

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 6**

October, 1949

OCTOBER, 1949

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

October Questions

Among the many matters of industry concern are:

- 1—What is the quality and the quantity of the 1949 Durum crop?
- 2—Do Egg Noodle Manufacturers fear any bad effects as the result of the New Mexico judge who recently ruled that the use of the word "Imitation" can be used in labelling substandard foods?
- 3—When promotions are necessary to help keep macaroni products prominently on American tables, who will finance them but the manufacturers themselves?

Macaroni Manufacturers Association
Chicago

Printed in U.S.A.

VOLUME XXXI
NUMBER 8



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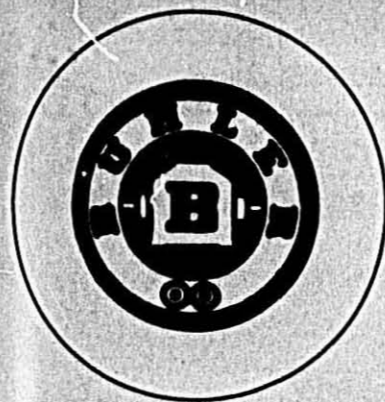
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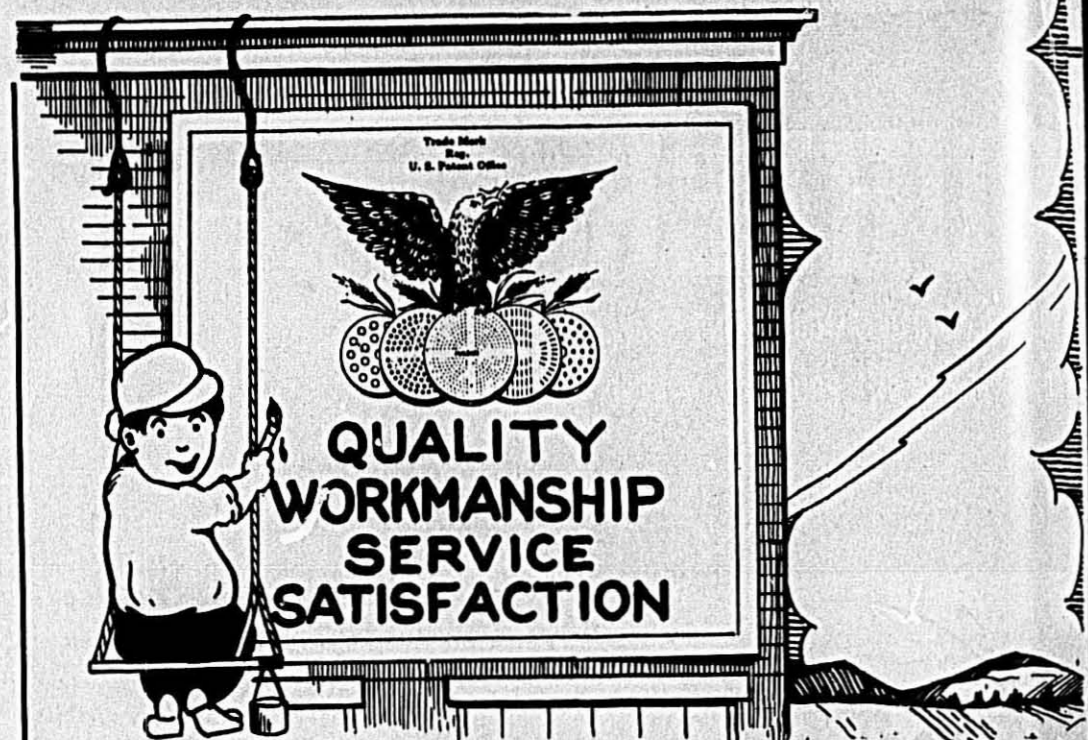
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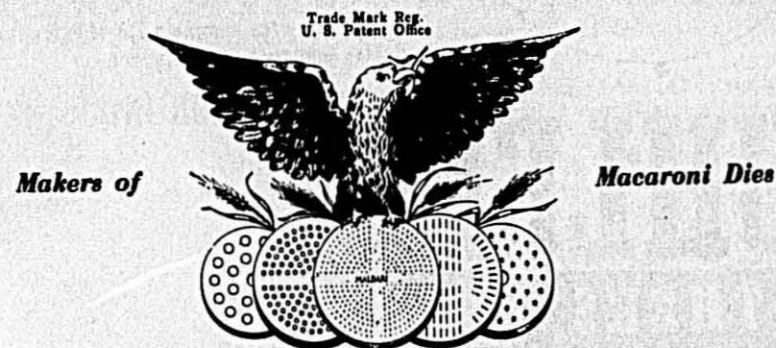
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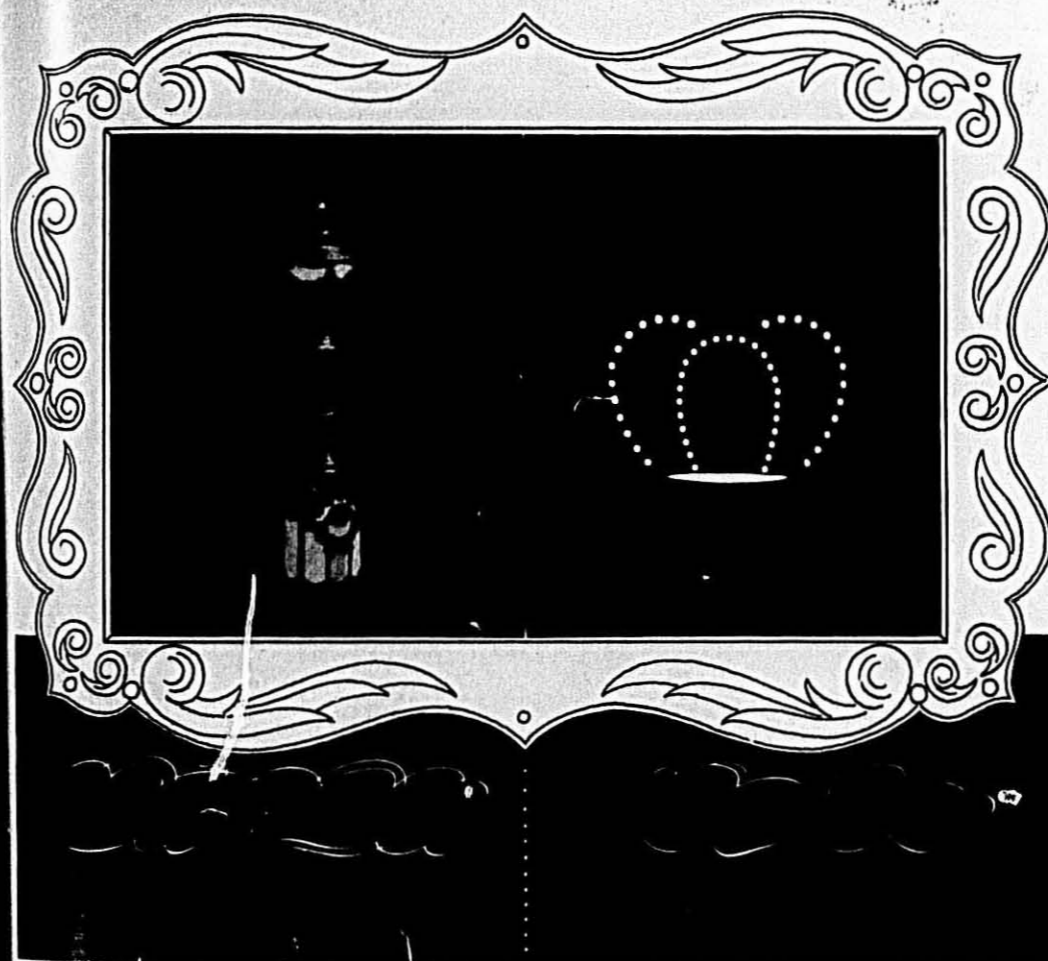
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The MACARONI JOURNAL

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Industry Forums VS Individual Outside Speakers

SINCE the war years, and even before that, the managers of the national and sections conventions of the macaroni-spaghetti-noodle industry have leaned more and more to the idea of "bull sessions" by panels of members of the industry interested in a vital topic selected for general discussion, or what some term as forums, as against the old plan of individual speakers, however expert.

In doing so they are happily "in the trend" as conferences go, and as measured by the interest shown by the audience. In the food industry in which it is particularly concerned, the *Food Field Reporter*, in a recent editorial, fearlessly discussed the question of trade conventions, concluding that the expansion of the "forum" or "panel" plan will result in greater convention interest and favor. The editorial, in part, says:

"Let us say at the start that we do not belong among those cynics who dismiss conventions as wasters of valuable time and as persisting merely because they offer an excuse for the businessman to take an off-season vacation in a strange city under the guise of business.

"We doubt whether we have ever attended a convention which was a complete flop and from which the visitor did not return richer in know-how or having spent his time and money.

"But on the other hand we have attended comparatively few conventions in which the program, either in pre-planning or in execution, was close to 100%. The rating, as we see it, runs anywhere from 30% upwards, with most in the 60% range.

"The fault, of course, has usually lain with those who planned the event during the unobserved and unthanked months that preceded the outpouring. It is easy to ascribe too great a fault here, for the wisdom and knowledge needed to engineer a convention require the utmost from even the ablest.

"What is most frequently wrong—and we are not trying to be humorous—is the speakers. Almost invariably, each man chosen is an authority—an individual heading a big food enterprise, or one who, at least, has been conspicuously successful. Unfortunately, it does not follow

'as the night the day' that the speaker in question will describe his methods or make the revelations for which he was invited. Once in a while he may not desire to do so, but in most cases he just doesn't come forward with a talk that hits the bull's eye. In short, he is a bad speech writer and a poor selector of materials.

"The real question here is whether the speaker should be allowed to waste the time of perhaps a thousand men, or whether those who have arranged the convention should not make dead sure beforehand that the speaker is going to say something. We know that to demand a preview of the type of message that a convention speaker will deliver, and to ask additions or deletions, may create a delicate situation, but we still believe it should be done as a fixed policy. In fact, one or two associations already do this.

"Another occasionally irksome phase of some conventions is the inordinate amount of time given to or taken by speakers with axes to grind. We realize full well that many of these men have a message that is well worth while, but when they start a selling talk that should be given only by their salesmen, it is time to call a halt.

"We know, of course, that the individual speaker must always remain a fairly important part of a convention program. There is, however, another feature that many believe should be used much more widely than it is. Indeed, in many cases it should be the very heart and pith of a convention instead of something added or dragged in as it so often is at present.

"The reference, of course, is to forum at which members of the industry exchange views and experiences on important trade problems. After such sessions, it is a common experience to hear dozens of individuals express opinions something like this: 'Well, I certainly got an awful lot out of that meeting.'

"Despite this, forums still remain the stepchildren insofar as much convention planning is concerned. It is difficult to understand why this should be the case. Perhaps, the difficulty of staging such events or fear that they will not be really effective are reasons."

Second Pacific Coast Conference

THE second Pacific Coast Conference of the macaroni-noodle manufacturers and allied west of the Rockies will be held in the St. Francis Hotel, San Francisco, October 23-25, 1949, and will be attended by several of the top executives of the National Macaroni Manufacturers Association, sponsor of the affair. The success of the one-day meeting, December 13, 1948, the first of its kind out West, encouraged the industry leaders to hold a two-day business session preceded by a social affair on Sunday.

High hopes are held for a large and enthusiastic meeting and a very fine program has been arranged. Robert M. Green, acting secretary of the National Association and general manager of the National Macaroni Institute who will be in charge of the preparatory and presentation plans, announces that the general theme of the 1949 conference will be, "Forty-Niners' Golden Opportunities." The program will be as follows:

Sunday evening, October 23—Reception and cocktails sponsored by the Speery Division of General Mills, Inc.

Complimentary dinner to registrants and their ladies by Buhler Brothers, Inc., with Robert Schmalzer, vice president, as host.

Presentation of West Coast directors of the National Association, visiting industry leaders and officers, with a concluding address by President C. L. Norris of NMMA, who will preside at the business sessions on Monday and Tuesday.

Monday morning, October 24—Registration and assembly. The business session will be open at 9:00 a.m. with a welcome address by Association

West Coast Industry to Have Miniature Convention Sponsored by the National Macaroni Manufacturers Association

President C. L. Norris of The Creamette Co., Minneapolis, followed by a report by Robert M. Green on Association and Institute affairs.

The theme for the first session will be "Material Opportunities," featuring the following:

"Durum Protein Experiment" with Maurice L. Ryan, Association director and chairman of the Durum Growers Relations Committee, as a leader of discussion.

"1949 Durum Crop" will be discussed by a panel composed of H. I. Bailey, General Mills, Inc.; E. J. Thomas, North Dakota Mill & Elevator, and E. S. Saunders, Pillsbury Mills, Inc.

"Cello Prospects" will be discussed by Thomas E. Bruffy, Dobecknum Co.

"Better Packaging" is the topic assigned to Charles C. Rossotti, executive vice president of Rossotti Lithographing Co.

"Outlook For Eggs" will be discussed by a speaker to be selected.

During the noon recess the registrants will be the guests at a luncheon to be sponsored by The Dobecknum Co.

"Operating Opportunities" will be the theme of the afternoon session in which the following will take part:

J. B. Bellamy, Triangle Machinery Co., who will handle the subject of "Package Machinery Developments."

Jacob Forbes, American Institute of Baking, who will discuss "Plant Sanitation Problems."

Joseph E. Brodline, Industrial Relations Counsel, will take up the "Labor Relations Problems."

Glenn G. Hoskins, industrial consultant, will talk on "Progress and Profits."

On Monday evening the registrants and their ladies will be the guests of Rossotti Lithographing Co. at a spaghetti buffet supper in the hotel to be followed by entertainment.

The theme for the second day of the conference, Tuesday, October 25, will be "Merchandising Opportunities," to be opened by a round table discussion on "Merchandising Ideas" by C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa., and R. L. Buchanan, Luckey Stores, Inc.

Theodore R. Sills, president of Sills, Inc., will speak on "Forces That Sell."

The remainder of the day will be open for discussion groups.

In announcing the conference plans, Secretary Green said in an invitation released to all interested manufacturers and allied:

"Industry meetings provide opportunities . . . to meet . . . to greet . . . to know . . . to grow . . . to give . . . to receive . . . to plan . . . to improve . . . to crow . . . to act . . . and for constructive advancement. So we've taken as the theme of the second Pacific Coast Conference—'Forty-Niners' Golden Opportunities,' and built a program around it which we hope all manufacturers will plan to hear and to take an important and necessary part."

WEST COAST DIRECTORS AS CONFERENCE PROMOTERS



EDWARD D. DeROCCO
Director, Region Seven
San Diego, Calif.



GUIDO P. MERLINO
Director, Region Eight
Seattle, Wash.



VINCENT DeDOMENICO
Director, Region Ten
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• Take a look at the record! Ring-of-plenty, Chicken Tetraxini, Spaghetti With Paprika Veal—these are dishes that have and will continue to mean sales for macaroni product manufacturers. Why? Because they were nationally promoted by Betty Crocker over her Magazine-of-the-Air Program—backed by powerful, tie-in merchandising offered at less than cost.

Betty Crocker made these and many other macaroni recipes popular, "repeat performance" dishes because she is more highly respected than any other Home Service personality in America.

Last year's Betty Crocker broadcast for Spaghetti With Paprika Veal pulled 1,137 recipe requests in just 16 days. Two other macaroni recipes mentioned drew 762 requests. A total of 1,899 macaroni product recipes in one month! That's in addition to the thousands upon thousands of homemakers who jot down Betty Crocker recipes as she dictates them. Positive proof that Betty Crocker sells your macaroni!

General Mills, Inc.
DURUM DEPARTMENT
CHICAGO 4, ILLINOIS



22nd Annual NFDA Convention A Huge Success

Macaroni Manufacturer Chosen As President

DURING August 17 to 20, 1949, over 200 manufacturers of nationally known consumer accepted food products, exhibited their products before 5,000 convention-minded store-door-service distributors, who converged on Hotel Sherman, Chicago, to attend one of the most important trade gatherings in food distribution circles. This was the 22nd annual convention of the National Food Distributors' Association. The serious, postwar business-minded delegates from every section of the U.S., Canada and Mexico, heard messages of optimism regarding the future of food distribution, as well as assurances that the Communistic threat to American free enterprise was a bubble that would burst at its seams.

Founded in 1927 by a macaroni-noodle manufacturer, the late Fred Becker, Sr., president of the Pfaffman Egg Noodle Co., Cleveland, Ohio, who was also a founder-member of the National Macaroni Manufacturers Association in 1904 and served over 30 years as its treasurer, the National Food Distributors Association again elected a macaroni maker as president in the person of Thomas A. Cuneo, head of Ronco Foods, Inc., Memphis, Tenn. Mr. Cuneo also is presently a member of the 1949-1950 Board of Directors of the National Macaroni Manufacturers Association.

Speaking of the threat to free enterprise, U.S. Senator Bourke B. Hickenlooper, of Iowa, who could just as well have been addressing a convention of macaroni-noodle manufacturers, said:

"Your organization represents a vigorous and essential segment of our national economy. While we refer to your membership as representative of small business, nevertheless and according to my own economic comparison, many of you are quite substantial, indeed.

"However, small business in the United States, managed and operated under the responsibility of working ownership, has been and is a great contribution of the economic strength of our whole system. Small business develops community pride and supports progressive betterment in our cities and towns and it is small business and so-called small businessmen who are always found in the vanguard of each new forward step. That makes our community or our State a better place in which to live.

"Small business may, indeed, grow into big business and, under the opportunities of American enterprise, every small businessman can, if he so desires and has the know-how, grow

bigger. By and large, however, we still remain, and I believe we will continue to remain, the land of individual opportunity and individual responsibility and we must take great care that neither economic monopoly, on the one hand, or bureaucratic statism, on the other, be permitted to stifle or discourage the venture and the success of the private enterpriser, whether he be a farmer, a laborer or a businessman.

"National government today is not really a system of laws to which a citizen can go to determine his rights or upon which he can rely for his future activities, but it is a system of bureaucracy under which bureaucrats make rules and regulations from day to day and month to month that permit the citizens, so long as it pleases the bureaucrat, to do certain things in the way the bureaucrat says. The bureaucrat believes that the citizen should serve the government. Bureaucracy steps in constantly taking over new fields of control and where new fields are not too apparent, creating those fields.

"It is significant to note that never since 1930 has the budget of the federal government been balanced except in the years of 1947 and 1948. Incidentally, that was during the 80th Congress which certain high officials of government have called the "worst Congress in history." All during that period, with the exception of those two years, we spent more than we took in and we had to borrow to support the operations of the federal government. It is true that a costly World War had to be financed but again this year at the end of the fiscal year we ran a deficit of one billion eight hundred million dollars and at the rate we are going, the deficit at the end of the next fiscal year will be somewhere near four billion dollars. We are again attempting to live off the fat. We are still attempting to spend ourselves into prosperity, a disproved theory not only in recent years but a theory that has proven to be unsound periodically in history.

"Freedom, as we know it, dignifies the individual and places responsibility upon him. Under that system the genius of our people has developed. Statism or government paternalism, on the other hand, not only degrades the individual but makes him the servant of arbitrary and capricious government. This we must avoid at all costs. The substance of the people must be turned over to government only to enable the government to serve; we must not permit it to be seized by govern-

ment in order that government may become the master."

James E. McCarthy, dean of the College of Commerce, Notre Dame University, South Bend, Indiana, told the members of the two billion dollar food distribution industry that traditional American freedoms and high living standards can be maintained only in a free competitive atmosphere.

History richly records that free competitive habits rise or fall in exact ratio as freedoms are achieved or lost. And history tells us too, that people living in expanding free economies achieve the financial means for satisfying the unlimited boundaries of food selection and consumption. Speaking of governmental regulation of food habits, Dean McCarthy told the delegates: "People living in countries where the economy is upon a reasonably free level; where governmental restrictions do not prescribe dietary laws, in those nations people have the free choice of drawing upon the bounties of the earth to satisfy every desire of taste and habit and appetite."

Donald Kerr, director of food research, *Saturday Evening Post*, reported to the convention on the results of a joint marketing study by the *Post* and the National Food Distributors' Association.

During the business sessions dealing with daily selling and merchandising problems, the overall theme of the convention emphasized the need for re-appraisal of selling methods. Pointing out the need of expanding distribution to keep pace with war time expanded production facilities, Professor Brooks Smeeton, of Notre Dame, told the distributors: "It's high time that food distributors improve their selling efficiency by applying the methods for measuring efficiency which have been so successfully used in production." To indicate how selling could be made more efficient, Professor Smeeton reviewed the results of a field study of a good distributor in the South Bend territory and which were indicative of a large and more comprehensive study. Highlights of the study, which was conducted by "riding the trucks" with three salesmen, were that the sales functions that were considered of greatest value to the food distributor were among the least being used by the salesmen.

New president-elect was Thomas A. Cuneo of Memphis; new vice president-elect, Wendell Bishop, of Des Moines; new directors-elect, E. B. Huchting, Los Angeles; Joe Kenny, Jr., Kearney, N. J., and L. S. Taylor, Oklahoma City. All take their place as new officers well qualified to lead in this trade association in an ever-growing field of distribution.

When You **ENRICH** Macaroni and Noodle Products



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

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

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OFFER THESE ADVANTAGES

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

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

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



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

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

VEXTRAM*

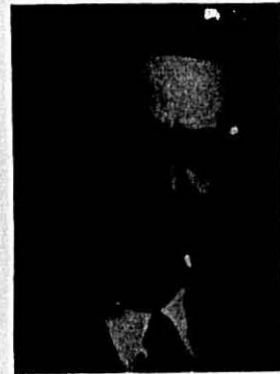
OFFERS THESE ADVANTAGES

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

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Durum Growers Relations Committee's Report

By Maurice L. Ryan, Chairman

BACK in 1945 when the durum acreage had reached its low point, President C. W. Wolf and the board of directors of the National Macaroni Manufacturers Association decided that the Association should set up a committee to promote better relations with the durum growers so that we might have sufficient acreage of durum in order to insure the industry ample supplies of high grade raw material.

The president appointed a committee composed of C. L. Norris of the Creamette Company, Minneapolis, Walter F. Villaume of Minnesota Macaroni Company, St. Paul, and Maurice L. Ryan of Quality Macaroni Company, St. Paul, with Mr. Norris as chairman. This original committee held a number of meetings to discuss ways and means of accomplishing their objective, namely, getting more durum wheat each year.

Mr. Norris and Mr. Ryan journeyed out to North Dakota in the dead of the winter and found that the farmers were mighty pleased to see some interest shown by the macaroni manufacturers. Later, M. J. Donna, our affable secretary-treasurer, arrived on the scene with Mr. Spag-Mac-Noodle. Then at the last show, Robert M. Green, publicity director of the National Macaroni Institute and acting secretary-treasurer, plus Franklin Ullrey of the Theodore Sills Company, migrated to North Dakota to join with Mr. Ryan and Mr. Donna in the important job of better relations with the growers of our raw material.

One cannot mention the Durum Growers Relations Committee without bringing in the names of Victor Sturlaugson, superintendent of the North Dakota Experimental Station, Robert W. Amstrup, Cavalier county extension agent, H. O. Putnam, Northwest Crop Improvement Association, Dean H. L. Walster of the North Dakota Agricultural School, Dr. Glenn Smith, Ed Franta and Dick Forkner of the Cavalier County Republican. Then, too, the entire population of Langdon goes to work in making the state durum show a tremendous success each year.

The committee makes no claim to being responsible for the tremendous increase in durum acreage starting in the year 1946, but we do believe that we did contribute something that made the durum raiser more conscious of the fact that the macaroni and noodle manufacturers were friendly and cooperative with the men who till the soil.

We list the figures on durum acreage, yield, and production from 1939 through 1949. (The 1949 figures are the United States Department of Agriculture estimate as of August 1, and therefore not final.)

We call your attention to the low

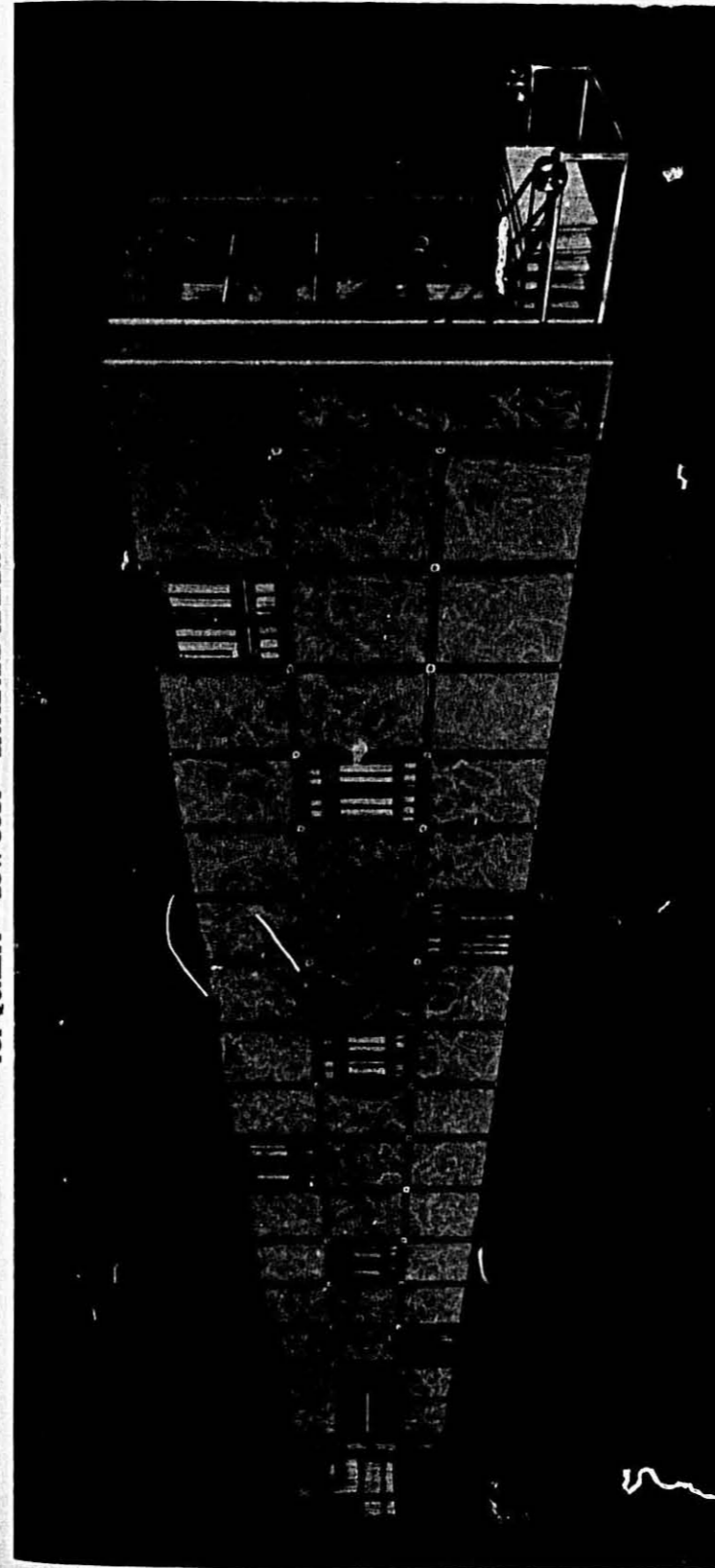
Robert W. Amstrup and Raymond Chaput to run an experiment on the protein. Mr. Chaput found that by using 11-48-0 fertilizer applied 50 pounds to the acre, he increased his yield 11.43 per cent. The unfertilized check plot went 18.71 bushels per acre, while the fertilized plot yielded 20.85 bushels per acre. The protein content of the fertilized portion of the Chaput farm was 13.25. That of the unfertilized was 13.65. Both of these figures being higher than the protein in the past several years. At the present time, tests are being made by Dr. R. H. Harris of the North Dakota Agricultural College

YEAR	SEEDED ACREAGE (In thousand acres)	HARVESTED ACREAGE* (In thousand acres)	YIELD PER SEEDED ACRE	YIELD PER HARVESTED ACRE	PRODUCTION (thousand bushels)
1939	3,128	3,058	10.4	11.2	32,486
1940	3,371	3,029	9.6	11.1	32,294
1941	2,598	2,524	15.6	16.5	40,658
1942	2,155	2,109	19.1	2.12	41,236
1943	2,136	2,095	15.7	17.0	33,565
1944	2,099	2,057	14.1	15.1	29,666
1945	2,036	2,004	16.2	16.4	32,840
1946	2,493	2,453	14.4	14.6	35,836
1947	2,975	2,948	14.9	15.0	41,328
1948	3,245	3,187	13.8	14.0	41,742
1949	3,528		12.0		42,278

point in 1945 of 2,036,000 seeded acreage and in 1949 of 3,528,000 seeded acreage. This represents an increase of 73.3 per cent. Now that we have sufficient acreage of durum wheat, the Association has instituted some cooperative protein tests so that we might improve the quality of and increase the quantity of protein.

Last January, in Miami Beach, Florida, Conrad Ambretti told your chairman that he thought the committee was doing a grand job as far as getting enough durum, but that they should now do something about the protein. At the Durum Show in North Dakota last April, we took this matter up with Dean H. L. Walster, North Dakota Agricultural School, and he stated that it wasn't necessarily the amount of protein in the wheat, but the quality of the protein was very important. At that time, arrangements were made with

to determine the quality of the protein. The results of these tests are not yet available. The tests run by Victor Sturlaugson at Langdon substation show the following results:
Fertilizer 11-48-0 at 50 pounds per acre. 29.6 bu. per acre. Protein 13.30.
Fertilizer 0-43-0 at 50 pounds per acre. 29.0 bu. per acre. Protein 13.13.
Fertilizer 6-30-0 at 50 pounds per acre. 27.3 bu. per acre. Protein 13.60.
Check (no fertilizer applied) 14.0 bu. per acre. Protein 12.97.
For the past few years the Durum Growers' Relations Committee has been made up of the following members: Maurice L. Ryan, chairman; Charles Presto, Roma Macaroni Mfg. Co., Chicago; Alden Anderson, Mill Brook Macaroni Co., Minneapolis, and Walter F. Villaume, Minnesota Macaroni Co., St. Paul.



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

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

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

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

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

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

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

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

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

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH

CLERMONT MACHINE COMPANY, INC.

268-276 WALLABOUT STREET, BROOKLYN 6, NEW YORK, NEW YORK, U.S.A.

TEL. EVERGREEN 7-7540

LUXURY DRYING — TOP FLIGHT EFFICIENCY With Clermont's Latest Achievement

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



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

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

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

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

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

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

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

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

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

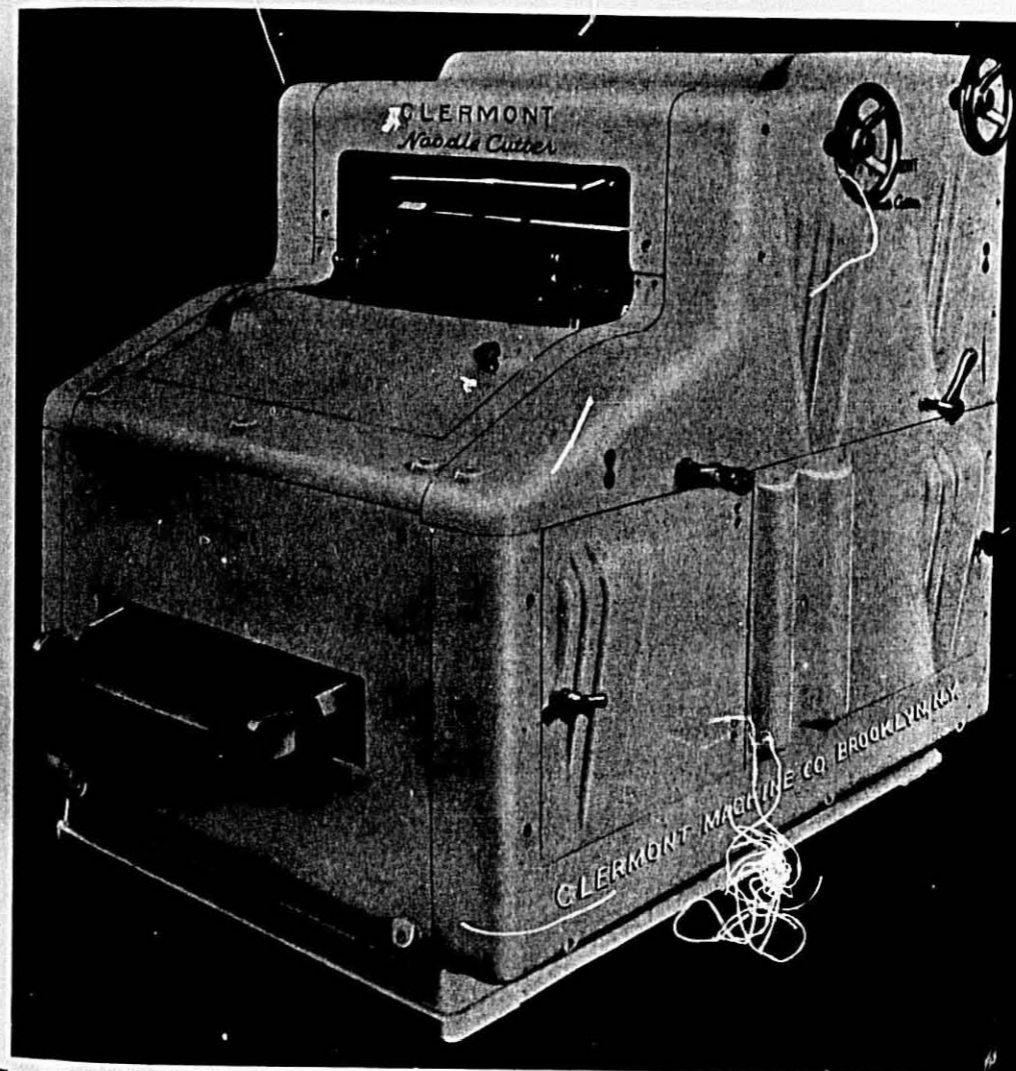
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

CLERMONT MACHINE COMPANY, INC.

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

Tel: Evergreen 7-7540

CLERMONT STREAMLINES ITS LATEST NOODLE CUTTER Sanitation Personified



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

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

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

SIMPLE: Less gearing mechanism. Revolving cutting roller

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

ECONOMICAL: Low maintenance cost: cutting rollers and scrapers of stainless steel, long lasting. Both calibrator rollers. Hardened and ground. Ball bearings throughout for long life.

AND

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

TO SEE IT IS TO WANT IT.

We'll Gladly furnish further details

CLERMONT MACHINE COMPANY, INC.

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

Tel: Evergreen 7-7540

Report of Army Buying Consultants

By Co-Chairmen Peter J. Viviano (Directors) and Paul M. Petersen (Millers)

CONTINUING our report started in September, we are pleased to report Part Two of the new specifications covering CQD purchases of macaroni products for the Army.

QUARTERMASTER CORPS TENTATIVE SPECIFICATION MACARONI AND SPAGHETTI

PART TWO

(Effective July 7, 1949)

5. Preparation for Delivery.

5.1 Packaging.—

5.1.1 For domestic shipment.—Spaghetti or macaroni shall be packaged in corrugated boxes as described in 5.1.1.1 or 5.1.1.2, as specified (see 6.1).

5.1.1.1 Corrugated box (size 11¼ by 8¾ by 4¾ inches).—Ten pounds of spaghetti or 9 pounds of macaroni shall be packed in a corrugated box approximately 11¼ inches in length by 8¾ inches in width by 4¾ inches in depth. The box shall be a regular slotted style made of 200-pound test "B" or "C" flute corrugated board. The manufacturers joint shall be made with 2-inch wide sisal or cloth tape and shall be so constructed that when closed the exterior of the container has no protruding edges or flaps. The box shall be lined as specified in 5.1.1.1.1 and closed as specified in 5.1.1.1.2. Materials used for the package shall not impart an odor or flavor to the product.

5.1.1.1.1 Two "U" shaped strips of waxed paper shall be placed in the box so as to separate the product from the top, bottom, ends, and sides of the box. The base paper shall have a minimum basis weight of 18 pounds per ream (24x36—500) and shall be wet-waxed on both sides with a total of not less than 8 pounds per ream of fully refined paraffin wax having a melting point (ASTM D-87) not lower than 130° F.

5.1.1.1.2 The top and bottom flaps of the package shall be closed securely by gluing. Alternatively, the bottom flaps may be closed with metal stitches. In addition, the top and bottom joints formed by the closing of the outer flaps shall be taped with kraft tape 2 inches wide meeting the requirements for Grade B of Specification UU-T-111. The tape shall be centered over the joints, shall be applied without bubbles or wrinkles, and shall cover

the full length of the joint and extend down the end panels at least 2 inches.

5.1.1.2 Corrugated box (size 11¼ by 8¾ by 7½ inches).—Twenty pounds of spaghetti or 15 pounds of macaroni shall be packed in a corrugated box approximately 11¼ inches in length by 8¾ inches in width by 7½ inches in depth made as specified in 5.1.1.1. The box shall be lined and closed as specified in 5.1.1.1.1 and 5.1.1.1.2, respectively.

5.1.2 For overseas shipment.—The product shall be packaged as described in 5.1.1.1 or 5.1.1.2, as specified (see 6.1). In addition, any sharpness of the corners of the box shall be removed after filling and closing.

5.2 Packing.—

5.2.1 For domestic shipment.—The corrugated box as specified in 5.1.1.1 or 5.1.1.2 shall serve as the domestic shipping container.

5.2.2 For overseas shipment.—Three packages as specified in 5.1.1.1 or two packages as specified in 5.1.1.2, shall be placed in a waterproof bag as specified in 5.2.2.1 and then into the shipping container specified under 5.2.2.2. If the bottoms of the packages are closed with metal stitches, the packages shall be arranged so that the stitches will not come in contact with the bag; or a chipboard pad the full area of the bottom of the package shall separate the stitches from the bag. The outside of the bag shall be protected from the metal stitches of the shipping container with a chipboard pad placed over the manufacturers joint and extending at least 2 inches along the side and end panels. If the bottom flaps are stitched, a pad of chipboard shall completely cover the bottom of the shipping container. Chipboard used for pads shall be at least 0.018-inch thick and shall weigh at least 72 pounds per 1,000 square feet.

5.2.2.1 The waterproof bag shall be a flat style and shall be constructed of one of the following materials.

5.2.2.1.1 A creped kraft, triple-ply, asphalt-laminated material consisting of three sheets of well-sized No. 1 kraft paper having a minimum basis weight of 30 pounds per ream (24x36—500) before creping, creped in both directions, and laminated together with an equivalent weight of not less than 180 pounds per ream of asphalt in any one square foot sample of the finished sheet. The asphalt shall have the characteristics described in 5.2.2.1.4. The

stretch of the combined sheet (TAPPI T-457) shall be not less than 20 per cent in any direction.

5.2.2.1.2 A creped kraft, double-ply, asphalt-laminated material consisting of two sheets of well-sized, finely creped No. 1 kraft paper having a minimum basis weight of 30 pounds per ream (24x36—500), before creping, and laminated together with a continuous film of asphalt having an equivalent weight of not less than 120 pounds per ream (24x36—500) in any one square foot section of the finished sheet. The stretch of the combined sheet shall be not less than 15 per cent in one direction. The asphalt shall have the characteristics described in 5.2.2.1.4.

5.2.2.1.3 A creped kraft, triple-ply, asphalt-laminated material consisting of three sheets of well-sized No. 1 kraft paper having a minimum basis weight of 30 pounds per ream (24x36—500), before creping, creped in one direction, and creped or finely corrugated in the other, laminated together with an equivalent weight of not less than 180 pounds per ream (24x36—500) of asphalt in any one square foot section of the finished sheet. The asphalt shall have the characteristics described in 5.2.2.1.4. The stretch of the combined sheet (TAPPI T-457) shall be not less than 20 per cent in one direction and 6 per cent in the other.

5.2.2.1.4 The bag shall be made with a moistureproof adhesive in a strip not less than one-half inch wide at any point. Asphalt used for laminating and sealing shall be essentially odorless. The asphalt shall withstand a temperature of 145° F. for 5 hours without running and shall retain some plasticity at a temperature of minus 20° F. The mouth of the bag shall be lined with a continuous strip of pressure-sensitive waterproof adhesive covered with an easily removable protective film, which, upon removal of the film, permits a secure closure of the bag to be made by means of pressure rollers at as low a temperature as 60° F. The seams and closures shall not break when bent to a 180 degree fold at 60° F.

5.2.2.2 The product, packed as specified in 5.2.2, shall be overpacked in accordance with 5.2.2.1 or 5.2.2.2, as specified (see 6.1).

(Part 3 To Follow in Next Issue)

Through the years . . .



the name KING MIDAS has always been associated with "highest quality." Regardless of circumstances or conditions, KING MIDAS is determined to maintain this reputation.

This steadfast devotion to these principles is why KING MIDAS, now as always, leads in quality.

King Midas

DURUM PRODUCTS



KING MIDAS FLOUR MILLS
MINNEAPOLIS, MINNESOTA



1949 State Durum Show Early

North Dakotans Select Fall Date to Fool the Weather

Having experienced bad weather conditions the last few years with resultant reduced attendance to their show first, in February, 1948, when snow blocked railways and highways for days and second, in April, 1949, when melting snows made roads impassable, the management of the North Dakota State Durum Show at Langdon, N. D., will try an early fall date in the hopes of getting more favorable weather.

This year the North Dakota State Durum Show has been set for November 10 and 11, and plans are under way to make it the biggest and best. As usual, it will be held in Langdon, N. D., the center of the best durum-growing area in our country.

Durum growers all over this great durum state have been invited to submit samples of their prize durums for judging at the show to determine the winners of the many prizes annually awarded to exhibitors and to crown the producer of the best durum sample as the 1949 Durum King to be crowned by a representative of the National Macaroni Manufacturers Association that annually offers a beautiful plaque to the King.

The National Association will again take a prominent part in this year's show as will the National Macaroni Institute, which feels that its macaroni-spaghetti-noodle promotional efforts will best be helped by a dependable crop of high-grade durum from which quality semolina can be milled for processing into macaroni products of the quality for which American products are universally renowned.

The National Association will be represented at the show by Director Maurice L. Ryan, chairman of the Durum Growers' Relations Committee, and by M. J. Donna, the organization's secretary-treasurer. The Institute will be represented by Manager Robert M. Green and Franklin Ullrey of Sills, Inc., the firm handling the promotional work undertaken by the

Institute in behalf of the hundred or more supporting manufacturers.

The program for the 1949 Show is being completed. Association Director Maurice L. Ryan will be given a place thereon to report on the experimentation he supervised last spring and summer to determine the effect of land fertilization on the protein contents of durum, an important factor from the processors' viewpoint. The infor-

mation gained will be passed on to durum growers to encourage the production of more high-protein durums for the macaroni industry.

Victor Sturlaugson, superintendent of the Langdon Experimental Station, is president of the State Durum Show and he is directing plans to make the exhibits and the show tops in every way. A record-breaking attendance is expected November 10 and 11.

To All Businessmen Of Langdon

Gentlemen:

In our opinion the N. D. State Durum Show in Langdon, N. D., is the year's most important event in your progressive City.

For years it has been our pleasure to co-operate with the managers of the affair because DURUM—quality Durum—is the basic ingredient in Quality Macaroni-Spaghetti-Egg Noodle Products. Since Durum Growers are the producers of raw materials used principally in our factories, and since these good farmers are also among your best customers, we are asking your fullest possible publicity of the fact that the end product of all Good Durum is good Macaroni Products, hence the reason for boosting the Durum Show.

What we are asking of every business place in Langdon will cost little—some effort, plus some ingenuity on your part. We would like every business place to plan a window or counter display of both Durum Wheat and Macaroni Products during the week of the State Durum Show—November 7 to 12, 1949—particularly those in accord with the aims and purposes of the Show promoters, and who have suitable window or counter space for such displays.

Will you co-operate this year? Please tell us how.

All Food Retailers are asked to use packages, etc., of the brands of Macaroni-Spaghetti-Noodle Products they handle to make up displays which their ingenuity will devise. We will also supply a quantity of other brands if they wish.

All other business places desiring to co-operate will be supplied packages of different brands for their displays, if they make known to us their needs not later than October 25, 1949.

Both food retailers and others may obtain sheaves of Durum Wheat and Durum for their displays either from friendly Durum Growers or by contacting Mr. Victor Sturlaugson, president of the Langdon State Durum Show.

All who arrange displays of durum and macaroni products will be awarded a prize ribbon as their showings merit. It would be nice if EVERY merchant or business establishment in Langdon would send a letter advising of their readiness to co-operate in this community promotion . . . most complimentary, also, to the fine people who give so much thought to planning this statewide affair that stands to the credit of your city.

A postcard or letter addressed to us telling of your intentions in this connection will be appreciated. We await same.

Cordially,
The National Macaroni Mfrs. Assn.
M. J. Donna, Secretary-Treasurer

P.S. On or before October 25, 1949, we would appreciate a letter signifying your intentions which should be addressed to:

M. J. Donna, Secretary-Treasurer
National Macaroni Mfrs. Assn.
P.O. Drawer No. 1
Braidwood, Illinois

Experience— MAKES THE DIFFERENCE

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

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

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

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

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

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

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

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
NOVADEL-AGENE

BELLEVILLE 9, NEW JERSEY





Russell Duncan, Calvin, N. D., combining 1949 Stewart Durum

OF vital interest to all concerned in the production, milling and conversion of durum wheat into tasty and satisfying macaroni products was the experiment carried on near Langdon, N. D., this summer by the Durum Growers Relations Committee of the National Macaroni Manufacturers Association. It was one of the many unselfish services sponsored by the organization that redound to the benefit of association members and nonmembers, too.

Greater yield and earlier maturity resulted from the use of fertilizer in the experiments to determine its effect on the protein content of durum, the macaroni wheat, it was announced by Maurice L. Ryan, St. Paul.

Ryan, chairman of the Durum Growers Relations committee of the National Macaroni Manufacturers Association, suggested the experiment last spring, and two 38-acre test plots were planted on the Raymond Chaput farm, near Langdon, in the "gold triangle" of North Dakota.

Ryan said in his announcement that he had been advised by County Extension Agent Robert W. Amstrup, of Langdon, who supervised the planting, fertilizing and harvesting of the two durum test crops, that the fertilizer, 11-48-0, increased the grain yield by 11.4 per cent, or 2.14 bushels per acre. Tests made by the North Dakota State Mill and Elevator revealed that the fertilized durum contained slightly less protein than that from the unfertilized plot, and tests are now being conducted by the North Dakota Agricultural college to determine the quality of the protein in the two samples and its effects on macaroni, spaghetti and egg noodles, which are manufactured from durum. Three hundred bushels of the fertilized and the same amount of unfertilized durum have been provided for use in manufacturing test quantities of macaroni products.

"The unfertilized 38-acre check plot yielded 18.71 bushels to the acre," Amstrup's report to Ryan said, "while the plot to which ammoniated phosphate was added yielded 20.85. The

durum, of the popular Stewart variety, was seeded April 30 on summer fallow and to the one plot 50 pounds of 11-48-0 per acre was added." Amstrup had reported earlier that grain on the fertilized plot emerged



Maurice L. Ryan, St. Paul, chairman of the Durum Growers Relations Committee, checks the yield of a non-fertilized plot of durum.

about a day earlier than on the check plot and that, in July, it had a deeper, healthier color, was taller and had fewer weeds. Both plots were similarly treated for weed control.

The Northwest Crop Improvement association also participated in the experiment.

Meanwhile, even greater differences in durum yields per acre due to fertilization have been reported to Ryan

year as a result of fertilizer application seems fantastic. The following yields were tabulated:

11-48-0 at 50 pounds per acre yielded 29.6 bushels per acre.
0-43-0 at 50 pounds per acre yielded 29.0 bushels per acre.
6-30-0 at 50 pounds per acre yielded 27.3 bushels per acre.
No fertilizer applied, 14.0 bushels per acre."

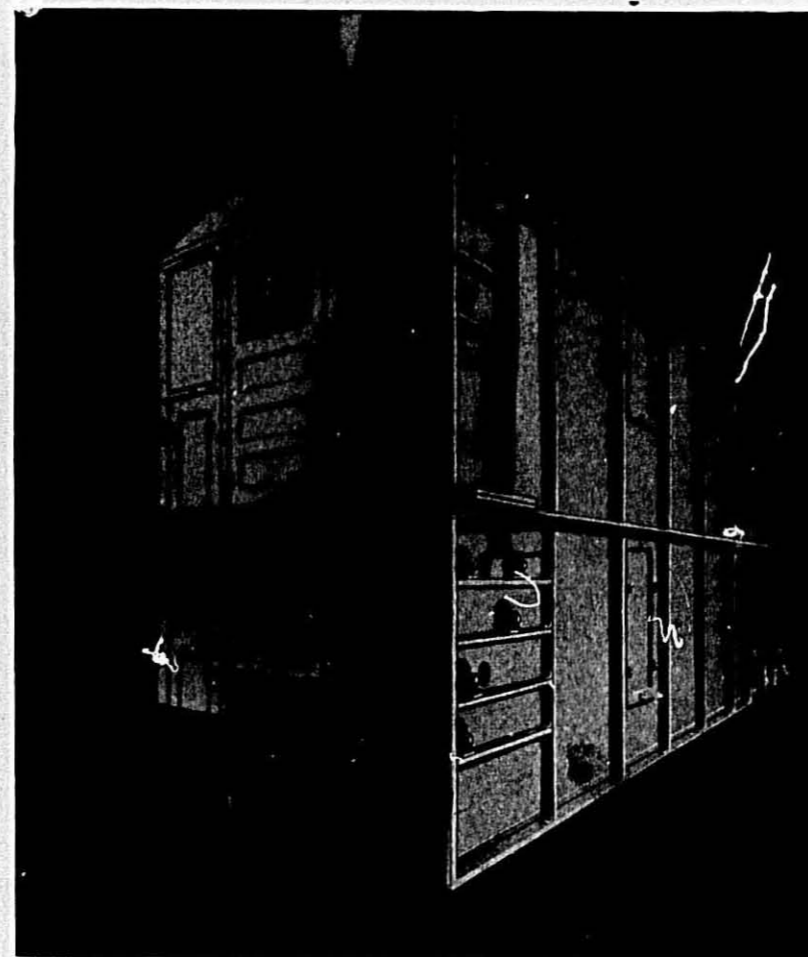
Mr. Ryan reported that fertilization resulted in greater yield and earlier maturity in durum test plots such as this one.



Fertilization Improves Yield

Protein Quality Check Being Made On All Test-Plot Durums

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

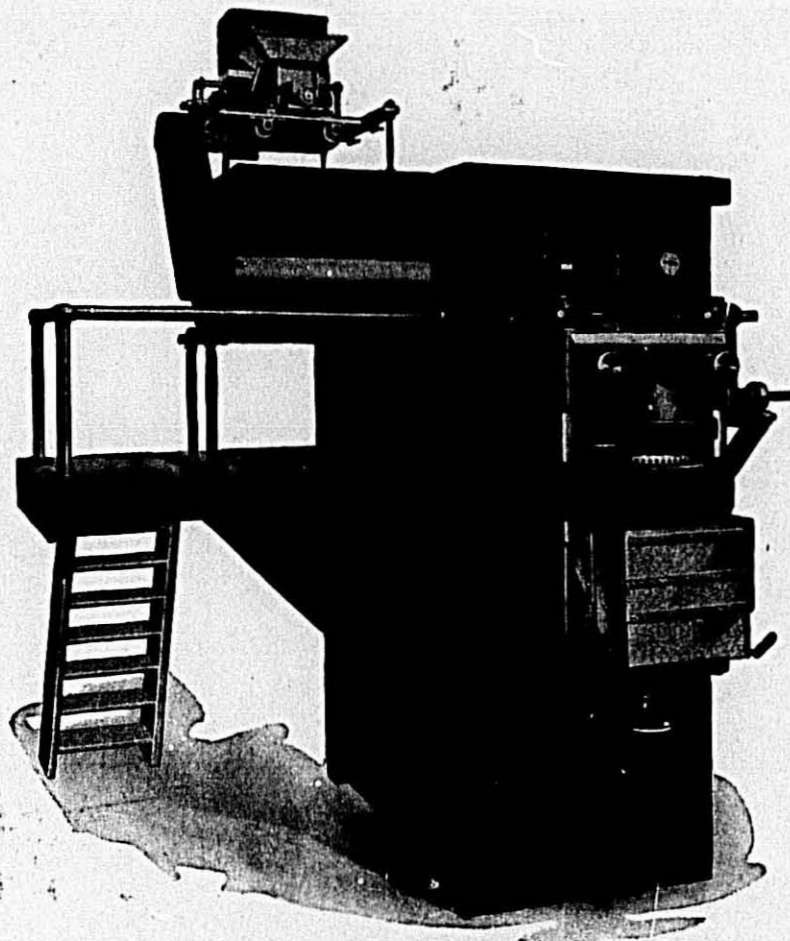
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

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

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

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

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

Production from 1000 to 1100 pounds per hour.

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

Designed for 24-hour continuous operation.

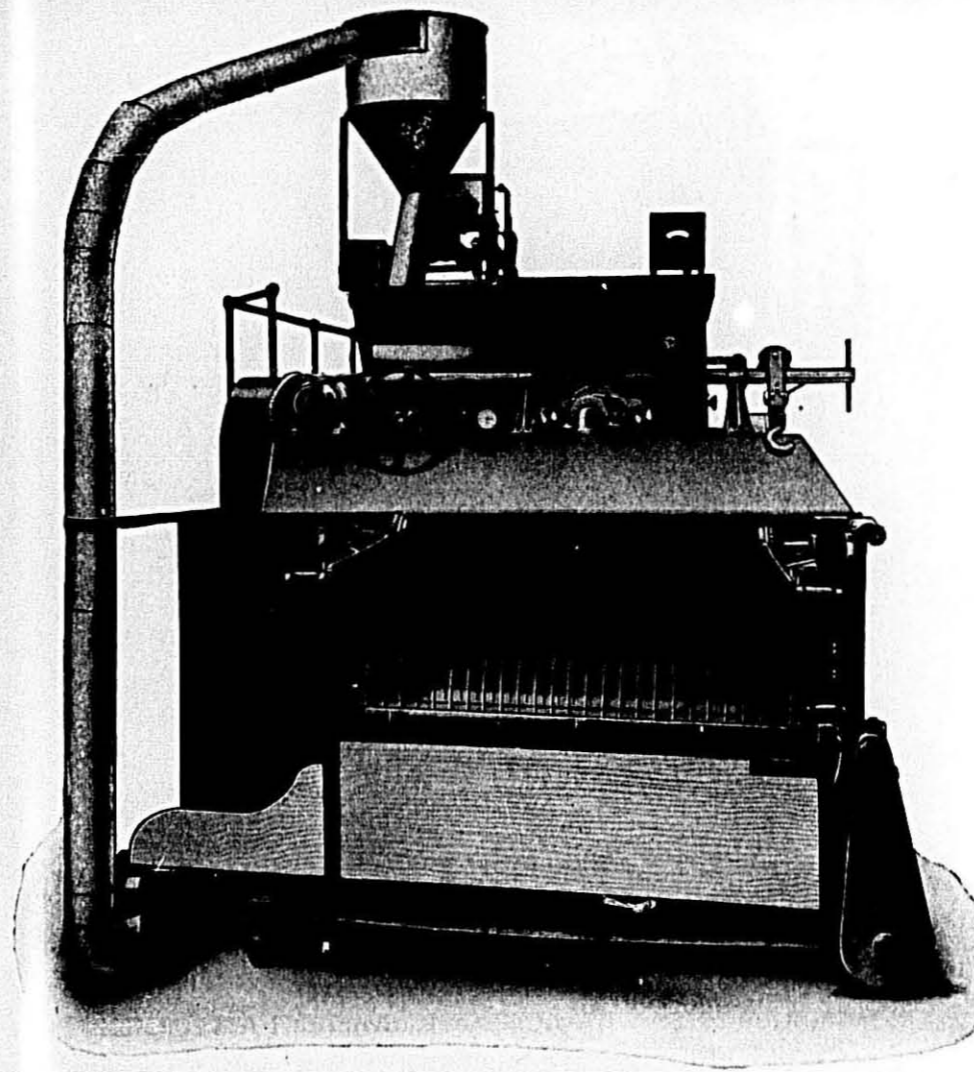
Fully automatic in every respect.

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

Address all communications to 156 Sixth Street.

25x

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type ADS

Combination, For Long and Short Goods—Type ADSC

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

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

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

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

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

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

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

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

Fully automatic.

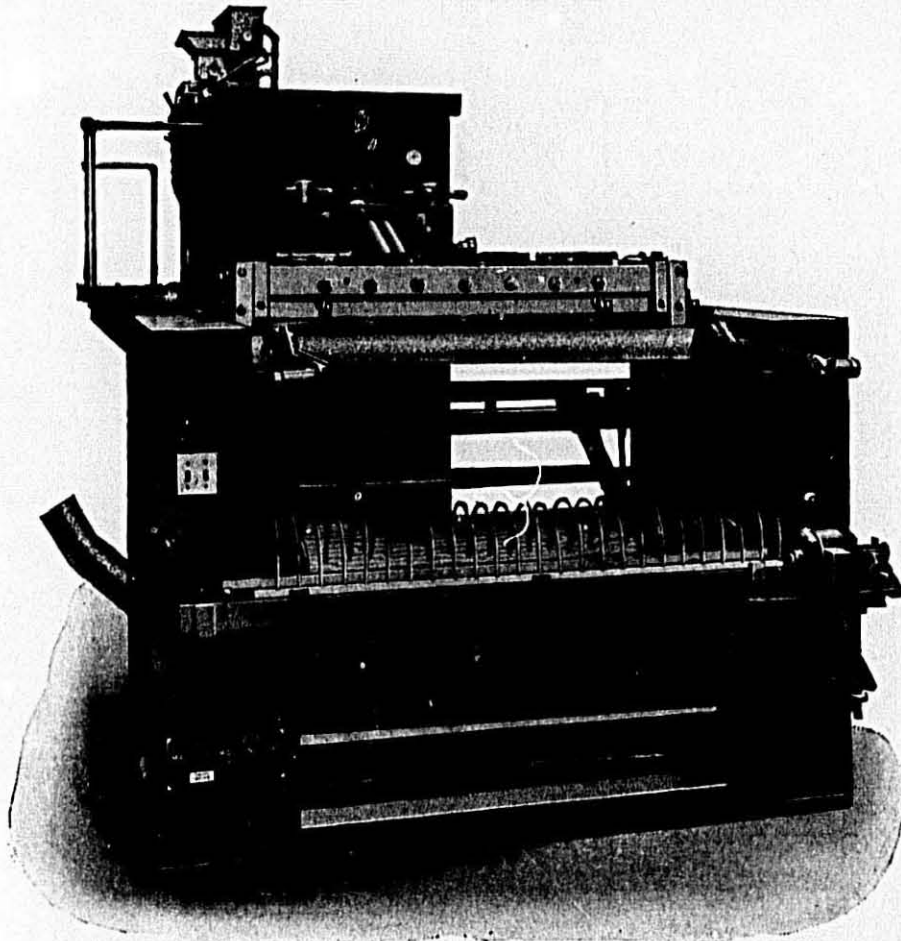
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Write for Particulars and Prices

32x

25x

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type DAFS

Combination, For Long and Short Goods—Type DAFSC

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

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

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

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

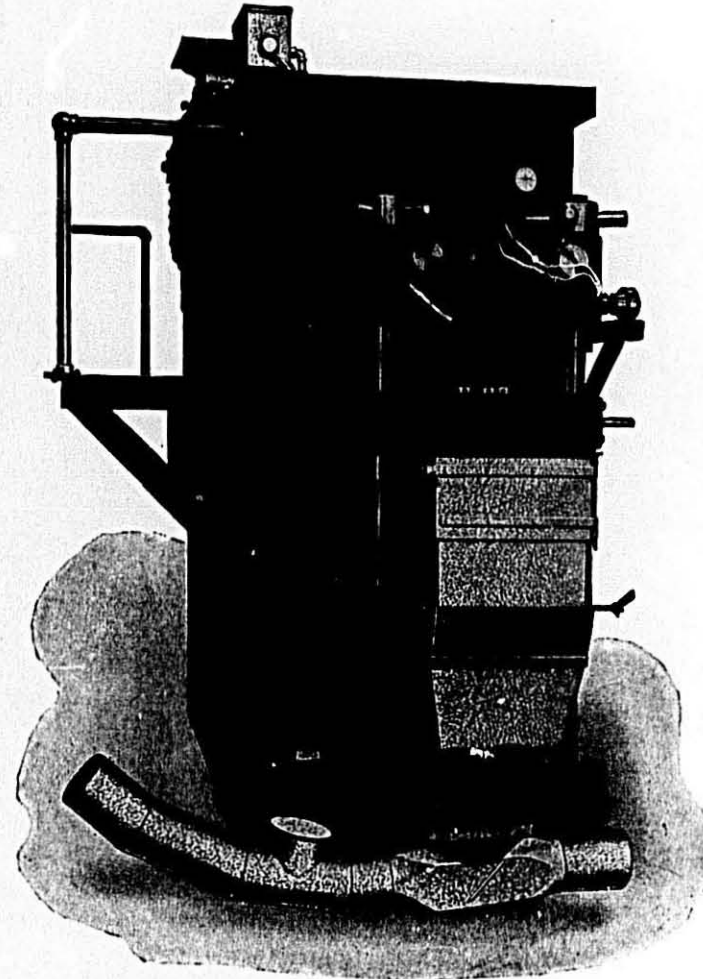
Fully automatic.

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

Address All Communications to 156 Sixth Street

25x10

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

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

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

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

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

Production from 1000 to 1100 pounds per hour.

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

Designed for 24-hour continuous operation.

Fully automatic in every respect.

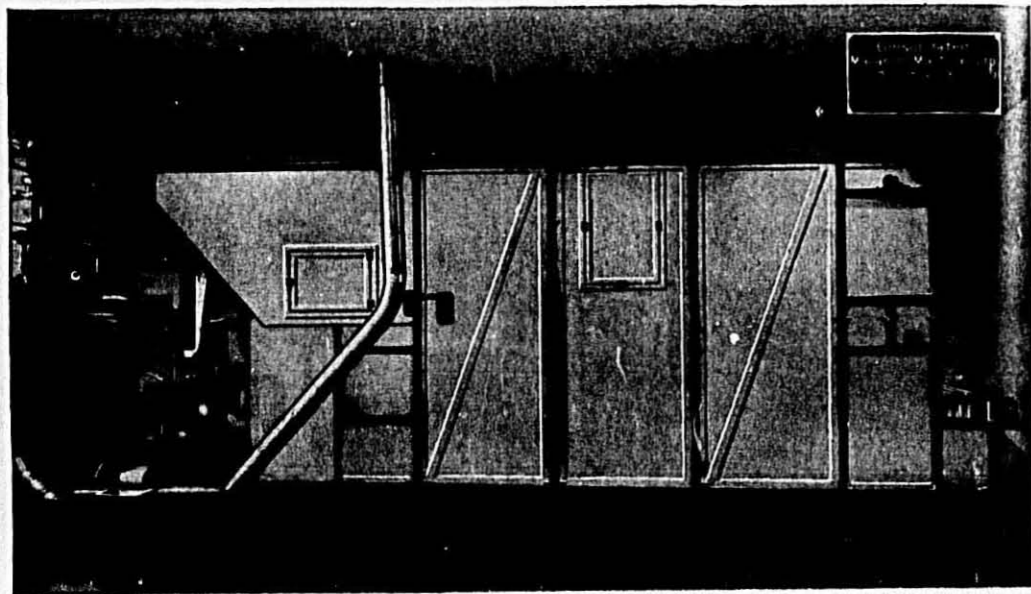
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Address all communications to 156 Sixth Street

32x10

25x

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 preliminarily dried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

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

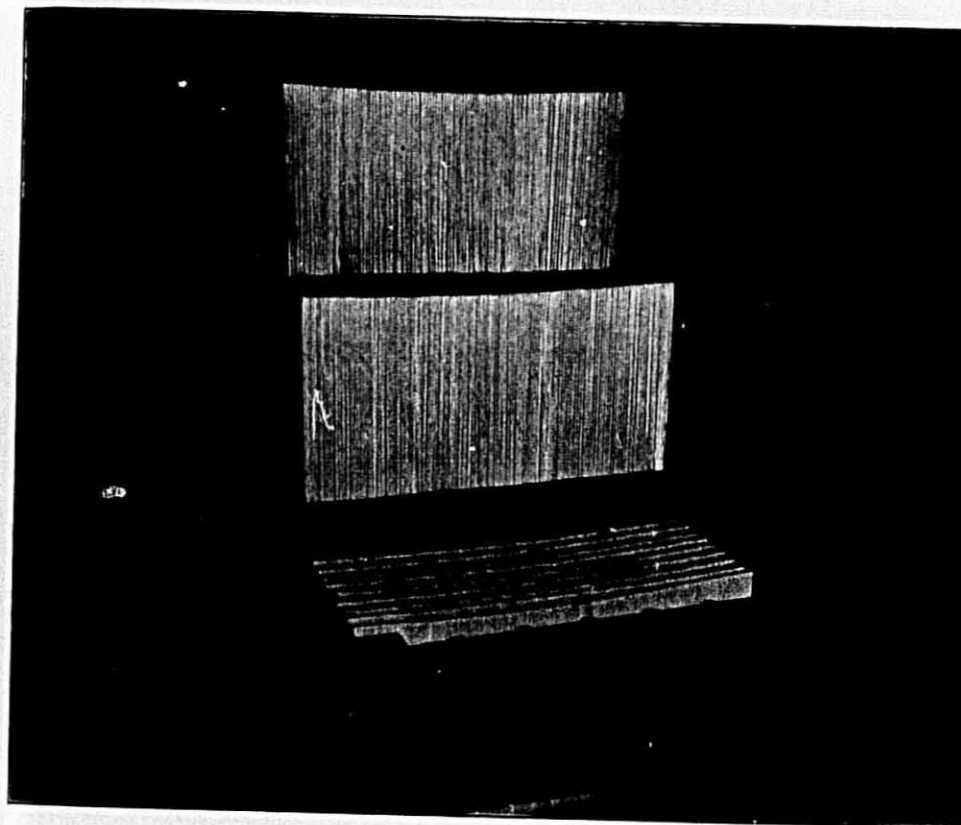
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

Model PLC

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

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

This operation is entirely automatic.

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

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

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

Write for Particulars and Prices

Grolier Encyclopedia On Macaroni

THE Editors of the *Grolier Encyclopedia* started in 1948 to revise its 1950 edition and asked for and was given the co-operation of the National Macaroni Institute and several of the machine makers. The final article on the macaroni as a food, is supplemented by an article on the Macaroni Club, whose members wore feathers in their hats and were called "Macaronis," and one on "Macaroni Verse."

The article is illustrated by two pictures, one of a continuous automatic press and spreader and one showing the finished goods ready for drying. The *Grolier Encyclopedia's* treatment of the subject follows:

Macaroni Products (Ital. Maccheroni; Maccaroni)

General name in the United States for a variety of shaped dried doughs made by adding water, with or without salt, to wheat flours, especially including semolina (from durum wheat) and farina (from other hard spring wheat). When eggs are added, the products are called egg macaroni, egg noodles, or egg vermicelli. Popular shapes include macaroni, spaghetti, elbows, shells, rings, stars, numerals, and alphabets.

The process for making it was known hundreds of years ago in China. It was developed in Italy, however, and became important there in modern times. In the middle of the 19th century it was introduced in the U. S., which became the world's leading processor, producing in excess of 1,000,000,000 pounds in 1947.

The special wheat flours used in making macaroni products are high in gluten and low in starch. They are mixed with water to form a stiff dough which is kneaded to the proper consistency and forced through a metal forming plate. Macaroni is tubular and is about the diameter of a thin lead pencil. The macaroni hole is made by a steel pin suspended in the center of the holes in the forming plate. The dough when forced through the holes in the plate is cut into three strands by the pin anchors, but as the holes narrow slightly toward the bottom of the plate, the strands unite below the pin to form perfect tubes. Spaghetti is usually solid and about the size of the lead in a pencil. As the dough extrudes from the forming plate it is cut into desired lengths. Long strands are hung over rods, and short cuts and fancy shapes are placed on trays to dry. Some fancy shapes are stamped out. Egg noodles are generally ribbon-shaped and must contain 5.5 p.c. of egg solids under U. S. laws.

Macaroni products, scientifically

dried or cured and packaged, will keep for years without waste. Containing proteins, carbohydrates, vitamins, and mineral matter, they are useful as meat substitutes and extenders and blend well with meats, eggs, mushrooms, cheese and vegetables.

M. J. DONNA, Director
The National
Macaroni Institute

Macaroni—A group of Englishmen in the 18th century who founded the Macaroni Club in London in an effort to introduce continental tastes

National Macaroni Institute
Co-operates in Preparing
Article on Macaroni Foods

Frozen Spaghetti

TO the frozen foods line may be added frozen cooked spaghetti reports Dominic DeMarco of Cleveland, Ohio, who claims that he has prepared his favorite spaghetti by a freezing and packaging process all his own. He is the owner and founder of the DeMarco Bakery, 15,506 St. Clair Ave. His story, fully illustrated, appeared in the *Euclid News Journal* of July 28, 1949, and reads in part as follows:

"Back in early '42, DeMarco, doing fairly well with his nearly a quarter of century old bakery business, got the notion to can spaghetti. He was thinking in terms of the good old-fashioned spaghetti that many boys were missing when Uncle Sam called. Dominic succeeded in cooking up a good recipe and did send a number of jars overseas in the early years of the war. But then it happened. He couldn't get jars to meet his specifications. No jars was jarring.

"But spaghetti began to interest him more than his bakery. Although this well-known food was not new to him, many times he heard complaints of the inconvenience in cooking it. He decided to develop a means by which spaghetti would be more acceptable to housewives. He experimented, once, twice, three times. Nothing good enough to put on the market, no selling point. But DeMarco didn't quit. Spaghetti was his native dish and he was bent on straightening out his perplexing problem. He kept trying different ways of preparing the "stringy" food for freezing but always with the same luck—the spaghetti would return to a mass form when put in water. Suddenly, after nearly four years and about a dozen experiments later, DeMarco hit upon the right combination, at least it worked best.

and fashions. They became conspicuous for their affectations and fantastic costumes. A body of Maryland soldiers in the American Revolution became known as the Macaronis because of their gay uniforms.

Macaroni Verse—Ludicrous verse written in Latin and in vernacular words with Latin terminations. The term is believed to have been first employed by Teofilo Polengo, 1491-1544, a dissipated Benedictine monk, who, under the pseudonym of Merlinus Coccaius, published a volume of *Macaronea* in 1517.

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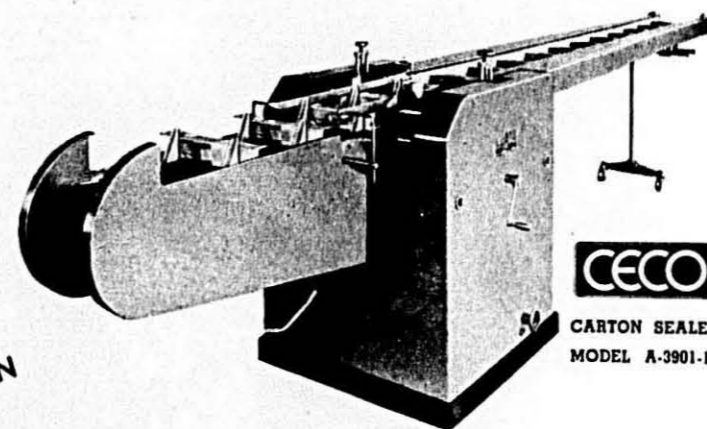
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EGGS....scarce and high

The De Martini Macaroni Company's Timely Protest Stirs Senate Agricultural Committee Into Action

EGG prices have reached peak prices and their cost to egg noodle manufacturers is still soaring, with the result that a serious situation has arisen against which The De Martini Macaroni Company of Brooklyn, N. Y., has filed a vigorous protest with the Senate Agriculture Committee of which Senator Elmer Thomas is chairman. The protest is supported by facts and figures which the committee is studying, and which were made known by Acting Secretary-Treasurer Robert M. Green to members of the National Macaroni Manufacturers Association last month.

The situation on frozen yolks is bad and not likely to get better before next spring. Dark yolks with 45 per cent solids were last quoted at 54½¢ Chicago, but today, September 6, 1949, there are none at any price. Canadian yolks can be brought in over a 7¢ per lb. duty and still be below domestic prices.

Behind this situation are these facts:

1. The Government was in the market this spring buying dried eggs to support prices at the time when eggs are most plentiful, of best quality and color. Breakers were better off not to separate whites and yolks because the Government was buying whole eggs to dry.

2. Demand for whites has been going down all season. Whites that cost 32¢ to produce this spring are now down to 24¢. This, of course, drives up the price of yolks because separated eggs yield 60 per cent whites, 40 per cent yolks. Sugared yolks have advanced from 42¢ to 50¢ and powdered yolks from 95¢ to \$1.35 a pound.

3. The Steagall Amendment, supporting eggs at 90 per cent parity, operates until December 31, 1949. No one wants to have eggs in storage at the end of the year if support prices are to be cut in 1950; so production was down and stocks are down.

The Government is committed to supporting eggs at 90 per cent parity which means the farmer must receive 90 per cent of the equivalent purchasing power that his eggs would have brought during the base period 1909-1914. The current floor is 35¢ a dozen at the farm and 37¢ delivered to the processor's door.

Since January of this year the Government has bought \$73,391,350.88 worth of dried eggs: 57,788,544 pounds at (approximately) \$1.27 per pound.

Last year's purchases amounted to about \$35,000,000. This was 1.6 per cent of the total egg production valued at \$2,154,000,000. Thus far in 1949 the Government has bought 5.1 per cent of an estimated production worth \$1,164,534,955 with four months to go.

The law provides that the Government cannot sell the eggs in the domestic market unless it gets back its total cost. It can dispose of them to the school lunch and institution program and to exporters. About 12,500,000 pounds of the 29,000,000 pounds bought in 1948 went to schools and institutions, to the Army for relief use in Germany and to the Economic Co-operation Administration. Of the 57,000,000 pounds purchased this year, Britain has contracted to buy 6,000,000 pounds. A quick deduction shows that 66,000,000 pounds remain in storage. Before July of this year the Government was getting 85¢ a pound for dried eggs with few takers.

Today the price is 65¢ a pound (on the balance of 1948 production in Government ownership) and customers are still non-existent.

Caught with over \$100,000,000 store of dried eggs, the Government defends its operation as the least expensive price support alternative. Not only are dried eggs easier and cheaper to store, they say, but they have less impact upon the domestic market than would the support of shell or frozen eggs. The egg industry would be waiting for the U. S. to pour into the market its shell or frozen eggs. That would hang over the trade's head as a continual



threat.

Blame for the problems is laid at the door of Congress. Department of Agriculture says it can only administer the laws set forth by Congress, and the Steagall Amendment provides for egg support at 90 per cent parity until the end of this year.

Secretary of Agriculture Charles F. Brannan is pushing the idea of allowing commodities to seek their own market levels and then having the Government make up the difference between this price and parity. This has met with Congressional opposition but is not dead yet.

The Gore Bill passed by the House in July and waiting for Senate action continues to guarantee price support at 90 per cent parity for wheat, eggs and 19 other commodities with lesser amounts for some perishables.

The Anderson Bill reported to the Senate by the Agriculture Committee, is due for consideration. This is a compromise accepting the revised Aiken parity formula but adding farm labor and wartime subsidies as factors in determining parity. This would result in higher parity prices for milk and live stock and lower prices for grain and most other commodities.

If no compromise is reached and no legislation passed, the Aiken Act will go into effect January 1, 1950. This law reduces the number of commodities to be supported and provides for a flexible formula of 60 to 90 per cent parity with considerable discretion to be exercised by the Secretary of Agriculture in paying support prices.

The Aiken Act is the best in sight for the tax-paying public and the noodle industry unless, of course, Congress could be convinced of completely abandoning price support on eggs. This seems most unlikely.

The National Macaroni Manufacturers Association, along with the mayonnaise and baking industries, has been complaining about egg support operations for over two years. Our stand is well known in Washington. However, if each individual noodle manufacturer in the industry put the heat on his representatives, letting them know that he is getting hurt by egg support operations, possibly the situation we are confronted with today will not occur in 1950. The protest of your Association and one or two noodle manufacturers is not enough. *Everyone must act. Contact your representatives today.*

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

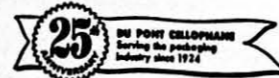


Macaroni Products
are high-ranking
impulse sellers

This important fact is revealed by nationwide surveys in super markets.

That's why alert merchandisers are reviewing point-of-sale opportunities for their products. They know the burden is on good packaging and good display to attract shoppers and ring up more sales. They've also found that smart retailers accent their displays with products that are packaged to prompt impulse sales.

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...THROUGH CHEMISTRY

An Adulteration Case With Valuable Pointers

THE United States Government, and especially the Food and Drug Administration division of the U. S. Department of Agriculture, seldom prosecutes cases of food adulteration and/or misbranding unless it is almost absolutely certain of being upheld in its charges in court. Its alleged purpose in prosecuting of suspected violators is the expressed intent to protect the consumer.

There have been several notable cases involving macaroni - spaghetti - noodle products in recent years where decisions seemed rather drastic from the defendants' viewpoints, but the general tendency usually has been to give the Government a break because it was acting in the interest of the consumer.

Here is a case with all names and other identifying marks deleted, that involves macaroni and spaghetti, but not the manufacturer. It is an old case only recently made public after long and expensive court action. It brings out many points of interest to the macaroni-noodle industry (and to all food manufacturers and distributors) and is published in full with educational intent only. It appears on pages 350-351-352 of the March, 1949, issue of Notices of Judgment Under the Federal Food, Drug and Cosmetic Act, having been instituted in the U. S. District Court by U. S. Attorneys acting on report submitted by direction of the Federal Security Administration:

Macaroni and Noodle Products*
No.
Alleged adulteration of spaghetti and macaroni. U. S. v. 150 Cartons, etc. Tried to the court. Verdict for claimant. Verdict sustained on Government's appeal to circuit court of appeals. Government's request for certiorari to United States Supreme Court denied.

LIBEL FILED: February 27, 1944; amended September 28, 1945, District of

ALLEGED SHIPMENT: On or about February 13, 1943, from

PRODUCT: 150 10-pound cartons of spaghetti and 25 10-pound cartons of macaroni at in possession of

NATURE OF CHARGE: Adulteration, Section 402 (a) (3), the product consisted in whole or in part of a filthy substance by reason of the presence of insect fragments, rodent hairs, and rodent excreta; and, Section 402 (a) (4), it had been held under insanitary conditions whereby it may have become contaminated with filth.

DISPOSITION: October 22, 1945., having filed exceptions to the libel, the district court allowed the exceptions and ordered the libel dismissed and the product returned to the claimant. The Government having appealed to the circuit court of appeals, the circuit court of appeals, on September 25, 1946, handed down the following decision sustaining the lower court:

Circuit Judge: "On an amended libel of information filed on September 28, 1945, appellant, the United States, proceeded against 175 cartons of food (150 cartons of spaghetti and 25 cartons of macaroni) in possession of the appellee,, The amended libel hereafter called the libel, prayed that the food be seized and condemned. The food was seized. Appellee excepted to the sufficiency of the libel. The exception was sustained, and a decree was entered dismissing the libel and directing that the food be released to appellee. From that decree this appeal is prosecuted. The question is whether the libel stated facts sufficient to warrant condemnation of the food.

"Condemnation was sought under § 304 (a) of the Federal Food, Drug, and Cosmetic Act, 21 U.S.C.A. § 334 (a), which provides: 'Any article of food * * * that is adulterated * * * when introduced into or while in interstate commerce * * * shall

be liable to be proceeded against while in interstate commerce, or at any time thereafter, on libel of information and condemned in any district court of the United States within the jurisdiction of which the article is found * * *

"The libel stated that the food was shipped in interstate commerce from to, in 1943-75 cartons on February 13, 1943, and 100 cartons on June 18, 1943. The libel further stated: 'That said food * * * is [on September 28, 1945] adulterated within the meaning of 21 U.S.C.A. as follows:

342 (a) (3) in that it consists wholly or in part of a filthy substance by reason of the presence therein of insect fragments, rodent hairs, and rodent excreta;

342 (a) (4) in that it has been held under insanitary conditions whereby it has been contaminated with filth while held in the original packages by [appellee] at [appellee's] warehouse in

"Thus the libel stated, in substance and effect, that on September 28, 1945—more than two years after it was shipped in interstate commerce—the food was adulterated. The libel did not state that the food was adulterated when introduced into or while in interstate commerce. Instead, the libel stated, in substance and effect, that the food was adulterated while held in original packages by appellee at its

Plebiscite Administrator Meets U. N. Internes



A group of forty young men and women from 28 countries is this year training for an eight-week period at U. N. Headquarters where they are assigned to different departments in the Secretariat to learn the work of the Organization. Here, Admiral Chester Nimitz of the United States, U. N. Plebiscite Administrator for Jammu and Kashmir, explains his contemplative mission to interested "internes" Kanis Ataulah (right) of Pakistan, and Surgit Singh, of India.

H.A. Nabl
DESIGNERS, CONSTRUCTORS, MANUFACTURERS AND REPAIRERS OF FULLY AUTOMATIC PLANTS FOR THE MACARONI INDUSTRY
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SUMMER 1949

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

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

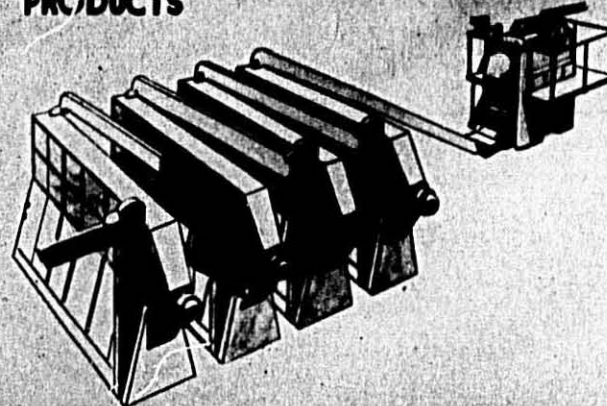
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A SUGGESTED LAYOUT OF RONCA DA VINCI EQUIPMENT FOR SHORT CUT MACARONI PRODUCTS



warehouse in Thus it appeared that the adulteration of the food occurred after it ended its interstate journey and came to rest at appellee's warehouse.

"Appellant contends that the fact that the food was adulterated while held in original packages was sufficient to warrant its condemnation. We do not agree. As shown above, § 304 (a) of the Federal Food, Drug and Cosmetic Act, 21 U.S.C.A. § 334(a), under which this proceeding was brought, provides for the condemnation of 'Any article of food * * * that is adulterated * * * when introduced into or while in interstate commerce.' It says nothing about original packages. The terms 'interstate commerce' and 'original packages' are not synonymous. Articles may be in interstate commerce without being in original packages. They may be in original packages without being in interstate commerce. They may be in both interstate commerce and original packages and, if in both, may cease to be in interstate commerce and yet remain in original packages. Hence the fact that the food was adulterated while held in original packages did not show that it was adulterated when introduced into or while in interstate commerce.

"Appellant cites, in support of its contention, § 10 of the Food and Drug Act of 1906, 21 U.S.C.A. § 14, which provided that 'any article of food * * * that is adulterated * * * and is being transported from one State * * * to another for sale, or, having been transported, remains * * * in original unbroken packages * * * shall be liable to be proceeded against * * * and seized for confiscation by a process of libel for condemnation.' This proceeding was not brought, and could not have been brought, under § 10 of the Food and Drug Act of 1906, 21 U.S.C.A. § 14, for that section was repealed¹⁰ long before this proceeding was brought. As stated above, this proceeding was brought under § 304 (a) of the Federal Food, Drug and Cosmetic Act, 21 U.S.C.A. § 334 (a). The quoted provision of § 10 of the Food and Drug Act of 1906, 21 U.S.C.A. § 14, is not in § 304 (a) of the Federal Food, Drug and Cosmetic Act, 21 U.S.C.A. § 334 (a) and should not be read into it by construction.

"Whether Congress could have provided in § 304 (a) of the Federal Food, Drug and Cosmetic Act, 21 U.S.C.A. § 334 (a), for the condemnation of any article of food that is adulterated while held in original packages after being transported in interstate commerce need not be considered, since Congress did not, in fact so provide.

"Appellant says that administrative officers charged with the duty of enforcing § 304 (a) of the Federal Food,

Drug and Cosmetic Act, 21 U.S.C.A. § 334 (a), have interpreted it as providing for the condemnation of any article of food that is adulterated while held in original packages after being transported in interstate commerce. Being clearly erroneous, that interpretation need not and should not be followed by the courts.

"Appellant has cited no court decision supporting its contention, and we have found none. We conclude, as did the court below, that the libel did not state facts sufficient to warrant condemnation of the food.

"Decree affirmed."

Bag-handling Cost Reduced

Less costly and safer handling of large numbers of empty kraft paper bags during transit from bag plants to customer's warehouses has been developed in the new St. Regis Unit Load.

The Unit Load, designed by the multiwall bag division of St. Regis Paper Co., offers many advantages over customary palletized loads in the shipment of large multiwall paper bags and also sugar pockets and similar kinds of consumer type containers. In addition to its own Unit Load, St. Regis also ships palletized loaded bags for customers desiring the latter method.

The Unit Load is the systematic arrangement of 1,000 to 2,000 multiwall bags (depending on size and construction) into one unit. Built into the Unit at the bottom are two parallel, expendable paperboard slots (either

rectangular or circular) into which the forks of any standard lift truck are inserted for easy movement of the Unit. Distance between the slots is variable. The Unit is subjected to pressure to compress the bags into a solid, flat and compact bundle, and then is wrapped in protective kraft paper and steel banded.

Multiwall customers report the Unit Load offers a considerable saving in time and labor costs in emptying carloads of bags; greater ease in storing bags prior to delivery to automatic packers that ultimately fill the bags with industrial or agricultural products; less damage to bags in transit due to added protection afforded by the heavy wrapping paper; quicker inventory of bag stocks on hand, and overall better appearance of stacked bags in warehouses.



Loading in Warehouses

¹⁰ Section 402 of the Federal Food, Drug and Cosmetic Act, 21 U.S.C.A. § 342, provides: "A food shall be deemed to be adulterated: (a) * * * (3) if it consists in whole or in part of any filthy, putrid, or decomposed substance * * * or (4) if it has been prepared, packed, or held under insanitary conditions whereby it may have become contaminated with filth."

¹¹ Section 201 (b) of the Federal Food, Drug and Cosmetic Act, 21 U.S.C.A. § 321 (b), provides: "The term 'interstate commerce' means (1) commerce between any State or Territory and any place outside thereof, and (2) commerce within the District of Columbia or within any other Territory not organized with a legislative body."

¹² Section 201 (b) of the Federal Food, Drug and Cosmetic Act, 21 U.S.C.A. § 321 (b), provides: "The term 'interstate commerce' means (1) commerce between any State or Territory and any place outside thereof, and (2) commerce within the District of Columbia or within any other Territory not organized with a legislative body."

¹³ Section 201 (b) of the Federal Food, Drug and Cosmetic Act, 21 U.S.C.A. § 321 (b), provides: "The term 'interstate commerce' means (1) commerce between any State or Territory and any place outside thereof, and (2) commerce within the District of Columbia or within any other Territory not organized with a legislative body."

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Benjamin R. Jacobs, Director
156 Chambers Street
New York 7, N. Y.

Census Of Business: 1948

THE Bureau of the Census is presently engaged in taking a census of business covering the year 1948. Business censuses are conducted by means of a personal canvass and approximately 3,000 enumerators are now visiting and arranging for the filing of a separate report for each and every business establishment in the country which is within the scope of the census. This is the first census of its kind since the war. In fact, it is the first since 1939 and will present an up-to-date picture of our distributive system as well as making possible comparisons between post-war and pre-war conditions.

Business censuses are broad in scope as they include all establishments (places of business) engaged primarily in selling or marketing goods, as well as selected service enterprises, places of amusement, and related businesses. The individual unit or establishment, rather than the firm, is the basic reporting unit for census purposes. This means that a separate report is obtained for each establishment which primarily conducts any of the above types of business. This approach is essential to permit publishing census findings for cities, counties, and other geographic areas as well as by meaningful kind-of-business groupings.

The coverage of the census is not restricted to jobbers, retailers, and others whose business is in the sale of merchandise purchased from other firms. Manufacturers have a part in the business census to the extent that they maintain sales branches, sales offices, retail stores, and related units, apart from plants, primarily for selling their products. Manufacturing or processing plants, as such, are out of scope of the census of business as they were included in the manufacturers census—the latest of which covered 1947—but marketing units of manufacturing firms dealing with the trade or public in promoting the sale of a manufacturer's products are included. Establishments engaged in processing goods and also in buying and selling merchandise which they do not fabricate are classified according to their major activity. If most of the goods sold are made or processed on the premises, the establishment is included in the manufacturers census. Otherwise, it is included in the business census.

Considered together, the two censuses, manufacturers and business, present a complete picture of manufacturing and distribution in the United States. Personnel, payroll and expenses of concerns engaged in these businesses are properly included in one or the other of the two censuses. Per-

The Business Census as It Relates to Manufacturers

sonnel are enumerated according to the location of their employment, or in the case of traveling salesmen at their headquarters. In principle, no employee should be omitted and none should be duplicated in preparing reports for the two censuses.

For manufacturers, the amounts reported as sales of their sales branches and sales offices may be quite similar to the amount reported by their plans as "value of products shipped" in the census of manufacturers. However, it is important for several reasons to measure the volume of business at the two levels. As a rule, there is a differential between sales at separately located sales branches and offices compared with value of product, as the former represents price-to-purchaser whereas the latter is in terms of f.o.b. value at plant. Also, some manufacturers sell, through their sales outlets, products of other producers and to that extent do a jobbing business. Furthermore, reporting of sales by sales branches and offices from which

they are made facilitates publishing the data by cities and other areas and permits a more complete accounting for the distribution picture than would be provided by limiting the figures to distribution not affiliated with producers.

Recently approved legislation (62 Stat. 478) provides that future Censuses of Business and Manufacturers be taken concurrently.* However, as this legislation did not become effective until after the 1947 census of manufacturers had been taken, the Census Bureau is in the unusual position of now conducting a census of business without at the same time taking a census of manufacturers. This complicates insuring complete coverage without significant gaps and without duplication. It is believed, however, that this can be accomplished with a reasonable degree of accuracy if manufacturing concerns follow the simple principle of submitting a separate report to the business census for:

(1) Each sales branch and sales office located apart from plants, regard-

(Continued on Page 41)

*In keeping with mentioned legislation, the next Census of Business and the next Census of Manufacturers will be taken in 1954, covering the year 1953.

Rising Costs May Force Advances In Macaroni

Noodle Price Basis Also Strengthening On Advance In Eggs

Jerome Sherman, feature writer for the *New York Journal of Commerce*, using facts and data compiled by the Glenn G. Hoskins organization, Chicago, writes as follows in the September 21, 1949, issue of that leading newspaper:



"Increased cost of raw materials over lows of recent months are expected to force manufacturers to advance prices for macaroni within the very near future.

"Semolina prices are currently ranging around \$6.49 to \$6.54 per cwt., in cotton sacks, carlots, New York basis. This is 54c to 55c per cwt. above the prices quoted during the first business day of January, 1949. During the intervening period there were no general upward price revisions for the finished products.

No Pressure on Durum

"Despite the heavy durum wheat crop and a sizable carryover from last year's crop, farmers have shown little inclination to press sales, although during the peak harvesting period premiums for durum wheat were whittled materially.

"Grain trade observers are of the belief that farmers are holding back for higher prices with a firm holding policy encouraged by knowledge that they can fall back upon the Government loan program.

"The loan basis at Minneapolis on the current crop is \$2.23 per bushel and cash durum values in the open market there currently range around that level.

Noodles Also Firmer

"Like macaroni, egg noodles are also in line for a price increase as the cost of frozen egg yolk continues extremely high and supplies remain limited.

"Under ordinary conditions last spring, egg yolks were available at from 40c to 45c per pound in sufficient quantity to supply the needs of noodle manufacturers. However, egg separators and processors have been selling to the Government in the form of white powdered eggs at favorable prices, with the result that prices, for the frozen yolk have now been run up to 56c to 60c per pound. This indicates a rise in the price of egg noodles of about 2c per pound to offset the increased cost of eggs.

Export Sales Off

"Production and sales of macaroni and macaroni products probably will not be as high as the 1948 record, but will maintain a comparatively good level, despite the absence of the excellent export business enjoyed by the trade during the early part of the previous year.

"Output for the first eight months of 1948 was approximately 820 million pounds of macaroni and noodle

products, of which 220 million pounds were exported, leaving a net balance of 600 million pounds for domestic consumption. However, for the first eight months of 1949, production was placed at 609 million pounds, less an insignificant amount that was exported. This indicates that consumption in this country for 1949 so far is running slightly ahead of 1948 for the corresponding periods.

"Ever since the Office of International Trade removed export restrictions on macaroni products importing countries have displayed little interest in obtaining the finished products. Italy, the major macaroni importer prior to 1949, is now more concerned over receiving durum wheat under the ECA program and putting her own plants into operation, thereby easing a serious employment and economic problem.

"Macaroni manufacturers have maintained a good domestic business, however, and expectations are for a considerable pick-up over the recent seasonal summer lull experienced by the trade.

Domestic Buying Gains

"Adding impetus to buying by wholesale grocers is the fear that prices will be advanced. Thus far there has been no evidence of large-scale forward buying, but a large segment of the trade has been covering requirements over a more extended period than for a considerable time.

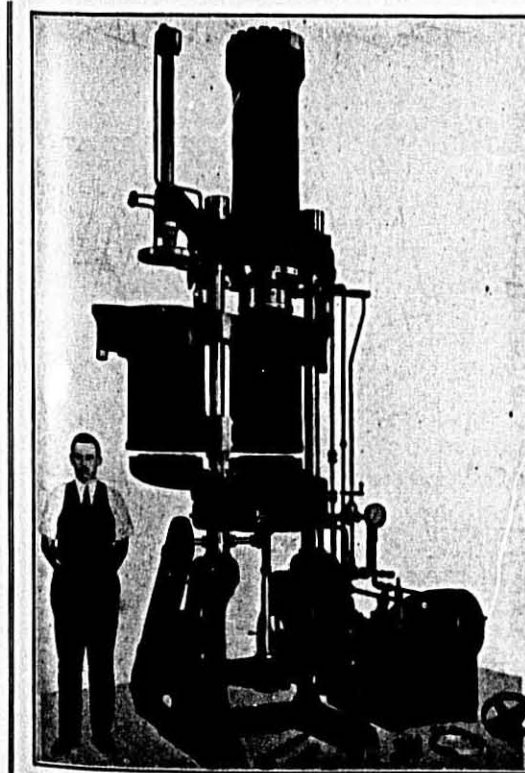
"Some pick-up in production has been noted recently. Based on the per cent, output for the week ended Sept. 3 was 144.5 per cent, compared with 139.9 per cent during the corresponding period a year ago, according to figures compiled by Glenn G. Hoskins, industrial consultant to the trade.

"Recently Mr. Hoskins gathered figures estimating the proportion of various types of macaroni products. Following is table compiled from reports of leading manufacturers throughout the country:

	F.C.
Long Spaghetti	28.9
Long Macaroni	7.4
Short Cut Spaghetti	
Macaroni	37.4
Egg Noodles	21.4
Other Specialties	4.9

Total 100
"Increased popularity of macaroni products and its relative cheapness, combined with the outlook for heavy consumer demand, has led manufacturers of well-established brands to plan active merchandising and advertising campaigns for the winter season.

"There is also an increasing tendency on the part of advertisers of dairy, poultry and meat products to feature macaroni dishes in their advertisements."



PRESS NO. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery

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All Sizes Up To Largest in Use

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

Macaroni Products Sales Increased 10 Per Cent

In a comparative table of items sold in combination grocery stores as prepared by the September 5, 1949, issue of *Food Topics*, a leading grocery paper, the total of macaroni, spaghetti and egg noodles sales increased about ten per cent in 1948 as against figures for 1947.

Clearly, the grocery trade is doing a magnificent job on non-foods, these showing a rise of 11 per cent as against a rise of 7.6 per cent in foods.

In 1947, according to the calculations reported, the sales and percentages of sales of macaroni, spaghetti, egg noodles and other types were grouped as one item, macaroni products.

A—The value of total domestic consumption of these products was \$170,376,000.

B—This was .30 per cent of all foods.

C—Of the total amount, \$115,160,000 was spent in combination grocery stores.

D—This was .5 per cent of the total store sales, or 67.57 per cent grocery stores to total consumption.

In 1948, the sales and percentages of sales of macaroni, spaghetti and egg noodles were calculated separately, as shown by the following figures:

A—The total sales of all three items amounted to \$186,936,000.

Macaroni—Total sales \$60,906,000.

A—They were .1 per cent of all foods.

B—Of the total sales, \$39,052,000 was spent in combination grocery stores.

C—This was .16 per cent of the total store sales, or 64.12 per cent grocery stores to total consumption.

Spaghetti—Total sales \$72,647,000.

A—This was .12 per cent of all foods.

B—Of the total sales, \$54,253,000 was in combination grocery stores.

C—This was 22 per cent of the total store sales, or 74.68 per cent grocery stores to total consumption.

Egg Noodles—Total sales \$54,383,000.

A—This was .09 per cent of all foods.

B—Of the total sales, \$34,650,000 was in combination grocery stores.

C—This was .14 per cent of the total store sales, or 63.71 per cent grocery stores to total consumption.

In explaining his figures and method of calculations, the author says:

"From government research into family purchases of every type of food in 1949, we learned that the average fami-

ly, in 1948, spent .0962c for macaroni, spaghetti and noodles. During 1948 there was an average of 37,280,000 families in this country. Multiplying .0962c by 52 weeks by the number of families gives us \$186,489,000—consumer expenditures.

"From various estimates by manufacturers, we also estimated a rate of increase in sales of this type of food between 1947 and 1948. By applying this rate of increase to the 186 million figure, we ascertained that 1947 total to be around \$170 million retail.

"As a check we took the tonnage figures assembled by Glenn G. Hoskins and ended up with a tonnage-value index. Finally, we took our manufacturers' estimates and averaged them out. So we had three different sets of estimates to be merged into a single, final estimate. The grocery store figures are based entirely on an elaborate field survey which we undertook among chain and independent grocers in various volume groups," explains Dan Rennick, the author of the article.

Liquid, Frozen and Dried Egg Production August, 1949

Liquid egg production during August totaled 22,225,000 pounds compared with 31,772,000 during August a year ago, the Bureau of Agricultural Economics reports. The quantity of liquid egg dried was less than a year ago and accounts for most of the decrease in total liquid egg produced in August this year.

Dried egg production during August totaled 3,963,000 pounds, compared with 5,926,000 pounds in August last year. Production consisted of 3,766,000 pounds of dried whole egg, 106,000 pounds of dried albumen and 91,000 pounds of dried yolk. Dried egg production from January through August totaled 62,151,000 pounds, compared with 36,538,000 pounds during

the same period last year. Purchases of dried whole egg by the Department of Agriculture from January through September 16, 1949, for price support purposes totaled 58,780,391 pounds.

Frozen egg production during August totaled 7,666,000 pounds, compared with 7,545,000 pounds in August last year. Production from January through August totaled 293,373,000 pounds, this compares with 337,793,000 pounds during the same period last year—a decrease of 13 per cent.

Storage holdings of frozen eggs on September 1 totaled 147,148,000 pounds, compared with 233,131,000 pounds on September 1 a year ago and 258,752,000 pounds for the 1944-48 average. Frozen egg stocks decreased 21 million pounds during August. Last year the decrease during the month was 24 million pounds.

Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	1949	1948	1947	1946
January	799,208	1,142,592	1,032,916	984,608
February	799,358	1,097,116	664,951	743,018
March	913,777	1,189,077	760,294	741,624
April	589,313	1,038,829	780,659	672,899
May	549,168	1,024,831	699,331	379,861
June	759,610	889,260	650,597	628,518
July	587,453	683,151	719,513	638,758
August	907,520	845,142	945,429	789,374
September	837,218	661,604	1,012,094	705,292
October		963,781	1,134,054	980,401
November		996,987	1,033,759	901,333
December		844,800	1,187,609	968,855

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1948—Oct. 1, 1949.....2,332,191
 July 1, 1947—Oct. 1, 1948.....2,153,973

CENSUS OF BUSINESS

(Continued from Page 38)

less of whether or not separate stocks are maintained thereat.

(2) Each retail store operated by them.

(3) Each administrative or auxiliary unit engaged primarily in servicing establishments described in numbers (1) and (2) above. Certain other administrative or auxiliary units engaged in servicing such establishments to a lesser extent are asked to report activities pertinent to the census of business.

Specially trained enumerators have been selected to contact manufacturing concerns doing a part or all of their own marketing. These enumerators have been instructed to review carefully each company's operations and decide which, if any, and how the various units should be enumerated. Where there is reasonable doubt as to the proper procedure, enumerators check with their supervisors who may, if necessary, refer the case to Washington for review and decision.

The assistance of the nation's manufacturing firms in this essentially difficult task is needed if a good job is to be done in this highly important endeavor. The Census Bureau is endeavoring to obtain all required reports this summer, which is sufficient time to

complete satisfactory reporting arrangements in complex cases providing no time is wasted.

Spaghetti Displays As Sales Promoters

STORE owners and managers conscious of today's sliding food budgets have begun to push macaroni products into prominent display positions, reports Robert M. Green, director of the National Macaroni Institute.

"Every smart store manager," Green said, "knows that the sale of a macaroni product means one or more additional sales. It might be cheese in combination with macaroni, meat with spaghetti, fish with noodles, vegetables for use with any macaroni product, or dozens of other combinations that mean two or more sales instead of just one on the check-out register. Housewives in every city like the stores today that suggest these low-budget combinations for every day eating."

Macaroni products fit well into any part of a menu, and combine so well with a great variety of foods that combinations suggested through store dis-

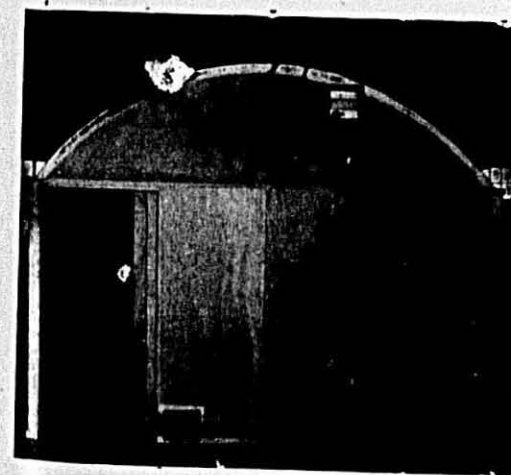
plays can be changed from week to week without frequent repetition, Green pointed out.

The sale of soups, for example, can be bolstered by displays that include egg noodles or macaroni. Consomme, vegetable soup and bouillon all have their flavor absorbed and spread by egg noodles or macaroni, which also adds texture interest to clear soups, as well as nutritive value. Many housewives react immediately to store displays that suggest soup bolstered with macaroni or egg noodles.

There is no limit to the number of economical main dish combinations that can be suggested by merchandising displays. For baked casseroles or top-of-the-stove dishes, macaroni products combine tastefully with eggs, fish, fowl, vegetables, meat and cheese. Even the simple combination of spaghetti and sauce ingredients in a single display will help step up sales.

Such displays may even go so far as to suggest egg noodles as an accompaniment for veal chops, spaghetti and tomato sauce with pork chops, or macaroni with butter and parsley for serving with fresh or frozen fish. Macaroni also gives heartiness to salads and blends flavors readily.

The store display combinations of macaroni products and other foods that will help build sales volume are unlimited.



Exterior View—Lazzaro Drying Room

Less Talk!

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with

Lazzaro Drying Rooms

FRANK LAZZARO DRYING MACHINES

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 55-57 Grand St.
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Plant and Service
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New York: Digby 9-1343—Phones—New Jersey: Union 7-0597

Economical - Political - Industrial

National Industries Service

Man as a Machine

A good healthy man, working a full 3 hour day, can produce about one-quarter horsepower continuously. This is equivalent to carrying 396 bags of cement up a 100-foot hill in 8 hours. (What man can do it?) Yet this amount of work is equal to the total heat of only 1/2 pint of fuel oil—says F. G. Shoemaker, consulting engineer of G.M.'s Detroit Diesel Engine Division.

One gallon of fuel in a Diesel engine equals eight men working for 8 hours, or about 2c per man per day for fuel. Liquid hydrocarbons are the most concentrated form of power now available. Two thirds of the fuel the engine burns is oxygen which is distributed free in the air all over the earth.

By contrast, food for man runs about \$1.00 per pound for solid fuel, \$5 per 4/5 quart for liquid fuel. As an engine, man weighs about 700 pounds per h.p. It is easy to see that a strong back is a very inefficient source of power and that manpower is highly expensive.

However, man as a machine, does have some points in his favor. He is a complete, self-contained, totally enclosed power plant, available in a variety of sizes and reproducible in quantity. He is relatively long-lived, has most major components in duplicate, is weatherproof, amphibious, runs on a wide variety of fuels, has thermostatically controlled temperature, circulating fluid heat, evaporative cooling, sealed lubricated bearings, audio and optical direction and range finders, sound and sight recording, audio and visual communication, and he is equipped with brain controls.

It is this last item—brain control—that gives man his unique advantage over other forms of power. It is this factor which permits him to govern and co-ordinate the effort of more efficient work-producing machines. It is the ever-increasing use of new machines and power sources to do man's work that has raised the American standard of living to the highest on earth.

More Jobs

Membership of labor unions now ranks a total of 15,000,000, the highest in history. Estimates by the Government are that 1,000,000 new jobs for union and non-union workers will develop during the next few months. We've had lots of hard times during the turn of the years. Don't get

cited, don't be misled, there'll be plenty of jobs ahead.

The American Medical Association

Last spring the doctors of the country raised their voices and roared in protest against the President and a lot of Congressmen who stood up on their hind legs and wanted the government of the United States to rule and regulate the doctor business in the United States.

Just what sort of dreams the President and the clackers in Congress had has never been explained very fully to the American people.

The Medical Association was supposed to have started an "educational campaign" against this socialistic scheme. They engaged a publicity firm but nobody seems to have seen their "works."

You may be sure that doctors in the American Medical Association know more about President Truman's so-called medical plan than anyone else. Just why they should duck their responsibilities seems to be somewhat of a mystery.

Taft-Hartley Law

The Taft-Hartley Act has been in effect two years. The National Labor Relations Board and the courts have been interpreting this law and applying it to actual cases. Some provisions are still unexplored.

Congress didn't change a syllable of the law this year. The White House and labor unions worked for repeal. Senator Taft tried to make some changes, though not nearly enough to suit labor unions. When his program won in the Senate, labor leaders and Democratic party leaders suddenly lost interest.

Rather than allow Senator Taft to improve the law—with a Republican bill that kept injunctions and other big Taft-Hartley features—they chose to let it stand.

The non-Communist provision is perhaps the most thoroughly interpreted part of the Taft-Hartley Act. Union officers must sign non-Communist oaths or else a union can't charge an employer with an unfair labor practice. It can't even get on a ballot in a primary election.

The effect has been that most non-complying unions have been squeezed, raided, defeated and weakened to the point where lately even extreme left-wing unions have been falling into line. The only major unions which haven't complied are the United Mine Work-

ers, the AFL International Typographical Union, and a handful of CIO leftist unions.

Some provisions have been clarified. For example, the question of mass picketing. The NLRB has ruled that picketing violates the act if it results in "physical obstruction" of a plant entrance but that vile name-calling on a picket line isn't in itself a violation.

The Taft-Hartley act bans mass picketing by banning restraint and coercion of employees. The law doesn't contain the term "closed shop" either, but it bans the closed shop by banning discrimination against non-union workers.

Right This Time

"The greatest mistake of the Economic Recovery Program is that it has merely extended aid to our neighbors individually, without requiring an approach to economic unity to which genuine economic strength can be obtained," editorializes the *Washington Post*. The editor also observed: "It is of the utmost importance that a mistake be avoided in setting up the free World's security mechanism. . . . A mere co-ordination of nationalistic defense plans and organizations might stave off aggression in the years ahead."

America at the Crossroads

The devaluation of the British monetary system is a real crisis. England is on the verge of ruin—and so is a large part of the rest of the world. The political remedy offered by the Marshall Plan is not likely to stop bankruptcy.

And if the United States continues to play Santa Claus, conditions will get worse in our own country than they are now.

In the meantime Russia maintains a five-million-man army and has stepped up her military budget by 19 per cent. Senator Tom Connally of Texas warned the Senate a few days ago that Russia is "not organizing to play polo."

The "cold war" is still on; at the same time the government of the United States isn't even threatening sending atomic bombs to Russia. Instead the Soviet threats continue.

Senator Connally said in his speech: "Everyone knows that when Russia thinks the hour is here, she will strike, and will strike with all her power to crush democracy and free governments everywhere on earth."

Don't forget that prophecy.

TRADEMARK DEPARTMENT

Trademarks Republished

WHITE SWAN, trademark of Waples-Platter Co., Ft. Worth, Tex., September 6, 1949, for use on many grocery products including egg noodles. Reg. No. 300,725. Claims use since 1885. Republished by registrant, a corporation of Texas.

The mark consists of the name in outlined letters.

Registrations Renewed

YOLANDA, No. 254,386, registered March 26, 1929, by Lorenzo Clemente, doing business as Yolanda Packing Co. Renewed March 26, 1949, by Yolanda Packing Co., Los Angeles, Calif., a firm, for use on canned macaroni products.

Published for Opposition

RONZONI—Ronzoni Macaroni Co., Inc., Long Island City, N. Y. Serial No. 554,610. Filed April 14, 1948, under Section 21 of the Act of 1946. Applicant claims ownership of Reg. Nos. 270,229 and 306,691. For maca-

roni products, spaghetti sauce and cereal food for infants, children or convalescents. Claims use since May 1, 1919.

The mark consists of the word in heavy fancy type. Published September 13, 1949.

Granted—Act of 1946, Principal Register

ALIMENTARY PASTES—Reg. No. 515,028, C. F. Mueller Co. Jersey City, N. J., now a merger, C. F. Mueller Co., a corporation of Delaware. Filed September 12, 1947, Serial No. 534,318. Published May 24, 1949.

State Registrations

The secretary of state of Wyoming reports two applications for state trademark registration by The Creamette Co., Minneapolis. In one it claims the exclusive right to the word "Creamettes" for macaroni and in the other it claims exclusive right to use the word "Creamettes" for a long list of items ranging from chewing gum and honey to canned goods and flour.

Mill Aids In Durum Test

Every durum mill in the country offered to co-operate with the National Macaroni Manufacturers Association and the North Dakota Experimental Station in making the protein test reported on in this issue by the Association's Durum Growers Relaxations Committee. Because of its proximity to the test field, the North Dakota State Mill and Elevator in Grand Forks, N. D., was chosen to mill and analyze the durum grown on the two test plots, one of which was fertilized and the other not.

The National Association bought equal quantities of the test wheat grown on the Raymond C. Chaput farm, Langdon, N. D., paying him a three-cent-a-bushel premium for his extra good care of the test-plots and had the durum shipped to the Grand Rapids mill for grinding into granular, which was later sent to a Minnesota plant for conversion into spaghetti.

R. M. Stangler, general manager of the State Mill at Grand Forks, in reporting his part in the test says:

"I am sending you a statement in duplicate showing gross bushels, dockage and net bushels on both of the lots. After a careful analysis of both lots of durum, we find that protein in the durum off the unfertilized plot was



dependability

CAPITAL GRANULAR

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

CAPITAL FLOUR MILLS

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

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



SERVING YOU BETTER FROM
TWO CONVENIENT LOCATIONS

higher than that off the fertilized plot. Our own laboratory analysis showed 13.60 protein on the unfertilized durum and 13.30 on the fertilized durum—that is from a composite sample taken from various sacks.

"We took another set of composite samples to a commercial laboratory (Loomis Laboratories), which reports 13.20 protein on the fertilized and 13.70 on the unfertilized. The difference is not great. The only advantage in the fertilized field was that it ran six to seven bushels more per acre, but there is also some expense in fertilizing.

"Perhaps a different fertilizer might change the results. I note that the one used consisted of 11 per cent nitrogen, 48 per cent phosphate and no potash. This means about 5½ pounds of nitrogen and about 24 pounds of phosphate per acre. The balance would be base material."

Advertising and Promotion

Ronzony Macaroni Company, Inc., Long Island City, N. Y., has broadened its advertising schedule to include newspapers and Sunday supplements and also will step up its radio advertising.

Millers National Federation, Chicago, Ill., will launch a new campaign featuring endorsements of noted wom-

en. The campaign is set for twenty national publications.

Meisenzahl Food Products, Inc., Rochester, N. Y., makers of macaroni-noodle products, has named Charles L. Rumrill & Co. of Rochester to handle its advertising.

Buitoni Food Products Company, New York City, has named E. de Lancelotti, formerly with the Waterbury Clock Company, as advertising and sales promotion manager.

Maria Egiziaca Buitoni

Notice was received in this country last month telling of the death of Mrs. Maria Egiziaca Buitoni, widow of Francesco Buitoni, who headed businesses bearing his name in Europe and the United States, in Perugia, Italy, aged 89 years.

Buitoni Products, Inc., have plants in Manhattan, Brooklyn and Jersey City.

Government Eggs—65c

Reports from Washington, D. C., says that the quotation on Government-held eggs was 65c a pound as of the middle of September, with buyers scarce, practically non-existent.

Since January first, 1949, the Government has purchased a total of \$73,391,350.88 worth of eggs, 57,788,564

pounds at \$1.27 per pound. In 1948 purchases amounted to about \$35,000,000 or 1.6 per cent of the total egg production valued at \$2,154,000,000.

What to do with the surplus stock is a problem. The law provides that the Government cannot sell the eggs in the domestic market unless it gets back its total cost. It can, however, dispose of them to the school lunch and institution program and to exporters. Of the 57,000,000 pounds purchased this year, Britain has contracted to buy 6,000,000 lbs. 66,000,000 pounds remain in storage. Before July this year the Government was getting 85c a pound for dried eggs, with few takers. Even at the 65c price quoted last month, the buyers were scarce.

Food Editors Confer

More than 200 food editors, home economists, and representatives of food processing and distributing firms were guests of the Mary Meade staff of the Chicago Tribune on September 25 at a reception in the studios of radio station WGN. The reception preceded the opening of a five-day food editors' conference at the Drake hotel from September 26 through September 30.

Demonstration of the new Tribune test kitchen which the Mary Meade department began using last May featured the reception. Hostesses from the Tribune's Mary Meade department in-

cluded Ruth Ellen Church, Rosemary Fox, Mary Bunham, Madeline Holland, and Joyce Carlson.

Named a Vice President

Miss Gertrude Michalove, associated with the Theodore R. Sills organization in New York City, has been named vice president of the firm. She is unique among executives who contact newspapers and magazine editors in that she believes in sending to the editors samples of the new products and of improved old products for testing . . . thus acquainting the writers with the products about which they are asked to write.

Among the food products handled by Miss Michalove and her company are macaroni-noodle products (The National Macaroni Institute), Sunshine Biscuits, the American Institute of Baking, the National Kraut Packers and the National Pickle Packers.

Indirect Costs In Industrial Safety

No supervisor will dispute the need for keeping employees sound of limb, as the health of workers has always been a matter of concern to those charged with production responsibilities, states the semi-monthly report for foremen, published by the Labor Relations Institute, 1776 Broadway, New York.

It is also not difficult for most foremen to see the direct cost to management of industrial accidents. What is difficult to visualize is the indirect cost to the company of accidents occurring on company time. *Foreman Facts*, the Institute's publication, goes on to present a comprehensive list of these hidden costs, for the information of foreman readers.

A free copy of the report, containing the indirect cost considerations in industrial safety may be obtained by writing to the Labor Relations Institute, 1776 Broadway, New York 19, N. Y.

Empire Box Appoints McGuire

S. J. Klein, president of Empire Box Corp., with plants in Garfield, N. J., South Bend, Ind., and Stroudsburg, Pa., has announced the appointment of E. J. McGuire as sales manager of the specialties division, with headquarters at Garfield.

Among the lines in the specialty sales division which Mr. McGuire will head are ice cream cartons, Shur-Pak egg cartons, Empire beverage cartons, and macaroni and spaghetti cartons.

Mr. McGuire was formerly associated with Empire Box Corp. (1945-1947) in charge of specialty sales in the Chicago office. He then joined

American Coating Mills, Elkhart, Ind., and was in charge of their food and beverage carton division.

Prior to his association with Empire



Mr. McGuire

in 1945, Mr. McGuire was with the Sutherland Paper Company, Kalamazoo, Mich., for seventeen years, principally in the specialties sales division.

if You Are Modernizing Your Plant with New Equipment for Future Profits

... Our Engineers can be helpful to you

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

CHAMPION Consulting Engineering Service

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

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

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

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

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

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

Think of it—50 to 3,000 shipping cases, squared, glued and sealed every hour with PACKOMATIC'S Model D Shipping Case Sealer. Unit is applicable to practically any production requirement or plant layout. Geared for varying operating speeds, compression unit discharges cases ready for shipping or storage—all automatically. Mechanism is simple, trouble free. Maintenance cost is low. PACKOMATIC'S Model D is an adhesive saver, time saver, space saver, labor saver. Write for literature about other PACKOMATIC equipment to J. L. FERGUSON CO., 7109 Republic Ave., Joliet, Ill.

Chicago • New York • Boston • Baltimore •
Cleveland • Denver • San Francisco • Los Angeles
• Seattle • Portland • Tampa • New Orleans



Green Lights

By R. M. Green, Public Relations Director

Items to Read and Things to Look for in Macaroni Products Promotion

See the August, 1949, issue of True Story, the for article on "I Can Feed Them On Less Than A Dollar a Day..."

The October American Home Magazine for a feature story on "From Italy to Us," with excellent recipes. The author, Miss Marie Peters, has just joined the staff of Sills, Inc. . . .

The September Radio Mirror for a recipe for "Vienna Baked Macaroni Salad. . ."

The September Family Circle for "Macaroni and Cheese," easy-to-make and easy-on-the-budget recipe. . . .

The October Modern Screen for its "House Swarming" story—all about movie stars at a spaghetti party, illustrated in color. . . .

The Bakers and Confectioners Journal, Organ of the Bakery and Confection Workers' International Union, August, 1949, for an excellent story entitled, "Masters of Macaroni-Making—Wheat Converted Into One of the Nation's Favorite Dishes By Skilled Unionists. . ."

Watch for a full-page presentation by Beth Merriman in the October 2, issue of Parade, a popular magazine supplement: "Pass The Pasta."

Through its study and research departments, the Macaroni Institute finds that here and there price quotations on macaroni products are ridiculously low . . . ridiculous because everyone knows that price cutting results only in a swap of customers for awhile does not increase business . . . merely depresses the price level for all. The \$64 question is how macaroni prices, particularly noodles, can stand still in the face of a rising flour market, tight egg situation and the 75c an hour minimum wage?

Advertisers Appreciated

An Association Director who recently had occasion to answer an advertisement in THE MACARONI JOURNAL, writes:

To the Editor:

When writing to people who advertise in your publication, I unflinchingly mention that I'm doing so because of having seen their ad. The advertisers like to be told so. I strongly recommend that all readers do likewise, as a practical act of public relations.

Director of N.M.M.A.

We appreciate this Director's thoughtfulness, because the JOURNAL, the advertisers, and the readers will all benefit when more buyers show an expressed interest in the service being rendered them by the select advertisers in our publication. . . . The Editor.

"Rat Catcher" Now a "Rodent Officer"

Shakespeare said: "A rose by any other name smells just as sweet." Because of the unrelenting prosecution by the government under the U. S. Food and Drug Act, all processors of food for human consumption have become more conscious of food cleanliness. That is quite true in the macaroni-noodle business. Everyone therein has adopted a program of plant cleanliness to reduce to a minimum any possible infestation of their products. Like many others in the trade, C. W. Wolfe, president of the Megs Macaroni Co., Harrisburg, Pa., and World War Two president of the National Macaroni Manufacturers Association, is and has always been cleanliness-minded, with the result that he now employs a trained "contamination preventor." Just what to call this worker has caused him much worry, sufficiently to write as follows in the hope of getting others to join in an industry search for a name in keeping with the importance of the job:

Harrisburg, Pa., Sept. 20, 1949

To the Editor, THE MACARONI JOURNAL, Braidwood, Ill.

Dear M.J.:

In reading over the terms now used by the bureaucratic workers in the Department of Agriculture, who now call

gardeners "Horticultural Experts;" cowsheds are called "animal feeding centers;" pig farmers are called "people engaged in the swine industry," and although a spade is a spade . . . we have now designated our rat catcher as our "Rodent Officer" . . . Please address him with his new title in future communications.

Sincerely

"Jack"

C. W. Wolfe

He and the Journal Editor would appreciate hearing from others on this important matter.

Huntington Announces New Low Floor Machine

A floor machine that's low enough to scrub and polish under hard-to-move furniture and heavy enough to do high quality work is the new Silent Huntington Low-Hite Floor Machine, designed especially for institutional use by Huntington Laboratories, Inc., makers of Neo-Shine and Weather-Hite.

The Low-Hite Machine measures 11 inches from the floor to the top of the motor housing. It polishes and scrubs, buffs waxes, steel wool floors, and shampoos rugs. Noiseless and efficient, the Low-Hite is equipped with the safety grip switch which is an original Huntington development. It is available in 12- or 16-inch sizes with a quiet planetary gear drive or for hospital use

with the Silent Huntington Belt Drive. This newest addition to the Silent Huntington line has plenty of power for extra heavy chores. All its weight is concentrated where it is needed most . . . on the brush. Retractable wheels,



which are up out of the way when the machine is in operation, are another Low-Hite feature. For complete details and a descriptive folder, write Huntington Laboratories, Inc., Huntington, Ind.

New Association Members

Acting Secretary Robert M. Green of the National Macaroni Manufacturers Association announces the admission to active membership in the organization of the Northern Illinois Cereal Co., Lockport, Ill. B. C. Ryden will represent his firm in the Asso-

ciation.

Also that the Kuertz Food Products Co., 1026 Kenner St., Cincinnati, Ohio, has been enrolled as an active member with proprietor Robert H. Bischoff as the official representative.

IFT Appoints Council Executive Committee

Dr. Carl R. Fellers, president of the Institute of Food Technologists, has announced the election of the following councilors to the council executive committee of the Institute:

Prof. W. L. Campbell—Massachusetts Institute of Technology, Cambridge, Massachusetts

Dr. B. S. Clarke—American Can Company, Chicago, Illinois

Mr. H. T. Griswold—Owens-Illinois Glass Company, San Francisco, California

Mr. W. D. Phetepiece—Pfaudler Company, Rochester, New York

Dr. Geo. F. Stewart—Iowa State College, Ames, Iowa

Exports Lower

Spaghetti exports collapse as Italian production snaps back. Last year some 224 million pounds of spaghetti, macaroni and vermicelli left this country—most of it bound for Italy. In the first five 1949 months the export total was only 7,660,000 pounds. Italy is again making its own.

HERE'S A MACHINE WORTH Investigating



If you are using cellophane sheets for hand wrapping or other purposes, you will find the PETERS CELLOPHANE SHEETING & STACKING MACHINE will save you money by enabling you to purchase roll stock cellophane rather than cut-to-size sheets. This machine gives you the advantage of being able to cut various size sheets to meet production requirements. Any width rolls from 2" to 24" wide can be handled and any length sheets from 3" to 25" can be cut. Machine is portable and no operator is required since the machine stops itself when the stacker table is filled with cut-to-size sheets. If required, a Slitting Attachment can be furnished for greater production, to slit wide rolls into narrower widths as the sheets are cut to length. Electric Eye is available for spot registering printed cellophane. Write us for bulletin giving additional information. We'll be pleased to send it to you.

PETERS MACHINERY CO. 300 Ravenswood Ave Chicago, Ill.

The Home of STAINLESS STEEL BRONZE COPPER ALLOY DIES Smoothness Guaranteed 100% No more repairing when using stainless steel dies with stainless steel pins. Designed and Manufactured by Lombardi's Macaroni Dies 805 Yale St. Los Angeles 12, Calif.

140 Lbs. Net Duramber Fancy No. 1 Semolina Milled at Rush City, Minn. AMBER MILLING DIV'N. of F. U. G. T. A. 140 Lbs. Net PISA NO. 1 SEMOLINA Milled at Rush City, Minn. AMBER MILLING DIV'N. of F. U. G. T. A. 120 Lbs. Net ABO Fancy Durum Patent Milled at Rush City, Minn. AMBER MILLING DIV'N. of F. U. G. T. A. Amber Milling Division of FARMERS UNION GRAIN TERMINAL ASSOCIATION Offices: 1667 No. Snelling Ave., St. Paul, Minn. Mill: Rush City, Minn.

You Can Always Depend on STAR DIES AND THEY COST LESS! "because they are built to give longer service . . . less "lay-ups" for repairs. That's why so many of the important Macaroni Manufacturers in every part of the country are using Star Dies, exclusively. For more than twenty years it's been STAR DIES for more Efficient Production, Greater Smoothness, Less Pitting, L-o-n-g-e-r Life. THE STAR MACARONI DIES MFG CO 57 Grand Street New York N. Y. expert advice cheerfully given

Glenn G. Hoskins Company Staff

Glenn G. Hoskins, a macaroni manufacturer and distributor of many years' experience and a former president of the National Macaroni Manufacturers Association, has for years been serving a select clientele of man-

ufacturers as industrial and sales consultant. In his offices at 520 North Michigan Ave., Chicago, the staff shown serves not only the clients but the industry generally.



Top Row: Charles H. Kieck, William G. Hoskins, Glenn G. Hoskins, Charles M. Hoskins, Theodore Holland.
Bottom Row: Dorothy L. Sampson, Charlotte R. McKeand, Edith S. Linsley, Constance C. Colano.

How to Do Business With The Quartermaster Corps

Manufacturers who bid or would wish to bid for macaroni, spaghetti and/or egg noodles needs of the different Quartermaster Corps will be interested in the new booklet just released by that body, entitled *How To Do Business With the Quartermaster Corps*.

According to Robert A. Howard, Jr., Colonel, QMC, Commanding, the pamphlet is designed basically as a guide to manufacturers and regular dealers interested in selling the Quartermaster Corps. "When we buy," says the Colonel, "how the prospective supplier can participate in our purchasing program, is described therein."

"The primary mission of the Quartermaster Corps is to feed and clothe the individual soldier, and to equip him with items needed in order that he may live under a variety of climatic conditions. In addition, we procure food and certain other supplies for the Navy and Air Force.

"The accomplishment of this mission involves the purchasing of a great variety of products. It isn't difficult to compete for some of this business. There are no problems incident thereto which one cannot solve. Intermediaries or agents are not necessary to obtain contracts from the Government," says the QMC Commander. "It is hoped that the pamphlet that is available to any supplier interested in bidding on our needs, will introduce our purchasing procedure and help them to participate in making our Armed Forces the best fed and best clothed and the best equipped in the world."

Copies of the pamphlet are available from either the New York QM Purchasing Office, 111 East 16th St., New York 7, N. Y., the Chicago QM Purchasing Office, 1819 W. Pershing Road, Chicago, Ill., or the Chicago QM Purchasing Office (Western Branch), Oakland Army Base, Oakland 14, Cal.

Insect Repellent Bags

To meet extreme conditions of shipping bakery flour into hot, humid insect breeding areas, or for export, a pyrenone treated multiwall paper bag has been developed and has successfully undergone commercial flour shipping tests.

Development of this new multiwall bag for the flour industry was announced by St. Regis Paper Co. The multiwall bag's outer wall is treated with pyrenone, and came about

through the joint efforts of St. Regis and the U. S. Industrial Chemicals, Inc., manufacturers of pyrenone and a pyrenone treating process.

Laboratory tests conducted during the past two years, and a recent test commercial shipment from a leading flour mill to a bakery chain, proved the pyrenone treated kraft paper bag affords 100 per cent protection against insect infestation and contamination of the flour. Laboratory tests were conducted by the American Institute of Baking, and the Institute of Paper Chemistry, and commercial shipments tests by Pillsbury Mills, Inc.

St. Regis representatives said the untreated, natural kraft multiwall bag, of which some 213,300,000 have been used to ship bakery flour in the past five years, is completely satisfactory for flour shipments under normal conditions. More than 60 per cent of all bakery flour now is being shipped in these containers. But in the case where flour is subjected to severe shipping hazards, St. Regis said the pyrenone treated bag affords the utmost in protection against infestation and contamination—and, judging from comments of millers, such conditions warrant the use of the more expensive container.

More Practical Retailing

With more than 120 meetings scheduled monthly in all parts of the United States, thousands of independent retail grocers begin a nationwide campaign to increase the efficiency and scope of food retailing in independent establishments.

The campaign, known as the NARGUS Better Stores Program, is a year-long schedule launched this month by the National Association of Retail Grocers with its hundreds of affiliated associations co-operating, according to Mrs. R. M. Kiefer, NARGUS secretary-manager.

Mueller Honors Employee for 25-year Service



Presentation of an engraved watch, a gold lapel button and a gold medal by C. Frederick Mueller, right, executive vice president, C. F. Mueller Co., to Omar Elcassar, left, a manufacturing superintendent, marked the 75th presentation for 25 years' service by the Mueller Co. during their eighty-two years' history. C. F. Mueller Co. was established in 1867.

CARTOON CORNER
BY ART ROSS

THE SPORT OF KINGS— AND THE FOOD OF KINGS!

C'MON, BABY— LET'S PUT ON THE FEED BAG!

Jockey Eddie ARCARO
WINNER OF COUNTLESS STAKE RACES, USUALLY CELEBRATES EACH VICTORY WITH A SPAGHETTI DINNER!

THIS AIN'T HAY!

SOL ROSEN, AN EDITOR OF THE RACING FORM AND WRITER OF THE ANNUAL JOCKEY SHOW, IS AN EXPERT AT PREPARING HOME-MADE NOODLE SOUP!

RICHARD HARRIS' "KENTUCKY DERBY" OFTEN DINED ON MACARONI!

EVERY RACETRACK IN AMERICA SERVES MACARONI PRODUCTS! IT'S A WINNER EVERYWHERE!

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903

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

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

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National Macaroni Manufacturers Association

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Ollie the Owl

The pigeons used to roost on the ledges of buildings around Birdland's business section and they made such a nuisance of themselves that the owners decided to get rid of them. They tried everything to scare the pigeons away; poison, shotgun, barbed wire and a stuffed falcon, but the squatters roosted on the ledges just the same.

At last, in desperation, the owners took a picture of the ugliest duck in town, named Roberto, and put his pictures on their ledges. That did it. The pigeons took one look at his mug and

flew. Everybody got a big kick out of this happening; the waggish jeered that Roberto's face would stop a pigeon talking.

Most birds would be infuriated by this banter and sue the owners of the building for slander or something, but not Roberto. He said "They did me a favor because they showed me that my ugly mug has big sales possibilities. Pigeons roost on buildings all over Birdland and their owners are unable to get rid of the kibitzers. It cost the landlords a fortune to clean up after them. I'll show them how to save a lot of money, and make a nice piece of change myself."

He got some circulars printed with his picture on them and guaranteed that his face would scare pigeons away. "Just hang it on the ledge and pigeon-hole your headaches," was his slogan.

Now he's doing a thriving business selling his picture for \$50 a print; he's making lots of money, is married to the proudest and prettiest peacock in Birdland and to make sure that there is always a market for his ugly mug he raises pigeons as a sideline.

The right kind of salesmanship can make a peacock contented with an ugly mug.

Very wisely yours,
Ollie the Owl

New Institute Supporters

Alfonso Gioia & Sons, Rochester, N. Y., and Kuertz Food Products Co., Cincinnati, Ohio, have been enrolled as new supporters of the National Macaroni Institute.

ATTENTION, PLEASE

Subscribers to THE MACARONI JOURNAL will render our mailing department invaluable service if they will immediately notify the Editorial Office, Braidwood, Illinois, of any change of address or in the event of any kind of address alteration.

Reason: The P.O. Department is rigorously enforcing postal regulations regarding incorrect addresses. Even in cases where the address is only minutely incorrect, the P.O. Department returns the JOURNAL to us, charging additional return postage thereon.

Your thoughtfulness will not only save us money, but insure prompt delivery of your subscribed-for Journal. Thanks for your co-operation.

THE MACARONI JOURNAL
M. J. Donna Managing Editor
P. O. Drawer No. 1,
Braidwood, Illinois

KEEPING FAITH WITH NATURE

DURUM WHEAT IS ENDOWED BY NATURE with abundant nutritional values. Many of these values have been necessarily lost in the milling process and in kitchen procedures. But through scientific advances, the makers of macaroni, noodles, spaghetti, and similar products restore these health-giving qualities—through enrichment. Truly, the macaroni manufacturer who enriches is keeping faith with Nature and America.

Outstanding Nutritional Accomplishments

Today, large quantities of these products are enriched:

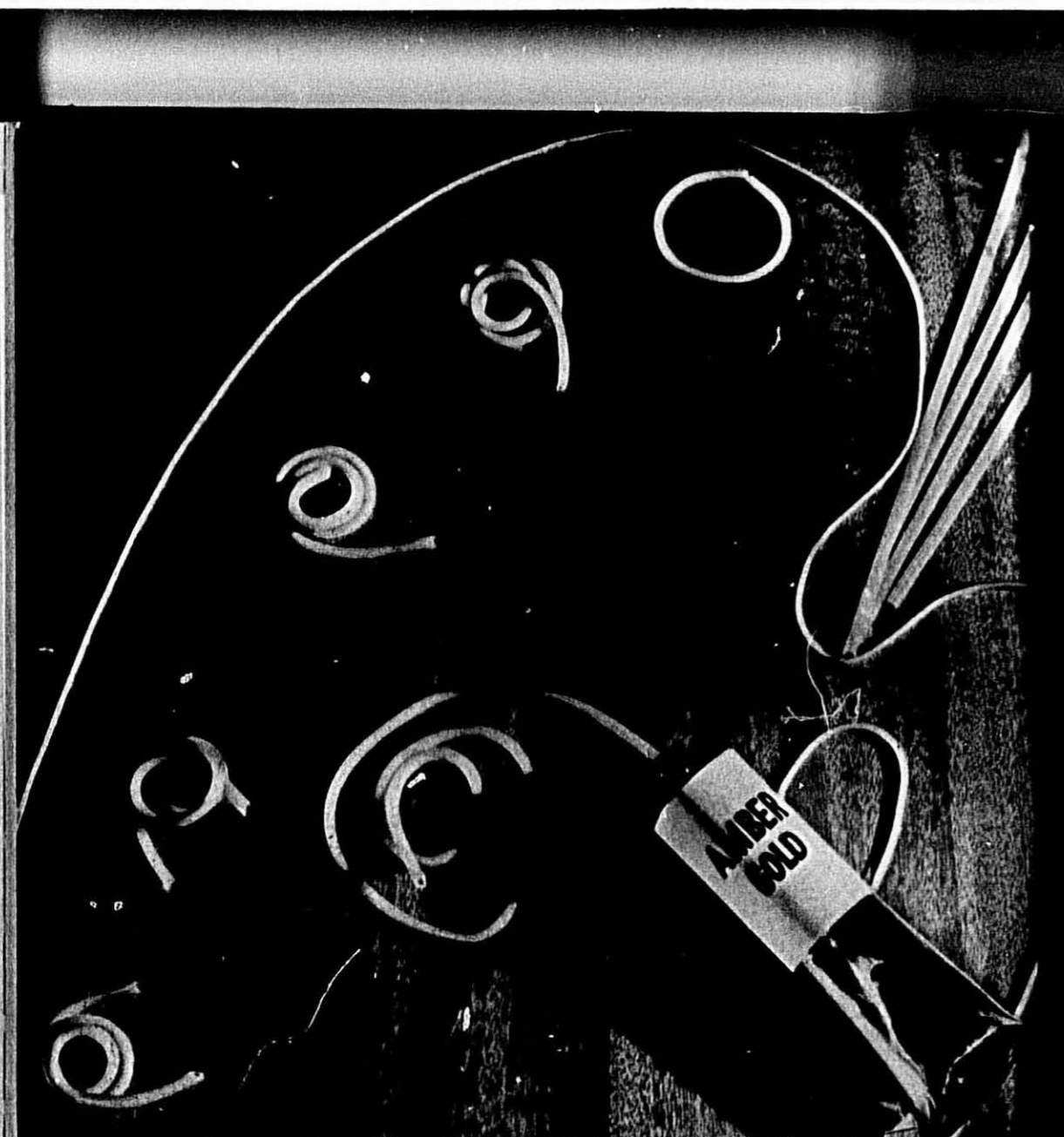
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ROCHE
Vitamins for Enrichment

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

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ARTISTS AREN'T THE ONLY ONES

with keen eyes for *color*. Macaroni manufacturers have to know their colors, too—because color has so much to do with the popularity of their macaroni, spaghetti, and noodles.

That's why we are so particular about the color of the wheats that go into Pillsbury's Durum Products. We're as careful about that as we are about choosing wheats that will give *your* products appealing flavor and fine cooking quality.

PILLSBURY'S DURUM PRODUCTS

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