

**THE
MACARONI
JOURNAL**

**Volume XXX
Number 11**

March, 1949

MARCH 1949

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

The Lenten Season

March 2 to April 17, 1949



MACARONI, SPAGHETTI
AND EGG NOODLES ARE
IDEAL LENTEN FOODS

*Help Popularize Them Through
Dealer Cooperation*

Organ
of the National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXX
NUMBER 11



YOUR BRAND

Look of the Mouth Club

Best sellers in the package parade are those labels and cartons that make the customers look—and buy . . . that serve as constant reminders, month-in and month-out.

Rossotti helps keep your product at the top of the buyer's list. For perfect purchase-appeal, mouthwatering eye-appeal, surefire display-appeal, Rossotti Labels and Cartons have few equals.

More than fifty years of specialized service is one reason Rossotti has led the field in dynamic sales-effective packaging. Now, with modern, fully-equipped plants on each coast, we can assure prompt, fast, dependable service from coast-to-coast. When a packaging problem confronts you, consult Rossotti—specialists since 1898.

Rossotti
SINCE 1898

ROSSOTTI LITHOGRAPHING COMPANY, INC. • NORTH BERGEN, N. J.
ROSSOTTI WEST COAST LITHOGRAPHING CORP. • SAN FRANCISCO, CAL.
ROSSOTTI FLORIDA LITHOGRAPHING CORP. • TAMPA 1, FLA.
SALES OFFICES: PHILADELPHIA • BOSTON • ROCHESTER • CHICAGO



Announcements From President C. L. Norris

Keep Your Sights Up On Quality

The disquieting news regarding the increasing use of durum clears in the manufacture of macaroni products makes me wonder if our gains in consumption are going to be dissipated.

This perhaps is no time to say "we told you so" but this evil which is coming upon us could have been circumvented by the adoption of the proposal set forth in our meetings with the mills, the last couple of years. This proposal was that the mills would furnish the macaroni manufacturers with one grade of raw material of a granular form in which the mills would be able to work off all of the No. 1 clears. Mills would, therefore, not be confronted with the problem of disposing of clears to whomsoever they could. As the quantity of semolina used by manufacturers has increased, there has, of course, been a corresponding increase in the quantity of clears for disposal. The dog food people who were one of the chief outlets, cannot absorb this increasing flow of clears. As the supply builds up, the price goes down to the point where it has become attractive to some macaroni men.

If it is a fact, and I believe firmly that it is, that the marked increase in the use of our products which came about during the war was largely due to the better quality of merchandise which was turned out, we should have learned a valuable lesson. During the war when all of us were taking Army contracts and the Army insisted on top-grade raw materials, most manufacturers confined their efforts to manufacturing all of their items from these ingredients. As a result the people of America, both military and civilian, ate twice as much macaroni products as they did before the war. Some of them discovered, for the first time, the excellence of the product, and countless people who had been eating macaroni once a month, learned to like it better and wanted it once a week or oftener.

Now that things have leveled off and we are back to an era of selling, with some manufacturers finding it not too easy going, we find some firms adopting the lazy course of cutting the price and cheapening the quality to a dangerous point. I am certainly for passing on to the consumer the benefit of any savings in increased efficiency on plant operation and advantageous purchases of raw materials, packaging supplies, etc. I had hoped, however, that the industry had gotten away from the idea of cheapening the quality by the use of raw materials which are admittedly inferior. In my estimation this is bound to lead to disaster for the manufacturer of that type of product and, in the long run, work to the decided disadvantage of the whole industry. Macaroni products not relished and enjoyed will soon be served less and less frequently and all of the good which can be accomplished by our recently launched publicity program, will be more than offset by the inferior quality of this type of a product.

My plea to every manufacturer is to (1) keep your quality on a high level, (2) co-operate with the National Macaroni Institute by becoming a signed-up contributor, (3) get out and WORK to develop your own brand on a sound, constructive basis. This, I am confident, is the soundest course of action to offset any decline in volume which some manufacturers may be experiencing.

C. L. Norris

New Headquarters Setup

To better effectuate the inter-related activities of the industry's organizations, including the National Macaroni Manufacturers Association, the National Macaroni Institute, Inc., and THE MACARONI JOURNAL, the Board of Directors of the National Association at its Winter Meeting in Miami Beach, Fla., January 24-25, 1949, agreed on a re-arrangement to better effectuate the aims and purposes of the several groups involved.

In a special letter to the trade, President C. L. Norris of the National Association fully explains the new setup.

Minneapolis, Minnesota, February 18, 1949
Office of the President
C. L. Norris, President
428 No. 1st St., Minneapolis 1, Minn.

**TO ALL MEMBERS, FRIENDS AND CO-OPERATORS
OF NMMA AND THE NATIONAL MACARONI
INSTITUTE:**

On March 1, M. J. Donna rounded out thirty years of service with the Association. I am sure that you all agree that no one can measure the value which has accrued to every manufacturer in the industry as a result of his untiring efforts. Everyone who knows M. J. respects him for his ability and loves him for what he is.

As the Association grows and the work of the Institute is enlarged, the duties of the employees of the two organizations become correspondingly heavier. It was felt, therefore, by your board of directors in the recent Miami meeting, that the duties and responsibilities should be re-arranged in order to effect the greatest possible benefit to members and co-operators. Because of the fact that the books of the organization are set up on a calendar-year basis and the budget was up for approval by your board, it was deemed advisable to make these changes at this time. Effective March 1, therefore, the books of the Association and the Institute were transferred to Pratine, Ill., and will be under the direction of Robert M. Green in the capacity of Acting Secretary and Treasurer of the Association. He will also, of course, continue as Public Relations Director of the Institute.

Mr. Donna's responsibilities will be editor-in-chief of THE MACARONI JOURNAL, and he will continue as Secretary and Treasurer of the Association with the same salary as last year.

Will you kindly note, therefore, that all correspondence, remittances, etc., for the Association and Institute should be addressed to Box 101, Pratine, Ill. All material and correspondence pertaining to THE MACARONI JOURNAL should continue going to Mr. Donna at Braidwood, Ill.

We are hopeful that the new arrangement will result in the greatest possible benefit in service to you in your individual business.

Sincerely yours,

Bud Norris

C. L. Norris, President
NATIONAL MACARONI
MANUFACTURERS
ASSOCIATION

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



**To users of the
BATCH PROCESS:**

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

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

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

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



**To users of the
CONTINUOUS PROCESS:**

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

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

VEXTRAM

has these important properties:

- 1. ACCURACY**— The original starch base carrier—freer 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.

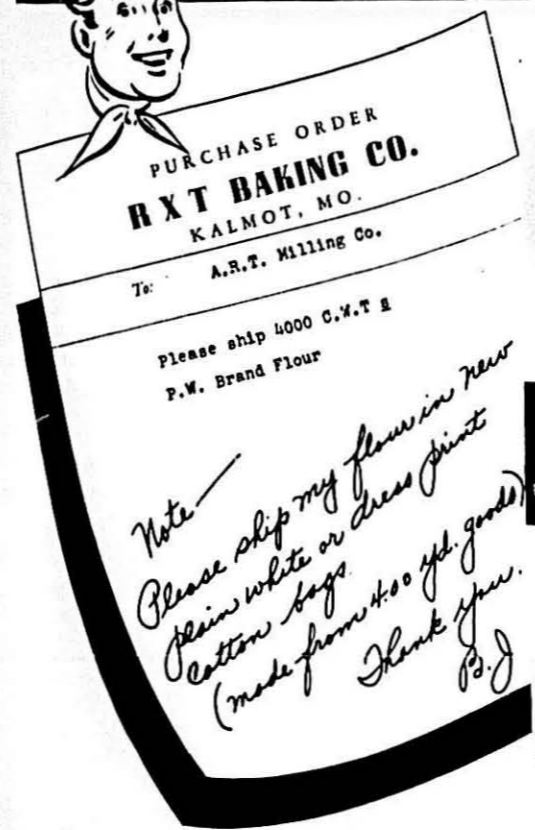
Consult our Technically-Trained Representatives for practical assistance with your enrichment procedure.

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



Address inquiries to:
Special Markets—Industrial Division
WINTHROP-STEARN'S Int'l.
170 Varick Street, New York 13, N. Y.

**BAKERS
ARE SPECIFYING
COTTON FLOUR BAGS**



- cause
- no costly breakage
 - much quicker handling
 - really profitable

Do You Know?

... that you can arrange to see FREE a sound-color movie—"Prize Package"—showing how bakers throughout America are profiting from sturdy cotton bags.

... that you can have colorful booklet—"Double Life"—that gives you specific examples of how you may profit through use of plain white and dress print cotton bags.

... that you can have one of our "Flour Container Advisors" call on you, analyze your operation, and provide valuable "tips" on your handling, storing, and selling of emptied bags. No obligation.

Write us for full information

TEXTILE BAG MANUFACTURERS ASSOCIATION

611 DAVIS STREET
EVANSTON, ILLINOIS



Resolved:

**TO KEEP MACARONI FOODS
ON AMERICA'S DINNER TABLE
IN INCREASED QUANTITIES**

THE MACARONI INDUSTRY

**It's a big order—but it can be done, and we intend
to do our part by continuing to furnish top quality
Durum Products to the macaroni industry.**

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXX

March, 1949

Number 11

Semolina Means

Manufacturers have been duly warned that henceforth when the word "semolina" appears on a label, it means that the contents are made from a raw material regularly recognized by the trade as being up to the standards set for "semolina." At the recent Winter Meeting of the National Macaroni Manufacturers Association the manufacturers went unanimously on record as favoring the strict enforcement of the regulations concerning that grade of macaroni products. This was done after a conference with representatives of nearly all the durum mills wherein it was stated that the current crop of durum was sufficient to meet all of the "semolina" needs of the industry.

Under the definitions and standards of the Federal Security Agency, Food and Drug Administration, as reprinted November, 1946, "Semolina" is defined as follows:

"No. 15-150. Semolina Identity. Semolina is the food prepared by grinding and bolting cleaned durum wheat to such fineness that, when tested by the method described, it passes through a No. 20 sieve, but not more than three per cent passes through a No. 100 sieve. It is free from bran coat, or bran coat and germ, to such extent that the per cent of ash therein calculated to a moisture-free basis, is not more than 0.92 per cent. Its moisture content is not more than 15 per cent, as determined by the methods recommended."

The position taken with reference to the enforcing of the labeling regulations is not unfair to any processor. No one in the trade objects to fair and honest labeling of their products.

When durum was scarce several years ago and it was agreed to ask the durum miller to mill only one grade, known as granular, and when many manufacturers had old cartons and labels to use up, the law enforcing agencies wisely refrained from the strict enforcement of the "semolina" regulations. However, now that durum is plentiful and the incorrectly labeled packages must be all used, the industry is acting wisely in recommending the strict enforcement of the labeling laws to promote better competitive conditions among manufacturers and to insure a better product to consumers.

2 for . . .

Food stores throughout the country are showing posters indoors and in windows that seemingly reflect a price trend that is of interest to and should be the concern of all macaroni-noodle manufacturers. Two particular posters advertising macaroni and spaghetti were noted during the first week of March.

One offers a name brand well known in the middle states "2—12 oz. packages for 25 cents." The price is not too much out of line. It will be discussed more fully later.

The other, a nationally advertised brand, is offered at "2 packages for 17 cents." The poster does not tell the weight of the contents, though from the brand name it would seem to be a 6-oz. or a 7-oz. package.

Both of the brands advertised are of good quality. The contents of the 12-oz. package is advertised as the "FINEST SEMOLINA PRODUCTS," in heavy, large type. Below it in small ordinary type is the following statement which contradicts that which appears in the heavy black type. It reads: "Wondering what to serve during the Lenten Season? Here at ——— you'll find a wide assortment of foods of the very highest quality that give your family satisfying, yet substantial meals during Lent. For instance, select ——— macaroni and spaghetti and serve them in combination with other foods. ——— macaroni and spaghetti are made from a blend of semolina and farina, the finest materials obtainable. They are high in energy value, yet low in price . . . a truly good buy."

In the poster showing the price of the smaller package, nothing is said about quality or quantity, resting its appeal strictly on price . . . "2 packages for 17 cents."

In the "2—12-oz. for 25 cents" advertisement, the contents are advertised in large heavy type as "FINEST SEMOLINA PRODUCTS." In smaller type below it says that the contents are a combination or blend of "Semolina" and "Farina." The point we wish to make is that the products are either straight or a blend. They are not both.

Food prices are generally lower, according to government statisticians. Housewives will expect to pay less for macaroni products, too, but the lower prices should reflect the quality of the contents . . . which must be either semolina or something else.

National Association

makes two

Important Recommendations

Shortly after the Winter Meeting of the National Macaroni Manufacturers Association at Miami Beach last January, Technical Adviser Benjamin R. Jacobs of Washington, D. C., officially advised the members of the organization of two important decisions unanimously arrived at in that conference. Forewarned, the members have been alive to the situation and reacted accordingly. Since the government agencies involved have made known their attitude on the matters acted upon, the recommendations of the National Association are being made known to all manufacturers and other interested parties.

"The recommendation concerning the proper labeling of macaroni products," reports Research Director Jacobs, "has been presented to the Food and Drugs Administration officials in Washington. Those that refer to Army Specifications are now under discussion by the proper Army authorities, in Chicago, New York and Washington."

Proper Labeling

(a) The QMC has issued tentative specifications for the purchase of macaroni and spaghetti. It is the sense of the Association that these specifications should be changed in the following respect:

(1) The specifications provide that the product shall be made from durum granular. Since government restrictions concerning the quality of the raw material used in the production of macaroni products have been rescinded, and since it is the desire of the industry to encourage the use of a larger quantity of macaroni products by the armed forces by providing the highest quality products, we believe that the raw materials used should be durum semolina and not durum granulars.

(2) The specifications provide that the raw material and the finished products shall be free from insect infestation. Raw materials entirely free from infestation are unobtainable for the manufacture of macaroni products, and, therefore, it is recommended that this provision be deleted and eliminated.

(3) It is the desire of the industry to provide the most sound and healthful product produced under the most sanitary conditions. The specifications embody provisions which will assure the QMC such products. These are as follows:

"Adequate measures shall be taken in the handling and storage of the raw material to prevent contamination by insect infestation and pests prior to use."

"Every precaution shall be taken to prevent contamination of the products by insect infestation and

pests during manufacture, drying and storage."

"All deliveries shall conform in every respect to the provisions of the Federal Food, Drugs and Cosmetic Act and regulations promulgated thereunder."

It is proposed that the Director of Research discuss the above recommended changes with the proper government agencies in Washington and New York City and that the results of such discussions be communicated to the Board of Directors and to the Standards Committee of the Association.

Army Specifications

(b) Recently the Food and Drugs Administration called the attention of the Association to certain alleged violations of the Food Law regarding the labeling of our macaroni products. It was stated that some manufacturers are still stating on the label that their product is made from semolina when in fact it is made from durum granulars.

Now that semolina has become available in large volume to all manufacturers it is the desire of the Association that the FDA enforce strictly the labeling requirements of the Law in order to promote better competitive conditions among manufacturers as well as to insure the consumer a better knowledge of what is contained in the package.

It is further recommended that the Director of Research inform the FDA of the position of the Association in the matter and that he prepare and send to all members of the industry a circular showing the attitude of the Association and advising the industry concerning the proper labeling of macaroni products in order to observe compliance.

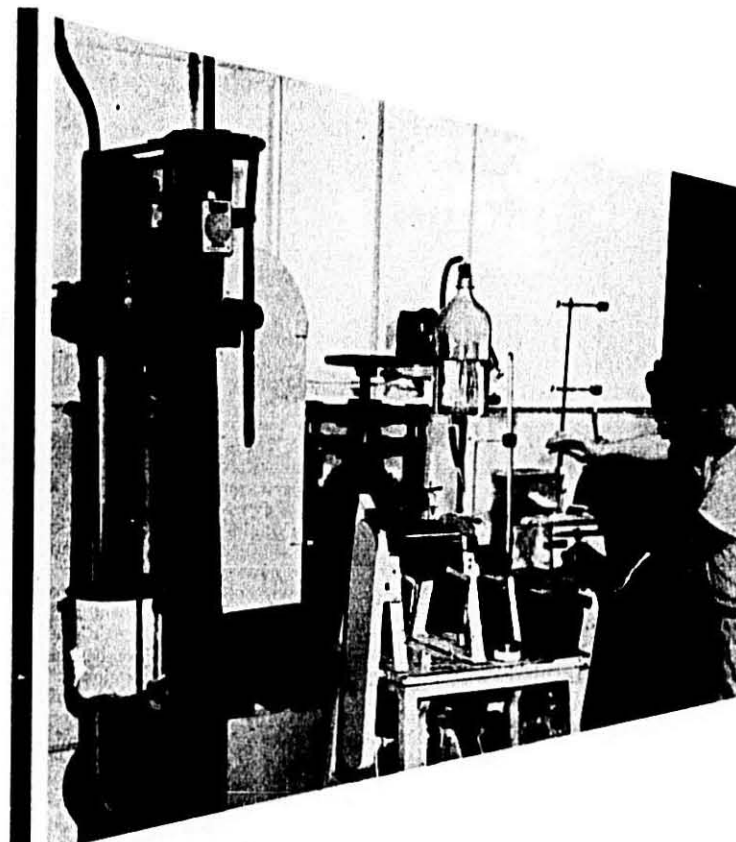
March, 1949

THE MACARONI JOURNAL

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

**MIDGET
WITH A
MAN-SIZED
JOB**



The equipment you see pictured above is a macaroni plant in miniature. It's not very big, and it won't break any production records, but you can be sure that it's doing a king-sized job for you and your macaroni products.

This gem-of-a-little-machine is used by the Products Control Department of General Mills. Its job is to take the guesswork out of Durum wheat selection. To assure more uniform Durum Products for you.

From wheat field to sack, General Mills double checks the quality of its Durum Products all along the way. Durum samples are subjected to a rigid series of tests. Color and other important qualities must be exactly right before the finished product can be delivered to your factory.

Samples are milled in a special test mill, made into dough and put through this miniature macaroni plant. A thorough inspection, under controlled conditions, follows each operation.

This exacting test procedure means better Durum Products for you. The utmost in quality and uniformity that can be obtained from the Durum wheat available.



General Mills, Inc.

DURUM DEPARTMENT
CENTRAL DIVISION CHICAGO 4, ILLINOIS

A Practical Approach To Your Advertising Problems

By W. FRANK T. WELCH, President, The AD-VER-TIS-ER, Inc.,
Fort Wayne, Indiana

Part III

THE "baby" in the field of major advertising media is the broadcasting industry. Radio today is almost as common and accessible as the newspaper. Very few communities fail to boast a radio station, or at least have one or more stations in their respective areas.

Radio stations are limited in circulation only by the amount of kilowatt power assigned to them. Thus they can get over a larger area with advertising messages than can the newspapers in the smaller communities, which are published daily, weekly, or semi-weekly, with their circulation limited largely to the small areas in which they operate.

Radio advertising is bought in periods of time, varying from a 30-second "spot" announcement to a full hour-long program. Radio stations divide their hours into several categories, with early morning hours carrying a lower price tag than the choice hours between 6 and 10 p.m. Each classification of air time has a definite place in the plans of the potential advertiser. Just as he selects a particular position in the newspaper to reach a certain type of reader, so may he choose his broadcasting time. For example, very early morning hours are excellent for reaching rural and industrial workers before they leave their homes. Mid-morning hours are suitable for "selling" business and professional people, and housewives. Afternoon hours are usually best for contacting housewives and children, and, of course, the choice evening hours can do reach persons in every walk of life, providing they are radio listeners.

Although the prospective radio advertiser should keep in mind the fact that each classification of air time has a corresponding rate, the price should not be the determining factor in deciding whether or not to use this medium. He should first determine the type of potential customers he desires to reach and then select a time when such persons are most likely to be on the receiving end of his message.

Just as in newspaper advertising, where the use of a definite number of inches of space in a given time brings a reduced rate (provided a contract is

negotiated), so in radio the number of announcements or programs used over a period of time determines the unit cost per announcement or program. In other words, one announcement costs more than the cost of a single announcement if it is one of a contracted series of announcements.

Much space could be devoted to a discussion of types of radio programs. From his own knowledge as a radio listener, the average businessman knows that most sponsored programs provide one or both of two services to the radio listener—entertainment and education—with the "commercials" interspersed throughout for the benefit of the sponsor. Such entertainment and education may take the guise of music, drama, newscasts, sportscasts, public events, et cetera, with the advertiser choosing the type which most suits his likes and needs.

Most programs involving one or both of the components mentioned above are 15 minutes or longer. For many small advertisers the cost of such programs is prohibitive, especially when it is remembered that often the entire cost of the program is not confined to the purchase of air time alone, but may also involve talent costs as well, depending upon the structure and type of program selected.

Again, in comparison with the newspaper, radio advertising can be used both as quick-pull and a long-pull medium. Both "spot" announcements and programs can be used either for the purpose of stimulating the quick sale of a product or a service, or for the purpose of building a name, prestige and good will.

Let's look now at some of radio's advantages and disadvantages:

1. Radio can give blanket coverage of any market area.
2. Effective radio programs and announcements, discounting any talent costs, can reach potential customers at a cost that compares favorably with almost any other media.
3. Like newspaper reading, radio listening is so close to universal that the radio advertiser can reach virtually all income groups.
4. Radio approaches direct-by-mail advertising in the personal selling it

Editor's Note: This is the third of a series of four articles dealing with the problems encountered by the small businessman in attempting to set up an intelligent, practical and productive advertising program. The author is the head of one of the largest outdoor advertising companies in the country, but he writes without bias on various advertising media, aiming his remarks at the businessman whose advertising budget is limited, and who must carry out his program without benefit of expert advice and counsel.

can do. An announcer can transform a commercial message into a personal sales talk with the warmth of sincerity, character and emphasis behind it.

5. Radio is closely allied to the show business. It offers vast opportunities for drama, music, comedy, tragedy, mystery, audience participation, all of which are conducive to attracting a mass listening audience.

6. Radio gives an opportunity for effectively tying in sound effects with a product. A good example of this is the "cannon fire" effects achieved by Quaker Puffed Rice and Oats in plugging their "shot-from-guns" methods.

7. Radio has the unusual ability to present an advertiser's message in sugar-coated form, tying the commercial closely to the entertainment portion of the program. Often this is so subtly accomplished that the "commercial" is absorbed before the listener is aware of it.

8. Radio advertising is even more timely than newspaper advertising. There is no advance closing date for copy in an emergency. Any change in the advertising message can be made up to the very moment of going on the air. Under normal circumstances, of course, copy must be prepared in advance.

9. Stimulating, interesting radio programs can and do attain a large group of loyal listeners, who tune in regularly each time the program is broadcast. Week after week, Johnson's Floor Wax is quietly and certainly sold to the American public which makes a fetish of tuning in Filber and Molly each Tuesday night.

On the other side of the argument are these disadvantages:

1. The radio industry has many self-imposed taboos. Other restrictions are imposed by the Federal Communications Commission and other regulatory bodies. As a general rule, such rules and regulations do not affect the average advertiser, but program standards are governed by the station rather than the advertiser to some extent.
2. In spite of surveys, ratings, et cetera, radio cannot guarantee the advertiser an audited circulation. It can

(Continued on Page 30)

March, 1949

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INTER-PLANT COMMUNICATION

FROM: S. J. KLEIN, PRES.

MEMO TO: Executives
and Sales Personnel—

We have now completed arrangements essential to specialization in packaging for The Macaroni, Spaghetti and Egg Noodle industry. Our Packaging Laboratory is now ready to deal with any type of packaging problem.

This industry requires precision cartons, attractively printed on high quality boxboard, and our facilities are "tailor-made" for these essentials.




Empire Box Corporation

Plants: Garfield, N. J. • South Bend, Ind. • Stroudsburg, Penn.
Offices: New York • Chicago • Philadelphia • Boston • Garfield, N. J.

Food For Thought

Macaroni Products Favorite Red Cross Food

THE Red Cross Canteen Service must be ready around the clock to feed disaster sufferers and provide refreshments for workers at the scene of accidents and disasters, in addition to giving its regular service to the chapter and the community.

When hot nourishing meals are needed, the Red Cross canteens everywhere rely on macaroni, noodles, and spaghetti, for these products are not only nourishing but inexpensive and convenient to serve on paper plates if necessary.

The gigantic task of feeding, sheltering, and clothing the bewildered victims of tornadoes, floods, fires, and other catastrophes is a community project of co-operation under trained supervisors. The Red Cross Canteen Service is directed by experienced dietitians who know the value of food and the most efficient way of serving it quickly when an emergency demands speed.

The work at the Columbia River flood disaster last year is typical of the service given during the hectic hours immediately following a major catastrophe.

The Portland-Multnomah County Red Cross Chapter had been on the alert for nearly a week as the flood danger increased all along the river. Plans were made for shelter and feeding, agreements worked out with city and county authorities, volunteers lined up, resources evaluated. By the last week in May the river was already spilling over in scattered areas and several Red Cross chapters were at grips with the flood.

The sudden and unexpected break in the dikes, however, created an immediate relief problem, and the Red Cross mobilized instantly. Within 15 minutes after the dike broke, volunteers began pouring into Red Cross headquarters, their numbers swelling to hundreds as the seriousness of the disaster became known. Doctors and nurses hurried to the scene. Temporary shelters were opened. Clothing was distributed. The Red Cross Canteen went into action.

Among the most outstanding of all Red Cross contributions to flood sufferers was a canteen service that provided 25,000 meals, including 6,000 packed lunches, for dike workers, flood evacuees, and Red Cross workers during the first three days of the disaster.

A constant stream of evacuees and workers were fed breakfast, lunch, and

dinner. Hot meals included spaghetti, meatloaf with noodles, beefstew or macaroni and cheese, served always with a salad and dessert of fruit and cookies. Each 8-hour shift used 10 to 12 canteeners for food preparation and serving, and as many more for making sandwiches.

This is only a small part of the disaster-relief picture, and of the work done by the Red Cross Canteen Service. During the past fiscal year, 2,920,200 persons including disaster victims, were served by canteen workers.

The 1949 Red Cross Fund Campaign for \$60,000,000 begins March 1 and will continue throughout the month. Remember that you too can help. Through your contributions you become a good neighbor to countless



"IT'S AMAZING! I CALL OUT 'MACARONI' AND THE ECHO ANSWERS 'DELICIOUS!'"

numbers—not only disaster victims, but veterans, members of the armed forces, the hospitalized, hundreds of thousands of civilians, who benefit by its safety and health education program and other services, as varied as human need itself.

MACARONI—IN SUNDAY DRESS

By Helen Robertson, Feature Writer, "Cleveland Plain Dealer"

IN the Pictorial Magazine of the February 20, 1949, issue of the *Cleveland Plain Dealer*, Cleveland, Ohio, appeared a full-page article and illustration under the title of "Macaroni—In Sunday Dress" that is of general interest to all consumers and special interest to all macaroni-noodle manufacturers of the country.

The illustration covered the upper three-quarters of the page. It shows a moulded baked macaroni loaf garnished on a serving platter with Canadian bacon slices and mushroom caps. The picture of the tempting dish is flanked in the upper left and lower right with a display of spaghetti, elbows and small fancy shapes.

The illustration carries the outline that the "Food Is Prepared in the Plain Dealer Food Laboratory; photography by Karl I. Rauschkolb, Jr., official photographer." The article and recipe follows:

"Macaroni, spaghetti, vermicelli are all akin—all are made from wheat, the best durum wheat, the hardest variety known. It is richer in gluten and has less starch than bread flour. The members of the macaroni family are all high in energy value and also contain considerable protein.

"They are not only valuable foods in themselves, but they furnish the foundation for innumerable dishes. Our 'Macaroni-In-Sunday-Dress' dish is served as a macaroni mold on a large platter with Canadian bacon and mush-

rooms—all of which makes a most savory luncheon, supper, or dinner dish. Add to the menu a salad of crisp vegetables and greens, a fruit dessert and, of course, coffee, and the meal is complete.

"Macaroni products are cooked by the same general principles. That is, they are slowly added to rapidly boiling water and cooked until tender; the time varying with the product.

Baked Macaroni Loaf

"Add the contents of an 8-oz. package of macaroni to boiling salted water (2 qts. water 1 teaspoon salt). Add it slowly, pushing it in as ends become softened. Cook uncovered until tender, 15 to 20 minutes. When tender, drain into a colander.

"Grease a large mold or loaf pan. Chop and mix two tablespoons green peppers, two tablespoons onion. Sauté in $\frac{1}{4}$ cup of melted butter or margarine. Beat three eggs, add $1\frac{1}{2}$ cups of milk, $1\frac{1}{2}$ cups of dried bread crumbs, $\frac{1}{2}$ teaspoon salt, $\frac{1}{4}$ teaspoon pepper, $\frac{1}{2}$ cup sliced olives, 2 cups grated American cheese. Stir in onion, green pepper and macaroni. Turn into prepared mold.

"Set mold in a pan of hot water. Bake in a moderate oven, 200 degrees, until firm, about one hour. Remove from mold. Surround with slices of Canadian bacon, mushroom caps, sautéed in butter or margarine. Garnish with parsley. Makes eight servings."

March, 1949

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The Story of Macaroni

No. 17

A SALUTE!

Since April 19, 1904, the macaroni industry has been capably served by the National Macaroni Manufacturers Association. Since 1919, its news and views have appeared in *The Macaroni Journal*.

During these years, the *Journal* has seen "a wholesome and healthy growth of understanding among manufacturers... a unity of purpose brought about, and an understanding of common problems... a greater appreciation of the food value of our products... higher standards of quality and manufacturing... a pride developed in quality and good name." The purpose of the Association was succinctly expressed in the keynote of its first national conference—COOPERATIVE COMPETITION.

King Midas salutes the NMMA and the Journal for their outstanding contribution to the progress of the industry.

KING MIDAS FLOUR MILLS

Minneapolis  Minnesota



Delegating Work To Others

By J. G. Bancar

USUALLY there are two chief reasons why some executives fail to delegate work to the extent that they could and should.

One is that they fear—subconsciously rather than consciously—that if they were to encourage others to do work at which they themselves are peculiarly efficient through usage, they would weaken their own positions; the other follows from an inherent insistence—usually no more than an ingrained habit—upon dealing with all sorts of detail themselves.

Not much space need be taken up to refute the first of these reasons. The argument is that of a small-minded man. If delegation is properly made no progressive management could or would regard the services of the person so delegating as redundant. Management would expect him to widen his activities or to concentrate on those more responsible duties which he is justified in retaining and add to them, since there is endless scope for development in any live concern. Failure to delegate from a fear of losing a job usually has a frustrating effect. It may well impede an employee's progress for, holding on to detail for which no other person is sufficiently trained to handle with the same degree of competence, management will be disposed to take the line of least resistance and leave him where he is for as long as possible. Delegation which merely relieves an individual of work which he has been doing, without at the same time impelling him to occupy his time more valuably is, of course, futile and may well have unfortunate consequences, a point so obvious that it need not be pursued here.

The habit of clinging to detail is a severe handicap whether it applies to an employer or an employee. There are employers who pride themselves on being in touch with every detail of their organization. When they do so through an adequate statistical department the achievement is praiseworthy, and practical use of the information thus available can be immensely beneficial. But where it merely consists of seeing and perusing virtually every document that passes through an establishment and the actual handling of all sorts of detail in person, it is

safe to say that the rate of progress of the business will be exceedingly slow, or else the man is working himself to death and certainly getting nothing out of life save the grind of the day.

It is a reflection on management's capacity for employee selection to assert that people to whom delegation can be made are not to be found. It can be flatly stated that delegation can be made to any employees who were considered to be suitable for employment, subject to certain normal business safeguards. In the first place the employee must have reasonable basic qualifications such as the necessary education (if this is involved) to do the job. In the second, too high a standard should not be set. It must not be expected that a person to whom a task is permanently delegated will immediately do it as well as or as fast as one who has done it for years. This should not matter. The loss of efficiency on this account might well be borne with patience in view of the compensation to the business as a whole which should come from leaving the delegator free to handle more important matters.

As work is delegated downwards, however, it becomes important for check-ups to be made, and for this a system is preferable. Statistics are the answer. Adequate records furnished to an executive regularly are usually sufficient to maintain this touch. Personal contact at periodic intervals is also desirable and even though attention to detail in a particular sphere may be delegated in principle it is sound for a thorough investigation to be made occasionally, at which time every detail is studied. This has a double advantage. It ensures that no harm is coming to the business because of faulty work and it provides an opportunity for drawing attention to faulty methods so that the training of the employee concerned may be improved and the standard raised.

In this observer's experience, failures in delegation occur mostly from inadequate instruction in the first place and neglect to check up in the second. Usually the person delegating is so utterly familiar with the work he is passing on that he is apt to take for granted an understanding of it before,

in fact, that complete understanding has been delegated. The utter familiarity with the work ought, indeed, to make the process easier. It indicates that "all the answers" are known, so that instruction should be complete. Thus, here again, patience must be exercised and the story told and reiterated step by step. It should then, as far as possible, be committed to writing. Failures, too, have come about through what may be described as horizontal delegation—an extremely dangerous practice. An executive delegates a process to A. A leaves his post, either on transfer, leave or departure from service, and is asked to hand over his duties to B. B will rarely receive the instruction as adequately or as clearly as A received it in the first place, and thus a standard is lowered for an indefinite period—lowered until a special check-up reveals it.

In a progressive organization delegation should proceed with regularity much on the lines on which amoebae multiply themselves. It is a good rule that no one should perform duties which someone fairly paid at a lower salary can do. By this is not meant any suggestion that salaries should be depressed; it means no more than that people should always be doing work for which their status fits them. In this way progress in a business will be fast. All really large concerns work in this manner, and their greatness is no more than the result of it. In the result, the top executives, though finding their days full, always have time to investigate something new, always have time to make necessary check-ups, and can find time to have those necessary discussions amongst themselves that pave the way to greater achievements.

The art of delegation is, indeed, the art of business building; but in one respect it should not be overdone. Work should not be delegated before a thorough understanding of it exists in the mind of the person about to delegate. The routine which should be followed is simple; and it has long been recorded in a sound business maxim: organize, deputize, criticize. But unless the process to be delegated is first mastered and only then passed on, in greater or lesser degree is likely to result.

January 1 Durum Wheat Stocks Total 41,866,000 Bushels

Durum wheat stocks of 41,866,000 bushels were on hand in the United States on January 1, 1949, the Department of Agriculture states in the Semi-Annual Durum Report. These stocks, while considerably larger than the January 1 stocks of recent years, are smaller than the record supplies of 1942 and 1943. The stocks at the first of the year were held in the following positions: on farms, 25,888,000 bus.; in country elevators, 8,066,000 bus.; commercial stocks, 3,788,000 bus.; and at merchant mills, 4,134,000 bus.

No official data are available covering the quantity of durum wheat under loan and purchase agreements. However, according to trade estimates, some 15 million bushels are impounded under government programs. This estimate is largely based on country

reports and on the assumption that the quantity of durum under loan bears the same ratio to all wheat under loan in the durum producing area as does the durum production to the production of all wheat.

The relatively large 1948 crop of 45,520,000 bushels, together with a carry-over of 10,038,000 bushels, provided 55,558,000 bushels for the 1948-49 season, the largest available supply since 1943-44. Mill grindings declined during the first half of the season, reflecting smaller exports of durum products and less active domestic demand. Mill grindings during July-December, 1948, amounted to 11,452,000 bushels compared with 13,997,000 bushels for the corresponding period the year before. Feed and other uses accounted for 1,283,000 bushels and 957,000 bushels were exported, making a total

disappearance for the 6-month period of 13,692,000 bushels compared with 20,390,000 bushels for a comparable 6-month period the year before.

From a milling standpoint, the quality of the 1948 durum crop was not as good as that produced in 1946 and 1947. Protein and test weight were satisfactory, but most of the milling durum contained black point damage in varying degrees. While not severe enough in many cases to be a grading factor, it caused specks to appear in the semolina produced. Of the total acreage of durum wheat planted in North Dakota in 1948, about 90% was planted with Amber durum and 10% with Red Durum. This represented a slight decrease in the proportion of Amber durum compared with 1947.

Carlot inspections of durum wheat at Minneapolis for the period September through December, 1948, show: —59% of the receipts graded Hard Amber durum; 18% Amber durum; 12% Durum; 9% Red Durum; and 1% each of Amber Mixed durum and Mixed Durum.

Of General Interest

TOM SMITH is still secretary of the American Bakers Association as the result of his unanimous election on February 15 at the meeting of the executive committee of that organization.

HOWARD O. HUNTER of Washington, D. C., was honored last month by election as vice president of the American Institute of Baking. He expects to assume his new duties as soon as he can make preparations to take over.

New NMMA Member

D. Maldari & Sons, 178-180 Grand Street, New York, on February 15, 1949, applied for and was given an associate membership in the National Macaroni Manufacturers Association. Donato Maldari, the chief executive of the firm, will represent it in all Association matters.

K. Baldwin Joins Winthrop-Stearns

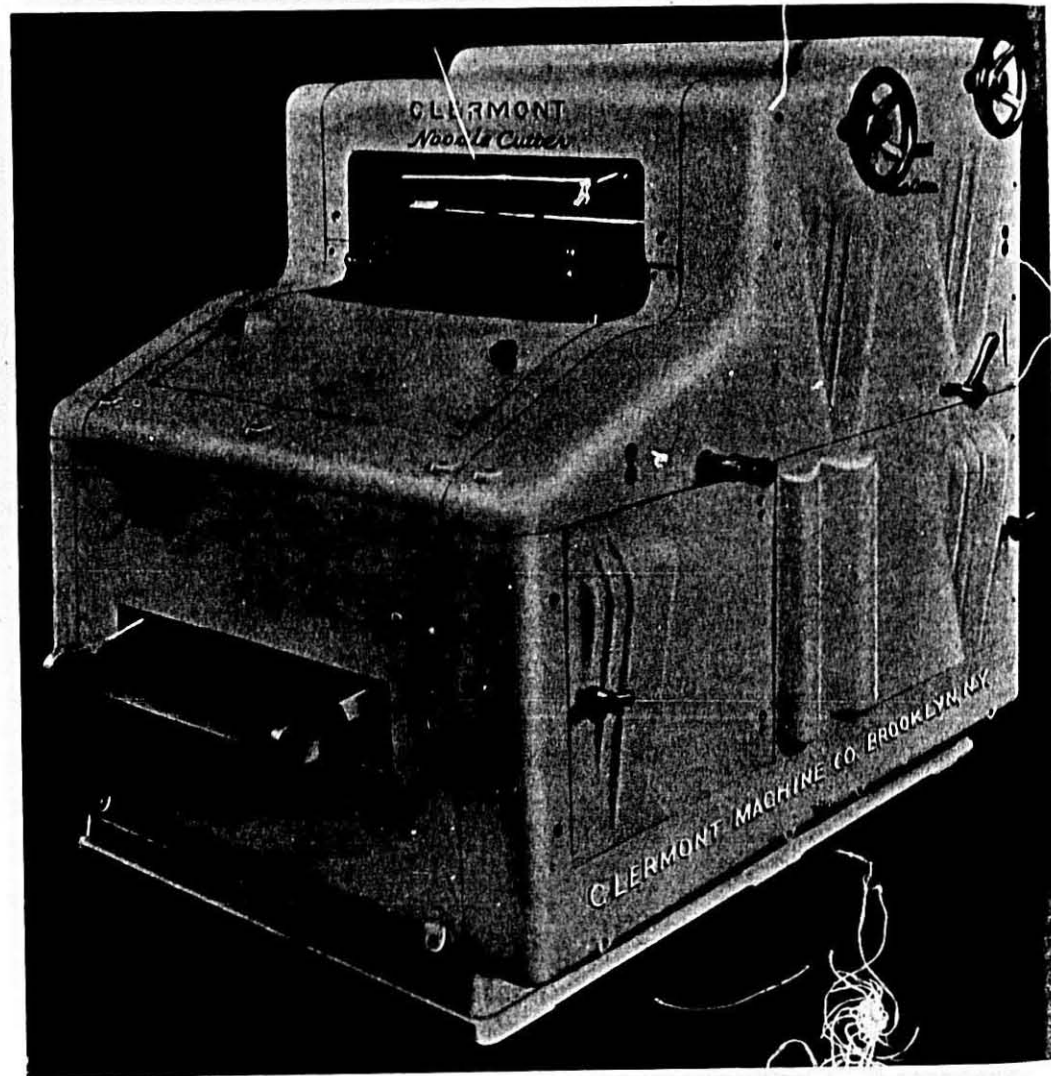
Appointment of Keith M. Baldwin as assistant technical director of the Special Markets-Industrial Division of Winthrop-Stearns, Inc., is announced by P. Val Kolb, vice president. Mr. Baldwin will specialize in technical sales service on Vanillin, assisting Dr. R. C. Sherwood, technical director.

DURUM WHEAT PRODUCTS; U. S. PRODUCTION AND DISTRIBUTION

Average, 1936-37 1945-46	Durum Wheat		Production		Exports
	Ground	Semolina	Flour	Macaroni, etc.	
	Bushels	100-lb. Bags	100-lb. Bags	Pounds	
July-December	9,515,189	2,947,871	1,059,200	2,967,476	
January-June	8,879,611	2,932,859	862,791	4,452,463	
Total	18,394,800	5,880,730	1,921,991	7,419,939	
1940-41					
July-December	8,294,842	2,318,639	911,308	1,707,295	
January-June	8,204,118	2,696,272	786,752	1,475,196	
Total	16,498,960	5,014,911	1,698,060	3,182,491	
1941-42					
July-December	9,319,560	2,905,102	1,035,184	2,235,811	
January-June	9,641,236	2,937,734	1,086,153	1,425,903	
Total	18,960,796	5,842,836	2,121,337	3,661,714	
1942-43					
July-December	11,137,704	3,383,736	1,346,512	1,199,828	
January-June	12,742,102	3,981,044	1,466,562	1,351,985	
Total	23,879,806	7,364,780	2,813,074	2,551,813	
1943-44					
July-December	11,235,744	3,613,644	1,199,717	1,944,340	
January-June	9,172,805	3,146,644	784,744	3,381,071	
Total	20,408,549	6,760,288	1,984,461	5,325,411	
1944-45					
July-December	12,762,077	3,629,752	1,786,888	2,678,271	
January-June	13,260,803	4,266,212	1,400,803	4,795,898	
Total	26,022,880	7,895,964	3,187,691	12,474,169	
1945-46					
July-December	12,663,562	4,171,094	1,315,576	7,760,088	
January-June	9,578,574	3,642,316	725,562	25,816,026	
Total	22,242,136	7,813,400	2,039,138	33,616,114	
1946-47					
July-December	11,428,936	5,163,498	400,063	46,252,127	
January-June	9,936,202	4,026,058	400,063	33,802,997	
Total	21,365,138	9,189,556	800,126	80,055,124	
1947-48					
July-December	13,996,975	5,353,104	785,523	41,314,594	
January-June	14,181,830	6,354,943	Included in Semolina	198,424,780	
Total	28,178,805	11,708,047		239,739,374	
1948-49					
July-December	11,452,355	5,012,265	Included in Semolina	23,497,410	
January-June					
Total					

1 Mostly granular flour.
2 July through November.

CLERMONT STREAMLINES ITS LATEST NOODLE CUTTER

Sanitation Personified

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

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

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

SIMPLE: Less gearing mechanism. Revolving cutting roller

drum affords quick change of cutters. Vari-speed rotary knob with cutting range from $\frac{1}{4}$ " to 6". Central greasing control.

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

AND

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

TO SEE IT IS TO WANT IT.

We'll Gladly furnish further details

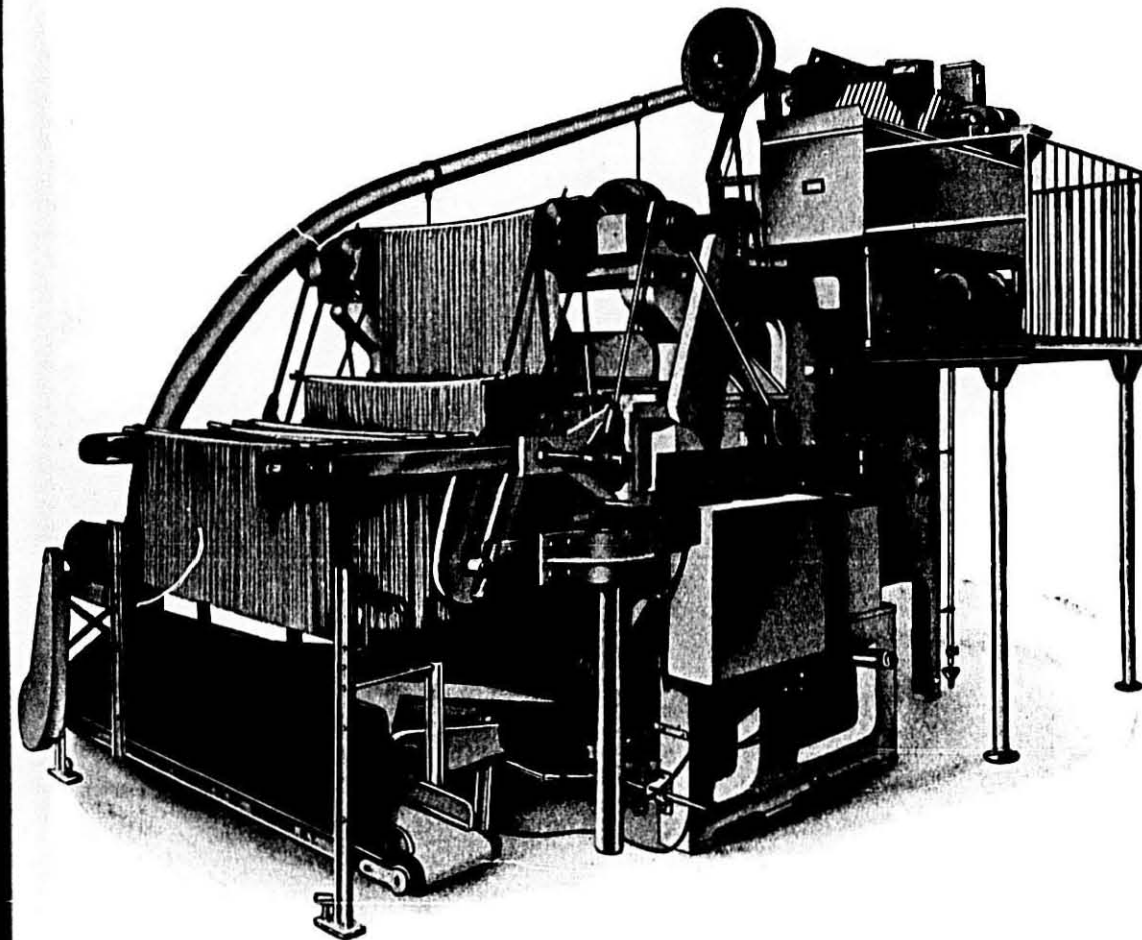
CLERMONT MACHINE COMPANY, INC.
266-276 Wallabout St., Brooklyn 6, New York, New York, U.S.A.

Tel: Evergreen 7-7540

CLERMONT CONTINUOUS AUTOMATIC
MACARONI PRESS, Model No. 1-A

For Short and Long Goods

with Automatic Long Goods Spreader Attachment



The long goods Spreader Attachment was designed to give superior quality and large output. The quality is achieved by the rolling process of the press and by the slow extrusion through the dies. The quantity of approximately 1000 lbs. per hour is secured by the large extrusion area which produces and spreads three sticks on each cut. Expert macaroni manufacturers know that the slower the extrusion, the smoother the product, the higher the color and the firmer the texture.

write for detailed information to

CLERMONT MACHINE COMPANY, INC.
266-276 WALLABOUT STREET
BROOKLYN 6, NEW YORK

Durum Show April 7 and 8

Association Plans Macaroni Products Display

A new date has been set for the Eleventh Annual North Dakota State Durum Show which was scheduled to be held at Langdon, N. D., the middle of February, but was indefinitely postponed because of the heavy snows that covered the state all winter. The biggest Durum Show on earth, according to the promoters, has been definitely set for April 7 and 8, 1949.

Victor Sturlaugson of Langdon, president of the Durum Show, on February 14 wrote to M. J. Donna, secretary of the National Macaroni Manufacturers Association, saying: "We are completely blocked in here now. Highways have been opened intermittently but as a rule they blow full of snow almost as rapidly as they are opened. We held off, incident to deciding upon a definite date, but it is now definitely decided to hold our 1949 Durum Show on April 7 and 8."

"We shall keep both you and Mr. Maurice Ryan of the Quality Macaroni Company, St. Paul, Minn., chairman of your durum committee, fully informed of our program and plans. We certainly look forward to seeing you, Mr. Donna, up here again this year as your presence was a most valuable asset to the show last year."

"Fifteen cartons of macaroni products for your very interesting and educational exhibit have been received

and they are being stored in a cool (snow) and dry place and will be well cared for until you arrive. Shipments received to date are from the Megs Macaroni Co., Harrisburg, Pa.; Minnesota Macaroni Co., St. Paul, Minn.; Skinner Manufacturing Co., Onahia, Neb.; St. Louis Macaroni Mfg. Co., St. Louis, Mo.; V. Arena & Sons, Norristown, Pa.; Buitoni Macaroni Co., New York, N. Y.; Dehnomco Foods, Louisville, Ky.; and The Creamette Co., Minneapolis, Minn. We understand that others are planning to ship their packaged products to be used in your display, waiting only word from you to them of the definite

date selection. We have acknowledged all shipments to date and will do so with all future packages of samples sent us."

According to Secretary Donna, who will be in charge of the exhibit which farmers and their wives show so much interest last year, there is still a need for samples of the new or odd shapes, always so intriguing. Now that the exact dates are known, others will carefully pack and immediately ship samples of their packages and products, addressing them to Victor Sturlaugson, President of the State Durum Show, Langdon, N. D.

New Food Distribution Trends

Retail Merchandising Held Vital to Macaroni-Noodle and All Manufacturers

Paul Sayres, president of Paul Sayres Co., food brokers, for years interested in the distribution of macaroni-noodle products and other foods, cites a very discernible new trend in food distribution in a recent statement on the subject.

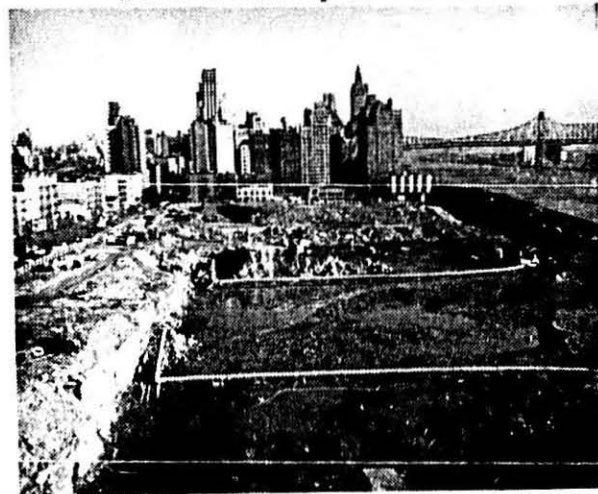
"Today the average food manufacturer must assume responsibility for

the movement of his merchandise through the retail outlet, if he wants to be a factor in this, the largest market in the country."

"In my opinion this trend toward direct activity with the retailer manufacturer has been caused by the increase in the number of brand-name products sold through food stores accompanying increase of self-operation at the retail level, and the intensive utilization of retail merchandising by the major food manufacturer of the country. This development does not mean that the wholesaler has lost his importance in the warehouse and servicing of the retailer's order but only indicates that an added step is now required in the sales chain."

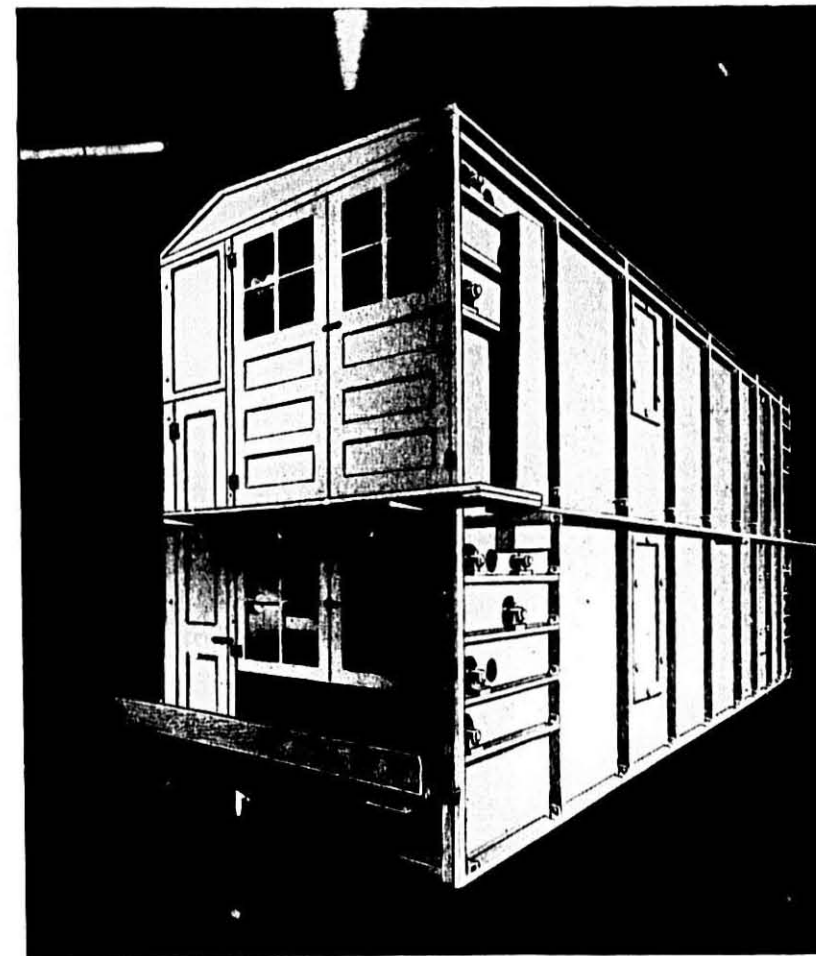
"Regardless of whether the manufacturer can afford to operate his own merchandising crews in the metropolitan area or prefers to work through manufacturer's representative, he must supply such merchandising services as part of his operation, the final result must be the same. The manufacturer's representative must call on the retailer to do a constant check on the importance of shelf position which can mean lower sales of major brands as much as 50 per cent; must provide plans to the retailer for the fast turnover of the manufacturer's merchandise through the retail store, and must sell the retailer on the fact that he will profit both financially and reputationally on featuring the manufacturer's particular brands."

Where World Capital Will Rise



Excavations in the six-block site where the permanent headquarters of the United Nations are to be built in New York City are nearly complete. Meanwhile, U.N. signed a contract for \$23,809,573 for the construction of the 39-story office building which will house its staff. The building is to be completed in the autumn of 1950.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

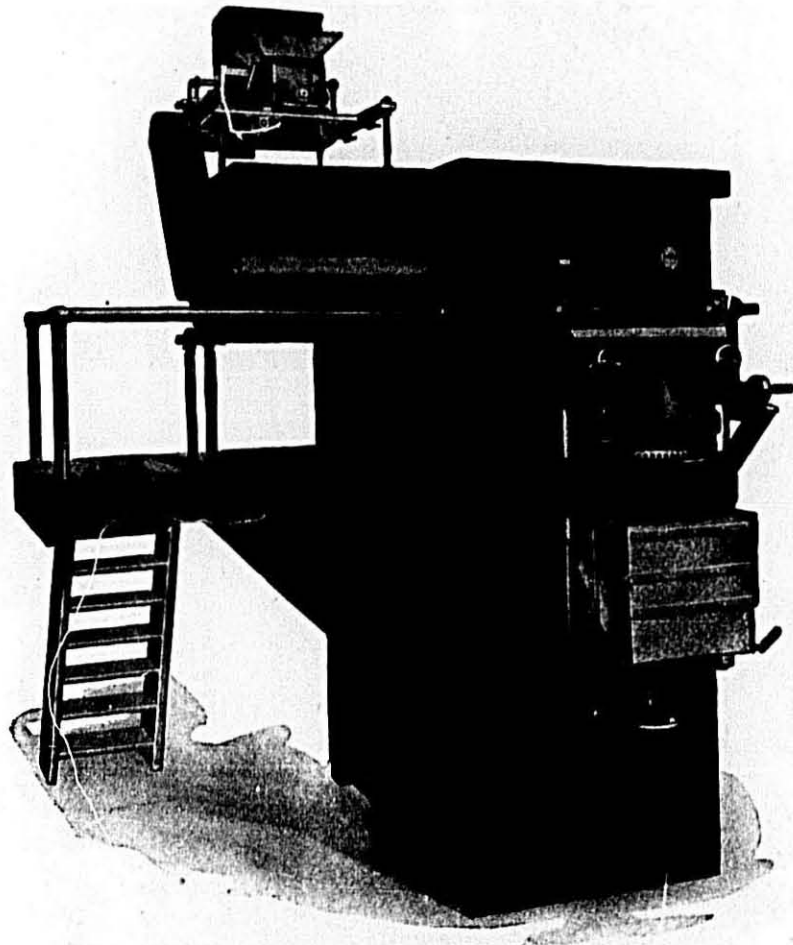
We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

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

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

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

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS
Model SCP

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

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

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

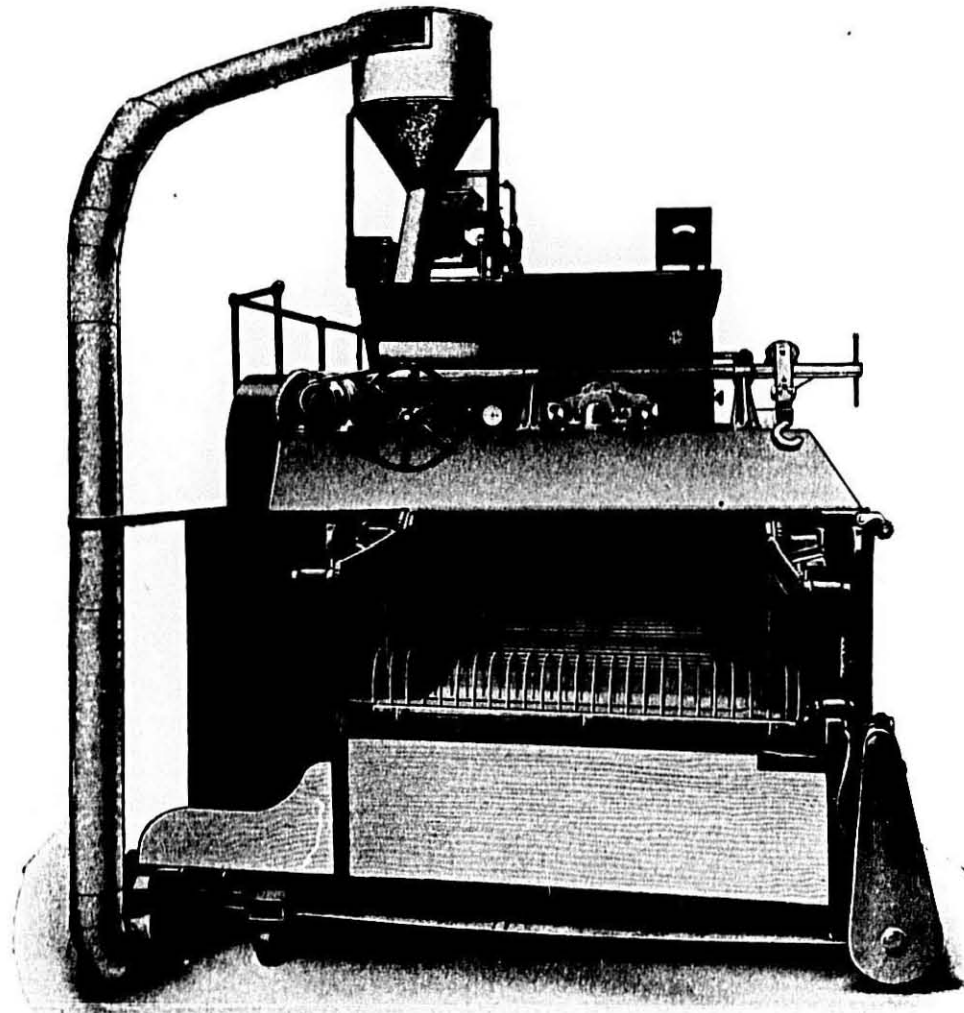
Production, not less than 1,000 pounds of dried products per hour.

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

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

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT
Built in Two Models

For Long Goods Only—Type ADS
Combination, For Long and Short Goods—Type ADSC

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

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

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

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

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

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

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

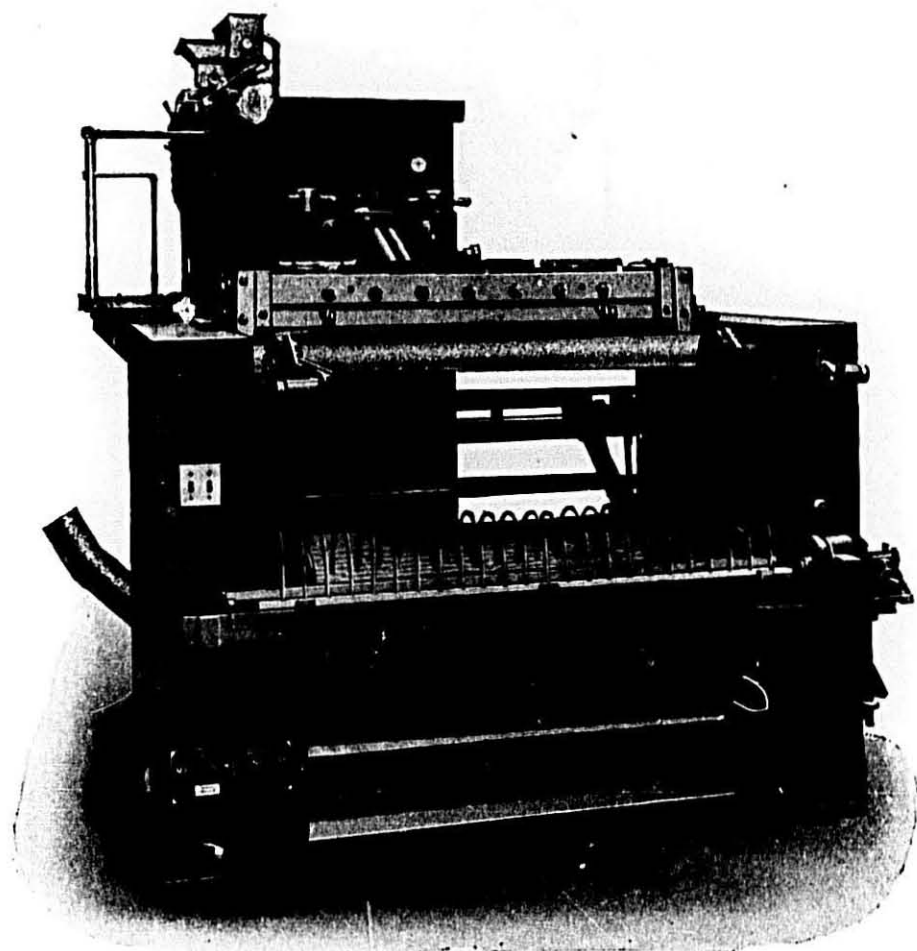
The press that is built for 24-hour continuous operation.

Fully automatic.

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Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type DAFS

Combination, For Long and Short Goods—Type DAFSC

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

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

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

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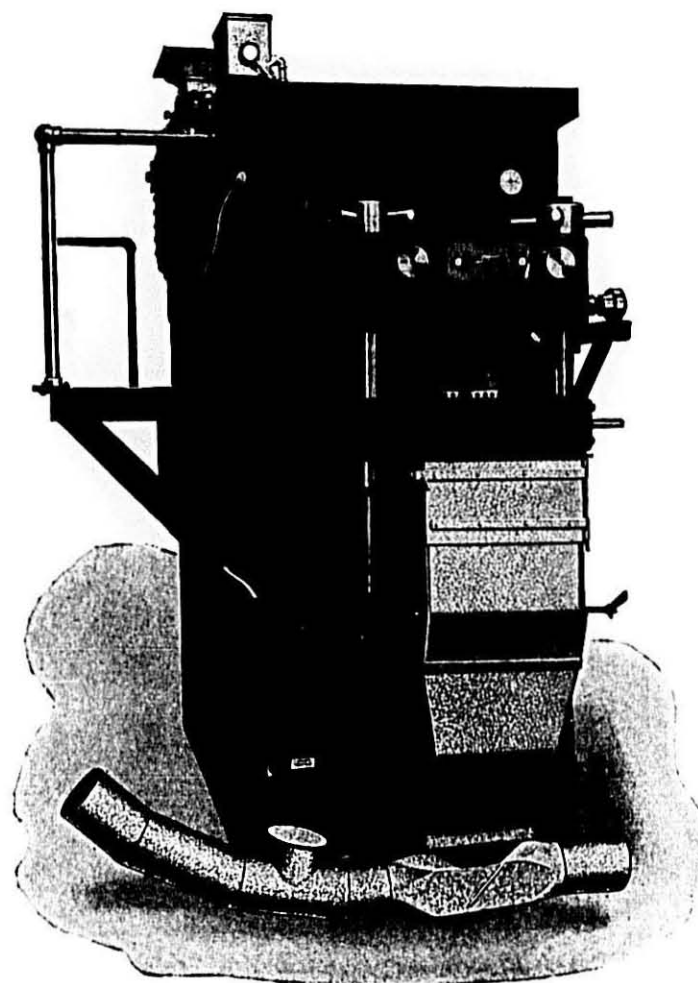
The press that is built for 24-hour continuous operation.

Fully automatic.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

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

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

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

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

Production from 1000 to 1100 pounds per hour.

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

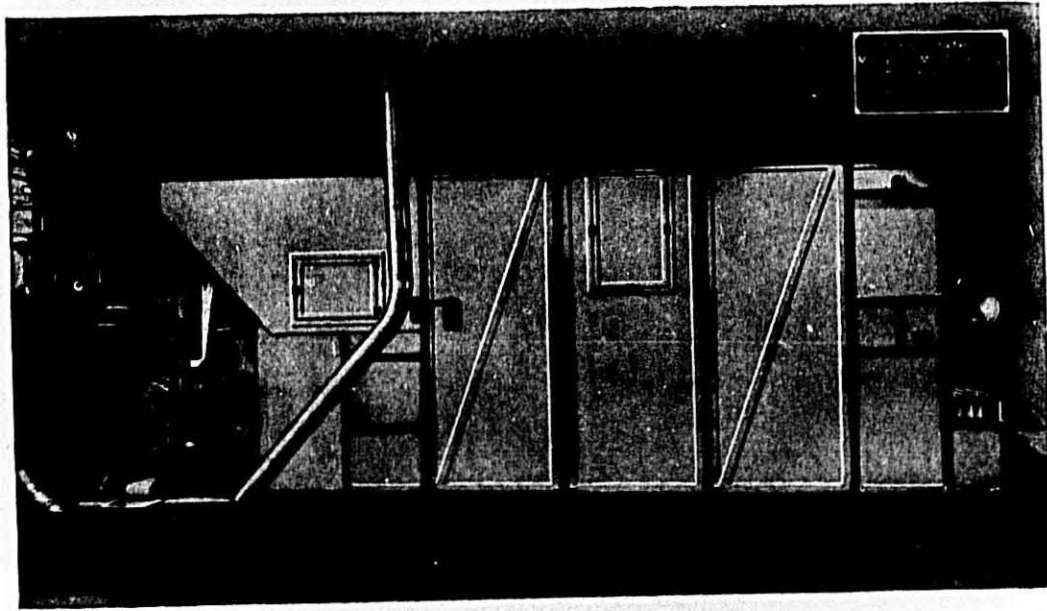
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

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

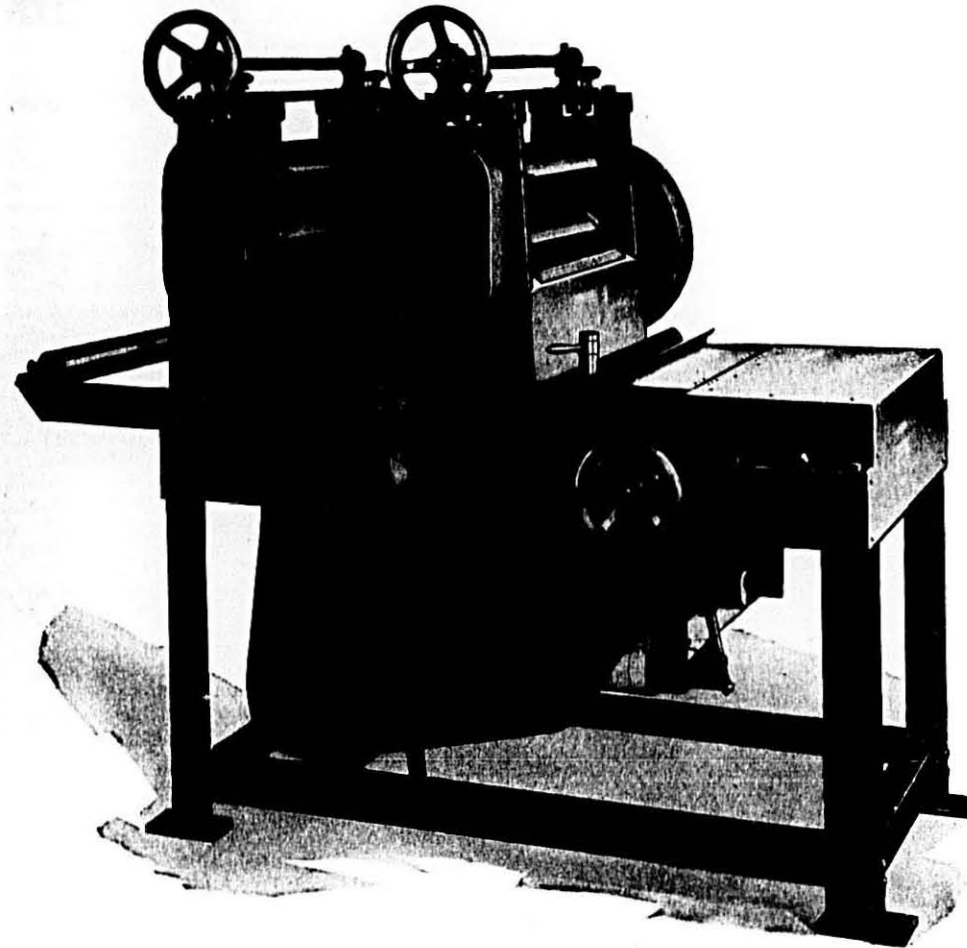
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



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

Economical - Political - Industrial

National Industries Service

J. E. Jones

Getting Tough with Russia

Washington, D. C., February—It is a pleasure to note the fact that President Truman talks turkey to Stalin and tells him where to get off at; and practically where to go, too. The international policy based on the Marshall Plan is kept in motion and the White House and Congress are determined to force Russia to behave.

No part of our civil or military government will agree to a bad peace. President Truman is right when he says that he can't believe Stalin and he is also right in his determination to force the Russian-Communist issue onto the United Nations. The American Government and the American people have stood just about as much abuse, lying, and resistance from Russia as it is possible to put up with.

Hope Springs Eternal

The Government is to be reorganized at an early date, when former President Herbert Hoover's plan is approved by Congress. The outstanding promise is that Government expenses will be reduced. But that does not seem to slow down the White House, which is inclined to give more Democrats fat jobs—at increased pay.

We spend and spend and spend—and tax and tax and tax.

Freeing Free Trade

In the days of Roosevelt and Hull there were reciprocal trade agreements with many countries. That became the policy of the Democratic party. It was free trade under an assumed name. The plan has never been finished, principally on account of the war conditions. But it is an effort to reconstruct business relations between different governments throughout the world. So let's be patient with the scheme of the Democratic administration, which is aiming in every way possible to readjust world trade relations.

The Government Branches Out

The national administration favors construction of steel plants, regulation of price, wage and rent control—and an endless amount of New Deal legislation. Wheels within wheels turn fast nowadays and the big show in Washington looks like a game to re-establish FDR's policies. This is evident, especially with reference to an attempt to knock the Taft-Hartley Act into a cocked hat and to re-enact parts of the Wagner Act in order to make the labor legislation look like a Democrat brain child. Re-enacting the Wagner Act is "mud-in-your-eye."

Every politician knows that the Taft-Hartley Law proved to be the best labor legislation in all history. Even President Truman invoked it on a number of occasions, to settle strikes, in and out of the courts.

You might just as well understand that the re-enactment of fresh labor legislation has a single purpose. And that is not a very nice purpose—since it is a bribe to labor bosses that misrepresent the workers of the country.

Labor laws for workers, employers and the general public are essential. No one will dispute the fact that laws are created to protect all public interests. And that includes putting a harness on political bosses.

Advertising Is Coming up

A little whirl around the circle shows that the advertising agencies are broadening their fields and it would not be at all surprising to find many National products advertised in local papers in most parts of the nation within the next few months. Of course the agencies are always glad to spread out and include family newspapers but too many large organizations and institutions will never recover from the delusion that if they plant their copy in a dozen big cities that they have told the world—but as a matter of fact the home newspapers, read by every member of the family, is the greatest advertising field of all. And any high-minded public relations institutions will never get by until they give more attention to these family newspapers outside the metropolitan districts.

"You Better Go to School a Little"

When the writer was a little boy he joined with some of his schoolmates in teasing one of the old settlers of the village, particularly when the old boy was intoxicated. There was something peculiar about him that aroused the curiosity of our boys and we used to tease him about his affairs. Finally Old Boy stood up straight, and pointed the finger of scorn from one youth to another, and told us: "You better go to school a little." That would arouse a pleasant chorus of laughter and finish the discussion for the day.

In those times leading American educators weren't interested in the affairs of colleges and universities and there were no Communists instructing the youth. But there were some symptoms of radicalism which later was to promote the greenback and labor parties of other organizations.

We certainly agree with the so-called recent "sampling" of college

presidents who are asked to give their opinion as to whether an avowed Communist should be allowed to continue to instruct American youths and to promote their education. They said "NO." Personally, we demand that all Communists should be excluded from American schools.

Our school system is at present a subject for debate among organizations such as the American Association of University Professors, The National Education Association and the American Civil Liberties Union. And when you chase down to the end of their arguments you will find that the axe these organizations have to grind winds up in an appeal for Government financial support to maintain the public school system. To which most of us old-timers will continue to dissent and insist that the old district and local system was good enough in the days when old-timers of today were children. It is said that teachers are scarce today and that is because they are not presiding over district schools with 20 or 30 children. Wages were about one-half less than are paid teachers today.

Isn't it a fact that school teachers are as essential to any community as the village marshal, policeman, sheriff or chairman of the district?

After all, the greatest change that has been made in our educational system is due to the automobile which picks up and carries pupils over a radius of a number of miles and lands them in their consolidated school which has several good teachers that are able to give the children proper instruction. After that they are returned on the same bus lines to their homes. The expense is not very heavy.

In contradiction to the above we quote Professor William G. Brink of Northwestern who says that a million pupils are dropped out of high school in a year because they have failed to find programs that are "interesting, satisfying, intelligent."

That seems to be an old-time weakness of youths who have always skipped high school by the wholesale.

But finally the point we wish to raise is that the public schools are not a responsibility of the national government and when the national government steps in and takes over the effect will be bad. That is a step in the direction of socialism. We have enough of that kind of stuff around now without making the public schools an undemocratic organization.

March, 1949

THE MACARONI JOURNAL

27

N-A services

for the Macaroni and Noodle Product Industry

FOR GREATER PRODUCT SALES APPEAL

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

FOR EASY APPLICATION OF POWDERED N-RICHMENT-A

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

FOR ACCURATELY FEEDING SEMOLINA BY WEIGHT

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

FOR REMOVING IMPURITIES FROM SEMOLINA OR FLOUR

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

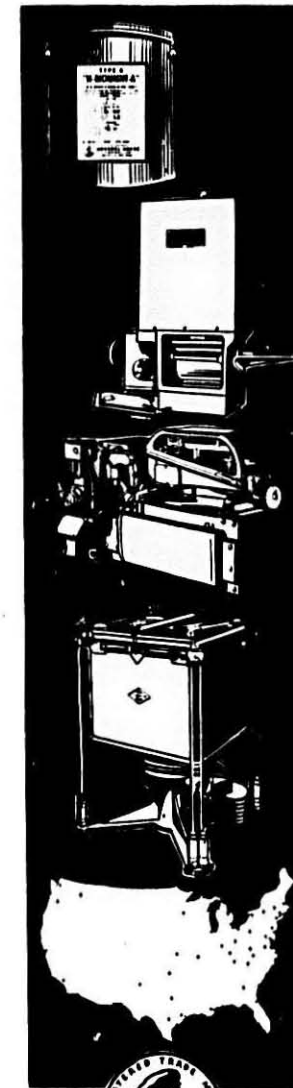
Besides these Sifters, Richmond also provides Niagara Permaflux Magnets, which can be used either for spout or chute installation. They are recommended as being particularly efficient in the removal of such impurities as fine metallic particles and tramp iron.

FOR TROUBLESOME TECHNICAL PROBLEMS

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

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

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



NA-28

New Pernicious Anemia Drug

Crystalline vitamin B₁₂, used to treat pernicious anemia, was placed on the market today by Merck & Co., Inc., manufacturing chemists. Isolation of the new vitamin, which will be sold under the Merck trade mark of "Cobione," was announced last spring by five Merck scientists.

Cobione is being marketed in ampuls for administration by physicians. Each ampul contains 10 micrograms of crystalline vitamin B₁₂ in saline solution. Cobione is the first vitamin known to contain the metal cobalt.

Cobione is so potent that extremely small doses have given immediate relief to critically ill patients. The antipernicious anemia activity of Cobione is more than a million times greater than that of whole liver.

According to medical studies, the use of vitamin B₁₂ results in a rapid increase in red blood cells and hemoglobin, and quickly re-establishes the

capacity of the bone marrow to produce new red blood cells in pernicious anemia patients. At the same time, the patient has an increased sense of well-being, greater mental alertness, and enhanced strength and vigor. Those pernicious anemia patients who have developed nerve symptoms have also been greatly benefited. In addition, vitamin B₁₂ has been used successfully in cases of nutritional anemia and sprue, a disease found chiefly in the tropics.

Clinically, the use of Cobione will permit physicians to administer exact doses of the pure vitamin and thus accurately control treatment. Potent doses may be given with virtually no physical discomfort to the patient, as the vitamin is active in such infinitesimal amounts. It has been found also that Cobione may be given without discomfort to patients who are allergic to liver.

Congratulatory Messages

Several members of the National Association remembering that M. J. Donna was first appointed as Secretary of the organization on March 1, 1919, wired via Western Union telegrams of congratulations on the completion of thirty years of service. Among the wires received and acknowledged by the Secretary who will also complete thirty years as Editor of THE MACARONI JOURNAL with the 30th Anniversary Edition, April, 1949, were:

A. Irving Grass, President of I. J. Grass Noodle Co., Chicago. "Congratulations upon the completion of 30 years of faithful, energetic service to the Macaroni Industry. Hope you will be with us for many more years to come."

Albert S. Weiss, President Weiss Noodle Co., Cleveland, Ohio. "Congratulations on 30 years well done for our Industry. Albert."

Hunt Offers Cadillac

Hunt Foods, Inc., offered a 1949 Cadillac sedan and an array of television sets as top prizes in the first major contest for brokers and salesmen ever conducted in the history of the California company.

The new \$4,000 car goes to the broker who shows the greatest increase over his quota in shipment of Hunt products to buyers in his territory during the four-week contest, ending March 7. Additional brokers' prizes include three \$1,000 large-screen television sets and three \$500 television sets.

Each winning broker nominated a contest winner among his own sales-

Consistent Promotion Pays

Sales of Mueller's Macaroni, Spaghetti, and Egg Noodles during 1948 reached the highest point in the history of this eighty-two-year-old company, according to C. Frederick Mueller, executive vice president and general manager of C. F. Mueller Co. In reviewing this gratifying sales picture at a recent meeting, Mr. Mueller pointed out that the present sales peak has been reached after more than fifteen years of consistent sales gains. He emphasized that these increases were not due to a sudden sales spurt that might level off. Rather, they represent a steady climb in consumer acceptance . . . the kind of steady demand that builds dependable high-profit volume for dealers.

The reputation of these products, Mr. Mueller points out, was built, not by briefly accelerated drives, but rather by twenty-five years of constant, year-in-year-out advertising. In over a quarter of a century, Mueller's products have not been out of the advertising picture for a single week. This company led the field in promoting macaroni products as year-round food items by advertising on a twelve-month basis. And this policy has paid off. Today Mueller's products are year-round money-makers.

Mueller's maintains its position of leadership by an intensive, high-powered advertising program, spearheaded by consistent use of daytime radio. Every week sixty quarter-hour radio programs bring convincing sales messages into millions of homes. And this hard-hitting campaign is backed by heavy consumer and trade magazine schedules. The effects of this powerful promotion are felt in every grocery store and super market from Maine to Florida and westward to Detroit, Michigan.

men, and each salesman so appointed will win a prize from Hunt Foods. Top salesman's award is a \$500 television set, with additional trophies of three \$200 television sets and three \$100 cash prizes.

Judges will be William D. Grafton, Pacific coast manager of Life; Walter Bunker, vice president, Young and Rubicam, Inc., Hollywood; and W. H. McGinnis, broker sales manager, Hunt Foods, Inc.

New St. Regis Office

The Multiwall Bag Division of St. Regis Paper Co. announces establishment of a new office at Houston, Tex., to assume functions of the Dallas office, which has been closed. The Houston office will be supervised by V. C. Douglas in Chicago.

Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	1949	1948	1947	1946
January	799,208	1,142,592	1,032,916	984,608
February	799,358	1,097,116	664,951	743,018
March		1,189,077	760,294	741,624
April		1,038,829	780,650	672,899
May		1,024,831	699,331	379,861
June		889,260	650,597	628,518
July		683,151	719,513	638,758
August		845,142	945,429	788,374
September		661,604	1,012,094	705,292
October		963,781	1,134,054	980,461
November		996,987	1,033,759	901,333
December		844,800	1,187,609	968,855

Includes Semolina milled for and sold to United States Government:

Crop Year Production

July 1, 1948—February 28, 1949	6,594,041
July 1, 1947—February 28, 1948	8,294,132

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. Limited. Montreal • Toronto • Valleyfield



A Guaranty of Purity and Reliability

ADVERTISING PROBLEMS

(Continued from Page 10)

guarantee only a potential audience. It can tell an advertiser how many homes have one or more radios in a given area, but it cannot tell how many homes in the area will receive and listen to a certain announcement or program.

3. Most effective radio programs are those with the entertainment appeal, which cannot be presented in less than 15 minutes, and costs incident to the production of such a program generally put it beyond the reach of the small advertiser.

4. Radio advertising messages must be heard at the immediate time they hit the air waves. Once spoken, the message is gone forever. For the prospective customer who may have lost part of the message because of static, other interferences, or tuning in late, there is no turning back to hear the message again.

5. Local radio stations have most of their preferred time engaged by major broadcasting networks, unless the station is not affiliated with a network. Regardless of how much money a local advertiser might want to spend, it is often difficult to buy time in the choice time classifications.

6. As in the case of the newspaper, much of radio's circulation is wasted for the small businessman whose clientele is confined largely to a particular area. Radio is a costly medium when all of its potential circulation cannot be utilized.

Again, as in the case of the newspaper, in using radio, the advertiser in many instances is confronted with two or more radio stations in the same city or area, all clamoring for his advertising dollars. Just as some people read one newspaper and not others, so many radio listeners tune to one station, primarily, and not to the others. In order to obtain complete coverage, the advertiser is faced with the necessity of splitting his radio advertising among several stations, and in so doing, spreads his money too thin to do an effective job.

Television, still a mewling infant, is too young to compare with the present forms of public expression. Many far-sighted businessmen, however, particularly those associated with larger corporations, are investigating and, in some cases, using this newest method of advertising.

Many of television's advantages and disadvantages will be similar to those affecting the radio industry. Others will result from television's own peculiarities and imperfections. It seems wise to advise the businessman with a small advertising budget to stay clear of this field until it is sufficiently developed to a point where it is less expensive and much more practical.

At present it is apparent that tele-

vision programs are extremely costly. Such programs have little circulation, due to the fact that very few homes are equipped with receiving sets. Although progress is being made, television is still limited to a small area, as compared with the wide coverage achieved by radio. Just as radio had its "growing pains," television is presently faced with such problems as fading images; the need for developing high-grade dramatic talent, capable of acting as well as speaking; adverse weather conditions on outdoor programs; too few skilled television technicians, and many other difficulties that

Important Meeting Dates

National Macaroni Manufacturers Association
Edgewater Beach Hotel,
Chicago, Ill.
June 27 and 28, 1949

Grocery Manufacturers of America, Inc.
June 6, 7 and 8—Mid-Year Meeting, Grocery Manufacturers of America, Inc., Cavalier Hotel, Virginia Beach.
Nov. 14, 15 and 16—Forty-First Annual Meeting, Grocery Manufacturers of America, Inc., Waldorf-Astoria Hotel, New York City

National Food Brokers Association
Stevens Hotel, Chicago
Week of March 20, 1949
Special Brokers-Sales Managers Conference
Stevens Hotel, Chicago
Monday, March 21, 1949

only time and continued research can eliminate.

On the other side of the picture, we find that television, perhaps, promises the ultimate in advertising possibilities, combining sight with sound. When the bugs are worked out, the advertiser will be able to completely dramatize his product or service for the consumer, at home or in the business world. It's easy to visualize a golden-tressed starlet appearing on the screen holding a bottle of Blotz' Oil Shampoo, explaining verbally its many merits, and then actually demonstrating its magic qualities by washing her blonde hair in the creamy concoction.

Other innovations will appear to add lustre to this modern age of advertising. Already one prominent brewing company has employed trick screen effects, borrowed from the movies, to glamorize its product. Imagine, if you will, a tall cold bottle of beer jumping from a tub of cracked ice into the hand

of a perspiring and thirsty gardener! Effective, isn't it?

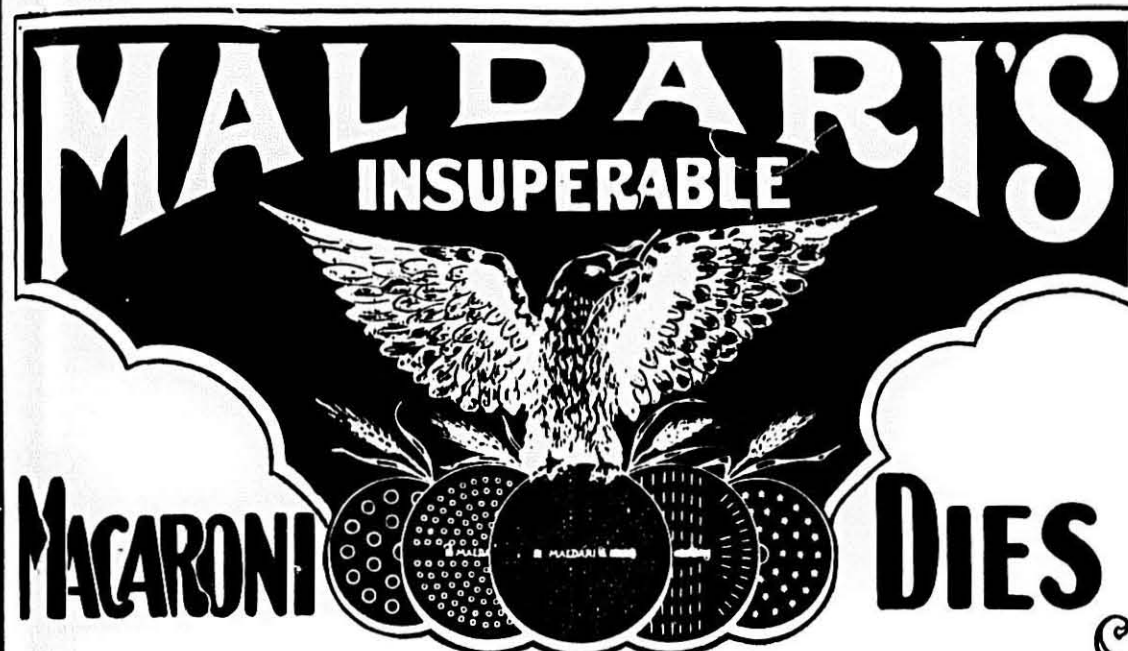
As has been the case with its predecessor, television will undoubtedly make many revolutionary discoveries which will make it even more advantageous to the advertiser. These things, however, are yet to come, and it seems practical to develop a "wait and see" attitude before plunging into this new and exciting advertising medium.

The fourth and last article of this series will cover outdoor poster advertising and direct-by-mail, media too often overlooked by the businessman as he seeks to spend his advertising dollars wisely.

Shapes Provide Variety

Because of the many shapes and sizes that constitute the macaroni family as the Italian connoisseur of foods relishes them, the macaroni-spaghetti-egg noodle family helps make eating fun. That is the reasoning of Meta Given, feature writer, and published in a recent issue of the Fort Wayne (Indiana) *News Sentinel*.

"The manufacturers of the various and amazing shapes of Italian macaroni products surely have fun thinking about how homemakers and chefs will cook and serve their bowknots, butterflies, shells, curls, tubes, strands, etc., and they must even get some satisfaction out of visualizing the glee with which folks of all ages will consume their interesting foods. These lovely shapes should supply some inspiration to the cook. For example, the shells would suggest a natural counterpart for fish in casserole dishes or salads. The curls and bowknots are attractive in salads or floating around in soups, and the twists and elbow are suitable for serving in cheese, chicken or meat dishes or when drenched with seasoned butter. Any of these products double in size when they are perfectly cooked. Thorough cooking is important to obtain the best flavor, but there is danger in overcooking which causes them to lose form as well as chewiness and flavor. The time of cooking varies with size, thickness and also the quality. All good brands include cooking directions on the package, but the wise cook carefully observes the progress of cooking and begins testing for tenderness a few minutes before the end of recommended cooking time. All these foods require thorough draining at the end of cooking. Some directions recommend rinsing with either hot or cold water to prevent the pieces from sticking together, but rinsing wastes food value. If these products are used in cooked dishes, there is no point in rinsing. If they are used in salads, the addition of a little salad oil and a gentle tossing will prevent the pieces from sticking together."



Just Out!!

Have You Seen It?

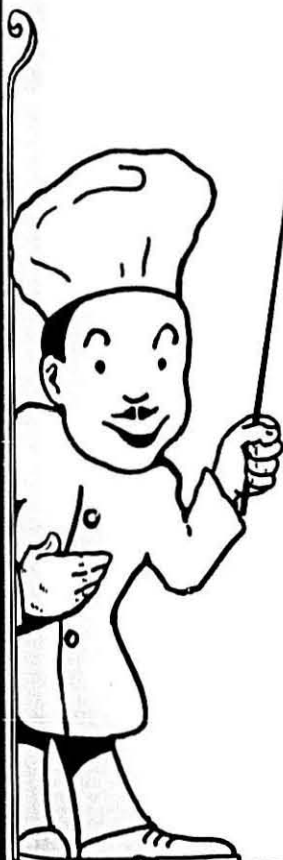
Send for our attractive new catalog packed full of information!

You will want extra copies for Sales, Production, and Office Force.

★ ★

D. Maldari & Sons

America's Largest Die Makers
178-180 GRAND STREET
NEW YORK 13, NEW YORK
U. S. A.



Liquid, Frozen and Dried Egg Production

Liquid egg produced during January totaled 15,026,000 pounds compared with 14,850,000 pounds during January last year, the Bureau of Agricultural Economics reports. The increase in total production over last year was due to much larger quantities produced for drying as compared with a year ago. The quantity of liquid frozen during January was much less than the quantity frozen during January last year.

Dried egg production during January totaled 2,431,000 pounds compared with 552,000 pounds in January last year. Production consisted of 2,264,000 pounds of whole egg, 80,000 pounds of dried albumen, and 87,000 pounds of dried yolk. The Department of Agriculture's contracts for dried whole egg for price support purposes from January 1 through February 18 amounted to 7,722,082 pounds.

The production of 3,430,000 pounds of frozen egg during January was 68 per cent less than the quantity produced in January last year and the smallest production during that month since January, 1943, when 3,140,000 pounds were produced. Storage stocks of frozen egg on February 1 totaled 72,195,000 pounds, compared with 122,438,000 on February 1 last year and 99,131,000 pounds, the February 1944-48 average.

Light-weight G-S Dust Hood

Workers are enthusiastic about the new G-S Fabric Dust Hoods. They are loose-fitting and weigh only five ounces. Ample visibility is provided through a large, clear plastic window.

The fabric, supported by a head frame, covers and protects the face,



head, and neck down to the shoulders. G-S Fabric Dust Hoods protect the worker from irritating and nuisance dusts or sprays in operations such as cleaning boilers, furnaces or chimneys, paint spraying, and wherever dust, dirt or spray is objectionable. May be worn with goggles or respirator.

St. Regis Paper Company Sales at New Peak

The annual report of St. Regis Paper Company and subsidiaries for the year ended December 31, 1948, shows net income at \$14,859,803, equal, after preferred dividends, to \$2.71 a share on the common stock outstanding. This compares with \$14,631,325, equal to \$2.66 a share on the common stock, in the preceding year.

For the fifth year in succession, the company's volume of business increased over the preceding year, with net sales mounting to a new peak of \$162,672,926, compared with \$143,864,583 in 1947. Total assets rose to \$157,621,409 from \$132,643,598 at the end of the preceding year, while net working capital at the end of 1948 is shown at \$42,893,318, compared with \$36,444,187 at the close of 1947.

Mueller's Engelke to Sayre Co.

George L. Engelke, division manager of the C. F. Mueller Co., Jersey City, N. J., has resigned his position with the macaroni-noodle manufacturing company to take the position of merchandising manager for the Paul Sayre Co. of New York City, according to an announcement by the president of this well-known food brokerage firm.

Jacobs Cereal Products Laboratories Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Yolks.
- 3—Soy Flour Analysis and Identification.
- 4—Rodent and Insect Infestation Investigations.
- 5—Macaroni and Noodle Plant Inspections.

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

For Low Speed

↓ ↓ ↓

AND HIGH SPEED
PAPER SHIPPING CASE SEALING

↓ ↓

Where total volume is small, or where small runs are handled periodically, PACKOMATIC's hand-crank, belt compression sealer is a preferred unit for the manual application of adhesive and compression sealing of cases. Equipment has feed table, glue pot and brush. Only one operator is required.

For production requirements up to 3,000 cases per hour, PACKOMATIC's automatic Model D shipping case gluer, with belt compression sealer is recommended. Unit is adaptable, flexible. Write for literature, or consult classified directory for nearest PACKOMATIC office. J. L. Ferguson Company, 739 Republic Ave., Joliet, Ill.

PACKOMATIC
PAPER SHIPPING CASE SEALING

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

Visit our booth, No. 802 at National Packaging Exposition
Atlantic City—May 10-13.

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

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

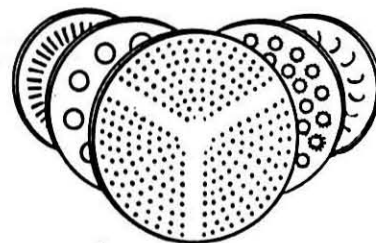
120 Lbs. Net
ABO
Fancy Durum Patent
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.

Amber Milling Division of
**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**
Offices: 1667 No. Snelling Ave., St. Paul, Minn. Mills: 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.

The Home of STAINLESS STEEL

★
Now
STAINLESS STEEL
DIES WITH
STAINLESS STEEL
PINS

★
SMOOTHNESS
GUARANTEED
100%—
NO MORE
REPAIRING

★
Write for Information

LOMBARDI'S MACARONI DIES

805 Yale Street, Los Angeles 12, Cal.

Oakland Plant Destroyed

\$500,000 Loss Caused by Fire of Unknown Origin. Fireman Injured
(Delayed)

The plant of the West Coast Macaroni Manufacturing Company located at 1250 57th Ave., Oakland, Calif., was practically destroyed by fire of unknown origin the night of December 5, 1948, causing a loss of approximately a half million dollars to building, machinery and stock. The damaged macaroni factory is owned by Alfonso Borrelli, who owns and operates a plant in Fresno, Calif.

The flames were discovered shortly after ten o'clock that evening by the watchman in a nearby plant, and had made such headway among the cartons and other inflammable materials in the building that when the firemen arrived a few minutes later, they were unable to enter the building. They fought the blaze for nearly eight hours. One of their number, George Hemingway, a relief hoseman, suffered a deep cut on his wrist by flying glass.

The fire apparently broke out near the center of the 75- by 100-foot building, mushrooming through the entire plant, destroying tons of finished goods, hundreds of sacks of raw materials and tons of cellophane and other packaging materials. Julius DiDonato,



"COME NOW, BUNER! ONE MEAL WITHOUT MACARONI WON'T KILL YOU!"

Jack Scotta, Spaghetti Champ

"Relax and be nonchalant," advises Jack Scotta, renowned stage and screen set designer, in a copyrighted article by King Features Syndicate, Inc., recently appearing in newspapers throughout the country.

"Jack Scotta still retains his title of middleweight champion spaghetti eater of the world. He received his initial instruction in the art of spaghetti handling from Enrico Caruso. 'The first thing the young spaghetti eater must learn,' says Mr. Scotta, 'is to relax and be nonchalant. It is the intensity of approach that causes most spaghetti eating disasters.'"

Macaroni Televised in Southland

Ronco Foods of Memphis is sponsoring a twenty-minute program on television, the initial appearance being made last December 11 in Memphis. Thomas A. Cuneo, president of the progressive firm, in reporting the innovation stated: "I may be wrong, but I believe this is the first time that Macaroni, Spaghetti and Noodle products have appeared on television, consequently, I am inclined to believe that this is probably the first advertisements of these products on television not only in the United States but in the whole world."

plant manager, figures the damage to the machinery alone at more than \$200,000 and as much more to the building. The top floor was entirely burned and the bottom floor suffered much fire and water damage. The roof burned through in several places.

The loss was partially covered by insurance. When seen at the San Francisco convention December 13, manager DiDonato stated that no plans for the future had been decided upon, although the probability was that attempts would be made to repair the damage and operations resumed in the late winter months.

Here's to our wives and our sweet hearts, may they never meet.

Ottima Durum Flour the "Tops"

*in Noodle Flour for the particular
Manufacturer*

A. L. Stanchfield, Incorporated

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Offices
500 Corn Exchange Bldg.
Minneapolis, Minn.

Mills
Minneapolis, Minn.

The Grass Family Honored

Tenth Anniversary Testimonial Dinner Tendered Irving, Sidney and "Mother" Grass in Congress Hotel

The tenth anniversary of the first shipment of the now famous Mrs. Grass Noodle Soup was properly celebrated the evening of February 12 in the Congress Hotel, Chicago, when the distributors, brokers and other friends of the founder of egg noodle soup mix sprang a surprise on the executives of the I. I. Grass Noodle Co., of which A. Irving Grass is president. His mother and brother, Sidney, are executives.

The affair opened with an informal reception in the lobby of the Grand Ballroom, with cocktails and canapes from 6:00 to 7:00 p.m., followed by a testimonial dinner in which the Grass egg noodle products were served, including the savory soup whose introduction to the trade ten years before was appropriately being celebrated. Over 300 guests paid tribute to the Grass executives, and enjoyed an entertaining floor show after the dinner. Then dancing till midnight.

All three of the officials of the firm were presented valuable gifts in the name of their gathered friends. Many telegrams of congratulations were read from friends who were unable to be

present. Irving and Sydney responded with cheerful little speeches, and "Ma" Grass gave the audience an infectious smile and cheerful wave of the hand.

Production Is Expanding

Two items that appeared in the press recently substantiate the need of cooperative action by the manufacturers to do something about increasing consumer consumption to keep pace with the increased capacity for producing the tasty wheat strands and shapes.

Viviano Adds Equipment

St. Louis—New equipment for the manufacture and packing of macaroni, spaghetti, and egg noodles has been installed by V. Viviano and Bros. Macaroni Manufacturing Co., Inc., here, at a cost of \$200,000. Additional expansion planned for next year will increase production by 25 per cent.

Macaroni Output Doubles

St. Paul, Minn.—Production of macaroni products by the Minnesota Macaroni Co. has been doubled by the installation of \$175,000 in new machinery, the firm reports. It is working on a 24-hour basis.

Egg Processors Elect Officers

At its annual convention in Kansas City on February 27, 1949, the National Egg Producers Association elected the following staff of officers for 1949: Clarence L. Sturm, A. Sturm & Sons, Manawa, Wisconsin—President. Isadore Katz, S-K Produce Company, Chicago, Illinois—Vice President. Howard A. Stamper, F. M. Stamper Co., St. Louis, Missouri, Vice President. Ed Palmer, Land O' Lakes Creameries, Minneapolis, Minn.—Vice President. C. W. Pratt, Edson & Pratt, Inc., Chicago, Illinois, Secretary. Morris Oyson, Oyson Egg Company, Chicago, Illinois—Treasurer. Isadore Mulmat, Gross Egg Company, Chicago, Illinois—Sergeant-at-Arms. C. B. Dennis, Wilson & Company, Chicago, Illinois—Sergeant-at-Arms.

Control of men by men paralyzes effort. Control of men by God releases energy.

Dollars and sense do not necessarily travel together.

A man who carves out his own career is not necessarily a chiseler.

LET OUR ENGINEERS HELP YOU MAKE MORE PROFITS!

—from Your New Type of Continuous
Automatic Presses
by Installing MODERN

CHAMPION Flour Handling Equipment

More and more leading Macaroni Manufacturers are putting in Champion Flour Handling Units to secure that steady, even flow of finely sifted, clean flour so essential for the efficient operation of the new type Continuous Automatic Presses and Sheet Forming Machines.

Our Engineers, skilled in such installations, will gladly provide you with blue prints, money-saving recommendations, and aid you in every practical way on your modernization plans without cost or obligation. Write today for details.

DELIVERIES ARE IMPROVING

CHAMPION MACHINERY COMPANY, JOLIET, ILL.

MAKERS OF MODERN EQUIPMENT FOR THE MACARONI AND NOODLE INDUSTRY

A Partial List of Recent Installations Champion Flour Outfits:

SORRENTO MACARONI, LTD.,	Montreal, Canada
G. D'AMICO MACARONI CO.,	Steger, Illinois
A. RUSSO & COMPANY, INC.,	Chicago, Illinois
LUSO MACARONI CO.,	Fall River, Massachusetts
P. ROCA & COMPANY, SUCR.,	Yauco, Puerto Rico
PHILLIPS PACKING CO.,	Cambridge, Maryland
FAUST MACARONI COMPANY,	St. Louis, Missouri
SCHMIDT NOODLE COMPANY,	Detroit, Michigan
MINNESOTA MACARONI CO.,	St. Paul, Minnesota
V. VIVIANO & BROS.,	St. Louis, Missouri
MACARONI MFG. CO., INC.,	St. Louis, Missouri
THARINGER MACARONI CO.,	Milwaukee, Wisconsin
INDIANA MACARONI CO.,	Indiana, Pennsylvania
ANTONIO PALAZZOLO & CO.,	Cincinnati, Ohio
GOOCH FOOD PRODUCTS CO.,	Lincoln, Nebraska
FORT WORTH MACARONI CO.,	Fort Worth, Texas
MEISENZAHL FOOD PROD., INC.,	Rochester, N. Y.
DELMONICO FOODS, INC.	Louisville, Kentucky
MOUND CITY MACARONI CO.,	St. Louis, Missouri
SCHONEBERGER & SONS	Chicago, Illinois
ROBILIO & CUNEO,	Memphis, Tennessee
U. S. MACARONI MFG. CO.,	Spokane, Washington
MILWAUKEE MAC. CO., INC.,	Milwaukee, Wisconsin
PROCINO-ROSSI CORP.,	Auburn, New York
LA PREMIATA MAC. CORP.,	Connellsville, Penna.
SANACORI & COMPANY,	Brooklyn, New York
THE DE MARTINI MAC. CO., INC.,	Brooklyn, N. Y.

U. S. Weights and Measures

APOTHECARIES' WEIGHT: 20 grains = 1 scruple; 3 scruples = 1 dram; 8 drams = 1 ounce; 12 ounces = 1 pound.

AVOIRDUPOIS WEIGHT (short ton): 27 11/32 grains = 1 dram; 16 drams = 1 ounce; 16 ounces = 1 pound; 25 pounds = 1 quarter; 4 quarters = 1 cwt.; 20 cwt. = 1 ton.

AVOIRDUPOIS WEIGHT (long ton): 27 11/32 grains = 1 dram; 16 drams = 1 ounce; 16 ounces = 1 pound; 112 pounds = 1 cwt.; 20 cwt. = 1 ton.

TROY WEIGHT: 24 grains = 1 pennyweight; 20 pennyweights = 1 ounce; 12 ounces = 1 pound.

CIRCULAR MEASURE: 60 seconds = 1 minute; 60 minutes = 1 degree; 30 degrees = 1 sign; 12 signs = 1 circle or circumference.

CUBIC MEASURE: 1,728 cubic inches = 1 cubic foot; 27 cubic feet = 1 cubic yard; 128 cubic feet = 1 cord; 24 3/4 cubic feet = 1 perch.

DRY MEASURE: 2 pints = 1 quart; 8 quarts = 1 peck; 4 pecks = 1 bushel.

LIQUID MEASURE: 4 gills = 1 pint; 2 pints = 1 quart; 4 quarts = 1 gallon; 3 1/2 gallons = 1 barrel; 2 barrels = 1 hogshead.

LONG MEASURE: 12 inches = 1 foot; 3 feet = 1 yard; 5 1/2 yards = 1 rod or pole; 40 rods = 1 furlong; 8

furlongs = 1 statute mile (1,760 yards or 5,280 feet); 3 miles = 1 league.

MARINERS' MEASURE: 6 feet = 1 fathom; 120 fathoms = 1 cable length; 7 1/2 cable lengths = 1 mile; 5,280 feet = 1 statute mile; 6,080.2 feet = 1 nautical mile; 1 knot = a speed of 1 nautical mile, or 1.151 statute miles per hour.

PAPER MEASURE: 24 sheets = 1 quire; 20 quires = 1 ream (480 sheets); 2 reams = 1 bundle; 5 bundles = 1 bale.

SQUARE MEASURE: 144 square inches = 1 square foot; 9 square feet = 1 square yard; 30 1/4 square yards = 1 square rod or perch; 40 square rods = 1 rood; 4 roods = 1 acre; 640 acres = 1 square mile; 36 square miles (6 miles square) = 1 township.

TIME MEASURE: 60 seconds = 1 minute; 60 minutes = 1 hour; 24 hours = 1 day; 7 days = 1 week; 365 days = 1 year; 366 days = 1 leap year.

Floor Wax Defies Freezing

A water-dispersed wax that freezing does not harm, Winter Wax has been developed by Huntington Laboratories, Inc., after years of research. Winter Wax has all the desirable properties of other quality floor polishing waxes, yet

can be shipped during the coldest weather without fear of damage. Freeze it over and over again and it is still good wax.

Intensive tests show that Winter Wax stands up under as many as eight freezings. When thawed out, it still gives a high luster and dries to a hard, durable finish. Like other Huntington quality waxes, Winter Wax is self-shining and non-slippery. Details contained in booklet entitled "101 Hints on Better Floor Wax."

Winter Wax is economical because tests show it works best in a thin, uniform coat. It is easy to apply with a lamb's wool applicator or a clean cloth. It may be buffed if desired and lasts longer because the finish, even after long periods of hard use, may be renewed to its original luster by light buffing.

First Advertising

The *New York Journal of Commerce*, February 4, 1949, reports this item of interest: "A. Zerega's Sons, Inc., Brooklyn, N.Y., manufacturers of macaroni and spaghetti products since 1848, has initiated the first advertising campaign in its history, through Prudential Advertising Agency, with Samuel Insulbuch as its account executive."

10 Dead in College Fire

Ten were known to have died in a fire that destroyed the "Old Kenyon" dormitory at Kenyon College, Gambier, Ohio, on February 27, and six more students were reported missing. Saturday night was dance night. Several hours after the festivities were over, a raging fire was discovered. Students were trapped in the upper floors.



Robert B. Brown

Most of the dead met their end in frantic plunges from upstairs windows or from mortal burns.

Dr. Gordon K. Chalmers is president of Kenyon College. Robert B. Brown, a former employee of the Fortune Macaroni Company of Chicago and Chairman of the Board of Advertising Trustees of the National Macaroni Manufacturers Association at the time of its big advertising campaign in 1929 and 1930, was secretary of the college, a position he assumed more than ten years ago on retiring from the macaroni business.

Hunt Foods' 1949 Promotion

Hunt Foods, Inc., will continue its extensive national magazine campaign for Hunt's Tomato Sauce, intensify its heavy use of matchbook advertising, feature recipes in every insertion and continue its outstanding color photography as highlights of its 1949 advertising program through the Hollywood office of Young and Rubicam, Inc.

Once again, *Life* will be the backbone of the magazine campaign, with 26 color pages scheduled this year.

Hunt ads will all feature recipes that help the grocer sell "related items."

Already the largest user of matchbooks in the food industry, Hunt will increase its promotion in this medium during 1949 by distributing one billion books through grocers. Each will carry color advertising on the cover and a recipe inside.

New Food Editor of American Home Magazine

Miss Alice B. Kline has been appointed food and nutrition editor of *The American Home*, according to an announcement by Mrs. Jean Austin, the magazine's editor.

Miss Kline was formerly with General Foods, where for several years she worked on public relations, writing and lecturing to consumer groups throughout the country.

In addition, she has had a wide background of teaching, nutrition research and home economics. Her degrees include a B.S. in home economics from Virginia Tech and an M.S. in nutrition from Cornell.

Lowering Packaging Costs and Increasing Sales

Lower production costs and a greater stimulus to sales in a buyers' market as a result of increasing management emphasis on improved methods of consumer and industrial packaging, packing and shipping is seen by the Planning Council of the Packaging Division of the American Management Association.

The 20 members of the AMA Council represent suppliers and users of packaging and packing machinery, materials, design and services which go into the making of packages and containers in which the goods of the nation are moved from producer to consumer. The Council view was made known following a meeting at which the Council made preliminary plans for the national Conference on Packaging, Packing and Shipping which will be held concurrent with the first three days of AMA's 18th National Packaging Exposition in Atlantic City, May 10 through 13.

World's Grain Supply Growing

More grain was harvested in 1948 than in any year since the end of the war, but nearly 300,000,000 people still must present ration tickets to get their daily bread.

That report was made here by the Food and Agriculture Organization of the United Nations (FAO), which pointed out that last year's harvest was especially good and that the world may not equal it this year.

Despite improvements in the world's grain supplies, however, says FAO, grain stocks are too low, generally, to provide any real protection in case of emergency, such as crop failure. Nevertheless, the greater supply of grain has helped to relieve the persistent food shortage of the postwar years and has encouraged rebuilding of animal herds.

The big improvement in production of grains for bread was in Europe, where a 50 per cent gain was recorded. The biggest increase in production of coarse grains, such as corn for animal feeding, was in North America.

At the same time that crops were improving, the amount of grain moving in international trade was very large, approaching the record set in 1928-29. In 1949 the world will continue to lean heavily on North America for both bread and coarse grains.

HERE'S A MACHINE WORTH Investigating



If you are using cellophane sheets for hand wrapping or other purposes, you will find the PETERS CELLOPHANE SHEETING & STACKING MACHINE will save you money by enabling you to purchase roll stock cellophane rather than cut-to-size sheets. This machine gives you the advantage of being able to cut various size

sheets to meet production requirements. Any width rolls from 2" to 24" wide can be handled and any length sheets from 3" to 28" can be cut. Machine is portable and no operator is required since the machine stops itself when the stacker table is filled with cut-to-size sheets.

If required, a Slitting Attachment can be furnished for greater production, to slit wide rolls into narrower widths as the sheets are cut to length.

Electric Eye available for spot registering printed cellophane.

Write us for bulletin giving additional information. We will be pleased to send it to you.

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

John J. Cavagnaro

Engineers
and Machinists

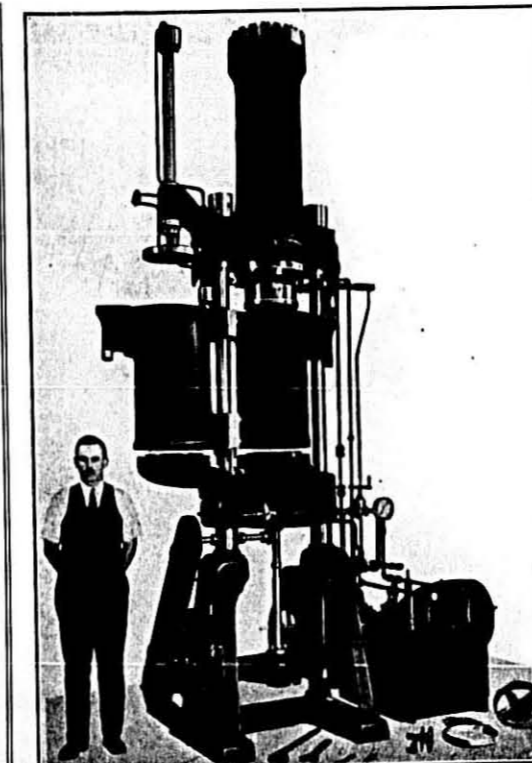
Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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



PRESS NO. 222 (Special)

Complimentary Dinner

Complimentary to the manufacturers of macaroni products and allied traders in the Chicago area, the Rossotti Lithographing Company of North Bergen, N. J., sponsored a spaghetti dinner at the Como Inn, Chicago, the evening of February 24, 1949. George Hubbard, a regional representative of the sponsoring firm, supervised the affair, purpose of which was to get the manufacturers together for a full study of the plan for products promotion being planned by the National Macaroni Institute.

Robert M. Green, Public Relations Director of the Institute and Assistant

Secretary-Treasurer of the National Macaroni Manufacturers Association, gave an interesting account of the purposes of the institute and the means for attaining the industry's objectives.

Spaghetti and meat balls was the basic course of the fine dinner with good wine to cheer the diners along. The host was given a vote of appreciation by the guests who were: Robert M. Green, M. J. Donna, Managing Editor of *L'Espresso* for N.S.A., President C. L. Norris of the National Association, the Henry Kossis, Senior and Junior, of Peter Rossi & Sons, Bradwood, Ill., George Labro of King

Midas Flour Mills, Chicago, Landerer, Chicago broker, W. Hoskins of the Glenn G. Hoskins organization, Chicago, Albert Ravi of Ravarino & Froschi, Inc., St. Paul, E. J. Thomas of North Dakota & Elevator, Chicago, J. Harrymond of Good Food Products, Lincoln, Neb., Peter J. and E. Avicchio of Delmonico Foods, Louisville, Ky., George Morris, Governor Macaroni Buyer, Chicago, Peter Viviano and Len Farmer of V. J. and Bros. Macaroni Mfg. Co., Evans, Mo., Jack Grant, Jean Ho Eric Wolf, Gordon McMahon, George Hubbard of Rossotti Lithographing Co., N. Russo, Arthur I. and Andrew Russo of A. Russo Co., Chicago, Frank Amato of K. Gross, Macaroni Mfg. Co., K. Gross, Ill., and Maurice I. Ryan, Quality Macaroni Co., St. Paul, Minn.

Scenes at the Rossotti Lithographing Company's Reception and Buffet Spaghetti Supper on the "el Fresco" Patio of the Flamingo Hotel, Miami Beach, Florida, the Evening of January 24th.

1949



The Champions. More spaghetti was eaten by the exemplary consumers than is ordinarily eaten in some counties in weeks.



The Host's Table. Left to right—Miss C. Carlson, Albert Ravarino and wife, Charles C. Rossotti and George Hubbard.



Host and Association Officers. Left to right—Joseph Viviano, C. W. Wolfe, Charles C. Rossotti, C. L. Norris, George Hubbard, M. J. Donna and R. M. Green.

Italians Eat Out Cheaply

Excerpts from Article by Monique de Brucon, Chicago Tribune Press Service, Rome, Italy

Italians have discovered how to get a dinner cheaply. They cook the spaghetti at home, take the boiling water out along with the rest of the sauce, including the salt, go to the nearest trattoria and have dinner on the sidewalk for the price of a bottle of wine about 30 cents.

As a habit here to live outside in homes are dark, dreary and uncomfortable. Poor people pile up in room apartments in old crumbling houses, along winding narrow alleys. If it is a case of standing money for a dress, a pair of shoes or going to a restaurant, they will not hesitate to choose the latter.

There are 1,000 trattorias in Rome and 250 in luxury restaurants. American tourists are first taken to swanky Venetian Piazza della Seta, where spaghetti is cooked in milk and butter, served with a gold spoon given to the host twenty years ago by Douglas Fairbanks. They pay 2,000 or 3,000 lire, \$350 or \$525 for a meal, beer, a great waiter and enjoy the fact that the waiters speak English.

Trattoria Is Different

But after some days of expensive tourists alone in the high priced places. At all the Trattoria hotel looks exactly like the Ritz in Paris or the Savoy

in London, and one meets there the same kind of people as in the Waldorf in New York or the Drake in Chicago. But the real Italian trattoria has not been built the American style, but in the French style.

Water Always Boiling

On the other side of the table is the poor student of Trattoria, where Romans go to eat to drink.

In the trattoria, using the old-fashioned system, the stove, where water boils night and day for the spaghetti, is in the same room as the tables and chairs, not separated out or behind a walled screen as the owners had been told.

In winter, Italians pack the tiny smoky little restaurants. But from March to the end of October, they prefer to sit outside in the sun, state of affairs, and enjoy the company of Italian guitar or bagpipe players.

There are poor singers who try their luck in the Roman trattorias. If the waitress finds they have no voice and no talent, they hand them away, handing pieces of bread, two crocks of cold spaghetti and cursing their fate to the less fortunate.

Emphasis Growing on Cost Control

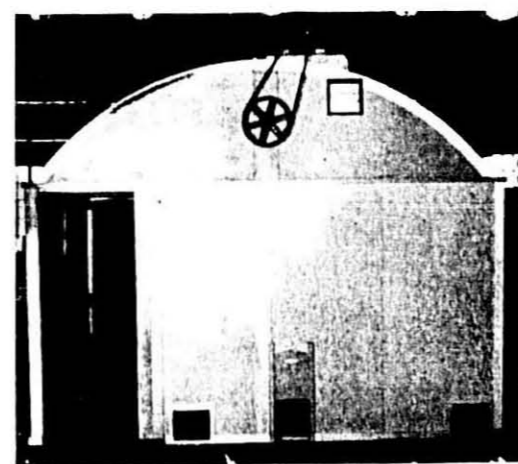
The season of competition, together with constantly rising costs of production, has made it advisable for management to give greater attention to

cost-saving studies, according to Public Relations Director.

The latter view is not only being expressed by the Department of Agriculture, but also by the industry. In a meeting held in Chicago, the major view of the National Events and Expositions Commission, under the name of the National Governmental Department, has been published that the industry should try to reduce costs.

To meet the need for better control on which to base cost-cutting efforts, the following steps are suggested:

1. Monthly cost statements should be considered where annual or semi-annual statements are not prepared.
2. Workers' productivity should be determined by measuring production against direct and indirect costs.
3. Labor labor costs should be determined on a department basis, by department basis.
4. Records should be kept showing the relationship between labor, labor costs and direct labor costs.
5. Check the cost of other methods of production, such as which will workers to use best production efficiency.
6. Check the methods of company operating to see general those of other companies in the industry.
7. Train workers in cost problems and methods of saving costs.



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO DRYING MACHINES

Executive Offices
55-57 Grand St.
New York 13, N. Y.

Plant and Service
9101-09 Third Ave.
North Bergen, N. J.

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

Carnival Queen Likes Spaghetti and Meat Balls

Like many other northern cities, St. Paul, Minn., has a Winter Carnival that is "tops," according to its promoters. The 1949 carnival which ended with the crowning of the "Queen of the Snows" the evening of February 15, was attended by thousands of home folks and visitors.

Miss Joan Schaller was chosen as the carnival queen and with her consort, Boreas Rex, presided over the festivities in the Municipal Auditorium that climaxed the celebration. The pretty 18-year-old queen, one of the youngest in Winter Carnival history, trembled as she knelt to be crowned, but her winsome smile never faltered. She is employed in the time standards department of the Minnesota Mining & Manufacturing Co., St. Paul. She graduated last June from the Johnson high school, St. Paul.

The "Queen of the Snows" is destined for a year's travel, representing the City of St. Paul. According to Eugene J. Villeneuve, secretary-treasurer of the Minnesota Macaroni Co., who interviewed her shortly after the coronation ceremony, she admits that she can cook, but feels that she won't have too much time to practice that art for the coming year. "What is your favorite food?" asked the macaroni maker. "Spaghetti and meat balls," replied the queen. "What's your favorite sport?" "Bowling." "Have you a boy friend?" "Well-I-I, yes!"

Russo Named Treasurer

Italian Chamber of Commerce of Chicago Honors Macaroni Manufacturer

Nunzio Russo, president of A. Russo & Co., Chicago, well-known manufacturer of macaroni products, was unanimously elected as treasurer of the Chamber at its annual election recently. The new officer is one of the leading businessmen in Chicago, having long been engaged in the manufacture of macaroni products.

Peter Formusa, president of V. Formusa Co., distributors of foreign and domestic products and oils, has been named as president of the Chamber for 1949. Other officers are: Arthur S. Pullano, first vice president; Renald Stefani, second vice president, and Attorney David S. Chesrow, legal adviser. Mr. Formusa succeeds Charles Presto of the Roma Macaroni Manufacturing Co., the Chamber's 1948 president.

3,000,000 Cook Books

More than 3,000,000 copies of the *Better Homes & Gardens Cook Book* have been sold, a best-seller record. To mark the event, *Better Homes & Gardens* magazine has announced a \$3,000 recipe contest for the public and a

\$1,000 window display contest for book dealers. Since January 15, all *Better Homes & Gardens Cook Books* mailed by the Meredith Publishing Co. carry a gold ribbon announcing the sale of the 3,000,000th copy.

Vice President Grass a Granddad

Program
TINY-TOT THEATRE

Presents
"A New Queen"



Starring
NATALIE JOY KARLIN

Weight 6 lbs. 7½ oz.

produced by
Alvin and Ilyne Karlin

Original Script: Mr. and Mrs. A. Irving Grass
Mr. and Mrs. Irving Karlin

Setting: Passavant Hospital

First Showing: February 24, 1949

Gowns by Crib Diaper Service

Merck & Co. Sales Climb

Sales of Merck & Co., Inc., in 1948 were the highest in the company's history, even though price averages for the most important product groups were lower than in 1947. This was reported by President George W. Merck in his annual message to stockholders.

Net sales for the year were \$72,904,214 compared to \$68,302,848 in 1947. Net income was \$8,520,250, equal to \$7.36 per share of common

stock. This compared with the 1947 figures of \$6,397,940 or \$5.43 per share.

In commenting on the continued growth of the company, Merck said "The pressing necessity for production facilities for newer products and improved processes requires more capital than is being retained in the business from earnings. The management is developing plans for five to seven million dollars of permanent new financing which is likely to take the form of a junior preferred stock issue convertible into common stock. It is also weighing the advisability of issuing two shares of common stock for each share now outstanding."

Credits & Collections

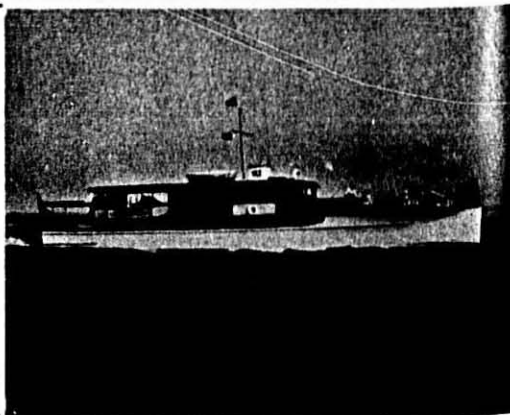
During the war period it was a rare thing to have any difficulty at all with collections. Merchandise was hard to obtain and most jobbers and dealers could readily sell all the goods it was possible to secure. However, with the return of competitive conditions and the tightening up of credit, many accounts have slowed up in their payments and every firm should again watch carefully the extension of credit and endeavor to keep receivables in a current condition.

In pre-war days, the C.S.T. Co. of Louisville, Ky., a National Mercantile Agency, had the recommendation of the Association for the handling of collections in the industry. The C.S.T. Co. published a monthly bulletin of the claims placed with them and furnished information, without charge, from their collection files on any account in which our members were interested.

This monthly bulletin is again available and we suggest that you write the C.S.T. Co. for it as well as a supply of their collection forms.

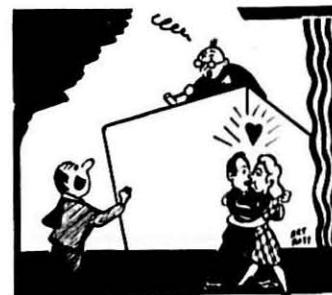
The C.S.T. Co. is nationally known and has a successful 21-year record and has collected more than 125,000 claims for their clients. All claims are handled on a no collection—no charge basis.

The Anston III, cruiser yacht owned by S. J. Klein, president of Empire Box Company, on which guests at the Winter Meeting, Miami Beach, Florida, January 24 and 25, enjoyed afternoon trips through the many channels that are parts of the beautiful Biscayne Bay.



Russians Freed—from Making Decisions

The Russians have one freedom left. They have freedom from making decisions. The government makes them all. The reason individual freedom produces so much more wealth than socialism or communism lies in the right to make individual decisions. The multimillion decisions which Americans make determine what shall be manufactured and sold, what services we want, and how we live. When one of us makes a wrong decision, he usually pays for his own mistake. When government makes a mistake—and government makes plenty—everybody pays.—*Farm Journal*.



MY CLIENT WISHES TO WITHDRAW THE DIVORCE PROCEEDINGS—HE JUST FOUND OUT HIS WIFE CAN COOK SPAGHETTI!

Our Thirtieth Anniversary

The Publication Committee has announced plans to appropriately celebrate the completion of 30 years of service to the macaroni-noodle industry of America, by THE MACARONI JOURNAL in its April issue.

Interested manufacturers have been invited to submit for publication in that feature edition items and articles, either of an historic nature or of timely interest and concern. J. Harry Diamond, past president of NAIMA who inaugurated the anniversary issues feature during his term is to be honored in the 1949 Edition.

The Publication Committee consisting of the officers of the National Macaroni Manufacturers Association,

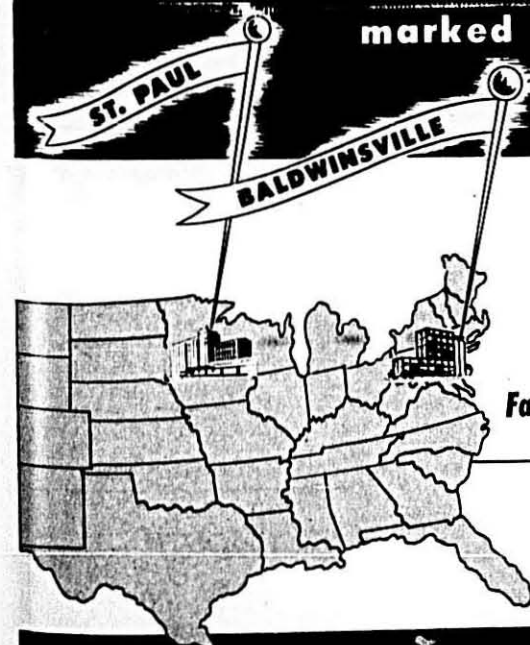
namely: C. L. Norris, president, and its three vice presidents, A. Irving Grass, C. Frederick Mueller and Albert Ravarino, have extended a cordial invitation to all suppliers of the macaroni-spaghetti-egg noodle industry of America to participate in the Thirtieth Anniversary celebration through the placement of special advertisements and the submittal of articles of a general nature on their products or services.

"We're singing the praises of this 'Birthday Edition's' top reader-interest and advertising value," says the announcement. "This special issue will contain approximately 100 pages of editorial and advertising content . . . about twice the average monthly issues of THE MACARONI JOURNAL! That means twice the usual effective selling power of this vital publication is put behind your advertising message in the Birthday Issue . . . and at no increase in the regular, moderate advertising rates! . . . A value-plus issue no supplier can afford to miss and no macaroni-noodle manufacturer can fail to read!"

Requests for display advertising space in the April (Anniversary) Edition and items and articles for publication therein should be sent to M. J. Donna, Managing Editor of THE MACARONI JOURNAL, P. O. Drawer No. 1, Braidwood, Illinois, no later than March 31, 1949.

CENTERS of CAPITAL QUALITY

marked on the Wise Buyers Map



CAPITAL GRANULAR

Famous for Quality and Dependable Uniformity

CAPITAL FLOUR MILLS

Mills at Saint Paul, Minn. and Baldwinsville, N.Y.

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

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.

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 Other North American Countries . . . \$2.00 per year in advance
 Foreign Countries . . . \$3.00 per year in advance
 Single Copies . . . 15 cents
 Back copies . . . 35 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 . . . 75 Cents Per Line

Vol. XXX March, 1949 No. 11

National Macaroni Manufacturers Association

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 Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

Town Fathers were jubilant. Now they had plenty of money to improve conditions in Birdland. They began building flying fields, flying schools, municipal perches, hatcheries, planted seedlands, built granaries to store the seeds when winter came, put in magnificent bird baths and feathered the nest of every bird on the town payroll.

Before long, one golden egg a day wasn't enough to pay the bills. The Town Council sent for the goose and demanded that she lay two golden eggs a day. Said the Mayor, "We have it all planned. We'll feed you twice as much food and it's just simple arithmetic that you'll lay twice as many eggs. Even a goose can understand that." The poor goose agreed again and went back to work.

While laying around all day, she got bored and decided to read up on the arithmetic that the Town Fathers said was so simple that even a goose could understand it. Soon she could figure percentage and found out that she was getting only chicken feed for her golden eggs. So she took a gander and left town.

When the goose that lays the golden egg begins to realize she is a goose, the goose will be cooked for those who plucked her.

Very wisely yours,
Ollie The Owl

1949 Convention Plans

Members of the National Macaroni Manufacturers Association have been invited to make suggestions for the 1949 convention program and to recommend possible speakers and subjects for discussion. The 1949 convention of the Association is set for Monday and Tuesday, June 27 and 28, at the Edgewater Beach Hotel, Chicago, Ill.

Convention Manager Robert M. Green of 139 N. Ashland Ave., Palatine, Ill., announces that several outstanding speakers, leaders in their trades, have already been contacted, but that room will be made for others that fit into the program. Monday, June 27, will be Association Day and Tuesday, June 28, Institute Day.

Those desiring room accommodations for the convention are urged to make their reservations direct through Mr. P. J. Weber, general manager of the Edgewater Beach Hotel, Chicago, Ill.

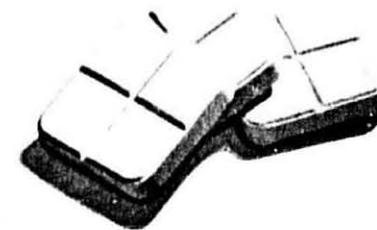
**NEXT MONTH —
 Special 30th Anniversary
 Issue.**

To MACARONI and NOODLE MANUFACTURERS

To supply the best answer to manufacturers of macaroni and noodle products who will enrich their lines in accordance with the U.S. Federal Standards of Identity, Hoffmann-La Roche has arranged for the marketing of:

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B₁, 1.7 mg. vitamin B₂, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press



1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on mechanical feeding equipment.

A postcard will bring you the names of companies for whom we manufacture wafers and whose enrichment premixes are made with 'Roche' bulk vitamins exclusively.

Consult the company with the widest technical experience in the improvement of food products by enrichment.

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Ollie the Owl

There's an old fable that tells about the goose that laid the golden egg. It might surprise you to know that we had such a goose in Birdland. When the Town Fathers discovered this rare bird, they decided that they wouldn't be as foolish as the farmer in the fable who killed his goose to get all the golden eggs at once and got goose-pimples instead.

No, they were going to see that she was well-fed and housed in return for which the goose was to give her golden eggs to the Birdland Treasury.

The goose agreed. Every day the Treasury received one golden egg. The

Aiming HIGH
with your
Spaghetti?



If you aim to keep sales of your macaroni products soaring, you're naturally concerned about two things:

- Getting more people to buy *your* brand regularly
- Getting them to serve macaroni, spaghetti, and noodles *more often*

Surest way to accomplish both these purposes is to maintain the finest possible cooking quality and eating quality in your products. Pillsbury's Durum Products are designed to help you do exactly that. You can depend on them anytime —all the time.



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