

**THE
MACARONI
JOURNAL**

**Volume XXX
Number 6**

October, 1948

OCTOBER, 1948

MACARONI JOURNAL

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*A Stand of Wheat That Cheers
The Farmer, The Miller and The Processor*

Organized by
Macaroni Manufacturers Association
Chicago, Illinois

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VOLUME XXX
NUMBER 6

WHEN LABELS ARE ALIVE EXTRA SALES THRIVE

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

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2. The Rossotti Prize-winning Package Design staff.
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INSTITUTE Roll of Honor

A Revised List of "Co-operators" That Returned
One-Cent-A-Bag Contracts to October 9, 1948

- | | |
|---|--|
| American Beauty Macaroni Co., Denver, Colo. | Antonio Palazzolo & Co., Cincinnati, Ohio |
| V. Arena & Sons, Inc., Norristown, Pa. | Paramount Macaroni Mfg. Co., Inc., Brooklyn, N. Y. |
| Bay State Macaroni Mfg. Co., Everett, Mass. | Frank Pepe Macaroni Co., Waterbury, Conn. |
| W. Boehm Co., Pittsburgh, Pa. | The Pfaffman Co., Cleveland, Ohio |
| Carmen Macaroni-Weber Noodle Co., Bell, Calif. | Prince Macaroni Mfg. Co., Lowell, Mass. |
| Colonial Fusilli Mfg. Co., Brooklyn, N. Y. | Procino-Rossi Corp., Auburn, N. Y. |
| Columbus Macaroni & Noodle Co., Cleveland, Ohio | Quality Macaroni Co., St. Paul, Minn. |
| The Creamette Co., Minneapolis, Minn. | Ravarino & Freschi, Inc., St. Louis, Mo. |
| Cumberland Macaroni Mfg. Co., Cumberland, Md. | Refined Macaroni Co., Brooklyn, N. Y. |
| Delmonico Foods, Inc., Louisville, Ky. | Rocco's Macaroni Mfg. Co., San Diego, Calif. |
| The DeMartini Macaroni Co., Inc., Brooklyn, N. Y. | Roma Macaroni Mfg. Co., Inc., Chicago, Ill. |
| G. D. Del Rossi Co., Inc., Providence, R. I. | Ronco Foods, Memphis, Tenn. |
| El Paso Macaroni Co., El Paso, Texas | Ronzoni Macaroni Co., Inc., Long Island City, N. Y. |
| Faust Macaroni Co., St. Louis, Mo. | Peter Rossi & Sons, Inc., Braidwood, Ill. |
| Favro Macaroni Co., Seattle, Wash. | Roh Noodle Co., Pittsburgh, Pa. |
| Fort Worth Macaroni Co., Fort Worth, Texas | A. Russo & Co., Inc., Chicago, Ill. |
| Galloio Brothers Co., Chicago, Ill. | Sanacori & Co., Brooklyn, N. Y. |
| Giola Macaroni Co., Inc., Rochester, N. Y. | G. Santoro & Sons, Inc., Brooklyn, N. Y. |
| Golden Grain Macaroni Co., Seattle, Wash. | Schmidt Noodle Co., Detroit, Michigan |
| Gosch Food Products Co., Lincoln, Nebraska | Skinner Manufacturing Co., Omaha, Nebraska |
| A Goodman & Sons, Inc., Long Island City, N. Y. | Sorrento Macaroni Co., Inc., Trenton, N. J. |
| Grand Macaroni Co., Chicago, Ill. | St. Louis Macaroni Mfg. Co., Inc., St. Louis, Mo. |
| I. J. Grass Noodle Co., Inc., Chicago, Ill. | U. S. Macaroni Mfg. Co., Spokane, Wash. |
| Ital Macaroni Co. | Vinco Macaroni Products Co., Carnegie, Pa. |
| Indiana Macaroni Co., Indiana, Pa. | V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo. |
| Italian American Paste Co., San Francisco, Calif. | Weiss Noodle Co., Cleveland, Ohio |
| Kansas City Macaroni Co., Kansas City, Mo. | World Packing Co., Inc. |
| L. Premiata Macaroni Corp., Connellsville, Pa. | A. Zerga's Sons, Inc., Brooklyn, N. Y. |
| V. LaRosa & Sons, Inc., Brooklyn, N. Y. | |
| Mega Macaroni Co., Harrisburg, Pa. | |
| Mid-Brook Macaroni Co., Minneapolis, Minn. | |
| Minnesota Macaroni Co., St. Paul, Minn. | |
| Mission Macaroni Co., Seattle, Washington | |
| C. F. Mueller Co., Jersey City, N. J. | |

*Including its subsidiaries -

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

NOTE: Names of firms whose contracts are received after October 9th will be added to the revised list in the November issue.
(The Editor)



*the tag
on the bag*

It's a new and improved high extraction product as requested by the National Macaroni Manufacturers Association.

It's your assurance of better macaroni foods and continued consumer demand.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

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Planning For The Morrow*

Perhaps many have not yet realized it, but there is a virtual revolution going on in the Macaroni Industry of the U. S. It is a quiet one, no shooting, but some fatalities, nevertheless, and many marked victims-to-be.

Mark Twain, the great American humorist, is credited with first saying—"Everybody talks about the weather, but nobody does anything about it." It is probable that millions before him had the same thought and that thousands had previously expressed themselves in almost the same language years before.

The weather is an important factor in macaroni making and distribution. The right kind of weather is necessary to help produce the quality durum wheat so essential to quality macaroni. In some plants the weather still effects the proper curing of these products and in some sections weather conditions effect the finished food en route from plant to pantry.

But it is a paraphrasing of the Twain statement that is intriguing many of the present-day leaders of the macaroni industry, and it reads—"Everybody talks about the WHETHER—whether the time will ever come when the industry, as a whole, will ever realize the long discussed hope of doing something in a big, united way to put itself up by its bootstraps."

There are two distinct phases of the revolution now in progress that make it quite evident to all who are concerned, to those who want to see. First, there is a revolution in production. Plant after plant is being modernized with the one objective, increasing output; and second, at least a guerilla attack along the line of widening the market through making macaroni-noodle products better known and generally appreciated by millions of Americans who should be heavier consumers of this fine wheat food.

Leaders have long insisted that the increased production must be balanced by increased consumption. Heavy exports of American-made macaroni products have somewhat, but not fully, absorbed the added output, but there

is a feeling that the export market should not be depended upon too much for too long.

That thinking has spurred the second phase of the revolution. At the Winter Meeting, January 1948, there was an almost spontaneous demand that something be done towards a united industry effort to increase domestic consumption of this food as the sure means of absorbing the ever-increasing production. Practically all of the leading members of the National Association have returned contracts in support of the plan devised at that meeting, to create a continuing fund on a one-cent a bag basis to finance a continuing publicity and advertising program that should take up the slack. Several non-member firms have offered to contribute and all indications are that the required percentage of production to put the plan into effect will have been attained even before this is published.

On this presumption, the Board of Directors who will have full and direct control of the fund, have taken steps to put the plan into effect. The Association's staff has been augmented by the addition of a new executive in the person of Robert M. Green who is well known to macaroni-noodle manufacturers and who recognize in him the latent ability that will aid him in effectuating the objectives of the planned promotion.

So, the question of WHETHER? is answered by the National Association which is thus giving the opportunity to those who have long talked about WHETHER but doing so little about it. It is the fond hope of the promoters that henceforth action will replace words, and that an ever-increasing number of manufacturers, Association members and non-members, too, will give wholehearted financial support of a movement that is so vital to the future progress and well-being of the Industry of which they are an important part.

*Editorial Note: Since preparing this editorial, the managing director announced that as of September 27 a sufficient number of signed contracts had been received to meet the minimum requirements to effectuate the promotion fund.

The Role of STAPLE FOODS in NUTRITION

During recent years there has been a tendency to overemphasize the nutritional values of the "protective foods," and to underemphasize the important role which staple foods play in feeding the people of the world. Cereal grains are the mainstay in the diet of mankind, and wheat is the favorite among cereals in the United States. Macaroni products, manufactured from durum wheat, make a significant contribution to the diets of many people.

A Square Meal

A square meal is one which is well-balanced, and furnishes an adequate intake of calories, amino acids, minerals and vitamins. At least forty different nutrients must be present in this square meal. As yet, we have no accurate knowledge as to how much of each nutrient is needed. The daily requirement may approximate that shown in Table I. If so, a moderately active man requires about one and a half pounds of dry food, which is actually equivalent to about five pounds of natural foods, to sustain him daily. It is obvious that he cannot ever be fed by pills and capsules.

The data in Table I are translated into another form in Figure 1, which shows that each average square meal contains about 72 per cent water, 18 per cent carbohydrate (sugar and

ROBERT S. HARRIS, Ph.D., Nutritional Biochemistry Laboratories, Massachusetts Institute of Technology, Cambridge, Massachusetts

starch), 5 per cent fat, 4 per cent protein, 0.7 per cent minerals and 0.2 per cent vitamins. When depicted in terms of weight, the vitamin and mineral requirement is small and the carbohydrate requirement looms large. Vitamins are no more important than calories, and minerals are no more important than proteins; each of the forty-odd nutrients is equally important because each is needed for the fullest health through nutrition. Since the carbohydrate requirement is large, it is obvious that macaroni products, which are rich in calories, can supply an important need to the diet.

Amino Acids

At least 23 amino acids are known to the food chemist. A protein consists of a meshwork of these amino acids, attached to one another in a definite pattern. The kinds of amino acids and their arrangement in a protein molecule give this molecule its peculiar characteristics. Wheat contains at least four different types of protein molecules. Each of these proteins can be torn

apart by chemical treatment and the amount of each amino acid can then be measured. The proteins in our bodies can be broken down and analyzed in the same way. When a child is growing he must obtain the amino acids which are required to form new muscle and tissue protein. An adult requires these same amino acids to replace the wear and tear of tissues. A child or an adult has the ability to manufacture some of the amino acids which he needs from other amino acids; and since it is not necessary that these acids be supplied in his food they are called "nonessential" amino acids. On the other hand, he cannot manufacture some of the amino acids which he needs; these must be present in his food and are, therefore, called "essential" amino acids. It now appears that 10 of the amino acids are "essential" for growth, and thus good amino acid nutrition consists of obtaining adequate amounts of these 10 essential amino acids. Nutrition experts are interested primarily in the essential amino acids.

TABLE I
Approximate Daily Requirements of Nutrients for Moderately Active Man on 3000 Calorie Diet

Minerals	Quantity	Units	Summary
Sodium	5.17	gm	Minerals 14.81 (0.7%)
Chlorine	3.94	gm	
Potassium	2.47	gm	Vitamins 5.62 (0.2%)
Phosphorus	1.20	gm	
Sulfur	1.00	gm	Amino Acids 90.0 (4.0%)
Calcium	0.80	gm	
Magnesium	0.22	gm	Carbohydrates 410.0 (18.0%)
Manganese	0.021	gm	
Iron	0.012	gm	Fats 111.0 (4.9%)
Copper	0.0002	gm	
Iodine	0.00012	gm	Total dry wt. of diet 631.43 (27.8%)
Zinc	0.00002	gm	
Cobalt	?	gm	Total water intake 1640. (72.2%)
			Approx. wt. of diet 2271.43 (100.0%)

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and are not concerned with the total protein content of a food, but rather with the extent to which that food contributes each of the 10 essential amino acids in a serving. The proteins of some foods are weak in one or more of these amino acids and are called "incomplete" proteins, while the proteins of other foods contain all essential amino acids in good balance and are called "complete" proteins. Generally the proteins of cereals are incomplete and those of meats and eggs are complete.

Fortunately, the proteins of some foods complement one another. Thus, a food protein that is weak in amino acid "a" and is strong in amino acid "b" may be combined with another

words, that a square meal was not important, that one could eat unbalanced meals and still be as well nourished as long as his nutrient intake that day, or week, or even that month, was squared. Unfortunately, this is not so. Two years ago the M.I.T. laboratories demonstrated that all essential amino acids must be fed at the same time to get the fullest benefit. A delay of only three hours in feeding an amino acid (lysine) caused poorer health, impaired development, and poorer utilization of the entire diet. Complementary proteins are fully complementary only when eaten together.

Carbohydrates

For many years macaroni products have been made with refined wheat flour. Refinement removes oil which becomes rancid and reduces the stability of macaroni; refinement removes bran and other colored compounds which might detract from the appearance of the product; but refinement also removes significant amounts of iron, thiamine, riboflavin, niacin and other valuable nutrients. Recently it has been shown that the same vitamins which are removed from wheat during refinement are necessary for the proper utilization of wheat starch by the body. There is a scientific reason, therefore, for restoring these vitamins by the manufacture of enriched macaroni products.

Phytates and Mineral Absorption

Approximately 75 per cent of the phosphorus in wheat is present as complex organic salts of inositol hexaphosphoric acid, compounds which are often called "phytates." As there is more phosphorus in the outer layers of the wheat berry, a major portion of the phytate is removed during refinement. Thus, durum wheat contains much more phytate than macaroni products.

More than 30 years ago it was noted that phytates interfere with the absorption of calcium from the intestinal tract of dogs. It seems that the calcium reacts to form a highly insoluble calcium phytate which is not easily absorbed. Many experiments have been performed on animals, and on human subjects, in an attempt to determine whether the phytates in foods have a significant effect upon mineral absorption. Although the published papers are contradictory, the British nation required the addition of calcium to low-extraction flour during World War II, in order to counteract the extra large quantity of phytates contained in this cruder flour.

The M.I.T. laboratories are working on this problem, using radioactive iron and calcium. In a study on children it was found that very little of the phytate in rolled oats reacted with the radioactive iron. Rolled oats (which are especially rich in phytates) interfered with iron absorption no more

than milk, egg, fruit juice or white bread (which are essentially devoid of phytates). The results of this research indicate that phytates in rolled oats do not affect the absorption of iron by human subjects. Oats was selected for this study primarily because it is rich in phytate content. It is likely that durum wheat behaves similarly.

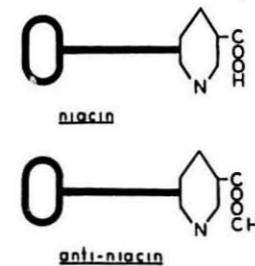
Antivitamins

Antivitamins are substances which block the enzyme reactions of vitamins in the body. A vitamin has been likened to a key which fits into a reaction, throws the bolt, and causes the reaction to go. An antivitamin is like another key which has similar chemical "notches," yet differs in some important respect, so that it cannot throw the bolt. It enters the keyhole where the vitamin would enter, and prevents the entry of the vitamin which could fit into the reaction. Thus, an antivitamin blocks the functioning of a vitamin, and a vitamin deficiency disease can result in a person, even while he is receiving an adequate diet.

Antivitamins have been found in maize, braken fern, mamay and some other plants. Antivitamins for each of the 25-odd vitamins have been synthesized in the chemical laboratory. Niacin is depicted in Figure 2 as a key which fits into the biochemical re-

FIGURE 2

The vitamin niacin may be likened to a key which fits into molecules and promotes essential reactions in the body. The antivitamin beta-acetyl pyridine resembles another key which

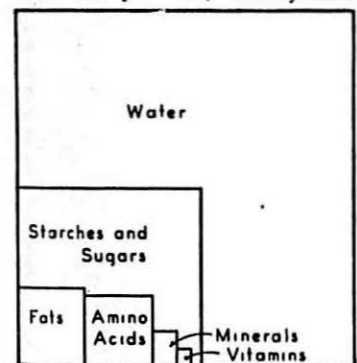


fits the same "keyhole," but since it does not have the necessary "notches" it cannot promote these vital reactions, and actually prevents niacin from acting. Thus, anti-niacin can cause deficiency disease.

actions in plant and animal tissues, and beta-acetyl pyridine is an anti-niacin sketched as a key which can block these reactions. This antivitamin differs from the vitamin in that it has a CH₃ "notch" instead of an H "notch." This antivitamin occurs in nature.

An entirely different phenomenon is illustrated by niacin (the vitamin) and by tryptophan (the amino acid). It has been shown that human beings and animals are more susceptible to pellagra (Continued on Page 36)

FIGURE 1
A square meal can be plotted in two dimensions to show the relative amounts of the various constituents: water 72 per cent, carbohydrates



(starch and sugar) 18 per cent, fat 5 per cent, protein 4 per cent, minerals 0.7 per cent and vitamins 0.2 per cent.

food protein that is strong in "a" and weak in "b". The protein in a mixture of wheat, soy and corn or wheat and corn is superior to the protein of either corn or soy or wheat alone because cereal and legume proteins are complementary. Breakfast foods that are blends of several staple foods have nutritional advantages, and it is anticipated that they will grow in popularity.

The protein in macaroni products is somewhat low in two essential amino acids: lysine and tryptophan. It is very interesting that macaroni products are generally eaten with cheese, meat or eggs, for these three foods are of animal origin and are rich in lysine and tryptophan. It is surprising how often the food habits of mankind are sound from the nutritional viewpoint.

Until recently, it had been assumed that complementary food proteins are just as nutritious when fed in two different meals as when fed in the same meal. It has been thought, in other

Public Relations Plan Approved

Necessary Minimum Production Signed up,
Director Appointed and Preliminary Plans Made

As provided for in the contracts signed by the macaroni-noodle manufacturers who are willing to co-operate in a program of industry and products promotion and consumer education on a long-range plan, M. J. Donna, the managing director of the National Macaroni Institute, has announced to the signers and to the industry at large that the effective date of the contracts is November 1, 1948.

On learning at the Chicago meeting, September 8 and 9, that a little more than 62 per cent of the necessary minimum of 70 had returned signed contracts, he got busy by letter, wire and phone. Within two weeks Mr. Donna had obtained additional contracts to put the program over, with more than 74 per cent of the Association Members' production approving the One-Cent-A-Bag voluntary assessment. Contracts were also received from five non-member firms that are desirous of supporting the activity. More in that class are expected to follow suit.

Anticipating this success, the Board of Directors at the September meeting had appointed Robert M. Green, 139 No. Ashland Ave., Palatine, Ill., as the Institute's Public Relations Director to make the preliminary plans for the promotion and to put the program into effect as soon as funds are made available. Since the effective date under the contract has been set as of November 1, 1948, payments based on October output should soon provide the necessary funds to launch the program for which there has been an insistent demand for some time from manufacturers in every part of the country.

At a conference in Minneapolis on October 5 with President C. L. Norris, a plan of operation was agreed upon, providing:

1.—That the entire Board of Directors of the National Macaroni Manufacturers Association constitute the Working Committee of the National Macaroni Institute under the name of the Macaroni Institute Advisory Board.

2.—That a Macaroni Institute Executive Board be named to have full charge of the promotion, consisting of seven members of the Institute Advisory Board, plus one representative of the durum mills and one representative of non-member firms, should later returns show that a reasonable number of firms that are not supporting members of the Association are willing to co-operate in the Institute's industry promotion program.

President Norris, after conferring that day in Minneapolis with M. J.

Donna, Managing Director of The National Macaroni Institute, Robert M. Green, newly appointed Public Relations Director of the Institute, and Maurice L. Ryan of St. Paul, who was invited to attend, named the following members of the Macaroni Institute Advisory Board to constitute the Macaroni Institute Executive Board:

C. Fred Mueller, C. F. Mueller Co., Jersey City, N. J. (Chairman); Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.; C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.; Albert I. Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.; Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.; Salvatore Viviano, Vimco Macaroni Products Co., Carnegie, Pa., and Peter J. Viviano, Delmonico Foods, Louisville, Ky.

M. J. Donna, the Association's Secretary-treasurer and the Institute's Managing Director, will serve as Secretary.

3.—Two additional members of the Executive Board, a miller and a non-member representative, will be named later to constitute the nine-man board.

An organization meeting of the Executive Board will be held in New York City the middle of November. Meanwhile Robert M. Green, newly appointed Public Relations Director of the Institute, is planning a trip to every section of the country to visit the co-operators who have already signed contracts to support the promotion and to explain the program to all non-signers. He plans to journey eastward, starting about the middle of October, calling on manufacturers and arranging his itinerary to take in the Executive Board meeting in New York City, after which he will continue his tour to the South and West.

Mr. Green hopes to report on his preliminary plans and proposals at the New York meeting and to make a complete report at the Winter Meeting of the Association and Industry the latter part of January or early in February, 1949.

Thus the macaroni-noodle industry has taken the step it was forced to make because of the determined competition by other food suppliers who are equally desirous of increasing public acceptance of their food in preference to macaroni, spaghetti and egg noodles. Everyone in the macaroni business felt that the time would come when the interest of their industry would have to be protected and advanced by some sort of co-operative



Robert M. Green
New Public Relations Director

action where the welfare and promotion of the industry would be on an industry-wide basis. The requested contribution is very small, only ONE CENT on every 100 pounds of semolina, granular, farina or flour used, the sum to be paid monthly to the Institute treasurer, on or before the 15th of the month, on the previous month's raw material conversion.

In his first statement, sent to every known macaroni-noodle manufacturer in the United States, Robert M. Green, the new Public Relations Director, says:

"The objectives of the Macaroni Industry Promotional Program are as follows:

1. "Strengthen the competitive position of macaroni, spaghetti and noodles among all foods.
2. "Show the economy features of macaroni products in their ability to combine with all foods and extend expensive foods—with emphasis on the natural assets of macaroni products: their taste appeal and eye-appeal in attractive combinations.
3. "Broaden the housewife's knowledge of macaroni products—the variations possible, their preparation and cookery.
4. "Free macaroni, spaghetti and noodles from the existing emotional prejudices surrounding them, such as 'macaroni is a starchy food,' 'macaroni is a fattening food,' 'macaroni is a foreign food.'
5. "Inform the public of the nutritional value of macaroni products."

"Macaroni, Spaghetti and Noodle Consumption Will Increase When More People Are More Accurately Informed About Their Worth and Desirability as Important Food Products."

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

Making Macaroni
Show
Its TRUE COLORS



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

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

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

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



General Mills, Inc.

DURUM DEPARTMENT

CENTRAL DIVISION CHICAGO 4, ILLINOIS

INDUSTRY'S FALL MEETING WELL ATTENDED

Semolina and Granular Supply Studied
American Macaroni Export Committee Set Up

At a general meeting of the National Macaroni Manufacturers Association called in connection with the Directors-Millers Conference in Chicago, several policies of interest to industry were agreed upon. Nearly a half hundred manufacturers and allied took part in the fall meeting at the Drake Hotel, September 9. Association President C. L. Norris presided and called upon Vice President C. Frederick Mueller to report to the convention the high lights of the Millers-Directors conference of the preceding day.

The convention went on record as unanimously supporting the position taken on the new durum crop, which is the matter of standards, whether semolina or granular or both, be permitted to stand as agreed upon for the old crop year. Further action, as may become necessary, was referred to the Association's Board of Directors, in whom the members have the utmost confidence.

Another important discussion was the matter of macaroni exports, discontinued last July. Peter S. Viviano of Sorrento Macaroni Co., Trenton, N. J., was called to report the action

of his new and specially appointed committee had attempted to date. He stressed the steps taken and the objectives set. He felt that there is every evidence of success, but only after a hard uphill fight to relieve an industry stress that resulted from the stoppage of export of macaroni products to Europe under the relief plan, particularly to Italy, the heaviest importer, by the action of its government which prefers shipment of grain as against finished products.

Henry H. Jacoby of New York, an export agent with much macaroni exporting experience who has been working as a member of the committee of which Mr. Viviano is chairman, and B. R. Jacobs, the technical advisers, pointed to the many obstacles encountered in the several governmental agencies contacted, and recommended that it would be well to set up a permanent committee for the long-pull program of macaroni products exportation in the future.

The Committee was commended on work done, and was made a permanent one by the addition thereto of two members by later action of the Board

of Directors. It was agreed that a special committee, labeled the American Macaroni Export Committee should have as its main objective coming to grips with the proper government agencies to bring about inclusion of macaroni products in immediate or long-term government export plans.

Among the registrants at the meeting were:

C. L. NORRIS, MINNEAPOLIS
C. W. WOLFE, HARRISBURG
ARTHUR RUSSO, CHICAGO
MARIUS E. RYAN, ST. PAUL
GLENN G. HOSKINS, CHICAGO
P. M. PETERSEN, MINNEAPOLIS
GEO. E. BACKUS, CHICAGO
SALVATORE VIVIANO, CARNEGIE
DEAN THOMAS, MINNEAPOLIS
D. R. BROWN, CHICAGO
HENRY H. JACOBY, NEW YORK
PETER S. VIVIANO, TRENTON
BENJAMIN R. JACOBS, WASHINGTON
ALBERT S. RAVARINO, ST. LOUIS
PETER J. VIVIANO, LOUISVILLE
PAUL AMBRETTE, BROOKLYN
CHARLES PRESTO, CHICAGO
THOMAS A. CUNEO, MEMPHIS
PETER LA ROSA, BROOKLYN
W. T. BAILEY, CHICAGO
H. H. RAFFAR, BUFFALO
G. R. KRUEGER, MINNEAPOLIS
FRANK TRUANT, CHICAGO
CLIFF TUTZ, MINNEAPOLIS
FRED T. WEALEY, CHICAGO
J. H. DIAMOND, LINCOLN
SANTO GAROFALO, MILWAUKEE
T. E. HAY, CHICAGO
W. M. STEINKEL, MINNEAPOLIS
JOSEPH LINTER, CROOKSTON
G. J. LEHRING, MILWAUKEE
THOMAS L. BROWN, MINNEAPOLIS
E. J. THOMAS, CHICAGO
J. M. WAHER, MINNEAPOLIS
A. TRAVIS, GRASS, CHICAGO
ARTHUR W. QUIGGLE, MINNEAPOLIS
C. FREDERICK MUELLER, JERSEY CITY
JAMES BRICOLL, CHICAGO
GEO. H. BIRARD, CHICAGO
JOHN P. CRANGLE, CHICAGO
M. J. DONNA, BRADWOOD
ROBERT M. GREEN, PALMISTO

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

ORANGE LABEL
B-E-T-S

WINTHROP STEARNS' BRAND OF FOOD ENRICHMENT TABLETS

To users of the BATCH PROCESS:

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

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

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

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

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

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

USE **Roccal**
POWERFUL SANITIZING
AGENT

BLUE LABEL
VEXTRAM

WINTHROP STEARNS' BRAND OF FOOD ENRICHMENT MIXTURE

To users of the CONTINUOUS PROCESS:

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

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

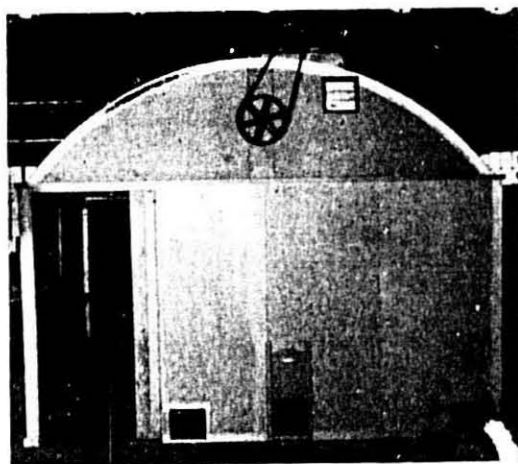
VEXTRAM

has these important properties:

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

Address inquiries to:

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



Exterior View—Lazzaro Drying Room

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Food Brokers to Meet in March

The 44th annual convention of the National Food Brokers Association will be held in Chicago the week of March 20, 1949. All the Association activities will be concentrated on the first day, leaving the balance of the week to sales conferences traditionally held at the conventions of the organization, very aptly titled "NFBA's National Food Sales Conference." No hotel headquarters will be designated for the 1949 convention, though all the leading loop hotels in Chicago have been selected by either one or more of the affiliated grocery groups as the meeting place.

Liquid, Frozen and Dried Egg Production August 1948

Production of liquid egg during August totaled 31,722,000 pounds, compared with 21,676,000 pounds during August last year, the Bureau of Agricultural Economics reported today. Increased drying operations accounted for all of the increase shown in the total liquid egg produced, compared with August a year ago.

Dried egg production during August totaled 5,926,000 pounds, compared with 1,324,000 pounds in August last year. Production consisted of 5,364,000 pounds of whole egg, 312,000 pounds

of dried albumen, and 250,000 pounds of dried yolk. Production of dried egg during the first 8 months of 1948 totaled 36,170,000 pounds, compared with 84,659,000 pounds during the same period last year.

The production of 7,545,000 pounds of frozen egg in August was 51 per cent less than the August production last year. Production from January through August totaled 337,793,000 pounds, compared with 350,455,000 during the same period last year. Storage holdings of frozen eggs on September 1 totaled 234,066,000 pounds compared with 234,434,000 on September 1 last year and 280,786,000 pounds, the September 1943-47 average.

Heim to Cellu-Craft

Ben Heim, assistant New York sales manager for the E. I. DuPont de Nemours & Co., Inc., has resigned from the DuPont organization effective September 7, to accept the office of vice president with the Cellu-Craft Products Corp., of Flushing, L. I., N. Y., converters and printers of cellophane and other transparent materials.

Mr. Heim is one of the real pioneers in the cellophane industry, having opened the New England territory for DuPont over seventeen years ago.

After a number of years in New England where he is widely known as a packaging authority, he came to New York where he took over the important

Brooklyn and Long Island territory. In 1945 Mr. Heim became assistant New York sales manager for the DuPont Co.



Ben Heim

The Cellu-Craft Products Corp. was organized about fifteen years ago. Their offices and plant were formerly on West 25th St., New York City.

In 1946 they moved to their new building and plant in Flushing where greatly increased manufacturing facilities enabled them to take care of their greatly increased volume.

John J. Cavagnaro

Engineers and Machinists

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

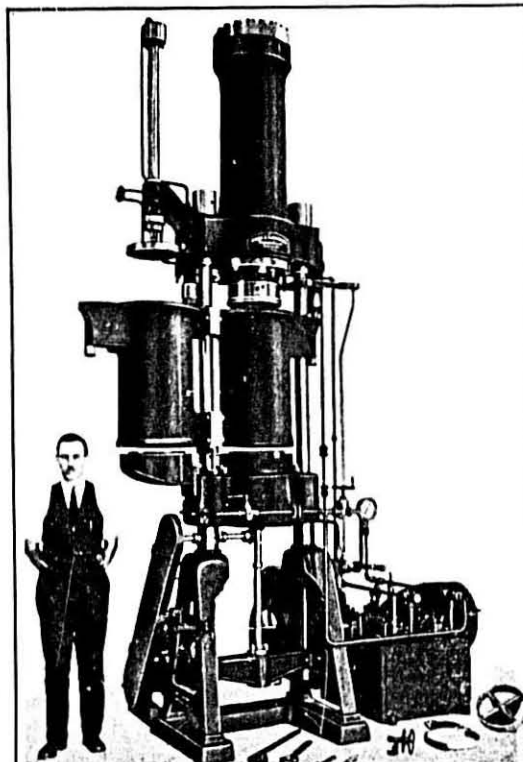
Specialty of **Macaroni Machinery**

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- Presses
- Kneaders
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All Sizes Up To Largest in Use

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PRESS NO 222 (Special)

ENRICHMENT BY WAFER

DIRECTIONS

One wafer is used for each 100 lbs. of semolina. Add the same number of wafers needed per batch to a portion of the water used for the batch. When wafers are completely disintegrated, stir the suspension and pour into mixer containing the semolina.

MERCK

Enrichment Wafers for all varieties of Macaroni Products

such as
Macaroni, Spaghetti, Noodles, Pasta, etc.

Each Wafer Contains:

Thiamine Hydrochloride (Vitamin B₁) 400 mg.

Riboflavin (Vitamin B₂) 170 mg.

Niacin 2500 mg.

Iron* 1100 mg.

The balance is starch and other excipients.

*1 Gm. Ferric Phosphate

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

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE

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

Each ounce contains:

400 mg. Thiamine (Vitamin B₁)

170 mg. Riboflavin (Vitamin B₂)

2500 mg. Niacin

1100 mg. Iron*

The balance is starch

*1 Gm. Ferric Phosphate

One ounce of this Vitamin Mixture added to each 100 lbs. of semolina will add to each portion of semolina the following: **4.00 mg. Thiamine, 1.70 mg. Riboflavin, 2500 mg. Niacin, 11.00 mg. Iron.**

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

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

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

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

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

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

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

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

MERCK ENRICHMENT PRODUCTS

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

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

MERCK ENRICHMENT PRODUCTS

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

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CURRENT EXPORT PROBLEMS

Summary of a Report Given by H. R. Jacoby Before a Board Meeting of the National Macaroni Manufacturers Association in Chicago on September 9, 1948

The American macaroni industry has a productive capacity exceeding present domestic consumption by approximately 40 per cent. As a result of decreased postwar purchases by the United States Government, it was mainly the export trade which—during the past two years—kept the industry on a high level of production. The situation changed only recently when, without warning, the United States Government put a stop to practically all macaroni exports—thus causing the unbalanced situation which the industry is facing today. How could such a drastic development take place and what remedies could be attempted?

Over the last decade, largely as a result of the war, the industry substantially increased its productive potential. Once the war was over, the various government agencies still purchased—at least for some time—sufficient macaroni products to absorb considerable quantities. Yet had it not been for the then strongly expanding export trade, the industry would have faced back in 1946 some of the problems with which it is confronted today. Upon the lifting of American export controls, many foreign countries looked upon macaroni products as a most welcome addition to their inadequate grain availabilities. This constituted a unique opportunity for the American macaroni industry. While some individual manufacturers seized upon it, the industry as a whole seemed hardly aware of the interesting potentialities this situation offered for the future.

This lack of genuine "export mindedness" seemed difficult to understand, yet it was by no means confined to the macaroni industry. Similar attitudes prevailed in many other fields of industrial activity. Export traders or foreign importers were often looked upon with suspicion. Most macaroni manufacturers did not see a need for any export program, particularly at a time when the domestic market still showed sufficient absorptive capacity to take care of one's entire production. Even today, the domestic market can absorb about 60 per cent of the entire productive capacity. Besides to a great many manufacturers it seemed so much simpler to market goods domestically, as this required no extra paper work, no special packing, no meeting of uncomfortable deadlines. In fact, even those manufacturers interested or participating in export trade soon realized that they were not equipped to maintain an export organization of their own adequate to cover



Henry R. Jacoby

the whole world. Neither did many manufacturers show a willingness to familiarize themselves with the vast amount of constantly changing government regulations (U. S. and foreign) or other details such as shipping, finance, insurance, et cetera, all essential phases of export operations. While it thus became gradually accepted to participate in the export trade through the intermedium of an established export house, there still was no industry-wide recognition of the fact that the industry as a whole should take steps to promote and possibly expand its export trade, that, for instance, the need for such trade should be demonstrated to our own government whose support then probably could have been obtained easily.

Most manufacturers will agree that it takes a long time to effectively build up a brand or a market domestically, requiring hard and persistent work. Yet, when it came to building up an export business, too many manufacturers looked upon the export trade merely as a means of dumping some undesirable surplus which could not be disposed of easily on the domestic market. Frequently the exporter had to pay higher prices and had to agree to stiffer terms ("because it was for export"). How outmoded such an approach is can be demonstrated by the following example. One of America's leading food concerns, with far-flung export activities throughout the world, recently published a report showing that the credit losses of its export department amounted to only a fraction of one per cent and were the smallest

compared with those of any other department. Other countries like Great Britain or Canada give their export trade every possible encouragement, which makes it all the more regrettable that American export trade is hampered by so many outdated conceptions.

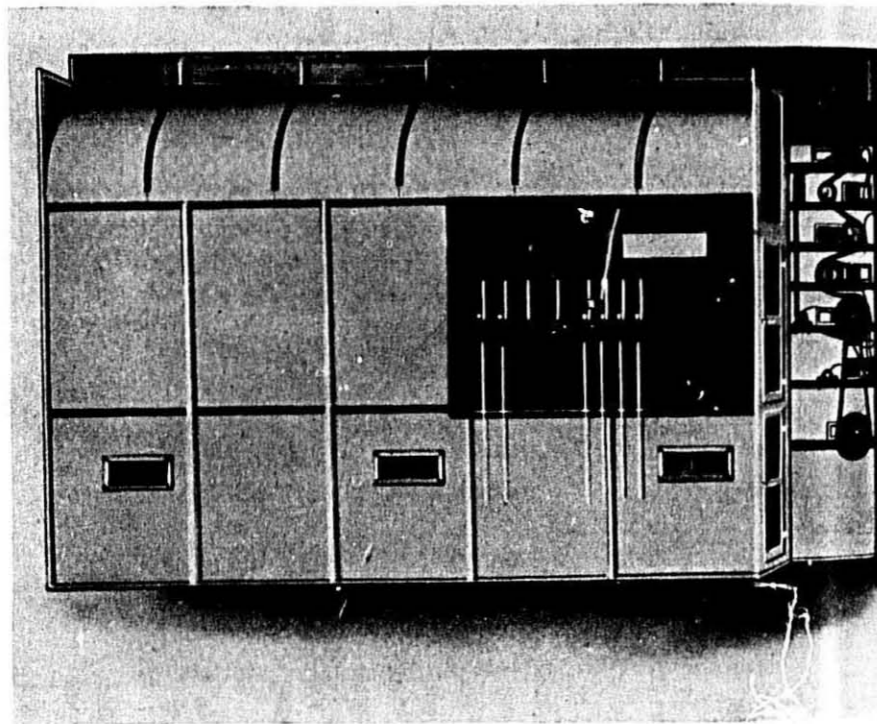
Nobody will deny that there have been, occasionally, some firms in the foreign trade community which have caused sporadic disappointments. However, such happenings constituted exceptions and should not be taken as the rule. These exceptions are just as regrettable as those caused by some very few manufacturers who—to quote a most prominent member of the Association—"use their terminology somewhat loosely"—when it comes to such delicate definitions as "Number One Semolina," or who indulge in a little too liberal interpretation of the rules pertaining to permissible degrees of moisture content. All such malpractices could easily be controlled by an actively organized, enlightened foreign trade community where producers and exporters constantly co-operate by setting and—if necessary—enforcing proper standards of product and conduct. Such co-operation could likewise have its beneficial effect whenever conflicting domestic and export demands have to be adjusted. Regardless of how badly a foreign market needed American macaroni products, it was often frowned upon by manufacturers to set aside for export, even temporarily, a small part of their production destined for the domestic trade. How often could an overdue export shipment thus still have been made in time, a letter of credit been utilized before its expiration!

The export trade reached quite considerable proportions this year, with 59,000,000 pounds exported during May. However, most of the attitudes mentioned above continued to prevail. No organized effort was made to cultivate the export trade, let alone any attempt to interest our government. The industry was not even aware of the acute dangers then threatening all exports. It seems that when our government enacted ERP (the European Recovery Program—Marshall Plan), it simply was unaware of the existence of an industry which had certainly played its part during the war and during subsequent emergencies. Nobody pleaded before the ECA (Economic Co-operation Administration—administering the Marshall Plan) the case of an industry which should have

(Continued on Page 19)

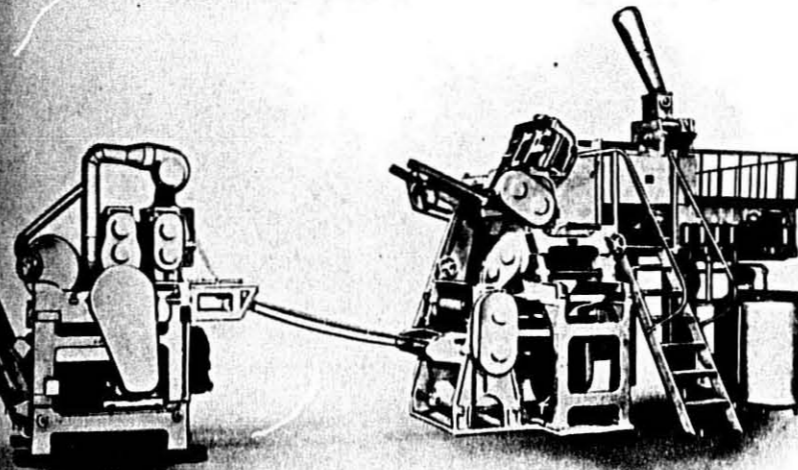
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CLERMONT'S
Newest
Developments

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



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

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



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

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

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

CLERMONT MACARONI COMPANY, Inc.

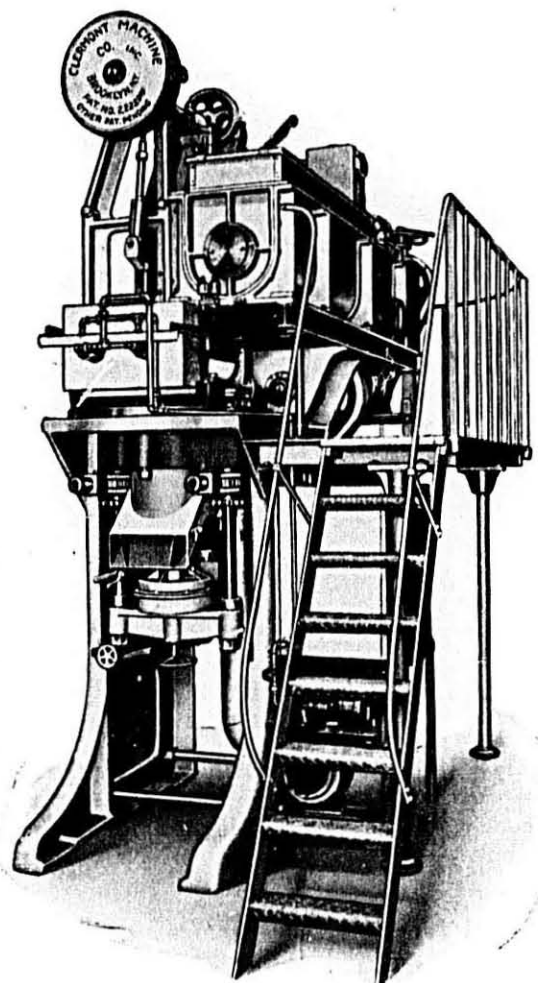
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Presenting
to the Macaroni Industry

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



- Ingeniously Designed
- Accurately Built
- Simple and Efficient in Operation
- Production—1200 pounds per hour
- Suitable for long and short cut goods

Brand new revolutionary method

Has no cylinder, no piston, no screw, no worm.

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

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK

CURRENT EXPORT PROBLEMS

(Continued on Page 14)

played its role, however small, within the ERP. Instead, the macaroni industry was not merely ignored but actually even cut out from the markets which it still enjoyed and this was done without even so much as a hearing or a notification—let alone any consultation. At the same time, our Canadian macaroni friends enjoyed several months of great export activity unhindered by their American competitors, who were barred from the foreign market by their own government which thus—though unwittingly—could not have made a move better designed to further Canadian macaroni exports.

Even many of those manufacturers not directly interested in exports themselves will now agree that the situation calls for action unless they prefer to risk possible accumulations of exportable surpluses which might tend to dislocate domestic price structures. It is, therefore, a healthy sign that the macaroni industry is at last making efforts to counteract all adverse trends by having appointed a permanent export committee,* clothed with adequate powers, whose job it will be to promote the export trade on the largest possible

scale. It will be among the committee's primary functions to seek recognition from the appropriate government agencies, particularly the Departments of Agriculture, Commerce and possibly State. Permanent advisory committees will have to be set up wherever necessary. The OIT (Office of International Trade) and ECA (Economic Co-operation Administration—see above) have already begun to negotiate with the Committee as the recognized representative of the industry. It will be within the scope of the Committee's activities to conduct intensive trade and market surveys. Export sales might be encouraged through promotional activities, possibly Trade Missions. Wherever feasible, the help of the United States Government should be sought. Negotiations might be conducted with foreign governments or foreign trade missions. Greatest possible efforts should be made to assist private export traders encountering difficulties or in doubt concerning prevailing regulations. Standards will be set up as to quality, packing, terms, control-analyses, etc. In short, the Committee will operate as a clearing house for information essential to both the Industry at home and the consumers abroad. The manifold purposes of the Committee make its task not an easy one, but one which—even though it is late—should be tried. With the continued

support of the industry, there is at least a chance of success.

*The Export Committee has meanwhile been transformed into the "American Macaroni Export Institute." It has been broadened to include all manufacturers interested in export trade, regardless of membership in the National Macaroni Manufacturers Association, Inc. The Export Institute has its offices at: 381 Fourth Avenue, Suite 1011, New York 16, N. Y., Tel.: Murray Hill 5-8452. Its members are: Peter S. Viviano, Chairman, Trenton, N. J., C. W. Wolfe, Harrisburg, Pa., Benjamin R. Jacobs, Washington, D. C., Glenn G. Hoskins, Chicago, Ill., Henry R. Jacoby, New York, N. Y.

373,000 Grocery Outlets

The Domestic Distribution Department of the U. S. Chamber of Commerce, Washington, D. C., has released some informative data on the number and kind of distribution establishments in our country.

It states that there are in operation 373,000 retail grocery (food) stores in the United States, with an average 390 population per store, each doing an average of \$74,000 sales per year—1948 estimates.

In addition there are 36,000 meat and seafood stores, with an average population per store of 4,100, with an average annual business of \$36,000.

The average per capita expenditures in grocery (food) stores is \$291 per year.

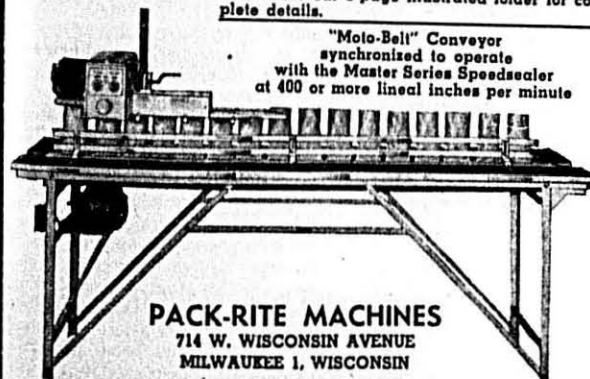
PACK-RITE ROTARY Speedsealer

The new "MASTER SERIES" Models
To HEAT-SEAL Your BAGS of
CELLOPHANE, PLIOFILM and similar materials
at 400 or more inches per minute

Two-inch bags fed into the Speedsealer 1/2" apart are heat-sealed at the rate of 160 per minute; 9600 per hour; over 78,000 per 8-hour day. Four-inch bags, fed 1/2" apart—80 per minute; 5400 per hour; 43,200 per 8-hour day. Etc. The Speedsealer will seal any size bag.

PROMPT SHIPMENT on Speedsealer and "Moto-Belt" orders! Send for our 8-page illustrated folder for complete details.

"Moto-Belt" Conveyor synchronized to operate with the Master Series Speedsealer at 400 or more lineal inches per minute



Also—Complete Line of JAW-TYPE Heat-sealers

Foot-pedal operated and solenoid-operated jaw-type heat-sealers. Several models. Heat-seals your bags as fast as your operators feed them.

Send for detailed circulars.

PACK-RITE MACHINES
714 W. Wisconsin Ave., Milwaukee 1, Wis.
Please rush complete information on Pack-Rite machines. I am interested principally in Speedsealer . . . Jaw-type sealers.
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EXPORT COMMITTEE REPORT

Benjamin R. Jacobs, Washington, D. C., the National Macaroni Manufacturers Association's Washington Representative and chairman of the special Export Committee delegated to study the present situation and future prospects of macaroni-spaghetti-egg noodle exportations, reports as follows on the activities of his committee, the importance of which is growing daily in the minds of the leading industry members:

Since reporting on the preliminary activities of the Industry's Export Committee and the action taken by the Association in Chicago, September 9, increasing its membership to five, the committee met and has held its reorganization meeting and has settled down to its gigantic job of exploring the possibilities of macaroni, spaghetti and egg noodles for a long-range export program. It plans to develop the export potential to the greatest possible degree. It will include in its works, too, studies of quality of products and packaging.

Emphasis will also be given to promotional work in other nations on American-made macaroni products. It would also be necessary to explore every possible angle insofar as our own governmental agencies are concerned so that we may not only be able to have those matters which are restricting our exports removed, but to encourage our government to actively support our program.

For the present we are exerting all of our efforts on the current situation. Since we have been assured that we will receive some word in the immediate future, we will immediately release any information as it becomes available.

The present activity with respect to export inquiries is due to the fact that the Italian Government has under consideration the question of macaroni imports, as a result of the representations made by our industry.

In order that you have a clear picture of the situation, we feel that it is necessary to give you the following information.

1. Up to the present moment no licenses have been issued to anyone for the exportation of macaroni products to Italy.

2. Offerings are being solicited from macaroni manufacturers in order that importers in Italy may submit bids. In the past this has been regular procedure because an American exporter had to have some assurance of quantity and price in order to obtain an export order. It is not at all certain that a similar procedure will be followed on the present program.

3. The prices that have been used as

a basis for negotiation are causing quite some alarm. It is rumored that some macaroni manufacturers have quoted as low as \$1.65 FAS New York for 20



Benjamin
R.
Jacobs

lb. cases of No. 1 Semolina Long Spaghetti. We doubt very much that this is true as in every case we have tried to trace, we have been led down a "blind alley." Nevertheless, rumors do

exist on low prices of this nature and it is up to all of us to discourage this kind of propaganda that can result in a very harmful situation.

In submitting the industry's position to the various government agencies, our request for relief for the macaroni industry was based on the following two major factors: First, to dispose of inventories of finished goods and raw materials actually in the hands of manufacturers. Second, to enable manufacturers to process materials for which they had contracted for future delivery.

In line with the above we do not feel that a price level which is under cost will alleviate hardship, but on the contrary will create an additional problem. We, therefore, recommend that manufacturers be very cautious in quoting prices and in granting options to exporters. An option which actually binds a manufacturer can actually serve no purpose whatsoever under present conditions since no licenses exist, and does no more than tie up a manufacturer with no guarantee whatsoever that he will obtain an order. We do not recommend any minimum price, but we feel that prices on the export program should be based on actual costs in order to be of any benefit at all to the industry.

Marshall Heads G.M.A. Convention Committee

M. Lee Marshall, chairman, Continental Baking Co., has been named chairman of the program committee for the 40th Annual Meeting of Grocery Manufacturers of America, Inc., which will be held at the Hotel Waldorf-Astoria, New York City, on November 15, 16 and 17, according to an announcement by Paul S. Willis, GMA president.

Robert Smallwood, president, Thomas J. Lipton, Inc., is vice chairman of the committee. Other members are: Hanford Main, president, Sunshine Biscuits, Inc.; Austin H. Igleheart, president, General Foods Corp.; Arthur McCallum, president, Flako Products Corp.; Victor T. Norton, president, American Home Foods, Inc.; John T. Menzies, president, The Crosse & Blackwell Co.; H. Russell Burbank, president, Rockwood & Company; William A. Dolan, president, Wilbert Products Co.

Also, Talbot O. Freeman, vice president, Pepsi-Cola Co.; Don Williams, vice president, The Ohio Match Co., and W. C. Hutchinson, vice president, Bowey's, Inc.

All convention activities will take place in the grand ballroom and the annual banquet will be held on Tuesday night, November 16. Business sessions on Monday and Tuesday will be open to the public while the Wednesday session will be closed. Some

500 leading grocery executives from all parts of the country will participate.

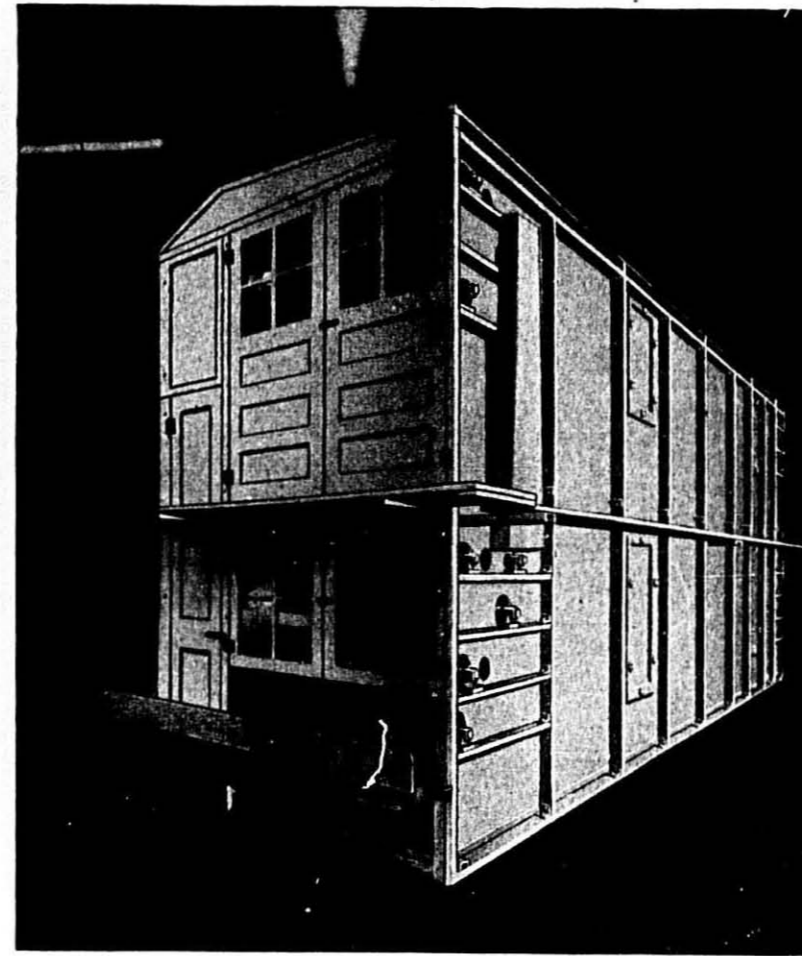
St. Regis Paper Co. Seeks New Market

The first annual sales meeting of the Multiwall Bag Division of the St. Regis Sales Corporation, subsidiary of St. Regis Paper Co., was held in the Hotel Waldorf-Astoria in New York on September 23 and 24 and brought together sales personnel of this division of the company from all sections of the country.

In two days of intensive presentation and discussion, broad consideration was given to the return of more normal competitive conditions and how they should be met; technical developments which are opening new vistas both in existing markets and new markets, and developments in the company's engineering and machine division which are resulting in new packer types that promise to extend mechanical packaging, with a resultant expansion in the utilization of the multiwall bag as a shipping container.

The multiwall sales effort no longer deals with a scarce commodity, as has been true for some years past, so a strong sales program of promotion and advertising is needed in the exploitation of new markets, affecting the wide list of commodities being packed or contemplated to be packed in multiwall bags.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

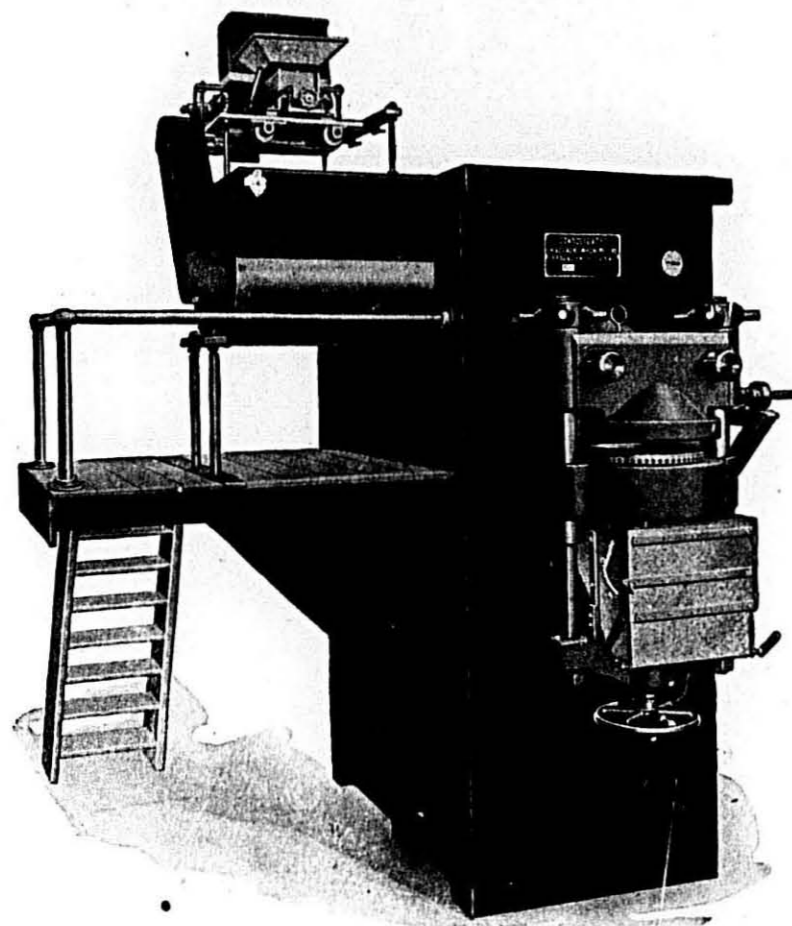
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

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

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

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

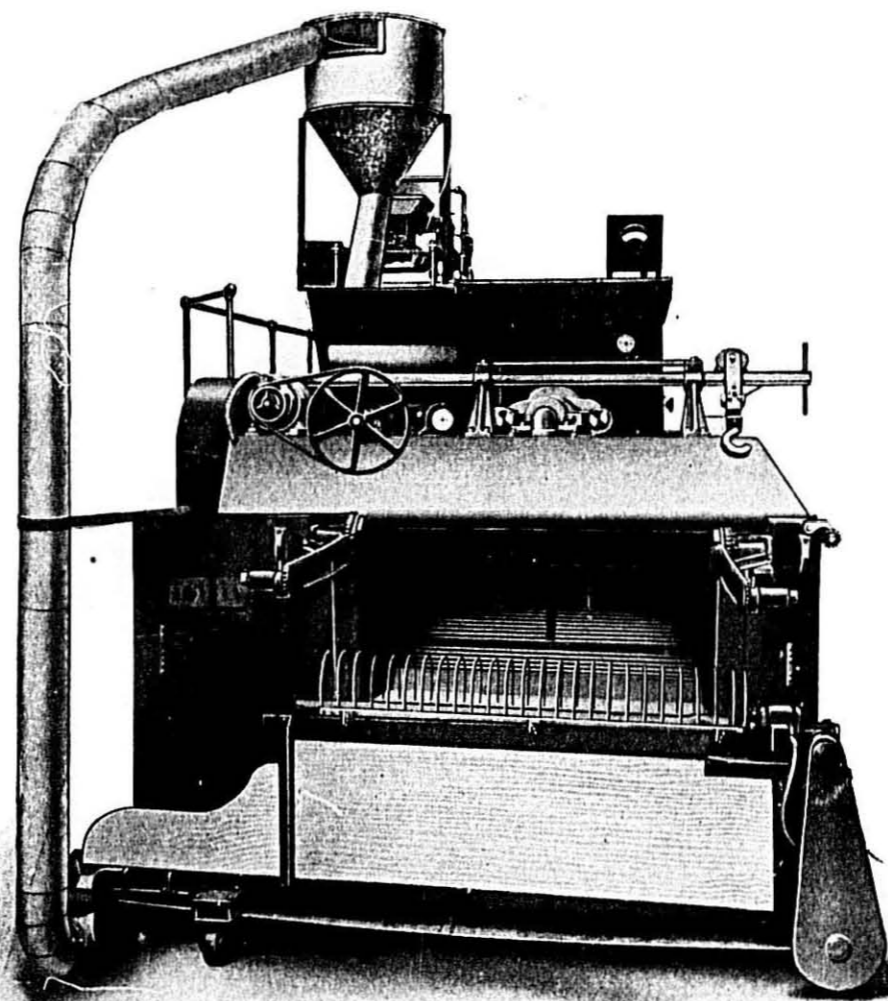
Production, not less than 1,000 pounds of dried products per hour.

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

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

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT AND LONG PASTE WITH SPREADER

Model ADS

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

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

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

Can be arranged with cutting apparatus for short pastes also.

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

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

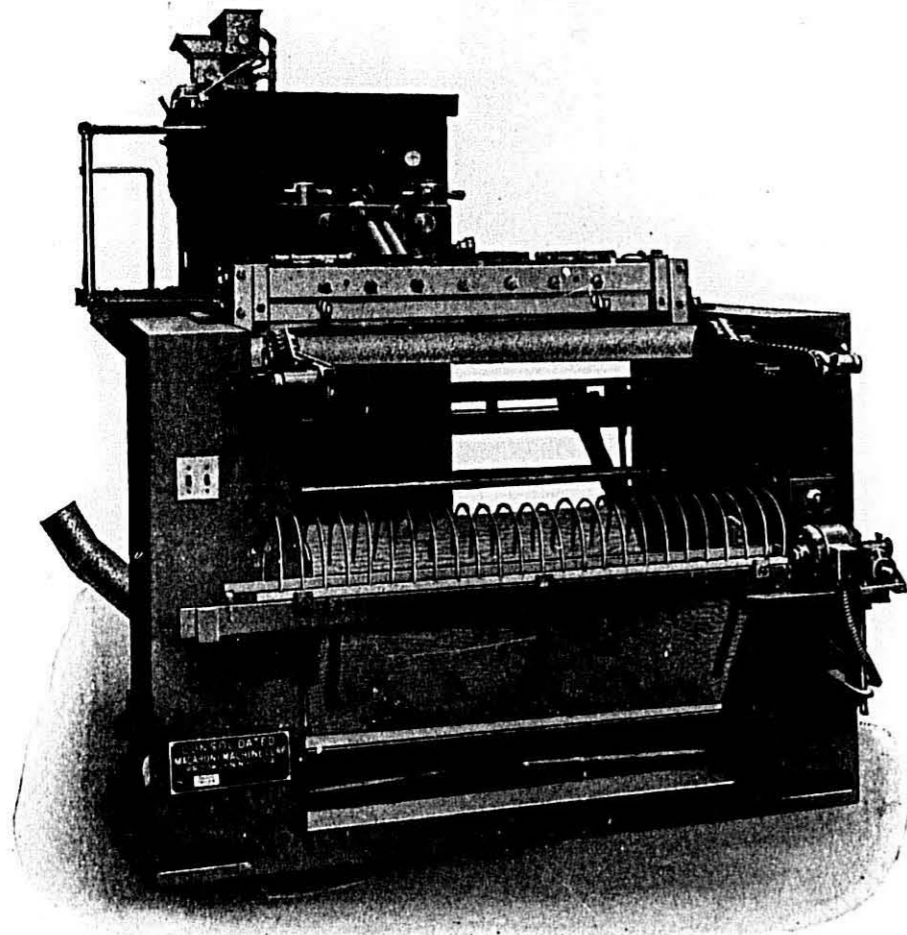
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model DAFS

From Bin to Sticks without handling.

The Press shown above is our latest innovation. It is the only continuous press consisting of a single unit that will produce both long or short goods.

It can be changed from a short to a long goods press, or vice versa, in less than 15 minutes.

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small

plants which have space for only one continuous press that can produce both long and short cut products. Production of this machine is 1,000 to 1,100 pounds of short goods, and 900 to 1,000 pounds of long goods per hour.

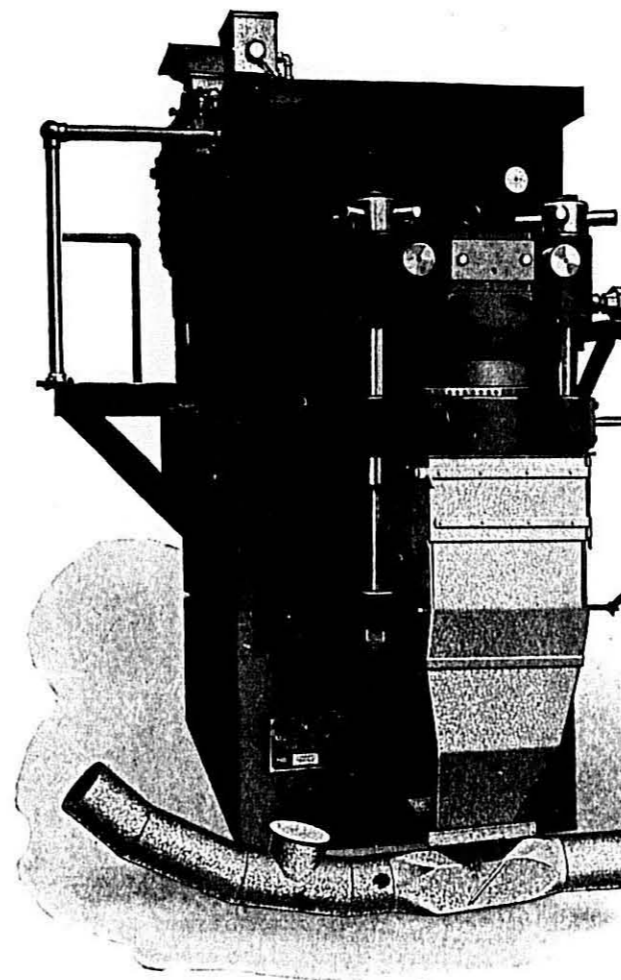
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 158 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

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

By making some improvements in this Press, we have eliminated the defects which existed in our earlier models.

The Short Cut Goods produced by this new model are superior in every respect.

This product is a revelation.

It is outstanding in quality, appearance and texture.

The mixture is uniform, producing that translucent appearance throughout, which is so desirable in macaroni products.

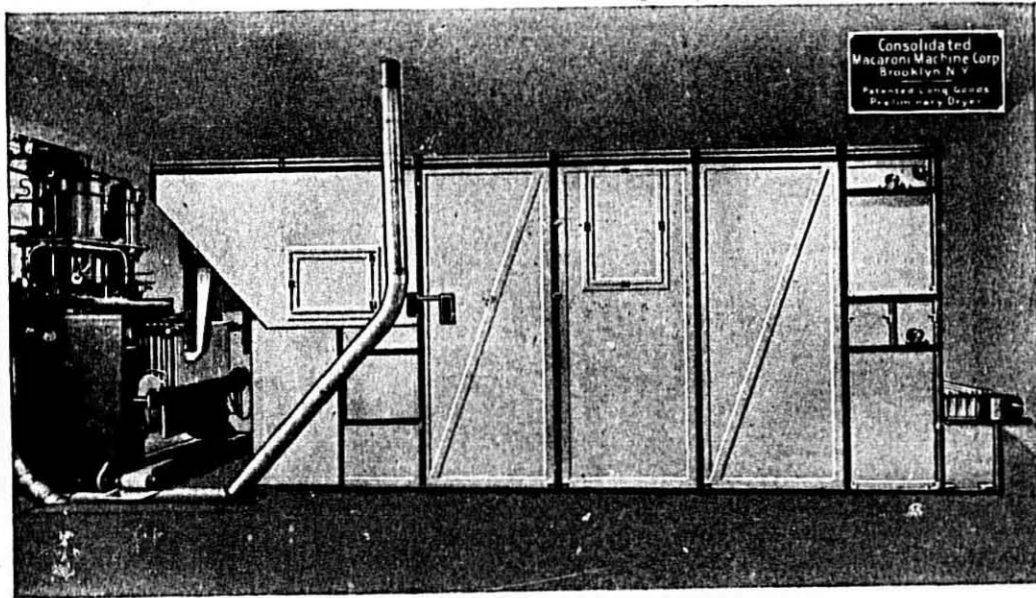
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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

Address all communications to 158 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

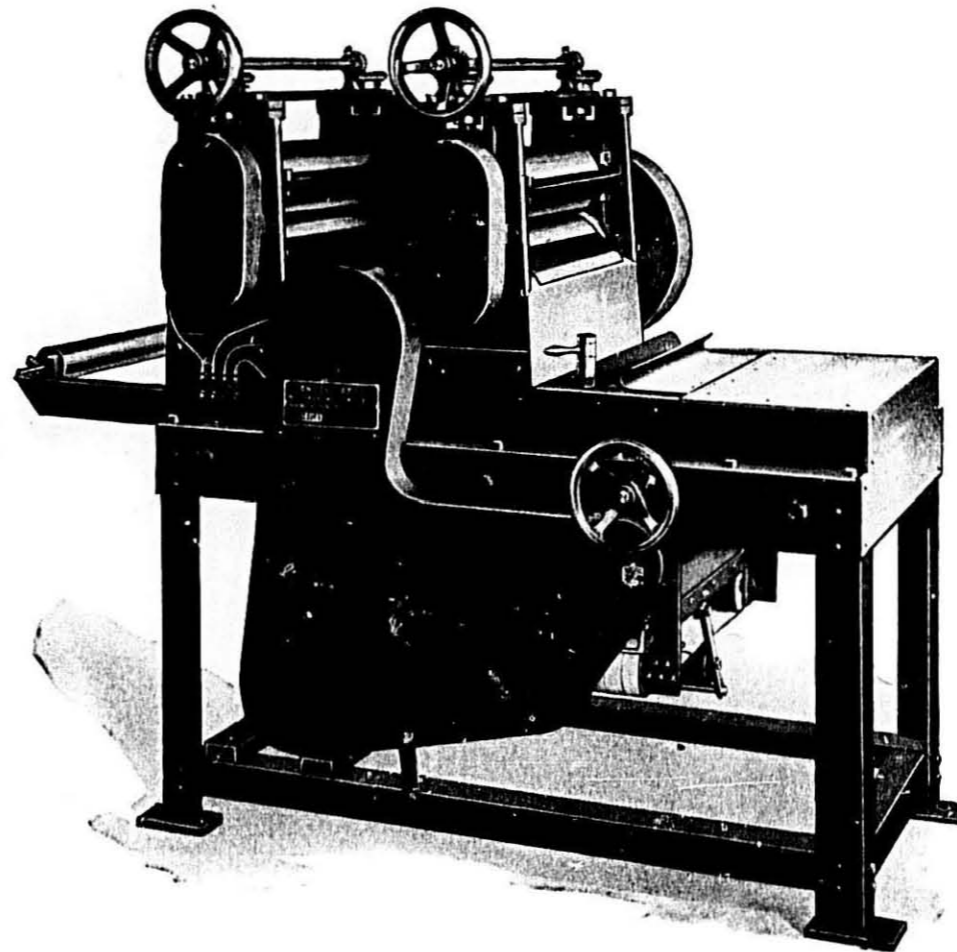
Although it has been specifically designed to be used in conjunction with our Continuous Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

Is The Macaroni Plant Controlling Insects and Rodents?

By T. L. HUGÉ

Entomologist, The Huge Company, St. Louis, Mo.

During the past several months, through the co-operation and assistance of Mr. Glenn Hoskins, we have surveyed most of the macaroni plants throughout the middle west to inaugurate our EXCELCIDE Insect and Rodent Control Program. We have found these plants generally all guilty of the same infractions of the Federal Food, Drug and Cosmetic Act regarding insect and rodent infestation. These glaring filth evidences are through oversight, lack of knowledge and information, or misunderstanding of requirements rather than negligence; as, on the whole, the macaroni plant operator is anxious to conform with the Act and rid his plant of these pests.

As we are all well aware, the Federal Food and Drug Administration and the Department's inspectors have become increasingly active in the food processing plant during the past several years. They began by selecting one or two pilot food groups, as the dairy and baking industries, and concentrating their efforts in these plants for a period. This was only, however, after they had discovered and proved enough violations of the Food and Drug Act to warrant increased activity. Their inspection, reporting, citing, fining, et cetera, procedures gradually expanded to include the beverage, meat packing, and confectionary industries. The spaghetti, macaroni, and noodle field has been one of the latter in which their efforts have been concentrated. As a result the baking industry, for example (in which we have been active for some fifteen years), has had the opportunity to "clean up" in advance of the macaroni plant. They have learned, sometimes through bitter experience, the necessity and best methods of achieving sanitary plants. It would appear the macaroni plant must and is suffering these same "growing pains." Therefore, from our experience in the bakery and as a result of our more recent inspections of macaroni operations, we feel in a position to recommend and point out evident sanitation faults and practices in your plants that, if rectified, may possibly circumvent future trouble. To the plant owner, manager, or superintendent, it is a simple case of "not seeing the forest for the trees."

The first consideration in setting up an insect and rodent control program in any food processing plant is concerned

with the incoming raw ingredients, especially flour and semolina. Eventually buying of these "staples" will be largely based on their freedom of adulterous filth. Your finished product can hardly be expected to show freedom from insect fragments or rodent hairs if they were initially present in the flour, or semolina. Many macaroni plants send samples of all incoming ingredients, as well as their finished product, to a laboratory for a micro-analysis count of the filth. This is all very well; however, in many cases the flour has been made into noodles or the semolina into macaroni, and even long since consumed by the public before the report on these tests are returned and studied by the macaroni plant. This is especially true in different buying periods. The flour should never be accepted into the plant if it is infested. Every incoming boxcar should undergo a spot check by having several bags from different positions in the car sifted or "slicked" to determine the comparative degree of infestation. Never make the mistake of personally returning an infested boxcar as you are then guilty of shipping adulterous food-stuffs interstate. Instead, simply reject it awaiting disposition by your supplier. It is common opinion that the large mills throughout the country have progressed tremendously in sanitation, and the macaroni plant operator has only himself to blame for accepting insects and rodents and adding them to any of his own plant infestations. Good sifters and shakers installed in the equipment near the origin of the flour dumping will reveal infested flour, but too often the rejected flour or semolina is not inspected regularly or the results not comprehended, and the adulterated material is allowed to progress.

When the macaroni plant operator came to realize the necessity of an insect- and rodent-free plant, he naturally turned to an available "expert"—the exterminator or pest control operator. These companies regularly service the plant for a monthly or yearly fee on a contract basis and many of them are conscientious and reputable besides offering good services. However, when your plant is under such a contract two highly important factors must be considered: The exterminator will attempt to control only roaches and rodents. This leaves granary insects, as confused flour beetles (weevils), moths,

cadelles, grain borers, et cetera, and flies. These compose the major portion of the macaroni plant insect problem, as roaches are not too evident in your plants anyway. This latter source of insects must then be controlled by your own plant personnel. Secondly, and unfortunately, many exterminators are using materials inside the plant that are definitely dangerous and mean definite criminal liability for the officers of the plant. We have noticed the



T. L. Hugé, Assistant Manager
The Huge Co., St. Louis

promiscuous and indiscriminate use by exterminators inside your plants such poisons as 1080, sodium fluoride, arsenic and strychnine, which around food processing is nothing short of criminal. Most macaroni plant operators, when questioned by our sanitarians, have no idea what the exterminators are using in their plants and yet they are personally held criminally liable. The incorrect use of 1080 in the Twin Cities area is especially alarming.

Despite, then, any existing exterminating contract, the granary insects present practically the only insect problem in the macaroni plant with the rare exception of some roach-infested plants. Flies, of course, are present in almost all plants in the warm months, and also must be controlled by plant personnel. Silverfish and Firebrats are quite numerous around the dryers also. For weevil, moth and beetle control two procedures must be followed. The flour storage room and other areas where flour and flour dust readily accumulate must be sprayed with contact and residual insecticides. In conjunction with this procedure, the flour-handling equipment must also be treated on the inside with a spot fumigant. About

(Continued on Page 40)

October, 1948

THE MACARONI JOURNAL

29

Bakers can get extra loaves out of 100 lbs. of flour . . . packed in multiwalls

Most bakers realize that paper empties clean. But probably few know how important a saving is effected.

St. Regis has tests that indicate a pound to a pound and a half of flour is lost through sifting and retention in cotton — and a pound of flour means approximately a loaf and a half of bread! Clean emptying of multiwall bags saves flour = plus loaves, plus profits.

Multiwalls keep the product and the plant clean, and they have good resale value. Bakers are particularly enthusiastic about this big point of savings. Extra loaves of bread — to every 100 pounds of flour!

Ask your miller to use St. Regis Multiwall Paper Bags, in shipping your flour. Get those extra loaves in your Bakery!

SALES SUBSIDIARY OF  ST. REGIS PAPER COMPANY
ST. REGIS SALES CORPORATION
230 PARK AVENUE NEW YORK 17, N. Y.

NEW YORK • CHICAGO • BALTIMORE • SAN FRANCISCO • ALLENTOWN • OFFICES IN PRINCIPAL CITIES
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ST. REGIS — WORLD'S LARGEST MANUFACTURER OF MULTIWALL PAPER BAGS

ST. REGIS PACKAGING SYSTEMS



SEMINOLA vs GRANULAR

Salvatore Viviano

DIRECTORS' RECOMMENDATIONS

C. L. Norris



Supporting a stand taken in addressing the September 9 meeting of the National Macaroni Manufacturers Association in Chicago, President Salvatore Viviano of Vimco Macaroni Products Company, Carnegie, Pa., submits a résumé of his remarks in letter form for publication in The Macaroni Journal.

Carnegie, Pa.
September 16, 1948

Mr. M. J. Donna
The National Macaroni Institute
Braidwood, Illinois

Dear Mr. Donna:

Realizing, as I am sure we all do, that our products will be in the keenest competition with other foods in our domestic market, now that the export holiday is drawing to a close, I would like to emphasize the following suggestions for the good of our industry. Anything we can do to increase consumption of our products in a general way enables us to benefit individually. Therefore, it is necessary that we Macaroni Manufacturers work together with the Durum Millers more closely than ever in the past, for our mutual good.

It is axiomatic that quality products must be made in order to attract new consumers, and I believe we should urge the mills to make one grade of Semolina, this grade to be as good as is consistent with the type of grain produced, and the problem of best disposing of the Clears.

Fortunately, the population of the United States is increasing rapidly, which means that we have a problem of educating new users of our products. I, therefore, recommend that all manufacturers, as well as millers, open schools in their plants, as I am doing, or arrange to hold classes of instruction in their respective communities, in order that the housewife may be instructed in how to use and serve our product.

Just think of what it would mean to the industry, as well as to each individual manufacturer, if we could increase the consumption from one pound per year to four pounds per year per capita! Let's work for this common end, which is possible if we pull together.

Yours truly,

VIMCO MACARONI PRODUCTS CO.
Salvatore Viviano, President.

Appreciating the frankness with which he stated his position on the question of whether the macaroni makers should go on a semolina basis from the granular grade of raw material that proved so beneficial the past two crop years, President C. L. Norris congratulates Salvatore Viviano of Vimco Macaroni Products on the open letter sent the Industry on September 16. In doing so he explains the reasons which prompted the Board of Directors last month that nothing be recommended to the durum millers as to grade, or grades of raw materials to be supplied this

year, continuing the position taken last year.

Minneapolis, Minn.
Sept. 22, 1948

Mr. Salvatore Viviano, President
Vimco Macaroni Products Company,
Carnegie, Pa.

Dear Mr. Viviano:

I was very much interested in your letter of September 16 to Secretary M. J. Donna in which you set forth the substance of your remarks given when you addressed the Industry meeting in Chicago on September 9. I heartily agree with your viewpoint. I think that our Industry would rise to new heights in the estimation of the consumers of this country if we were to continue, as we did during the war, to furnish the public with the highest quality of macaroni products.

It seems, however, that in our Industry, as it is in most others, there are always some manufacturers who believe that the only way they can get business is to undersell competitors and in order to do so they must necessarily lower the quality. As successive steps are taken along this line, the quality speedily gets into the position where it becomes distasteful to the consumer, and that consumer gets along without macaroni permanently, or at best, eats it at rare intervals.

Our Industry demonstrated last year that it can make good macaroni with a high quality granular. It was my hope that we could continue with this one grade of raw material. This would solve the millers' problem of what to do with the clears and would not make clears available to the macaroni industry. Some manufacturers, however, feel that it is all-important to put the word "Semolina" on their cartons. As no one can deny them this privilege, the logical solution seemed to be to remove the millers from their gentlemen's agreement of not making semolina, and, as you know, this was done at the Hershey meeting a year ago.

Because of the widespread damage to this year's crop, the millers, in a recent meeting in Chicago, painted a pretty black picture as to the availability of good milling durum this year. It was felt by the Board of Directors that in the best interest of both the milling and macaroni industries, nothing would be recommended to the mills but that they should be permitted to supply whatever the macaroni industry desires. I am hopeful that they will, as I stated at that meeting, supply a top-grade granular and a top-grade semolina only. I believe that this will result in a considerable spread in price between these two products and, because of this, most manufacturers will use the top-grade granular in their products.

Again let me express my personal appreciation for your co-operation as well as the sound advice given the meeting recently.

Sincerely yours,
C. L. Norris, President N.M.M.A.

T S M

No. 12

ALPHABETS TO STARS

Varied and interesting are the many shapes and forms of macaroni.

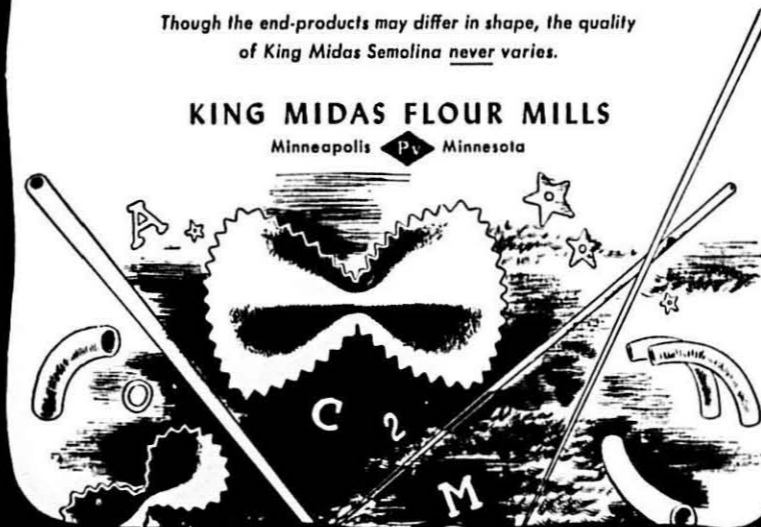
Ranging from the king-size smooth tubular Zitoni to the thread-like solid rod type Vermicelli, macaroni assumes a variety of shapes and sizes to appeal to all. Short cut macaroni, numerals, alphabets, reeds, stars, and crosses . . . over 100 different types.

All are macaroni --- All look different --- All taste good.

Though the end-products may differ in shape, the quality of King Midas Semolina never varies.

KING MIDAS FLOUR MILLS

Minneapolis, Minnesota



BUSINESS EXPANSION WISELY PLANNED

Statements by Chairman Harry A. Bullis and President Leslie N. Perrin of General Mills, Inc.

"American industry is not hoarding its earnings," said Chairman of the Board Harry A. Bullis at the annual meeting of the stockholders of General Mills, Inc., recently. "It is not growing fat on them, but using them for dynamic development. These earnings, in large part, are being plowed back into the businesses. They are being turned into new plants and equipment, into new projects and new activities that spell more jobs and increased service to consumers.

"Good earnings are essential if industry is (1) to continue to pay high wages, (2) to keep its plants up to date and expand with new facilities, (3) to pay reasonable dividends to stockholders, and (4) to prepare for the time when the business cycle turns. If when that time comes we are to continue to provide jobs for all our employes, it is essential that we have good plants that will operate efficiently in a period when profits are small. Reinvestment of earnings in new facilities makes this possible.

"Of the \$13 million that General Mills earned last year, a little over \$7

million was reinvested in the business. Our capital expenditures during the year were \$11,243,000 of which \$7,134,000 came from the year's earnings.



Harry A. Bullis

ings. While the major part of capital expenditures went into new plants, large sums also were spent for rehabilitation and improvements in our old plants.

"During the first half of 1948, industry was investing at an annual rate

of \$34 billion. Business is able to finance about \$20 billion of this investment out of its reserve—principally depreciation reserve and from earnings not paid out in dividends. The remainder, \$14 billion, came from the investing public. Private capital has not been available in sufficient measure to finance industrial needs. It is very fortunate, therefore, that business has been able to finance so large a part of its capital needs from earnings.

"I believe the American people want business to continue to expand and so to provide more and better jobs. It is this expansion which has made possible high productive employment at increasing wages but until consumers provide the savings for investment, industry will need to preserve its earnings for such investment and keep its earnings high.

"There are now over 61 million people employed. The only way we can support a fast-growing labor force of such magnitude is by continued expansion of industrial plants."

(From statement by President Leslie N. Perrin at the 20th annual stockholders' meeting)

Costs and Prices

"Wages and salaries, including retirement benefits, paid to our employes, increased \$4,411,000 over the previous

(Continued on Page 43)

MALDARI'S INSUPERABLE MACARONI DIES

with removable pins

Trade Mark Reg. U. S. Patent Office



Makers of

Macaroni Dies

DONATO MALDARI

178-180 Grand Street, New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"

THE HUGE COMPANY OFFERS THE FOLLOWING SERVICES AND MATERIALS:

Food Plant Sanitation Consulting Service

Advice includes plant surveys, residual spraying by trained expert sanitarians, periodic visits and reports, etc.

EXCELCLIDE

Insecticides and Rodenticides

Vapo-Spra

(For the control of roaches and crawling insects)

Mill-Spra

(For weevil control)

Fly-Spra

(For fly control)

Repel-Mist

(Residual application)

Larvacide

(For larvae control)

Rodenticide

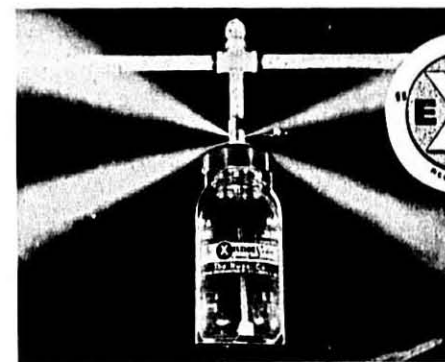
(For rodent control)

EXCELCLIDE

Special Equipment Equipment for direct and space spraying

Your inquiries will be appreciated by us

Complete Program of INSECT and RODENT CONTROL



for TOP RATING in SANITATION

Multiple nozzle X-L Jet for use in air or steam lines.

Top rating in sanitation is the subject of the day—of constant interest to all processors and manufacturers in every branch of the food field. Here's how to get it—the "EXCELCLIDE" Complete Program of Insect and Rodent Control! This system, long recognized and adopted by leaders in the industry, is effective and safe. It includes tested insecticides and rodenticides—plus the service of especially trained sanitarians who inaugurate complete programs in your plant, followed by personnel training and periodic inspection and service. . . . The "EXCELCLIDE" permanent Spraying System—illustrated here—is especially engineered, designed and manufactured by Spraying Systems Co. of Chicago.

All "EXCELCLIDE" insecticides and rodenticides are SAFE for food-plant usage. They are non-contaminating and non-toxic—users are covered by complete products liability and property damage insurance issued by old-line company. Underwriters' Laboratory approved.

Special emphasis is placed on "EXCELCLIDE" Residual Spray which in many cases has proved effective as long as 8 months after application.

GET MORE INFORMATION

The "EXCELCLIDE" System of Complete Insect and Rodent Control is designed for all types of food plant usage, large or small. It includes permanent installations which eliminate the human element and save man hours otherwise necessary to spray large food storage areas by hand. It can be applied to modest requirements, with equal effect. Send for full details that will help you establish and maintain top sanitation rating. Use the coupon.



Multiple nozzle X-L Jet for use with central supply tank.

The Huge Company

3684 Washington Ave., St. Louis 8, Mo.

THE HUGE COMPANY
3684 Washington Ave., St. Louis 8, Mo.
Please send full information on the EXCELCLIDE System and your 16MM movies featuring food plant sanitation which are available for showing at no cost to
Name Title
Company
Street City State

DIRECTORS-MILLERS CONFERENCE

"No Change" from Last Year's Position with Reference to Ingredients Until Further Study of 1948 Durum Crop

The durum crop of 1948 was badly affected by black point during the last few weeks before harvest, making it difficult to judge the extent of the damage until more milling experimentations are concluded. That was the unanimous decision of the representatives of all the durum mills and the members of the Board of Directors of the National Macaroni Manufacturers Association in Chicago, September 8, and approved by the Association assembly the following day.

President C. L. Norris of NMMA presided in what is shaping up as an acceptable yearly practice, a joint study in September of the quantity and quality of the crop of durum on which the manufacturers must depend for the crop-year needs. Maurice L. Ryan of St. Paul, Association Director and chairman of the Durum Growers' Relations Committee, told of his special trip through the durum sections and of the unfavorable harvesting conditions that damaged what looked like a fine crop. Secretary M. J. Donna read a report on the harvest sent by B. E. Groom of the Greater North Dakota Association. The spokesmen for the durum millers substantiated these findings through reports from their field men. The result was that the confer-

ence felt it in the best interest of both miller and manufacturer to leave unchanged the policy set up last year—which is to stress granular but to make semolina available to those willing to pay the premium which it commands.

The conferees unanimously agreed to a judicious cultivation of the good will of the growers in the natural durum areas, to see that fair prices are paid for quality grain to emphasize the need for more quality durum in newspaper ads by the National Macaroni Manufacturers Association in the local papers and to co-operate fully in the Durum Show at Langdon, N. D., the latter part of February, 1949.

Among those in attendance to this joint conference were:

Association Directors

C. L. Norris, President
A. Irving Grass, Vice President
C. Frederick Mueller, Vice President
Albert J. Ravarino, Vice President
Peter LaRosa
Frank Traficanti
Maurice L. Ryan
J. H. Diamond
Peter J. Viviano
Charles Presto
C. W. Wolfe
Thomas A. Curcio

Durum Millers

Wm. Stienke (King Midas)
P. M. Petersen (Capital)
Thos. L. Brown (Commander Larabee)
W. I. Bailey, H. H. Rader and G. R. Krueger (General Mills)
Arthur W. Quiggle (H. H. K.)
Dean Thomas (Pillsbury)
Joseph Linder (Crookston)
Cliff Kutz and Fred Whaley (Stanchfield)
J. M. Weber (Amber)
E. J. Thomas (No. Dakota Mill)

Executives

Glenn G. Hoskins, Consultant
B. R. Jacobs, Director of Research
N. J. Donna, Secretary

Conclusions

Here are a few of some fully and partly arrived-at conclusions by the conferees:

—That the blackpoint fungus robs wheat of its color and there is a likelihood that there will be more "greyer" macaroni than usual this year.

—That probably 70 per cent of the 1948 crop will go into government loans.

—That 30 per cent of this year's crop will either be ineligible for government loans or taken by the Commodity Credit Corporation.

—That last year there were available approximately 29,000,000 bushels of durum but that this year's total will be considerably less, good milling qualities considered.

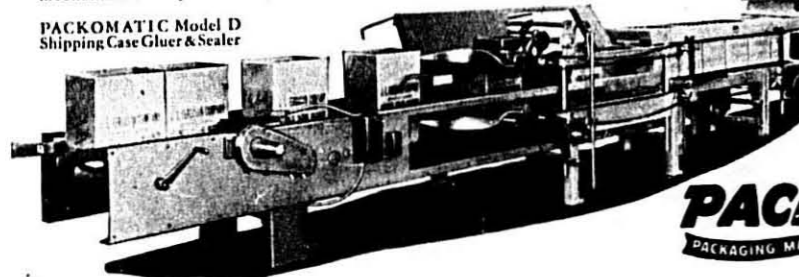
—That the durum carry-over as of (Continued on Page 43)

PACKOMATIC's Gluing, Numbering, Imprinting, Paper Case Sealing Combination

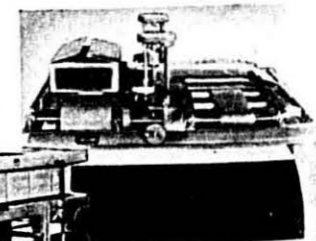
PAPER shipping cases sealed, counted . . . consecutively serial-numbered . . . dated . . . and one or more panels imprinted as desired—with all operations automatic—that's what you have with a PACKOMATIC Model D Shipping Case Sealer, equipped with PACKOMATIC Consecutive Serial Numberer, augmented by a PACKOMATIC Case Imprinter.

Model D Gluers & Sealers are adaptable to practically any production requirement or plant layout, for handling a wide range of case sizes at speeds up to 3,000 per hour. Serial numberer is mounted on gluing mechanism to imprint 4" high numbers consecutively up to 999,999 plus any one of 10 symbols. Separate dating device similarly operated. PACKOMATIC Case Imprinter has capacity of 1 to 4 lines (depending on case height) with 3" to 15" type.

PACKOMATIC Model D Shipping Case Gluer & Sealer



PACKOMATIC's Consecutive Serial Numberer



PACKOMATIC's Case Imprinter

PACKOMATIC
PACKAGING MACHINERY
J. J. FERGUSON CO. JOLIET, ILL.

N-A services

for the Macaroni and Noodle Product Industry

FOR GREATER PRODUCT SALES APPEAL

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

FOR EASY APPLICATION OF POWDERED N-RICHMENT-A

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

FOR ACCURATELY FEEDING SEMOLINA BY WEIGHT

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

FOR REMOVING IMPURITIES FROM SEMOLINA OR FLOUR

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

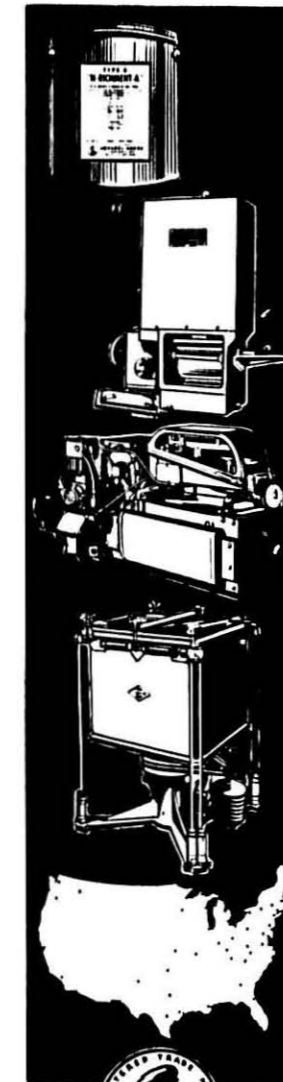
Besides these Sifters, Richmond also provides Niagara Permaflux Magnets, which can be used either for spout or chute installation. They are recommended as being particularly efficient in the removal of such impurities as fine metallic particles and tramp iron.

FOR TROUBLESOME TECHNICAL PROBLEMS

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

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

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



STAPLE FOODS & NUTRITION*(Continued from Page 7)*

lagra when fed a diet high in maize content. Pellagra is usually caused by a deficient intake of niacin, yet maize is relatively rich in niacin content. Recently it has been shown that there is an interrelationship between niacin and tryptophan, that the body can manufacture niacin out of tryptophan and that it may use dietary tryptophan for this purpose. Maize is deficient in tryptophan. Thus a person on a maize diet requires larger amounts of niacin than a person on a tryptophan-rich diet. The maize eater should consume foods which are rich in tryptophan, or rich in niacin. Corn and beans, or corn and peanuts, make a good combination. Niacin in macaroni products may spare tryptophan and thereby improve the protein value. The enrichment of macaroni with niacin is a sound procedure, because enrichment with tryptophan, which might be used instead, is about 400 times more expensive.

Intestinal Synthesis

In the intestines of each of us there is a microbiological factory which is producing vitamins on a 24-hour schedule. Bacteria, yeasts and other microorganisms are normal residents of the intestinal tract. Under ordinary circumstances these microbes produce all our needs for some vitamins (vitamin K, p-aminobenzoic acid, et

cetera), part of our needs for other vitamins (thiamine, riboflavin, niacin, et cetera) but insignificant amounts of still others (ascorbic acid, vitamin D, vitamin E, vitamin K, et cetera).

A portion of the vitamins produced in the intestinal tract is absorbed and utilized, while a much larger fraction is not absorbed because it is produced too far along in the intestinal tract. Thus, part of our nutrition comes from the food we eat, and part from microbial synthesis in our intestines. Antivitamin, such as antibiotics, can exert a profound effect upon the intestinal flora and may even induce vitamin deficiency diseases.

Are We Well Nourished?

The answer to the question, "Are we well nourished?" depends upon the definition of the term. It is true that gross deficiency disease is not common in the United States. But many contend that there are numerous mild cases for each severe case of deficiency disease. They claim that the biochemical tests now available, in specific as they are, indicate that a high percentage of the people are malnourished.

An answer may be obtained through food consumption surveys. The National Research Council has defined the Dietary Allowances of people of various ages and activities. If food consumption surveys show that a significant segment of the population does not receive this dietary allowance, or

even 75 per cent of that allowance, perhaps it may be concluded that these people are not well fed. Studies which the M.I.T. laboratories, and other groups, have conducted indicate that the N.R.C. allowance is seldom obtained by the people of this country.

Food Consumption

It is possible that the agricultural practices in vogue in this country during recent decades have affected the quality of the U. S. dietary. Plant breeding experts have been intent upon producing bigger yields per acre, more attractive fruits and vegetables, and varieties which can be stored for long periods of time without spoilage. It seems that they have not fully realized that larger kernels of grain often mean more endosperm, but less germ and lower nutritional value; that the most attractive fruits often have low nutritional value; that headed lettuce has lower nutritional value than green lettuce, et cetera. There is a strong possibility that this attempt to satisfy the eye and palate of the consumer has resulted in an impairment of the nutritional value of his food.

Revolution in Foods

The urbanization of the population of the United States has caused a revolution in the food industry. The movement of consumers further and further from the farm garden, has made it necessary to treat the foods to preserve them. As a result, foods have been

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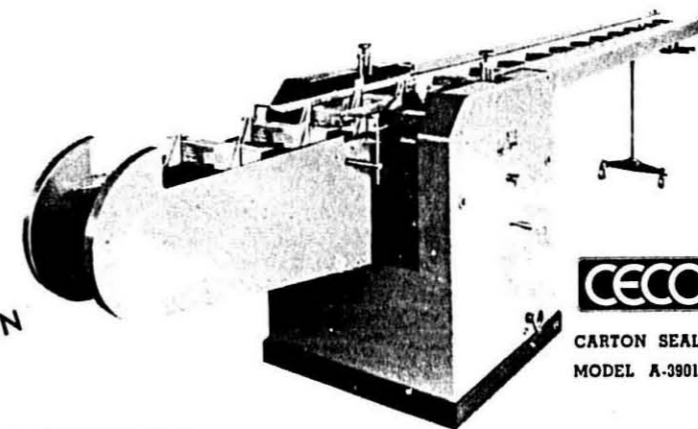
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| 1 Continuous short cut or noodle preliminary drier | 1 Cico carton sealer |
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| 4 Consolidated 14" stationary press complete with motors and dies | 500 Skids—2-wheel rubber tires—30"x60" wood on steel frame |
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processed by milling, canning, drying, refrigerating, refining and freezing. Unfortunately, all of these treatments cause a deterioration in food value by removing or destroying important nutrients. This revolution may be divided into four distinct periods.

1. *Stone mill age* (up to 1870). From time immemorial, and until about 1870, the foods consumed by man were usually unrefined and often were eaten without cooking. Cereal grains were ground by hand or in a crude stone mill and this allowed only the chaff to be discarded. Most of the people lived on farms or in small villages, and a major portion of the food supply was produced nearby.

2. *Steel mill age* (1870-1916). A major revolution took place shortly after 1870 when the stone mill process for milling flour was rapidly supplanted by the steel mill. This enabled a more complete separation of the endosperm from the germ and bran layers, and the resulting flour was whiter and could be stored for months without deterioration. This improvement in milling practice seemed very important at the time in this country, because the population was becoming progressively more urban. This is shown by Table II which depicts how the number of persons living in cities and towns with populations of 2,500 or over has increased since 1790.

This urbanization also increased the

demand for types of food which would keep "fresh" during shipment from remote farms, and for methods of storage and preservation which would allow the city dweller to be fed with palatable foods. During this period refrigerated cars and trucks were developed, quick freezing methods were perfected and packaged breakfast

TABLE II
Changes in the Distribution of the Population of the United States*
Percentage of Population Living in:

Year	Towns and Townships under 2,500	Towns and Cities over 2,500
1790	95%	5%
1840	90%	10%
1890	65%	35%
Today	43%	57%

* taken from U. S. Bureau of Census data.

foods were compounded. New industries were born in an attempt to carry the products of the farmer to the urban consumer.

3. *Protective Foods Age* (1916-1940). Along with the discovery of vitamins, and the recognition of vitamin and mineral deficiency disease, there came a realization that food processing was not quite the boon which it first seemed. Studies on laboratory animals showed that the white flour produced on steel mills was not as nutritious as that produced on stone

mills. Rats fed fresh vegetables grew much better than those fed the same vegetables after canning. Soon the deluge of scientific data proved that processed foods were inferior because significant amounts of the unstable vitamins and amino acids were being destroyed and that measurable quantities of minerals and vitamins were being removed.

Many fruits and vegetables were assayed, and some were found to be rich in those nutrients removed by milling or destroyed by processing. These foods were dubbed "protective food," and people were advised to eat them so as to avoid malnourishment. Of course, another solution would have been to return to unrefined and unprocessed foods, but few were interested in this as a practical solution. It is important to remember that these "protective" foods (garden vegetables and citrus fruits) are considerably more expensive (on a calorie basis) than staple foods.

4. *Enriched Foods Age* (1940-). This era began when the chemical laboratories had succeeded in synthesizing the important vitamins, and could offer them to the food industry at reasonable prices. Table III indicates how the prices of some of these vitamins have fallen during recent years. The procedures for blending vitamin and mineral mixtures into flour, bread, macaroni, cereal products, et cetera,

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MEISENZAHL FOOD PRODUCTS, INC.,	Rochester, New York
DELMONICO FOODS, INC.,	Louisville, Kentucky
MOUND CITY MACARONI COMPANY,	St. Louis, Missouri
SCHONEBERGER & SONS,	Chicago, Illinois
ROBILIO & CUNEO,	Memphis, Tennessee

ADVENTURES OF THE PLANT SCIENTISTS

The Case of the sinister shrub



Uprooting the wheat destroyer's ornamental hideout

An ornamental shrub, grown centuries ago as decoration around ancient monasteries, today is the "breeding ground" for new and more virulent races of stem rusts which attack and destroy the wheat crop. Unless the shrub is eradicated, the spores of stem rust will rise annually to kill the crops of northwestern America's wheat farmers.

The shrub is the common barberry and is a native of southeastern Europe and Asia. Spread throughout Europe by traveling monks during the Middle Ages, it was brought to America by early colonists who grew it in hedges, extracted yellow dye from its bark, and often made jams and jellies from its berries.

These pioneer settlers soon discovered that wheat growing near barberry bushes was frequently thick with fungus. But the connection between the barberry and heavy rust damage was not found until 1865 when a German Plant Scientist, DeBary, showed how the bush helped stem rust fungus to live.

Twenty-four quadrillion per bush!

Early Plant Scientists found three stages through which rust fungus passes in northern United States. In late summer, the black fungus forms on rusted grains or grasses. Overwintering in stubble, the fungus forms into tiny red spores on barberry leaves in early spring.

These spores then form cluster cups. Spores, shot explosively from the cups, fall on susceptible grains.

This cluster-cup stage, DeBary proved, can develop only on the common barberry.

Plant Scientists found the damage potential in a single bush both huge and frightening. A barberry bush, six feet high, may have as many as 70,000,000,000 rust spores! Each of these could develop 350,000 summer spores. This means that one large bush has a potential fungus crop of 24½ quadrillion fertile stem rust spores which easily could be spread to neighboring wheat plants.

But the barberry offered still another threat. Evidence was found proving that the sexual stage of rust occurred only on the barberry. It was here, on the bush, that new races of the plague originated.

"Death to all barberry bushes!"

One variety of wheat, resistant to stem rust when it was distributed in 1926, has in recent years been almost abandoned because a new race of spores developed, attacked this resistant type and destroyed it.

In charting the development of new spore races, Plant Scientists discovered that certain races increase more rapidly than others. A race representing but a



Close-up of stem rust formed on the leaves of a barberry bush. Note identifying characteristics of barberry: saw-toothed leaves, berries growing in clusters, and thorny spikes protruding just below leaves.

small fraction of one per cent of total "rust population" may make up a large percentage of the total in a few years.

The only answer to the threat lies in the battle cry voiced by Plant Scientists working on barberry eradication: "Death to all barberry bushes!"

Eradication campaign is on. Instigated by the Plant Scientists, demanded by the farmers, empowered by

the government, and carried out by all three groups working together, the barberry eradication program has moved swiftly.

The United States Department of Agriculture's Division of Plant Disease Control sent out field workers from headquarters established in Minneapolis, Minnesota. All farm organizations have been enlisted, and, under the guidance of the Plant Scientists, the all-out fight is being carried on nationally, as well as in the Northwest.

Since eradication started on a national scale, more than 340,000,000 barberry bushes have been destroyed. But, Plant Scientists warn, the battle is far from won. Every individual farmer, they say, must aid the program, and they suggest two simple methods for killing barberry.

How farmers may help

A bush one foot in diameter will be killed if about 10 pounds of crushed salt, or one gallon of kerosene, is applied to the crown. (The salt-killing method is shown in the large photograph above.)

If the bush is growing near vegetation which would also be killed by this application, the bush must be dug out very carefully so that no roots remain. Seedlings may start from the tiniest bit of root that is overlooked, Plant Scientists warn.

The importance of barberry eradication cannot be overemphasized. Every farmer, miller, baker and homemaker of America owes thanks to those who are carrying on the fight against this widespread, deeply rooted menace.

To the Plant Scientists—agronomists and pathologists of the nation's agricultural experiment stations and the U. S. Department of Agriculture, and to the Rust Prevention Association—Pillsbury wishes to extend congratulations for the work that has been done. To this document the company appends its wish for continued success.

Documented by

Pillsbury Mills, Inc.

were perfected. For less than one-tenth cent per pound a macaroni manufacturer was able to supply to the consumer amounts of thiamine, niacin, riboflavin and iron which would cost much more if purchased in "protective" foods. The enriched foods era is reducing the cost of good nutrition and promises to undo much of the harm which has resulted from the processing of foods.

The enrichment of foods with a few vitamins and minerals does not solve this important problem. Food processors must continue to improve manufacturing techniques so as to minimize losses in natural nutrients. Other nutrients should perhaps be added to enrichment formulae as soon as it has been demonstrated that these additions significantly improve the dietary of the consumer.

It is advisable that all manufactured products be made as nutritious as the foodstuffs from which they were made. A food manufacturer can serve the consumer best by following the precept: The quality of my products must equal the quality of the original natural foods. This can be said of enriched macaroni products because they are essentially as nutritious as the durum wheat from which they are made.

The substance of this paper has been taken from an address delivered before the annual meeting of the National Macaroni Manufacturers Association in Chicago, June 11, 1948.—The Editor.

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TABLE III
Average Cost of Commercial Quantities of Vitamins (Thiamine, Riboflavin and Niacin) During Recent Years

	Thiamine	Riboflavin	Niacin	Pyridoxine	Ascorbic Acid	Calcium Pantothenate	Vit. E	Vit. A (ester)
	/kg	/kg	/kg	/kg	/kg	/kg	/kg	/million IU
1937	\$5,000	\$ —	\$70	\$ —	\$ —	\$ —	\$ —	\$ —
1938	2,300	16,000	35	—	—	—	—	—
1939	1,500	6,000	32	—	140	—	—	—
1940	1,000	2,400	23	—	75	—	—	—
1941	600	1,600	14	3,000	66	600	1,250	—
1942	400	800	12	2,250	45	500	—	.305
1943	280	480	9	1,300	32	250	—	—
1944	180	240	7	1,000	25	125	—	.300
1945	160	190	6	—	—	—	—	.285
1946	160	180	6	850	—	—	900	.35
1947	160	150	6	650	—	75	750	.41
1948	160	125	7	—	—	—	—	.43

INSECT & RODENT CONTROL

(Continued from Page 28)

half the plants in the midwest were following only one practice, whereas both are necessary.

However, insecticide and fumigant use are secondary to the first necessity—*elimination of the source of trouble*. This group of insects breed and find harborage in flour accumulations anywhere in the plant and especially in inaccessible spots inside the flour-handling equipment. Such flour accumulations must be constantly removed, and not by merely blowing or sweeping from one spot to another, but rather by

thorough vacuum-cleaning programs. This fault of allowing flour dust to accumulate on shelves, pipes, corners, under quarter rounds, in boots of elevators, in switch boxes, and in inaccessible dead spots, is *definitely the most recognizable source of insect infestation in the macaroni plant*. A good vacuum cleaner of at least 1/2 H.P. capacity, and for good portability not over 2 H.P., must be standard equipment in each plant and a part of a standard cleaning system; but of equal importance is the selection of attachments. These should not be in excess of a dozen or less than half a dozen, and chosen to equip the unit with appliances to clean every area in the mac-

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Stainless Steel Dies are to the old fashioned die what the modern Automatic Press is to the hydraulic press. The slightly higher cost of Stainless Steel Dies compares most favorably with the higher cost of automatic presses.

We will gladly tell you more about LOMBARDI STAINLESS STEEL DIES if you write, phone or wire us. In substantiation of our claim of superiority of our dies, we gladly submit the following unsolicited testimonial:

ANTHONY MACARONI & CRACKER CO.
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July 7, 1948

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Attention: Mr. Frank Lombardi
Dear Mr. Lombardi:

For the past eighteen months we have used the Stainless Steel capellini leaf and support and found that with the constant use of this die in our automatic press it has proven very satisfactory. The holes have maintained their original shape, size and smoothness.

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Very sincerely

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(Signed) A. Sizzari, Manager.

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aroni plant where flour dust is known to accumulate. Few of the midwest macaroni factories have vacuum cleaners, and those that do are either unused, inadequate, or poorly equipped with attachments.

Most plants are now making an honest effort to thoroughly clean their flour-handling equipment weekly or semi-monthly, but are greatly hampered by the difficulty and even impossibility of reaching all inaccessible places. They are, however, making the job even more difficult by removing dozens of screws holding the lids on conveyors and elevators, whereas only a few thumb screws are required and greatly facilitate the cleaning job. Unfortunately, there is no short cut to good housekeeping, especially regarding this cleaning of dead flour pockets in the conveying system. Panels must be provided, sections made removable, and hinged inspection doors built, but every cubic foot of flour-handling equipment must be made accessible for cleaning. There is simply no other way.

The macaroni plant manager, owner, or superintendent is seldom aware of just what degree his plant is infested. With few exceptions our sanitation engineers have discovered and revealed infestations these company officials never thought present. It is to be remembered that anywhere flour is allowed to lay dormant for weeks, the

wavy tiny weevil trails are sure to appear.

The presence of Silverfish and Firebrats anywhere other than the boiler room or machine shop is unique to the macaroni plant in the food industry, in that they are quite prevalent in the is attempting to control this type of dryers also. The exceptional plant that infestation is correctly utilizing a residual insecticide. However, in such close proximity to food with food contamination a strong possibility, Piperonyl Butoxide or our EXCELCIDE Kill-Kote, and not DDT or Chlordane should be used.

Now, about flies: proper screening is conspicuous by its absence or by being either inadequate or in need of repair. Also, rather than pursuing daily spraying for the adult flies, again the source of trouble should be investigated. Damp, stagnant or moist areas within 100 yards of the plant will usually be supplying the majority of full-grown flies and can be simply eliminated by the use of 25 per cent water miscible DDT if outside the plant, and rotenone insecticides if inside, to kill the fly larvae.

Another bad practice prevalent in the macaroni operation simply because of lack of training to date is allowing filth evidence to remain in the plant for long periods. By filth evidence I refer specifically to dead insects, rats, and mice, or rodent pellets. Merely "slaying"

these pests is not enough. The "corpus delicti" must be immediately removed as it is often this form of infestation thereof that ends up in the finished product.

The bake shop has learned that human hair in a food product is considered as adulterous as a rat or mouse hair and has accordingly required all employees to wear caps or hair nets. By the same token, they have also learned that a cat hair is equally as adulterous and no longer allow this form of "rat catchers" in the plant. The average macaroni plant must also adhere to these requirements and at this writing there are but few that do.

As stated previously, the macaroni industry is now cognizant of the provisions of the Federal Food and Drug Act and is attempting to conform. In attempting to control insects many plants have already set up insecticidal spraying programs with good insect-control results, but the insecticide waste is often appalling. With the exception of residual applications where surfaces are "wetted down" for long-lasting insect kill, insecticidal sprayings must be finely atomized. The majority of application equipment used today in macaroni plants disperse droplets of insecticide measuring from 40 to 100 microns which quickly precipitate to the floor and do little good. In many cases we have replaced these "gadgets" and sprayers with units reducing the

expenditure of insecticide to less than half and developing an insecticidal spray which will hang suspended in the air longer and more readily permeate cracks, crevices, et cetera. Where air pressure is available, no other method for dispersing insecticide should be considered. Where it is not, a small portable compressor such as we supply will prove the solution.

Another wasteful practice in the macaroni plant is the saturation of cloth sacks with a liquid spot fumigant for insect control, and placing this cloth in the flour-handling equipment. The dripping method is much more economical and effective.

Most of those plants inspected have done little towards rodent proofing the premises, and it is ridiculous to attempt poisoning or trapping inside the plant until the rats and mice are first denied entry into the factory.

For the same reason, general plant fumigation is equally useless unless followed by a regular insect- and rodent-control program, as these pests are being introduced into the plant almost daily.

Overhead, automatic, insecticide spraying systems, as our EXCELCIDE Permanent Spraying System, are very helpful as they eliminate the human element and man hours required to spray areas by hand, but should be considered for flour storage rooms or areas only.

It was interesting to note in the various plants surveyed the wide variance of visual surfaces inside the long goods dryers. These areas are ideally suited for insects, and many dryers inspected were made even more pleasant for these pests. We were impressed in several plants with the appearance presented by painting with a high-grade enamel the inside surface of these dryers, whereas other plants invited insects to these surfaces with rough, dirty, unpainted dryer walls.

Macaroni plants appear to have formed the poor habit of allowing all sorts of trash, unused equipment, lumber, cloth bags, empty containers, et cetera, to accumulate in corners, behind dryers and in basement areas. The same junk is also in evidence outside the plant. These all serve as ideal harborage for insects and rodents. Tobacco spitting on walls and in corners is another prevalent misdemeanor.

The macaroni plant must follow the lead of the confectioner, baker, and dairyman in setting up a definite sanitation program in the plant with the appointment of a plant sanitarian. Through the good offices and under the auspices of Mr. Hoskins, we will conduct a sanitation school in Chicago the first week in November for these macaroni plant sanitarians, as proper instructions and understanding are essential.

DIRECTORS—MILLERS

(Continued from Page 31)

September 1, 1948, was about 6,000,000 bushels.

The durum mill representatives expressed their appreciation of the opportunity presented the last two or three years by the Directors of the National Association to confer with their customers in friendly get-togethers for joint study of a common but most important problem—the quality and quantity of available ingredients for high grade macaroni products.

BUSINESS EXPANSION

(Continued from Page 32)

This, together with higher cost of materials and outside services, has again increased the cost of our products. Under today's marketing conditions, we have been able, by and large, to recover these increased costs in our sales price. Nevertheless, we are greatly concerned with the climbing costs which, of course, affect not only our company, but our entire economy. We feel that as businessmen we are obligated to strive vigorously and incessantly toward reducing our costs in order that we may lower our selling prices. During the past year, the subject of better control of our expenses and increased productivity of our labor dollars has been one of prime

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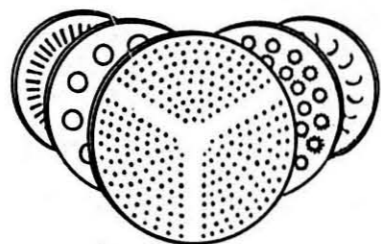
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Vol. XXX October, 1948 No. 8



"I pledge allegiance to the Flag of the United States of America, and to the republic for which it stands, one nation indivisible, with liberty and justice for all."

concern to the management of General Mills. We have undertaken exhaustive studies in search of better tools and improved processes—to produce more with less effort. As rapidly as new methods and equipment have proved their worth, we have adopted them into our facilities."

Milprint, Inc., Account to Jim Baker Associates, Inc.

Milprint, Inc., Milwaukee, packaging converters, printers and lithographers, announce the appointment of Jim Baker Associates, Inc., Milwaukee, to handle its advertising, effective October 1. Recognized as the largest company of its kind in the field, Milprint was first to develop the process for printing on cellophane and aluminum foil. In addition to its general offices and plants in Milwaukee, Milprint has package converting plants in Philadelphia, Los Angeles, San Francisco, Vancouver, B. C., Washington,

D. C., Stoughton, Wis., Tucson, Ariz., Christiansa, Pa., a paper mill at De Pere, Wis., as well as foreign plant affiliations for package conversion. The agency specializes in consumer products, including a number of packaged items.

8 to 1 American

Credit Vice President Irving Grass for digging up the following: Nate Gross, noted author of the chatty column titled "Town Tattler" in the Chicago Herald-American gave this cheering news relative to the acceptance of American-made spaghetti by the people of Rome, Italy. "Salvatore Gioe, Hildegarde's pianist, who has returned from Rome, Italy, says that U. S.-made spaghetti beats Italian-made spaghetti 8 to 1."

La Rosa Hollywood Theatre of Stars

V. La Rosa and Sons, Inc., of Brooklyn will begin a tremendous new 30-minute daytime radio show in October, five days a week, called The La Rosa Hollywood Theatre of Stars. Each show will be a transcribed original story featuring such stars as Dana Andrews, Susan Hayward, Charles Ruggles, et cetera. It will be aired over 12 stations initially and later expanded to 40, using 50,000-watt stations where available.

President Stephen La Rosa has announced the plans for this outstanding advertising campaign that will in-



Peter La Rosa

corporate history-making radio, augmented by an increased use of cards, magazines, newspapers and point-of-purchase display material.

La Rosa will also continue with its well-known "Red Rose Radio Theatre" which is broadcast via a special network to radio stations carrying Italian language programs. To promote a widened interest in macaroni recipes, La Rosa will use women's participation programs.

"Public acceptance of the La Rosa

products have reached the highest level in the company's twenty-five year history," declared Peter La Rosa, general sales manager, citing the fact that La Rosa macaroni sales substantially exceed the nearest competitor in every market where La Rosa is sold today. He has supervision of the firm's advertising and promotion campaign.

Unexpected Accidents

Are unexpected accidents more frequent than usual in your plant? To permit more than one accident or "near-accident" to occur from the same cause is a reflection on the attitude and intelligence of management, if the cause is avoidable.

On the subject of unexpected accidents in plants, F. L. Moss, personnel director of Alpha Portland Cement Co., in Food Safety Bulletin of the National Safety Council gives some good advice. He says:

"The value of human life is beyond precise calculation. However, if the whole world were suddenly stricken with over-powering laziness and nobody performed any useful work, the value of human life would rapidly approach zero. It is in terms of useful work that life makes sense, and it is in terms of efficiency that work increasingly takes on the character of usefulness.

"One of the most persistent enemies of efficiency is the happening of the unexpected. If you minimize the occurrence of the unexpected in your plant, you can safely bet on an increase in operating efficiency. Moreover, there is a definite relationship not only between operating mishaps and operating efficiency but also between operating mishaps and lost-time injuries. "Accident" is just another word for "unexpected." Not all accidents result in injuries to workmen, but the portion of the unexpected is sooner or later to be reckoned the same as toleration of injuries.

"Do you believe that your plant is operating at a high degree of efficiency, or has this problem got you a little bit on the worried side? If it has, you had better check up on the frequency with which unexpected things are happening in the plant—things that interfere with orderly operations. And you can make such a check-up with the sure feeling that, as you decrease the number of unexpected happenings, you will not only increase your operating efficiency but you will also decrease the number of injuries to your workmen.

"If you fail to realize the real significance of unexpected happenings in your plant, you will have to reckon with Lady Luck. And she may be a little rough with you because she dishes out the bad brand quite as readily as she does the good."

The MACARONI JOURNAL

CARTOON CORNER

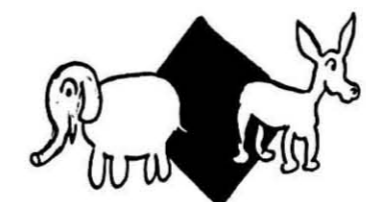
BY ART ROSS



LAKE LUZERNE, N.Y.: FISHERMAN JERRY STERN CAUGHT A PRIZE BASS USING MACARONI FOR BAIT!



HARDLY AN ADULT IN THE CIVILIZED WORLD HAS NOT ENJOYED MACARONI PRODUCTS.



MACARONI COMES IN HUNDREDS OF SHAPES, BUT 2 POLITICAL PARTIES ARE MISSING A GOOD PUBLICITY STUNT—MACARONI SHAPED LIKE THE ELEPHANT AND THE DONKEY.



ENJOYED A SPAGHETTI DINNER SO MUCH AT CORY'S RESTAURANT, LIBERTY, N.Y., THAT HE PUT ON A 2 HR. SHOW IN APPRECIATION!

OUR PURPOSE:

EDUCATE
ELEVATE

—
ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRY

—
Then—
MANUFACTURER

OFFICERS AND DIRECTORS 1948-1949

C. L. NORRIS, President.....	The Creamette Co., Minneapolis, Minn.
A. IRVING GRASS, Vice President.....	J. Grass Noodle Co., Chicago, Ill.
C. FREDERICK MUELLER, Vice President.....	C. F. Mueller Co., Jersey City, N. J.
ALBERT RAVARINO, Vice President.....	Ravarino & Freschi, Inc., St. Louis, Mo.
C. W. WOLFE, Adviser.....	Mega Macaroni Co., Harrisburg, Pa.
H. R. Jacobs, Director of Research.....	1839 Newton St., N. W., Washington, D. C.
R. M. Green, Public Relations Director.....	139 No. Ashland Ave., Balaine, Ill.
M. J. Donna, Secretary-Treasurer.....	P. O. Box No. 1, Braidwood, Illinois

Region No. 1
Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.

Region No. 2
Peter LaRosa, V. Lakota & Sons, Brooklyn, N. Y.
C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J.
C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.

Region No. 3
Horace Gioia, Gioia Macaroni Co., Rochester, N. Y.

Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Charles Presto, Roma Macaroni Mfg. Co., Chicago, Ill.

Region No. 5
Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.
Thos. A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn.

Region No. 6
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7
E. DeRocco, San Diego Macaroni Co., San Diego, Calif.

Region No. 8
Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region No. 9
C. L. Norris, The Creamette Co., Minneapolis, Minn.

At-Large
Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.
Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y.
Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.
Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.
Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio



The Secretary's Message

Experience—Confidence—Faith

The National Macaroni Institute was founded in 1937 with a definite objective in view, that of gaining experience from which would grow confidence and faith.

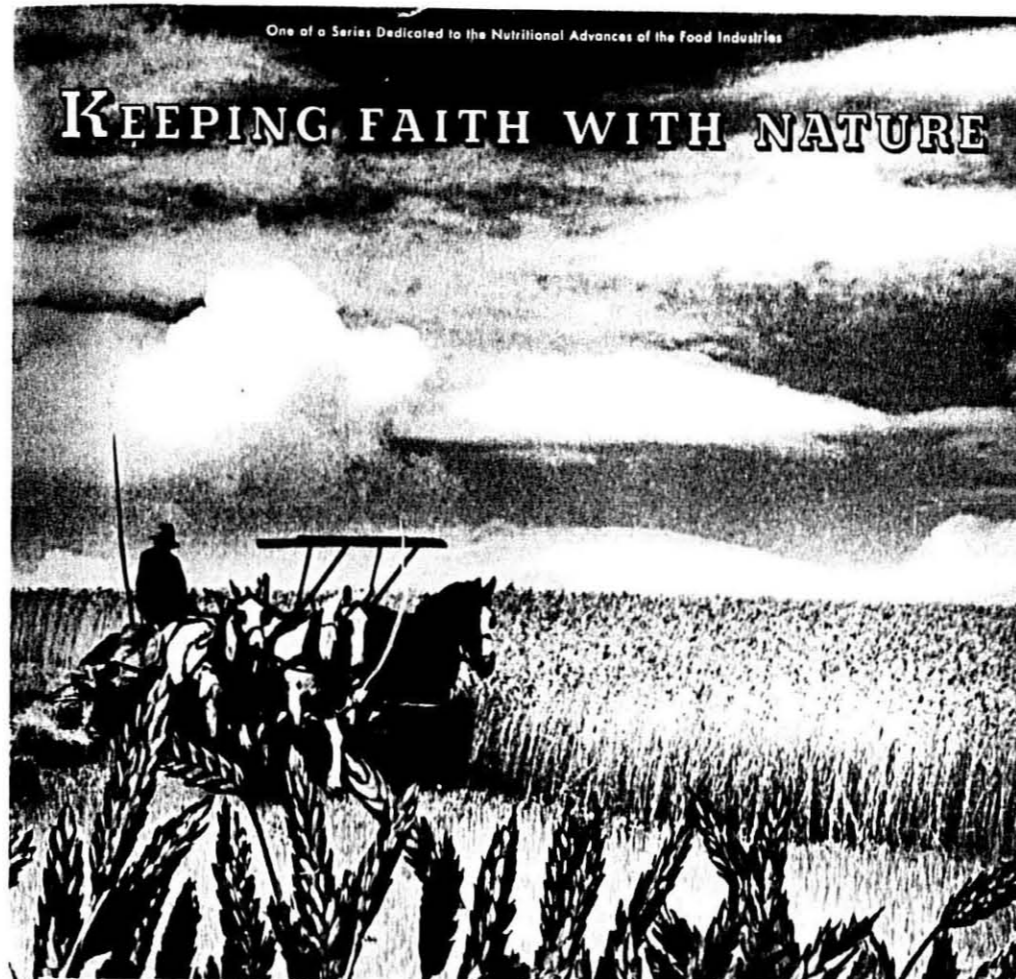
It was a dream-child of an executive who suffered pangs of disappointment, as did many other enthusiastic supporters of the big campaign launched in 1930 for a continuing publicity and advertising program of products promotion and consumer education, when the plan was wrecked in its infancy. Organized in 1937 the basic purpose of The Institute was to keep alive the flickering flame, hoping that some day its experience and its example would restore confidence and faith in co-operative promotion of a good wheat food that should be better known by Americans and eaten more frequently because of its fine qualities.

Faith in the objective of the Institute was manifested in the closing days of September when a sufficient number of manufacturers had seen the light and contracted to

contribute a small sum, only one cent for every hundred weight or bag of raw material converted into macaroni, spaghetti and egg noodle products . . . thus assuring a fund sufficient to stage a needed promotion long dreamed of.

There is glory for all, and profits, too, for the co-operators, but no one is more pleased than is the writer to see his brain child blossom into an activity of so great promise, based on eleven years of study and experimentation from which sprung industry confidence and faith. May the future work of The Institute justify this manifestation of unselfish support of the proposal that the time is opportune for doing something industry-wide to make macaroni, spaghetti and egg noodles greater household favorites solely on merit as an economical nutritious and satisfying food that should appear more frequently on all American tables.

M. J. Donna, Secretary



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

KEEPING FAITH WITH NATURE

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

Outstanding Nutritional Accomplishments

Today, large quantities of these products are enriched:

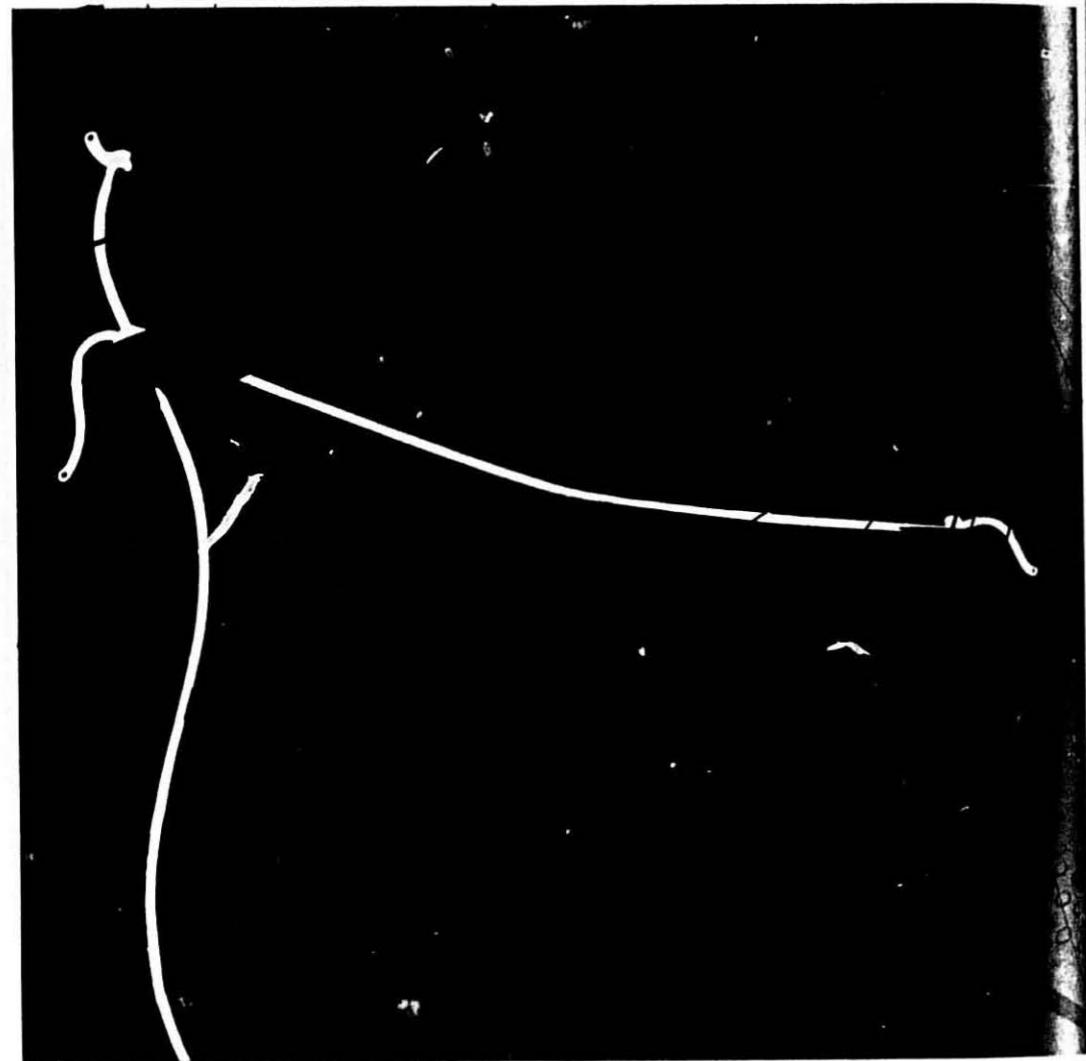
- MACARONI
- SPAGHETTI
- NOODLES
- PASTINA



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

'ROCHE' Vitamins for Enrichment

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



SAFE? SURE . . . BECAUSE IT'S GOOD SPAGHETTI!

You, Mr. Macaroni Manufacturer, don't make your living on a tight-wire. Yet your security depends on the quality of your macaroni products, just as surely as a wire-performer's depends on the strength of his wire.

That's why we at Pillsbury take our job so seriously. That job is to give you, at all times and under all conditions, the finest possible durum products—so that you can produce the finest possible macaroni products.

Behind Pillsbury's Durum Products is a world of specialized experience in selecting and milling durum wheats. This, plus constant testing in our experimental spaghetti plant, means *sure* quality *all* the time when you use products bearing Pillsbury's Dotted Circle.



PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, Inc.

General Offices: Minneapolis 2, Minnesota