

**THE
MACARONI
JOURNAL**

**Volume XXVIII
Number 10**

February, 1947

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FEBRUARY, 1947

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Still Clicking

It has done it again—meaning the National Macaroni Manufacturers Association. It sensed the perilous situation that confronts the entire industry during the remaining months of the present crop year, and by wise and timely co-operation with the ever-ready-to-help durum millers, arranged again for stretching the crop to meet an emergency.

By so doing the National Association not only renders a distinct and helpful service to its members, but also a service to those who might best show their appreciation by becoming regular supporters of its many fine activities.

"For the industry, right or wrong, for the industry," is still the motto of the National Association.

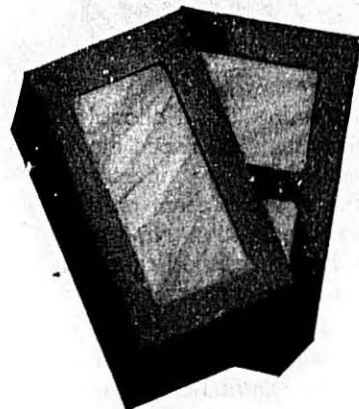
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Guide
HER HAND*



The eye of the modern shopper meets countless colorful packages every time she enters a store. A Rossotti-designed package has that *extra* on-the-shelf appeal that attracts the customer's eye—and guides her hand. Rossotti puts a wall in every package—a colorful, stand-out design custom-built to outshine competition.

Rossotti Labels, Folding Cartons* and Package Wrappers are individually designed to your particular selling problem. Your product and the competitors it meets are carefully studied. Buying trends and merchandising are analyzed. Nutritional points and menu hints are developed in our ultra-modern testing kitchen. Only after all these preliminaries do our merchandising and advertising experts, our artists and technicians meet to create the *one* effective design to put the greatest salability into your package.

Our 49 years of specialized packaging experience is at your service. Full information will be sent upon request—or if you wish, a Rossotti Packaging Consultant will call. Drop us a line.



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**To users of the
BATCH PROCESS:**

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

Use Orange Label "B-E-T-S" to enrich your products to meet Federal standards. This Winthrop tablet adequately enriches macaroni products made from all grades of semolina.

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

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

"B-E-T-S" pioneered the tablet method of enrichment which is now used universally in the baking industry.



**To users of the
CONTINUOUS PROCESS:**

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

Use Blue Label "VEXTRAM" to enrich your products to meet Federal standards. This free-flowing Winthrop mixture adequately enriches all macaroni products made from semolina because it feeds accurately and it disperses so evenly by the continuous process.

"VEXTRAM"

has these important properties:

- 1. ACCURACY**— free flowing—better feeding—better dispersion.
- 2. ECONOMY**— minimum vitamin potency loss—mechanically added.
- 3. EASE**— just set feeder at rate of two ounces of "Vextram" for each 100 pounds of semolina.

Write today for any information you need. Our technically trained representatives will gladly help you with any enrichment problem.



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Special Markets Division
WINTHROP CHEMICAL COMPANY, INC.
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"Vextram" Blue Label and "B-E-T-S" Orange Label are stocked for quick delivery at our branches and warehouses in New York, Chicago, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.



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

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

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

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Plant Sanitation A Management "Must"

As the result of experiences in foods purchased during the war for feeding the armed forces and shipment to friendly nations, the Government has decided that the time has come to do something about plant sanitation and insect infestation to insure delivery of better food to consumers. As a result some of the government agencies have become quite active in plant inspection and in the study of foods as they are offered the public.

In the macaroni field which has always been listed as considerably above the average in sanitation, inspectors have been making calls searching into nooks and crevices with fluoroscopes and microscopes to measure the degree of sanitation insisted upon by the plant management, and already several cases have been reported for prosecution under the food laws, according to reports made to the Winter Meeting of the Industry in New York City last month.

There is some satisfaction in knowing that the big majority of the plants inspected have been given a clean bill of health, and that in others the management was advised how to overcome the defects found. However, macaroni-noodle manufacturers should not be lulled into complacency by this mild administration of the sanitary code as it affects their industry. Closer inspections are in store and more drastic enforcement of the law is most certain. Other food trades are taking the inspection drive most seriously. The New York Section of the American Association of Cereal Chemists recently sponsored a panel discussion of the subject of Plant Sanitation, and the statements made and conclusions arrived at are just as applicable to macaroni-noodle manufacturers as to other cereal producers. They should be interested and enlightened by the following review of the discussion.

Mr. MacKay MacKinnon, chief, New York Station of the Food and Drug Administration: Present society requires new standards of sanitation and food manufacturers have an obligation to the people they serve to maintain individual plant sanitation at an even higher level. It is to the advantage of the manufacturer to do so by means of a sanitary policing system based on methods used by the Food and Drug Administration which are available for the asking. The Government is interested in plant and product sanitation and FDA is always ready and anxious to work for the benefit of food manufacturers although it is somewhat handicapped by inadequate funds and a subsequent small staff. Many benefits have already accrued to food manufacturers by the Federal laws which give FDA its basis for sanitation control of industry.

Mr. Keith Fitch, Staff Adviser for Sanitation, Standard Brands, Inc.: It must be assumed that food manufacturers have recognized the necessity for a responsible

sanitation setup in their plants. Success or failure of any program for plant sanitation as a preventative of product infestation goes back to management. Most important is the appointment of an individual who will be in charge of instituting and operating the program. In a small plant the superintendent could be the man selected. A larger plant may find it necessary to employ a man especially for the job. The plant sanitation engineer must know all developments in the field of sanitation, must know all the laws and he should be held responsible for inspection of buildings, equipment, materials and personnel.

An adequate program should include: (1) Determination that all equipment is bacteriologically clean, that equipment used is of the type and construction that is easily cleaned; (2) Pest Control; pests must be kept out of the building, not killed inside, and care must be taken that food is not contaminated with agents used in pest control; (3) Hygiene of personnel should receive careful attention and a personnel training program instituted if necessary, with health certificates being obtained by all food handlers; (4) Materials to be stored in such a way as to enable easy inspection for infestation and so they may be easily moved; (5) Proper control methods in order to determine the presence of filth in raw materials and raw food products.

Mr. R. C. Durham, Technical Director, Millers' National Federation: Control of insect infestation must begin at the source of the insects so the first job is to make sure that the wheat coming into the mill is insect free. The next step is to perfect mill machinery of a type which is more easily cleaned. Other steps to follow are the elimination of re-use of flour sacks and elimination of infestation in box cars.

Dr. Oskar Skovholt, Director of Laboratory, Quality Bakers of America: The crying need at the moment is to convince food manufacturers that sanitation is a serious problem since too many have failed to follow modern methods and trends in plant sanitation. Equipment and knowledge is now available which will enable them to maintain their plants truly under sanitary conditions. Since they know that consumers appreciate clean plants and clean retail stores and above all clean products, all that is really needed now is the desire for a clean plant and products and a will to enforce sanitary regulations.

B. R. Jacobs, Director of Research of National Macaroni Manufacturers Association: Good sanitation is economical since it saves the cost of bad publicity. Once the plant is thoroughly cleaned it can easily be kept in that condition by means of simple daily housekeeping. Check and refuse infected raw materials as a further precaution and place a person in charge of the program who has a horror of filth.

Winter Meeting an Outstanding Success

1947 Macaroni-Noodle Industry Problems are Profitably Studied
by a Record-Breaking Attendance

One hundred and sixteen manufacturers and interested allied composed the largest Winter Meeting ever held by the Macaroni-Noodle Industry. The meeting was held at Hotel New Yorker, New York City, on January 13, and was attended by manufacturers and allied as far west as Minneapolis, St. Louis, and Memphis, as well as by an official representative of the Macaroni Industry in Palestine.

Interest in the meeting centered around the question of whether or not there would be sufficient good durum to continue supplying the industry's needs through the crop year. Anticipating this interest, President C. W. Wolfe of the National Macaroni Manufacturers Association, under whose auspices the annual Winter Meetings of the industry are held, invited the executives of all of the durum mills to a special conference with the Association Director, on Sunday, January 12, 1947, where the matter of supply and the proper granulation to guarantee an even flow of good raw material to insure steady operation of the greatly expanded plants through the summer months was discussed.

Among the durum mill representatives who took part in the conference, two served as spokesmen for the semolina millers. William Steinke, Vice President, King Midas Flour Mills, spoke generally of the durum wheat situation and of the willingness of the semolina millers to grind the kind of raw material desired by the industry to conserve the limited quantity of good durum that will be available during the first few months of 1947.

P. M. Petersen, Manager of Capital Flour Mills Division of International Milling Company, gave figures obtained from Government and other reliable sources which showed that despite the fact that there will be probably about eleven million bushels of 1946 durum still available after January 1, all indications are that the mills and the manufacturers will continue in a squeezed position. There seemed to be a general agreement that if the present 74-75 per cent extraction were continued, the industry would probably get a sufficient quantity of good raw material to keep the presses running nearly normal until the new 1947 crop.

The conference adjourned about noon with the durum millers promising to meet for further private discussions of the situation, and to report to the Winter Meeting their final conclusions and recommendations. The

Board of Directors met during the afternoon to attend to business matters. Action taken was reported to the industry meeting the next day.

In reporting the situation to the Winter Meeting, President Wolfe called attention to the promotional activities to increase durum wheat production in 1947 and future years. He noted that the acreage planted to durum wheat in 1945 was approximately two million acres and that this had been increased by a little more than 400,000 acres in 1946. He estimated that to meet the industry requirements, the acreage to be planted the coming spring should approximate three million acres.

Chairman C. L. Norris of the Durum Growers Contact Committee explained the program of durum planting promotion through the use of direct advertising in the North Dakota papers to convince durum farmers that there will be a continuing market for good durum at the fair price which the manufacturers were willing to pay to durum millers for semolina. He also reported that the National Association was offering a suitable plaque to the grower of the durum wheat that is judged superior at the coming durum show at Langdon, North Dakota, February 27 and 28.

Secretary Donna reported briefly on the Association membership and finances as of the end of 1946 and on the budget adopted by the Board of Directors for the calendar year of 1947.

A tribute to Henry Mueller, Association Director and Past President, who died in November, was presented in the form of a resolution unanimously adopted by the Board of Directors and approved by the Winter Meeting. At the same time, it was announced that C. Frederick Mueller of the C. F. Mueller Company, Jersey City, New Jersey, had been appointed to the vacancy caused by the death.

When President Wolfe of the National Association learned of an effort to bring about a heavy increase in freight rates that would seriously affect macaroni products, he appointed a special committee headed by Joseph Giordano of V. LaRosa & Sons, which took prompt action to file successful objections to the proposal, bringing about a considerable saving to all manufacturers.

The need of closer plant inspection to bring about the necessary sanitation in food plants which Government Agencies feel that the manufacturers

and the Government owe the consumer was reported upon by J. J. Winston, Chief Chemist of Jacobs General Products Laboratories, and a report on micro-analysis of infected products showing the need of greater sanitation was presented by Benjamin R. Jacobs, Director of Research. The result was that the directors made a special appropriation for a continued study of the matter of rodent and insect infestation in plants to improve sanitation and to prevent contamination of products. His paper appears elsewhere in this issue. A complete report of his further study will be made at the June convention.

The manufacturers and allied present were treated to a surprise in the person of Samson Wilmsdorf, Director of "Osem" United Macaroni Factories of Palestine, Ltd., Tel-Aviv, Palestine, who attended the meeting and gave an interesting account of the macaroni industry in Palestine. He told the listeners that the dozen or more factories confined their output to macaroni products because of the inability to obtain eggs for the manufacture of egg noodles.

The meeting went on record as fully in favor of the effort of the Chamber of Commerce of U. S. A. to bring about a necessary change in the fair labor standard act to give greater protection to the employers. The convention also favored the continuation of all efforts to favorably publicize the industry and its products after hearing a report by Albert Ravarino, Chairman of the Education and Promotion Committee, and M. J. Donna, Managing Director of the National Macaroni Institute.

Several places that were considered acceptable as the meeting place for the June convention were considered, and the matter of making the final arrangements was left in the hands of Secretary Donna. The feeling at the convention was that the meeting should be held at a resort hotel rather than in a crowded large city, for a change.

For the purpose of agreeing on some approved policy with respect to bids for macaroni for export, the matter was made a special order of business for a closed session for manufacturers only, that followed the close of the Winter Meeting.

The general feeling was that while the industry was willing to lend a helping hand towards feeding the hungry in foreign lands, it would be wise to

(Continued on Page 8)

COMING SOON*

All General Mills Durum Products in this new sack design.

General Mills, Inc.
DURUM DEPARTMENT
Central Division
CHICAGO 4, ILLINOIS

Winter Meeting a Success

(Continued from Page 6)

distribute this business among the firms that are equipped to fill foreign orders so as not to unduly affect the manufacturer's own position and the domestic market generally. It was further agreed that all export business might better be handled through experienced exporters than direct with the Government or agencies asking for bids.

While the business of the Mid-Year Meeting was disposed of with dispatch, and in accordance to an elastic program, those in attendance were delightfully entertained by three of the outstanding suppliers in the New York Metropolitan area. Besides "room entertainment" undertaken by suppliers, there were three special features including a dinner in the Hotel New Yorker, Sunday evening, January 12, 1947, by the Consolidated Macaroni Machine Corporation of Brooklyn, attended by 120 guests.

A luncheon in the Hotel New Yorker on Monday, January 13, during the noon recess, was sponsored by the Clermont Machine Company of Brooklyn. One hundred ten guests enjoyed the luncheon.

The Rossotti Lithographing Company of North Bergen, New Jersey, staged a dinner and stag party with eighty manufacturers and allied as their guests at the New York Athletic Club, New York City.

Registrants—1947 Winter Meeting

Manufacturers

- V. Arena & Sons, Inc.—Sam Arena, Norristown, Pa.
Bay State Macaroni Co.—Joseph Scarpaci, Everett, Mass.
Caruso Foods, Inc.—Joseph W. Slattery, Long Island City, N. Y.
Cassarino & Carpinteri—Paul Cassarino, New Britain, Conn.
Chasin Noodle Co.—M. Chasin, Brooklyn, N. Y.
Colonial-Fusilli Mfg. Co.—Luigi Abbunante, Brooklyn, N. Y.
The Creamette Company—C. L. Norris, Minneapolis, Minn.
Cumberland Macaroni Mfg. Co.—Ralph Nevy, Cumberland, Md.
Dante Food Products Co.—V. C. Latona, Buffalo, N. Y.
Delmonico Foods, Inc.—Peter J. Viviano, Louisville, Ky.
De Martini Macaroni Co., Inc.—V. Giatti, Brooklyn, N. Y.
G. D. Del Rossi Co.—G. D. Del Rossi, Providence, R. I.
Faust Macaroni Co.—L. S. Vagnino, St. Louis, Mo.
Gioia Macaroni Co., Inc.—Horace A. Gioia, Rochester, N. Y.
Alfonso Gioia & Sons—Alfonso Gioia, Rochester, N. Y.
Alfonso Gioia & Sons—Joseph A. Gioia, Rochester, N. Y.
A. Goodman & Sons, Inc.—Erich Cohn, Long Island City, N. Y.
A. Goodman & Sons, Inc.—Jerome I. Maier, Long Island City, N. Y.
I. J. Grass Noodle Co., Inc.—A. Irving Grass, Chicago, Ill.
Grocery Store Products—A. W. Greenwood, New York, N. Y.
The Home Macaroni Mfg. Co.—John R. Barracato, Cleveland, O.
The Home Macaroni Mfg. Co.—Louis Barracato, Cleveland, O.
Hygrade Food Products—Joseph A. Masury, Reynoldsville, Pa.
Ideal Macaroni Co.—L. C. Ippolito, Cleveland, O.
Indiana Macaroni Co.—John Rezzolla, Indiana, Pa.
Keystone Macaroni Mfg. Co.—C. J. Travis, Lalanon, Pa.
Kurtz Brothers Corp.—R. A. Craig, Bridgeport, Pa.
La Premiata Macaroni Corp.—Vincent J. Cuneo, Connellsville, Pa.
V. La Rosa & Sons, Inc.—Joseph Giordano, Brooklyn, N. Y.
V. La Rosa & Sons, Inc.—Peter La Rosa, Brooklyn, N. Y.
Mega Macaroni Co.—C. W. Wolfe, Harrisburg, Pa.
Mid South Macaroni Co.—Thomas A. Cuneo, Memphis, Tenn.
Milwaukee Macaroni Co., Inc.—Ernest Conte, New York, N. Y.
Milwaukee Macaroni Co., Inc.—James Conte, Milwaukee, Wis.
Mound City Macaroni Co.—W. J. Freschi, St. Louis, Mo.
C. F. Mueller Co.—C. F. Mueller, Jersey City, N. J.
National Macaroni Mfg. Co.—W. J. Freschi, St. Louis, Mo.
"OSEM" United Macaroni Factories of Palestine, Ltd.—Samson Wilmersdorf, Tel-Aviv, Palestine.
Frank Pepe Macaroni Co.—Frank Pepe, Jr., Waterbury, Conn.
Philadelphia Macaroni Co.—Louis Roncace, Philadelphia, Pa.
Prince Macaroni Co.—D. Giovenco, Lowell, Mass.
Quality Macaroni Co.—D. Piscitello, Rochester, N. Y.
Quality Macaroni Co.—Maurice L. Ryan, St. Paul, Minn.
Ravariano-Freschi, Inc.—Al Ravariano, St. Louis, Mo.
Refined Macaroni Co.—F. Marchese, Brooklyn, N. Y.
Ronsoni Macaroni Co., Inc.—E. Ronsoni, Jr., Long Island City, N. Y.
Roth Noodle Company—N. J. Roth, Pittsburgh, Pa.
A. Russo & Co.—Joseph B. Kohn, Chicago, Ill.
A. Russo & Co.—Arthur Russo, Chicago, Ill.
Sanacori & Company—A. Sanacori, Brooklyn, N. Y.
G. Santoro & Sons, Inc.—Joseph Santoro, Brooklyn, N. Y.
Semolin Macaroni Co.—A. J. De B., Georgetown, R. I.
Semolina Macaroni Mfg. Co.—Belmont, Georgetown, R. I.
St. Louis Macaroni Co.—Frank Traficanti, Chicago, Ill.
Traficanti Brothers—Frank Traficanti, Chicago, Ill.
Vimco Macaroni Products Co.—Sal Viviano, Carnegie, Pa.
V. Viviano & Bros. Macaroni Mfg. Co.—Frank Viviano, St. Louis, Mo.
V. Viviano & Bros. Macaroni Mfg. Co.—Peter Ross Viviano, St. Louis, Mo.
Weiss Noodle Co.—Albert S. Weiss, Cleveland, Ohio.
World Packing Co.—Peter S. Viviano, Trenton, N. J.
A. Zerega's Sons, Inc.—John Zerega, Jr., Brooklyn, N. Y.

Allieds

- Amber Milling Division—J. F. Driscoll, St. Paul, Minn.
Amber Milling Division—John R. Rodgers, Philadelphia, Pa.
Amber Milling Division—J. M. Walzer, St. Paul, Minn.
Buhler Brothers, Inc.—O. R. Schmalzer, New York, N. Y.
Capital Flour Mills—M. C. Alvarez, New York, N. Y.
Capital Flour Mills—Robert J. Du Bois, Minneapolis, Minn.
Capital Flour Mills—J. J. McMahon, New York, N. Y.
Capital Flour Mills—Paul M. Peterson, Minneapolis, Minn.
Capital Flour Mills—L. H. Viviano, Minneapolis, Minn.
Champion Machinery Co.—Frank A. Motta, Joliet, Ill.
Clermont Machine Co.—John Amato, Brooklyn, N. Y.
Clermont Machine Co.—Carmino Surico, Brooklyn, N. Y.
Commander Larabee Milling Co.—Thomas L. Brown, Minneapolis, Minn.
Commander Larabee Milling Co.—C. M. Johnson, Minneapolis, Minn.
Consolidated Macaroni Machine Corp.—Conrad Ambrette, Brooklyn, N. Y.; Louis Ambrette, Brooklyn, N. Y.
Crookston Milling Co.—Ulysses De Stefano, New York, N. Y.
E. I. du Pont de Nemours & Co.—R. J. Crowley, New York, N. Y.
E. I. du Pont de Nemours & Co.—R. M. MacDonald, Wilmington, Del.
General Mills, Inc.—H. I. Bailey, Chicago, Ill.
General Mills, Inc.—Joseph M. De Marco, New York, N. Y.
General Mills, Inc.—E. V. Hetherington, Minneapolis, Minn.
General Mills, Inc.—Louis Pettit, New York City.
General Mills, Inc.—H. H. Raeder, Buffalo, N. Y.
Hoffman-La Roche—Paul Cardinal, Nutley, N. J.
Hoffman-La Roche—John C. LaMens, Nutley, N. J.
International Milling Co.—W. W. White, Boston, Mass.
Jacobs Cereal Products Laboratory—James J. Winston, New York, N. Y.
King Midas Flour Mills—Wm. J. Dougherty, Philadelphia, Pa.
King Midas Flour Mills—W. L. Hook, Philadelphia, Pa.
King Midas Flour Mills—John A. Repetti, New York, N. Y.
King Midas Flour Mills—William Steinke, Minneapolis, Minn.
King Midas Flour Mills—David Wilson, New York, N. Y.
H. H. King Flour Mills Co.—Arthur W. Quiggle, Minneapolis, Minn.
Frank Lazzaro-Dryers—Frank Lazzaro, New York, N. Y.
Donato Maldari-Dies—Donato Maldari, New York, N. Y.
Merk & Company, Inc.—F. O. Church, Rahway, N. J.
Merk & Company, Inc.—F. C. Crosby, Rahway, N. J.
Merk & Company, Inc.—W. F. McDonald, Rahway, N. J.
Merk & Company, Inc.—F. M. Parker, Rahway, N. J.
Milprint, Inc.—Milt Silverman, New York, N. Y.
North Dakota Mill & Elevator—E. J. Thomas, Chicago, Ill.
Pillsbury Mills, Inc.—Chet Baker, Minneapolis, Minn.
Pillsbury Mills, Inc.—W. H. B. Brown, Boston, Mass.
Pillsbury Mills, Inc.—William J. Warner, Minneapolis, Minn.
Rossotti Lithographing Co.—Alfred Rossotti, North Bergen, N. J.
Rossotti Lithographing Co.—Charles C. Rossotti, North Bergen, N. J.
Rossotti Lithographing Co.—T. Sanicola, Long Island, N. Y.
Saroni Company, Inc.—Frank V. Liotta, New York, N. Y.
A. L. Stanchfield, Inc.—Clifford W. Kutz, Minneapolis, Minn.
A. L. Stanchfield, Inc.—Fred T. Whaley, Chicago, Ill.
Wallace & Tiernan Co.—G. W. Keebler, Newark, N. J.
Winthrop Chemical Co.—William Clark, New York, N. Y.
Winthrop Chemical Co.—R. C. Sherwood, New York, N. Y.
Washington Representative—B. R. Jacobs, Washington, D. C.
Secretary-Treasurer—M. J. Donna, Braidwood, Ill.

ENRICHMENT BY WAFER. MERCK Enrichment Wafers for all varieties of Macaroni Products. Includes directions and nutrient list: Thiamine Hydrochloride (Vitamin B1) 400 mg., Riboflavin (Vitamin B2) 170 mg., Nicotinamide (Vitamin B3) 2500 mg., Iron 1100 mg.

ENRICHMENT BY MIXTURE. No. 32P-VITAMIN MIXTURE. For the Enrichment of All Varieties of Macaroni Products Such As Macaroni, Spaghetti, Noodles, Pasta, etc. Includes directions and nutrient list: 400 mg. Thiamine (Vitamin B1), 170 mg. Riboflavin (Vitamin B2), 2500 mg. Nicotinamide (Vitamin B3), 1100 mg. Iron.

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

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

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

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

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

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

MERCK ENRICHMENT PRODUCTS

- Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.
Merck Enrichment Ingredients (Thiamine, Riboflavin, Nicotinamide, Iron)
Merck Vitamin Mixtures for Flour Enrichment
Merck Bread Enrichment Wafers
Merck Vitamin Mixtures for Corn Products Enrichment
Merck Vitamin Mixtures and Wafers for Macaroni Enrichment

MERCK ENRICHMENT PRODUCTS

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

Manufacturing Chemists

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill.

Elkton, Va. • Los Angeles, Calif.

In Canada: MERCK & CO., Ltd., Montreal • Toronto • Valleyfield



A Guaranty of Purity and Reliability

Why not give her
a new reason for buying
your macaroni?



Housewives select their macaroni and noodle products for several different reasons.

It may be flavor. It may be the reputation of the maker.

Today you can give these housewives still another reason for buying *your* macaroni or noodle product.

You can *enrich*. You can add "nutrition appeal" — something more and more housewives are looking for as they buy.

And you can enrich very simply and easily. There's a product especially developed for the enrichment of macaroni and noodles — Fleischmann's Fortified Yeast with Iron.

For batch mixes, this product is supplied

in a 1.4 lb. package, sufficient for a 130 lb. batch.

For continuous mixes, it is supplied in bulk. It flows easily and lends itself for use in metering machines that are available.

Fleischmann's Fortified Yeast with Iron enriches macaroni with the vitamins thiamine, riboflavin, niacin and vitamin D — and with iron—in amounts specified in the definitions and standards. Macaroni and noodles thus enriched contain in addition 1% of yeast, yielding to the product 0.5% of high quality protein to improve the nutritional value.

We will be glad to assist you in any problems you may have about enriching macaroni and noodle products. Write to us in confidence.

STANDARD BRANDS INCORPORATED

Strong Cobb Division

Bulk Pharmaceutical Department • 595 Madison Avenue • New York 22, N. Y.

Sanitary Inspection of Macaroni and Noodle Plants and Micro Examination of Raw Materials and of Macaroni and Noodle Products

Benjamin R. Jacobs, Director of Research

The subject of infestation of our macaroni and noodle products has become of great importance since the Food and Drugs Administration has made numerous inspections of plants and has instituted proceedings against a number of manufacturers all over the country for alleged violations of the Federal Food and Drugs Act.

The FDA is proceeding under the Act which provides that a food is adulterated, among other reasons, if it consists in whole or in part of any filthy, putrid, or decomposed substance or if it is otherwise unfit for food, or if it has been prepared, packed, or held under unsanitary conditions whereby it may have been contaminated with filth, or whereby it may have been rendered injurious to health.

The FDA in determining whether or not a macaroni or noodle product is filthy, etc., relies particularly on an examination of the product for evidence of filth in the form of insects or their eggs or of rodent excreta as shown by rodent hairs. The FDA in determining whether or not a product has been packed, etc., under unsanitary conditions depends upon a factory inspection and most of the manufacturers have had experience in this respect.

In all cases where examination of macaroni and noodle products show the product is contaminated, action is brought against the product or against the shipper. However, the FDA holds that it is not necessary that the product be contaminated to be held in violation if a factory inspection shows the premises to be unsanitary. We have often attempted to have the FDA establish a maximum amount of rodent hairs and numbers of insects but have not succeeded because the FDA claims it cannot do this since the evidence is not always contained in the product.

Insect infestation of our products exacts a very heavy toll from the industry. It is established that between 1 per cent and 2 per cent of our output is returned because of infestation of the product. This is not always the fault of the manufacturer as in many instances infestation takes place in the wholesalers' or retailers' warehouses as is shown by the fact that returns usually come from the same firms. The raw materials which we use are also in-

involved many times by infestation before we receive them as is shown by the statement that the Federal Government seized approximately 14½ million pounds of wheat flour in the 18 months' period ending February 28, 1943. Most of this flour was insect infested.

I have already reported to the Association that last year the Federal Courts assessed fines totaling not less than \$25,000 and ordered the destruction of more than 130,000 pounds of macaroni and noodle products because they were in violation of the Food and Drugs Act. More than 75 per cent of the fines assessed and the products destroyed were due to violations of the sanitary provisions of the law.

Rodent infestation is a problem that is directly up to the macaroni and noodle manufacturer.

We all recognize that it is a difficult problem particularly in plants that are in old buildings or in neighborhoods which are rat and mice infested. However, this can be held down to a minimum by declaring continuous war against rodents in all the various ways that this can be accomplished. The principle methods are to close openings which permit all egress and ingress from neighboring buildings and water fronts to the plant. The second method is to destroy their harboring places within the plant and to make it difficult to conceal themselves behind or under shelters. Rodents have the ability to bore through heavy obstacles to gain their objectives. They have lived with human beings for thousands of years and have learned to protect themselves against all the weapons used by us, but if the variety is changed often they will eventually be exterminated or leave the premises.

The Laboratory of the Association has, in the past few months, examined many samples of farinaceous materials and finished macaroni and noodle products for evidence of insect and rodent infestation. The data show that all samples examined arriving in the macaroni plant contained evidence of insect infestation, and in some cases also evidence of rodent infestation. This usually is in the form of insect fragments or of rodent hairs which are apparent only when viewed under the microscope. In the examination of 44 samples of flours and granulars the minimum number of insect fragments

found in a two-ounce sample was 8 while the maximum found was 201 fragments.

There was also examined in our laboratories 51 samples of macaroni and noodle products. In this case an 8-ounce sample was used. The minimum number of insect fragments found was 10 and the maximum was 210. Six samples showed evidence of rodent infestation and one sample showed evidence of cat infestation.

At a very recent meeting (January 7, 1947) of the New York Section of the American Association of Cereal Chemists a symposium on food plant sanitation was held. A brief summary of the statements made by those taking part in the panel follows:

Mr. MacKay MacKinnon, Jr., Chief N. Y. Station, FDA:

(a) Under the Federal Food Law, all food plants must operate under sanitary conditions or else cease to operate. (b) Filth is anything which is considered repugnant to the ordinary individual. (c) In 1946, 70 per cent of all seizures made by the FDA were based on unsanitary charges. (d) Food processors must develop a system of self-policing and self-examination and this can very well be done through a trade association activity. (e) There should be someone in authority to maintain and regulate sanitary conditions in an industry. (f) The field of sanitation is a major step in the progress of the food industry. Common sense and good housekeeping are very essential in a sanitation program.

Mr. Keith Fitch, Staff Advisor for Sanitation, Standard Brands, Inc., New York City:

It is very important that foods be not repugnant to the individual taste. There should be the development of a sanitation program in an industry, consisting of the following:

1. Necessity and responsibility must be recognized by management.
2. Selection of an individual to implement sanitation plan.
3. Trade association generally constitutes a good vehicle for the execution of a sanitation program.
4. Construction and design of equipment, cleaning and sanitizing.
5. Pest control (insects and rodents).
6. Hygiene of personnel (health, clean clothes, etc.)

(Continued on Page 14)

Year after year—

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KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA

"The Highest Priced Semolina in America and Worth All It Costs"



Sanitary Inspection of Macaroni and Noodle Plants

(Continued from Page 12)

7. Development of raw material standards.

8. Good storage methods.

9. Building must be well rat-proofed and insect-proofed to prevent entrance and existence of pests.

10. There should be laboratory control to detect contamination and this should be in the hands of the trade association or a reliable commercial laboratory. It is very essential that a manufacturer make certain that his product is not contaminated.

11. Management must recognize its legal and moral responsibility and support movement for good sanitation practices.

Mr. R. C. Durham, Technical Director, National Millers Federation:

Wheat coming to the mills contains insect fragments, insects and rodent matter. Wheat should be thoroughly cleaned before being subjected to the milling process. However, there should be designed better equipment to remove rodent matter. Unfortunately, milling machines in use today were designed many years ago before the importance of good sanitation was realized. Hence, the machines used today are poorly designed from the sanitary viewpoint. At the present time, there are no methods of eliminating insects completely.

Dr. Oscar Skovolt, Director of Laboratory, Quality Bakers of America:

Sanitation requirements have changed with the passing of years and management must recognize the necessity and responsibility of adequate sanitation procedures. In the formation of a good sanitation program, there should be supervision by someone from the outside who can visit plants and make recommendations to the management. In the plant proper, someone who can use good common sense and who is adept in principles of good house-keeping should be given the authority to take instructions from the outside sanitarian or inspector.

On one of my recent trips to Washington I conferred with Mr. George P. Larrick, Chief Inspector of the Food and Drugs Administration. He went into great detail concerning the necessity for the macaroni industry to clean house as many plants had been found to be in an unsanitary condition and unfit for the production of macaroni and noodle products.

He further stated that the Food and Drugs Administration was not as much concerned in the presence of insect fragments or even insects in the macaroni plants as he realized that in many instances these are brought in with the raw materials and even that it goes further than that and are brought in with the wheat from the wheat fields and elevators. What the Food and Drugs Administration is concerned

with is cleanliness in plants, and the making of plants where foods are processed as free from rodents as possible. At the same time make the owners of plants realize through education that the Food and Drugs Administration is enforcing the sanitary provisions of the Food and Drugs Act to the limit. We all know this from the reports of prosecutions which are received periodically.

On my recent trips of inspection of plants it was quite clear to me that in some instances the owners were not aware of the unsanitary conditions of their plants. These conditions have been growing with them and they are therefore unnoticed by them. Many plants do not have porter service which is absolutely essential in keeping a plant clean, particularly as to toilets, lockers and proper facilities for the disposal of trash. You might be surprised, but I went into one plant where the trough which is used for soaking the dies was filled with water which had a green scum on the surface and which emitted a sour odor which was easily perceptible twenty feet away, yet in this plant the owner did not realize that this was a condition which should not have been permitted to exist.

Clean plants cannot be had in any food industry by sporadic inspection or by cursory attempts at disinfection and rodent extermination. Clean plants are the result of constant work and education of the personnel of the plant, from top to bottom in many instances.

Resolution

Henry Mueller—1880-1946

The following resolutions were unanimously adopted by the Winter Meeting as expressive of the feeling of loss sustained by the untimely death of Henry Mueller, President of C. F. Mueller Co., Jersey City, N. J., and member of the Board of Directors of N.M.M.A. at the time of his passing:

WHEREAS, God in his infinite wisdom has seen fit to remove from this earth, Mr. Henry Mueller, a true friend, an understanding executive and a recognized Industry leader, and

WHEREAS, Mr. Mueller was at the time of his death an active member of the Board of Directors of the National Macaroni Manufacturers Association which his firm helped to found in 1904, and

WHEREAS, he was actively connected with the Association's activities for a quarter of a century, during which he served as a member of the Board of Directors for 13 terms, including six as President of the National Association, 1922-1928, and

WHEREAS, in his untimely death the Board of Directors, the National Association, the entire Macaroni-Noodle Industry and American business, generally, sustained an irreparable loss, therefore, be it

RESOLVED, that the Board of Directors, speaking for the entire membership of the National Association and for all his good friends in the Industry extend to his bereaved wife and other members of the family and to his business associates its sincerest sympathy and deepest consolation over the irreparable loss sustained by his untimely death and be it further

RESOLVED, that as an expression of this loss, copies of these resolutions be sent to Mrs. Mueller and to his firm.

Attest: M. J. Donna
Secretary.

C. W. Wolfe
President.

Cleanliness is very largely a matter of education and of continuous hard work personally supervised and adequately supplied with the means of keeping the plant clean. In fact it is just plain good housekeeping. The problems of sanitation in the plants are identical with the problems of sanitation and cleanliness in the home, because after all, a food plant is just a large kitchen.

Clean macaroni and noodle products are not going to be the rule unless the personnel in the plant is made to realize cleanliness for its own sake and this cannot be obtained except by education.

This should be the function of the Association and it should not be one for the individual manufacturer to decide for himself. When macaroni manufacturers are prosecuted for distributing filthy, putrid or decomposed macaroni products or because they are made under unsanitary conditions which may cause the food to become contaminated, it does not only harm the individual firm prosecuted, but it hurts the whole macaroni industry since the unfavorable publicity given to individual cases, creates a prejudice against the product regardless of whether it is manufactured in that plant or in any other. To that extent it is the duty of the industry to help the individual members clean house and provide their customers not only with clean products but with wholesome, nutritious, appetizing and appealing foods.

New potato chip cartons with sales appeal

Sealed with
CECO
Adjustable Carton Sealers



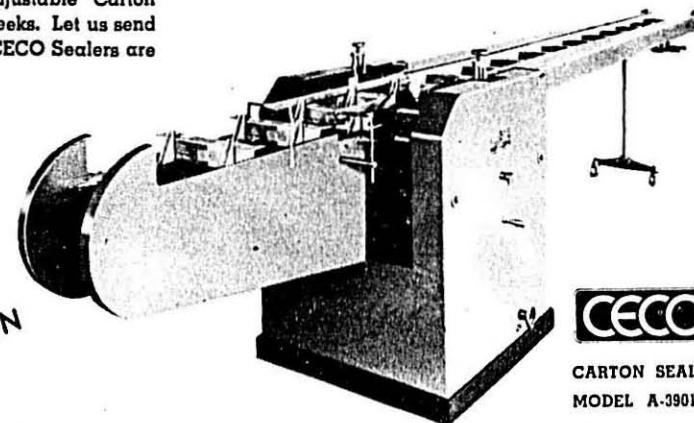
The largest exclusive potato chip manufacturer and distributor in the industry, Nicolay-Dancey, Inc., Detroit, Mich., selected the CECO Adjustable Carton Sealer when they inaugurated their new packaging program. Each of their three sizes of colorful new packages provide an attractive point-of-sale display. The new cartons keep chips fresh longer, protect them from breakage, and facilitate storage and handling.

CECO Carton Sealers are adjustable instantly without special tools to seal automatically both ends of any size carton from 3 1/4" to 12" deep (or larger) at from 30 to 120 per minute. A CECO Sealer not only produces neater, better looking, tamper-proof packages, but saves enough on labor to amortize its unusual low cost, generally within one year.

Deliveries of standard CECO Adjustable Carton Sealers are now available in a few weeks. Let us send you facts and figures showing what CECO Sealers are doing for concerns in your line.

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MORE MEALS OF MACARONI

Extracts from *American Weekly*—Reprinted to Permit Members to Copy
for Distribution Among Customers

If America is the "melting pot" of all nations so, too, its menu is a composite of dishes from every land. We have "Americanized" the macaroni and spaghetti of Italy, the noodles of Germany.

Macaroni and spaghetti are growing in favor with the American housewives who are finding in their quickly cooked nourishing tubes one of the prize staples. They have learned that these are more than just starchy foods to replace potatoes, rice or bread—that being made of durum wheat—which contains a large percentage of gluten or protein—they are meat replacers as well. They plan to use them generously in the Lenten menus and in this betwixt-between season, when spring foods and vegetables are not plentifully available.

Before giving suggestions for novel uses of these delicious cereal tubes it may be well to set down a few rules necessary to their successful use:

1—Always have water rapidly boiling (at a bubbling boil) before adding the tubes and do not cover with a lid during cooking.

2—Have water sufficiently salted—one-half teaspoon of salt to every quart of water.

3—Do not use too much water, as this results in a loss of the nourishing food values.

4—Avoid cooking too long, as this tends to make the tubes flabby instead of tender. From 7 to 12 minutes should be long enough.

It is one of the greatest errors to overcook the tubes until they are flabby and shapeless. It should be remembered that much of the charm and appetite appeal of macaroni and spaghetti lies in the form and shapeliness of the dish. Overcooked tubes do not stand up or mold well, and lose their pleasing texture and taste.

If cooked in bubbling water, for not too long a period and in not too much water, the housewife will not need to go to the trouble of the "blanching" process often advocated.

The newest trend in using all these products is perhaps to combine them

with other ingredients in what we may call the smart and good-looking entree dish. This may use meat in connection with it, or not, but in every case, it is a dish distinguished by its flavor, its novel appearance and service. For example, the housewife has often used bits of smoked ham on top of her macaroni or in her sauce. But this is not the same as using cooked short lengths of macaroni rolled into separate "blankets" of sliced ham served like little jelly rolls on a platter.

Or again, the new trend points out how delightfully cooked spaghetti or noodles can be shaped into a "ring," later to be filled with a preferred mixture of mushrooms, peas, or even diced meat and gravy. The ring is easily made by cooking the tubes, draining well, then packing into a well-buttered circular mold of a quart size and baking one hour in a moderate oven. Other suggestions for such ring dishes are:

Noodle ring with creamed canned salmon and peas.

Spaghetti ring with mushrooms and chicken liver sauce.

Noodle ring with veal and carrot goulash.

Noodle ring with creamed chicken and green peppers.

Only a few epicures, it would seem, until recently, appreciated the possibilities of macaroni or spaghetti with clams, oysters and mussels. Patrons of the real Italian "Spaghetti House" long since discovered the excellence of linguini—spaghetti served with a rich tomato sauce in which were generous amounts of diced clams.

With the near approach to Easter, and with eggs plentiful and cheap, it is well to remember that these tubes combine especially well with many common egg dishes. The humble scrambled eggs, for example, become much more glorified if prepared as follows: Add small sections of cooked and drained macaroni (elbows, bows, or shells are good) to well-beaten eggs, together with several spoonfuls of cream. Cook in melted butter in skillet, dusting with parika before serving.

A variation of the familiar eggs-goldenrod is made by covering a hot

platter with buttered cooked noodles, then arranging sliced hard (and hot) eggs over their top, sprinkling with minced parsley. To those who like more Oriental combinations, nothing is more delicious than eggs scrambled with diced shrimp, served on hot buttered noodles.

On one of the unexpected warm and muggy days of early spring, a macaroni-vegetable salad would be even more acceptable. Cut string beans, cooked flowerettes of cauliflower, beets, celery are some of the vegetables which, because of their fibrous texture, combine best with the more delicate tubes. Served with a mayonnaise or a French dressing, one would not need to eat any bread with such a luncheon salad—one more advantage of these dishes being that they are not so starchy (and consequently not so fattening) as bread, rolls, biscuits, etc.

Noodles, as every housewife knows, contain the same ingredients as macaroni and spaghetti, but with the addition of eggs, and they may be thin, medium or broad, depending on the dish.

Make More Meals of Macaroni during Lent—or any other season!

Packaging Conference to Emphasize Sales

A return to major emphasis in sales plans on the style and materials of the package was foreseen by Alvin E. Dodd, president of the American Management Association, in announcing the sixteenth annual AMA Packaging Exposition sponsored by the association to be held in Convention Hall, Philadelphia, April 8-11.

The AMA Conference on Packaging, Packing and Shipping will be conducted concurrently with the exposition.

The exposition, largest in its history, will occupy 80,000 square feet, with approximately 150 exhibitors displaying machinery, equipment, supplies and services. Trade attendance last year was in excess of 10,000.

Egg Noodles As Year-Round Favorites

"Who does not like noodles in soup?" queries a leading food authority, who answers the question by saying, "only those who dislike soups tetotally, and who would probably eat noodle soup, if soup it had to be. Not so with the general run of children and adults of America. They are inclined to prefer egg noodles in soups, plain, or with chicken and other combinations.

A dish of hot soup, especially if it contains egg noodles, is welcomed anytime, but particularly when the wintry breezes blow, reasons the National Macaroni Institute in recommending the following story by Betty Barclay—a story which speaks for itself:



By BETTY BARCLAY

In cold weather our body engines need far more fuel than during the heat of summer. It's time to forget the suggestion of a light salad and a glass of milk for lunch and a fairly light meal at night. That's fine for next summer, but right now "fuel" dishes are in order—the kind of foods that enable the body to thrive in low temperatures.

Steaks, cakes, cheese, rice, eggs, macaroni, spaghetti, egg noodles, bread, pork chops, bacon and dozens of other common foods may well be called "fuel foods". Rich in carbohydrates, proteins, or both, they are ideal for the winter table. Some of these may be served "plain". Others blend with different foods so that they may be served in one surprise dish after another, to the delight of husband and children.

Take the healthful egg noodle as an example. It's one of the famous "Energy Trio"—macaroni, spaghetti and egg noodles. Fits right into the menu when shortages or high prices make other energy foods prohibitive. It may be blended with chicken, butter, salt and pepper and served as a noodle-chicken platter. Next week it may be blended with frankfurters and vegetables and placed upon the table as an "egg noodle frankfurter surprise". Those who have used egg noodles merely in soup, will get a real thrill by trying either of the recipes following:

Noodle-Chicken Platter
1/4 pound egg noodles.
1/2 cup butter.
1 young chicken.
Salt and pepper.

Cut chicken into four quarters and fry until brown and tender. Drop egg noodles into boiling salted water. Cook until tender; drain. Toss cooked egg noodles in melted butter. Arrange fried chicken and buttered egg noodles tastefully on a suitable platter. Sprinkle with parsley, season to taste and serve hot.

Egg Noodle Frankfurter Surprise
5 ounces egg noodles.
6 frankfurters.
1/2 cup carrots.
1/2 cup peas.
1/2 teaspoon salt.
1 tablespoon butter.
1 cup milk.

Cook egg noodles in boiling, salted water until tender, drain. Parboil frankfurters and vegetables, or use left-over cooked vegetables. Place a layer of egg noodles in baking pan, then slice frankfurters banana-wise over noodles; more egg noodles and sprinkle with peas and sliced or diced carrots and salt; continue layers until all ingredients are used. Put dabs of butter on top and pour a cup of milk into pan and place in oven until brown.

A Tight Squeeze

The macaroni industry will find itself in a squeezed position with respect to deliveries of raw materials necessary to keep the plants running normally through the remainder of the present crop year according to the conclusions arrived at by a joint study of the situation by durum millers and officials of the National Macaroni Manufacturers Association. The matter of continued supply of good raw materials until the 1947 durum crop, was made a matter of special study by a joint meeting of the executives of the durum mills and the Board of Directors of the National Association immediately preceding the Winter Meeting of the Industry in New York City last month.

It was quite generally agreed by the group and by the industry meeting on January 13, after studying the figures prepared by P. M. Petersen of Capital Flour Mills Division of the International Milling Co., statistician of the durum milling group, that if the present rate of extraction were continued until after September first, at least, there is just about enough durum in sight to keep the macaroni presses running almost normally throughout the spring and summer. Without a formal vote, the conference agreed that it would be best for the industry, and for the millers, too, if the present 74 to 75 per cent extraction would continue indefinitely.

The following figures presented by Mr. Petersen and approved by the durum mills tell the durum wheat story:

ESTIMATE ON DURUM WHEAT CROP	
Supply and Use July 1, 1946, to December 31, 1946 (Not official Govt. figures except as indicated)	
	Thousand Bushels
Carryover 7/1/46 (Govt.)	5,083
1946 Durum Crop (Dec. 1946 Govt. Est.)	35,836
TOTAL SUPPLY	40,919
Actual Mill Grind 7/1-12/31/46 (Govt.)	11,429
	29,490
Estimate on Feed, Cereal & Other Use 7/1/46-12/31/46	4,500
ESTIMATED SUPPLY	24,990
Actual Mill Stocks 12/31/46	5,224
Actual Commercial St. 12/31/46 (Govt.)	829
Est. Farm & Country Elev. Stocks 12/31/46	18,937
	24,990
Est. Requirements: 1/1/47 to 6/30/47	10,990
Seed	4,000
Feed, etc.	4,000
Carryover	6,000
	14,000
LEAVES FOR MILL GRIND	10,990
1/1/47 to 6/30/47	10,990
This does not provide for mill grind from July 1, 1947, to August 31, 1947, or until new crop starts to move, which would have to come out of 6,000,000 bushels 7/1/47 carryover.	

What's Ahead for 1947

A Proposed 9-Point Program for Industry Promotion

First, permit me to make this statement as an introduction: For more than twenty years I have been in close touch with the Macaroni Industry as an observer from within. Over this long period of years, I have discussed the welfare of the industry with every leading executive in the business, association enthusiasts, like myself and the "isolationists," too. Unfortunately, nothing I could say and nothing that the Association leaders and executives apparently can do, have had the desired effect of getting the "isolationists" to enroll as Association Supporters. Both are losers.

Because some of the isolationists are good fellows, whose good will I would hate to lose, it is preferred that I remain incognito as the author of this article—prompted only by a desire to air my thinking on how the National Macaroni Manufacturers Association might be made a greater power for good in 1947.

How much easier it would be for all of us who regularly contact the executives of nearly all the progressive firms in the business—we who have fully co-operated with the National Association years in and years out—if we could induce about ten or a dozen of the bigger fellows who are not now supporters of that organization to lend a hand as a pure business move!

The leadership of the National Association showed its metal in promoting the interests of the entire industry through the perilous war years. Never even so much as a word of dissent have I ever heard from the non-conformists who must know that the protective action of the Macaroni Association has saved each many thousands of dollars, many miles of travel that individual self-protection would have entailed, were it not for the beneficial efforts of this organized group, particularly the fine work and the great leadership provided by President C. W. Wolfe in the war years.

It is unnecessary to list the benefits that accrue to everyone in the industry as a result of the activities sponsored by the National Association—results valued to each of us at many times the cost of membership, in fewer headaches, lesser loss of individual time and considerate regulations when the unselfish wishes of the trade were made known to authorities by the organized group. Yes, all this is past history, but what about the future?

The year 1947 presents new problems and new opportunities that can

best be met by renewed enthusiasm and a stronger united front.

There is general agreement that the new year should see more aggressive efforts to build to new levels of activity by increased support of the National Association, that has proved its leadership through the years. Here's a 9-point program that merits the study and consideration of every manufacturer in the country, whether currently a supporter of the Association or not:

(1) The executives of member firms should take a more vital part in the activities of the Macaroni Association. The all-out co-operation plus the accumulated know-how and the invaluable experiences of the Association will guarantee the best results.

(2) The National Association must continue its recognized position of leadership created by the many profitable contacts with the Government in the recent past. Jacobs has been doing some invaluable leg-work in Washington.

(3) The Association members, particularly, must continue to stress the importance of maintaining a high level of quality on all products that leave their plants. Where would you have been Mr. Association Member and you Mr. Nonsupporter last summer and fall had it not been for the fine leadership that prevented the exporting of durum wheat as planned by one Government agency and then the One-Grade policy of granular stressed by the Association to stretch the crop and thus keep your plants running fairly full-time, when inaction would have resulted in weeks' and months of close-downs?

(4) Macaroni foods are the best but cheapest foods being offered American housewives, assuring them of high nutrition, economy, no waste, ease of preparation and appetite satisfaction. Where can a housewife get so much good food for so little money? There is no existing reason for lowering present prices, comparatively low as they are, except for the greed of the manufacturer who is not satisfied to run his plant four or five days a week at a good profit but wants to run it day and night at reduced returns.

(5) The National Association should continue to encourage more frequent Sectional Meetings for the

many benefits that come out of them, as the Eastern Manufacturers can vouch. They serve to bring about understanding and friendly co-operation from which all participants benefit. There need not be large group meetings—a half dozen fellows can accomplish the same good results if they meet in the proper frame of mind to consider only policies and nothing that may have the taint of suspicion—everything above board and well within the law.

(6) Members should show a readiness, yes, an eagerness to serve on Association Committees with specific objectives in view. This serves to broaden the responsibilities of the membership and relieves the officers and executives of work that can best be done by the meeting of minds of a group.

(7) Like individuals, Associations must get along with their neighbors. Co-operation with allied industries is imperative and united action to make the consumer of our products fully aware of the true food value and its rightful place in the American menu, is something that must not be overlooked and never for a moment neglected.

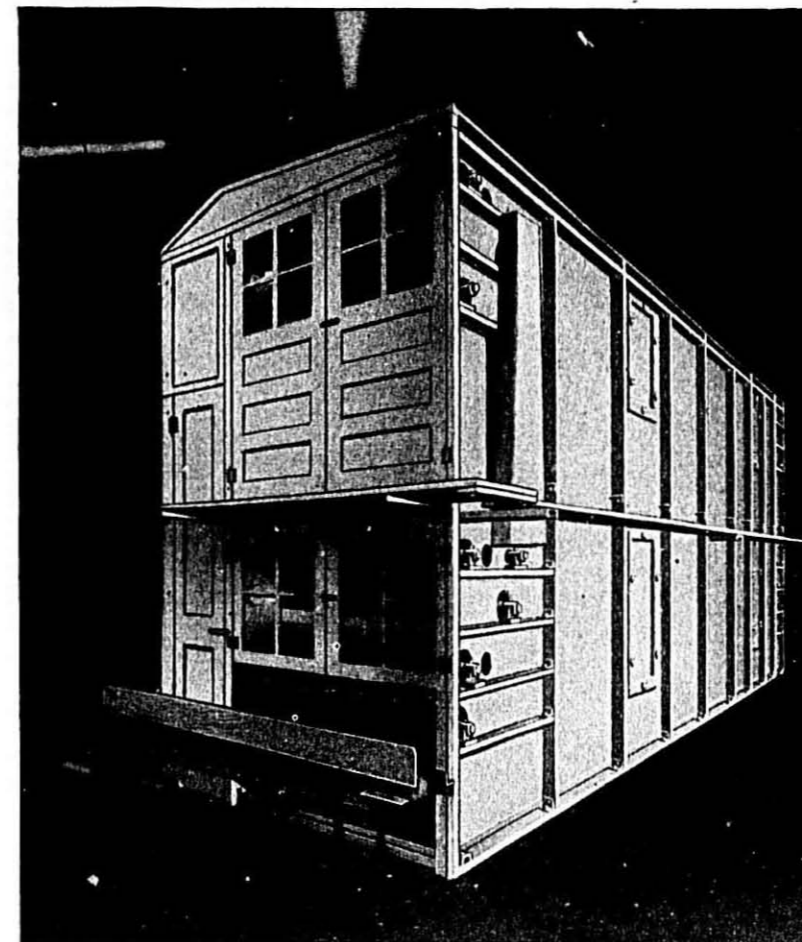
(8) Give unstinted support to the fine work of consumer education and products promotion being carried on so economically and so successfully by the National Macaroni Institute. Donna has been doing a bang-up job and deserves more than a word of praise and a slap on the back. Let's give him more funds to do an even better job in 1947.

(9) Finally and probably the most important, all Association officers and members should concentrate on some day providing sufficient Association income to employ the services of an experienced leader who will give all his time to the promotion of the Industry and particularly to the firms that support this necessary innovation.

This is something which the Industry must do sooner or later, as many competing organizations have found so profitable. It means that the National Association must find from \$20,000 to \$25,000 additional, to cover salary and office expenses of a person qualified to provide the leadership that will solidify the leading manufacturers squarely behind a program of Industry and products promotion and of beneficial trade

(Continued on Page 37)

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

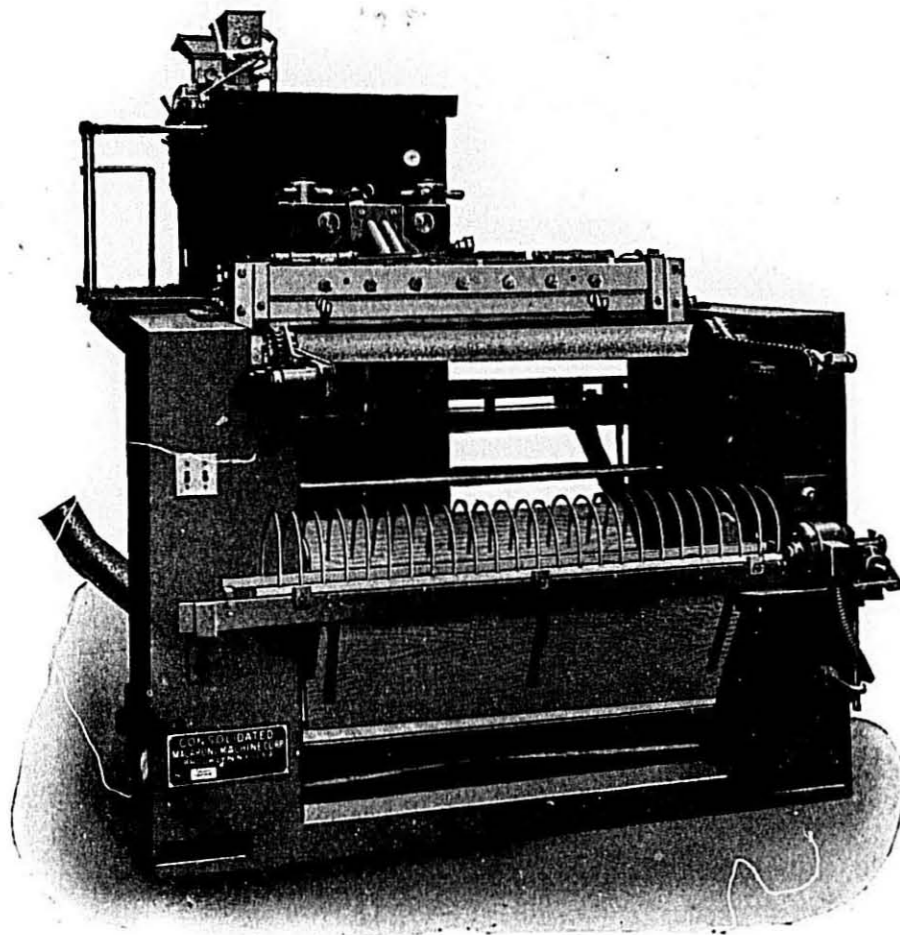
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model DAFS

From Bin to Sticks without handling.

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

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

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small plants which have space for only one continuous press that can produce both long and short cut products.

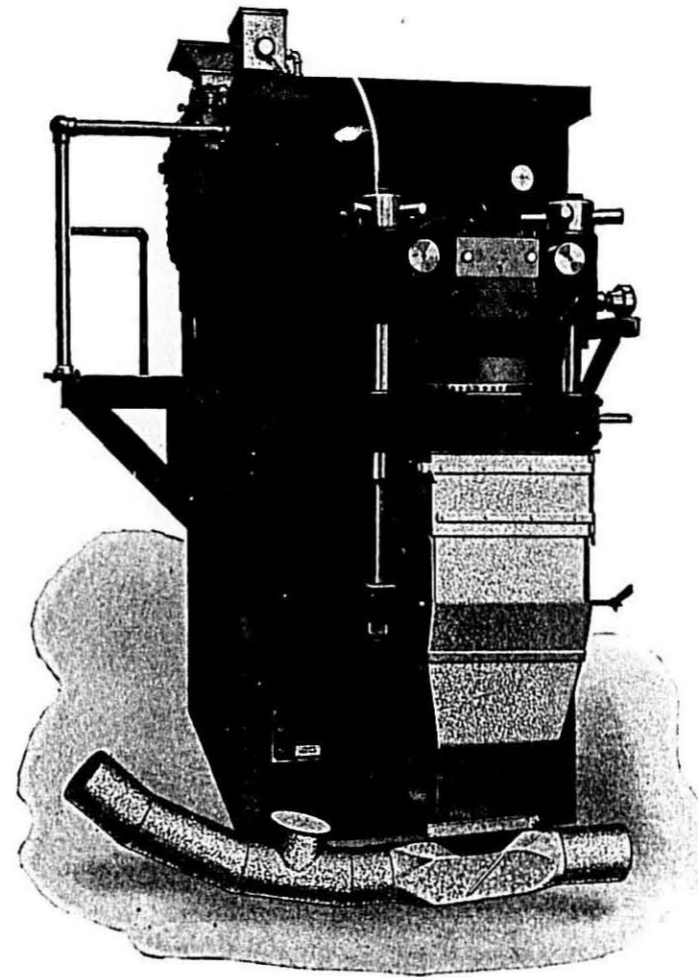
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

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

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

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

This product is a revelation.

It is outstanding in quality, appearance and texture.

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

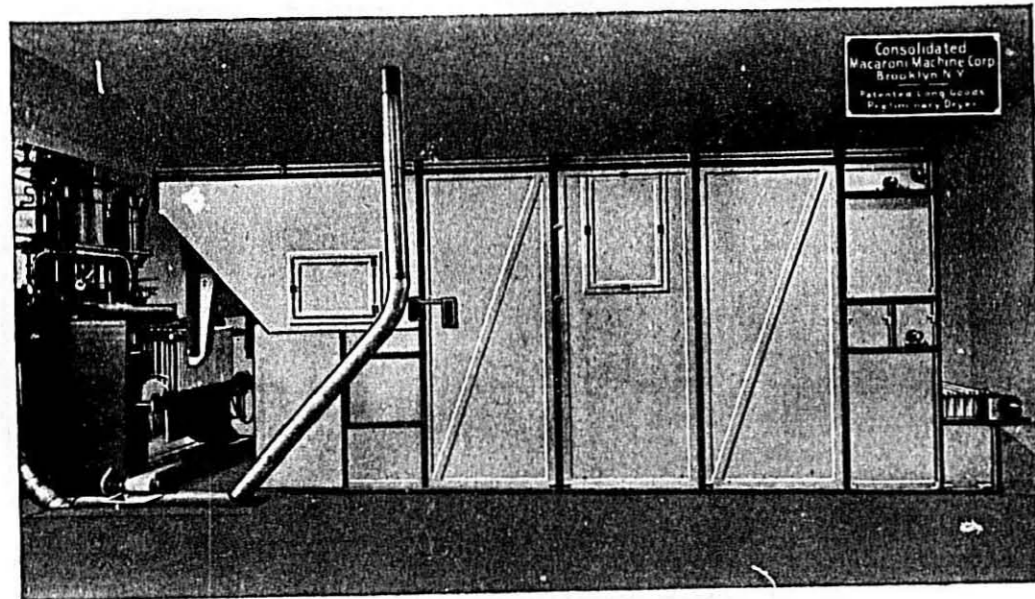
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

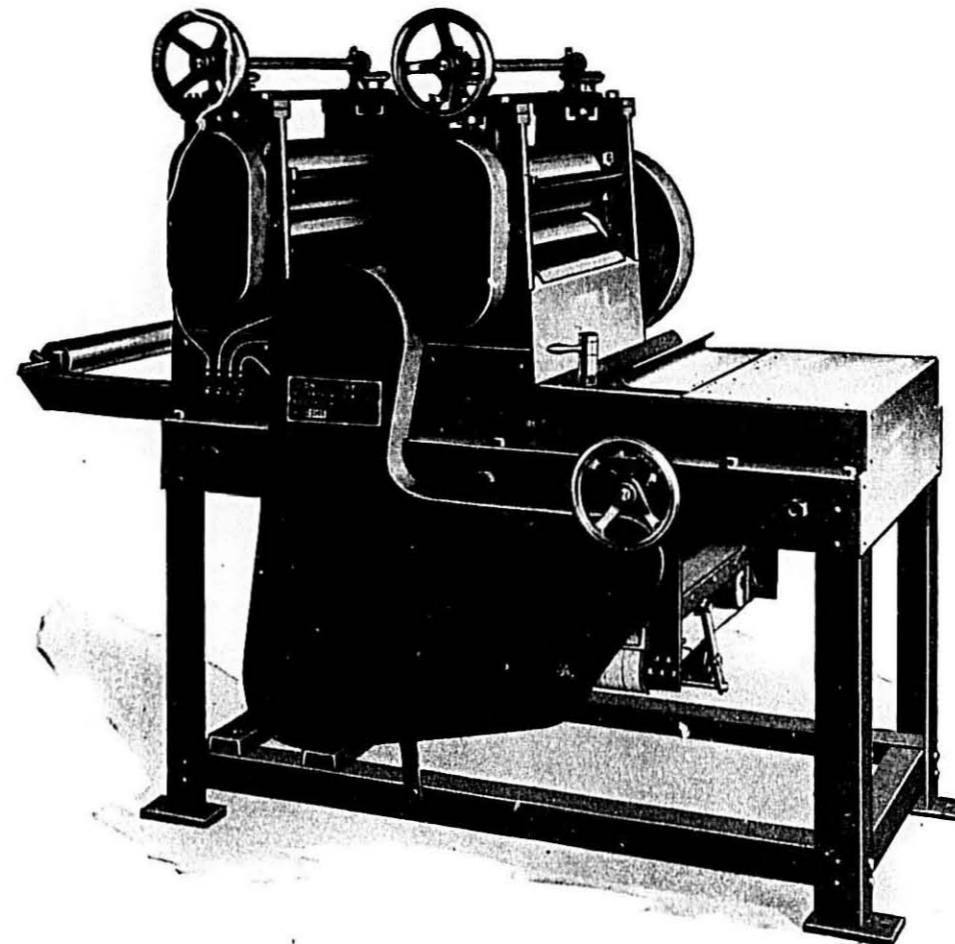
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

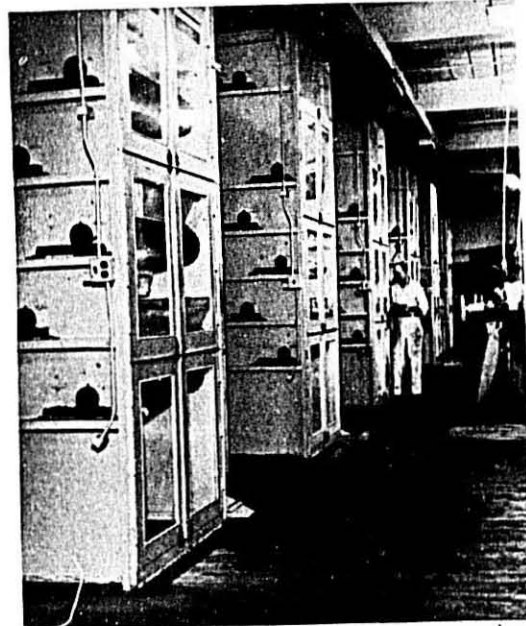
Continuous Automatic Machines to Increase Creamette Output

Plan Addition to Plant to House New Production Equipment

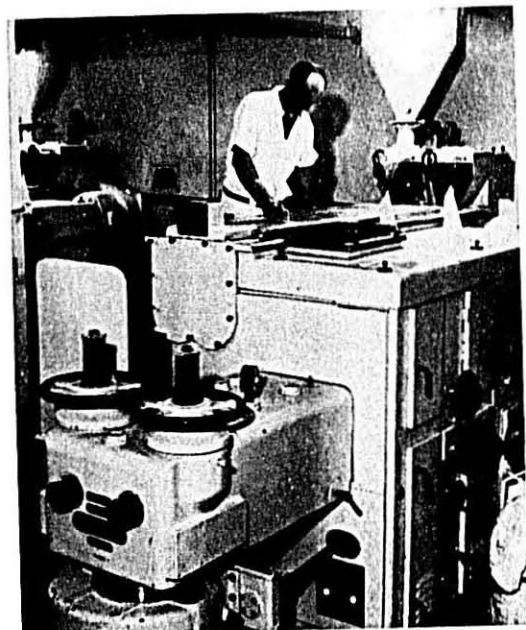
There is a mild trend towards modernization in the macaroni-noodle industry according to newspaper notices that are appearing with greater frequency telling of improvements in plants throughout the country. The trend is not only towards greater efficiency and thoroughness in drying and curing macaroni products but in a change from the mixer-kneader-press combination to the continuous automatic machine which all the leading machinery manufacturers have perfected within the past few years.

Among the latest of the larger firms to modernize its plant, according to the *Minneapolis Star* of January 13, 1947, is the Creamette Company of Minneapolis. The article reads in part as follows:

"As the first step in its modernization program, James T. Williams, president and founder of The Creamette Company of Minneapolis, announces the installation of two new lines of continuous operating presses and au-



Battery of modern, scientific dryers through which Creamettes progress on endless belts.



New macaroni press at Creamette Company will help increase company's production by 14,000,000 pounds per year.

tomatic dryers to increase production to meet increasing demands for macaroni-noodle products.

"The presses, imported from Switzerland, will increase the firm's production by 14,000,000 pounds a year as each machine, which weighs four tons, produces the 'elbow' or short-cut macaroni at the rate of 1,000 pounds an hour.

"The automatic dryers put the macaroni through a process of drying and curing in from 12 to 13 hours, and help preserve the natural flavor of the durum wheat. The present installation completes the first step in the company's modernization program, entailing new presses and automatically controlled drying rooms for long macaroni and spaghetti, also new high-speed packaging equipment, all of which," says Mr. Williams "eliminate all guess-work from the blending of semolina to the packaging of the finished goods."

For Sale—Finest Durum Seed Wheat

George James Jones of Cresbard, South Dakota, read the National Macaroni Manufacturers Association's advertisement in the *North Dakota Farmer* and in a letter to the Association, January 16, 1947, suggests that if any macaroni man wants good durum

wheat seed for whatever use he may wish to make of it, he can have the entire lot at the current market. He advises that the Aberdeen, S. D., market on January 16, 1947, was from \$1.87 a bushel for the regular to \$2.00 a bushel for fancy.

"I have 400 bushels of No. 1 Amber Durum wheat for sale, good for seed. Not enough durum grown in this section to make a carload. Twenty to

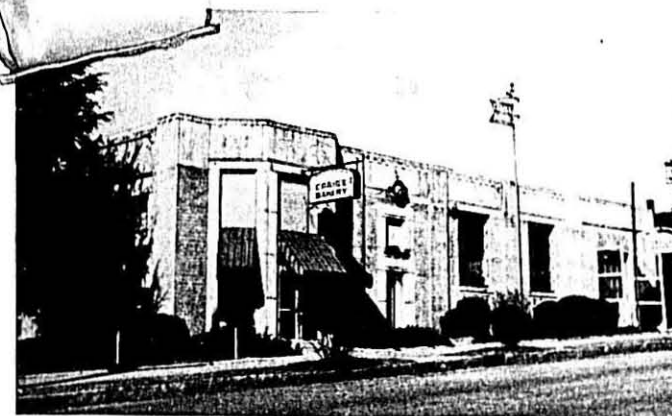
thirty years ago, everybody around here grew durum wheat, but the seed ran out and became badly mixed, greatly reducing the quality of that wheat.

"I plan to put in 80 acres on my farm in the Spring of 1947, using the fine seed in my possession, but I'm willing to sell about 400 remaining bushels to a wheat grower who is seeking good seed for his durum planting."

"THE MOST SANITARY CONTAINER FOR FLOUR ... AND IT SAVES MONEY TOO"

The St. Regis
**MULTIWALL
PAPER BAG**

... say officials of Craig's Bakery, Inc.
prominent Columbus, Ga., bakery



"Sanitation is a matter of vital importance to bakers, and that's why we order our flour packed in multiwall paper bags. We have found that Multiwalls are the most sanitary containers — they protect flour against infestation or contamination by rodents, and because there's no sifflage, they help keep our bakery clean.

"And the best part of all is that Multiwalls save us money while giving better sanitary protection. We get all the flour we pay for because there's no loss due to sifflage or reten-

tion, and we also eliminate the time and expense of bag-cleaning."

The above statement by officials of Craig's Bakery, Inc., Columbus, Ga., reflects the progressive attitude of this independent company. Their foresight in adopting Multiwalls has resulted in a more sanitary bakery . . . and greater profits as well.

Order your next shipment of flour packed in multiwall paper bags. You will find that they not only give greater protection to the flour but also save you money.

MULTIWALL
MULTIPLY PROTECTION • MULTIPLY SALEABILITY
ST. REGIS SALES CORPORATION
(Sales Subsidiary of St. Regis Paper Company)
NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 No. Michigan Ave.
BALTIMORE 2: 1925 O'Sullivan Bldg. SAN FRANCISCO 4: 1 Montgomery St.

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Vancouver, British Columbia
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Allentown Atlanta Birmingham Boston Cleveland Dallas Denver Detroit Franklin, Va.
Los Angeles Nazareth, Pa. No. Kansas City, Mo. New Orleans Ocala, Fla. Seattle Toledo

Directors-Millers Conference

The following members of the Board of Directors of the National Macaroni Manufacturers Association and executives representing the durum mills were in attendance at the very important conference of the two interests held in New York City the day preceding the Winter Meeting of the macaroni industry, January 13, 1947:

Directors and Association Officials: President, C. W. Wolfe; Directors—C. L. Norris, Horace Gioia, Peter La Rosa, C. Frederick Mueller, Albert Ravarino, Frank Traficanti, L. S. Vagnino, Peter J. Viviano and Albert Weiss; Executives—M. J. Donna, Secretary-Treasurer, and B. R. Jacobs, Director of Research.

Durum Millers: Wm. J. Warner and Chet Baker, Pillsbury Mills; Arthur W. Quiggle, H. H. King Flour Mills Co.; Thomas L. Brown and C. M. Johnson, Commander-Larabee Milling Co.; William Steinke and David Wilson, King Midas Flour Mills; E. J. Thomas, North Dakota Mill & Elevator Co.; H. I. Bailey, W. A. Lohman, H. H. Raeder and E. V. Hetherington of General Mills; Ulysses De Stefano, Crookston Milling Co., and J. M. Walzer, Amber Milling Co.



Mr. Conrad Ambretti, of Consolidated Macaroni Machine Co., Brooklyn, N. Y. (left) was one of the many men whose firms have dealt with Salvatore Viviano since 1901 when he first turned out a few pounds of spaghetti and have watched the company grow into a \$2,000,000 organization turning out thousands of pounds of macaroni products, who came to Carnegie, Pa., to help "spaghetti king" Salvatore Viviano (right) president and founder of the Vimco Macaroni Products Company, celebrate his 70th birthday.

PRE-PACKAGED FOODS

Pre-packagers of fresh and frozen foods no longer expect full production before midsummer. Reason: Packaging machinery is still lacking, and paper, burlap, glass, tin and other packaging material are hard to find.—*Pathfinder News Magazine*.

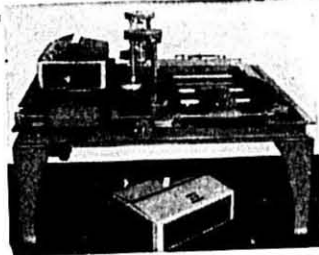
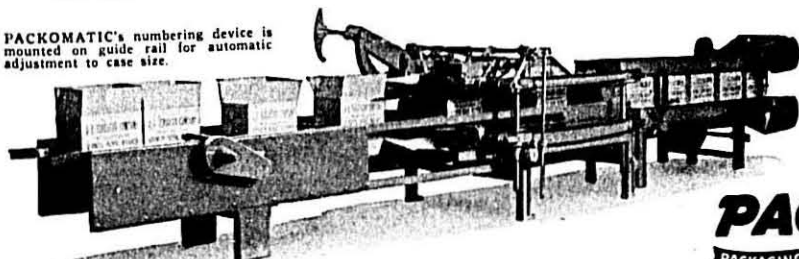
PLENTY OF MEAT

From famine to feast will be 1947's meat story, if Government production goals are realized. They provide 155 pounds per capita, ten pounds more than 1946 and higher than any year since 1911.—*Pathfinder News Magazine*.

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

● Think of it—50 to 3,000 paper shipping cases, squared, glued, sealed—and serially numbered—every hour. That's the day-in, day-out, trouble-free performance you get from PACKOMATIC'S Model D Shipping Case Sealer, through which some of the world's best known products are sped to market. PACKOMATIC'S Model D is built for varied operating speeds... adaptable to practically any production requirement or plant layout. Its mechanism is simple... maintenance cost low. It is an adhesive saver, time saver, space saver, labor saver.

PACKOMATIC's numbering device is mounted on guide rail for automatic adjustment to case size.



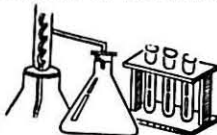
PACKOMATIC'S Case Imprinter imprints one to four lines, depending upon case height, with type 1/4" to 1 1/2" high. Handles cases 12" to 22" long, 8" to 14 1/2" wide, 3" high, up. Write for factual literature about this and other PACKOMATIC Packaging equipment—or consult classified telephone directory for name of PACKOMATIC office nearest you.

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

CHICAGO • NEW YORK • BOSTON • PHILADELPHIA • BALTIMORE • CLEVELAND • DENVER • SAN FRANCISCO • LOS ANGELES • SEATTLE • PORTLAND • TAMPA • DALLAS • NEW ORLEANS

ENRICHMENT IS EASY WITH N-RICHMENT-A

YOU'LL WANT TO TAKE ADVANTAGE OF THE ADDED SALES APPEAL THAT ENRICHING IN ACCORDANCE WITH THE NEW FEDERAL STANDARDS OF IDENTITY WILL GIVE YOUR MACARONI AND NOODLE PRODUCTS. TO HELP YOU INCORPORATE ENRICHMENT INTO YOUR PROCESS EASILY, QUICKLY AND ECONOMICALLY, NOVADEL-AGENE—MAKERS OF N-RICHMENT-A FOR LEADING FLOUR AND CEREAL MILLS EVERYWHERE—HAS DEVELOPED A NEW PRODUCT—N-RICHMENT-A TYPE 6—ESPECIALLY FOR MACARONI AND NOODLE PRODUCTS. TYPE 6 N-RICHMENT-A IS AVAILABLE IN TWO CONVENIENT FORMS—QUICK-DISINTEGRATING, EASILY-HANDLED SQUARE WAFERS FOR BATCH MIXING AND A POWDERED PRE-MIX FOR CONTINUOUS PRESSES. BOTH FORMS ARE EASY TO USE, CONVENIENTLY PACKAGED, ECONOMICAL, MANUFACTURED TO EXACTING STANDARDS AND WHEN USED IN ACCORDANCE WITH DIRECTIONS WILL ENRICH YOUR PRODUCTS TO THE MINIMUM FDA REQUIREMENTS. YOU'LL FIND, TOO, THAT THE STAFF OF N-A ENRICHMENT SPECIALISTS WITH THEIR YEARS OF EXPERIENCE IN FLOUR AND CEREAL PRODUCT TREATMENT ARE WILLING ASSISTANTS IN SOLVING YOUR TECHNICAL PROBLEMS ON ENRICHMENT. IN ADDITION, N-A'S TECHNICIANS AND LABORATORY FACILITIES ARE ALWAYS AVAILABLE TO WORK WITH YOU AND YOUR OWN CONSULTANTS. WHY NOT CALL OR WRITE TODAY FOR DETAILED INFORMATION ON N-RICHMENT-A AND N-A'S FIELD SERVICE?



NA-8
WALLACE & TIERNAN COMPANY, INC., AGENTS FOR

NOVADEL-AGENE

BELLEVILLE 9, NEW JERSEY

AGENE
— for flour maturing
NOVADELOX
— for a whiter, brighter flour
N-Richment-A
— for uniform enrichment

Now!!

Milling from the choicest durum wheat available

Priority Durum Granular

Quality • Uniformity • Service
Our Constant Aim

A. L. Stanchfield, Incorporated

A. L. STANCHFIELD, Pres.
R. A. STANCHFIELD, Sec'y

Offices:
500 Corn Exchange Bldg.
Minneapolis, Minn.

MILLERS OF DISTINCTIVE DURUM SEMOLINAS
FRED T. WHALEY
Chicago Branch Manager

CLIFFORD W. KUTZ
Sales Manager
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Minneapolis, Minn.

You Can Make Extra Profits

..... in 1947 by using
MODERN CHAMPION EQUIPMENT

ALL OF THE FACTS
AND BLUE PRINTS—
YOURS FOR ASKING!

Let us tell you about these new
combination units. A postcard
will bring you complete Data
and sample Blue Prints—no
obligation.

JUST ADDRESS THE



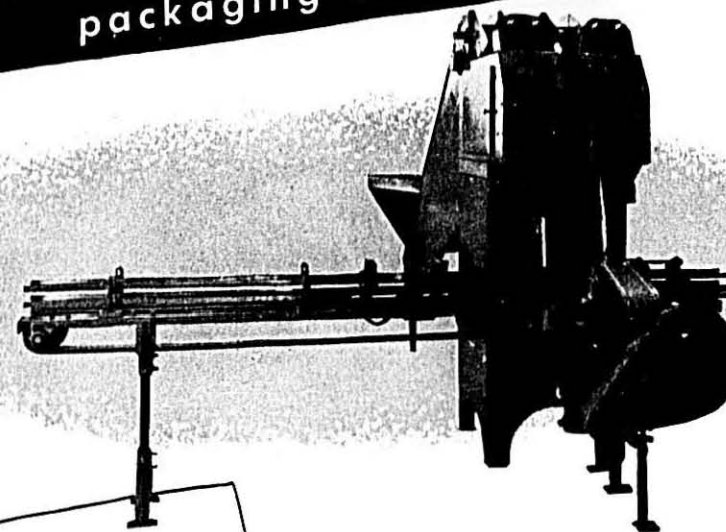
CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

SHOULD YOU be planning to install one of the latest types of Automatic Continuous Presses or Automatic Sheet Forming Machines, **CHAMPION ENGINEERS** have designed new Combinations of Flour Handling Equipment to assure the continuous flow of flour required for the successful operation of these new machines.

CHAMPION has already installed a great many of this new type of Flour Handling Units.

Here's a new weigher

... that further reduces
packaging costs!



Check these
features!

- **POWER-ROTATED WEIGH BUCKET**—positive, accurate weighing and filling—40 to 50% faster than previous models.
- **ARCO-METER WEIGHT ADJUSTMENT**—for precision control—can be adjusted without stopping the machine!
- **NEW SIMPLIFIED SCALE MECHANISM**—so simple to set a child could operate it.
- **WAIST-HIGH HOPPER**—permits easy loading at rear of machine!

THIS new, automatic Triangle Elec-Tri-Pak Vibratory Feed Weigher, 40 to 50% faster than previous models, offers new opportunities to reduce costs!

Here is an extremely accurate weighing and filling machine—a high speed, fully automatic unit, it handles products without breakage—it screens out crumbs and fine particles to improve package appearance—and it turns out a steady stream of neat, accurately weighed and filled packages! The empty containers are fed onto the conveyor—then the Elec-Tri-Pak goes to work! It weighs, fills and conveys the filled containers to the closing station automatically—a real labor-saving feature!

Illustrated is the Triangle Model A2CA Elec-Tri-Pak for weighing and filling short cut macaroni products into rigid containers at a rate up to 40 packages per minute. Capacity ranges from 1 oz. to 1 lb. or 4 oz. to 5 lbs., depending on the size of the weigh bucket.

Other models of the Elec-Tri-Pak are available for higher speeds. Find out today how you can streamline your packaging and save money.
Write for details.

Headquarters for High Speed
Precision Weighing and Filling Equipment

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

WEIGHERS... FILLERS... CARTON SEALERS

San Francisco, Los Angeles, Birmingham, Denver, Dallas, Memphis, Nashville, New York, Pittsburgh, North Quincy, Mass.

Trademark Registrations Renewed

San Giusto

"San Giusto," the trademark owned by Di Santo & Company of Duluth, Minnesota, for use on the owners' macaroni and other grocery products, was renewed January 11, 1947. This trademark was first registered January 11, 1927.

Notice of this renewal appeared in the December 31, 1946, issue of the *Official Gazette*.

"Southern Belle"

"Southern Belle," the trademark of the National Food Products Company, Inc., of New Orleans, Louisiana, was renewed November 23, 1946. This trademark was first registered November 23, 1926, for use on the owners' macaroni products.

Notice of this renewal appeared in the January 7, 1947, edition of the *Official Gazette*.

Trademark Registrations Not Subject to Opposition

"Murdock"

"Murdock," the trademark of Murdock Morton Foods, Louisville, Kentucky, for use on the owners' noodles and spaghetti, was published not subject to opposition in the January 14, 1947, edition of the *Official Gazette*.

The trademark was filed December 8, 1945, claiming use since May 15, 1945. It consists of the trade name "Murdock" in heavy bold lettering.

Ferguson Co. Appoints Eastern Representative

Appointment of Carl A. Claus as vice president in charge of eastern sales is made by H. Lyle Greene, vice presi-



Carl A. Claus, vice president in charge of eastern sales, J. L. Ferguson Company

dent and director of sales of the J. L. Ferguson Company, Joliet, Ill., manufacturers of Packomatic packaging machines.

An office serving the metropolitan district has been opened at 99 Lincoln Park in Newark. This office will serve all the Metropolitan area, New Jersey, a good part of New York State and the major portion of Pennsylvania.

Mr. Claus has been identified with the packaging industry for nearly a quarter of a century. After graduating from Stevens Institute of Technology, Hoboken, in 1923, he joined the New Jersey Machine Corporation, Hoboken, designers and manufacturers of packaging machines. In 1936 Mr. Claus became vice president and a director of this company. In 1945 he resigned to do some special research and consulting work, which resulted in his affiliation with the J. L. Ferguson Company.

Opening of a Packomatic office in the Boston area is also announced by Mr. Greene. In the future, this office, as well as all other eastern branches of the Ferguson Company, will be directed from Newark.

Depression is fear in action. A boom is greed in action. War is hate in action. "Good times" come when fear-free, greed-free, hate-free men go into action.

Commander Durum Granular Flour and Durum Flour

"You command the best when you demand Commander Durum Products."

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

the kind you look at

TWICE TWICE

Whether it's packages or people—eye appeal is the natural result of careful attention to detail . . .

. . . In Packages by Milprint design, material, color, and brand identity are all blended by experts into an outstanding, finished package—created to increase your sales by compelling EXTRA attention to your product.

Why not DOUBLE the shelf-appeal of YOUR package? Consult Milprint today!

packages by milprint



MILPRINT Inc.

PACKAGING CONVERTERS PRINTERS LITHOGRAPHERS

plants at Milwaukee, Philadelphia, Los Angeles, San Francisco and Tucson

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PACKAGING HEADQUARTERS TO AMERICAN INDUSTRY

DONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., Inc.



TRADE MARK

178-180 Grand Street
New York 13, N. Y.

Makers of Macaroni Dies Since 1903

Management Continuously Retained in Same Family

Easter Seal Magic

The 1947 Easter Seal will soon appear on every hand. When you see the gay picture of the cheerful little boy walking on a ray of courage toward his star of hope, you are seeing not just a seal, but pure magic—magic, if seals are purchased and used during the Easter Seal Sale because your money will be used by the National Society for Crippled Children and Adults, Inc., in a program of direct and indirect services to the handicapped regardless of age, sex, or creed.

The Annual Easter Seal Sale sponsored by the 2,000 state and local units affiliated with the National Society for Crippled Children and Adults, Inc., will be conducted this year from March 6 to April 6.

Through the Association, parents of crippled children receive proper information about medical care and treatment and special schooling. After school, a job suitable to the abilities of the young cripple is found through the help of a skilled employment counselor; if he is home-bound, an occupational therapist brings him craft or industrial projects by which he may earn toward self-support.

The thousands upon thousands of gay little Easter Seals mark new pathways to a brighter future for the many whose hopes and dreams depend on the success of the Easter Seal Sale.



John J. Cavagnaro

Engineers
and Machinists

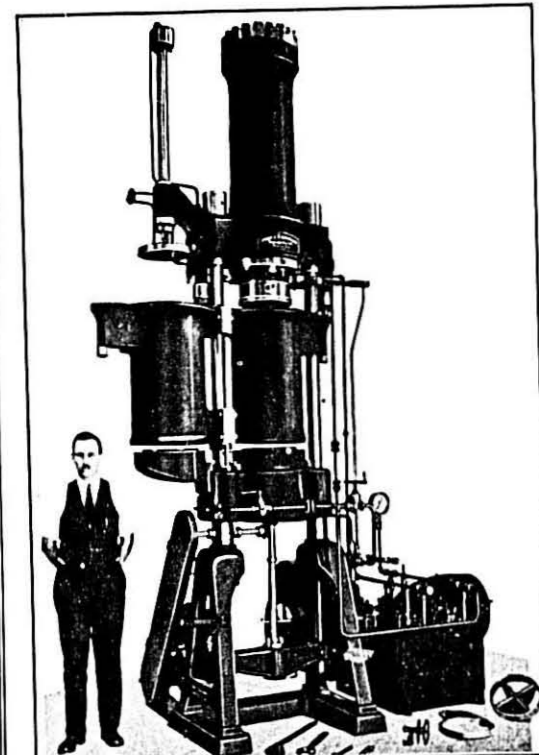
Harrison, N. J. - - U. S. A.

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.
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PRESS NO. 222 (Special)

Famous Capital Quality
Dependable Uniformity

Now!

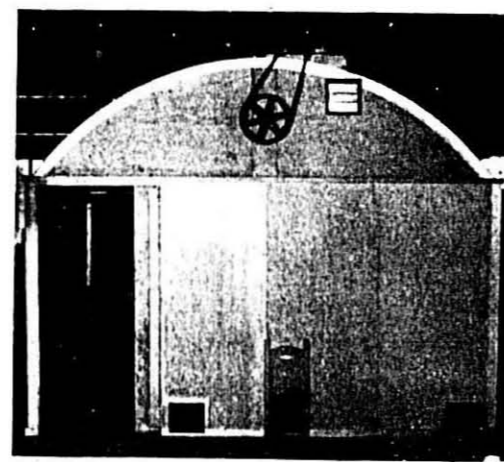
Serving You Better From 2 CONVENIENT LOCATIONS

CAPITAL GRANULAR

MILLS AT
SAINT PAUL, MINN. * BALDWINVILLE, N. Y.

CAPITAL FLOUR MILLS

DIVISION OF
INTERNATIONAL MILLING COMPANY • GEN. OFFICES • MINNEAPOLIS



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO

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Bergen, N. J.

New York: Walker 5-0096—Phones—New Jersey: Union 7-0597

C. Frederick Mueller, Director

C. Frederick Mueller of the C. F. Mueller Co., Jersey City, N. J., was unanimously elected to fill the vacancy



C. Frederick Mueller

caused by the sudden death of his uncle, the late Henry Mueller, by the Board of Directors at the Winter Meeting, January 12, 1947. He has long been active in the sales department of his firm and during the war served as industry consultant in the Office of

Price Administration in Washington, D. C. Since his return to his business he has frequently represented his firm in the meetings of the National Association.

Mrs. Mollie Frank, Merchant, Dies

A. Irving Grass, first vice president of the National Macaroni Manufacturers Association, who had planned to attend the Brokers' convention in At-

lantic City following the Winter Meeting in New York City, January 13, was hurriedly recalled to his home in Chicago by the sudden death of his wife's mother, Mrs. Mollie Frank, who died January 14 from a heart attack. Mrs. Frank was associated for fifty years with her late husband, Louis Frank, in the management of Frank's Drygoods Store in Chicago. She was 70 years old and very active until the time of her death. Two sons, two daughters, and several grandchildren survive.

A Continuing Table of Semolina Milling Facts

Quantity of Semolina milled, based on reports to Northwestern Miller by ten Minneapolis and Interior Mills.

Month	Production in 100-pound Sacks			
	1947	1946	1945	1944
January	1,032,916	984,608	878,487	721,451
February		743,018	732,026	655,472
March		741,624	795,998	692,246
April		672,899	823,981	608,947
May		379,861	992,675	704,071
June		628,518	859,867	656,214
July		638,758	751,280	716,957
August		788,374	694,782	889,515
September		705,292	883,662	895,478
October		980,461	1,101,092	919,226
November		884,042	1,116,434	965,527
December		968,885	928,760	921,851

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1, 1946—Jan. 31, 1947	5,998,728
July 1, 1945—Jan. 31, 1946	6,460,618

140 Lbs. Net Duramber

Fancy No. 1 Semolina Milled at Rush City, Minn. AMBER MILLING DIV'N. of F. U. G. T. A.

140 Lbs. Net PISA

NO. 1 SEMOLINA Milled at Rush City, Minn. AMBER MILLING DIV'N. of F. U. G. T. A.

120 Lbs. Net ABO

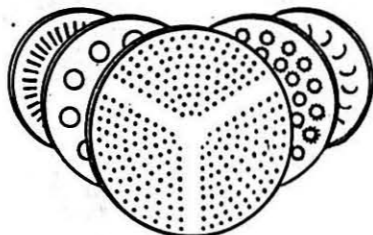
Fancy Durum Patent Milled at Rush City, Minn. AMBER MILLING DIV'N. of F. U. G. T. A.

Amber Milling Division of **FARMERS UNION GRAIN TERMINAL ASSOCIATION**

Offices: 1923 University Ave., St. Paul, Minn. Mill: Rush City, Minn.

STAR DIES WHY?

Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

Expert Analyses and Sanitation Service

By Experienced Analytical Chemists and Production Engineers

Specialists in all matters involving—

- The Examination, Production and Labeling Macaroni-Spaghetti-Noodle Products.
- Vitamins and Mineral Enrichment Assays.
- Soy Flour Analysis and Identification.
- Rodent and Insect Infestation.
- Plant Inspections.

Jacobs Cereal Products Laboratories

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

LOOKING FOR NEW SAVINGS IN CARTON PACKAGING?

- You Can
- Reduce Packaging Costs
 - Speed up your production
 - Save valuable floor space
 - Increase your overall profits

by using PETERS automatic and semi-automatic machines to set up and close cartons for your macaroni products. Every day more plants are turning to this economical method and eliminating expensive hand labor. Why not send us samples of the various cartons you are now using. We will gladly send you our recommendations.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. Machine can be made adjustable to handle several carton sizes.



PETERS JUNIOR CARTON FOLDING & CLOSING MACHINE closes 35-40 cartons per minute, no operator. Can also be made to handle several different carton sizes.

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

Be Wise!

BUY DIES THAT LAST



STAINLESS STEEL DIES WITHOUT BRONZE PLUGS



GUARANTEED SMOOTHNESS—NO MORE REPAIRING



Write for Information

LOMBARDI'S MACARONI DIES

1153 Glendale Blvd. Los Angeles 26, Cal.

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

C. W. Wolfe.....President
A. I. Grass.....Vice President
M. J. Donnan.....Editor and General Manager

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Foreign Countries\$3.00 per year in advance
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Back copies35 cents

SPECIAL NOTICE

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than **FIRST** day of the month.

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

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

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....50 Cents Per Line

Vol. XXVIII February, 1947 No. 10



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

J. T. Williams, Jr., Elected Bank Director

James T. Williams, Jr., has been elected a member of the board of directors of the First Hennepin State Bank. Mr. Williams is the sales manager of The Creamette Company of Minneapolis, Minnesota.

Prepackaging Institute, April 7

Carl E. Schaeffer, Sales Manager, Stokes and Smith Company, Philadelphia, has been appointed Chairman of the Committee on Program and Arrangements for the semi-annual meeting of the Packaging Machinery Institute, April 7, at Hotel Warwick, Philadelphia. The business sessions on Monday according to Mr. Schaeffer, will be followed by the semi-annual dinner, at the Hotel Warwick, which has been designated as the headquarters hotel of the Machinery Institute

during the week of the Packaging Exposition in Philadelphia.

President George W. von Hofe stated that since 1934 the members of the Packaging Machinery Manufacturers Institute have held their spring meeting during the week of the annual Packaging Exposition. Many members of the machinery group will exhibit in this year's Exposition, which is scheduled for April 8-11, at the Philadelphia Convention Hall.

International Milling Company Names Two New Directors

The International Milling Company announced, at the January 14 board meeting, that Gordon Clark, division production manager, and John Tatam, general sales manager of the bakery division, were named to the board of directors of the company.

The company also announced the promotion of E. D. Larkin, manager

of its Moose Jaw, Sask., mill, to division production manager at Minneapolis. Responsibility for milling production will be divided among three executives.

CLASSIFIED ADVERTISING

WILL PURCHASE 8" or 10" Hydraulic press with or without dies. Also some Kneaders and Mixers. Box 31, c/o Macaroni Journal, Braidwood, Illinois.

WANTED: 12 1/2" Vertical Press for removable die with hydraulic packer. Box 33, c/o Macaroni Journal, Braidwood, Ill.

WANTED: 10" Vertical Press with hydraulic packer. Box 37, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE: Vertical 14 1/2" Stationary Press for long macaroni. Also Vertical Stationary Die 13 1/2" for short and long cut macaroni. 1 1/2 bbl. Mixer and Kneader. Box 48, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE: One Consolidated 13 1/2" vertical press for long goods. Stationary die in good condition. Can be seen in operation. Box 52, c/o Macaroni Journal, Braidwood, Ill.

RETROSPECTIONS

by Edwin J. Sullivan

Gleanings from February Journals Five Years Ago

The mid-year meeting, held at the Morrison Hotel, Chicago, on January 25, was attended by a record group of macaroni manufacturers and allied. The meeting was devoted to the study and discussion of the proposed standards of identity for macaroni products, conservation of packaging materials, publicity program, and other important issues.

The huge plant of the Brockway Macaroni Company, of Brockway, Pa., was completely destroyed by fire. The loss was estimated at over \$200,000.

To aid the Red Cross attain its \$50,000,000 goal for war relief, the two hundred employees of the Vimco Macaroni Company, of Carnegie, Pa., voted unanimously to contribute one day's wages to the American Red Cross.

Ten Years Ago

According to the recent release by the Bureau of Census, Department of Commerce, the total production of macaroni products, plain and egg, in 1935 was 594,000,000 pounds, having a combined value of \$44,426,371.

While several states are considering legislation requiring manufacturers and distributors of food products to date all food containers, the progressive macaroni manufacturers of Southern California are several steps ahead in their planning. At present,

they are working out a plan by which all macaroni-noodle boxes and cartons will be dated so that retailers, who buy through the jobbing trade, will know the age of the products when they are delivered.

A survey conducted by the Associated Grocery Manufacturers of America revealed that three-quarters of the food manufacturers, wholesale distributors and retailers approve the intent of the Robinson-Patman Act.

Twenty-Five Years Ago

The Shreveport Macaroni Company, of Shreveport, La., completed erection of its new plant and is now in operation. The plant is equipped for a capacity of about forty barrels a day and its production will go out under the name of "Banquet" brand.

B. R. Jacobs, director of the National Cereal Products Laboratory, announced the appointment of Henry Mueller, of the C. F. Mueller Co., as a trustee to fill the vacancy made by the death of C. F. Mueller, Jr., who had acted as chairman of the advisory board since the establishment of the laboratory less than two years ago.

The special tariff convention held in the New Willard Hotel, Washington, January 30-31, under auspices of the National Macaroni Manufacturers Association, went on record as being strongly in favor of the proposed American Valuation Plan in any tariff measure that may be adopted by Congress.

THE SELLING PARADE

A DIGEST OF
SUCCESSFUL
SELLING IDEAS

(REGISTERED)

BY CHARLES B. ROTH

Make 'em Remember You

There wasn't much about him that was different from any other salesman: just an ordinary looking chap, not distinguished in any way. Yet no prospect on whom he called could forget him, and when he went from his job to a better one in another part of the country, the firm for four or five years had prospects calling up to give Anderson their business.



His former sales manager, wishing to know with what magic Anderson had infused his prospects, went out and interviewed some of these customers and prospects.

It didn't take him long to perceive the secret.

And what a simple, everyday secret it was!

Anderson, to begin with, was likable; always cheery, good natured, even when turned down. Anderson in the second place, always carried a usable idea when he called.

He was a bread-caster, in other words, willing, even when it seemed there was no chance to sell, to do a good turn, leave a good idea.

As one prospect put it: "When we talked to Anderson, we had no need of your services; it didn't look as if we ever would have. But I said to myself, 'If we ever do buy that type of service, I will certainly give the business to Anderson, or at least to his firm.' And—well, it took us four years to get around to it, but here is the business now."

A good many salesmen, it seems to me, are shortsighted. They mean well

enough, but if there is no prospect for immediate business, they lose interest. But the big men in the business see that selling is not a day-by-day proposition: it is a lifetime profession. And they are willing, for the sake of their profession, to invest time and effort and thought for the future years.

In practically every case, a policy of this kind pays, pays big, pays inevitably more than the salesman puts into it.

Ten Guideposts

One of the most interesting contemporary observers of salesmanship is Dr. James F. Bender of New York City. This man has the ability to put sound thoughts into interesting words, so you will want to know his ten guideposts to personal popularity and success.

First, comes **SINCERITY** of your smile, followed by **WARMTH** of your handclasp, says Dr. Bender. Next he puts **NEATNESS** of your appearance and work, and then **TOLERANCE** of you have of others' opinions.

There must be **GENTLENESS** in your voice, and **READINESS** on your part to listen while others talk.

You must put **IMPORTANCE** in keeping your promises, and in your temperament there must be **KINDLINESS**.

But that isn't enough, for there must be **EAGERNESS** in your life to improve yourself, and above all, an **INTEREST** you display in the welfare of others.

Deliver a Message

Morrill Goddard, now dead, took an idea and made it into the most popular magazine in history. It was a simple idea. He called it a message.

Mr. Goddard's message was merely to interpret the wonders of the world, in order that people might be more enlightened.

His conception of editorship was that it was a trust, a high trust, and just before he died he spoke feelingly of the relationship between an editor and a salesman.

He held that a salesman, to become great, must also be a man with a message.

"The salesman must have a real message.



"In addition to having a good product, he must have something of compelling interest to say about it. His first job is to seize attention and then deliver a compelling message. The clergyman has the same problem and so has the political candidate," Mr. Goddard held.

The message of the salesman may be simple. Usually it is merely his interest in the customer, his desire to serve better, to make the customer money or satisfy his wants.

The minute a salesman looks upon himself as a man with a message, he becomes great, said Morrill Goddard.

What's Ahead for 1947

(Continued from Page 18)

relations. With the proper leadership, akin to the fine leadership provided by President C. W. Wolfe during the war years, but untrammelled with responsibilities to his own business, the right man will be able to provide himself with a very respectable position in the food world and to lead the industry forward and upward.

The above is a program to which every progressive firm in the business should subscribe without further urging, purely as a matter of good sense business. A further discussion will be welcome of the points made herein by any who might care to do so. So, through better understanding and more united forward action, will come the New Year we are all striving for.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

OUR OWN PAGE
National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:
First—
INDUSTRY
—
Then—
MANUFACTURER

OFFICERS AND DIRECTORS 1946-1947

C. W. WOLFE, President..... Mega Macaroni Co., Harrisburg, Pa.
A. IRVING GRASS, 1st Vice President..... I. J. Grass Noodle Co., Chicago, Ill.
C. L. NORRIS, 2nd Vice President..... The Creamette Co., Minneapolis, Minn.
H. R. Jacobs, Director of Research..... 1010 Vermont Ave. N.W., Washington 5, D. C.
M. J. Donna, Secretary-Treasurer..... P. O. Box No. 1, Braidwood, Illinois

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

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

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

Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Joseph Matalone, Chicago Macaroni Co., Chicago, Ill.

Region No. 5
Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.

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

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

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

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

At-Large

Frank Traficanti, Traficanti Bros., Chicago, Ill.
Albert Ravarino, Ravarino & Frechi, Inc., St. Louis, Mo.
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio



The Secretary's Message

Our Anniversary Edition -- April 1947

Despite shortages and adverse conditions, the Publication Committee of THE MACARONI JOURNAL feels that it would not be fair to pass up the Annual Anniversary Edition next April, so plans have been completed for publishing the birthday edition, as usual.

The April, 1947, issue of THE MACARONI JOURNAL will celebrate the 28th anniversary of the launching of the publication as the official organ of the National Macaroni Manufacturers Association and the generally recognized Spokesman of an Industry which has made such great strides forward as an important factor in the food field of America.

Wars are terrible, but it took a war to place macaroni products prominently on the American table. Increased consumer acceptance of macaroni, spaghetti and egg noodles makes for a more progressive industry with increasing output of better grade products.

Manufacturers and suppliers have been asked to contribute items or articles of interest for publication in the Anniversary Edition and it is hoped that many will choose to respond favorably to this invitation. In addition, manufacturers have been asked to aid in calling this feature edition to the attention of Suppliers who will find it a profitable bearer of their messages to the Industry.

Here's a triple play that will win the game, if earnestly played—Supplier to Journal to Manufacturer. Suppliers of materials, machinery and services to the macaroni-noodle industry will be proud of their message of promotion and good will as it will be set up in the Birthday issue of THE MACARONI JOURNAL and the manufacturers, all of whom are regular readers of this publication, will be appreciative of the co-operation that is necessary to make the 1947 Anniversary Edition the big success its Publication Committee wants it to be.

M. J. DONNA, Secretary

Reprinted from
a recent issue of
WALL STREET JOURNAL

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Food Fight
Grocery Men Gird for
Battle Ahead to Get
Housewives' Business

Will Try Every Tactic From
Penny Sales and Bigger
Staffs to "Prefab" Pie

Plan Courses for Salesmen

BY JOSEPH M. GUILFOYLE
Men who make and sell groceries are getting ready to fight for the housewife's business.

They're practicing up on all their pre-war wiles, from door-to-door sample distribution to the penny sale.

Some grocery firms, for instance, are going to increase their staff by a third.

Processors and distributors are setting up special inventory reserves to cushion any sudden price breaks.

Probably the most important tactic is to wait until the market is glutted with surplus goods.

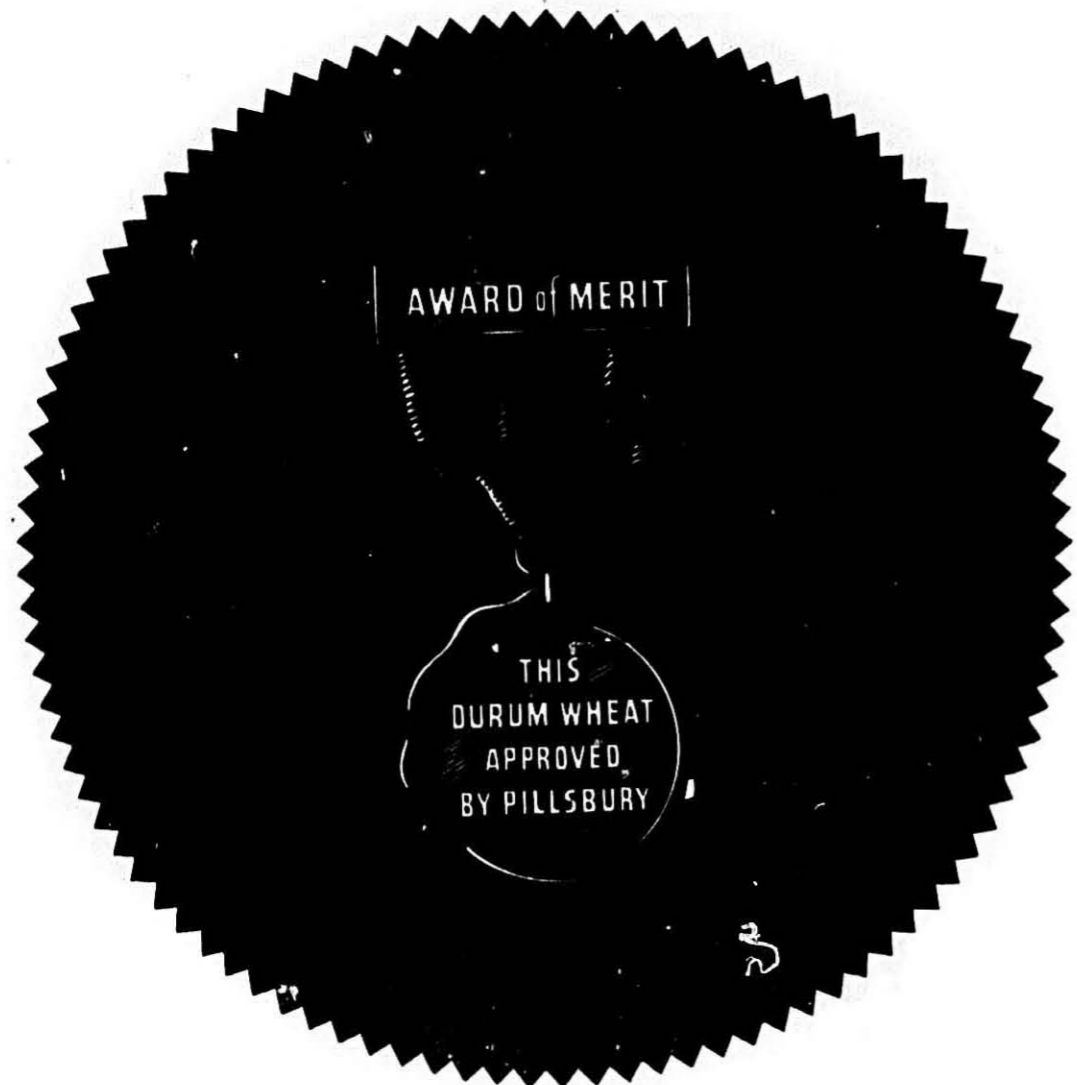
Potatoes to prefabricated apple pie.

ARE YOU READY FOR THE SLUGGING MATCH?

VITAMIN ENRICHMENT may help your product meet the heavy competition ahead. Today Mrs. Homemaker uses vitamin enrichment as a guide in judging the quality and food value of the products she buys. Investigate the possibilities for your product. Consult our technical experts.

ROCHE VITAMIN DIVISION

HOFFMANN-LA ROCHE, INC., NUTLEY 10, NEW JERSEY



The Award that's hard to win

Not every lot of durum wheat can hope to be chosen for milling into Pillsbury durum products. To win that distinction, the wheat has to pass a whole series of rigid tests—laboratory tests, milling tests, and actual spaghetti-making tests in Pillsbury's experimental spaghetti plant. During the

present shortage, the selection and buying of good milling durum wheat is more important to you than ever. It means you can count on Pillsbury's Durum Products *now* and *always* for thoroughly dependable performance.



PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, Inc.

General Offices: Minneapolis, Minn.