Macaroni Machine Corp.**

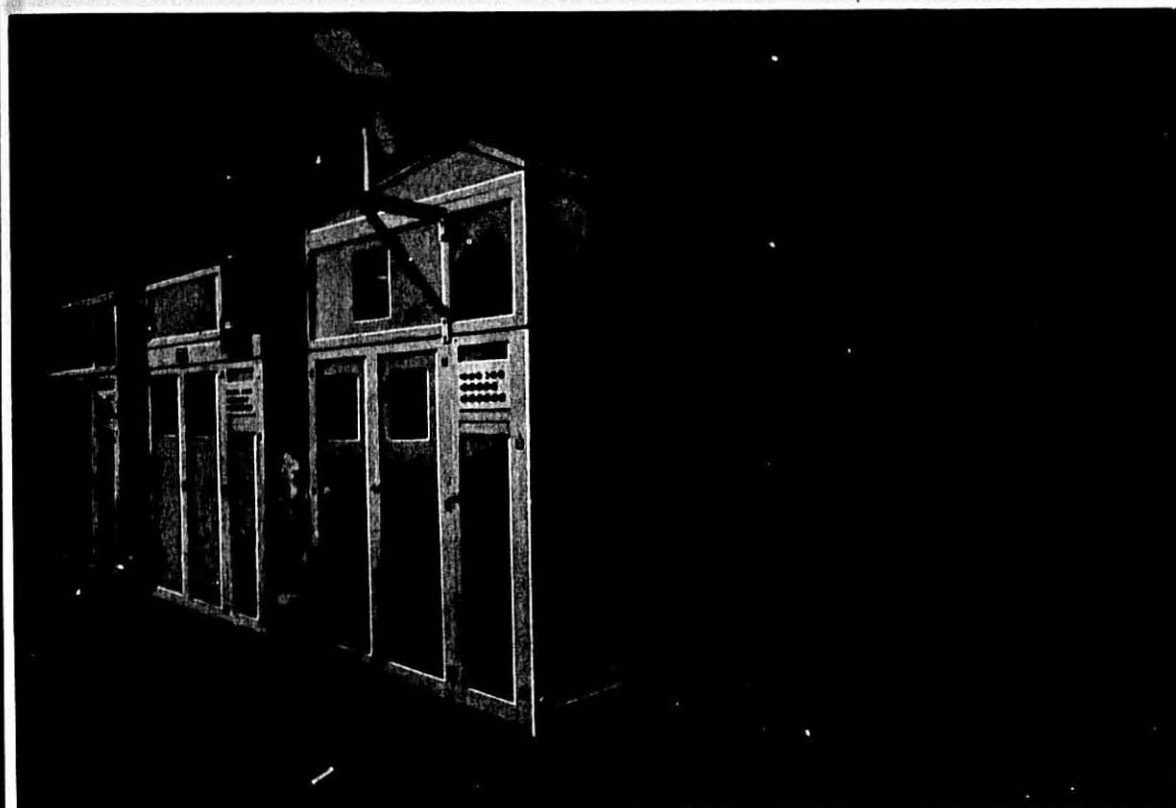
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## BE ALWAYS ORIGINAL BE ALWAYS PROGRESSIVE

The motivating force of CONSOLIDATED whose pioneer spirit created the automatic drying processes for long and cut paste as well as the first continuous automatic long paste spreaders.

2000 LBS. SHORT CUT DRYING CAPACITY PER HOUR



A view of the three finish sections of a complete short paste dryer of 2,000 pounds capacity per hour taken at the new modern V. La Rosa & Sons plant located at Hatboro, Pennsylvania.

**A REAL SPACE SAVER**  
**Consolidated Macaroni Machine Corp.**

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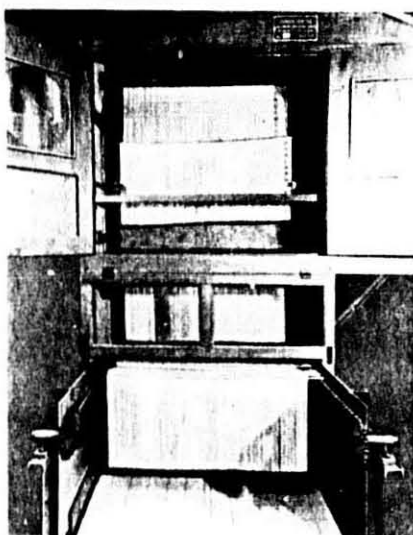


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### MORE THAN 100 UNITS OPERATING IN THE UNITED STATES



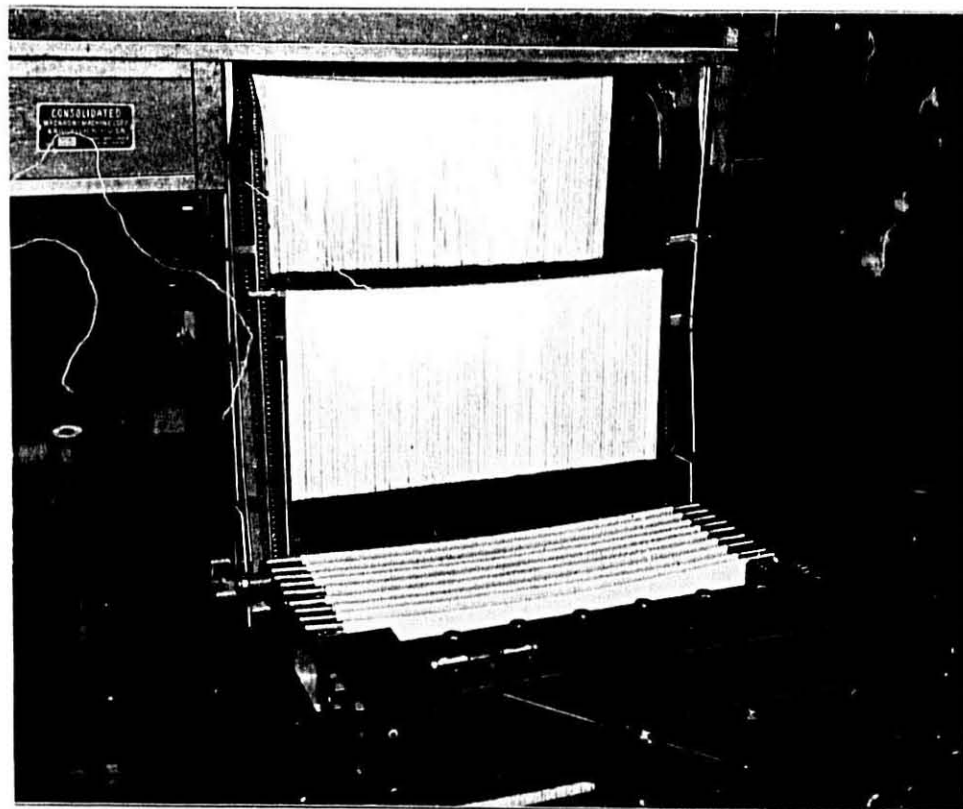
YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

*Hygienic — Compact — Labor Saving*

#### Preliminary or Complete Finish Dryer

Patented Model PLPDG—Drying Capacity 1000 Pounds

Patented Model PLPDP—Drying Capacity 600 Pounds



Top Picture

The Long Paste in plastic stage leaving the preliminary dryer. The loaded sticks issued from the automatic spreader are picked up by verticle chains and carried into the aerating section of the dryer. From there to the rest chamber to equalize the moisture and return paste to plastic stage. Will dry all types of long paste.

This illustration shows the intake end of long paste preliminary dryer. The loaded sticks issued from the automatic spreader are picked up by verticle chains and carried into the aerating section of the dryer. From there to the rest chamber to equalize the moisture and return paste to plastic stage. Will dry all types of long paste.

Operation fully automatic.

## The 365-Day Positive Dryers OVER 200 PRELIMINARY, SHORT PASTE, NOODLE, COMBINATION SHORT PASTE AND NOODLE DRYERS OPERATING IN THE UNITED STATES

### WHY?

*Time  
Proven*

*Hygienic  
Efficient*

Pioneers of the First Automatic Short Cut or Noodle Dryers

The Dryers that first incorporated a Sweat or Rest Chamber, Patented Feature, and that alternately aerates and sweats the paste.

#### THE ONLY DRYERS THAT ARE:

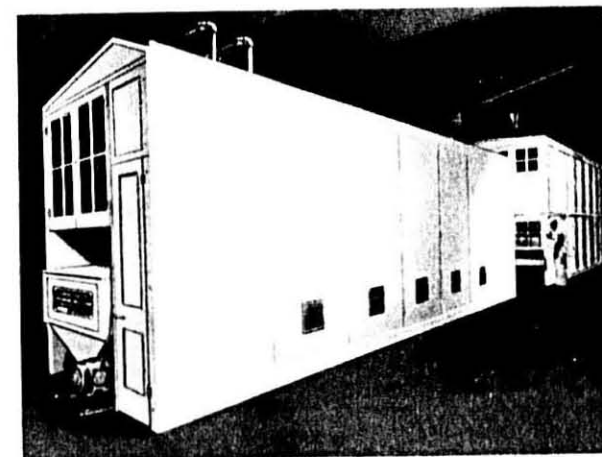
1. Operated by simple fully automatic controls.
2. Completely hygienic, constructed with the new wonder plastic plywood and structural steel frame.
3. Driven by a simple scientifically constructed positive mechanism.
4. Fool-proof and time proven by many years of drying satisfactorily.
5. Efficient and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

#### BE MODERN

#### STAY MODERN

with

#### CONSOLIDATED



Patented Model CASC—3G—Drying Capacity 1000 Lbs. up to Elbows  
Patented Model CASC—3P—Drying Capacity 600 Lbs. up to Elbows  
Patented Model CASC—4G—Drying Capacity 1000 Lbs. up to Rigatoni  
Patented Model CASC—4P—Drying Capacity 600 Lbs. up to Rigatoni  
Patented Model CAND —Drying Capacity 800 to 1600 Lbs. of Noodles  
Patented Combination short cut and noodle dryers—600 to 1000 Lbs. Capacity  
Patented Special short cut dryers to 2000 Lbs. Capacity

## Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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



## Tomorrow's Self-Service Selling

by Roy K. Ferguson  
President, L. J. Ferguson Co.

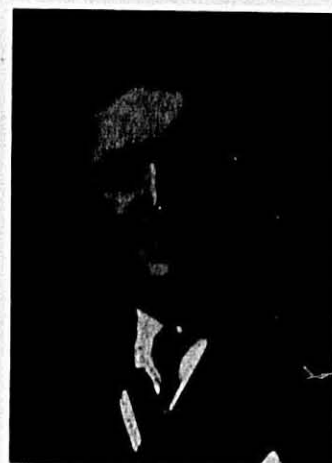
In the successful businessman's thinking, tomorrow is today. What we have to say about tomorrow's self-service selling, therefore, is already here for many, and just around the corner for practically anything manufactured for general consumer purchase. Now, self-service selling requires more thoughtful attention to the details of packaging, because the package is called upon to play an increasingly important role; namely, as its own salesman at the point of purchase, and as its own demonstrator and serviceman at the point of the product's use.

Another rapidly developing trend—particularly in the food field—is the individual portion package, which represents the ultimate in self-service selling.

Self-service selling has long since taken a firm hold in the food industry. It is interesting, therefore, to follow a buying tour of a modern supermarket with a visit to a large department store whose counters are still staffed by clerks. Except in transactions involving style or size-items—such as suits, dresses, hats, coats and the like—the clerk's role in selling is becoming increasingly unimportant. And when one considers the vast volume of even wearing apparel that is being sold mail-order, one wonders how long it will be before everything but tailored and exclusive-pattern apparel will succumb to the onrushing self-service trend.

Self-service selling is admittedly most successful in the food field—in the giant supermarkets to be specific. These are doing a thriving business in metropolitan areas and cross-road shopping centers alike. Those manufacturers who have carefully surveyed these operations and have packaged their products to supermarket specifications are doing a thriving business. To meet supermarket requirements, your product must be right, your package design, size and capacity must be right. And your price must be right.

Supermarket operators expect you to be as efficient in your manufacture as they are in their self-service selling. This efficiency on your part means effective packaging automatically handled by modern, automatic machinery which eliminates costly manual methods on the packaging line. This may sound like beating our own drum, but if it does, it is because of the experience of leading manufacturers of packaged merchandise. These firms are doing the drum-beating for us by their selection of modern Packomatic



Mr. Ferguson

automatic packaging machinery to help them meet the exacting demands of today's—and tomorrow's—self-service selling.

In other words, the self-service trend is definitely established and is spreading rapidly throughout all industry. Also, there's an increasing use of

functional packaging practically everywhere. World War II's global experience taught modern industry a great deal about what to package, why to package it, and how to package for combined protection and efficient use.

Specific package trends are interesting. As suggested above, the individual-portion package is becoming increasingly popular. And why not? The consumer wants it—and manufacturers find it profitable. "The smaller the package, the greater the profit!" has been this writer's slogan for many years.

Automatic shipping case loaders for macaroni, spaghetti, egg noodles, elbows, et cetera, for citrus juices, for tobacco products, for waxes and polishes . . . semi-automatic case loaders for cake mixes, soaps, flour, chemicals, personal products, paints, etc. . . automatic carton filling and sealing equipment for powders, flours, seeds, chemicals, foods . . . automatic can making and filling equipment . . . automatic shipping case sealing and imprinting equipment—all these Packomatic packaging machines are playing a major role in tomorrow's self-service selling that the alert business executive is preparing for today.

### 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 Sacks			
	1951	1950	1949	1948
January	870,532	691,006	799,208	1,142,592
February	901,751	829,878	799,358	1,097,116
March	1,002,384	913,107	913,777	1,189,077
April		570,119	589,313	1,038,829
May		574,887	549,168	1,024,831
June		678,792	759,610	889,260
July		654,857	587,453	683,151
August		1,181,294	907,520	845,142
September		802,647	837,218	661,604
October		776,259	966,115	963,781
November		700,865	997,030	996,987
December		944,099	648,059	844,800

### Crop Year Production

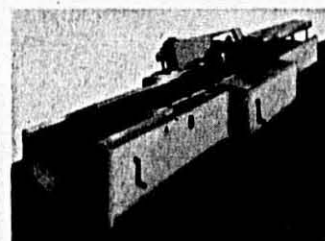
Includes Semolina milled for and sold to United States Government:

July 1, 1950 to Mar. 30, 1951	7,834,488
July 1, 1949 to Mar. 31, 1950	7,399,715

## LOAD, GLUE, SEAL and IMPRINT YOUR CORRUGATED SHIPPING CASES WITH **PACKOMATIC**

Share the know-how to which America's foremost packaged goods manufacturers turn for modern, automatic PACKOMATIC fibre shipping case packing, gluing, sealing, dating (coding) and imprinting equipment. Coupon below will speed information.

1 Model "D" shipping case gluer-sealer for high speed, moderate or slow production lines. Automatically applies wide variety of glue spreads. Handles both light and heavy corrugated or solid fiber containers. Adjustable for wide variety of case sizes and weights.



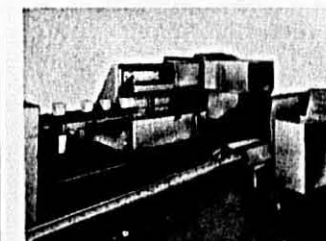
2 "STREAMLINER" Model "D" case gluer-sealer for food, dairy and beverage operations open to public.



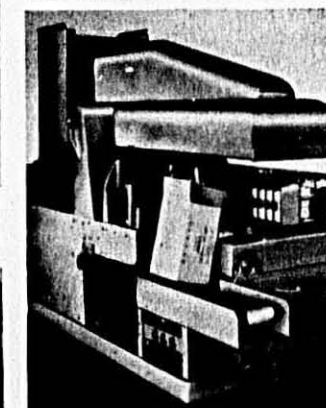
3 COMBINATION END LOADER-SIDE SEALER takes round or rectangular packages, assemblies and loads them into cases previously squared and registered.



4 SIDE GLUER-SEALER for cases going through in horizontal position such as end-open, tall and narrow cases with overlap as well as regular butt flaps.



5 PACKOMATIC shipping case loader automatically packs filled cartons into cases and starts them on their way to gluer-sealer unit.



6 PACKOMATIC shipping case former-packer delivers up to 1200 loaded shipping cases per hour, automatically.

Turn to PACKOMATIC's nearly 30 years of helping America's foremost package merchandisers reduce production costs, keep resale prices in line, and step-up earnings with modern, automatic packaging—from carton forming and filling, to shipping case loading, sealing and imprinting.

PACKOMATIC automatic packaging equipment includes:  
CASE PACKERS & SEALERS  
CASE IMPRINTERS  
CARTON FILLERS & SEALERS  
VOLUMETRIC FILLERS  
CARTON MAKING MACHINES  
DATING (CODING) DEVICES  
PAPER CAN FORMING & FILLING MACHINERY

Preserve and protect the shelf appeal of your packages with modern, automatic PACKOMATIC packaging machinery. Save time . . . floor space . . . labor . . . money!

★ ★ ★  
Regardless of the size or scope of your operation, your inquiry incurs no obligation to purchase. Write J. L. Ferguson Company, Route 52 at Republic Avenue or phone Joliet 6275. T. M. REG. U. S. PAT. OFF.

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City \_\_\_\_\_ State \_\_\_\_\_



## outlook for packaging papers

by Roy E. Hanson

Vice President and Director of Sales, Milprint, Inc., Milwaukee

THE wrapping material picture is not bright. Production is high, but consumption is higher. There are two definite reasons for this:

1. Many new commercial uses which have added to the demand for wrapping materials of all kinds—

2. The vast new war uses that are superimposed upon the present high commercial use.

The Cellophane situation is particularly bad because DuPont was forced to scrap their 1947 expansion plans when the government slapped a monopoly suit against them.

DuPont today is at the maximum of its production. The one additional Cellophane source, the Sylvania Division, American Viscose Co., is at present operating at high capacity and promises, before the year is over, a considerable stepup of production. Another source, the new Olin Industries, recently induced to enter the field by DuPont, should have its facilities completed by the end of the year.

The net result of the increased production by Sylvania and the new production by Olin should result in a total Cellophane capacity conservatively estimated in excess of 300,000,000 pounds. Unfortunately, however, even this fantastic figure is insufficient in view of the demand. The demand, as it stands today, is perhaps 100,000,000 to 200,000,000 pounds in excess of even this projected production.

To mention only two new uses for Cellophane, look at the produce field with the individual packaging of fresh fruits and vegetables. Look, too, at the meat counter in the self-service stores. Prepackaging within the stores demands huge additional tonnage which is nowhere near being satisfied by either today's production or the maximum production looked for when all the increased facilities are in operation.

Even the cigarette field is beginning to feel the pinch of the Cellophane demand.

Here are a couple of suggestions of things that we should all be doing today:

1. Don't recklessly attempt to pile up an inventory of wrapping materials. To do so only accentuates the condition by creating hysteria, and furthermore, all wrapping materials are, to a certain extent, perishable and stock-piling over too long a period of time only creates waste.

2. Store your materials properly.

Learn about humidity; learn about dehydration; learn how to store your materials so that they are kept in the best possible condition.

3. Check your sizes. Be sure that the sizes you have are the minimum size that you can safely use. There is still a reckless disregard for material in a good many packages which are figured over-size. Any fractional saving will save you money and considerable material.

4. Use the proper kind of material. Some duplex packages are used where single packages will suffice. In some cases, heavier weights are used than

are actually necessary. Find out exactly what you need in the way of material and stay within the minimum that you can get by with safely.

5. Check your packaging machines. A poorly-operating machine wastes much material. On heat-sealing machines, be sure that you control the temperature. You would be surprised at the material you can save with properly operating machines.

6. Make use of revelation packaging with wax paper or opaque bond paper sidewalls and a center Cellophane window. This saves up to 60 per cent of Cellophane.

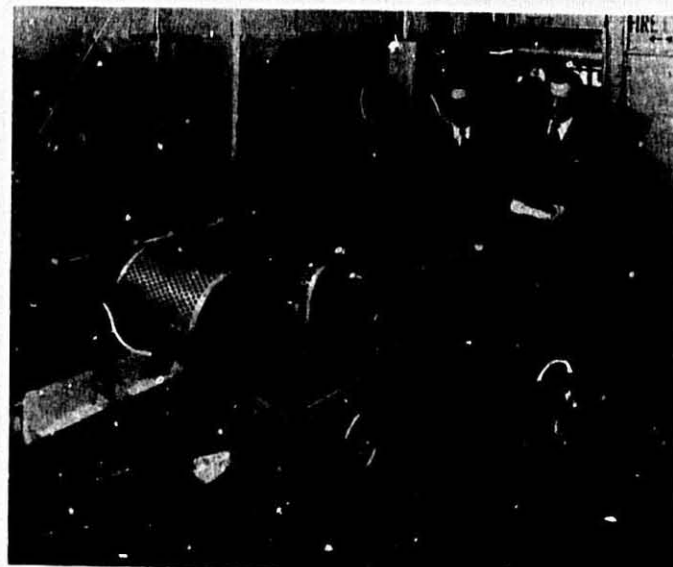
### New Carton-closing Machine

This month a completely new, fully automatic Peters carton-closing machine is being introduced to the macaroni industry, according to H. Lyle Greene, president of Peters Machinery Co., Chicago.

The machine is built to fold and close a wide variety of open-top type cartons, at speeds of 60 to over 100 per minute. It features simplified, continuous-motion operation, is self-clearing and vibrationless.

Thorough tests have recently been completed with the new Peters carton-closing machine. It has been in operation at the John B. Canepa Company, Chicago, for the past several months. A. J. Bono, general manager, stated that he is highly satisfied with the Peters closing machine operation, and has found it to be economical, trouble-free and easy to maintain.

Mr. Greene, of Peters Machinery Co., pointed out that the new Peters carton-closing machine represents one of the new contributions this company is making to the macaroni industry.



A. J. Bono, general manager, Jno. B. Canepa Co., and H. Lyle Greene, president, Peters Machinery Co., watch the new Peters carton closing machine in operation at the Canepa plant.



*Milprint packages*

**Banquet**  
**SPAGHETTI**



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**SEE MILPRINT FOR MILITARY PACKAGING**

Milprint's tremendous production facilities and versatile operations are being widely used by many branches of the services for Military Packaging. The strategic location of 14 plants and the technical "know-how" of the Milprint organization are at your disposal. Write, wire or call Milprint regarding your Military Packaging problems.

Macaroni and Spaghetti manufacturers everywhere just naturally prefer Milprint packages . . . because they know from experience that a Milprint package sparkles with extra eye appeal for bigger, better sales. Check the sales punch of this Milprint Package. It's opaque bond — printed in three colors for life-like product reproduction . . . stand-out appearance . . . vivid brand identification.

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## Teamwork Required To Meet Inflationary Trends

Statement by Paul S. Willis

President, Grocery Manufacturers of America



Mr. Willis

ALL of us are naturally disturbed about rising prices and what happens to the purchasing power of our dollar, which will become meaningless unless it retains a reasonable exchange value for goods and services.

We are all in agreement that something must be done to curb the inflationary trend. In looking for a solution, it might be well to review briefly the present situation and see what we find.

We all recognize that this country faces a very serious challenge, unlike anything we have ever experienced. We are not in an all-out war, but we are in a state of emergency which may be with us for a long time.

Fortunately we are entering 1951 with a large supply of food, grocery and agricultural products. In fact, as late as last June, when we entered the Korean conflict, our problem was what to do with surplus stocks of agricultural products. Our government had almost \$3,500,000,000 tied up in surplus supplies. The total world supply of foods also is the largest since before World War II. In addition to these total large stocks, we are in the fortunate position of having the farmers of this country better equipped than ever before to step up production. The food and grocery manufacturers are likewise equipped to step up their operations.

Notwithstanding this favorable situation, food prices along with all other prices have gone up, and we are very much concerned about that.

Some people now suggest that price controls should be imposed, evidently believing them to be the cure-all against inflation. Others feel equally strong in their opposition to controls. They remember from experience in the last war that price controls created black markets and artificial shortages; stifled production; priced goods out of the market (particularly low-priced merchandise); and all of this developed in spite of the fact that a large staff was employed and a terrific amount of

money spent to administer the controls.

In looking for a solution for this difficult problem, it is highly important to remember that the present emergency state of preparation for defense may be with us for many, many years. Therefore, a strong feeling prevails that we should try very hard to avoid price controls in an emergency defense program that must be continued for an indefinite period. If the economy is now saddled down with price controls for a long time, we may never escape from them, and that could be the end of our free enterprise system.

Instead of pinning our hopes on the false premise that price controls provide the cure-all, we should very realistically examine the situation to see what each of us should do to curb the inflationary trend. This is a case where every citizen has a great responsibility to do his part in the preparation of the defense program, and particularly in the matter of helping to curb inflation. It serves no purpose to shift the responsibility of causes for rising prices, and it is a false hope to expect the government to do the job alone to take care of us. This is a time when each of us . . . every citizen of this country and every segment of the life line . . . can and must make a definite contribution toward curbing inflation.

For instance, we believe that:

The government should take the necessary steps immediately to reduce all non-essential expenditures; increase efficiency in operation; tighten credit controls; and impose appropriate taxes; set up adequate and capably staffed agencies for appropriate handling of food problems; develop a plan whereby all government and military agencies co-operate in their purchasing of goods, thereby avoiding bidding prices up on each other.

The farmers should plan for all-out production with greatest efficiency, giving special consideration to those

crops most needed in the defense program.

The food and grocery manufacturers should step up their production and work for the highest efficiency in operations; maintain prices which are consistent with costs; allocate their output equitably among customers in the regular channels of trade, thereby keeping goods away from speculators and black marketers; and keep their customers fully informed with facts about the industry.

The distributors should buy their goods in regular quantities, maintain normal mark-ups, distribute their goods through regular channels, thereby keeping goods away from speculators and black marketers; and discourage hoarding by the public and give the facts to their customers about supplies and prices.

The American people should buy in normal quantities only. They should be very selective in their purchasing, preferably using those products which are in plentiful supply, and avoid black markets. They should keep posted on the real facts and meet problems intelligently as they may arise in their own communities.

These are just a few suggestions of helpful things to do. The American people will gladly do all of these and more. We have met many difficult situations in the past, and we are sure that by working as a team together, we can deal effectively with the present situation.

### GMA Announces Meeting DATES

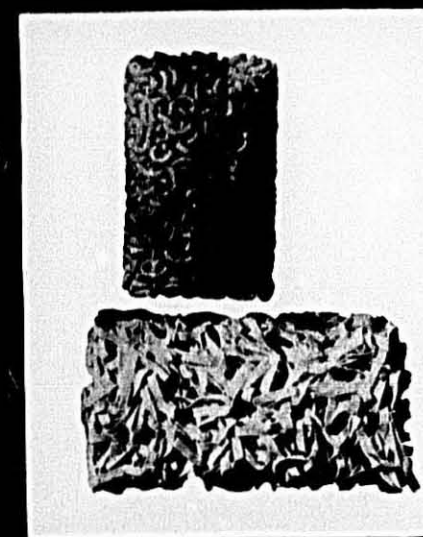
Paul S. Willis, president of Grocery Manufacturers of America, Inc., announces that the 1951 mid-year meeting of the association will be held at the Greenbrier, White Sulphur Springs, W. Va., on June 21-22-23.

The 43rd annual meeting of GMA will take place November 12-13-14 at the Waldorf-Astoria, New York City.

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PROTECT...DISPLAY AND  
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of cellophane provides your product with visual selling identity. It is the right combination of display, visibility and protection that make MUNSON cellophane bags the outstanding packaging medium for food product handling and selling.

MUNSON offers complete packaging design facilities to provide your products with individualized charm, style, dignity and the EXTRA eye-

appealing characteristics of primary importance in point-of-sale merchandising. The sanitary freshness of MUNSON cellophane bags will increase consumer sales acceptance.

Your questions concerning types of bags, sizes, designs, and production and delivery will receive a cordial reception at The Munson Bag Company. A highly-skilled group of experienced men is prepared to discuss your packaging problems and to make recommendations.

Write today for samples or, for immediate service, call Lakewood 1-6570.



THE MUNSON BAG COMPANY

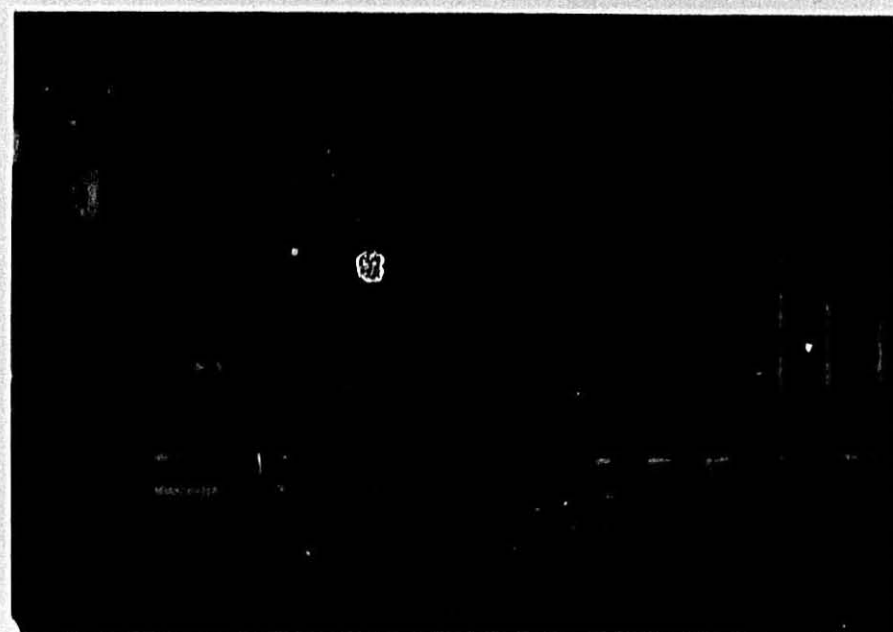
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## IMPIANTI D'ITALIA (Macaroni Plants In Italy)

Serie D'Oro (Courtesy Molini d'Italia)



Soc. Anonima Antonio Gerli-Milano

Molino Grano Tenero

### "Maximum Use" Is Keynote Of Hoskins' 1951 Plant Operations Forum

"Maximum Use" will be the keynote to successful macaroni plant operation in 1951. It will also be the keynote of the 1951 Plant Operation Forum to be held on April 26, 27 and 28 in Wieboldt Hall on the Chicago campus of Northwestern University, according to Glenn G. Hoskins, industry consultant and director of the forum.

"The near-war economy which our country must have in the months, and maybe years, to come," observes Mr. Hoskins, "will surely require the plant manager to make the 'maximum use' of every bit of machinery, manpower and materials at his command. He is certain to be put to the test of producing more with less because:

(1) Company profits will be reduced by the drain of heavy taxes.

(2) Manpower will be harder to get and keep because of the draft and the lure of higher wages in war indus-

tries.

(3) Materials and new machinery will be harder to get.

"At the same time there is every reason to expect that military requirements for macaroni products will increase as in the last war. It is likely, too, that civilian consumption will go up because of rising costs of other foods. The trend has already begun. The macaroni production index at the end of the tenth week (March 10, 1951) was 180.4%, as compared with 157.2% for the year 1950 (10th week), and 161.7% at the same time in 1948.

"The forum will attack specific phases of this program of 'maximum use' with practical suggestions concerning nearly every activity in the plant. All sources of waste and loss will be explored for possible reduction.

"A major subject to be covered by

Professor H. B. Rogers, chairman of the industrial management department of Northwestern University, will be concerned with 'Getting The Most Out Of Labor,' the single most important possibility for economy in any plant. Other sessions will put emphasis on such things as maintaining high press production, full utilization of drying facilities, economy of package sizes, getting the most out of packaging machinery, making dies last and organizing for efficient, economical sanitation.

"The Plant Operation Forum will be more of a forum this year. Eight panels will be conducted by macaroni manufacturers who will serve as experts on particular phases of production. These panels will be run so as to encourage and require participation of every one. This will insure that those in attendance will get the benefit of the knowledge of the real experts in the field of macaroni-production—the men who are actually in charge of making it."

Executives and production managers of macaroni-noodle firms are being invited to enroll in the 1951 School.

## Stella FIRST IN FINE ITALIAN-TYPE CHEESES!



### GRATED CHEESES

Stella Grated Cheeses are fast movers, and help you sell other related food items. Three varieties to choose from—all available in handy shaker containers.

### ROMANO

This famous sharp cheese of hard texture, originally produced in Italy from sheep's milk, is now made in America by Stella Cheese experts from selected cows' milk. Stella Romano compares favorably with the finest Italian Romano.

### GORGONZOLA

Hailed by connoisseurs as the finest of the semi-hard cheeses. Compact, of creamy color, veined with green. Produced in northern Wisconsin and cured under strict laboratory control. Aged longer than other similar types to give it distinctive flavor and goodness.

### PROVOLONE

Hardwood-smoked piquant table cheese, produced in a variety of forms and sizes—pear shape, salame (cylindrical), and small round loaves. A triumph of our experts in Italian cheese-making.

### FONTINA

A table cheese of unusual and delicate flavor—especially good for sandwiches because of its flavor and slicing qualities. Excellent for sauces because it melts easily and blends effectively in cooking.

### BLUE CHEESE

Produced in northern Wisconsin by the famous Roquefort method from full cream cows' milk. Cured in automatically controlled air-conditioned curing rooms, reproducing closely the natural conditions in the famous Caves of France.

### PARMESAN

The most famous and popular of the grating type of cheeses. Its distinctive nutty flavor makes it especially suitable for food seasoning. Widely recommended by dietitians and famous cooks to add zest to many food dishes.

STELLA CHEESE COMPANY, 431 South Dearborn Street, Chicago, Illinois



### Henry Outlaws "Pasta" Geniuses

The consumption of macaroni products by Americans has been estimated at about seven pounds per person per year, as against nearly ten times that quantity by the people of Italy. In this connection, Americans will hardly concede first place to Italy in the number of self-claimed expert spaghetti cooks. Perhaps this was best treated in an article by Henry McElmore, renowned columnist of the "Renewing Stand" that appears daily in the New York and Chicago *Americans*, and numerous other newspapers throughout the country. With due credit, the article is reproduced herewith because of its inherent interest to macaroni products manufacturers and spaghetti eaters in America.

In drawing up my resolutions for 1951, I overlooked one that I should have made years and years ago. Simply put, it is this:

Never to accept an invitation to dinner from a man who swears he cooks the best spaghetti in the whole world and, even more important, never to allow one of these self-styled pasta geniuses to come to my house and cook a spaghetti dinner.

Smiths are common in this country, and so are Browns, Joneses and Wilsons. But they are nowhere near as common as men who honestly believe that they can cook spaghetti better than anyone else.

I'll make you a bet that every soul who reads this column has a friend or an acquaintance who is confident that he can outdo all the chefs in Italy when it comes to spaghetti.

These self-appointed kings of the pasta guard their secrets more closely than Fort Knox ever was guarded. They would allow themselves to be branded before telling you how many drops of kerosene they use to each can of tomato paste.

The trouble these amateur chefs go to to serve six or eight people is tenfold that to which a professional chef would go to serve a banquet of 500.

I would much rather have a tornado strike my house than an amateur spaghetti cook. Just last week we had a friend of ours, Bill Russell, come over—at his insistence—and cook spaghetti.

Know who told us how hot he was at this spaghetti racket? Mr. Russell.

With dinner planned for eight, Bill arrived just after dawn, laden down with packages. He went straight to the kitchen and locked himself in, to keep prying eyes from his secret recipe. We couldn't get in the kitchen all day.

It wasn't bad spaghetti, although I have had better out of a can. It was the sight of the kitchen that showed pure genius on Bill's part.

The ceiling was splattered with olive oil; garlic crunched underfoot; there were literally dozens of dirty pots and

pans, and the stack of empty cans measured over 3 feet high.

Out of respect for such a monumental effort, we had to spend half our time eating and half our time praising.

I figure I told a lie. If there is anything that really burns me up it is to have to eat another man's spaghetti when I know good and well that I can cook it better than anybody else in the world.

### Safety Council Offers "Safety" Booklets

Four new booklets on safety, designed for distribution by plant foremen or as payroll enclosures, have been announced by the National Safety Council. The booklets cover safety in the plant, at home and on the highway. Humorous cartoons and light treatment in the text sugar-coat the message.

"Aren't People Funny?" pinpoints 12 unsafe attitudes—the "dirty dozen" human foibles that are hidden causes of many accidents.

"K. O. Dirt and Disorder" points out why it is better, easier and safer to work in a clean and orderly place.

In "Cry Whoa!" Shakespeare takes the wheel to help reduce off-the-job motor vehicle accidents, which account for the greatest share of off-the-job injuries and deaths.

"Safety 'Round the Clock" deals with home safety 24 hours a day, with eight pages of good medicine for the family.

### Liquid, Frozen and Dried Egg Production February 1951

Production of liquid egg during February continued on a relatively small scale, the Bureau of Agricultural Economics reports. Production totaled 34,688,000 pounds, compared with 73,385,000 pounds during February last year and the 1945-49 average of 58,761,000 pounds. Both egg drying and freezing operations were on a much smaller scale than a year ago.

Dried egg production during February totaled 1,843,000 pounds, compared with 6,592,000 pounds in February last year. Production consisted of 1,313,000 pounds of whole egg, 370,000 pounds of dried albumen, and 160,000 pounds of dried yolk. Production of dried egg for the first two months of this year totaled 3,524,000 pounds, compared with 9,937,000 during the same period last year.

The quantity of frozen egg produced during February totaled 25,582,000 pounds, 45 per cent less than last year's February production of 46,939,000 pounds and 19 per cent less than the 1945-49 average production of 31,588,000 pounds. Frozen stocks increased 1 million pounds during February, compared with an increase of 18 million pounds during February last year

and the average increase of 0.5 million pounds.

### Durum Spoilage Threatened by Car Shortage

A large portion of the 1950 durum crop was harvested under weather conditions that were most unfavorable, with the result that there is a considerable quantity of "wet" durum in many of the elevators in the northwest. Unless this can be moved to the mills before warm weather sets in, serious losses will be sustained. The shortage of box cars for transporting the wet durum to market is the great hurdle the elevator men complain about.

Association Adviser C. L. Norris, Minneapolis, not only calls attention to a situation that can become most serious to macaroni manufacturers, but also is doing something about it. He sent wires to the two Minnesota Senators and to all the Congressmen from that state, asking that something be done toward saving this important grain crop. He has advised leading manufacturers in every state wherein the macaroni industry operates to wire their Senators and Congressmen urging immediate action. To Hon. Hubert H. Humphrey, Senator from Minnesota, Senate Office Building, Washington, D. C., Mr. Norris wired:

"Despite numerous promises of more box cars in the Dakotas, the additional supply has not been forthcoming. We are particularly interested in the durum area of North-eastern North Dakota. Heavy moisture conditions at harvest resulted in wet wheat being placed in storage. Unless box cars are supplied quickly, serious loss will be suffered by elevators and farmers. What can you do for us?"

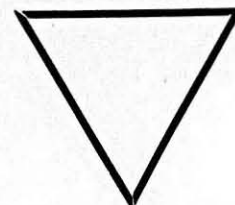
### Sharp—A Merck V.P.

James H. Sharp of Wilton, Conn., has been elected financial vice president of Merck & Co., Inc., manufacturing chemists. George W. Merck, chairman of the board of directors, has announced.

Mr. Sharp has been vice president and director of Grace National Bank of New York. He will remain a director of the bank. He is at present a director of Merck & Co., Inc., of the Rome Cable Corp., Rome, N. Y., and of Atlas Steels, Ltd., Welland, Ont. His background includes broad experience in finance and foreign banking and trade. He is also a director of Merck's export subsidiary, Merck (North America) Inc., N. Y.

Mr. Sharp is a native of Moorhead, Minn., and attended Fargo College, N. D., and Yale University. During the first World War, he served in France with the 23rd Infantry, Second Division, returning to the United States with the rank of captain.

## THE GOLDEN TRIANGLE



*Pittsburgh or North Dakota?*

**BOTH**

Pittsburgh—where the confluence of the Allegheny and Monongahela rivers form a triangle that is the headquarters for the nation's steel, coal, aluminum, and a lot of other things.

North Dakota—the triangle of which is where 90% of the nation's Durum wheat is grown. Golden because of the fine golden amber color this area grows.

*We need them both*

Our experienced millers and chemists, operating modern mills next door to this best Durum area, are producing No. 1 Semolina and Fancy Durum Patent Flour that has the quality and fine amber color that is so necessary to the macaroni manufacturers from Boston to San Diego.

**Big or small, we want your business on**

**Superiore No. 1 Semolina**

**Granolina-Durum Granular**

**Fancy Durum Patent Flour**

**CROOKSTON MILLING CO.**

**Crookston, Minnesota**



### Rossotti's California and New Jersey Executives Supervise Exhibit

**Twin Plants Offer the Nation's Only Matched Combination Sheet Service for Folding Cartons with Simultaneous Delivery on Both East and West Coasts**

With representatives meeting at Atlantic City, April 17-20, Rossotti Lithograph Corp. combined its 53rd annual National Sales Conference with its exhibit at the AMA Packaging Exposition. The coast-to-coast matched combination sheet label and folding carton service was explained, and samples of packaging from both plants were on display. Company representatives from more than 18 cities attended the exposition and the conference scheduled for that week in Atlantic City.

Alfred and Charles Rossotti, president and executive vice president, respectively, joined Philip Papin, resident manager of the California plant, to personally supervise exhibits and to conduct the sales conference that week.

The two Rossotti plants are unusual in the lithographic industry because they operate as an integrated unit although they are 3,000 miles apart. Inks are manufactured at the North

Bergen, N. J., plant and shipped to San Francisco, Calif. to insure the most nearly perfect color match in simultaneous production. Both plants operate from matched specification sheets for all jobs and duplicate artwork files are maintained on both coasts.

Sales personnel attending the exhibit and sales conference were: Paul J. Shilling, eastern division sales manager; John M. Tobia and Thomas F. Sanicola, field sales managers; T. F. Slater, Rochester; R. M. Holbrook, Boston; E. L. Weil, Philadelphia; George Mettee, Baltimore; Graden Thrasher, Cleveland; Ken MacDonald, Chicago; Arthur Tarditi, New Haven; Louis Delsen, Newark and Henry Wager, Brooklyn. Hawthorne P. Van Sluyters, Jack Ferroggiaro, Allan Haynes, Ivan Lottsfeldt, and Albert Photenhauer attended from the West Coast territory.

### Du Pont Breaks Production Records

The Du Pont Co. reports that in 1950 it surpassed all its previous production records by a wide margin and, like the chemical industry generally, is "in a much stronger position" to cope with the problems of a national emer-

gency than at the start of World War II.

In its annual report, distributed this year to more than 125,000 stockholders, the company measured in concrete terms the significance to it and the nation of a construction program upon which it has spent almost 550 million dollars in the last five years.

About 460 million dollars, or 35 per cent, of the company's 1950 sales were from facilities placed in operation since 1945, the report said. Total sales for the year hit a new record high of 1,297 million dollars. That was 272 million dollars, or 27 per cent, higher than the sales figure for the previous record year of 1949.

"Substantially all" of the increase in dollar sales, the report emphasized, was due to the greater physical volume of goods produced.

### Restaurant Food Show

The thirty-second annual convention and food show by the National Restaurant Association will be held on the Navy Pier, Chicago, May 8 and 11, according to invitation extended to the management of THE MACARONI JOURNAL by Philip D. Johnson, public relations director of the organization. An extensive exhibit will be a feature of this year's show that is expected to attract several thousand restaurateurs and representatives of supply firms.

## JACOBS-WINSTON 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.

## Economical - Political - Industrial

National Industries Service

### TIME FOR CONGRESS TO GET BUSY

J. E. Jones  
Washington Correspondent

Add to the list of things you can't understand—a U. S. Tariff policy that permits binder twine used by farmers in harvesting crops to come into the United States duty free, but places a 15 per cent duty on baler twine, used by many of the same farmers.

This situation is costing American farmers hundreds of thousands of dollars annually and adds to the cost of food production. Even more important, there is a shortage of baler twine in prospect, and we'll have to lean on other countries, such as Canada, more than ever this year to get enough. But because of the 15 per cent duty, farmers will pay more than they otherwise would for it.

Legislation has been introduced in the Senate and House of Representatives to correct this discriminatory situation, which only requires a slight

modification of tariff law phraseology. The tariff law now states that all binding twine shall be admitted duty free, but a customs commissioner ruled five years ago that baler twine was something different, in spite of the fact that both twines are made on the same machines and from the same materials and both are used for binding crops.

So American farmers and twine dealers are writing to Washington to learn why the tariff can't be removed. If enough write, Congress may do something about it.

### Crime and Politics

Senator Estes Kefauver has been turning up more than his share of dirt all over the United States. But he carries his point in the charge that vice and politics go arm-in-arm all over the country. That shows up in the Senate crime investigation. Stories of bribes, pay-offs, and protection markets fill the record. The Senator says that vice profits find their way into campaign funds and that there are deals between crime bosses and

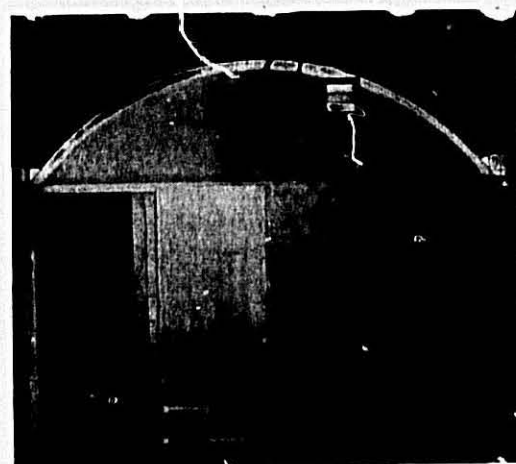
political bosses that he declares turns out to be standard business practice in the underworld.

It is a long, long story but Senator Kefauver is doing a thorough job. Success to him and his investigations and exposures.

### New Coins

Somebody asks where all the pennies have gone—and the answer is that they can't circulate fast enough to keep up with the demand. The pennies are very busy nowadays in parking meters, cigarette machines and other places. There are billions of pennies, but they are scarce. It's a sign of how much business is going on. And it is a fact that 18 billion of these coins are in circulation.

Coins, from copper cents to silver dollars, are flowing through the country or are being held in reserve in top volume. Sales taxes are taking more and more pennies. A large volume of trade requires a large volume of pennies, nickels, dimes, quarters and half-dollars—just for the purpose of making change.



Exterior View—Lazzaro Drying Room

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**ASSURE UNIFORM APPEALING COLOR**

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**FOODS COMPANY**

GENERAL OFFICES  
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SALES OFFICES

New York City Cleveland Chicago Boston  
San Francisco Los Angeles Seattle Miami



### Maurice L. Ryan Named Stabilization Executive

Maurice L. Ryan, 55, of 2058 Lincoln Ave., St. Paul, has been appointed St. Paul district price executive of the Office of Price Stabilization, reports the *St. Paul Dispatch* of March 2, 1951.

The appointment was announced by Harry Sieben, St. Paul district direc-



Maurice L. Ryan

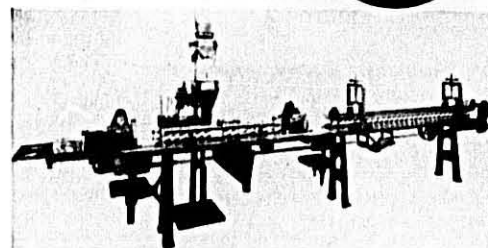
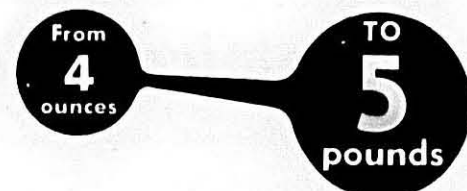
tor, with headquarters in the Guardian Building.

Mr. Ryan, a native of St. Paul, is vice president and sales manager of the Quality Macaroni Co., 352 Wacouta St.

He is a member of a widely known St. Paul family. He was graduated from the Bemidji high school and attended the College of St. Thomas.

Mr. Ryan is a past president of the Association of Manufacturers Representatives, and is now on that organization's board of directors. He is also vice president of the Macaroni Manufacturers Association and chairman of its durum growers relations committee. He is a member of the agriculture committee of the St. Paul Association of Commerce.

He served 28 months in the Army on the Mexican border and in France at the time of World War I.



... that's the range of carton sizes this low cost machine is capable of weighing, filling and sealing!

THIS combination of SA top-and-bottom semi-automatic carton sealer and SH Net Weigher is "tops" for low cost flexible production—only two operators needed. Just the thing for up to 12,000 packages per day output—ideal also for short runs of private brands or sample lines. WRITE for BULLETIN.

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From the vast crop of Durum wheat raised in our area, we select only the finest for milling Semolina and Durum flours. You can always be sure of that RICH GOLDEN COLOR in your MACARONI PRODUCTS when you use our Durum Semolinas and Excello Durum patent flour.

★ CAVALIER  
EXTRA FANCY SEMOLINA

★ DURKOTA  
NUMBER 1 SEMOLINA

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DURUM GRANULAR

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DURUM PATENT FLOUR

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### Specializing In DARK EGG YOLKS

We Have Served The  
Noodle Trade  
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### S. K. PRODUCE CO.

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## A Look Ahead to Better Things for Better Packaging

There are four good reasons why the outlook is promising, as we of Peters Machinery Company look ahead with the Macaroni Industry.

- 1st, Peters Machinery and the PETERS WAY of faster packaging offer you efficient solutions to manpower problems.
- 2nd, Peters production, research and engineering facilities are better than ever—to give you better-than-ever machinery and methods.
- 3rd, New, super-modern Peters packaging machinery, now in final "shake-down" tests, will soon be available to you.
- 4th, We believe our expanded managerial, sales and service organization indicates our confidence in a stable, prosperous future for us ... and for you.

For the present and the future, then, these four points add up to better things for the Macaroni Industry.

We cordially invite you to share in the contributions we are making to increase your production, conserve your manpower and save money for you.

*W. R. Breene*  
President  
Peters Machinery Company

Two of the many Peters packaging machines for the Macaroni Industry—Peters Senior forming-lining and folding-closing machines.



Learn more about the fast, efficient PETERS WAY. Send us samples of your cartons for valuable recommendations.

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ON YOUR

32nd ANNIVERSARY

With Our Good Wishes For  
Your Continued Success

.....

### Oshkosh Corrugated Box Mfg. Co.

Oshkosh, Wis.

Minneapolis, Minn.



### Welcome—New Members!

The Paramount Macaroni Co., Brooklyn, N. Y., has renewed its membership in the National Macaroni Manufacturers Association after a brief period of inactivity.

The firm has also renewed its pledge to support the Cent-a-Bag fund of the National Macaroni Institute, reports Robert M. Green, association secretary-treasurer and institute executive.

### Annual Report of Food and Drug Administration on Enforcement of Federal Food Regulations

By James J. Winston  
Director of Research, NMMA

The matter of food seizures and sanitation in the food industries are made the important issues in Commissioner Dunbar's annual report of the Food and Drug Administration's activities for the year 1950.

In more than 80 per cent of the food seizures, the basic violation was filth or decomposition. A majority of the products seized had been stored under insanitary conditions or had been prepared in insanitary plants and con-

tained evidences of foreign matter (insect and rodent matter).

The following action was taken on macaroni and noodle products for the year 1950:

Number of Seizures, 5; Criminal Prosecutions Instituted, 8; Import Shipments Denied Entry, 18.

It is encouraging to note that the above statistics show an improvement over the year 1949, when there were 23 seizures made and 11 criminal prosecutions instituted.

In the 363 criminal actions terminated during the year 1950, the fines paid totaled \$196,056. The heaviest fine in a single case was \$13,000. Jail sentences were imposed in 17 cases involving 22 individual defendants. The sentences ranged from 1 hour to 4 years and averaged 11 months.

It is, therefore, of the utmost importance for each manufacturer to have continuous surveillance of his plant and product in order to safeguard his product and eliminate any insanitary and undesirable condition which may exist and which may result in prosecutions.

### West Coast Meetings

Arrangements have been made for meetings along the Pacific coast by the National Macaroni Institute to outline its plans for the nation-wide ob-

servance of National Macaroni Week, October 18-27, 1951. A preview of the plans will take place in Portland, Ore., on May 1, in San Francisco on May 2 and in Los Angeles on May 4.

The material for use by macaroni-noodle manufacturers to promote the week through all retail food outlets will be smaller and more economical, and will be shown to all who are interested at the national convention of the macaroni industry in Chicago, June 28-29—all in plenty of time to do a good job of distributing the point-of-sale pieces and getting the tie-ins that go with a successful observance of National Macaroni Week.

### Rochester Meeting

Under the auspices of the National Macaroni Manufacturers Association, a meeting was held in Rochester, N. Y., on March 8 to discuss problems of interest to manufacturers in Region No. 3, western New York and Pennsylvania. The meeting was presided over by Alfred Rossi, director of the region. President C. F. Mueller and Secretary-treasurer Robert M. Green of the National Association were in attendance, as were representatives of Gioia Macaroni Co., Buffalo, N. Y.; Procino-Rossi Corp., Auburn, N. Y.; Quality Macaroni Co., Meisenzahl Food Products and

Alfonso Gioia & Sons, of Rochester.

The meeting enthusiastically endorsed the work of the National Macaroni Institute in favorably publicizing macaroni-noodle products and pledged 100 per cent support through the Penny-a-Bag fund, and commended the National Association's sponsoring of the institute and all of its many activities aimed at improving the trade. Current problems growing out of the war effort were discussed and practically all of the angles of industry promotion and co-operation with the government cleared up.

1,000,000,000  
Equals  
\$200,000,000

The total 1950 production of macaroni-spaghetti-noodle food items was slightly under one billion pounds, as calculated by the Glenn G. Hoskins Service, Chicago, and reported to the government.

The approximate value of this tremendous production last year by the 200-plus plants in our country at retail levels is just under \$200,000,000.

Macaroni foods are receiving steadily increasing consumer acceptance as a result of a practical promotion campaign sponsored by the National Macaroni Institute and supported by most of the leading manufacturers.

### Netherlands Display at International Food Exposition



Netherlands Trade Commissioner E. L. Hechtermans (left) and Christine Zimmerman discuss the 3,260 square feet of exhibit space the Netherlands has reserved for displaying its most important food exports at the International Food Exposition to be held in Chicago at Navy Pier June 9-15, 1951. The international exposition is sponsored by the National As-

## Do higher labor costs reduce your profits?

You can now do something about higher labor costs and reduced working hours which eat into profits. Install a CECO Adjustable Carton Sealer, and you will save enough on packaging labor costs to pay for it in one year or less. After that you can pocket the extra profits it will keep on earning for many years.

A CECO Sealer glue-seals both ends of cartons containing long or short products automatically, simultaneously. The machine is simple, and can be operated, adjusted, and maintained by unskilled help without tools. Send for details today, and you will learn why such a large proportion of large and small macaroni manufacturers use CECO Adjustable Carton Sealers.

### Features

- ✓ Low first cost
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- ✓ Makes Better-looking cartons

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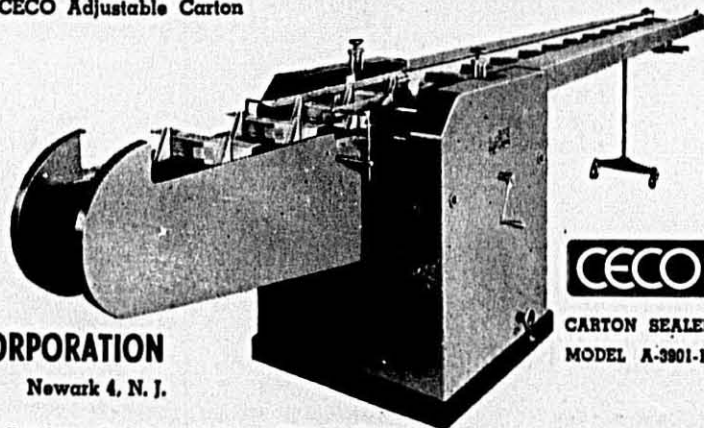
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FROM THE HEART OF THE GRAIN BELT

"MID-CONTINENT" OFFERS THE NOODLE INDUSTRY

## FINEST QUALITY FROZEN EGG YOLKS

45% Solids and Deep Dark Color are demanded by Noodle Manufacturers. As specialists in serving your industry, we fulfill these demands with the highest degree of accuracy. Every "Mid-Continent" sale carries an absolute guarantee on minimum percentage of solids and on minimum color score.

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sociation of Retail Grocers in connection with its 52nd annual convention. Through its participation in the mammoth exposition, the Netherlands is planning to establish middlewestern and western markets for its highly specialized foods.

### Omaha Sertoma Club

The Skinner Manufacturing Co. in Omaha is fast becoming a popular place for business men's groups and women's clubs.

To popularize macaroni products

and to acquaint businessmen's groups as well as ladies' organizations with the manufacture of its product, Skinner's is conducting special tours through the plant. Included in the groups who have visited Skinner's have been many out-of-town clubs.

Recently the Omaha Chamber of Commerce sent out a questionnaire to farm groups in the vicinity of Omaha, asking their preference for special tours through Omaha manufacturing plants. Skinner's was found to be the second most popular place to visit.

On February 2, more than fifty

members of the Omaha Sertoma Club, local businessmen's group, enjoyed such an occasion. Fred Stageman, plant superintendent, conducted the special tour, where they witnessed the manufacture of the macaroni and spaghetti from flour to the finished packaged product. Following the tour, they were feted to a chicken-spaghetti dinner with Skinner's serving as host.

The Sertoma Club members are hearty eaters. Here is a partial list of the food they were served: one bushel of spaghetti, 10 fried chickens, and ten pumpkin pies topped with four quarts of whipped cream.



Officials of the Omaha Sertoma Club, headed by President Chet Madden, extreme right, line up for their share of spaghetti and fried chicken in the Skinner cafeteria. The meal was prepared and dished up by veteran Skinner employee Mary Kriner. The group toured the plant and watched the manufacture of Skinner macaroni products. This was one of a series of tours conducted by Skinner's to acquaint businessmen as well as women's clubs with the manufacture of their products.

### Funds for Rust Research

Congressional help is being sought by the newly formed Conference for the Prevention of Grain Rust, according to a preliminary report by Donald G. Fletcher, executive secretary. Because the barley rust growing anywhere in the United States may be the source of new and old rust diseases, the problem becomes a national one and Congress is asked to make a reasonable appropriation for carrying on an intensified campaign of barley rust eradication throughout the nation.

The people of the northwest, both farm groups and industry, according to this official, have been active in their efforts to obtain state funds as well as federal funds for stem rust research

and barberry eradication this year.

In North Dakota, the plant scientists prepared a minimum needs request for \$175,000 to carry on the stem rust research at Fargo and the branch experiment stations within that state. The legislature finally approved \$83,300, which was less than half the amount needed, but the sum obtained will permit construction of one greenhouse and addition of some technical and field help.

In Minnesota, a bill has been introduced and passed by the Senate for the sum of \$210,000 for stem rust research. The House is not considering the bill and it is uncertain, as of April 2, 1951, whether or not the full amount will be approved. A greenhouse and laboratory facilities, together with additional technical and field help, will be provided if the full amount is approved.

In South Dakota, efforts to obtain \$125,000 for a plant disease greenhouse and other laboratory space lost out the last day of the session.

For barberry eradication, North Dakota has provided \$10,000 and Minnesota \$30,000 for the biennium.

### New York Market Survey

The New York World-Telegram has released the following New York Market Merchandise Inventory covering the grocery classification—macaroni, spaghetti, noodles—dry of 8 to

20 ounces for the months of December, 1950, and January, 1951.

Brands and size	Avg. Units Sold Per Store	Total Units Sold	Percentage of Distribution
Total, all brands:	805.1	161020	
Goodman	49.2	9844	57.5
La Rosa	319.8	63961	87.0
Mueller	182.3	36468	82.0
Ronzoni	250.8	50165	38.0
Tenderoni	2.8	568	21.0

### Pan-American Durum Tests

A Pan-American program to develop durum wheat which will resist stem rust and other plant diseases has been launched by the National Macaroni Institute in co-operation with the Chilean Government, observes the New York City American Grocer in its February issue.

As a first step in the international search for better durum, the Macaroni Institute recently presented Ambassador Felix Nieto Del Rio of Chile with samples of the best wheat seed from the durum growing areas of North Dakota.

Ambassador Del Rio announced the seed would be turned over to the Chilean Department of Agriculture and the Sociedad Nacional de Agricultura,

Chilean farm group, for experimentation and testing in the durum areas of Chile. Durum seed from the South American republic will be similarly tested in North Dakota.

In making the presentation of seed to Ambassador Del Rio, in behalf of the Macaroni Institute, Rep. Fred G. Aandahl of North Dakota cited the durum program as an example of international co-operation which could bring great benefit to both countries.

"The farmers of my state will be grateful if this joint experiment produces a variety of durum which will increase the yields of their fields," Rep. Aandahl said. "We are happy to co-operate with the Chilean Government in the effort to develop new and better varieties of durum."

Durum wheat, the hardest wheat known to man, is used principally in the production of macaroni, spaghetti and noodles. Durum production in the United States is concentrated chiefly in a 12-county triangular section of North Dakota.

### Macaroni Firm Names Newton

California Macaroni Company, San Francisco, manufacturers of Royal macaroni, spaghetti and noodles, has appointed Frank Paul Newton Advertising, same city, to handle advertising.

## John J. Cavagnaro

Engineers  
and Machinists

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

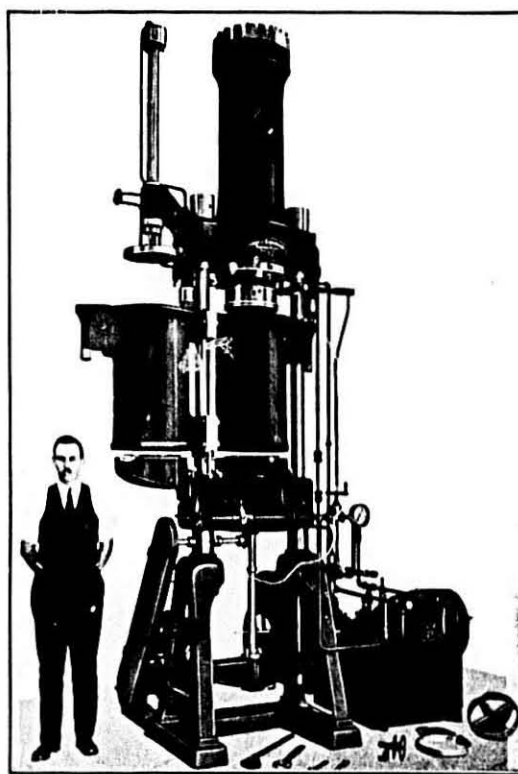
Specialty of  
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Presses  
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All Sizes Up To Largest in Use

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PRESS NO. 222 (Special)



FROM ANY ANGLE

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Quality Cartons and Containers

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**WALDORF PAPER PRODUCTS CO.**

SAINT PAUL, MINNESOTA



### Increased Postal Rates

Hearings on similar bills introduced in both the Senate and House of Representatives to increase postage on second class matter 100 per cent within the next three years will be held by the Senate Committee on Post Office and Civil Service in Washington, D. C., starting April 12. Experience has shown that the Congressmen are most interested in concrete information concerning the effect of the proposed legislation on individual businesses.

The proposed legislation would provide an initial increase of 50 per cent over the present second-class rates during the first year, with an additional 25 per cent at the beginning of the second year, and another additional 25 per cent at the beginning of the third year.

### Premiums or Business Gifts

Only a small percentage of the macaroni-noodle manufacturing firms of the country are listed among those that offer premiums to purchasers of their brands, as listed in 1951 Chicago Show Number of *Premium Practice and Business Promotion*, in the March issue. The 1951 convention of the premium and gift industry was held in the Stevens Hotel April 2-5, and the exhibition showed more than 135 different

premiums, prizes, advertising specialties and business gifts suitable for premium purposes. These were displayed in 160 booths.

Among the firms listed in the magazine referred to above, including the items offered and the terms, are the following:

Company & Products	Items Offered	Terms
Creamette Co.—Macaroni	Metal Salt & Pepper Shakers	Box top, 25c
Delmonico Foods, Inc.—Donald Duck Macaroni	Glass Tumblers	Purchase 2 boxes, 2c
Gioia Macaroni Co.—Macaroni & Spaghetti	Christmas Cards	Coupon, 15c
Golden Grain Mac. Co.—Spaghetti Dinners	6 Plastic Bowls Cotton Flour Bags Silver-plated Flatware	2 labels, 25c Labels, cash Labels, cash
C. F. Mueller Co.—Egg Noodles	Steak knife	Box top, 25c
Northern Ill. Cereal Co.—Macaroni & Spaghetti	Aluminum Salt & Pepper Shakers Bulbs	Box top, 25c Box top, 25c
Tharinger Macaroni Co.—Macaroni	6-piece funnel set	Labels, 25c and newspaper coupon
(Contests)		
Buitoni—Macaroni Products	Trip, coffee service, candy	Coupon-saving sentence & essay contest series
Campbell Soup Co.—Spaghetti	\$100 cash & book	Instructions on back of label
LaPerla—Macaroni	Trip	Sentence, coupon
Mission Macaroni Co.—Macaroni Products	20¢ prizes	Sentence

## Let us help you modernize your plant for greater profits in '51

**CHAMPION**  
Consulting  
Engineering  
Service

The new methods and techniques in production now so widely used in the Macaroni and Noodle Industry call for high efficiency in the handling of flour.

The services of Champion engineers are available to you for consultation at any time for practically any type of flour handling unit that you might require.

Let us explain our new sanitary type unit with removable panels for ease of cleaning.

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

1888-1951

### Race 15B—Time

Anything that affects wheat, directly or indirectly, concerns all except the rice-eaters of the Orient. Because the wheat crop of 1950 was seriously affected last fall, with prospects of doing even greater damage to the 1951 crop unless ways and means are found to reduce the rust damage, the bread eaters, the spaghetti, cereal and eaters of other wheat foods are rightfully interested in the problem and its solution. Agronomists have lost no time in combating the wheat disease that is so threatening. The editors of *Time Inc., Magazine* March 5, 1951, give this concise story of wheat culture—its two-timing tests, resorted to in speeding experimentation to obtain the hoped for rust-resistant varieties. It reads, in part:

#### Race 15B

In the Imperial Valley of California last week, twelve acres of assorted wheat plants were growing in the hot desert sun. Department of Agriculture scientists, tending them as carefully as premature babies, hope that one or more of the 600 varieties now being tested will overcome "Race 15B," the new strain of black stem rust that is seriously threatening the U. S. wheat crop.

Wheat rust has been around a long time. It bothered Roman wheat growers so much that they created a special rust god, Robigus, and blamed him for its outbreaks. U. S. plant scientists thought they had licked it. They bred rustproof wheat varieties that kept U. S. fields almost clear of the disease for 15 years, accounting for a good part of recent bumper wheat crops. Last summer Race 15B, a new, extra-virulent strain, appeared on wheat from Pennsylvania to Texas. It attacked all commercial varieties. Durum wheat, used for making spaghetti, was hardest hit with 10 million bushels lost.

Last summer's losses are nothing to what might happen next summer. Rust is a quick-growing fungus that spreads by microscopic spores carried on the

wind. "The spores," says Agriculture, "migrate like wild birds." North winds blow them south in fall, where they spend the mild winter on wheat in Texas and Mexico. When the weather gets warmer, they are blown back to the wheat belt by southerly winds.

Rust has another way of wintering. When the weather begins to get cold in the north, the fungus produces black coldproof spores. These spend the winter on straw or stubble. In spring, they germinate sending out small spores that infect barberry bushes. Up to 70 billion vigorous spores can form on an average barberry bush. Each spore can start a fast-spreading infection in a stand of wheat. One way to fight rust is to eradicate barberry bushes in the wheat belt. Another is to hope that the weather will not be favorable for the fungus wintering in Texas. The Department of Agriculture, after taking a horrified look at the Race 15B situation, trusts neither of these methods. It is trying to breed wheat that can resist. By growing its new varieties in winter in the Imperial Valley, it gets two generations a year, speeds up the development process.

Already some varieties look good. In May their seed will be harvested and planted again in states where spring wheat is normally grown; then back to California for another winter growing season. Not for another four or five years will U. S. farmers have a wheat variety that is proof against Race 15B. Until then, Government scientists can only hope for the best.

#### Macaroni Week Scheduled

National Macaroni Week, sponsored by the National Macaroni Institute, has been set for October 18-27. Plans call for full-scale advertising, merchandising and publicity support from the macaroni industry, plus advertising support in all media from producers of other foods which are commonly served with macaroni, spaghetti and egg noodles. Special merchandising material is being prepared for retailers.

*Advertising Age, Chicago, Ill.*

### Milprint Revelation Conserves Cellophane

An answer to the current critical Cellophane situation is being found in Revelation, which is a combination of Cellophane and wax paper wrapper, or Cellophane and opaque bond, depending on the product to be wrapped.

Milprint Revelation is an old favorite with bakers throughout the country for bread loaves. This wrapper for bakery items is fabricated by joining two waxed paper sidewall strips to the center Cellophane window. This permits visibility at the eye-appealing center of the package. Keeping qualities of the wrapper are excellent for both white and specialty loaves. Bakers operating on reduced Cellophane quotas are actually spreading their allotment over two to three times as many loaves without loss of sales impact and many are finding that the wrapper serves as a sharp sales stimulant. It runs well on either side or end feed wrapping equipment at normal production speeds.

Revelation is also being used for cake, cookies, Brown 'n Serve rolls, sweet rolls, and other bakery products. One of the advantages is in being able to keep a family design on all items distributed by the same firm, as the side walls offer excellent brand identification in attention-getting colors.

Packers are using revelation for bacon, meat loaves and other products. This wrapper assures complete product visibility, yet uses 60 per cent less

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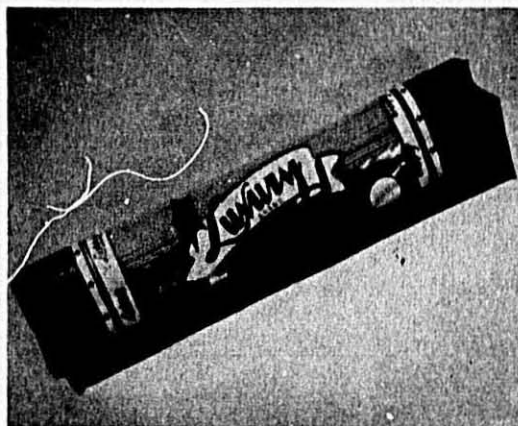
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Cellophane. The greaseproof sidewalls offer extra printing surfaces for brand identification, recipes, et cetera.

Macaroni and spaghetti have joined

print reports that the pendulum is swinging to revelation for more and more food products and other merchandise where visibility and brand



Cut shows "Luxury Spaghetti," made by National Food Products, Inc., New Orleans, La.

the ranks of revelation packages. For this purpose the sidewalls are opaque bond. Revelation is being used for celery and tomato packaging and Mil-

identity are both of prime importance. Revelation is printed and fabricated by Milprint, Inc., Milwaukee packaging converters.

### Dried Eggs to Great Britain

The PMA of USDA announced March 20 the sale to Great Britain of 25,000,000 pounds of dried whole eggs

purchased by the CCC for price support purposes in 1950.

Of the total quantity involved in the purchase, the greater part will be paid for by the United Kingdom with their earned dollars. The remainder will be

paid for by the ECA and Section 32 funds, under authority of the Foreign Assistance Act of 1948, on the basis of the cost of the commodity or the market price, whichever is lower, at the time and place of delivery. These transactions will result in an average price to CCC for the entire 25,000,000 pounds of about \$4.5c a pound.

These transactions will reduce present holdings of dried eggs to slightly less than 42,000,000 pounds out of a total of 82,700,000 pounds purchased in 1950. Including the quantity sold to the British, total sales and disposals since December 31, 1950, when support was discontinued, have amounted to 59,000,000 pounds, including all the remaining powder acquired in 1948 and 1949.

### Decennial of Enrichment

Ten years ago March 5, a joint conference of millers and bakers was held in Chicago to launch the flour and bread enrichment program, editorializes *The Southwestern Miller* in its issue of February 27. It further states:

In 1951, the decennial year of enrichment and the fifteenth year since thiamine was first synthesized, the breadstuffs industries may regard with immeasurable pride the part that they have played in a program that, according to Dr. Russell M. Wilder of the

Mayo Clinic, has "not merely enriched bread, but enriched the lives of many of our fellow citizens." Within the span of ten years, a relatively short time to ascertain the results of such a basic change in nutrition, enrichment has won the wholehearted support of the leading scientists and scientific organizations.

When enrichment was first suggested in 1940, praise of its possibilities was almost offset by skepticism. Although it was generally agreed among nutritionists that certain vitamins and minerals were lacking in the diet, with much attention being given to a study showing that three-fourths of American families were not eating properly, accord was lacking on the means of raising the level of nutrition. Recognition that bread and flour are consumed in significant amounts daily by practically everyone and that vitamins and minerals could be added to breadstuffs without changing their characteristics, balanced opinion in favor of this approach to the betterment of national nutrition.

Through the efforts of millers and bakers, the American Medical Association, the Food and Nutrition Board of the National Research Council, the Council of State Governments, the American Dietetic Association and several other groups of professional nutritionists, the remarkable benefits of bread and flour enrichment have

been extended to most of the population of the United States. In fact, within one year after the launching of the program in 1941, nearly all of the major commercial millers and bakers were not only providing enriched products but were supporting the program on a wide scale.

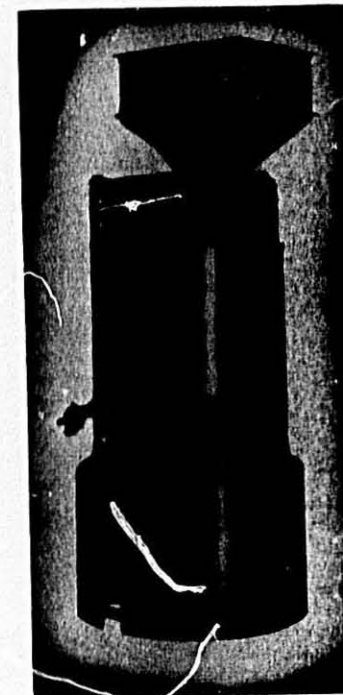
In this decennial year of the program, according to data of the Bureau of Agricultural Economics, about 80 per cent of all commercially baked white bread and rolls and 80 to 87 per cent of family flour is enriched. Twenty-six states now require enrichment of white bread, rolls and flour, and concerted efforts are being made to secure the passage of similar legislation in the remaining states.

### Visco-Mat Cuts Costs

The Triangle Visco-Mat is a machine that automatically converts dry adhesives into a ready-to-use liquid glue of the correct viscosity. It is manufactured and sold by the Triangle Package Machinery Co. of Chicago, Ill.

This system of adhesive preparation is said by the manufacturer to have the following advantages: saves floor space because dry adhesive bags take up less room than drums; saves paying freight on tap water; the glue consistency is always right, there is no trial-and-error manual adding of wa-

ter; cleaner and more efficient, there is no messy cleaning up and no wasted batches due to crusting, drying or lumpy mixtures. According to the



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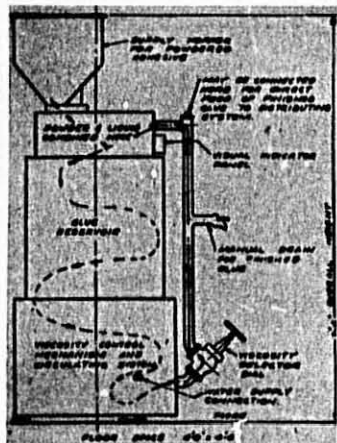
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manufacturer, the total saving effected by this saving may cut adhesive costs as much as 60 per cent.

The sketch shows how the Visco-Mat works. The operator puts de-



hydrated adhesive into the Visco-Mat hopper. He then sets a simple control dial to the viscosity desired. The machine automatically measures and mixes the water needed to produce this desired viscosity. The Visco-Mat may be connected for direct feed of finished glue to the distributing system. Or the glue can be withdrawn through a manually operated drain, if preferred.

### Milprint Starts Move to New Plant

Moving into a new plant has been started by Milprint, Inc., printing and packaging material converter firm located in Milwaukee, Wis.

The company's Plant No. 5 has already moved into the new building. The entire move is being planned so that production is interrupted as little as possible, according to William Heller, board chairman.

Plant 5 was the company's sealing department, in which pofilm, polyethylene and other special films are sealed for packaging purposes—such as the tubes in which sausages, et cetera, are packed. It is also doing sealing of packaging for defense goods manufacturers. The bag department, which makes various types of bags for the food industry, will be the next to move.

When the move is completed, possibly by the end of July, five of the firm's Milwaukee plants will be housed in the new building. The site covers an area of 22 acres located at 4200 North Holton St., Milwaukee.

### Message to Durum Growers

Annually the National Macaroni Manufacturers Association broadcasts a message of good cheer and better

returns to the farmers in the natural durum-growing area of North Dakota, urging them to continue producing more and better durum. Usually these advertisements appeared in the smaller papers in the area. This year, the sponsors elected to beam their message through the *North Dakota Farmer* of March 17, 1951, which was as follows:

**IF YOU ARE IN THE DURUM AREA  
... MORE DURUM MEANS MORE  
MONEY TO YOU!**

Yes, Mr. Grain Grower, 10-year averages prove that Durum gives a better average yield... a better dollar revenue... than any other type of wheat!

By growing Durum, you not only take advantage of its hardy disease-resistant characteristics, but you will be making the most of the steadily increasing demand for durum products... a demand that has more than doubled since 1920!

Today's high food prices and the constant publicity efforts of our Association are increasing public desire for Durum-made Macaroni Foods even more!

At home and in foreign markets around the world, the increasing demand for Durum assures you a strong steady market. Take advantage of consistent yield and the strongest demand in history!  
**GROW MORE DURUM IN 1951!**

### Macaroni, Noodles Rated High in Army Preferred Foods

**Macaroni-Spaghetti Served Twice Monthly; Noodles 3 Times**

Macaroni, spaghetti and egg noodles are high on the list of preferred foods of the American G.I., according to the Office of the Quartermaster General of the Army, and editorially commented on by the *Colorado Grocer*, Denver, Colo.

In the continental United States, food served to soldiers and members of the Air Force is based on a master menu which serves as a guide for troop feeding for all units. The master menu calls for the serving of macaroni products an average of seven times a month. Master menu items are selected on the basis of their nutritive qualities and acceptability by the soldiers.

Macaroni dishes are served in Army messes approximately twice a month and typical recipes include macaroni au gratin, macaroni with tomatoes and cheese, macaroni with corn and bacon, and macaroni salad. Noodles are served about three times a month in such dishes as chicken noodle soup, baked chicken and noodles and noodles with buttered crumbs. The G.I. has spaghetti an average of twice a month, with spaghetti and meat balls a high-ranking favorite with the soldiers.

Army emergency rations also reflect the G.I. preference for macaroni products. The B ration, served to troops operating on beachheads or under field conditions where fresh foods are not available, includes macaroni three times in two weeks. The C ration, which is served to soldiers under emergency conditions, consists of six menus which include meat and noodles in one menu and spaghetti and ground meat in two. The 5-in-1 ration, developed for groups of soldiers separated from their unit kitchens under combat or field conditions, consists of five menus with spaghetti and meat balls included once.

### Propose Postal Rate Increases

The cost of distributing THE MACARONI JOURNAL is in for an increase if Congress approves of President Harry S. Truman's recommendation in a special message to that body on February 27, 1951. As a follow-up, Chairman Tom Murray (D-Tenn.) introduced, on February 28, the administration's postal rate bill (H.R. 2982), which was referred to the House Committee on Post Office and Civil Service on which public hearings were held in March.

Chairman Murray, in a speech before the House, explained some of the principal provisions of the bill, as follows:

#### First Class

Rate on post and postal cards would be increased from 1c to 2c.

#### Second Class

Rates on all categories would be increased by 50% the first year; 25% the second year; 25% the third year, a total increase of 100% in three years. Also, a minimum charge of 1/8c per piece on all categories, except free-in-county.

#### Third Class

Bulk pound rate remains the same, except minimum rate of 2c per piece.

#### Fourth Class

There are no recommendations for increases, probably because of the Postmaster General's petition for increased fourth-class rates, now pending, before the Interstate Commerce Commission. Also, there are no recommendations for increases of postage to be paid by Controlled Circulation publications.

A table of estimated annual revenues released by the Association of Magazine Publishers shows that publishers pound-rate publications (second class) are expected to yield an additional \$20-million the first year. In addition, transient second-class would yield an estimated \$789,000; third-class \$65,857,000 and postal cards \$46,740,000; first-class drop letters \$1,375,000. Above all by legislation. Also, in addition, by department action:

Notices to publishers...\$ 722,000

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 \$2,586,000

The President, the Postmaster General, and administrative influence are behind this bill (H.R. 2982). Every publisher of second-class entry publications is checking carefully the effect of the proposed increases in postal rates on their individual business. Many have presented their views to the Congressmen who are going to decide this important matter; others are compiling facts for later presentation. Experience has shown that Congressmen are most interested in concrete information concerning effects of proposed legislation on individual businesses.

### Another 15B Version

#### Rust Is Threat to Wheat

A new and virulent race of rust is a threat to the 1951 wheat crop. Serious rust trouble last year followed 15 years during which rust was only slightly injurious, says the U. S. Department of Agriculture. This threat follows a long campaign for eradication of barberries as original sources of rust injury.

Quite naturally some are asking: "Well, if all the time and work and

money put into killing barberries does not give protection, isn't it sensible to drop the work and save the effort?" The answer by those best qualified to reply is a positive "No." On the contrary, scientists say emphatically that the rust attack last year may call for some more barberry eradication outside the present control area. The current rust threat traces back to susceptible barberries in areas from which they have not been removed.

Until 1950, the wheat crops had escaped serious rust injury for two reasons: (1) Eradication work had reduced to a small fraction the number of barberries from which rust could spread to nearby wheat; and (2) wheat breeders had introduced new wheats resistant to the many races of rust common in the fields.

What happened in 1950 was an attack by a new race of the rust fungus, 15B, the most virulent scientists have ever found in this country. No commercial wheat variety is resistant. This new destroyer seems to be the progeny of two older races that hybridized on a barberry. The more barberries there are, the more chance of other harmful hybrids coming into existence. The losses from last season's experience with race 15B is not to despair, but rather to be more vigilant in destroying barberries and so reduce danger of creation of still another destructive new race. The 15 years of relative

freedom from rust injury with repeated bumper crops during World War II is proof positive that barberry eradication paid—and paid many times its cost.

Meanwhile, wheat breeders of the department and co-operating states are rushing a program of defense against 15B, breeding new resistant wheats. They have promising breeding material and are rushing through an extra generation of these in California this winter. Greenhouses are testing and multiplying other resistant strains. Whether 15B may destroy 1951 wheat depends largely on the weather. Probably some 15B overwintered in Mexico and Texas, the specialists say. It may or may not sweep northward on the winds of spring and summer.

### \$74,900 Contract

The Luso-American Macaroni Co. of Fall River, Mass., has been awarded a contract for \$74,900 worth of its products by the Department of Defense, it was announced by the Massachusetts Industrial and Development Commission.

### World Egg Production in 1950

Egg production during 1950 increased considerably over the previous year in nearly all of the major-

producing countries. The northwestern European countries and the U. S. showed the most appreciable increase, while Canada and Australia showed slight decreases.

Favorable egg prices during late 1949 and early 1950 in most countries (the U. S. being a major exception) encouraged poultrymen to keep more laying hens. World supplies of feed grains from the 1949 crop were plentiful in 1950 and relatively cheap until after the beginning of the Korean conflict. Governmental policies of several of the major poultry-producing countries, excluding the U. S., made it more profitable to feed grain to livestock, including poultry, than to sell it as grain. The generally favorable feed situation and improved management practices enabled poultrymen to increase the rate-of-lay of their hens and this, with the continued strong demand for poultry products, resulted in the large increase in egg production.

World egg production, now about two-fifths above pre-war, has recovered to such an extent that rationing has been discontinued in nearly all countries except the United Kingdom. Many of the major poultry-exporting countries have surplus eggs and poultry and are actively seeking export markets for them. There is an increased effort on the part of both governmental and non-governmental organizations to encourage output of quality poultry

products and to provide assurance of favorable prices to producers.

### IN-PLANT FEEDING

(Continued from Page 32)

plant or office management. They also obviate the necessity for keeping food cost and other operating records, thus eliminating another source of expense.

Robert Z. Greene, president of the Rowe Corp., had this to say to the writer:

"A good many questions will immediately rise in the mind of the smaller employer considering the use of automatic in-plant feeding equipment. I would like to point out that in the development of this equipment, these questions have been uppermost and have been to an amazing extent answered in final models.

"The employer will want to know what kinds of foods are possible under this system. I will say that while selection is somewhat limited, a fairly wide menu is possible including such items as:

Milk, Sandwiches, Chocolate Milk, Cake, Ice Cream, Pies, Candy, Soft Drinks, Cigarettes, Cookies and Coffee.

"Who looks after the equipment? There is today very little trouble with automatic food merchandising devices. Once the equipment gets running



Robert Z. Greene

smoothly, mechanical servicing needs are surprisingly infrequent. These attentions, however, are the final responsibility of the operator of the equipment and his people. He realizes his profit through sales, service, maintenance, et cetera."

Of special interest today is the development of refrigerated automatic merchandising units which dispense such items as sandwiches, usually five kinds, among them American cheese, egg salad, pressed ham, roast beef or

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boiled ham, or other popular demand combinations. There is also a refrigerated automatic machine for dispensing milk chocolate (the most popular of all) and fresh dairy milk. Ice cream, either on the stick or in sandwich form, is also handled by a refrigerated unit as are pies, cakes and pastries. These developments in the coin operated in-plant feeding field have already proved their efficiency.

The question of change-making—which always has been a problem in the development of automatic merchandising—has been largely answered here. The modern food-dispensing devices give back the correct change except where paper money is involved or a change-making machine is provided. If milk, in a given area, is 15 cents a pint, the modern refrigerated milk machine will give back the proper change.

"Perhaps the first thing the prospective feeder of his help will want to know is: 'how may employees make an automatic cafeteria worth while?' The answer is: much depends upon how far your place is from good, suitable restaurants, how many shifts your office or plant customarily works, what the physical arrangements in your office or plant are. There are some reliable figures available on this subject to guide the employer.

"In any case, the conditions which provide the answer to this question

can be easily and quickly surveyed and the advice and counsel of an established local food-vending machine operator is perhaps the best first step for the interested employer to take."

However the employer may look at in-plant feeding, he will first of all have to consider the factor of personnel welfare, the labor problem, and the beneficial effects of having good, healthy food always available on the morale and working output of his people as a whole.

So important do many larger employers consider this constant availability of good food to workers that their old-line cafeterias are now augmented with the new automatic food merchandising units placed at strategic points and operated under the management of, and as part of, the regular cafeteria operation. This is referred to as supplementary snack service and is one of the best morale builders the place can have.

As business and industry more and more seek localities where proper food service is apt to be less conveniently available, the enlistment of automatic, coin-operated cafeteria service is certain to be more general, especially in smaller establishments.

Another phase of automatic food service development, and one of importance to the larger employer, is the use of automatic coin-operated equipment as supplementary and comple-

mentary to a fully equipped lunchroom in the factory or office.

Quoting *Vend*, magazine of automatic merchandising:

"As a sidelight, it is interesting to note that industrial caterers have followed this development with keen interest. Automatic food-vending equipment could be used to supplement manual service in a large place where workers are dispersed. One of the major postwar problems of the food contractor is rising labor overhead, and the automatic food vender may prove an economical way of feeding a group of workers in an isolated area of plant or office or a small night shift for whom the cost of maintaining stand-by manual service mounts up."

Then, too, the manual industrial food operation can easily provide snack service during hours when the manually operated lunchroom or cafeteria is not functioning or upon special occasions such as during recreational gatherings or during off hours.

For these reasons, service by the coin-operated in-plant feeding equipment now available brings something new and plus to any place employing from 200 workers up to thousands. Many of the largest in-plant feeding contractors are recognizing advantages of the new automatic techniques and, as progressive management authorities, are fitting them into many of their operations.

## LA ROSA LUNCHEON

(Continued from Page 26)

grams, a complete kit of material was presented to each person. This kit contained a release outlining the scope and purpose of the luncheon and included recipes for many of the dishes served. Along with it were photographs of macaroni dishes and La Rosa recipe books on macaroni and pasta products.

Among those attending the luncheon were: Clementine Paddelford, *New York Herald Tribune*; Jane Nickerson, *New York Times*; Martha Deane, *WOR*; Mr. and Mrs. Alfred McCann, *WOR*; Nancy Craig, *WJZ*; Poppy Cannon, *Mademoiselle*; Glenna McGinnis, *Woman's Day*; Grace White, *Family Circle*; Mrs. Gaynor Maddox, *NEA*; Dr. Ida Bailey Allen, *King Features*; Blanche Stover, *Parents Magazine*; Sylvia Schur, *Look* and *Quick* magazines; Vivian Reade, *Fawcett Publications*; Lillie Stuckey, *Dell Publications*; Jack Wagenheim, *New York Post*; Mary F. Hazelton, *American Home*; Fred Westervelt, *New York Journal-American*; Austin Perlow, *Long Island Star-Journal*; Elsa Sternberger, *Brooklyn Eagle*; Dorothy Marsh, *Good Housekeeping*; Josephine McCarthy, *WNBT*; Eleanor Merritt, *American Weekly*; Mrs.

Moser, *Passaic Herald News*; Helen Flynn, *Woman's Home Companion*; Mrs. Celia Misicka, *Better Living Magazine*; Barbara Keating of Margaret Arlen's program, *WCBS-TV*; Mrs. Alan Karham of Demetria Taylor staff; Betty Niles Gray, *Ladies' Home Journal*; Maria L. Falbo, *Il Progresso*; Jack Eliot, *Long Island Press*; Neil Donarm, *Nassau Daily Review-Star*; Charlotte Adams, *Charm Magazine*; James P. Callan, *New York Mirror*; Cecily Brownstone, *Associated Press*.



Shown here enjoying themselves, Vincent S. La Rosa and two of the country's foremost food writers at the annual La Rosa Luncheon for the food press. On Mr. La Rosa's left is Jane Nickerson of the "New York Times" and on his right, Clementine Paddelford of the "New York Herald Tribune." Mr. La Rosa is vice president in charge of advertising for the company and

represents the third generation of La Rosas in the business. He spent considerable time at the luncheon explaining to his guests about some of the more than 50 different macaroni shapes made by La Rosa. Some of these shapes were cleverly combined with dark red roses to form attractive and unusual centerpieces at each table.

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## NMI ROSTER

(Continued from Page 20)

National Food Products, Inc.	New Orleans, La.
National Macaroni Mfg. Co.	Passaic, N. J.
Oakland Macaroni Co.	Oakland, Calif.
A. Palazzolo & Co.	Cincinnati, Ohio
Frank Pepe Macaroni Co., Inc.	Waterbury, Conn.
The Pfaffman Co.	Cleveland, Ohio
Prince Macaroni Mfg. Co.	Lowell, Mass.
Procino-Rossi Corp.	Auburn, N. Y.
Quaker Oats Co.	Chicago, Ill.
Quality Macaroni Co.	St. Paul, Minn.
Ravarino & Freschi, Inc.	St. Louis, Mo.
Roma Macaroni Factory.	San Francisco, Calif.
Ronco Foods.	Memphis, Tenn.
Ronzoni Macaroni Co.	Long Island City, N. Y.
Roth Noodle Co.	Pittsburgh, Pa.
A. Russo & Company, Inc.	Chicago, Ill.
St. Louis Macaroni Mfg. Co.	St. Louis, Mo.
San Diego Macaroni Co.	San Diego, Calif.
Schmidt Noodle Co.	Detroit, Mich.
Skinner Manufacturing Co.	Omaha, Neb.
Superior Macaroni Co.	Los Angeles, Calif.
Tharinger Macaroni Co.	Milwaukee, Wis.
U. S. Macaroni Mfg. Co., Inc.	Spokane, Wash.
V. Viviano & Brothers Macaroni Mfg. Co.	St. Louis, Mo.
Weiss Noodle Co.	Cleveland, Ohio
Robert William Foods, Inc.	Los Angeles, Calif.
A. Zerega's Sons, Inc.	Brooklyn, N. Y.

## ALLIED MEMBERS

Amber Milling Division, G.T.A.	St. Paul, Minn.
Doughboy Industries, Inc.	New Richmond, Wis.

## EDUCATION PROGRAMS

(Continued from Page 23)

marinate the macaroni in French dressing 20 or 30 minutes.

Since durum wheat foods are so mild themselves they have a happy way of making the most of other food flavors. All kinds of seafoods, crisp vegetables, bits of ham, leftover roasts, table-ready meats and fruits can do the flavoring jobs in these salads.

You'll like to have your main dish salads thoroughly chilled. Choose accompaniments such as crisp relishes, sour pickles, enriched bread and butter sandwiches or crusty hard rolls, and glasses of cold milk or iced tea.

## April, 1951—Legends

Many romantic legends have been handed down concerning the origin of macaroni foods.

Some say that they were first created due to the carelessness of a Chinese maiden. While she was busily making bread she became so interested in a sailor who had come to call that she forgot her task. The dough spilled from her pan and fell in strings from her work bench. The strands of dough dried quickly in the sun. The Italian lover, whose name was Spaghetti, wanted to help her hide all evidence of her folly. He gathered up the strands of dry dough and took them

back to his ship. The ship's cook boiled them in broth and found them eagerly received by the hungry crew. So grateful were the sailors that they named the new food "spaghetti."

Whether the Italian sailors were actually the first to taste spaghetti is doubtful. Almost every civilized country has its pet claim about originating macaroni making. Recorded history shows that the ancient Egyptians and Orientals knew about the preparation of this wheat food long before the process was introduced into Italy and the rest of Europe by travelers during the Middle Ages.

However, when the Genoese and Sicilians began making macaroni foods they soon surpassed their neighbors in the art. Italy grew a high-protein wheat which was needed for superior macaroni products. Furthermore, the sea breezes provided ideal drying conditions for macaroni manufacturing.

The fame of macaroni soon traveled to England, where young men liked the new food so well that they got together frequently for macaroni parties. The young men were soon known as "macaronies." Perhaps it was from this nickname that we got our "Yankee Doodle Dandy—call him macaroni."

It was not until the latter part of the 19th century that macaroni became well known in America. While macaroni-making was introduced in this

country by a German baker, the real credit for the good macaroni foods available today goes to Mark Carleton, an alert Department of Agriculture official who served in the late eighteen and early nineteen hundreds. Despite adverse criticism and with little encouragement, Carleton searched for and finally brought back to this country the hard durum wheat from the steppes of Russia. From this wheat, grown in Minnesota and the Dakotas, is milled fine semolina, or durum flour which is transformed into the countless varieties of good macaroni products, so popular on American tables.

## MACARONI PRODUCTS

(Continued from Page 16)

- if placed in boiling water.
- Thinner products will cook through in 4 to 8 minutes.
- Italians usually cook spaghetti 9 to 10 minutes.
- If macaroni products are to be baked, cooking time in boiling water may be reduced from 3 to 5 minutes.
- Macaroni products usu-

ally increase 50 per cent to 100 per cent in size and 200 per cent to 300 per cent in weight when cooked in boiling water 15 minutes.

- Comment: It is a good policy to test macaroni by cooking before purchasing in large quantity.

## X Macaroni as a Food

- Approximate composition—uncooked

Weight	Meas-ure	Cal.	Pro %	Ca mg.	Iron mg.
100 gms.	1/4 c.	358	13.4	22	1.20
	(1" pieces)				

- Enrichment of macaroni products with various vitamins and minerals, particularly those used in enriched flour, has been approved.
- Macaroni products have found their place in the American diet as:
  - (a) an inexpensive source of carbohydrate,
  - (b) as extenders to meat dishes,
  - (c) as a source of protein in the diet especially when supplemented by high quality proteins such as milk, meat and cheese.

## XI Typical Italian Dinner

From Antipasto to Gorgonzola  
Murray Manning, in *American Home*, February, 1940, p. 47, suggests the following menu for a typical Italian dinner:

## NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes—Dry Noodle Cutters—Wet Noodle Cutters—Mixers—Kneaders

Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

## BALING PRESSES

Hydraulic Baling Presses for Baling all Classes of Materials

## HYDRAULIC EXTRUSION PRESSES

Over Forty Years Experience in the Designing and Manufacture of all Types of Hydraulic Equipment

## N. J. CAVAGNARO &amp; SONS MACHINE CORP.

400 Third Avenue  
Brooklyn 15, N. Y., U.S.A.

## Quality FROZEN EGGS

Our Specialty

## Dark Frozen Yolks

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Qualified

Egg Breakers

27 Years

## De Soto Creamery and Produce Company

71 W. Island Ave., Minneapolis 1, Minn.

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## GOLD BOND FRESH FROZEN EGG YOLKS

Dark colored yolks especially desirable for macaroni-noodle manufacturers, prepared under the most sanitary plant conditions and quickly frozen.

Packed At Fort Scott, Kansas

## EDWARD AARON, INC.

KANSAS CITY, MO.



Antipasto  
Minestrone Soup  
Spaghetti or Farfalle with Meat Sauce  
Red Wine  
Green Salad Cheese Gorgonzola  
Bel Paese  
Provolone  
Biscotti—sweet dry cakes dunked in  
wine  
Black Coffee

#### XII Popular American Uses of Macaroni Products

- Luncheon and Supper Dishes  
1. Macaroni and Cheese  
2. Croquettes  
3. Salads  
4. Scalloped with Tomatoes  
5. Used with Brown Sauce  
6. Used with Mushrooms and Kidney

Note: In a survey reported early in 1950, spaghetti and meat balls placed number three among Americans' favorite dishes.

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#### INFESTATION

(Continued from Page 34)

containing infestation for which the carrier seems to be responsible, and in which infestation is confined to the outside of the package, it should be entirely acceptable to the consignee for the carrier to fumigate the car and its contents, and brush the bags, or packages so that the dead insects are removed. During the last few months we have seen, in writing, a number of allegations that such fumigation is not successful. I am one who will challenge all of these statements. If the fumigation is performed with the proper material, in the hands of one who knows how to use it, the fumigation may be guaranteed and expected to be successful. This type of fumigation, however, does not go to the lowest bidder; it will require adequate amount of fumigant, a careful sealing job and the use of test insects to be sure that effective results have been obtained. Methyl bromide will penetrate the multi-wall paper bag and successfully

kill insects in all stages of development, including the eggs, in the center of the bags. It will likewise penetrate behind the lining of the car and give equally successful results, except that cars with outer walls made of wood are likely to leak air behind the liner, so that these cars, and these alone, cannot be successfully fumigated. A mixture of methyl bromide and ethylene dibromide is much more likely to give successful results under adverse conditions than will methyl bromide alone. This is a synergistic fumigant mixture with toxicity greater than that of methyl bromide alone, and one that leaks from the car at a slower rate.

If the carrier is to protect himself from claims of infestation in transit, then his representative must have an elementary knowledge of the entomology involved in the case of about eight or ten insects commonly involved in stored grain and food products. The carrier's representative must be properly equipped with sifters and magnifying lens to make his determinations. The carrier must consider the importance of thorough cleaning and residual spraying of cars before they are loaded. When a lot of material is found infested at destination, it is possible to satisfactorily deliver it to the consignee after proper fumigation and the brushing of the packages to eliminate the dead insects.

#### Temporary Freight Increases

The railroads of the country have been granted a temporary increase in freight rates by the Interstate Commerce Commission, effective March 27, 1951, pending hearings on the railroads' plea for a permanent six per cent boost. The temporary advances range from two to four per cent. The roads claim that the increases sought are necessary to offset climbing costs. The eastern railroads are permitted the four per cent increase, while those in the West and South will go up only two per cent under the temporary arrangement. Freight moving between the three regions will be subject to a two per cent hike.

#### St. Regis Promotions

St. Regis Paper Co. announces the transfer of Hugh W. Sloan, vice president of St. Regis Sales Corp. and presently Pacific Coast manager of the company's multiwall bag division, to the New York office, effective April 2, 1951. Mr. Sloan will assist Arch Carswell, vice president of the company and general sales manager for the division, in the direction of bag sales. Robin G. Swain, production manager of the company's West Coast bag plants, will succeed Mr. Sloan as Pacific Coast Manager.

**CARTOON CORNER**  
by Art Ross

CONGRATULATIONS TO THE MACARONI JOURNAL ON ITS 32<sup>ND</sup> ANNIVERSARY!

IN N.Y. STATE - THE CONCORD BEACH CLUB SERVES SPAGHETTI RIGHT AT THE BEACH!

GREETINGS TO THE MACARONI INDUSTRY!

32

DANNY THOMAS-BOB MERRILL, GEORGE RAFT-LICIA ALBANESE, PERRY COMO-ROBT. ALDA-EARL WILSON-JACK DEMPSEY-HARPO MARX-ANN SHERIDAN-FAYE EMERSON-JOE DI MAGGIO-DENISE DARCEL-JIM CANNON-MICHAEL BROWNE-PETE LEEDS-LOUIS PRIMA-FRANK SINATRA-VIC DAMONE-ANN CORIO-BETTY GRABLE-PHIL HARRIS-HERB VIGAN-MORT CURTIS-VIVIAN BLAINE-OZ CASWELL-MILT GREENE-T. BANKHEAD and 75,000,000 OTHERS!

BROOKLYN, U.S.A.-T.V. DEALER **JOE HARRIS** TRADED A TELEVISION SET FOR A JEEP LOAD OF NOODLES!

I GET THE BEST OF THIS DEAL!

"DUMB" BLONDE OF "BORN YESTERDAY" IS NOT SO DUMB-SHE LOVES SPAGHETTI!



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 A Publication to Advance the Macaroni Industry.

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 contributors, and will not knowingly advertise  
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Vol. XXXII April, 1951 No. 12



Ollie the Owl

A movie called "Fooling the Fury of  
 the Falcon" appeared in Birdland last  
 week. It was a story about a feath-  
 ered killer who terrorized the birds  
 in the town of Wingville with his  
 ruthless butchery. Finally the best  
 bird brains in the land gathered to  
 find a way to stop the slaughter.

A magpie with a master-mind sug-  
 gested that the birds go underground  
 so that the falcon could not reach them.  
 A sagacious crow had an idea that the  
 birds should put on steel helmets so  
 that the talons of the falcon could not  
 penetrate and kill. A bluebird, pundit  
 of his flock, wanted to hire a posse of

eagles to eliminate the despoiler. And  
 so it went, suggestion followed sug-  
 gestion until dawn when the meeting  
 broke up and the savants went home.

One bird who was not present was  
 Pete the Pigeon. "No use inviting that  
 dumb cluck," said the erudite crane.  
 "He's so ignorant he can't even talk.  
 Sits on top of the church steeple all  
 day. All he knows is when it's time to  
 eat, then he flies home for a meal and  
 returns to his lofty perch until the  
 clock in the steeple tells him it's time  
 to eat again. A bird who can only  
 tell it's time to eat wouldn't know how  
 to fight a ferocious falcon who strikes  
 any old time and never misses his  
 meal."

So it came to pass that Pete was  
 sitting on the church steeple when the  
 mentors adjointed to cogitate on ways  
 to slay the falcon. No sooner had they  
 hit their nests than the falcon appeared  
 high in the sky. He circled around  
 for a while seeking a prey. Then he  
 spotted the pigeon on the steeple, got  
 into position for the kill, and with the  
 speed of a jet-propelled rocket he  
 plunged downward toward the target.  
 His aim was true, but just before he  
 struck, the clock in the steeple chimed  
 twelve; the pigeon knew it was time  
 for dinner, flew from his perch and the  
 falcon, unable to check his dive, missed  
 his prey and the point of the steeple  
 pierced his wicked heart.

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**PRIVATE BRANDS:** We are in a  
 position to sub-contract production and  
 packaging high quality, legal standard  
 egg noodles for private brands at profit-  
 able prices. Labels, bags and boxes fur-  
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 c/o Macaroni Journal, Braidwood, Illi-  
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 WILL FOR SALE** in a Michigan city.  
 30 years in business. Profits each year.  
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 macaroni and noodle machines. Room  
 for expansion. Will sell with or with-  
 out buildings. Inquiries solicited. Box  
 92, c/o Macaroni Journal, Braidwood,  
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**WILL BUY** for export all your Cello-  
 phane bags of trademarks not in use or  
 sizes not wanted. Write P.O. Box 609,  
 Calexico, Calif.

The movie ended with a banquet to  
 Pete and a big parade in his honor, the  
 wisecracks hopping along in the rear.

Dumb luck will sometimes outsmart  
 the sage.

Very wisely yours,  
 Ollie The Owl

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First published in 1947, this review of enrichment requirements in the U.S.A. is  
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 priate time to publish a new edition of this popular, helpful resume. We shall be pleased to supply extra  
 copies gratis. Just write our Vitamin Division.

## The ROCHE REVIEW of enrichment requirements

ALL FIGURES REPRESENT MILLIGRAMS PER POUND

PRODUCT	Thiamine (B <sub>1</sub> )		Riboflavin (B <sub>2</sub> )		Niacin		Iron	
	MIN.	MAX.	MIN.	MAX.	MIN.	MAX.	MIN.	MAX.
Enriched BREAD, or other baked products	1.1	1.8	0.7	1.6	10.0	15.0	8.0	12.5
Enriched FLOUR <sup>1</sup>	2.0	2.5	1.2	1.5	16.0	20.0	13.0	16.5
Enriched FARINA <sup>2</sup>	1.66	—	1.2	—	6.0	—	6.0	—
Enriched MACARONI products <sup>3</sup>	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched NOODLE products <sup>3</sup>	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched CORN MEALS	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched CORN GRITS <sup>4</sup>	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched MILLED WHITE RICE <sup>5</sup>	2.0	—	*	—	16.0	—	13.0	—

1. In enriched self-rising flour, calcium is also required between limits of 500-1500 mg. per pound.

2. No maximum levels have been enforced.

3. Levels allow for 20-50% losses in kitchen procedure.

4. Levels must not fall below 85% of minimum figures after a specific rinsing test described in the Federal Standards of Identity.

5. Levels must not fall below 85% of levels shown after washing and rinsing.

\*Omitted in the U.S.A. and Puerto Rico but used in certain Far Eastern countries to a minimum level of 1.2 mg. per pound.

The maximum and minimum levels shown above for enriched bread, enriched flour, enriched farina,  
 enriched macaroni, spaghetti and noodle products, enriched corn meal and corn grits are in accordance  
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 the use of enriched flour for all products made wholly or in part of flour. This includes crackers, pretzels, etc.

The levels for milled white rice are officially those of the Government of Puerto Rico. These levels are  
 commonly accepted in U. S. domestic and export marketing and are based on the recommendation of  
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