

**THE
MACARONI
JOURNAL**

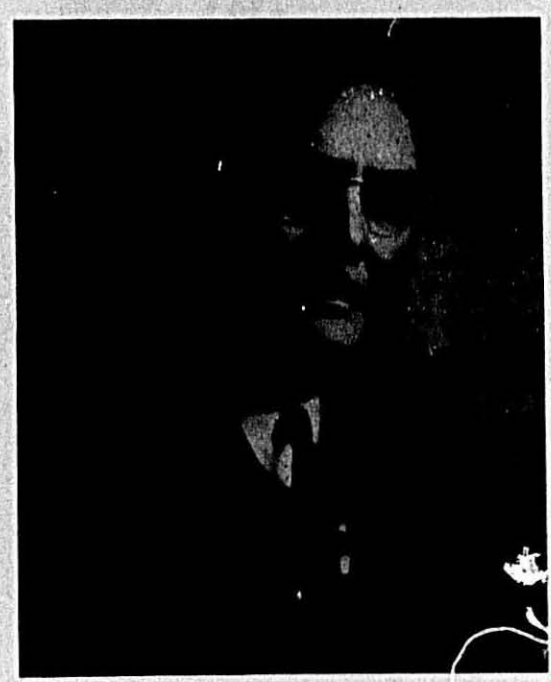
**Volume XXXII
Number 11**

March, 1951

MARCH, 1951

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



James T. Williams
1876-1951

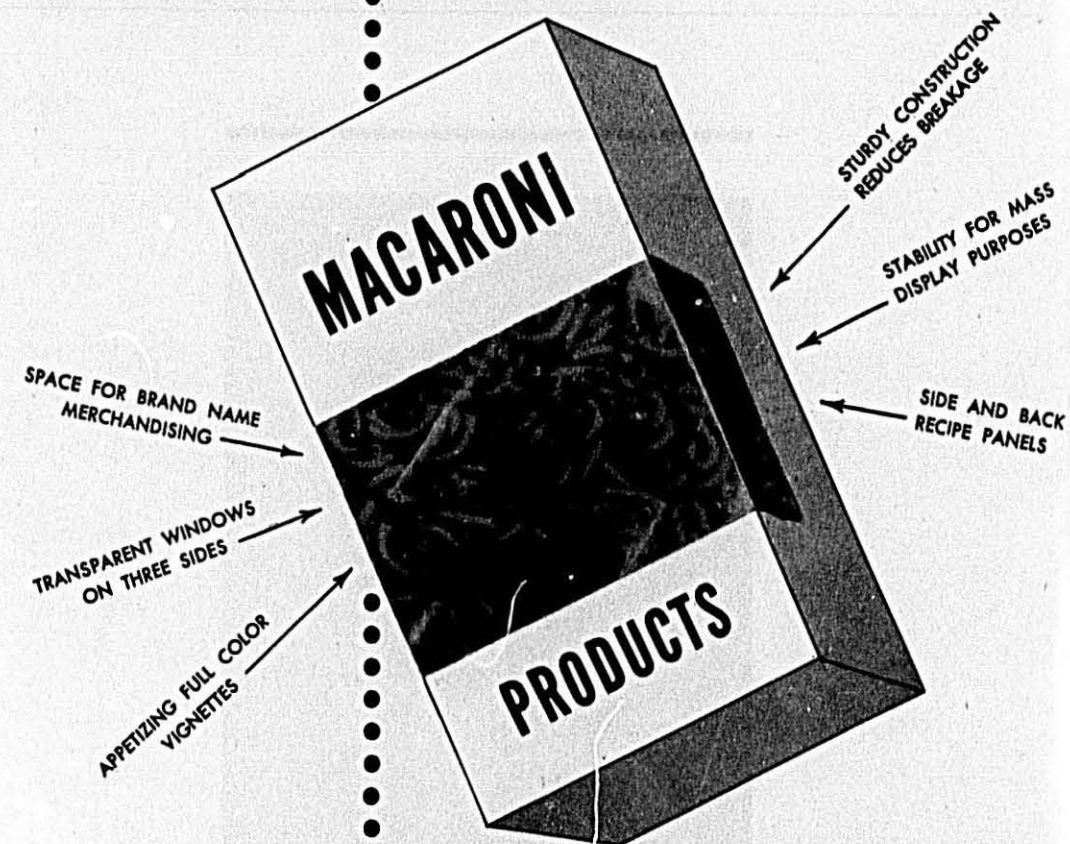
Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXXII
NUMBER 11

25x100

SOMETHING *New* IN PACKAGING
Rossotti TRIPL-VU



MAXIMUM PRODUCT VISIBILITY WITH PROTECTION

ROSSOTTI LITHOGRAPH CORPORATION
 8511 TONNELLE AVENUE NORTH BERGEN, NEW JERSEY
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 5700 THIRD STREET SAN FRANCISCO, CALIFORNIA

March, 1951

THE MACARONI JOURNAL

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YOUR PRODUCT IS OUR PROBLEM

The quality, color and uniformity of your macaroni products depends upon the quality, color and uniformity of the Semolina you are able to buy.

Amber Mill's No. 1 Semolina is the exact color that every quality buyer wants. It never varies in color or quality from one shipment to the next. Shipments are prompt, as promised, to keep your plant operating on schedule . . . at a profit.

If you'd like to end the need for shopping around, specify Amber Mill's No. 1 Semolina.



AMBER MILLING DIVISION
FARMERS UNION GRAIN TERMINAL ASSOCIATION
 Mills at Rush City, Minn. • General Offices, St. Paul 8, Minn.



More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional value for so small a cost, there is a steady swing toward macaroni products.

Yes, today's market for macaroni products is a growing market. Consumer acceptance of your macaroni products is assured when you depend on Capital quality to give your products real eye and taste appeal. Capital semolina and durum flours will help your sales curve.



CAPITAL FLOUR MILLS

The MACARONI JOURNAL

Volume XXXII

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Number 11

Visual Packages

It would be interesting to macaroni-noodle manufacturers to know approximately what percentage of their products sold at the retail level is contained partially or entirely in visual packages—in cellophane, transparent film, window cartons and such, including prepared products in glass. Surveys have been made in some sections and on certain types, and some very interesting facts revealed. However, nothing too definite has been done on macaroni foods generally.

Cellophane manufacturers have gathered some data, particularly with reference to egg noodles in cellophane wrappers and bags. They point with deserved pride to the impetus given the production and consequent public acceptance of egg noodles when first placed in visual packages about a quarter of a century ago when it was first used by manufacturers of this daintier and appealing type. Almost as if by magic, the sale of egg noodles in the late Twenties doubled or trebled when housewives became fascinated for the first time by the creamy appearance of noodles in transparent packages.

Practically every type of macaroni and spaghetti is now sold in visual wrappers or window cartons, though egg noodles continue to hold first place among the macaroni food. The visual package is more popular in the West than in the East. A San Francisco manufacturer estimates that "Over 60 per cent of all macaroni products sold over retail counters in consumer package sizes are in a visual package, wholly or modified." There are some manufacturers who advertise that practically their entire line is packed so that the customer can see the contents.

The growing scarcity and the restrictions of the use of transparent films has created a new interest in the extent of the use of the visual package. *Food Topics*, a national newspaper for food retailers, for instance, in its February 5, 1951, issue reported that "35.7 per cent of all food store products come in visual packages," and that "35.2 per cent of all purchases made in grocery-combination

stores during 1949 were impulse purchases—purchases which Mrs. Consumer had no intention of making before she walked into the store."

In its survey, this newspaper stated that "a package was considered 'visual' if it consisted entirely, or partially of glass, cellophane, transparent film, mesh or any other material which permits the actual contents of the package to be seen." So far as known, mesh materials are not used in packaging macaroni food for retail. The most popular forms of visual packages in this field are cellophane and transparent film wrappers, tubes, bags and envelopes, window cartons and some cooked macaroni foods in glass.

The survey referred to further reveals that visual packages account for over 36 per cent of chain store items, as compared with 35 per cent plus in independent stores. The lowest percentage of visual packages found in any of the stores surveyed was 28.6 per cent—the highest was 41.8 per cent.

Food retailers, and macaroni food processors, too, studying these figures, may well ask themselves: "What factors—other than mass display in a strategic location—compel a shopper to pick up an item on the spur of the moment—on impulse?" The answer is a natural one—the visual contents appeal.

In view of the changed arrangements in modern stores which provide greater display space and the opportunity afforded the shoppers to pick up items that attract them most, and the admitted fact that eye-appeal is of growing importance will have a definite effect on future choice of packaging. Allowing for the fact that macaroni food in blind cartons will have the brand preference of customers who have faith in their favorite brands, the question arises as to whether or not the visual package has fully fulfilled its sales potential in the macaroni food field. A current survey to determine this is recommended.

James T. Williams Dies

Past President of the National Macaroni Manufacturers Association

Founder of The Macaroni Journal

James T. Williams, Minneapolis, a past president of the National Macaroni Manufacturers Association and one of the industry's leaders, died in Florida, March 5, 1951. Mr. Williams had, for several months, been under doctor's care and it had been hoped that his customary southern vacation would bring him back to full health. The consulting physician gave the cause of death as embolism.

Born in Renville County, July 26, 1876, Mr. Williams was raised on his father's farm near Bird Island, Minn. In 1893, intrigued with sales work, he left home to sell groceries to the farmers in Renville and Scott counties. After two years of such selling experience, Mr. Williams opened a grocery store on Washington Ave., Minneapolis, and to improve his business education, attended business college and took additional courses under University of Minnesota instructors.

In 1908, he purchased an interest in the Northwestern Macaroni Co., which later became the Mothers Macaroni Co. Early offices were located at 113 N. Third St., Minneapolis. Three years later he bought out the company and assumed the duties of president. It was at this time that he started the long series of experiments in creating a more delicate, quick-cooking macaroni, particularly adapted to American tastes. Finally perfected, Mr. Williams coined the name, "Creamettes," to typify the new product. Because of its widespread popularity, the new item became the sales leader for the firm, to such an extent that the business name was changed to The Creamette Co. in 1916, and retains this identity today. Mr. Williams continued as its president for 40 years, guiding its expansion from a small concern serving the upper midwest to an organization distributing its products across the nation and into foreign markets. In 1941, the company opened its Canadian plant in Winnipeg.

Mr. Williams was vitally interested in manufacturing, not only as it applied to his own companies, but to the entire macaroni industry as well. His election



James T. Williams

July 26, 1876-March 5, 1951

as president of the National Macaroni Manufacturers Association was announced in 1917, and such was his helpful influence in association affairs that he was requested to continue in office for a period of five years. It was during this unusual term of office that he originated THE MACARONI JOURNAL in May, 1919, as the official organ of the association.

Mr. Williams' constant interest in merchandising and selling is indicated by the fact that as early as 1923 he was host to the National Retail Grocers Convention in Minneapolis. As an officer of the Minnesota Retail Grocers Association in its early days, his work in building the regional groups laid the foundation for his active and continued participation in national organization affairs.

Called to Washington, D. C., for national food conferences by Herbert Hoover in 1917, Mr. Williams was appointed in 1919 as a chairman of the War Service Committee of the Chamber of Commerce of the United States for reconstruction work. He was later

drafted into public service by both federal and state administrations in a variety of capacities.

Always sincerely interested in civic enterprises as well, Mr. Williams was appointed to the Minnesota Conservation Commission when it was first organized in 1931; was instrumental in the organization of the Minneapolis Aquatennial; served as director of the Minnesota 10,000 Lakes Association and recently was honored by the Minneapolis Rotary as an Ambassador of Good Will.

His contributions to innumerable charities and church organizations were as great as they were unknown. No one can estimate the number of youngsters and even families who owe their present economic position to the guidance and financial assistance of Mr. Williams.

Just two years ago he voiced his love and appreciation for his city by composing the song, "Minneapolis," later adopted as its official song. After its first public presentation on February 2, 1949, Mr. Williams requested that the entire proceeds from its sale be used by the Minneapolis Society for the Blind.

Mr. Williams was a member of the Minneapolis Club, Minneapolis Athletic Club, Interlachen Country Club, Knights of Columbus, LaGorce Country Club of Miami Beach, Minnesota Club of St. Paul, Asparagus Club, Automobile Club of Minneapolis, Minneapolis Rotary, Catholic Order of Foresters.

Surviving members of the immediate family include his wife, Louise; two sisters, Teresa and Belle Williams; two brothers, Frank J. and Dan M. Williams; and five children, Margaret Williams Linstroth and her brothers James T. Williams, Jr., Robert H., George J. and Lawrence D. Mr. Williams is also survived by 14 grandchildren.

Services were held at the Basilica of St. Mary, Minneapolis, March 10.

COLOR IS THE VISUAL TEST OF MACARONI QUALITY



Color-conscious about macaroni? Of course you are! And here are important facts regarding the color check at General Mills:

1. Durum wheat samples, only hours from the wheat fields, are milled into semolina and made into dough slabs at General Mills Products Control Durum Laboratory. Uniformly dried, these slabs are tested for color value with a colorimeter. Color value thus determined, each car of durum wheat is specially binned as to its color value at the elevator.
2. When the bins are full, the durum wheat is "turned" and mixed. Then composite samples are taken and double checked for color value in both slab and macaroni form.
3. The mill mix is made by blending Durum wheat in various percentages from several bins. Only when mill mix samples produce macaroni of the proper amber color value, is the mill mix released to the mill.

Painstaking? Yes! But this 3-way color-check is your guarantee that General Mills Durum Products will produce the finest quality macaroni.

General Mills, Inc.
DURUM DEPARTMENT
CHICAGO 4, ILLINOIS



General Mills
Durum Products are
PRODUCTS
Color Controlled for
Your Protection
QUALITY AND
UNIFORMITY

From the Winter Meeting . . .

Addresses by Albert S. Weiss, Association Director,
and V. C. Hathaway, Quaker Oats Co., Chicago

WHAT SERVICES DO MACARONI AND NOODLE MANUFACTURERS EXPECT FROM JOBBERS—FROM RETAILERS?

By Albert S. Weiss
Association Director

Winter Meeting, Miami Beach, Fla.
January 25, 1951

THE subject of distribution at jobber and retail level is a complex one. There are many manufacturers who will say, "The only thing I expect from a jobber and retailer is to buy my merchandise." That is true, and it is a primary consideration. However, the function and relationship between the jobber, retailer and manufacturer should not end there. Therefore, as manufacturers, we should discuss some of the services we expect from the jobbers—from the retailers. I should like to conduct this discussion more or less as an open forum. I'd like to start out and touch on a few subjects and would like elaboration, discussion and additions to be brought from the floor.

Many problems of jobbers and retailers are synonymous. Many subjects mentioned will apply to both. Today's retailing includes many stores in the supermarket category who buy on a direct basis, and even those who do not, require storage, which makes their problems similar to the jobbers.

I. First of all, a prudent buyer, either jobber or retailer, should appraise the manufacturer whose product is considered. Make certain they are responsible and legitimate. Make certain that they put out good merchandise and that their merchandise is guaranteed. Also, be assured that the prospective manufacturer with whom you want to do business is co-operative in every respect.

II. We shall certainly expect jobbers and retailers to keep our stocks in fresh, wholesome condition. Make them conscious and impress them to assume their responsibility. The following helpful hints will be of great value to the merchant:

Space and time factors prevented these addresses from being included in the February issue.—Editor.

- (a) Instruct the jobber that macaroni and noodle products should be stored in a cool, dry place.
- (b) Merchandise is more desirable in a fresh, wholesome condition.
- (c) Buy on current basis.
- (d) Rotate stock. Train help and establish definite methods of stock rotation.
- (e) Eliminate too many duplications.
- (f) Allow manufacturer's representative to make periodical inspection of stock.
- (g) Be particularly careful in storing merchandise if in cellophane. Store right side up instead of on sides. Cellophane packages might get out of shape if stored on the sides.
- (h) Eliminate cutting of cases.



Albert S. Weiss

III. Help stabilize a market.

- (a) Be honest; don't pit one manufacturer against another.
- (b) Maintain quality.
- (c) Take legitimate mark-up.
- (d) Don't use macaroni and noodle products to "football."

IV. Sell related foods, such as cheese, sauces, tomato soup, certain canned vegetables, tuna fish, salmon, canned milk, et cetera.

- (a) Urge grocer to make associated displays.
- (b) Point out that related sales with macaroni and noodle products will make more sales.

V. Secure co-operation of jobbers to take care of specialty orders promptly.

VI. Train salesmen to help distribute display materials and put them up.

There are certain functions that we as manufacturers expect from retailers that are separate from that of a jobber. Of course, here again our primary concern is for the retailer to buy your merchandise. But it is also the responsibility of the retailer to purchase macaroni and noodle products in good, wholesome condition, and it is his responsibility to offer it that way to the consumer. He can attain this through rotation of stock on shelves, keeping shelves and adjoining merchandise clean and free of infestation.

The jobber and retailer can count on the co-operation of all responsible manufacturers. Macaroni and noodle products extend good business to the jobber and retailer. Mutual co-operation can make them even more profitable.

ADVERTISED BRANDS

By Virgil C. Hathaway
Quaker Oats Co., Chicago

Winter Meeting, Miami Beach, Fla.
January 24, 1951

What is the present standing of advertised brands . . . with the distributors . . . with the public?

There is only one answer . . . good! Food products are as a whole more consumer demanding. Trademarked goods, macaroni products, for instance, should be no exception. Particularly true because of self-service stores, making your trademark a well-known one assures you a good position in your market areas.

The standing of advertised brands in distribution is good because the demand for advertised brands by the public is good. Barring situations where there is more demand than supply of a product, I believe that security of your trademark will necessarily require good advertising and promotion.

The defense of individual trademarks is natural in view of the stake which a company has in its own trademark. In 1932, we started a nationwide consumer survey which we called the psychological Brand Barometer. We gave it that name because it was not so much a measure of sales as of brand loyalty and trademark con-

(Continued on Page 36)



The unique chateau-like building occupied by Lucey's Restaurant, Hollywood, was a private club until it was converted into a public eating place twenty years ago. Located across the street from Paramount Studios, Lucey's is a rendezvous of motion picture people—as well as a popular tourist attraction.

Good Food Is a Tradition at Lucey's

IN HOLLYWOOD



Paramount starlet, Laura Elliot, enjoys one of the spaghetti dishes so popular with Hollywood stars.



Milled with Skill that is
Traditional

KING MIDAS

Semolina

KING MIDAS FLOUR MILLS MINNEAPOLIS 15, MINNESOTA

A hard-hitting program designed to carry the story of macaroni products into every American home has been developed by the National Macaroni Institute for 1951, according to Theodore R. Sills, president of Theodore R. Sills and Co., NMI public relations counsel.

Speaking before the winter meeting of the National Macaroni Manufacturers Association January 23 at the Hotel Flamingo, Miami Beach, Mr. Sills said the institute's 1951 public relations plans include new activities which will help to bring the macaroni products more frequently to the favorable attention of homemakers in every section of the country.

Highlight of the institute's program for the coming year will be National Macaroni Week which is scheduled for October 18 to 27, Mr. Sills said. He urged the full and active support of

of the occasion in their fall advertising schedules.

Steps also are being taken now, he said, to enlist the co-operation of other publicists in the food field, including representatives of such organizations as the National Dairy Council, National Fisheries Council, American Meat Institute, Wine Institute, Ripe Olive Institute, Gulden's Mustard, Tabasco Sauce and others.

Another important activity in which the institute will participate in 1951 will be the American Home Economics Association Convention in Cleveland, June 26 to 29. The institute will sponsor a booth at the convention which attracts more than 3,000 home economists, including teachers, editors, writers, dieticians and food experts from all sections of the country. Material on macaroni products will be dis-

tributed to visitors to the institute's booth with resultant benefits in good will for the entire industry.

The institute again this year will be on the program for the National Food Editors Conference at the Drake Hotel in Chicago, October 11. The Food Editors' Conference is attended by the top newspaper and news syndicate editors from all over the nation who exert great influence on the nation's eating habits.

At last year's Food Editors' Conference in New York, approximately 150 editors attending the conference were made members of the institute's "Macaroni-of-the-Month Club." As members of the club, each editor, receives a gift package of macaroni products each month, plus recipes and story material for use in their food columns. The macaroni products are supplied by a group of individual manufacturers who volunteered for this good will gesture which benefits the entire macaroni industry.

On the basis of the number of volunteers who offered to handle the gift, Mr. Sills reported that this public relations activity can be carried on throughout 1951 and into 1952.

A new medium through which the institute will reach into the homes of millions of Americans will be available to the industry in 1951, Mr. Sills disclosed. Through arrangements with the American Gas Association, macaroni products recipes and news releases will be supplied to 450 home service directors of the nation's gas companies

for inclusion with gas bills and for use in public service cooking classes and over radio and television programs. A similar arrangement is being made with electric power companies. Through the home service directors of the gas and electric companies, Mr. Sills estimated that information on the macaroni products will be transmitted to more than 90 per cent of the nation's homes.

Another new medium through which the institute will reach millions of people in 1951, according to Mr. Sills, is the "Seventeen in the Classroom" service of *Seventeen Magazine*. Five thousand home economics teachers and instructors receive this service which includes information supplied *Seventeen* by the institute. Through the *Seventeen* service, recipes and material on the macaroni products will regularly be carried into practically every home economics class in the country.

The new activities which are being undertaken by the institute for 1951 will implement an expanding general public relations program along the lines of the 1950 activities which produced more than 5,000,000 lines of space in the nation's newspapers, featured treatment in over 30 consumer magazines, plus radio and television publicity.

The general public relations program includes regularly scheduled releases of recipes, photograph and stories to the more than 1,700 daily newspapers. In addition, special recipes, photographs and stories will be supplied to the news syndicates, including Associated Press, Western Newspaper Union, NEA, United Press, General Features, King Features, Metro News Service, Meyer-Booth Service and other agencies and news service which provide material for thousands of daily and weekly newspapers.

Consumer magazines also will be supplied with a steady flow of material during the year to insure featured representation of the macaroni products in such publications as *Woman's Home Companion*, *Good Housekeeping*, *McCall's*, *Ladies Home Journal*, *Look* and other publications which help to influence American eating habits.

Radio and television programs will receive institute material on the macaroni products and new ways to prepare them, with special emphasis on television programs which appeal to the homemakers' audience.

News releases will be sent regularly to the nation's newspapers, wire services, trade publications and to radio and television news commentators to keep them abreast of current events in the macaroni industry. Through trade, farm and milling publications, the grocery industry and the suppliers of raw materials for macaroni products will be kept advised of the news about the institute.

Material already has been supplied
(Continued on Page 32)

NEW PROMOTIONAL CAMPAIGN

every member of the macaroni industry to insure success of the 1951 version of Macaroni Week.

"In 1950, our efforts in behalf of the National Macaroni Institute produced over 1,500,000 lines of newspaper publicity for Macaroni Week; stories and pictures in the top consumer magazines; and thousands of dollars worth of time on radio and television," he said. "In addition, we enlisted the co-operation of other food producers who invested thousands of advertising dollars tying in their products with the Macaroni Week promotion.

"This year's Macaroni Week will have greater publicity support and more support from producers of other foods," Mr. Sills predicted. "The individual macaroni manufacturer can gain the most benefit from this tremendous promotion by gearing his own advertising and merchandising plans to take the fullest advantage of the sales impetus created by Macaroni Week."

Preliminary plans for the 1951 National Macaroni Week already are well under way, Mr. Sills reported. Announcement of the dates has been sent to all publications in the food, farming, milling and advertising fields. Editors of consumer magazines which plan their material months in advance are being contacted to insure widespread coverage of Macaroni Week in October issues. Producers of food which combine well with the macaroni products and their advertising agencies are currently being advised of Macaroni Week plans to enable them to take advantage

of the occasion in their fall advertising schedules.

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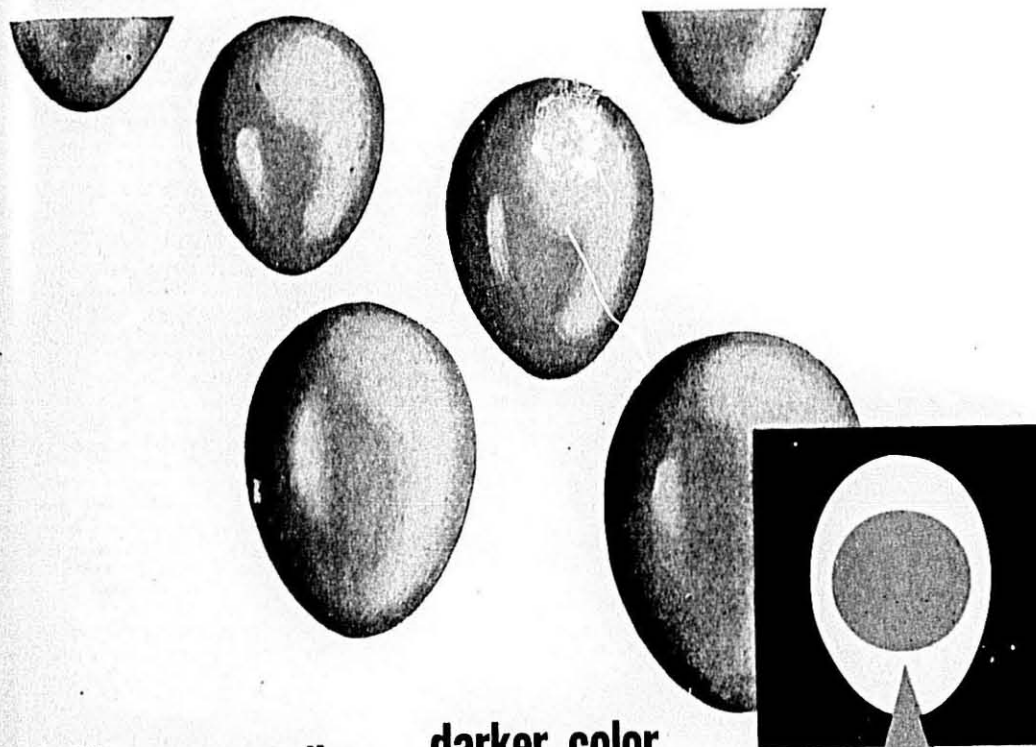
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Give your noodles ... darker color
finer texture ...
with Armour Cloverbloom Frozen Egg Yolks

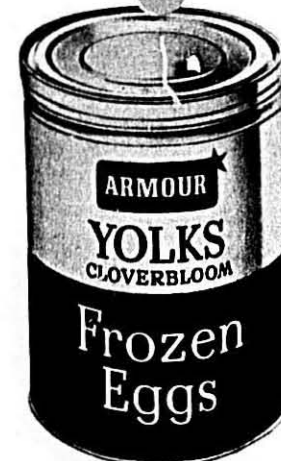
Here's a product specially prepared to help you make the noodles your customers prefer ... dark in color, fine in texture, and uniform in flavor. Each can contains 45% solids, so there's never any guesswork in making sure that your noodles have the required egg content.

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

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

ARMOUR
CREAMERIES

Chicago 9, Illinois



GUARD THESE ESSENTIALS IN PURCHASE CONTRACTS

by
Ernest W. Fair

THE tougher competitive conditions become the more careful a food manufacturer must be in the purchase contracts he signs. The greater the appearance of a bargain offered, the more certain we must be that every possible protection is made a part of the purchase contract.

Here are the safeguards to be followed in such procedure and the points that should be made a part of every such contract during the months ahead.

The basic essential is, of course, that the complete contract must be reduced to writing. Verbal modifications of written contracts lead to trouble. Any modifications should be made in the form of writing under the signature of the same party who signed

the original contract and it is wise to make certain this signer has the right to make such modifications.

The contract should clearly set forth in definite terms the full agreement as to quantity, specifications, price, terms, time, special conditions, inspection, guarantees and penalties.

Quantity should be set forth as a definite figure in pieces, pounds or other units and it should adhere to the basic plan formulated for inventory control by the firm. Where it is possible to obtain an element of leeway on quantity, such is generally desirable from our purchasing standpoint, though not desirable in any contract we may execute as a supplier. Such a provision gives ready allowance for errors made in our estimate of needs or for possible changes in that estimate.

Where specifications are explicit and it is of the utmost importance to us that these be met exactly, the contract should contain provisions for inspection and rejection, when and where and how this inspection is to be made and by whom. If possible to obtain such a provision, it should contain a clause specifying exactly who is to make the inspection and which party to the contract will pay the costs of such inspection.

The detailed specifications to be met by the supplier should be part and parcel of the contract and should be expressed in terms and figures which leave no doubt as to their meaning. It is always wise to make certain that the contracting party fully understands such specifications and our intention to adhere to them in absolute detail before the contract is signed.

Prices should be fixed as an exact figure in the contract. The only exception is where market fluctuations of price make it impossible for a supplier to honestly enter into such a contract. In such instances, it is best to insert a provision in the contract that price shall be based on the market price at the date of shipment and definition made of how this quotation will be arrived at in detail.

Any contract which contains a sliding scale of price should have provisions for a maximum price figure to which the supplier is bound regardless of outside influences. Wherever it is possible to obtain a clause that will give us an advantage, should market prices decline sharply before the contract is completed, such a clause is most desirable.

The exact terms at the f.o.b. point and discounts should be plainly stated. Such a provision should also be written as to leave title in vendor's hands until we receive actual delivery, so that risk in transport will be entirely the vendor's responsibility.

There is a growing policy away from such responsibility by vendors, so it is a point we will generally have to fight for . . . but if it can be included

in the contract, it is a definite advantage over the relief of responsibility by vendor.

Time clauses for delivery are of the utmost importance and should provide that delivery is to be made within a certain period on a certain date, or in accordance with the purchaser's instructions. The delivery and specifications in any purchasing contract should be clear and to the point and any possible conditions inserted therein should be watched closely.

Every purchase contract containing time clauses should carry a provision giving the purchaser the right to cancel and refuse deliveries if they are not made on time as the contract specifies. There should also be a definite statement as to the time of termination of the document in any such contract.

Guarantees made under the agreement should be a definite part of the contract, whether they apply to quality, quantity, delivery, service or some other factor. An understood guarantee by a supplier has little value in application to a specific purchase contract. Also, generalized guarantees mean nothing . . . they should be specific and detailed.

Such guarantees should also be made to apply for a fixed period after delivery and should not expire upon delivery to the purchaser. This is particularly important in negotiation of any "bargain-price" purchase contract, for generally when such advantages are obtained the purchaser must be overly alert to any possibilities for substandard or other hidden means which may be developed in order to make the bargain offer possible.

Penalty clauses should also be definite and specific and never couched in generalities. The contract may require that a bond be established to guarantee fulfillment of all details of the purchase order. The amount of payments which will be acceptable as liquidated damages in full settlement for defaulting should be set forth in clear and impossible-to-misinterpret language.

Thorough understanding of the legal aspects of such purchase contracts are a must today. Generally the important factors to bear in mind are:

(1) Any additions or revisions to the original must be initiated or signed by the parties concerned.

(2) All necessary provisions must be placed in the contract.

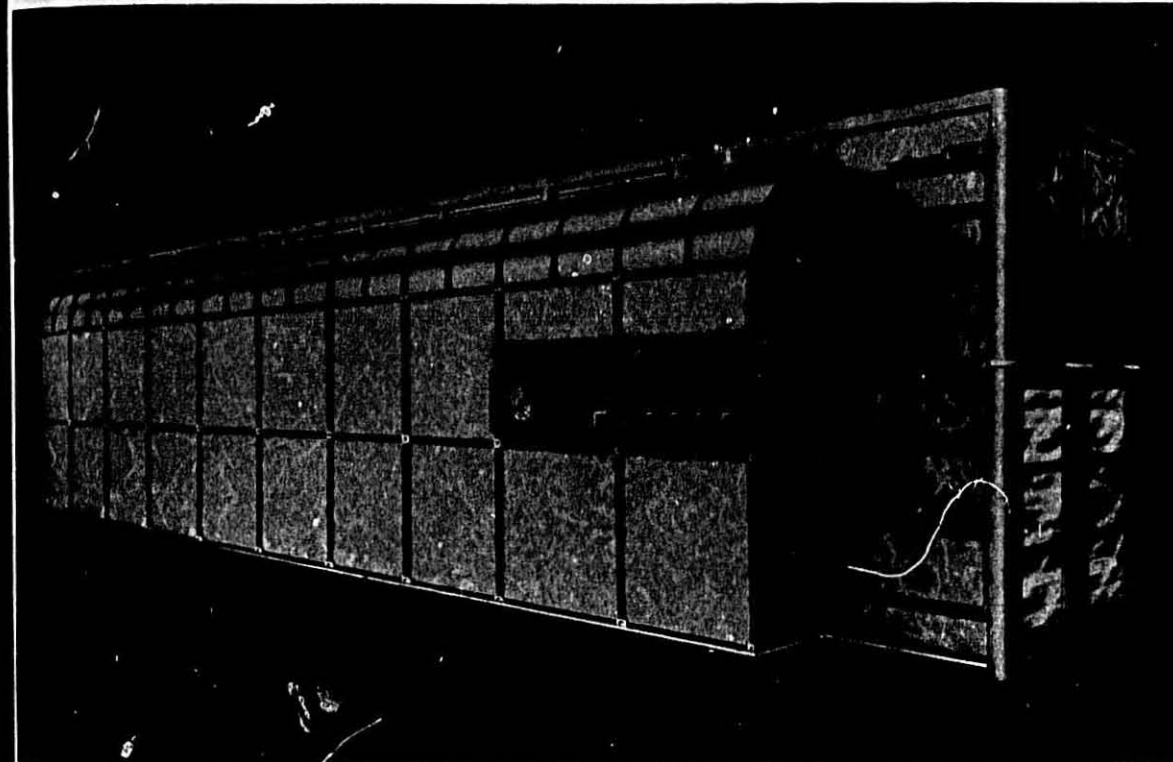
(3) Only the material that appears above the signatures in a contract is binding.

(4) The contract must express the entire agreement between the parties, for so it will be considered in case of disputes.

It is always best to have a purchase contract checked by one's own attorney before signing, so that all of these protections may be assured and so that legal aspects peculiar to the state in which business is being done may be known and understood.

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

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



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

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

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

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

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and dries the product. The ONLY dryer having

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

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

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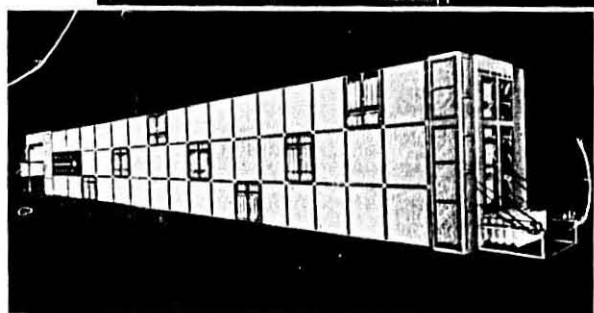
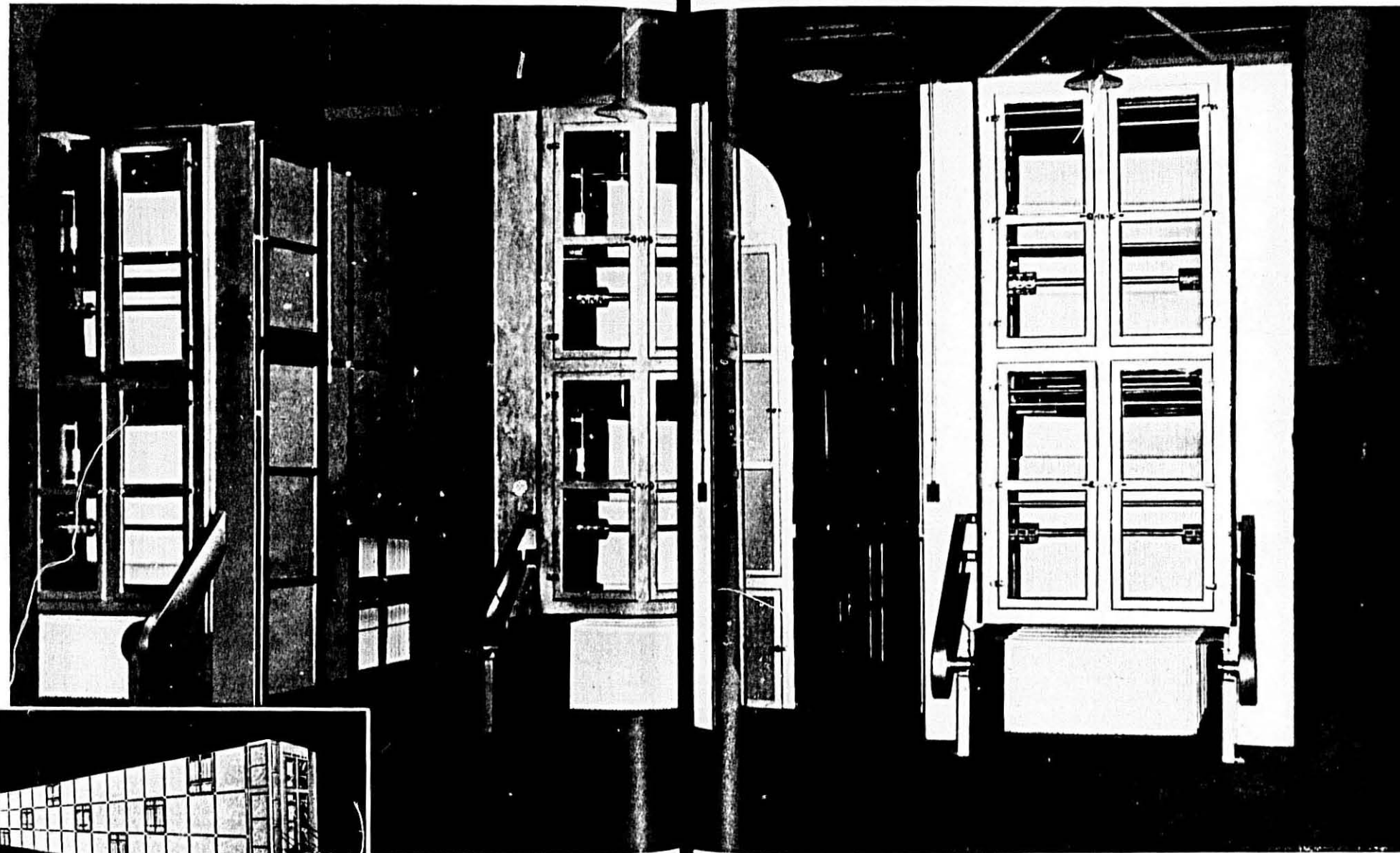
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Front view of Long Dryer units taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

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

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

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

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Durum Wheat Stocks

Total 42,354,000 Bushels on January 1, 1951

Durum wheat stocks of 42,354,000 bushels were on hand in the United States on January 1, 1951, states the Department of Agriculture in the semi-annual durum report. This was about equal to the quantity on hand at that date both in 1949 and 1950. The January 1, 1951, supplies were held in the following positions: On farms, 19,827,000 bushels; in country elevators, 8,917,000 bushels; commercial stocks at terminals, 7,957,000 bushels and merchant mill stocks of 5,653,000 bushels. Farm stocks were about 234 million bushels less than the year before, but supplies in all other positions were larger than a year ago.

On the basis of the last official crop report, supplies of durum wheat available for the 1950-51 season are estimated at 56,512,000 bushels, composed of the July 1 carry-over of 19,717,000 bushels and the 1950 crop of 36,795,000 bushels. From these supplies mill grinding of 11,961,000 bushels took place during the July-December period. Exports amounted to 2,180,000 bushels. The quantity used for feed, cereal manufacturing and other uses, though listed in the supply and distribution table which accompanies this report at only 17,000 bushels, is a tentative residual figure which will be adjusted when the final outturn of the 1950 crop is determined.

The last official estimate placed the 1950 production of durum wheat (three states) at 36,064,000 bushels, 7% less than last year's crop of 38,817,000 bushels and 2% below the 10-year average production of 36,753,000 bushels. Production was less than last year in Minnesota and North Dakota. The acreage harvested—2,729,000 acres—was 23% smaller than in 1949, but 8% larger than the average of 2,535,000 acres. The yield, at 13.2 bushels per acre, is sharply higher than the 11.0 bushels obtained last year, but still below the 10-year average of 14.8 bushels. Yields were higher than last year in North and South Dakota, but lower in Minnesota.

The quality of the crop was quite variable, with a wide range in test weights. Black stem rust was a serious threat in a large part of the durum area and some damage resulted. Based upon final yield returns, however, the extent of damage from this cause was somewhat less than appeared imminent in the main durum-growing counties just prior to actual harvest operations. Rust damage occurred largely on late seeded acreage in some fringe areas. Harvesting started considerably later than usual and extended through Oc-

tober in northern areas. Factors contributing to this were the unusually late planting, the generally slow growth and development of the crop as a re-

sult of the cool summer temperatures, a rainy spell during harvest and the effects of stem rust in some areas which retarded ripening.

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

Average, 1938-39 1947-48	Durum Wheat Ground Bushels	Production		Exports	
		Semolina 100# Bags	Flour 100# Bags	Macaroni etc. Pounds	Semolina Pounds
July-December	10,665,107	3,568,920	998,919	11,480,525	7,761,447
January-June	10,115,942	3,581,950	808,106	27,389,076	14,955,321
Total	20,781,049	7,150,870	1,807,025	38,869,601	22,719,768
1943-44					
July-December	11,235,744	3,613,644	1,199,717	1,941,340	20,846,215
January-June	9,172,805	3,146,644	784,744	3,381,071	32,794,248
Total	20,408,549	6,760,288	1,984,461	5,322,411	53,640,463
1944-45					
July-December	12,769,977	3,609,752	1,786,888	7,678,271	38,728,665
January-June	13,260,803	4,266,212	1,400,803	4,795,898	16,851,523
Total	26,030,780	7,875,964	3,187,691	12,474,169	55,580,188
1945-46					
July-December	12,663,562	4,171,084	1,315,576	7,760,088	4,282,975
January-June	9,578,574	3,642,316	723,562	25,856,026	11,876,829
Total	22,242,136	7,813,400	2,039,138	33,616,114	16,159,804
1946-47					
July-December	11,428,936	4,163,498	1,400,063	46,252,127	2,950
January-June	9,936,202	4,026,058	400,063	33,802,997	31,688,505
Total	21,365,138	8,189,556	1,800,126	80,055,124	31,691,455
1947-48					
July-December	13,996,975	5,353,104	785,523	41,314,594	5,017,268
January-June	14,181,830	6,354,943	Included in Semolina	198,424,780	19,706,136
Total	28,178,805	11,708,047	Semolina	239,739,374	24,723,404
1948-49					
July-December	11,452,355	4,012,265	Included in Semolina	25,307,236	2,321,216
January-June	10,231,603	4,457,925	Semolina	14,753,128	1,113,139
Total	21,683,958	8,470,190		40,060,364	3,434,355
1949-1950					
July-December	11,662,778	4,074,859	Included in Semolina	8,446,382	2,771,541
January-June	9,967,224	4,371,220	Semolina	2,703,283	2,816,609
Total	21,630,002	8,446,079		11,149,665	5,591,150
1950-1951					
July-December	11,961,459	4,520,407	Included in Semolina	15,618,754	12,556,884
January-June	Semolina
Total

‡ Mostly granular flour.
† July through November.

Milk Drinking Cuts Butter Supply

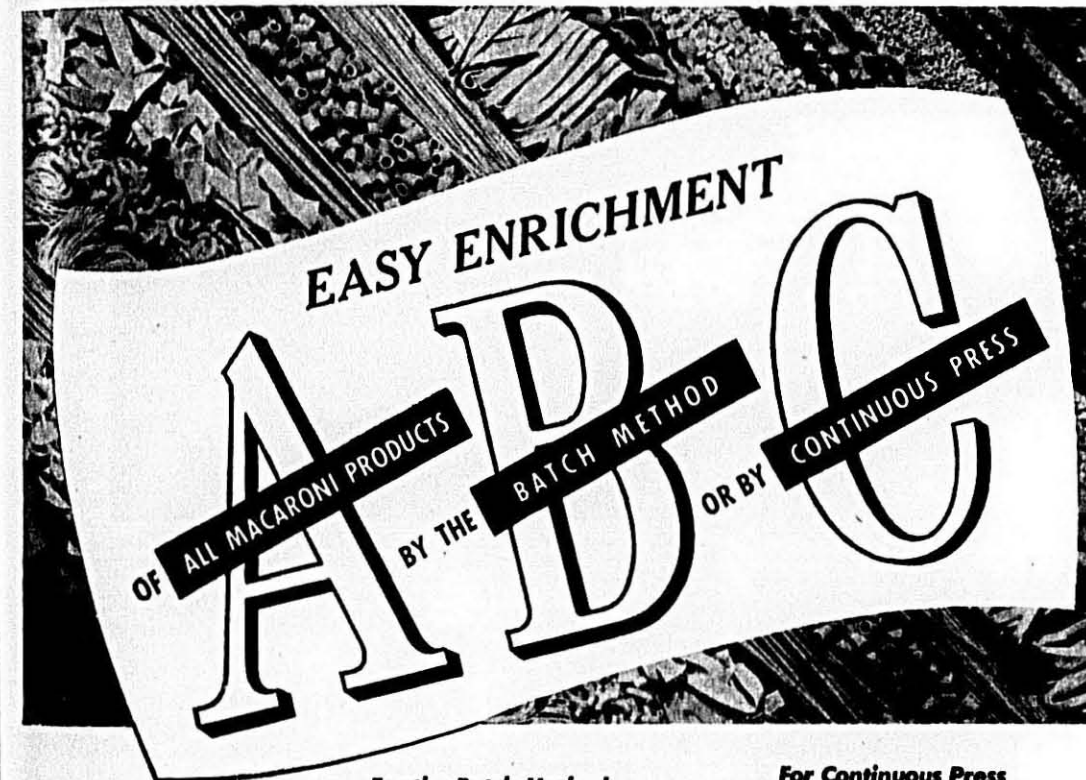
High level employment and wage payments have resulted in a shift in the use of milk. The cows are providing nearly as much milk as a year ago, but families with more money to spend are buying more fluid milk. The result is that there is less milk for manufacture of dairy products. According to the Bureau of Agricultural Economics, butter production is off about 20 per cent from a year ago, and cheese production about 10 per cent. The indications are that this situa-

tion is likely to continue through 1951. There is likely to be a continuation of the smaller supply of milk for butter and cheese making.

After the high production period last summer, there were heavy supplies of both butter and cheese in storage, both in commercial stocks and in government holdings resulting from price support of dairy products.

The drop in production has practically wiped out the U. S. held stock of both butter and cheese.

"Use of fluid milk," says the bureau, "will continue to expand with further rises in consumer incomes."



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American-Chilean Durum Study

A Pan-American program to develop durum wheat which will resist stem rust and other plant diseases has been launched by the National Macaroni Institute in co-operation with the Chilean government.

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

Ambassador Del Rio announced the seed would be turned over to the Chilean Department of Agriculture and the Sociedad Nacional de Agricultura, Chilean farm group, for experimentation and testing in the durum areas of Chile. Durum seed from the South American republic will be similarly tested in North Dakota.

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

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



A Pan-American program to develop durum wheat which will resist stem rust and other plant diseases has been launched by the National Macaroni Institute in co-operation with the Chilean government. In Washington, D. C., Rep. Fred G. Aandahl of North Dakota, left, opens international search for better durum by presenting sample of North Dakota wheat to Ambassador Felix Nieto Del Rio, center, of Chile, as Jorge Burr, Chilean Embassy Commercial Counselor, looks on. The North Dakota wheat will be tested by the Chilean Agricultural Department.

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

Normally resistant to diseases which affect other varieties of wheat, the

1950 durum crop was reduced by a new type of stem rust which struck the North Dakota wheat fields last summer.

By cross-breeding Chilean and North Dakota durum strains, agronomists are hopeful that a new Durum can be developed which can prove resistant to all types of infection.

Pillsbury V. P. Killed

Edmund P. Pillsbury, vice president of Pillsbury Mills, Inc., suffered fatal injuries in a plane crash on February 22. He was piloting the plane on a flight from Minneapolis to Colorado which was wrecked when he was trying to make an emergency landing, struck a tree and crashed in a wheat field near Paxton, Neb. Two companions in the plane, Dexter L. Andrews, secretary of Partridge Co., Minneapolis, and Alfred D. Lindley, attorney, were killed instantly.

Mr. Pillsbury, 37, joined Pillsbury Mills, Inc. in 1937, following a tour around the world after his graduation from Yale, specializing in the selection, buying and selling of grain. He was elected vice president last December.

He is survived by his widow and three children. Also by his parents, Mr. and Mrs. John S. Pillsbury. The father is chairman of the board. The deceased was the grandson of Charles A. Pillsbury, founder of the milling firm. Funeral took place Saturday, February 24, at the Lakewood Cemetery Chapel. Burial services were private.

Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	1951	1950	1949	1948
January	870,532	691,006	799,208	1,142,592
February	901,751	829,878	799,358	1,097,116
March		913,107	913,777	1,189,077
April		570,119	589,313	1,038,829
May		574,887	549,168	1,024,831
June		678,792	759,610	889,260
July		654,857	587,453	683,151
August		1,181,294	907,520	845,142
September		802,647	837,218	661,604
October		776,259	966,115	963,781
November		700,865	997,030	996,987
December		944,099	648,059	844,800

Crop Year Production

Includes Semolina milled for and sold to United States Government:

July 1, 1950 to Feb. 23, 1951	6,832,104
July 1, 1949 to Feb. 27, 1950	5,930,353

Macaroni Markets in Central and South America

The *Molini d' Italia*, Rome, Italy, a Review of the Economics of Cereals and The Derivatives, in its December, 1950, issue, contains an interesting article on the macaroni products manufacturing industry in the West Indies, Central and South American countries by Calisto Zambrano, a noted analyst and student of world commerce. The article covers the production and the import possibilities of each country at length.

A brief review of the article, both in the Italian language and its English translation by Editor and Director Pasquale Barracano, gives the gist of the article, as follows:

The author, following up the explanation on the data collected by him, supplies a vast panorama of the situation as it stands in Central and South America.

It may be deduced that Argentine and Brazil are not merely in a position to provide to their own requirements, but may, with time, alimant a considerable flow of exports owing to their efficient industrial equipment.

As regards the other Latin American Countries, with the exception of Uruguay, where the local production exceeds the domestic requirements, to the extent that the locally manufactured macaroni are sold below the official prices, in all the rest, from Venezuela to Columbia, from Peru to Bolivia, from Chili to British Guiana, the consumption of macaroni is practically null, and only limited quantities absorbed by the immigrated European populations are produced locally, under the form of artisanship, or else are imported from the U. S.

Continuing his survey on Central America and the West Indies, the author recalls that Panama, Cuba and S. Domingo represented, in times past, a noticeable market for the Italian production, but since 1930, the latter had been strongly reduced, touching very limited quantities.

Costarica, which is the most important market for its consumption, ever since 1936 was considered as nothing else but an extension of the internal U. S. market; since 1948, however, also this status has come to cease on account of the development of the local industry. Guatemala, Nicaragua, Guadalupe and Haiti, even though of nothing but scarce importance from this particular angle, are nevertheless markets of easy access to the American dominion.

L'Auteur, continuant dans l'exposition des données qu'il a recueillies, fait un tableau définitif de la situation, telle qu'elle se présente dans les Etats de l'Amérique Centrale et de l'Amérique du Sud.

De ce tableau, on peut voir que l'Argentine et le Brésil non seulement sont à même de pourvoir aux nécessités intérieures, mais, grâce à l'efficacité de leurs équipements industriels, peuvent

être produites sur place sous forme d'artisanat, ou bien elles sont importées des Etats Unis.

En poursuivant son examen, en ce qui concerne l'Amérique Centrale et les Antilles, l'Auteur rappelle que Panama, Cuba et S. Domingo, ont été autrefois des marchés intéressants pour la production italienne, mais que déjà depuis 1930, les possibilités d'exportation de nos produits dans ces Pays là, étaient réduites à des quantités très modestes.

Costarique, qui est un marché important pour sa consommation, jusqu'à 1936 pouvait être considéré comme rien autre qu'une extension du marché intérieur des Etats Unis, mais, depuis 1948 et ensuite les importations ont été réduites de façon remarquable, à cause du développement de l'industrie locale; Guatemala, Nicaragua, Guadalupe et Haiti, tout étant peu importants sous l'aspect considéré par l'Auteur, représentent toutefois des marchés faciles pour la domination américaine.

Control of Stored Wheat Parasites

Grain and macaroni weevils know no international boundaries. They attack wheat and macaroni products wherever found—in the tropics, in the frozen tundras, in Italy and in the United States alike. Long and continuing studies have been made by the leading scientists of the world, but the weevil damage to grain and cereal products runs into the millions annually.

In a special article by a renowned authority named Curculio, in the October, 1950, issue of *Molini d' Italia*, the author gives methods and means that seem to be most promising in this world-wide fight against weevils and kindred parasites. The editors of the magazine review the factual, fully illustrated article as follows:

Control of Stored Wheat Parasites by Curculio

With this article, the author brings to conclusion a series of notes, of an essentially practical nature, on the control of stored wheat animal parasites.

Very often, preventive measures are inadequate to protect cereals from insect attacks, and, in this case, man has to make recourse to what is known as the strong approach, i.e., curative and repressive control.

Some of the most practical gas pesti-

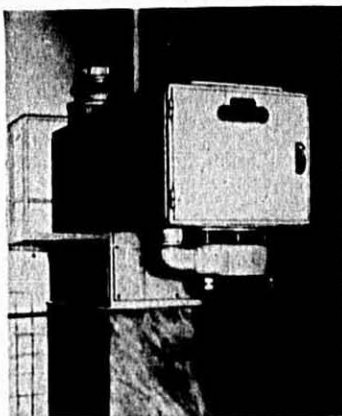
cides in use, in view of the particular conditions existing in Italian warehouses, are the following: carbonic sulphide employed alone or in combination with carbon tetrachloride; Granosan (chloride of ethylene and carbon tetrachloride); Dowfume EB 5 (bromide of ethylene, propylene chlorine and carbon tetrachloride). Among the powder pesticides: DDT compounds (as for instance white mark DDT, the Geigy 33, and Frecol for seeds). Their use, however, is not advised in the case of wheat for human consumption, owing to the disturbance which even minimum doses of DDT may cause to man, if repeatedly taken in together with foodstuffs.

Excellent results appear to have been given by a special variety of Italian bentonite (a mineral powder composed of silica and montmorillonite), even though its use is more appropriate in the case of preventive control rather than in the curative phase.

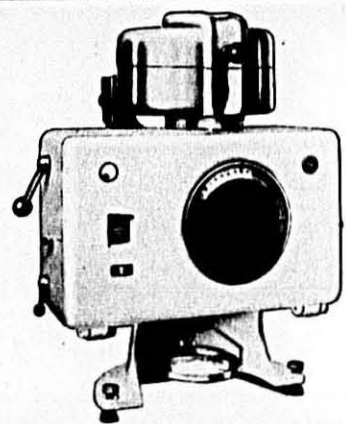
Among the others also figure the smoke-producing pesticides, composed of E.C.E. or gammexane, such as the smoke generator and the smoke Agrocide, but studies are now being made in order to determine whether the strong smell of mold is prejudicial or not to the bread making qualities of the flours.

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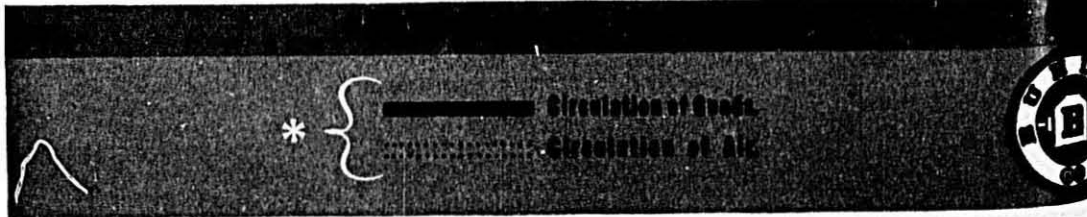
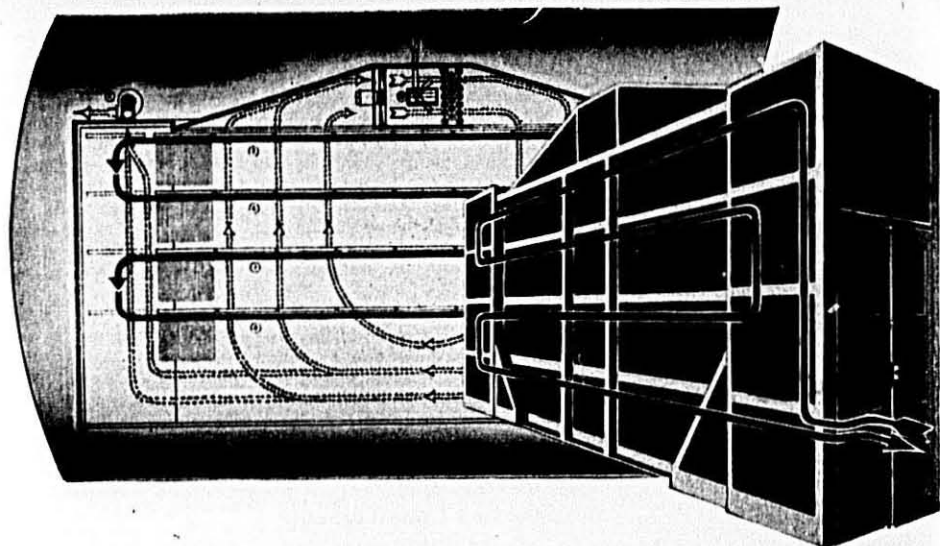
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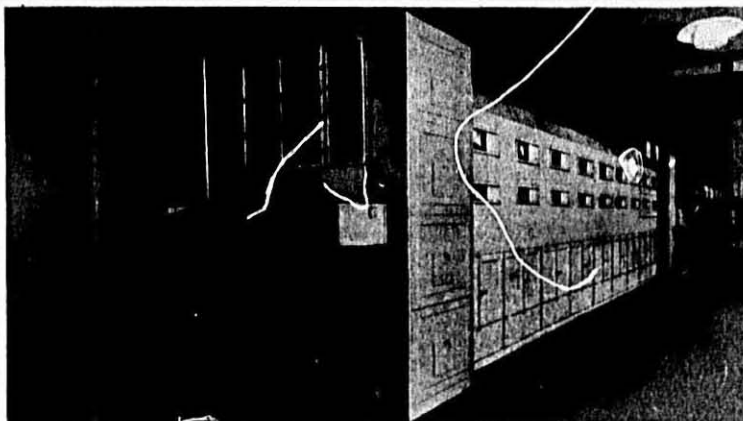
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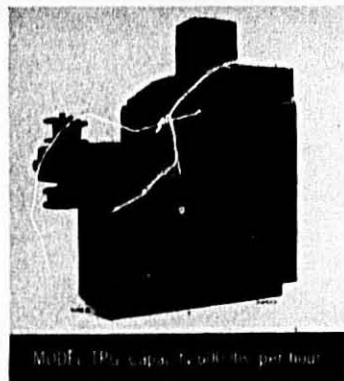
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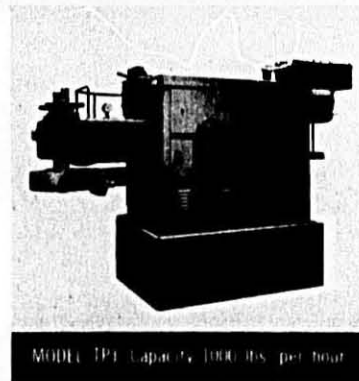
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Death of Sigurd O. Werner

Sigurd O. Werner, long manager of advertising sales and services for the Miller Publishing Company in the Chicago area, died February 5. He had been in the employe of that firm for over 44 years, during the last 23 of which he was Chicago manager. Mr. Werner was well known to the macaroni-noodle manufacturers of the



Sigurd D. Werner

entire country, having frequently attended and reported the conventions of the industry in Chicago and other mid-western cities. In 1949, Mr. Werner was cited by the Chicago Association of Flour Dealers for completing 25 years of outstanding service as secretary-treasurer of that group. In 1940, he was given a testimonial scroll by members of the Chicago flour and baking industries for his long service to the trades.

He served with credit in many other capacities in connection with the flour and baking industries after serving in the U. S. Army in World War I, having attained the rank of sergeant at the time of his discharge. At the age of 59, he suffered a sudden stroke which caused his death. Funeral services were held at the Messiah Lutheran Church in Chicago on February 8, with interment in Rosehill Cemetery in that city.

Compliance Compulsory

The Food and Drug Administration expects every manufacturer of macaroni and noodle products to adhere closely to the promulgated standards, warns James J. Winston, director of research for the National Macaroni Manufacturers Association, in a bulletin to its members as of February 1, 1951. He states that recently a matter of special importance has come to his attention regarding a macaroni

product to which there is added as an ingredient egg yolk or whole egg and stated as such in the declaration of ingredients.

Macaroni products which contain egg as an ingredient must contain not less than 5.5% egg solids to be in compliance with the law. It is incumbent on the manufacturer to add the required amount of egg solids to a product when labeling it an egg macaroni or egg noodle product.

It is strongly urged by this authority that each manufacturer examine closely any macaroni product which contains egg in order to revise his label and product to avoid any possible conflict with the federal law.

Changes in Sterwin Technical Staff

Warren F. Keller, who became associated with Sterwin Chemicals, Inc., a year ago, has been named assistant technical director, P. Val. Kolb, president, has announced. Kenneth R. Leggett, formerly with the American Cyanamid Co., has been added to the firm's technical staff at New York headquarters, under Dr. R. C. Sherwood, technical director.

Mr. Keller is a graduate of Kansas State College where he specialized in milling technology, and where he was

subsequently first a teacher and later a professor. Most recently, he was vice president in charge of production and engineering of the Harvest Queen Milling and Elevator Co., Plainview, Tex. His long and varied career in the milling industry has included important positions with the B. A. Eckhart Milling Co., Chicago, and the flour milling section of the Allis Chalmers Manufacturing Co., Milwaukee.

Heads Prater Pulverizing Company

George F. Thomas was elected president of Prater Pulverizer Co., Chicago, at a recent meeting of the board of directors. He will also continue in his former capacity of general manager. Mr. Thomas, who has been with the firm for 20 years, succeeds the late Ralph Prater as head of the company. The firm manufactures special grinding machines for pulverizing dried macaroni products into semolina and flour for reuse.

Schroodles

Ravarino & Freschi, Inc., St. Louis macaroni manufacturers, is marketing a packaged macaroni in an unusual form under the "Schroodles" brand—*The New York Journal of Commerce.*

Liquid, Frozen and Dried Egg Production January 1951

Liquid egg production during January totaled 23,489,000 pounds, compared with 43,992,000 in January last year and the 1945-49 average of 24,448,000 pounds, the Bureau of Agricultural Economics reports. The quantities used for immediate consumption, drying and freezing were all smaller than a year ago.

Dried egg production during January totaled 1,681,000 pounds, compared with 3,345,000 pounds during January last year. Production consisted of 1,535,000 pounds of dried

whole eggs, 118,000 pounds of dried albumen and 28,000 pounds of dried yolk. During January last year, production consisted of 2,862,000 pounds of dried whole egg, 265,000 pounds of dried albumen and 218,000 pounds of dried yolk.

The quantity of egg frozen during January totaled 15,462,000 pounds, compared with 29,792,000 pounds during January last year and with the average production of 8,053,000 pounds. Frozen egg stocks decreased 15 million pounds during January, compared with an increase of 1 million pounds in January last year and with the 5-year average, which is a decrease of 17 million pounds.

Production of Frozen Egg and Dried Egg in 1950 (Revised)

Month	Frozen			Dried		
	Total frozen	Whole	Albumen Yolk	Total dried	Whole	Albumen Yolk
	—Thousand pounds—			—Thousand pounds—		
January	29,792	15,641	8,133	6,018	3,345	2,862
February	46,939	23,657	14,035	9,247	6,592	5,592
March	77,924	38,105	24,000	15,819	10,305	9,618
April	64,218	37,889	16,504	9,825	12,929	11,895
May	57,964	36,054	14,027	7,883	19,078	18,379
June	29,374	17,008	7,402	4,964	17,146	16,635
July	17,748	12,193	3,195	2,360	11,098	10,690
August	13,416	8,385	2,603	2,428	5,199	4,699
September	8,444	5,429	1,639	1,326	3,739	3,356
October	4,535	2,884	776	875	1,984	1,722
November	2,388	1,913	239	236	1,366	1,120
December	1,406	1,191	115	100	637	425
Total	354,148	200,349	92,718	61,081	93,418	86,993

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MORE THAN 100 UNITS OPERATING IN THE UNITED STATES



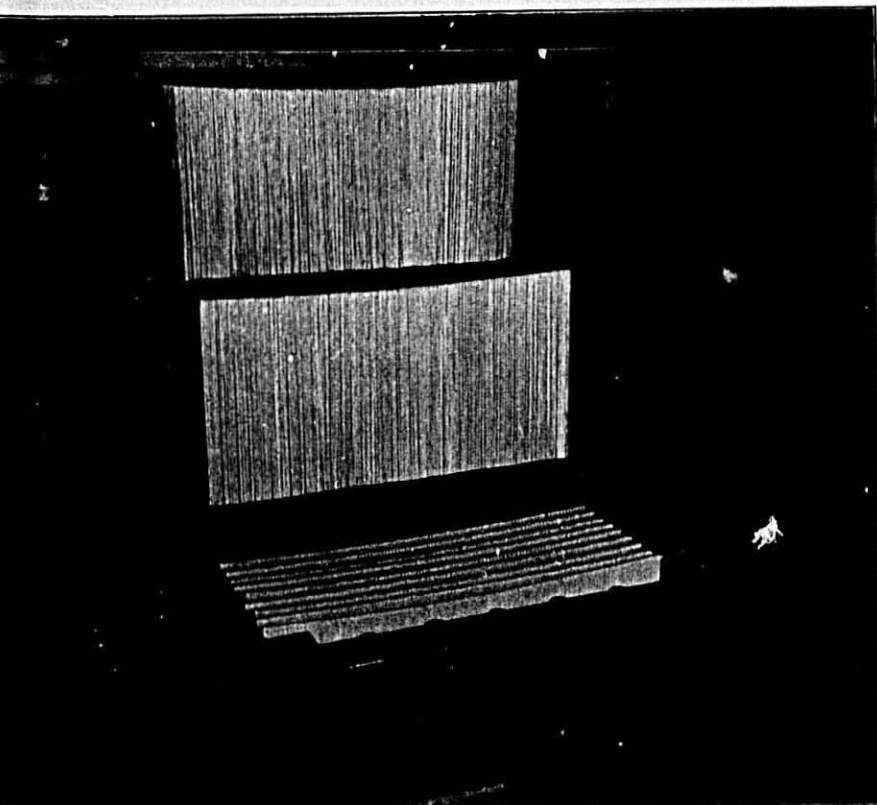
YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

Hygienic — Compact — Labor Saving

Preliminary or Complete Finish Dryer

Patented Model PLPDG—Drying Capacity 1000 Pounds

Patented Model PLPDP—Drying Capacity 600 Pounds



Top Picture

The Long Paste in plastic stage leaving the preliminary dryer to be put on trucks.

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

Operation fully automatic.

TIME PROVEN AUTOMATIC PRESSES

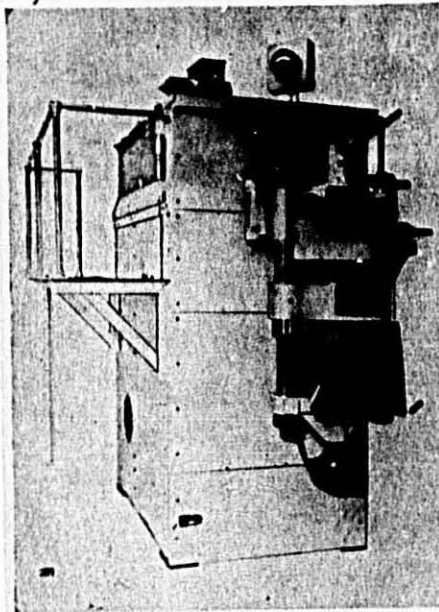
Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

Model DSCP—1000 Lbs. Production
Model SACP— 600 Lbs. Production

This Time Tested Continuous Automatic Press for the production of all types of short paste—round solid, flat, and tubular. Constructed of finest materials available with stainless steel precision machined extrusion screw. Hygienically assembled with removable covers and doors so that all parts of the machine are easily accessible for cleaning. Produces a superior product of outstanding quality, texture, and appearance.

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

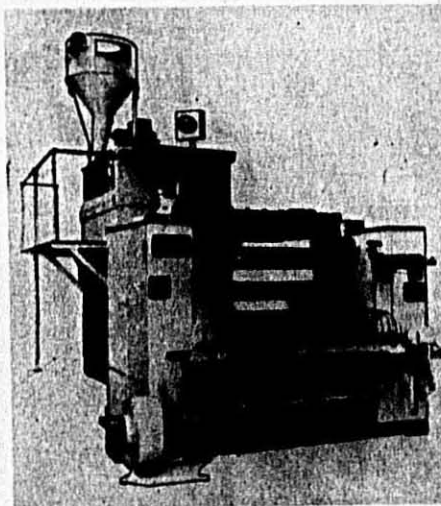
DURABLE—ECONOMICAL—BEST FOR QUALITY



Proven Automatic Spreader

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

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



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

Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

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

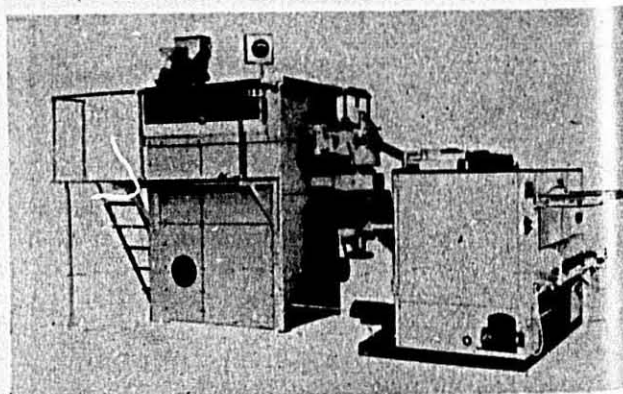
THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes

OVER 150 AUTOMATIC PRESSES
IN OPERATION
IN THE UNITED STATES

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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



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

WHY?

*Time
Proven*

*Hygienic
Efficient*

Pioneers of the First Automatic Short Cut or Noodle Dryers

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

THE ONLY DRYERS THAT ARE:

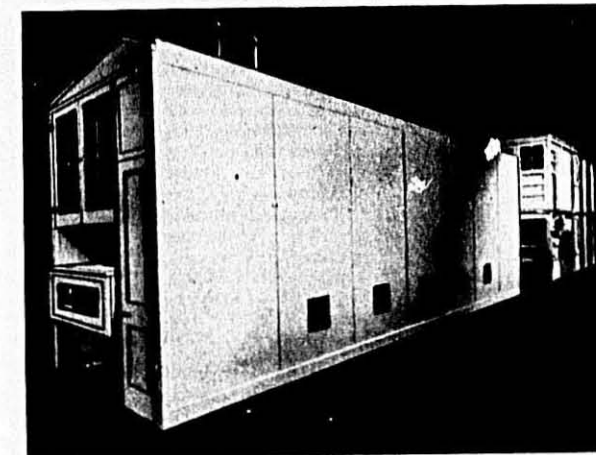
1. Operated by simple fully automatic controls.
2. Completely hygienic, constructed with the new wonder plastic plywood and structural steel frame.
3. Driven by a simple scientifically constructed positive mechanism.
4. Fool-proof and time proven by many years of drying satisfactorily.
5. Efficient and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

BE MODERN

STAY MODERN

with

CONSOLIDATED



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

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

Plan "Fatty Amine" Plant

Construction of a plant to produce amines, amides and nitriles from animal and vegetable oils has been announced by General Mills, Inc., Minneapolis, Minn. Located at the company's Chemoil Plant in Kankakee, Ill., the new unit is scheduled to begin pilot operation in the fall of 1951.

Designed by General Mills Research Laboratories, the plant follows an intensive research program. Its completion will mark General Mills' entry into the fatty amine industry. The company, however, has been a major producer of vegetable oil fatty acids since 1948.

General Mills Research Laboratories will be responsible for initial operation of the plant, according to Whitney Eastman, president of the company's chemical division. Standard products will be merchandised through General Mills' chemical sales organization, Eastman said, but new derivatives will be introduced by the new products commercial research department of the research laboratories.

New Merck Vice President

Dr. William H. McLean has been appointed to the new position of vice president for marketing of Merck & Co., Inc., it has been announced by James J. Kerrigan, company president.

As director of commercial development and more recently as chairman of the marketing committee at Merck, Dr. McLean has been concerned with the development of products, markets, and marketing policies, and with coordination of sales activities.

Prior to joining Merck in 1948, Dr. McLean had held executive positions in several companies. During the war he was in charge of research and development, Army Quartermaster Corps, and was awarded the Legion of Merit in 1946.

Betty Crocker Picture Cook Book

The Betty Crocker Picture Cook Book, compiled by the home service staff of General Mills, was the fastest selling book published in the country last year, General Mills' president, Leslie N. Perrin, has reported.

He said that *Publisher's Weekly*, book trade journal, reported that the cook book—which contains a number of popular macaroni-spaghetti-egg noodles recipes—had a book store sale of 300,000 copies in only the four months between September and December, to put it on top of the nonfiction best seller list for 1950.

In addition, General Mills distributed about 200,000 more copies to employees and stockholders, and to consumers through coupon offers. Officers of General Mills and of the McGraw-Hill Book Co., who handle re-

tail distribution, said the book has now passed the 750,000 mark, and they expect sales to hit one million during the first 12 months.

General Mills has ordered 1,550,000 copies of the Betty Crocker book to date. Of that, 950,000 were in the initial printing.

Continue Durum Rust Studies

"While we are busily engaged in breeding against leaf rust, certain selections were being located which carried some resistance to the new rust enemy, 15B," states Dr. L. R. Waldron of the North Dakota Agriculture Station, Fargo, N. D., in an article in the January-February edition of the *Bi-monthly Bulletin*, published by the North Dakota Agricultural Experiment Station.

Further, Dr. Waldron, with a scientist's conservatism, refuses to indulge in any optimism about overcoming the new threat in short order. "Our present ignorance of how this new form is going to behave adds to our difficulty," he writes in the article.

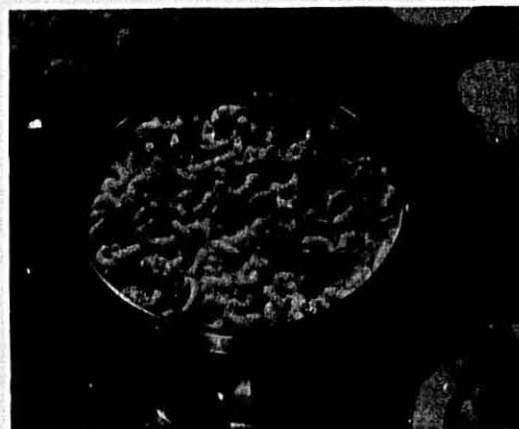
Chafing Dish Macaroni Another Institute Recommended

Bring out the chafing dish and fill it with the following macaroni recipe for a perfect Sunday night supper. Of course, if you haven't a chafing dish a handsome copper skillet or even an old-fashioned cast iron one may be substituted and set on tiles for an attractive main dish around which to build a buffet menu.

Chafing Dish Macaroni, zestfully flavored with onions and aged cheese, is given color interest by the addition of stewed tomatoes, green pepper and ripe olives.

Chafing Dish Macaroni (Makes 6-8 servings)

- 1 tablespoon salt
- 3 quarts boiling water



"The more common rust races have their courses well chartered but this one may form a pattern of its own." Dr. Waldron said that, of the hundreds of new varieties now being increased in other stations in the country and in South America, some will provide a definite answer to this latest rust plague.

North Dakota

And This in New Hampshire

The Sunset Lunch, 45 Lake St., owned and operated by Mrs. Eva Thibodeau, has a highly tempting menu, but what stands out are the pizza pies, and of course, the real Italian spaghetti, and the delicious grinders are close seconds.

All connoisseurs of good food have put their seal of approval on the food served by the charming and efficient Mrs. Thibodeau, and especially on the Italian food served there, daily. So, if you have still to experience the thrill of eating a pizza pie, delicious grinders or Italian spaghetti, plan to try these at The Sunset Lunch, 45 Lake St.

- 8 ounces elbow macaroni
 - ¼ cup butter or margarine
 - ¼ cup minced onions
 - ½ cup chopped green pepper
 - 1 cup sliced ripe olives
 - 1 No. 2 can tomatoes
 - 2 cups grated aged cheddar cheese
 - 2 teaspoons salt
 - 4 eggs, well beaten
- Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. In a 2-quart chafing dish, melt butter or margarine over low heat. Add onions, green pepper and olives; saute until onions are softened. Add tomatoes and cheese; stirring constantly until cheese is melted. Stir in 2 teaspoons salt and eggs until mixture is creamy; add cooked macaroni, mixing thoroughly. Serve immediately.

Enriched Macaroni Products mean Better Living...



FOR THE AMERICAN PEOPLE

The human values of the Enrichment Program have been established in findings of fact: in terms of higher health levels, and improved mental and physical vigor.

Surveys Confirm Results of Enrichment Program

The comparative findings of the notable Newfoundland Nutrition Surveys and the authoritative data from the New York State Nutrition Survey reaffirm with scientific accuracy what had been known previously—that nutritional deficiencies of thiamine, riboflavin, and niacin have been notably reduced by Enrichment.

If reaffirmation of the far-reaching value of Enrichment were needed, these and other clear-cut indications provide tangible evidence. They afford a challenge to every manufacturer of Macaroni and Noodle Products. You have the enviable opportunity and vital responsibility of bringing more buoyant health and increased physical and mental vigor to the people of America—through Enrichment.

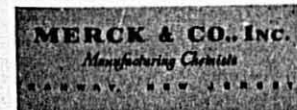
Merck Enrichment Products

Many Macaroni and Noodle manufacturers, to benefit their customers, have standardized on Merck Enrichment Products.

These products include two forms, specifically designed for ease and economy—(1) Merck Vitamin Mixtures for continuous production, and (2) Merck Enrichment Wafers for batch production.

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

Merck **KNOWS** Vitamins



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

Jacobs Is Washington Representative

Though in semi-retirement after more than 30 years of continually serving the National Macaroni Manufacturers Association as its technical adviser and Washington contact man,



Mr. Jacobs

Benjamin R. Jacobs was retained in his latter capacity by the board of directors of the National Association at its January meeting.

"Jake knows the ropes and has that necessary friendly personality," agreed the directors in deciding to continue him in the service as the organization's Washington representative, even though he has established his new home at 605 Dartmouth St., Orlando, Fla. His Washington office is Suite 506, Walker Building, Washington 5, D. C.

En Route to Florida

"Travel is broadening." The Editor, en route to Miami Beach, Fla., to attend the Winter Meeting of the National Macaroni Manufacturers Association, January 22-25, 1951, saw a sign in a restaurant that had a healthy effect on his appetite. The sign, nicely framed, was in the Marianna Restaurant, Mattonn, Ill., and is one that might well be posted in every eating place in the country. In fact, the spaghetti markers should make it a point to see that this is done, even to the extent of supplying the signs for that purpose. It reads:

You Are All Wrong About Spaghetti

Although SPAGHETTI contains starch, it absorbs a great deal of the water when cooking, so the caloric contents in a cooked dish is lower than you think.

Ounce for ounce, it has by half (1/2) the caloric contents of potatoes—half (1/2) of beef—one quarter (1/4) that of bread.

The addition of grated cheese and good sauces add vitamin, mineral and protein values!

See What You Are Missing!

Death of Louis Caravetta

Louis Caravetta, 70, one of the pioneer macaroni manufacturers in the Chicago area and later a leader in the manufacture and distribution of Italian cheeses, particularly Parmesan for spaghetti dishes, died on February 19 after a brief illness.

In the early twenties he operated a spaghetti factory, with most of its output going into meals served by the then famous Caravetta-Sheehan chain of restaurants. He later formed the Ehrat Cheese Co., still operating under the name of Caravetta Foods, Inc. The offices of the firm were long located at 35 W. Kinzie St. The cheese factory is in Michigan.

Mr. Caravetta was a past president of the Italian Chamber of Commerce of Chicago, a member of the Illinois Manufacturers' Association and a member of the Chicago Association of Commerce and Industry. He was also a member of the Chicago Convention Bureau and a leading member of the large Chicago colony of successful businessmen of Italian descent.

His wife preceded him in death. Surviving are three sons, P. J. (Charles), John J., and Amerido L.; two daughters, Annetta Nitto and Mary, together with two brothers, Peter and Alexander, and five grandchildren.

The funeral took place on Thursday, February 22, from the chapel at 624 N. Western Ave. to the Holy Name Cathedral where a requiem high mass was celebrated. Burial was in Mount Carmel Cemetery, Chicago.

General Ceiling Price Regulation

By James J. Winston, Director of Research, NMMMA

The New York Regional Office of Price Stabilization wishes to remind all businessmen subject to the *General Ceiling Price Regulation* of the records they must prepare and have available by March 22, 1951.

All sellers under the General Ceiling Price Regulation must maintain base period records specified in Section 16. These include (1) records showing prices charged for goods or services delivered or offered for delivery during the base period, December 19, 1950, through January 25, 1951; (2) a statement showing all categories of commodities or services delivered or offered during the base period; (3) a ceiling price list of commodities or services in each category delivered or offered during the base period; and (4) a statement of the seller's customary price differentials during the base period for terms of sale and classes of purchasers.

Retailers and wholesalers are also required to keep records of the net cost of purchasing their goods at the latest date before January 25, 1951. Instead of preparing ceiling price lists, retailers

may record on their purchase invoices, the price at which each commodity was delivered or offered during the base period.

In addition to the base period records, records of current sales must be preserved for two years. These include the seller's customary records showing the prices currently charged for all goods and services. A seller must also prepare and preserve records indicating the basis for determining the ceiling price of goods and services not delivered or offered during the base period. Retailers are required to note on their purchase invoices the initial selling price and the section of the Regulation under which it was established.

President George L. Faber

To celebrate his recent election as president of the Chicago Chapter of the University of Minnesota Alumni, George L. Faber, Chicago manager of King Midas Flour Mills, has arranged to take his wife on a tour of South America. They left March 1, going to the Isthmus of Panama, southward visiting the countries along the Pacific coast, crossing the Andes to Buenos Aires and returning to Miami, Fla., by way of the cities on the Atlantic seaboard.

Make Hotel Reservations Now

Macaroni industry executives and allies who plan to attend the 1951 conference in Chicago, June 27-29 (and who should not miss it under existing business conditions), should make their room reservations early. Indications are that the attendance to this year's convention will be larger than ever. With the hotel situation in Chicago being what it is, it would be good judgment to make reservations as early as possible.

This year's convention will be held, as usual, in the Edgewater Beach Hotel, 5300 Block, N. Sheridan Road, Chicago. All requests for rooms should be sent to P. H. Weber, general manager. Time of expected arrival and departure should be given, also the names in your party, if any. The rates for single rooms, of which there is but a limited number, range from \$4.90 up. For double rooms \$6.50 and up. Small suites, \$15 and up and sunparlor suites, \$18 and up.

Noodle Firm Incorporated

Articles of incorporation were filed with the office of the Secretary of State, Albany, New York, January 29, 1951, for the Canton Noodle Manufacturing Company, Inc. This firm manufactures Chinese and domestic noodles and other delicacies. Its capital stock was listed at \$20,000. Directors are A. Arthur Giden, Archie Giden and Rose Concore, whose addresses are 154 Nassau St., New York City.

MALDARI'S

INSUPERABLE

MACARONI DIES

STAINLESS STEEL

It's Tough
All Over!!

Yup! And you'll find each
and every Maldari Die is
just as fine as
it is tough!!

D. Maldari & Sons

America's Largest Die Makers

178-180 GRAND STREET
NEW YORK 13, NEW YORK
U. S. A.

BRONZE ALLOYS COPPER

ESTABLISHED 1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY

Charles C. Rossotti Calls for Confidence and Poise in Current Emergency

"Don't strangle our economy by getting panicky, then greedily grabbing more than your fair share of existing supplies," sternly cautions Charles C. Rossotti, executive vice president of Rossotti Lithograph Corp.

The printing executive further warns, "The morale of our industry



Mr. Rossotti

and that of the entire nation demands the most enlightened intelligence—a keen perception of our over-all status attended by a prompt scaling of operations to conform.

"Let us all act as inter-responsible organizations and refrain from multiple indulgence in hoard-and-gouge tactics that will most surely precipitate complete chaos."

Mr. Rossotti points out that this is a war quite different from its late predecessor—one fought with far more subtle weapons such as ideological deterioration and economic disruption. It is a merciless situation that will tax our temper and resources to their uttermost limits.

"The enemy will make every attempt to stampede, congest, and confuse our American way of working and out-producing every country on the face of the globe. Let us be fully aware of an ever-present menace. This emergency calls for the closest co-operation between producer and consumer, a smooth sustained flow of goods and confidence."

Mr. Rossotti clearly indicates that paper and paper board will be tight for some time to come because of the government's commandeering enormous quantities of pulp—readying itself for a prolonged hostility.

"Industry must re-condition itself to shortages of all kinds and employ ingenuity in stretching materials to the maximum. There is absolutely no occasion or excuse to build up heavy in-

ventories that will unbalance the market and add impetus to inflationary trends.

"At our East and West coast plants we plan to exercise the strictest control in sensibly servicing customers' requirements for labels and folding cartons. Each account on the books will get its proportionate share of available material—and no more."

Concludes Mr. Rossotti, "The paper industry, with its huge variety of products, affects a vast number of commodities. It is one of the nation's most vital life-lines that must be kept clear of obstructing obstacles. Our industry must remain frigidly cool in an expanding cold war."

Stop Burning Corrugated Boxes

A severe shortage of waste paper, especially old corrugated boxes, brown wrapping paper and bags, exists today. Unless the supply of these kraft pulp substitutes is increased, the supply of paperboard will become even more acute.

Old corrugated boxes, kraft papers and bags are the best sources, next to wood pulp, of strong fibre materials needed for the manufacture of paperboard products.

More old corrugated and kraft will be needed for paperboard manufacture during the months ahead. This is reflected in government requirements. However, at the present time, only about 20 per cent of the corrugated now manufactured finds its way back as waste paper as compared to much higher percentages for old newspapers and magazines.

The supply of this vital raw material must be increased. Reports from many sections of the country are that industrial plants and retailers, while pressing for increased packaging supplies on one hand, are destroying the raw material from which this packaging is made.

If we are to meet civilian and war requirements for this packaging, destroying of this essential raw material must stop. Save old corrugated boxes and kraft paper and bags, and get them back to the mills via a waste paper dealer.

Mill Sold

Industrial Tool and Machine Co., Providence, R. I., manufacturer of jigs and fixtures, machine parts and chain machinery, has purchased the Smithfield, R. I., Vernon mill from the Semolina Macaroni Co. of Georgia-ville, R. I. In addition to the regular lines, the company now is making parts for jet aircraft as well as radar and other electronic equipment. With the acquisition of this added property, it is planned to substantially increase the output of all lines.

Famous Eating Places

King Midas Flour Mills, Minneapolis, has completed its series of unique advertisements in THE MACARONI JOURNAL, ingeniously using actual semolina superimposed on printing by a newly developed technique. The series attracted wide attention from advertising firms in many food trades.

There is appearing in THE MACARONI JOURNAL, a new series, featuring eating places famous for their tradition and culinary skill. In announcing the new series, the advertiser states: "The important place of macaroni and spaghetti dishes in establishing the fame and popularity of these eating places will be noted."

Spaghetti Record

Dispatches from Rome, Italy, state that Renato Renzi of that city has been awarded the spaghetti-eating championship title of Italy by putting down one pound of this tasty food in exactly 47 seconds. After receiving his prize, he found he was still hungry. So he ate two more pounds of spaghetti—more slowly this time. Signor Renzi weighs 300 pounds—before breakfast.

Fine Lenten Dish

For consumers who have economy in mind, the macaroni products are foods to serve often. With small amounts of more expensive foods, they provide nutritious and satisfying meals—an important point to remember, for economical meals must be packed with nutritive value in order to maintain top health.

All of the macaroni products are rich in gliadin, a wheat protein. Since macaroni recipes invariably call for milk, fish, eggs or cheese, the protein of these foods supplements the wheat protein to provide the kind of dishes which are nutritionally efficient without meat.

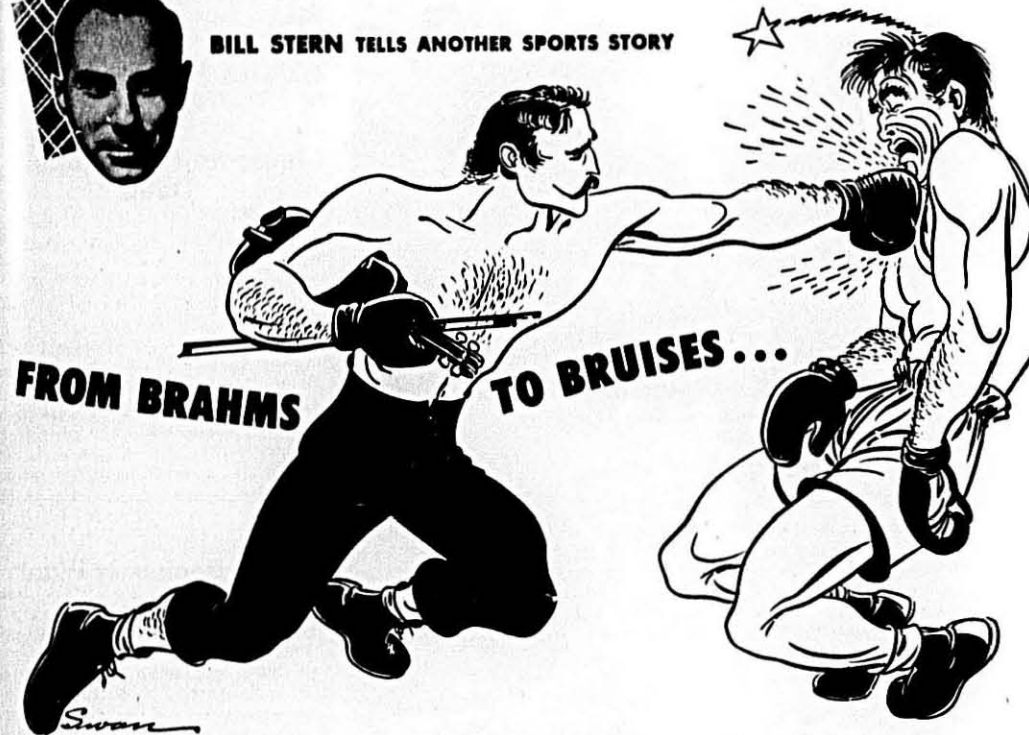
Typical of the many low-cost macaroni dishes which are doubly rich in protein are these tested recipes from the home economics department of the National Macaroni Institute.

Baked Macaroni With Tuna Fish (Makes 4-6 Servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 oz. elbow macaroni
- 1 10½-oz. can cream of celery soup
- 1½ cups milk
- 2 tablespoons melted butter or margarine
- 1 6-oz. can tuna fish
- 2 tablespoons grated onion
- 2 tablespoons chopped parsley
- ¼ cup sliced pimientos
- ½ cup chopped cooked spinach
- ¼ teaspoon pepper
- ¼ teaspoon marjoram
- ½ cup grated cheddar cheese



BILL STERN TELLS ANOTHER SPORTS STORY



FROM BRAHMS TO BRUISES...

Perhaps many of you boxing fans may not know this, but it was Jem Mace who fought in the ring more than 100 years ago, who is responsible for most of the development of modern skill in the ring. It was he who invented the left jab, and taught boxing to such ring immortals as Peter Jackson and Ruby Bob Fitzsimmons.

Mace started as a wandering gypsy and pickpocket. He learned to play the violin and so earned a precarious living. When several bullies attacked him and broke his violin, Jem Mace licked them and then and there decided to become a prizefighter. Although he never weighed more than 160 pounds, he became recognized as the heavyweight champion of the world and fought every leading heavyweight in almost every country of the world!

Jem Mace was forty years old when he left his native England for the United States, where in a bout in New Orleans he licked Tom Allen in defense of his heavyweight crown. Mace carried his violin with him everywhere and performed as a concert artist before large audiences throughout the world.

He fought in the ring for 56 years and the climax of his fistic career came in South Africa where two leading young heavyweights contended for the heavyweight title. Jem Mace challenged them both and knocked both of them out in the space of seven days. When Jem Mace accomplished that ring feat, he was seventy-one years old!

Quite a man! Versatility such as Jem Mace's is a handy asset in most any business, including our own. The Commander Larabee family of durum products, for instance, offers wise Macaroni foods manufacturers top quality semolina, granular or durum flours, each precision milled to highest possible standards. From top quality Spaghetti and Macaroni to Superfine Noodles and other pasta types, there is a Commander Larabee durum product milled specifically to do the job in your plant . . . and to do it perfectly, without costly upsets in production timing and mixing.

So, for all of your product needs, depend on Commander Larabee for customer winning results, now and always.



PERFORMANCE COUNTS...

Commander-Larabee Milling Company

GENERAL OFFICES | MINNEAPOLIS • 2 • MINNESOTA

One to Each Other

Lloyd Skinner, left, president of the Skinner Manufacturing Co., Omaha, presented Attorney James F. Green with the "outstanding young man of 1950" award at the annual Omaha Junior Chamber of Commerce distinguished award luncheon recently. Mr. Skinner was winner of the award in 1949, and Kermit Hansen, right, assistant publisher of the *Omaha World Herald*, won the title in 1947.



G. S. Currie on Merck's Board

George S. Currie of the firm of McDonald, Currie & Co., chartered accountants, Montreal, Canada, has been elected a director of Merck & Co., Inc., manufacturing chemists, Rahway, N. J., according to George W. Merck, chairman of the board. His election increases the number of Merck directors from 11 to 12.

Mr. Currie, since 1949, has been a director of Merck & Co., Limited, the Canadian subsidiary of Merck & Co., Inc., and he will continue as a director of that company. He is also vice president of Bowater's Newfoundland Pulp & Paper Mills, Limited, and a director of Mount Royal Rice Mills, Limited.

Mr. Currie was executive assistant to the Minister of National Defense, Canada, from 1940 to 1942, and Deputy Minister of National Defense (Army) from 1942 to 1944. He is vice chairman of the Montreal Hospital Board, and for several years was a governor of McGill University.

Frozen Food

Green peas are by far the most important single frozen vegetable, and the 1950 pack set a new high record of more than 154 million pounds, 10 per cent greater than the previous record in 1948, says the U. S. Department of Agriculture. In 1949, the frozen pea pack was only 113 million pounds. The Bureau of Agricultural Economics notes that consumption of frozen peas in recent years has cut into the demand for fresh peas, particularly during the winter harvest season in southern truck areas.

Several other frozen vegetables made new records last year, but the pack of frozen cut corn was substantially below either the 1948 or 1949 packs. Cold storage holding of frozen

vegetables were at an all-time peak at the end of October, 1950, when 458 million pounds were in frozen storage. The bureau anticipates that when all the figures are in, 1950 will have set a new high record in freezing of vegetables. "Consumption of frozen vegetables in 1951 is expected to continue at record or near-record high rates for most items."

Hawaiian Entertains Macaroni Men

The center of interest at two of the macaroni industry's social affairs held in connection with the Winter Meeting at Miami Beach, Fla., the last week in January, was the entertainment of a visitor from Hawaii, Miss Nickilani Fo, whom John Amato of Clermont Machine Co., Brooklyn, N. Y., met in Honolulu during his visit to the Sandwich Islands last fall. She entertained with songs, instrumentals and dancing.

On their first meeting, Miss Fo told Mr. Amato that she had won a contest conducted by Arthur Godfrey's talent scouts as one of the two best singers and ukulele players in Hawaii, and as a prize was given a round trip plane flight to New York City where she was quartered in the famous Hawaiian Room of Hotel Lexington for a week.

In commenting on the meeting of Miss Fo, Mr. Amato states that she came to America before he returned from his combination business and pleasure trip to Honolulu, but that on his return he and Mrs. Amato entertained Miss Fo at their home.

Learning that the visitor was in Miami at the time of the meeting of the macaroni makers, Mr. and Mrs. John Amato invited the talented lady to be their guest at the Rossotti Buffet Spaghetti Supper and then to the association's dinner party. Called upon to entertain Hawaiian fashion, she did to the satisfaction of the guests at both social affairs.

Miss Fo was long the headliner as an entertainer at The Queen's Surf Club, relinquishing her contract to accept the prize offered by radio artist Godfrey. She plans to remain in this country several months to display her musical talent in several of the country's "hot spots."

Important "Macaroni" Dates

June 27-29, 1951—The annual convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel, Chicago. A program in keeping with current business trends is being planned for this industry conference that should be of interest to every manufacturer and supplier.

October 18-27, 1951—National Macaroni Week when the entire food industry will be invited to take advantage of the merchandising opportunities which will be created by its observance.

Gioia Rochester Plant Busy

Following the death of Alfonso Gioia, founder of the Alfonso Gioia and Sons, macaroni manufacturing firm in Rochester, N. Y., three of his four sons took over the control of the plant and through able management have more than doubled its production within the last year or two. The three brothers are Horace P. Gioia, Anthony Gioia and Joseph Gioia.

The firm's founder was for many years a director of the National Macaroni Manufacturers Association and served as its president in the early NRA days. The plant is located at 89 Canal Street with western New York as its principal trading territory.

Anticipate Your Plant Sanitation Needs

Some macaroni-noodle factories plan their summer anti-infestation programs in late winter or early spring. Rodents do not wait for warm weather to practice devastation as do the insects; weevils and such that need warm weather for their best performance. With the country at war and with restrictions and controls in effect, it would seem wise to start earlier than usual in planning an unending fight to keep plants and products free from infestation.

The Hugé Company, Inc., St. Louis, through its president, Louis G. Hugé, recommends that immediate steps be taken to anticipate insecticides, rodenticides and equipment requirements for 1951, "because our country is in a state of active mobilization and priorities appear eminent (January 22, 1951). It becomes increasingly difficult to secure the basic, safe ingredi-

ents needed, as well as the necessary equipment and shipping containers. During the last war, only the fact that we were dealing exclusively with the food industry enabled us to secure vital materials for our then existing list of customers. The "end use" of our formula, containing critical ingredients, was not permitted anywhere except in food-processing rooms, which fact had to be continually proved from Washington.

"Therefore, for our mutual protection and to help us serve the macaroni-noodle and other food industries efficiently, we suggest that you anticipate your requirements as far ahead as possible, with shipping dates specified at intervals convenient to you."

Alterations

Alterations to cost in excess of \$5,000 have been made in its plant at 223-225 Cook St., Brooklyn, by Santore Macaroni Co. Anthony Lefante, architect.

A Big Order

The Chamber of Commerce of Spokane, Wash., proudly points out that a large order for spaghetti and other macaroni products has been placed with its local factory, the United States Macaroni Co., by the Army quartermaster corps. The order calls for 300,000 pounds for army feeding at an estimated cost of \$40,000.

Brokers Elect Officers

Roy C. Ossman of Cleveland was unanimously elected as National Chairman of the National Food Brokers Association at the organization's 46th annual convention held in Chicago. The newly elected officers of the association are as follows:

National Chairman—Roy C. Ossman, The Paul E. Kroehle Co., Cleveland.

1st Vice Chairman—Clarence Wendt, Allison & Wendt, Oklahoma City.

2nd Vice Chairman—E. Norton Reusswig, Lestrade Bros., New York.

3rd Vice Chairman—Willis Johnson, Jr., Willis Johnson Co., Little Rock.

Member-at-Large—George E. Dougherty, Dougherty Vert Co., Minneapolis.

Treasurer—Harry E. Cook, The Harry B. Cook Co., Baltimore.

The NFBA executive committee for 1951 will consist of the national chairman, the first and second vice chairmen, the member-at-large, and the following past national chairmen:

Ed. W. Jones, Meinrath Brokerage Co., Kansas City.

Ralph D. Davies, Ralph D. Davies, Inc., Cincinnati.

Jack L. Gentry, Spartanburg.

Watson Rogers, Washington, remains the association president, having been reappointed to that post by

the executive committee.

Bread Non-Fattening—Dr. Leverton

The following statement that appeared in the December issue of *Inside Advertising* should be of great interest to the macaroni-noodle manufacturing industry:

"STARTLING NEW RESEARCH PROJECT MAY MEAN MILLIONS IN NEW AD DOLLARS: A weight reduction study that definitely proves that bread is not fattening just completed by Dr. M. Leverton, professor of nutrition research at the University of Nebraska, may well start an ad dollar gold rush equal to the antihistamine campaigns. Meeting has been called at the Union League Club in Chicago, December 15, with top officers of the Wheat Flour Institute, Millers' National Federation and the American Bakers Association attending to discuss ways and means of capitalizing on the survey."

One Billion in '51

The U. S. press, in its news items of interest to food users, has been carrying an announcement to the effect that C. Frederick Mueller, president of the National Macaroni Manufacturers Association, estimates that the 1951 macaroni products output will exceed 1,000,000,000 pounds.

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

CHAMPION
Consulting
Engineering
Service

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

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

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

CHAMPION MACHINERY CO.

Makers of Fine Equipment for the Macaroni and Noodle Industry

JOLIET, ILLINOIS

1888-1951

Macaroni and Television

Taken in the aggregate, food processors spend goodly sums these days in publicizing their products to consumers through every channel of publicity, with many leaning towards television as a means of putting over their sales messages. As a result, says *Industry* in a leading editorial entitled "Entertainment for Millions," in its December, 1950 issue: "Manufacturers spend a goodly sum to bring superb television programs into the homes of Mr. and Mrs. America, in addition to providing jobs at good wages, steady employment plus stiff taxes to bear the brunt of rearmament."

The article referred to is of particular interest to the macaroni-noodle manufacturers because of its reference to the part taken by a leading member, The Prince Macaroni Manufacturing Co., Lowell, Mass., through its energetic president, Joseph Pellegrino. Under the subhead, "Drama," appears a picture of "Chef" Pellegrino preparing and serving spaghetti-a-la-Pellegrino. The caption under the illustration reads: "The Prince Macaroni Manufacturing Company is one of the top notchers in television entertainment, featuring every Sunday evening one of Hollywood's epic films. Equally good are the accompanying commercials which show Prince macaroni products being prepared in many delectable ways. The illustration shows president Joseph Pellegrino with Mildred Carlson of the *Boston Post* on a recent show over WBZ-TV. It is easy to foresee how the advent of color will give food commercials a tremendous impetus."

Quoting many other leading users of television, the article has the following to say about the part played by the macaroni concern:

The Prince Macaroni Manufacturing Company of Lowell, Mass., is an enthusiastic TV advertiser and incidentally, their commercials are in as equally good taste as their many macaroni products. Commenting upon their experience with television, Joseph Pellegrino, president of the company, states:

"In the fall of 1949, we had our first television program which featured 'Don Winslow' of the Navy. This program was on each Thursday evening from 7 to 7:15. It was a serial motion picture and from the reports received, it was closely followed by young and old. At the conclusion of the Don Winslow Show we had the Ace Drummond Show with Eddie Rickenbacker. This television show was a serial film and it, too, was very favorably received."

"Now we have really stepped out and gone into the big league. The Prince Manufacturing Company, manufacturers and marketers of New England's

leading brand of macaroni products, is backing up the sale of Prince Products



Mr. Pellegrino

with the biggest and most powerful television program ever put behind the sale of a product of this kind. Every Sunday evening at 10:30, the Prince Macaroni Television Theatre is on Station WNAC-TV, Channel 7. It consists of a full one and one-half hour of real entertainment and enjoyment for the whole family. The Prince Television Theatre consists of selected full-length pictures from Hollywood's greatest productions. The commercials feature and tell Mrs. Housewife how easy it is to prepare a tempting and tasty meal for the many macaroni styles, 110 different varieties, manufactured and marketed by Prince. This is our company's way of backing up the sale of our products through the chains and independent retail stores. Dealers are capitalizing on this program by arranging attractive store displays of our products."

Merck Business at Peak

Merck & Co., Inc., reports for the company and its consolidated domestic subsidiaries net sales for 1950 of \$94,093,395, the highest in the history of the company, as compared with the previous year's sales of \$69,514,714. Sales of the company's Canadian subsidiary, Merck & Co. Limited, which were not included in the consolidation, were \$6,803,420 (Canadian dollars) as compared to \$5,762,120 for 1949.

Net income after taxes was \$11,276,604 or \$4.46 per share on 2,410,000 shares of common stock outstanding, as compared to \$6,854,880 or \$2.80 per share on 2,234,890 shares at the end of 1949.

All sales were at high levels. Plant limitations and raw material shortages

made it impossible to meet the demand for many products and the year ended with a backlog of unfilled orders.

The company is doubling its production of Cortone with its new Cherokee Plant at Danville, Pa., which will be producing Cortone about the middle of 1952. The company has made six price reductions from the original price of \$200 per gram to clinical investigators to the current suggested price of \$28 per gram to pharmacies and hospitals.

Employment at Merck, including its Canadian subsidiary, reached a record level of 6,511, as compared to 5,964 at the end of 1949.

1951 a "Tough" Year

An active personal interest in every major government decision in domestic and foreign affairs to help organize an informed public opinion is a New Year's resolution recommended to the nation's 500,000 independent retail grocers by Tyre Taylor of Washington, D. C., general counsel for the National Association of Retail Grocers.

Writing in the January issue of the *National Grocers Bulletin*, Taylor, who expects 1951 to be a "tough year" for which we must brace ourselves accordingly, says that "nothing can inject more wisdom in this confused capital than real participation by the people in the decisions that are made here."

He advises grocers to make every effort to inform themselves on what their government is doing and contemplating doing. "If you feel a mistake has been made, is likely to be made, or a certain course of action should be taken, discuss the matter with your neighbors and business associates," he says. "Help to organize an informed public opinion."

According to Taylor, there is only one man now living who can decide just how bad a year 1951 will be—Stalin. If a total war for survival is forced upon us, Taylor says we can expect "all the controls and scarcities and disruptions of our normal way of life—plus, no doubt, being on the receiving end of some number of atom bombs."

He also advised accentuating the spiritual, as "the ultimate conflict in the world today is between Good and Evil—between the deepest spiritual aspirations of man and the malignant forces of a Godless, hopeless, and utterly degrading materialism."

Eating Out

According to the United States Department of Commerce, 1948 per capita consumer expenditures for meals eaten away from the home amounted to \$48. Although the 1949 per capita expenditure was lower than in 1948, consumers spent more for meals away from home—a raise to \$51 per person.

Don E. Rogers, Manager

Don E. Rogers has been named manager of the Miller Publishing Company's branch office in Chicago. He succeeds the late S. O. Werner, who died February 5. Mr. Rogers was elected a director of the company at



Mr. Rogers

ports division. As manager of the consolidated office at 166 W. Jackson Blvd., Chicago, Mr. Rogers will have charge of advertising sales and business contracts for *The Northwestern Miller*, a publication of the Miller Publishing Company.

To Sponsor "Cisco Kid"

Mission Macaroni Co., Seattle, Wash., began sponsorship on January 4 of "Cisco Kid" on KING-TV Seattle, Thursday evenings. The company also sponsors the show on Mutual radio stations in Spokane, Wenatchee and Yakima during 1951 on Wednesday and Friday evenings. Frank B. Taskett Advertising Agency, Seattle, handles the account.

Food No Cancer Cure

In answer to an inquiry as to what effect, if any, macaroni products had in the treatment of cancer cases, the publicity department of the American Cancer Society, Inc., New York City, reports:

"Replying to your inquiry on the relation of cancer to food, and to macaroni in general, we say that so far as is known, no food or combination of foods has any influence on the cause or cure of cancer."

Liquor Consumption

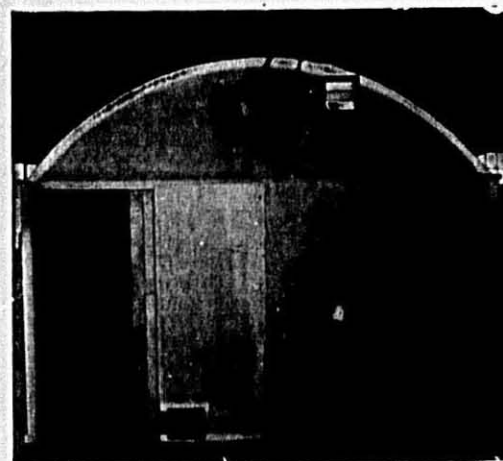
Consumption of distilled spirits in the United States during September, 1950, totaled almost 16 million wine gallons—a 12 per cent increase over September, 1949. Nearly 133 million gallons were consumed in the January-September, 1950, period—a 14 per cent increase over the same period in 1949. *Distilled Spirits Institute*

Spaghetti-a-la-Orchids

At a wedding party where many women wore orchids, an Italian fellow said a good custom at the end of the evening was to drop the orchids in the soup pot. . . . claims they gave the soup an unusual flavor.

Institutional Food Wholesaler

In January, 1951, was published the first issue of the *Institutional Food Wholesaler*, with a circulation in excess of the 7,500 guaranteed. Edited exclusively for the executive and sales personnel of wholesale grocers that specialize in institutional sales—or have an institutional department—this publication provides a much-needed link in the distribution chain between food processors and the country's more than 525 mass feeding outlets.—*The Aherns Diary*.



Exterior View—Lazzaro Drying Room

for **ECONOMICAL
SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343
Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

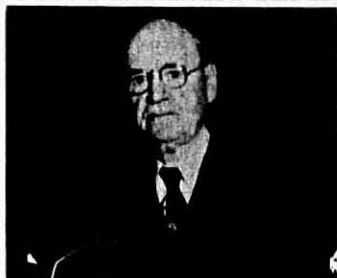
... GREAT SAVINGS ON

our large line of
completely rebuilt
and fully guaranteed:

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

Durum Growers Sweating

B. E. Groom, chairman of the board of directors of the Greater North Dakota Association, in a brief report on the thinking of the durum growers in



Mr. Groom

the 18 counties that constitute the durum-growing center, looks forward to a good and probably enlarged crop in 1951. "Right now we are in a sweat over the germination of durum. Tests made the last part of February showed good germination, about 80 per cent of the seed showing healthy

sprouting. I have sent for samples from all my farms for testing durum and barley, but I am not greatly worried except for one small lot of certified durum.

"We have had a pretty good winter, steady cold with no severe storms. The ground has been covered with a good blanket of snow of from 10-14 inches over most of the durum area . . . not too heavy, but a fine protection to conserve moisture. It is melting now, and we rather expect an early spring. In this area, Fargo, the snow is pretty well gone. I hope that the Langdon area will keep its cover at least to March 20."

Mr. Groom attended the grain and livestock show at Valley City, N. D., on March 1 and is planning to attend the National Farm Chemurgic Council meeting in Cincinnati in April. For more than a generation, he has had charge of the North Dakota grain exhibit at the International Livestock, Grain and Hay show in Chicago, which will be held in the Amphitheatre at the Union Stock Yards November 14 to December 1, 1951.

Nutritive Values of Sausage-Noodles Dinner

The Jacobs-Winston Laboratories Inc., New York City, official chemist of the National Macaroni Manufacturers Association, reports on the nutritive value of both non-enriched and enriched noodles with sausage dinners, saying:

"Our laboratories have investigated the nutritive values of several popular recipes involving noodle products," reports James J. Winston, director "and our findings show that there is a sufficient contribution made to the essential nutrients such as protein, calories, Vitamin B₁, niacin and iron.

Percentage of Minimum Daily Adult Requirements Provided by 1 Serving

	Protein	Energy	Vitamins		Niacin	Iron
	Calories	B ₁	B ₂			
(a) Unenriched Noodles	30.9	30.8	39.7	14.5	88.8	37.0
(b) Enriched Noodles	30.9	30.8	64.7	22.2	108.8	53.0

PROMOTIONAL CAMPAIGN

(Continued from Page 10)

magazine food editors, newspapers and newspaper syndicate food editors for use in their columns during the Lenten season, Mr. Sills said. Emphasizing the theme that macaroni, spaghetti and egg noodles make ideal meals for meatless days, these recipes, stories and photographs will be appearing in the February and March issues of magazines and newspapers from coast to coast.

As in previous years, the institute again in 1951 will take an active part in the Durum Show at Langdon, N. D., Mr. Sills reported. Participation in

the Durum Show, including institute distribution of publicity for the show, is designed to improve the relations between the macaroni manufacturers and the farmers who grow the durum wheat which provides the raw material for the macaroni products.

In concluding his report on institute plans for 1951, Mr. Sills predicted that the macaroni products will achieve unprecedented recognition in all media during the coming year. The macaroni manufacturers, he said, can take the most advantage of this increased recognition by gearing their own advertising and merchandising plans to the stimulated public interest in macaroni, spaghetti and egg noodles.



Mr. Muskat

Heads Triangle's N. Y. Office

Walter P. Muskat is a new man in the Triangle Package Machinery Co., in charge of sales and service sched-

manager of the central mid-Atlantic states territory. He has a solid background in the package machinery field, especially dealing with weighing, filling and measuring.

Mr. Muskat is a graduate of the University of Illinois and is a golfer of renown . . . in the low 70's with competition. His activities in the East will be closely associated with those of Rex A. Stone, director of sales at the headquarters office in Chicago.

That Other Flag

At the American National Red Cross building in Washington, a block from the White House, two flags fly side by side—the Stars and Stripes, and the Red Cross flag of mercy. These two flags are as inseparable in national emergencies as on the battlefield.

A Washington newspaper recently called the Red Cross "Old Reliable," going on to say, "When war erupts . . . or when nature goes on a rampage, Americans turn instinctively to their Red Cross . . . but people's memories fade in . . . days of peace, and the organization has a tough time collecting its funds."

In adopting the slogan "Mobilize for Mercy" for its March, 1951, fund campaign, the Red Cross asks the help of every American not only in supplying badly-needed funds for its expanded work for the armed forces and civil

defense, but in recruiting volunteers to make this work possible.

While the macaroni-spaghetti-noodle industry is interested in every phase of Red Cross work, it is specially interested in the wonderful relief work done regularly, year after year, where and when disaster strikes. Nutritious and easy-to-serve macaroni products are extensively used in satisfactory feeding of persons requiring Red Cross care. An ample stock of macaroni products is always held in reserve for immediate shipment to disaster-stricken areas.

In addition to continuing its regular work, the American Red Cross has been asked to expand its activities, including the blood program, first aid, and the nurse's aide and home nursing.

To do its regular job as well as an emergency one, the Red Cross will need millions of volunteers—as blood donors, as nonprofessional workers in hospitals, as drivers for motor service, and as other workers in connection with all local chapter needs. The Red Cross has a long history of trained volunteer service. How much can you give to help make Red Cross know-how count in 1951? How much will you give to keep that other flag flying?

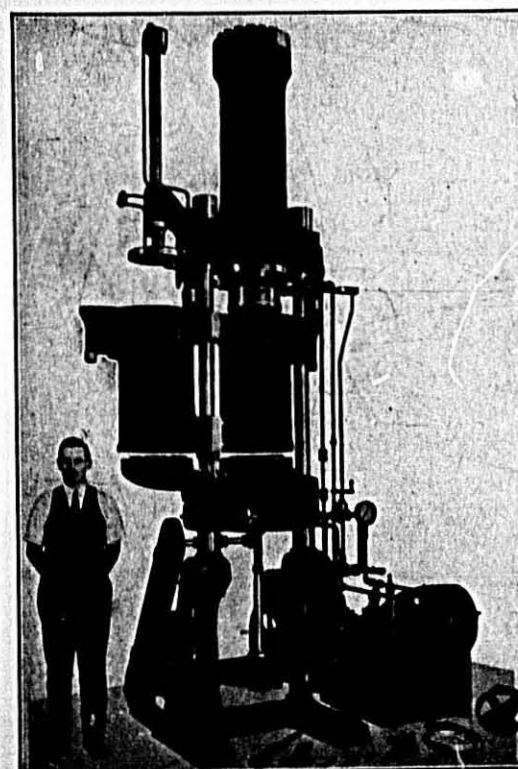
It takes as much planning to arrive late at a party as it does to arrive on time.

"Is it too late, Doctor?"

Fortunately, it's *not* too late for more and more Americans who are going to their doctors *in time* . . . at the first sign of any one of the seven danger signals which *may* mean cancer: (1) any sore that does not heal (2) a lump or thickening, in the breast or elsewhere (3) unusual bleeding or discharge (4) any change in a wart or mole (5) persistent indigestion or difficulty in swallowing (6) persistent hoarseness or cough (7) any change in normal bowel habits.

By showing Americans how to protect themselves against cancer, the American Cancer Society is saving thousands of lives *today*—hopes to save countless more *tomorrow* by support for research and medicine. To guard yourself and your family against cancer, call the nearest office of the American Cancer Society or write to "Cancer" in care of your local Post Office.

American Cancer Society



PRESS NO. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

Dr. O. J. Kahlenberg in New Position

Dr. O. J. Kahlenberg, former director of research for the National Egg Products Association, has been appointed director of research and product development of the F. M. Stamper



Dr. Kahlenberg

Co., Moberly, Mo., and its canning division, Banquet Canning Co.

As director of research and products development for Stamper, Dr. Kahlenberg will supervise quality control of all products of the company and direct research in the fields of frozen and dried eggs and problems relating to their consuming industries.

Dr. Kahlenberg, one of the nation's best-known authorities on egg products, was director of research for NEPA from October, 1947, until coming to his position with Stamper in January, 1951. From February, 1942, until October, 1947, he was chemist-in-charge of the national laboratory, dairy and poultry inspection and grading division, Production and Marketing Administration of the U. S. Department of Agriculture. Stationed in Chicago, he headed a staff of 23 chemists, 10 laboratory aides, and 12 clerical workers, and was technical advisor for two branch laboratories in Seattle and San Francisco.

Ferguson Exhibit at Convention

The latest in equipment for gluing, sealing and marking shipping containers was shown by J. L. Ferguson Co. at Booth 63 in the exhibition hall of Stevens Hotel, Chicago, at the Packers Convention, February 17 to 21. Packomatic executives and district representatives held at Room 548-A at the Stevens Hotel. Those attending the convention were J. L. Ferguson, Sr., Packomatic board chairman; Robert C. Ferguson, president; P. A. Steed, vice president in charge of sales; P. D. Bowley, vice president in charge of West Coast operations; C. A. Claus, vice president in charge of Packomatic's Eastern office; J. W. Bradford, W. J. Thornley and Andrew van der Lyn. Also D. J. Wolfe and Thomas Kink, Jr., of Packomatic's headquarters offices at Joliet, Illinois.

H. Lyle Greene Named President

Peters Machinery Co., Chicago, 52-year-old manufacturer of automatic packaging and special bakery equipment, announces the election of H. Lyle Greene as president. He succeeds the late H. Kirke Becker. Mr. Greene was formerly president of J. L. Ferguson Co., Joliet, Ill., packaging machinery manufacturer, and the past year has headed his own package machinery sales company in Chicago. A director of Packaging Institute, Inc., New York, Greene is a former officer and director of the Packaging Machinery Manufacturers Institute. Mr. Greene assumed his new duties February 1. His home is at LaGrange Park, Ill.

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Gets Macaroni Account

Advertising Age, Chicago, reports that the California Macaroni Co., San Francisco, Calif., has retained Frank Paul Newton Agency, San Francisco, to handle its advertising.

If all our days were interesting our friends couldn't live with us.

Let's Sell America

People in business are naturally concerned in the sale of their products or services. They realize that any success in so doing is intricately associated with the general condition in which the nation finds itself and they, macaroni manufacturers included, appropriately place the welfare of the country on a par with their individual ventures.

Realizing their obligations in this connection, they should be interested in the recommendations contained in the following which appeared in a recent trade association bulletin:

LET'S SELL AMERICA

If that famous character, the man from Mars, were paying a visit to this Planet in the winter of 1950-1951, it would take him no time at all to reach the conclusion that America is in an awful mess. He would hear in almost any part of the world a great clamor against a decadent system of capitalism, which is depriving American workers of the fruits of their labor while enriching a few plutocrats who control our country.

The man from Mars would hear this talk in Europe, Asia, in South America and even, frequently, in the United States. He might believe it for awhile, until he had traveled around a bit and seen that the downtrodden masses of America enjoy more of the world's physical products than any other people in history and that they further enjoy an economic, intellectual and spiritual freedom which is found nowhere else in the world. When he sees the true picture of the world today and compares it with the noises he hears on all sides, he might decide that someone is crazy. And he might be right.

American business, which has been a superlative salesman of goods and services, has done a miserable job of selling itself. It has only spoken in its own behalf when it was forced to and then in defensive tones and with apologetic accents that served mostly to obscure the real truth of what it was saying. Now, under attack from the country whose citizens starve under a police dictatorship, American business, the natural spokesman for a system which has given its citizens unparalleled prosperity and freedom, is still on the defensive.

We have a great product to sell—America and all that it stands for. We have the means to sell it. If we only take advantage of our opportunities we can assure the fulfillment of the words of the prophet, "And you shall know the truth, and the truth shall make you free."



410,000 POUNDS OF NOODLES PER DAY PACKAGED BY TRIANGLE ELEC-TRI-PAK WEIGHERS!



WHY! BECAUSE each user averages \$6,000 to \$10,000 ANNUAL SAVING!

Typical installation. Two operators now doing the work of 6 plus a 34% increase in production.

NO matter what type of macaroni products you produce you can save important money with Triangle weighers, fillers and carton sealers—favorites of the industry for many years. WRITE TODAY FOR LITERATURE and tell us your requirements.

TRIANGLE PACKAGE MACHINERY CO.
6633 W. DIVERSEY AVE., CHICAGO 35, ILL.
Sales Offices: New York, San Francisco, Los Angeles, Boston, Jacksonville, Baltimore, Dallas, Portland, Denver



There's nothing like smooth running dies for uniform quality products. Keep your dies in top condition—"Star" Dies "tops" for over 20 years—All work done by skilled craftsmen.

Specialists in the manufacture of Long Type Dies. DIES Repaired expertly - Get our estimates.

STAR MACARONI DIES MFG. CO.
57 GRAND ST., NEW YORK

PRINT as you glue... as you seal
corrugated shipping cases

WITH **PACKOMATIC** AUTOMATIC CASE IMPRINTER

Fibre shipping cases automatically packed, glued, sealed, counted, coded and imprinted with up to 8 lines on any or all panels. This can be yours to help reduce operating costs, increase earnings, lower prices to the consumer. Get facts about completely automatic packaging by PACKOMATIC.

PACKOMATIC
I. L. Ferguson Co., Rt. 52 at Republic Ave., Joliet, Illinois

BIANCHI'S Machine Shop

Macaroni Mfg. Machinery and Supplies

California Representative for **Consolidated Macaroni Machine Corp.**
Brooklyn, N. Y.

Fabricators of Ravioli Machines, Tamale Machines and Cheese Graters

221 Bay St. San Francisco 11, Calif.

ADVERTISED BRANDS

(Continued from Page 8)

sciousness. Every three months we asked 10,000 housewives and 5,000 of their husbands such questions as: What brand of coffee did you buy last? What do you consider the best electric razor on the market? What make of radio, if any, are you planning to buy within a year? While we make these surveys primarily to measure the progress of specific trademarked items against their competitors, we have accumulated during the past 18 years a great fund of data on over 500 trade-marked items in over 40 product classifications.

The first fact of social significance to emerge from this data is the amazing extent to which the U.S.A. is a nation of trademark buying people. Rich or poor, east or west, highly educated or not so well educated, buying according to trademark is the predominant mode of buying. In our 40-odd product classifications, from 70 to 95 per cent of all people buy according to brand or trademark.

In another of our nationwide surveys, we asked people "What does the brand name or trademark mean to you?" Eighty-eight per cent of the answers centered around phrases like these: "Guaranteed quality;" "You

can believe it's good;" "You can depend on it;" "You're sure of what you're getting;" "You know it will be the same;" "Good firm behind the product;" "The honor and integrity of the maker;" "It meets my requirements;" "I'm used to it;" "It's a habit with me."

All of these meanings can be resolved into a single word, namely, *confidence*. Or is the word *integrity*? Or *honor*? Or is it *certainty*? Or *faith*? Or *trust*? What difference does it make—they all amount to the same thing—faith in certain symbols or signals on which people are daily staking their comfort and their money.

This thinking applies to macaroni products just as truly as it does to any article or service being offered the buyers today. Trademarks, according to our study, represent promises that men live by. At no point has free enterprise such a dramatic illustration of how it works. Nowhere else can we find such a contribution to the smooth flowing current of daily living, even under the stress of cold wars and social upheavals. Why not try to get this broad social concept of trademarks across to the public and into the streams of education? The climate, at the moment, is favorable.

Peace, peace, is the great cry throughout the world today. Trademarks are the very banner of peaceful living.

A Guide to Effective Sanitation

An illustrated 12-page brochure, describing the "Excelcide" system of food plant sanitation, with particular



emphasis on insect and rodent control, has recently been issued by the Hugel Company, Inc., 884-886 Hodiament Avenue, St. Louis, Mo. This brochure, explaining the latest modern methods of sanitation, is available to anyone on request.

Two can eat as cheap as one, if one likes leftovers.

Noodle Machinery

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

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

Baling Presses

Hydraulic Baling Presses for Baling all Classes of Materials
Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

Hydraulic Extrusion Presses

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

N. J. CAVAGNARO & SONS MACHINE CORP.

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

JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
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THE CARTOON CORNER LOOKS AT TELEVISION!

ART ROSS

GREETINGS TO MY FANS IN THE MACARONI INDUSTRY!

"NOODLES" SCHLAM, SEEN WEEKLY ON "STOP THE MUSIC" IS A CURRENT STAR T.V. COMEDIAN!

TAKE A HALF HOUR BREAK, KIDS—LET'S HAVE SOME SPAGHETTI!

ERNIE GLUCKSMAN, PRODUCER OF THE JERRY LEWIS-DEAN MARTIN AND JACK CARTER SHOWS, ONCE WORKED FOR A MACARONI MANUFACTURER.

WENDY BARRE
SCREEN AND T.V. STAR, IS KNOWN FOR HER FINE COOKING. HER TOP RECIPE? SPAGHETTI AND MEATBALLS.

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The MACARONI JOURNAL

P. O. Drawer No. 1, Braidwood, Ill.
 Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903
 A Publication to Advance the Macaroni Industry.

Registered U. S. Patent Office and published Monthly by the National Macaroni Manufacturers Association as its Official Organ since May, 1919.

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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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PRIVATE BRANDS: We are in a position to sub-contract production and packaging high quality, legal standard egg noodles for private brands at profitable prices. Labels, bags and boxes furnished by the buyer. Write Box No. 89, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE: Six (6) "Frank Lazzaro" Long Goods Dryers Complete with 5 H.P. Motors. 16 Trucks, 50 Sticks Capacity. All in good condition. Write Box No. 91, c/o Macaroni Journal, Braidwood, Ill.

Welcome New Members

The National Macaroni Manufacturers Association last month welcomed three new members to its growing list of supporting firms. They are:

- Active Members:**
 Buitoni's Products, Inc., 99 Hudson St., New York, N. Y.
 La Vita Macaroni Co., 941 W. Polk St., Chicago, Illinois.
Associate Member:
 Empire Box Corp., Garfield, N. J.



Sylvester Swan had a beautiful voice. He was in great demand at social gatherings for his rendition of the Swan Song. When a depression hit Birdland, the Town Council decided that because Sylvester was such a sociable bird and got along so well in society that he would be just the social planner to solve the problem.

Sylvester took the job and told the council, "The reason we have hard times is that there is an over-production of birdseed on the farms, which is keeping farm income low. The farmers can't buy goods from the factories and they lay off workers who hang around the treetops hungry and nest-

less."

"My solution is to buy the surplus seed from the farmers, give it to the unemployed birds for free, the farmer will use the money he gets from the Council to buy goods from the factories and they will hire the hungry birds to produce the things the farmer wants. When the unemployed go back to work, they will make enough money to buy their own seed from the farmers, our economy will start flying in high again, the Birdland Treasury will fatten up on the Birdseed Tax on business profits and get back its money ten times over."

The Council bought the seed from the farmers, gave it to the unemployed, the factories got ready for the expected business, but when they called back the workers, they refused to return because they preferred to hang around the treetops and eat for free. When the farmers heard that the town birds were getting free food they threw down their plows, took the money the Council had paid them and flew to town demanding free grub too. "Why should we work to till our crops when we can fill our crops without working?" they cried defiantly.

Soon everyone was out of work in Birdland and its Treasury was out of funds.

The words of a social planner can be set to only one tune—the Swan Song.

✓ CHECK AND FILE THIS IMPORTANT INFORMATION
FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

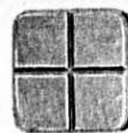
For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

- Vitamin B₁ 50%
- Vitamin B₂ 15%
- Iron 32.5%
- Niacin 4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—Two ounces when cooked supply the following of the minimum daily requirements:

- Vitamin B₁ 50%
- Vitamin B₂ 10.5%
- Iron 16.2%
- Niacin 3.4 milligrams

for batch mixing
'ROCHE' SQUARE ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds... have finer, more buoyant particles... and break clean into halves and quarters. Only 'Roche' makes SQUARE Enrichment Wafers.

for mechanical feeding with any continuous press
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 containing 'ROCHE' VITAMINS



1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with 'Roche' vitamins.

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