

**THE
MACARONI
JOURNAL**

**Volume XXX
Number 12**

April, 1949

APRIL, 1949

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



Honoring J. Harry Diamond, Lincoln, Nebraska,
Founder of the Annual Anniversary Idea.

Organ
Macaroni Manufacturers Association
Illinois

Printed in U.S.A.

VOLUME XXX
NUMBER 12



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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.

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Happy Birthday To Us!

By C. L. Norris, President
National Macaroni Manufacturers Association



President C. L. Norris

CERTAINLY the 45th Birthday of the National Association of the macaroni-noodle industry and the 30th Anniversary of the founding of the *MACARONI JOURNAL* are sufficient reasons for us to do a little boasting about the past and a little predicting for the future. There are some members still active in the industry who were in on the early days of the Association, and to them the technological advancement of a modern plant as compared with 1904 methods is marvelous to behold. Even more marked than the mechanical progress, however, has been the growth in merchandising technique and effort. The old-timers make some interesting comparisons between the one "drummer" sales force of the plant of 1904 and the present-day highly geared selling organizations backed up by aggressive advertising programs. Think of the progress that has been made just since the beginning of this decade in getting the manufacturers of our industry to do things co-operatively:

We now have better than 70 per cent of the industry contributing one cent per hundredweight to a fund to bring favorable recognition to our products.

We have the millers lending a very valuable hand in the durum division of the Wheat Flour Institute.

We are doing a real job to bring about a better relationship with the growers of our raw materials.

The suppliers of our machinery and

equipment are, as a result of greater study and experimentation, supplying us with the tools to produce macaroni of much finer quality than was ever dreamed possible a few years ago. And this with far less waste and headaches.

Manufacturers have become alive to the necessity and advantages of a thorough plan of plant sanitation. While there is still room for improvement, the cleanliness and working conditions of our plants at this time are vastly improved over just a short time ago.

I have heard a little grumbling about poor business in the industry from some sources. Those people who were going along under the impression that the Government buying and the export demand would be endless, were living in a fool's paradise. When we compare our civilian business at present with the past years, our industry is not doing too badly. For the first three months of this year the industry produced better than 60 per cent more than the average for the five pre-war years. Of course, I am not saying that we are doing too well either because that six and one-half pounds per capita of national consumption, still makes me mad every time I think of it. The heartening thing is that most of us as individual companies and all of us as an association, are doing something about it.

A very encouraging sign to me has been the way that most of the manufacturers from whom I have heard have taken this matter of the elimina-

tion of clears. The general attitude, even on the part of the people who have been fighting hard for the maintenance of a low flour content semolina, has been that there must be a certain amount of give and take if the general standard of quality of macaroni products is to be on a high level. Certainly everyone wants to be able to say that their individual brand is the "best in the world." No one can deny, however, that a shoddy grade of macaroni is detrimental to the entire industry and the fellow who puts it out, is dragging all macaroni products down in the eyes of the consumer who eats some of that particular brand.

About the future, I am optimistic. Personally I am very thankful that I am a part of this industry. If you look around and observe what is happening to some manufacturing lines, particularly in the heavy goods industries, you can appreciate being in the food business. The days ahead will call for plenty of hard work and co-operative effort.

A special doff of the hat to Past President Harry Diamond who thought up this idea of having an Anniversary issue of the *MACARONI JOURNAL*. This industry owes a lot to Harry who is always in there pitching, giving you his opinion whether you agree, with it or not, but trying to arrive at a beneficial solution to the problems as they come along.

C. L. Norris
President

ENRICHMENT BY WAFER

MERCK
Enrichment Wafers for all varieties of Macaroni Products and Macaroni, Spaghetti, Noodles, Pastina, etc.

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

DIRECTIONS:
One wafer is used for each 100 lbs. of macaroni. Add the wafer to each batch to a portion of the water used for the batch. When wafers are completely dissolved, stir the macaroni and pour into mixer containing the macaroni.

Each Wafer Contains:
Thiamine Hydrochloride (Vitamin B1) 500 mg.
Riboflavin (Vitamin B2) 170 mg.
Niacin 2000 mg.
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The balance is starch and other components. *U.S. Pat. Pending

ENRICHMENT BY MIXTURE

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

Each ounce contains:
400 mg. Thiamine (Vitamin B1)
170 mg. Riboflavin (Vitamin B2)
2500 mg. Niacin

1100 mg. Iron
The balance is starch

Minimum Federal Requirement for "Enriched Macaroni and Pasta" per pound:
4.0 mg. Thiamine
1.7 mg. Riboflavin
22.0 mg. Niacin
13.0 mg. Iron

One ounce of this Vitamin Mixture added to each 100 lbs. of macaroni will add to each pound of macaroni the following: 4.00 mg. Thiamine, 1.70 mg. Riboflavin, 25.00 mg. Niacin, 11.00 mg. Iron.

The formula is recommended by the National Macaroni Manufacturers Association for the enrichment of macaroni products.

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- Merck Vitamin Mixtures for Cereal Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment

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

B-E-T-S* TABLETS

OFFER THESE ADVANTAGES

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

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

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



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

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

VEXTRAM*

OFFERS THESE ADVANTAGES

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- 3. EASE**— Just set feeder at rate of tv. o ounces of VEXTRAM for each 100 pounds of semolina.

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N-Richment-A Type 6 is available in waters 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 Premixes 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.

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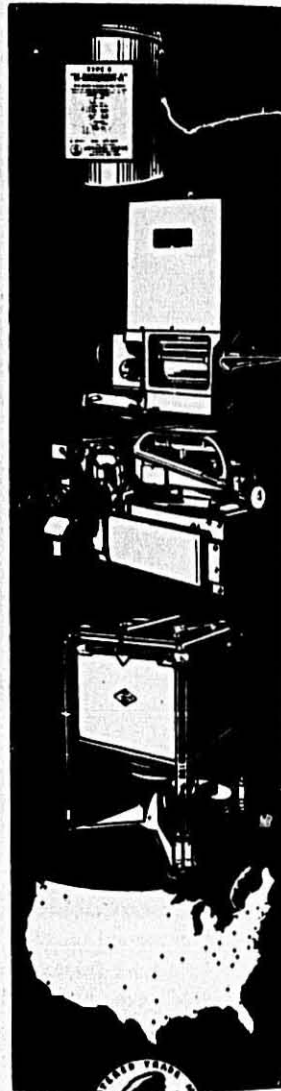
Besides these Sifters, Richmond also provides Niagara Permaflux Magnets, which can be used either for spout or chute installation. They are recommended as being particularly efficient in the removal of such impurities as fine metallic particles and tramp iron.

FOR TROUBLESOME TECHNICAL PROBLEMS

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Specify delivery in St. Regis Multiwalls when you order flour.

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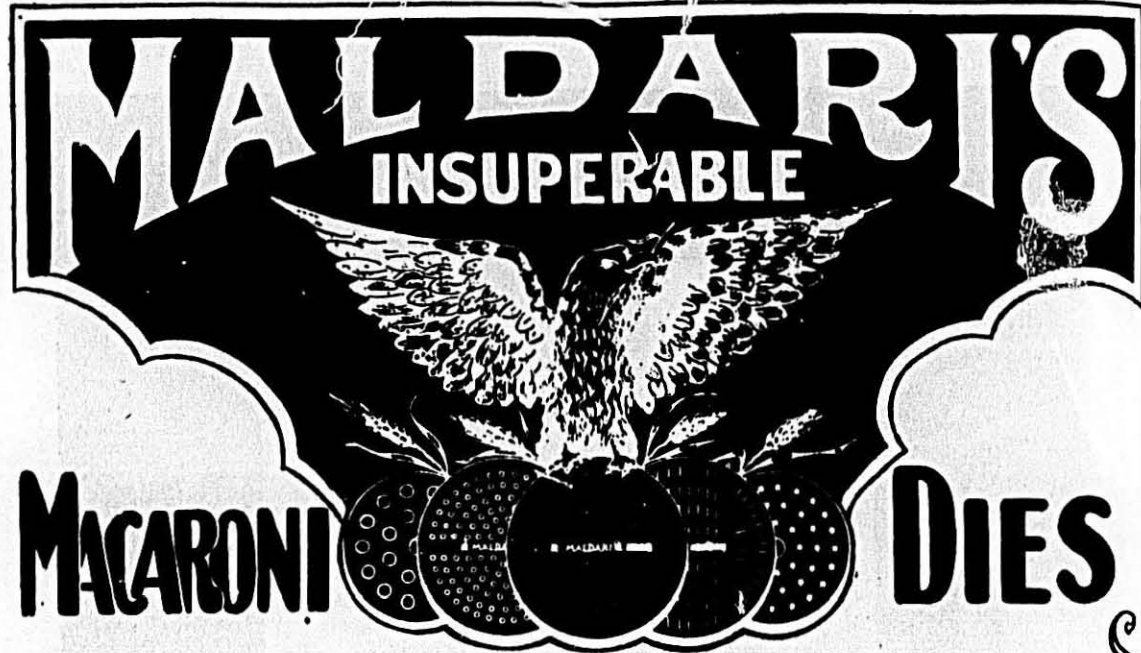
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Memo to Mr. Donna:

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Sincere Congratulations to you
and your staff on a job
well done!!

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wins sales in
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PACKAGES THAT SELL!



Macaroni and Noodle Products

Oneida packages give you maximum protection, super strength and sound package construction. In addition to these structural qualities you also get this *prize-winning, sales-building* combination:

- Brilliant Colors*
- Skillful Design*
- Beautiful Printing*
- Full Product Display*

This combination will sell your short goods, long goods and round goods like they have never sold before! Your products will sell in the face of competition both within the industry and from other types of food products.

Take a look at the shelves of any food store that carries macaroni and noodles. You'll see many types of products. You'll find several types of packages and many competitive brands. Your package, then, HAS to be good to hold its own, to build repeat sales . . . volume sales.

Catch the eye . . . and make them buy!!!

According to a recent DuPont survey, 48% of all macaroni and noodle products are bought on impulse. In order to get your share of the big, fifty million dollar macaroni and noodle market your package must stand out enough to attract the eye,

be looked at . . . examined . . . and BOUGHT!

Let Oneida show you examples of fine quality packages. Let Oneida show you how economical it is to package this proven way. Let Oneida prove its claim. Write today for samples and new prices.

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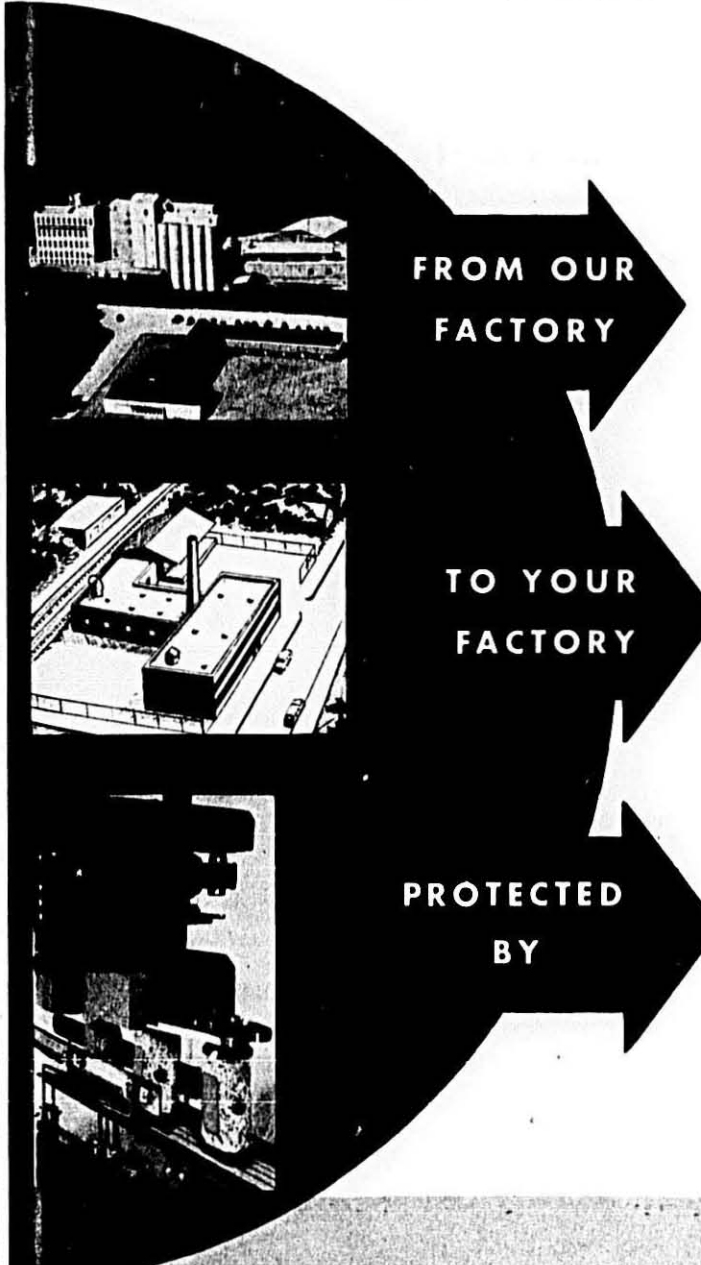
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for

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MACARONI FOODS INDUSTRY

For

QUALITY, SERVICE AND DEPENDABILITY IN

DURUM PRODUCTS

It's

COMMANDER LARABEE MILLING CO.

MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXX

April, 1949

Number 12

Our 30th

HERE is something about birthdays that appeals to most of us. Personal birthdays are of particular interest to the one directly concerned and to those in their immediate families.

The men and women of history—those who in their day did something memorable—are remembered in various ways on their birthdays. So are historical and other events. The nation and most of the states honor the anniversaries of such people as Christopher Columbus, the discoverer of our country; George Washington, the first President of the United States; Abraham Lincoln, the Emancipator, and such events as the Fourth of July, Labor Day, Thanksgiving and Christmas, and others of world-wide or country-wide significance too numerous to mention.

As previously stated, the more common birthdays are of deep concern only to those who celebrate the anniversaries. The Macaroni-Spaghetti-Egg Noodle Industry of America have two significant events to celebrate—the birthday of the founding of the National Macaroni Manufacturers Association and the anniversary of the launching of its official organ, THE MACARONI JOURNAL—both events occurring in April, the former in 1904 and the latter in 1919.

This makes April the Macaroni Birthday Month. On April 19 this year the National Association will have completed 45 years of useful service to a business that it has seen grow from a small nucleus to a business processing and selling over one billion pounds of one of the best forms of wheat foods. THE MACARONI JOURNAL this month also completes 30 years of faithfully reporting the conditions in the trade, of bringing suppliers and manufacturers together into more friendly business relations. Association members, advertisers and readers are invited to join in celebrating the Industry's two outstanding birthdays this month.

Honoring a "Diamond"

FROM time immemorial men have been honored for outstanding performance of duty: in the service of the country, in promoting the interests of their trade or profession, or in doing their duties beyond the ordinary requirements.

Since its establishment as an American trade less than a century ago, a number of leaders in the Macaroni Industry have done things that will long live in the memory of their fellow manufacturers. This issue of THE MACARONI JOURNAL does honor to such a benefactor.

A young man from out West, J. Harry Diamond of Gooch Food Products Company, Lincoln, Nebraska, who had served several terms as a Director of the National Association, was unanimously elected as President of the organization in June, 1939—a proper recognition of his ability and leadership. Because his own business demanded it, he refused to stand for re-election in 1940, but has since remained as a Director of the Association even unto this day, rarely missing a meeting.

It was during his term and on his recommendation that the first ANNIVERSARY EDITION of the JOURNAL was promoted, with Mr. Diamond himself doing most of the promoting. In April, 1940, the JOURNAL was completing the first 21 years as the recognized spokesman of the Industry—and he thought it should be the occasion of a celebration. The Twenty-First Anniversary Edition was a credit to its founder, to the National Association, to the advertisers and readers.

The idea quickly caught on. All the Association Presidents since have sponsored such an annual celebration in April. So it seems fitting and proper that we pay just tribute to Founder J. Harry Diamond in the present Birthday issue, just as the Board of Directors intended when they voted unanimously to pay him that deserved honor.

All hail to Founder J. Harry Diamond!

The New Macaroni Institute

The Story of How the Macaroni Industry Promotion Program Got Rolling

By Bob Green, Director of Public Relations

National Macaroni Manufacturers Association

WEBSTER'S dictionary defines an institute as an organization to promote art, science, or the like, through educational activities.

A manufacturer said the other day, "An institute means a money raising organization to me." That is part of it. It not only takes money to build any worthwhile organization, but time and effort too.

A great deal of time and effort have gone into the planning of the National Macaroni Institute since the Association decided to enlarge the activities of Mr. Donna's brain-child to promote the acceptance of macaroni and noodle products through a program of consumer education and public relations.

Going back to September 9, 1948, we find the Board of Directors of the National Macaroni Manufacturers Association meeting in Chicago. This group, composed of Tom Cuneo, Harry Diamond, Irving Grass, Peter La Rosa, Fred Mueller, Bud Norris, Charley Presto, Al Ravarino, Maurice Ryan, Frank Traficanti, Louisville, Pete Viviano, and Jack Wolfe, had had two days of concentrated industry business: a millers conference, a meeting with officers of the Army Purchasing Department, a consideration of the problems of the export situation, and the job of handling the multitude of details that come before a board running a national association. An applicant appeared before them suggesting that the Macaroni Industry Promotional Program could best be administered through a separate department of the Association. After considering this proposal and examining the qualifications of the applicant, the board decided to hire Bob Green for a period of six months. His assignment would be to cover the country, contacting macaroni and noodle manufacturers. By explaining the proposed program he was to enlist their support in the cent-a-bag fund. If 70 per cent of the production of the Association's membership would get behind the project, it would become a reality. This assignment was to begin October 1 and a progress report to be made at the Winter Meeting.

Before the assignment was ever started, M. J. Donna lined up the required 70 per cent and Green's job became one of increasing the percentage.

On October 5, M. J. Donna and Bob Green spent the day in Minneapolis. A luncheon meeting was held at which representatives of the following companies attended: The Creamette Company, Quality Macaroni Company, Mill Brook Macaroni Company, and Minnesota Macaroni Company. Also in attendance were the business editors of the Twin Cities press: Mr. Herb Paul of the *Star-Tribune*, Mr. Don Rogers of the *Northwestern Miller*, and Mr. William Coulter, president of Bruce Publishing Company, publishers of the *MACARONI JOURNAL*. The history of the program and plans for its future were discussed at length and many good ideas came from the men assembled.

President Norris, in carrying out the wishes of the Board, appointed the following working committee to be burdened with the responsibility of



C. Fred Mueller

the administration of the funds of the Institute and in setting up policy and organization:

Chairman: C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J.; Peter La Rosa, V. La Rosa & Sons, Inc., Brooklyn, N. Y.; C. W. Wolfe, Megs Macaroni Company, Harrisburg, Pa.; Salvatore Viviano, Vimco Macaroni Products Co., Carnegie, Pa.; Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.; Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo., and Guido P. Merlino, Mission

Macaroni Mfg. Co., Seattle, Wash.

On October 11, Mr. Donna announced that the required minimum of the estimated production of the members of the National Macaroni Manufacturers Association was attained and surpassed on September 27, and that the collection of one cent on every hundredweight of semolina, granular, farina and/or flour converted monthly would begin December 1 for November production.

The Working Committee went into action. Chairman Fred Mueller made arrangements for a meeting of the Committee in New York City, November 13. Publicists and public relations counselors were to be invited to appear before the group and give program proposals on various budget levels. This required a thorough screening job, for the account of the Association to promote a food as basic as macaroni and noodle products was attractive and the applicants were numerous. With the counsel of the Grocery Manufacturers Association, Fred Mueller considered the field and invited three firms. Bob Green, with the help of the Trade Association Executives Forum, issued two invitations. The five were scheduled and appeared with their plans.

The parade of plans, principles, and personalities made a very full day for the Committee. Then the group composed of Fred Mueller, Peter La Rosa, Jack Wolfe, Salvatore Viviano's son Sam, Bud Norris, Irving Grass, Dr. Jacobs, M. J. Donna, Bob Green and Joe Giordano began the job of separating the chaff from the wheat and matching facts and figures. After definite conclusions were reached the decision was made that the Committee would make their recommendations at the Winter Meeting for final formal action by the members in convention.

Meanwhile, Bob Green continued his travels contacting manufacturers. Group meetings were arranged in several cities; Charley Presto and Irving Grass assisted in getting Chicago area manufacturers together on October 19. Al Weiss made arrangements for a meeting of the Cleveland group on October 27. Mr. Sal Cantella, pinch-hitting for Joe Pellegrino who was in Europe, lined up a Boston meeting, November 3. Al Ravarino and Louis Vagnino invited the St. Louis manu-

(Continued on Page 74)

The Yolk Color Question

The National Egg Products Association's Tentative Approved Method of Determining Yolk Color

By Dr. O. J. Kahlenberg, Director of Research, National Egg Products Association

FOR the past year the National Egg Products Association has made an attempt to have the various allied associations representing the Cereal Chemists, Macaroni and Noodle, Mayonnaise and the Baking Industries get together on some nationally accepted procedure of measuring and expressing egg yolk color.

On October 11, the Dried and Frozen Egg Sub-Committee met at the Sherman Hotel in Chicago and recommended to the Task Group of the Poultry Industry Advisory Committee that steps be taken to develop standards and grades of quality for frozen eggs and at the same time standards of color identification based on a uniformly acceptable color method. Three members of this committee appointed by the Government represent food industries using approximately 75 per cent of all the frozen eggs in this country.

The demand for commercially packed egg yolk of a definite color designation has brought about the immediate need of a rapid and reliable method of determining the amount of pigment present in a sample of egg yolk. I think you will all agree that at present there is considerable confusion with reference to color methods and standards of uniformly expressing yolk color.

Representatives of industries which use frozen eggs have requested the NEPA to take the leadership in announcing a "tentative approved method of measuring yolk color" which can be nationally accepted. As refinements in techniques and new developments in equipment are made, changes can always be made in the procedure before a permanent method is adopted.

The NEPA Research Laboratory has done considerable work on the development of a method of measuring yolk color which makes use of an inexpensive photoelectric filter photometer (blue filter approximate maximum transmission of 410). The method is essentially a modification of a well-known visual Nessler tube procedure for determining yolk color outlined by Turner and Conquest, *U. S. Egg & Poultry Magazine*, Vol. 45, 1939, and in addition has been adapted to a photometer. Where rapidity, accuracy and freedom from the "human element" errors are desirable, the photoelectric method of determining

concentrations of colored solutions is fast replacing older and slower procedures. Our studies included the position and intensity of absorption bands of egg yolk pigment extracted from the yolk with acetone as measured with a spectro-photometer. Liquid and fro-



Dr. Kahlenberg

zen yolks from Kansas, Indiana, Kentucky, Missouri, Texas, Nebraska, Illinois and Iowa were found to have the same type spectral absorption bands. Dried yolk also had similar absorption bands. After a procedure of measuring color has been adopted the next problem to be settled is a nationally accepted method of expressing color.

We have been told that many of the bakery trade recognize a color corresponding to 0.02 per cent potassium dichromate as a Number 1 color, whereas the noodle manufacturers designate the color corresponding to this same dichromate concentration as a Number 2 color. Many organizations do not use potassium dichromate as the standard but prefer carotene solutions.

For your information, Mr. W. Loy, a member of our Technical Committee and Chief Chemist of Wilson & Company, gave me the following approximate relationships between p.p.m. carotene and yolk color in terms of per cent dichromate. The standard consists of 90 per cent beta and 10 per cent alpha carotene.

Per Cent Dichromate	p.p.m. Carotene
0.01	15
0.02	40
0.03	70
0.04	90
0.05	120
0.06	150

Many technical people feel that the best and most convenient way to express color is in terms of the standard itself, for example, if the yolk color corresponds to 0.01 per cent dichromate then express the color as Number 1; if the color corresponds to 0.02 per cent dichromate then designate the color as Number 2, et cetera. Others would like to use multiples of the numbers, for example, a color corresponding to .01 per cent would arbitrarily be designated as Number 25 color, color corresponding to 0.02 per cent would be a Number 50 color, et cetera.

In order to get some order out of this chaotic state of expressing color, the National Egg Products Association on October 26, 1948, advised the various associations representing the allied industries that we would be willing to change our system of color designation and go on record as favoring color numbers corresponding to the standards themselves.

On and after March 1, 1949, the National Egg Products Association Research Laboratory reported color numbers in accordance with the following revised system.

Per cent Dichromate Standard for 2.5 gm. dried yolk (1.18 gm. dried whole egg)	Per cent Dichromate Standard for 2.5 gm. whole yolk (10.0 gm. whole egg) (2.70 gm. dried whole egg)	Old System NEPA Color Number	Revised NEPA Color Number, Mar. 1, 1949
0.005	0.01	0	1
0.010	0.02	1	2
0.015	0.03	2	3
0.020	0.04	3	4
0.025	0.05	4	5
0.030	0.06	5	6
0.035	0.07	6	7
0.040	0.08	7	8
0.045	0.09	8	9
0.050	0.10	9	10

This means that a NEPA color number of 3 on the old system will now be a number 4, and a number 4 on the old system will be a number 5 on the revised system, et cetera. The table

(Continued on Page 72)

Anniversary Issue

Honors

J. Harry Diamond



Mr. Diamond

April 11, 1949.

Mr. M. J. Donna,
Editor, Macaroni Journal,
Braidwood, Illinois.

Dear M. J.

I have your letter asking for an article in the JOURNAL. What can one write that does not repeat the same old truisms? Make good quality? Price correctly? Keep the plant clean? Modernize the equipment? Help the advertising? Co-operate, and many other worthy points of interest? The old timers have heard them many times and they will continue to hear them often and to good advantage.

After 27 years in the macaroni business, I ask myself "Why?" Why have I stayed in it 27 years? Why have many men remained in it even longer? That should make a worthy topic.

The macaroni industry is typical American business. It is extremely competitive; there is a constant struggle between macaroni products and other foods, and also between different brands for the consumer's, as well as the grocer's acceptance. It is a business where factory methods and sales efforts constantly move forward or the laggard dies on the vine.

It is a business where the owner or the manager has to know all phases of his business, since very few companies can afford the luxury of high priced specialists. There it is—a business that keeps one striving at all times. I have never seen a "macaroni man," regardless of age, who was not mentally alert and thoroughly progressive.

No one has become "oil rich" in the business, yet a comfortable living, by American standards, has been gained in it. For me it has been a fascinating challenge and a stimulating game. It has supplied an opportunity to be of service to the public and a chance to provide employment to many. What more does the average American business man hope for?

You know this picture very well, M. J., so I am sure you will agree. In fact, a whole generation has been on the stage since you started the JOURNAL. During this same time a corps of allied producers has played its part in the welfare of our industry. We owe a debt of gratitude to the Ambrettis, the Cavagnaros, the De Franciscos, the Hoskins, the Maldaris, the Rossottis, the Suricos and to the semolina millers, as well as to the many others who have contributed so much to the industry.

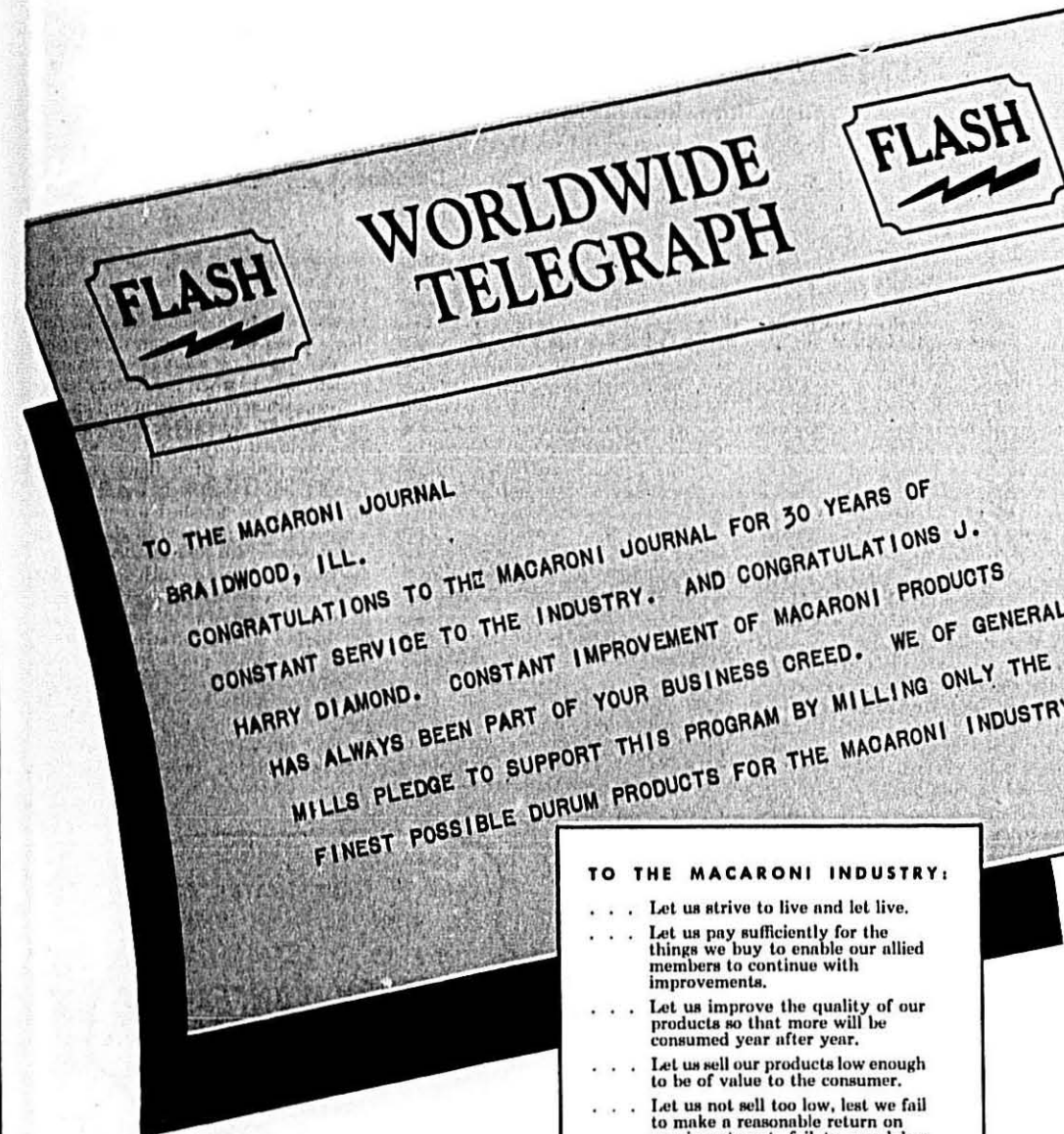
I would be remiss, if I did not take this opportunity to express our debt to the deceased pioneers of the industry. It was our great privilege to know them—the Foulds, the Sarlis, the Muellers, the Ravarinos, the Skinners, and the Zeregas, all men of principle, who were always happy to help young men with their friendly and sound advice.

So the macaroni business has been a good business, is a good business, and will continue to be a good business thru the efforts of forward looking, hard working, and ethical people who engage in it.

It is indeed kind of you, M. J., to dedicate this issue of the JOURNAL to me, since my efforts have been insignificant in comparison with the contributions made by many others.

With every best wish for your continued health and happiness and the continued success of the JOURNAL, I am,

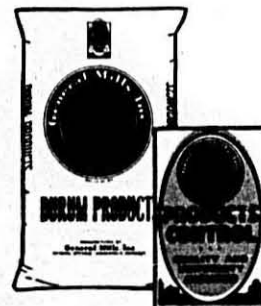
Most sincerely yours,
Harry Diamond



TO THE MACARONI INDUSTRY:

- . . . Let us strive to live and let live.
- . . . Let us pay sufficiently for the things we buy to enable our allied members to continue with improvements.
- . . . Let us improve the quality of our products so that more will be consumed year after year.
- . . . Let us sell our products low enough to be of value to the consumer.
- . . . Let us not sell too low, lest we fail to make a reasonable return on our investment, fail to pay labor an honest wage and be unable to make improvements in our equipment and products.
- . . . Let us continue our support of Mr. Donna, the Macaroni Journal and the Association.

J. Harry Diamond
Excerpt from "The President's Letter"
The Macaroni Journal, April, 1949



General Mills, Inc.

DURUM DEPARTMENT

CHICAGO 4, ILLINOIS

Durum's Place In The Wheat Picture

Flinty-Hard, Rust Resistant, Ideal for Macaroni Products. Introduced into U. S. in 1896, its Production Is Centered in North Dakota.

[Written Especially for *The Daily Market Record*, Minneapolis, Minn.]

It is quite generally known that Durum wheat was introduced into the United States during the latter part of the 19th Century by M. A. Carleton, cerealist of the United States Department of Agriculture. Durum was wanted primarily as a rust resistant wheat but also proved to be fairly drouth resistant. In this connection it has been stated that the best crops from this grain seem to be produced under semi-arid conditions.

One notable difference between Durum and so-called bread wheats, is the fact that Durum is harder and more flinty than bread wheat. It is possible that these facts are tied up with the protein content of Durum which is usually considered to run high. It is possessed of a large amount of amber pigment which is now one of its most distinguishing characteristics and one of its main selling points.

It was found that such a crop as Durum failed to serve for bread flour purposes. European millers have, on occasions, however, blended in small amounts of this wheat as "fillers." In spite of the lack of interest by millers, farmers continued to raise Durum. Specialized milling of a granular product called "Semolina" resulted.

This "Semolina" in turn was used to manufacture products such as we now know as macaroni, spaghetti, etc.; but they, in turn, were disposed of in a rather narrow market furnished mostly by our immigrant population from southern Europe. To these people this was already a staple food. With this small start a broader outlet slowly developed until macaroni products were being much more widely accepted generally just prior to World War II.

Wartime stimulated sales and jumped the usage of Durum products due to the excellent food combinations and stretching of ration points, which resulted from blending macaroni and spaghetti with meat and cheese. A further demand was created by exports and Army buying which limited supplies for the domestic market. The latter two outlets have now faded to near normal proportions.

Millers and manufacturers are attempting to retain and even stimulate the peak demand by use of intense advertising campaigns. The most com-

prehensive attempt is just now getting under way through a national pool based on each manufacturer's production capacity. This is being done now that wartime scarcity of Durum wheat no longer exists. It is considered possible to multiply consumer acceptance several times its present rate judging by comparison with that of some European nations.

Durum products are best recognized by the amber color mentioned earlier and perhaps fortunately so, as otherwise competitive products of both Spring and Winter wheats could enter the marketing picture very sharply again. This was actually the case until very recent years and remains a constant competitive threat. Consumers can and do know that this coloring indicates a better cooking and a better eating product.

Cleanliness of product also is involved in consumer acceptance and every possible attempt is being made to eliminate the cause of specks. These

are many, but we will mention just a few such as Wild Peas, Mud-Balls, Cockle, Ergot, King-head, Barley and Black-point. In this connection, we find that Durum wheat is quite susceptible to the latter, a disease or fungus growth, which, when it develops leaves a discoloration on the germ end and/or the germ end and creases of the berry. This occurred during our last harvest.

In the milling of a Black-point-infected crop, this black color carries through to the finished product even when great care is used in the milling separation. Mill buyers, therefore, discriminate against such grain that may be heavily infected. Very recently this discount was as much as 22¢ per bushel on the difference between a No. 1 or No. 2 grade fairly free of Black-point, and a Number 3 grade which was fairly heavily infected. At that, the demand was almost non-existent for many of the three grades.

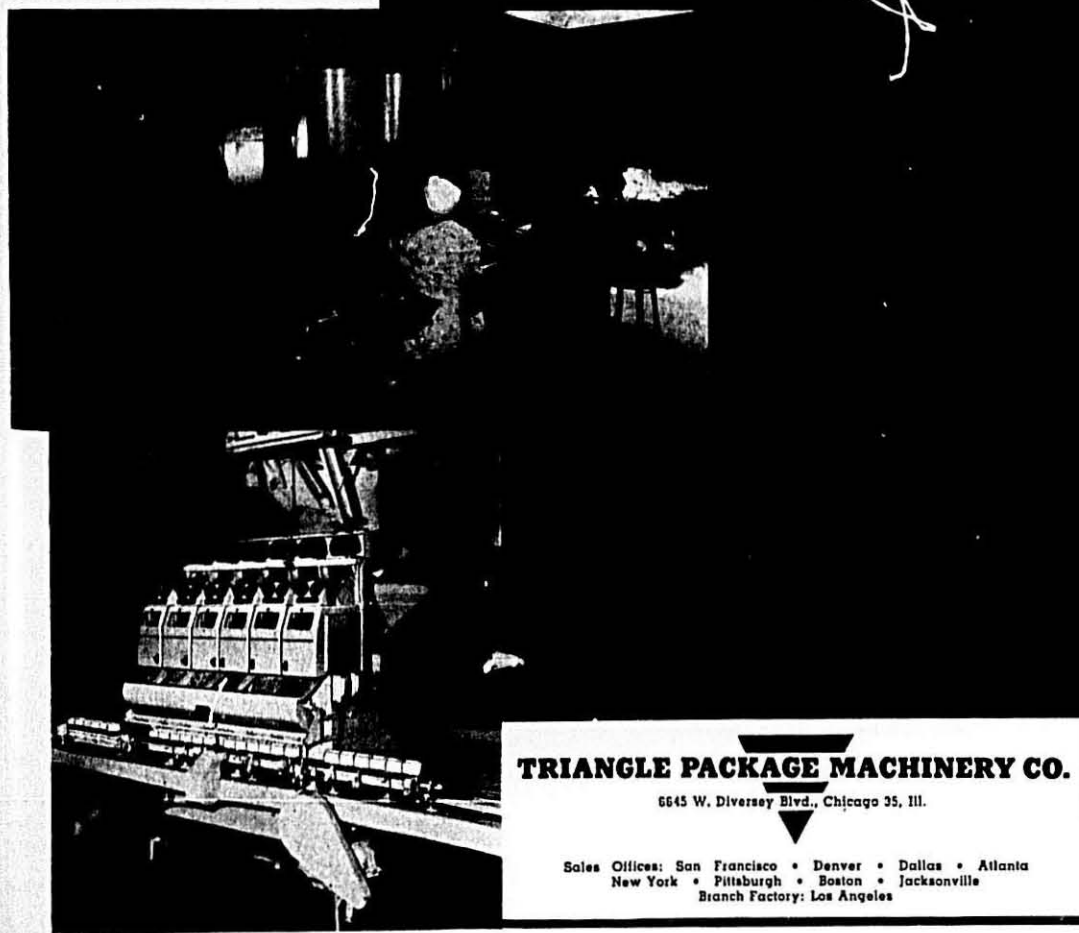
Other marking factors that affect

(Continued on Page 80)



ARE YOU USING TO PACKAGE

**FIND OUT ABOUT
MODERN TRIANGLE
MACHINERY FOR
PACKAGING ALL
PASTE PRODUCTS
FROM ALPHABETS
TO NOODLES!**



TRIANGLE PACKAGE MACHINERY CO.

6645 W. Diversey Blvd., Chicago 35, Ill.

Sales Offices: San Francisco • Denver • Dallas • Atlanta
New York • Pittsburgh • Boston • Jacksonville
Branch Factory: Los Angeles

Macaroni Employes' Safety Education

WITH more and more macaroni production relying upon mechanization and greatly improved equipment, as well as on skills, the question of an effectual safety program arises in each plant. The question always is: what mediums and methods shall be applied in the process of educating our workers in "thinking safety and acting safely," to supplement the physical safeguards we already throw about them in their every-day activities, in the plant, going to and from work, and in the home?

There are, of course, numerous mediums and methods for safety education available to the macaroni employer. Each has certain merits, each has its place; but the accent in recent years has been placed upon films of various types. And, as the available supply of basic safety education films increases, the macaroni manufacturer will want to know what type of films these are, how available, and how they may be integrated with any safety program he may already have in operation in order to strengthen it.

It may be said here that many employers today, in addition to safety programs in the plant, do a certain amount of safety educational work in the homes of the workers as a means of protecting them when at home and when traveling to and from the job.

There is ample data as a result of wartime applications to guide the employer who feels his safety educational program needs stepping up by this method.

Employers feel today that every trained worker is an asset, and that bad safety habits outside are just as costly to the shop as accidents on the job. Very often these programs embrace the families of workers. Let's survey very briefly the present-day field in which visual aids are being integrated with safety education programs in the workrooms and on work properties as well as in the community and homes. There are, of course, numerous motion pictures and slide films dealing with all phases of safety—safety in the home, in the factory, in travel, on the highway, and at the machine. These films fall into several groups insofar as the safety education student is concerned.

Many of those interested in safety education will say, "There are several types and kinds of films. What type is best for safety education?" To find the answer, we must first consider the purposes of the various types of films, to see how each may suit a given phase of a particular safety education program.

Motion Pictures: Designed to bring experiences to the individual's attention, analyze safety functions, appeal to the emotions, portray dangerous "situations."

Slide Films: A series of still pictures on 35 mm. safety motion picture film. Two types, silent discursive and sound with accompanying disc record, are widely used in safety work. They are used where it is not essential to show motion and present clearly a series of ideas without action. Discursive type slide films are best for teaching "how-it-works and how-to-work-it safely" jobs and skills.

In the case of the sound slide film, the record can carry the commentary, thus making it unnecessary to have a speaker in person before each group.

Slides: Films of the various types are not the only "visuals," however. Miniatures, glass slides, models, and mockups have been widely used for teaching many phases of safety edu-

meetings, or may simply amplify and accentuate basic principles in supplementing particular local shop practices. (Such a series is the Carnegie Illinois-Jam Handy sound slide film, "Safety for Sale.")

Slide films are also used as "refresher" material.

At regular intervals foremen or supervisors are given a repeat showing of the films with accompanying discussions and reading material. The films are also used to induct newcomers into the safety principles which prevail in the plant. Glass slides serve similar purposes.

Motion pictures tend to put the worker into a receptive frame of mind regarding the whole subject of safety and protection from accidents. They make him constantly aware of such hazards through habit. This is the primary function of the safety motion picture. In other words, the motion picture is designed to awaken the worker and to inculcate the safety habit, while other media and methods are

By Lyne S. Metcalfe

Such visuals do very well for small groups of employes or for individual study. They provide a realism which the film approaches but doesn't equal. There are also still pictures, projections, reliefs, and an endless variety of devices and methods of warning where danger waits.

Now let us consider the proper integration of these various types of visuals with established or newly planned safety education programs. The Jam Handy Organization, which in the past thirty years has perhaps produced more safety education films than any other organization of its kind, supplies considerable data on this subject. This data comes from actual experience of its clients, including those who use standardized films.

It is the belief of The Jam Handy Organization that all types of films as outlined previously in this article have a place in safety education. Much will depend, according to the organization, on what the particular problem is in a given shop or plant and the nature of the correlated safety education program.

It may be said, however, that safety slide films, with sound or without, are shown in connection with (a) talks, (b) round table discussions, and (c) foremen's schools. They may furnish the basic material for discussion or

intended to show the "what" and "how." On the other hand, some programs, especially in large organizations, merely train foremen and supervisors, letting the education trickle down to the individual worker through hour-by-hour supervision.

Still others carry the educational material right down to the individual employe. In some instances both methods are combined.

Following is the program of a typical safety meeting in which a sound slide film is integrated:

1. Introduction of subject.
2. Projection of film with record.
3. General discussion of main points made.
4. Projection of film only (no record). (Pause for discussion of high points.)
5. Quiz period. Questions asked and answered at random bearing upon the material to test attention and memory.
6. Substance of information on the films passed around in printed form for re-study at leisure.

In the case of sound movies, such meetings usually lead off the entire safety education program. They set the pace, show why the program is being projected and stress its importance to the individual employe.

The employer interested in stepping

(Continued on Page 77)

The Story of Macaroni

No. 18

SUCCESS STORY

You can name the chapters in the success story of the macaroni industry--
the introduction of durum wheat... the specialized milling of semolina
... the cooperative Association efforts that actively began in 1919.

Add to these the factors that account for macaroni's continuing
success--dependable sources of first-quality durum wheat...
improvements in manufacturing equipment and methods... attractive
packaging... advertising... and the fact that people LIKE macaroni.

Yes, today macaroni is truly a universal dish. Appreciated for
its rich food value, appetite appeal and low cost, macaroni is a
favorite dish for people in all walks of life.

In milling King Midas Semolina, one thought has always prevailed... that
quality of product is the only sure foundation for continuing success.

KING MIDAS FLOUR MILLS

Minneapolis Minnesota



A Practical Approach to your Advertising Problems

EDITOR'S NOTE: This is the fourth and last of a series of 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.

PART IV

Outdoor Posters and Direct-by-Mail as Advertising Media

IN this study of the outdoor poster as an advertising medium, consideration is given to two distinct types of posters, each of which has qualities which permit them to render distinctive services to various types of advertisers.

The two types of posters are known as 24-sheets, or "billboards," and the AD-VER-TIS-ER posters. A brief description of the two types will identify them immediately.

The over-all size of the 24-sheet poster is 12 feet high by 25 feet long. It has white blanking around the advertisement and the poster proper is 8 feet 9 inches high and 19 feet 8 inches long, consisting of printed sheets of paper pasted on the surface of the panel.

The AD-VER-TIS-ER poster is 5½ feet high by 12½ feet in length over-all, with the poster proper 4 feet high by 10 feet long. It is mounted on a specially designed all-steel panel, unique in appearance, with white blanking around the advertisement. The panel is painted two shades of green, with white fan-like designs on either side. The advertisement is reproduced on paper through a silk screen process and pasted on the surface of the panel.

Unlike the newspaper and the radio, outdoor posters are essentially a "prestige" medium. Most of the qualities that make the newspaper and radio excellent merchandising media are not to be found in the outdoor poster. On the other hand, most of the qualities that make the outdoor poster an excellent builder of prestige and good will are not to be found in the newspaper and radio.

One of the largest of the 24-sheet manufacturing and servicing companies is the General Outdoor Advertising Co., Inc., which has branch offices in 36 principal cities of the United States. Generally speaking, the 24-sheets are used primarily by national advertisers, such as the big auto manufacturers, distillers, clothing manu-

facturers and many others.

The AD-VER-TIS-ER, Inc., with outlets from coast to coast, produces a poster that has met with general acceptance by businesses operating, more or less, at the local level. Its advertising clients are mostly local business firms, such as dairies, dry cleaners, jewelry stores, restaurants, coal dealers, durable-goods retailers, loan companies, banks, lumber dealers, and many others.

The larger posters are sold under a package plan. In other words, a user must buy a certain number of the posters, some of which are placed on illuminated panels and some of which are unlighted. This plan binds the merchant to a set number of posters dictated by the sales organization.

Although the large posters can be obtained in small quantities, they are hand-painted in this case, which runs the price up over the posters printed in quantity. Ordinary use of the larger posters costs from \$12.50 to \$50.00 per month per panel, plus a cost of production of the posters. This price, of course, varies in different markets.

AD-VER-TIS-ER posters are sold in any quantity. There is no package plan. The cost averages \$9.00 per month per panel. This cost varies in different markets, but seldom runs higher than \$12.50 per month per panel, which includes the cost of producing the posters.

While the larger posters can be used only in certain locations, the size of the smaller posters permit them to be used in almost any spot. They generally are placed at eye level. The larger posters generally are to be found at greater heights.

The larger posters often offer more exclusive locations, free of competing signs, because of their size. Since some of the panels are illuminated, these posters offer the added advantage of advertising for the client day and night. The cost of illumination, of course, is an additional factor.

Now let's look at the advantages and the disadvantages of the outdoor poster:

1. Size and color give the outdoor poster dominance in any location.

By W. Frank Welch

President, The AD-VER-TIS-ER, Inc.

Fort Wayne, Indiana

2. The outdoor poster is a model of simplicity. Striking pictorial displays and brief messages are the keynote to their success as a medium of advertising.

3. The outdoor poster lends itself readily to dramatization. It puts punch into an idea to attain maximum effect and to create the impression desired.

4. The outdoor poster is flexible. The idea expressed by the poster can be applied to any type of market—neighborhood, district, area, region, nation.

5. Copy on the outdoor poster (as compared with other outdoor media) can be changed as frequently as every 30 days.

6. The outdoor poster can assure an advertiser complete coverage where he wants coverage, with virtually no lost circulation. Posters are displayed wherever people congregate, or move in large numbers.

7. The outdoor poster constantly broadcasts the advertiser's message. It's before the consumer public every hour of every day.

8. Cost of circulation of the outdoor poster and outdoor advertising runs lower per thousand possible impressions than the cost of any other advertising medium.

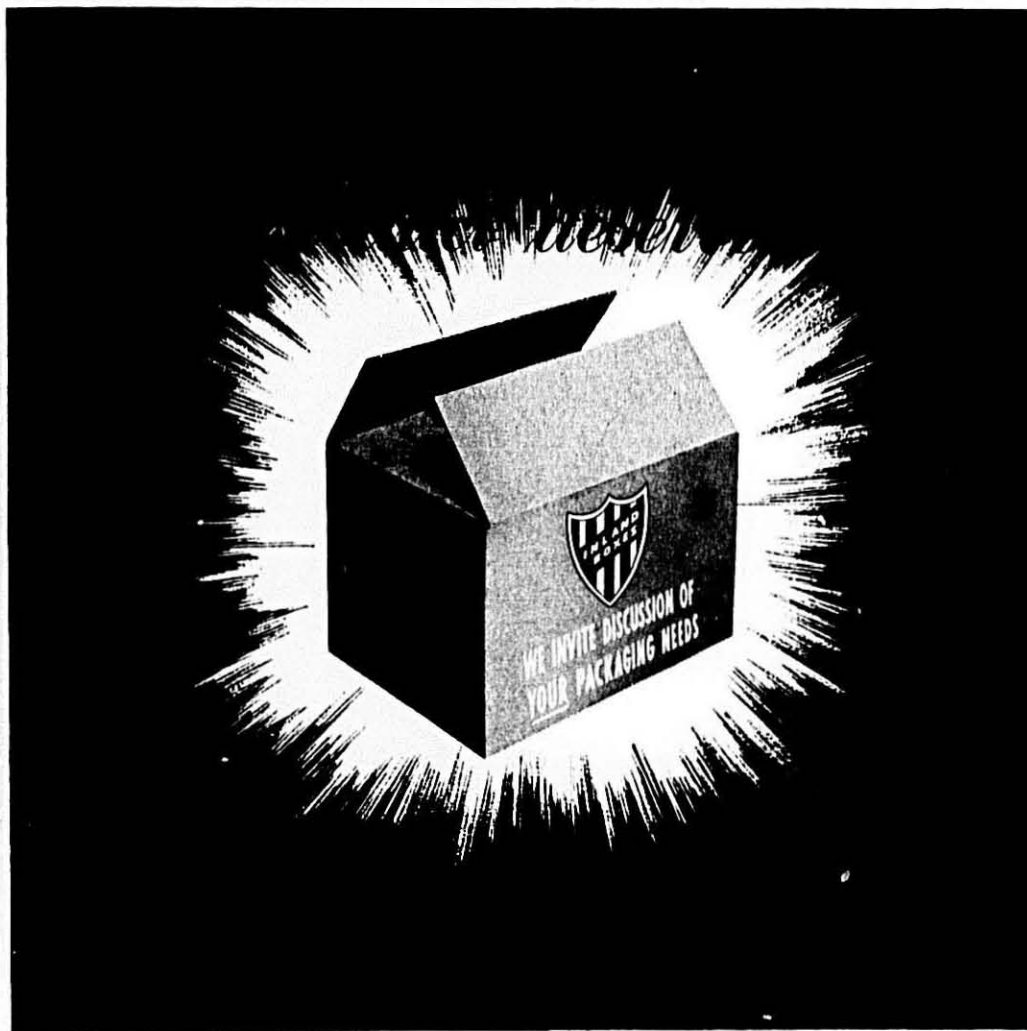
Two distinct disadvantages of outdoor poster advertising may be cited:

1. The medium does not possess the flexibility of the newspaper and radio, so far as timeliness is concerned, and, therefore, should not be used as a merchandising medium in the strict sense of the word. The advertiser must regard the outdoor poster as a prestige-builder, as a name-builder, as a long-pull medium, and as a medium that gets no immediate sales reaction.

2. Actually circulation is hard to prove, as in other media. The advertiser will have to accept traffic checks and be confident that the vast potential circulation has been proved by years of use and the experience other advertisers have had with the medium.

Although direct mail advertising is usually considered one of the four major media, actually it is a sort of

(Continued on Page 78)



Your product's package speaks for you long before the lid is lifted.

It should bespeak Quality . . . and it does if the package is by INLAND.

INLAND
CONTAINER CORPORATION
Corrugated Fibre Boxes



Sales Offices: INDIANAPOLIS, IND. • EVANSVILLE, IND. • MIDDLETOWN, OHIO • CINCINNATI, OHIO • DAYTON, OHIO
CANTON, OHIO • CHICAGO, ILLINOIS • MILWAUKEE, WISC. • DETROIT, MICH. • MACON, GA. • NASHVILLE, TENN.

Americans Gamble With Health, Family Nutrition Project Shows

AMERICANS gamble with their present and future health through disregard of common-sense rules of eating, as reported in the results of a year-long nutrition study of 64 families made by the Westinghouse Electric Corporation and the Pennsylvania State College.

The nutrition research project was made public by Mrs. Julia Kiene, director of the Westinghouse Home Economics Institute, and Dr. Pauline Beery Mack, director of the Ellen H. Richards Institute of the College, who collaborated on the work.

"The study," Mrs. Kiene said, "was made to find on a scientific basis what effects a combination of proper food selection, food storage and food preparation would have on a group of American families economically above the average.

"It was undertaken, too, to check up on the meal-planning recommendations which are being included in an extensive education program now being launched by Westinghouse as an outgrowth of The Health for Victory Club wartime program which reached millions of persons."

The investigation is the first of its kind in the field of human nutrition, where the food habits of a group of families were studied to find whether families could raise their level of physical well-being by following a recommended nutrition program. Previous studies had been made to survey the food habits and state of physical well-being of families, but never before had an effort been made to measure the extent of physical improvement possible by bettering food selection and kitchen management.

It is pointed out that the 239 people who voluntarily participated in the nutrition project were not on any diet but were given carefully balanced menus which provided 78,000 choices of menu plans. Members of the families in the project who ranged in age from 15 days to 74 years, were given specific recommendations as to the quantity of major food types which they should consume.

A check of the nutrition habits of these families a week prior to the start of the study showed a general disregard of essential food values, and of methods of storing and cooking foods to retain the maximum value of their nutrients.

"And this was reflected in the initial medical, dental, and nutritional tests given to these family members," Dr. Mack said. "Several of the participants were found to be suffering from un-

suspected nutrition deficiencies of a serious nature, while others showed nutrition shortcomings of a minor or borderline type. The average initial medical rating for the group was 79.4 based on a 100-point standard for excellent physical well-being."

The families taking part in the study worked under a controlled plan to give as accurate results as is possible in a project of this type. The study began in the late summer of 1944 and it was completed in early fall of 1945.

Pennsylvania was chosen as the locale of the investigation, because of the availability of complete nutrition tests and examinations, and because this region is not known as an area of sub-standard diets. Analyses and correlation of results have just been completed.

Mrs. Kiene personally visited all the families and explained meal planning, and proper cooking to preserve maximum nutrition value in the food. In addition, a home economist visited the families regularly to help the homemakers in the program.

Each of the 239 persons was given a thorough medical and nutrition examination before the program started, at a six months period, and at the end of the project.

In addition, each family was supplied with aluminum cooking utensils, having flat bottoms and tight-fitting lids, and scales to weigh foods; and they were shown approved methods of food storage and preparation.

No vitamin supplements were given or recommended during the test period, except low potencies of vitamin D during winter months.



"I may not have money, honey, but I was an honor student at the Spaghetti Eating School!"

While the diet records kept by these families the week before the study started showed their food selection to be better than average, yet only 28 per cent were eating sufficient food, for example, to meet recommended calorie requirements. Nor was sufficient quantity of any of the major nutrients—protein, minerals, or vitamins—being consumed by most of the family members.

This failure to eat well was one of the serious barriers which these family members faced in improving their physical well-being during the course of the study.

By the end of the study, however, the average medical rating for these families increased substantially, with individual ratings improving as much as 14 points.

In addition to the general over-all advancement as shown by the medical examinations, which was all the more gratifying because general physical status is not subject to extreme or quick changes, marked improvement was made in such individual factors as weight, condition of the skin, gums, tongue, skeletal growth and maturity (in children), mineral density of the bones and condition of the body generally.

And, reflexes were improved, fatigue was lessened, and nervous habits were reduced.

Improvement in physical well-being went hand in hand with a betterment in the selection and handling of foods, Mrs. Kiene pointed out. Thus, the consumption of milk and cheese increased 24 per cent, green and yellow vegetables 24 per cent, potatoes 9 per cent, fruits and other vegetables 9 per cent, cereals and related products 21 per cent, and fats 30 per cent.

All families at the end of the study were giving major consideration to basic food needs instead of just food likes and dislikes. And the family members were liking the new introductions and taking on a new set of food preferences.

Despite the increase in food consumed by the families, their food costs went up only 2.3 per cent. The small rise in cost came from the expenditure of the utmost care in food selection. Moreover, less time was spent in food preparation and kitchen tasks than before a kitchen plan was instituted.

Many of the highly nutritious foods added to the family diets were low enough in cost to balance the larger quantities of such higher priced foods as meats, milk, eggs and fats.

To establish an accurate basis for checking the results of a good nutrition program, the families selected for this study by the Pennsylvania State College underwent more than 230 tests and observations at three different periods.

The extent of these tests and an in-

(Continued on Page 74)

Swift's Brookfield FROZEN EGG YOLKS



Packed in tin for
sanitary handling
and quick defrosting.

Uniformity counts in your egg noodle. And you get rich color . . . fine texture . . . high quality every time with Swift's Brookfield Frozen Egg Yolks. Their 45% solid yolk content means a noticeable color advantage for your finished product. All the fresh flavor of choice, spring-laid eggs is protected by Swift's patented process.

If you prefer dried egg yolks, Swift has those, too—available under the famous Brookfield label.



Adequate Nutrition Is Vital

By Paul S. Willis, President
Grocery Manufacturers of America, Inc.

GMA Head Says Food Industry Works to Provide All U. S. with Sufficient Nutritious Foods

IT is vitally important that adequate quantities of nutritious foods be within the financial reach of all American families and food manufacturers are working constantly to that end, according to Paul S. Willis, president of Grocery Manufacturers of America, Inc., New York City.

Mr. Willis participated in a panel discussion on "How can the average income provide adequate nutrition?" before the National Farm Institute meeting in Des Moines, Iowa, February 19, 1949. Saying that "a healthy people contribute greatly to a strong and prosperous nation," the grocery spokesman reported that food manufacturers strive: To provide nutritious foods in ample quantities at fair prices; To improve the cleanliness, vitamin content and tastiness of foods, and to insure the retention of these qualities in the processed foods as they reach the home; To increase the nutritive values and tastiness of foods through enrichment; and to avoid "humdrum hunger" and make adequate eating a pleasure by expanding the variety and choice of foods available.

Adequate nutrition is also enhanced by the lowered cost of food distribution. Not so many years ago, wholesale and retail distribution took as much as 40 cents of the consumer's dollar. Today distribution takes less than half of that figure and, in some instances, as little as 15 cents of the consumer's dollar. And out of that 15 cents the owner pays labor, rent, electricity and many other expenses, leaving about 1½ cents for profit. The cost of food distribution is by far the lowest of all types of distribution.

In view of these great strides, a nutritious, tasty and balanced diet is well within the reach of the average income family today. Dividing national income by population, the U. S. average income per person in 1948 was about \$1,450, more than \$5,000 for an averaged size family of 3.7 persons. A family with this income can purchase foods which supply adequate nutrition.

On this over-all basis, the U. S. consumed 12 per cent more food per person in 1948 than before the war. For this enlarged food consumption, we spent 28 per cent of our disposable income against 23 per cent prewar. But had we consumed only the same amount and quality of food per person as prewar this food would have

cost less than 21 per cent of disposable income.

If we left the matter here I am sure that someone would say this average income of \$5,000 is misleading.



Paul S. Willis

that most families have incomes below this level. For a more typical family income figure we can turn to "median" family income as reported by the U. S. Census Bureau. This is the midway point in family incomes. Half have greater incomes, half have smaller ones. For 1947 the median income was about \$3,031 and is now somewhat higher.

Can a \$3,000 income provide adequate nutrition to the average family? The answer is definitely "yes."

Nutrients for an adequate diet can be provided by many different com-

binations of food, some cheap, some more expensive. Last year the Department of Agriculture's Bureau of Human Nutrition and Home Economics developed two master plans—one at low cost, one at moderate cost. Both contain quantities of food which will furnish nutritionally adequate diets.

At September's 1948 peak prices, the low cost plan would have cost \$15-\$17 per week—\$832 per year—for a family of two adults and two young children. The moderate cost plan would have cost \$21-\$23 per week—or about \$1,050 a year. If the family had the median income of \$3,000 the low cost plan would take 28 per cent of income; the moderate cost plan would take 35 per cent of income.

The median income family of typical size in prewar years spent about 35 per cent of its income for food. Consequently it is fairly evident that with proper planning an adequate and tasty diet can be purchased by families of moderate income today without devoting a greater than normal fraction of income for food. This situation has been recently improved by the decline in food prices from the levels used by the USDA in figuring its budgets.

"We now have the enriched flour so that the white bread has its proper content of thiamin, riboflavin, niacin and iron. We also have white rice with vitamins added as well as rice which has been specially processed so as to retain most of its original qualities.

"These enrichment programs are of particular benefit to families in middle and lower income groups where consumption of these products is high. Similar enrichment programs are in effect for margarine, breakfast cereal, and other products."

Wholesalers Oppose "Moratorium" Bills

The nation's wholesale grocery trade, while favoring legislation if necessary to remove uncertainties surrounding delivered price selling, will nevertheless oppose any legislation in that direction which opens any loopholes for evasion of the Robinson-Patman Act and other anti-trust statutes, Harold O. Smith, Jr., executive vice president of the United States Wholesale Grocers' Association, has announced.

Explaining the association's opposition to some proposed moratorium bills

for clarifying the clouded legality of delivered pricing, Mr. Smith said: "We are unwilling to swap any attempted clarification for jeopardy of the Robinson-Patman Act. Better no immediate clarification law at all than any emancipation of the Robinson-Patman Act."

The question of delivered price selling in the food industry, he added, will form a topic of discussion at the association's annual convention in St. Louis in May.

BOXES · CARTONS · CONTAINERS



Over 67 Years

OF DEPENDABLE SERVICE
AND MANUFACTURING OF

QUALITY
BOXES

EGGERSS-O'FLYNG CO.
OMAHA, NEBRASKA

Advantages

Of

"On The Premise" Feeding

By
Fuller Ross

FOR years the traditional symbol of the American worker has been the dinner pail, and it was not so long ago that the great majority of food and food production workers carried the mid-day meal to the job from home and ate it on a convenient window sill or packing case. Today, with the macaroni and associated products industries establishing more and more modern plants, even the smaller employer finds that he can benefit by the operation of a suitable phase of in-feeding of employees' restaurant on the property.

While in-feeding in the industry goes back many years, it is only since the war when pressure was brought to bear upon the macaroni trade for more and more production that management turned to in-feeding to save time. And while in-feeding certainly saved time, it also brought many other benefits to all concerned. It proved its ability to give a boost to morale and strengthen the macaroni producer's industrial relations program.

The most interesting fact as proved by a recent survey, is that in improvements in management and operational techniques, equipment and facilities the smaller plant can find a suitable and successful basis for feeding employees right on the property.

Of course, any such undertaking must have the basis of careful consideration of all available facts. It is true, however, that the benefits are clear and advantages definite.

These advantages benefited employees and employers alike. Workers got better food at lower prices, better working conditions, a place and an opportunity to meet to eat with their friends. Management found that the appeal of "one last cup of coffee before work" proved to be an attraction that reduced starting time tardiness. Hot lunches pep up workers' energy, rest period snacks relieve fatigue and the let-down that lead to errors, accidents, in-feeding helped keep production rates up.

However, management got the greatest benefits from the obvious improvement in the attitude of workers toward the organization employing them. In more than one of these organizations the employee restaurant created a vastly improved spirit that, in turn, helped to solve many of the minor headaches to which management is so often subjected.

Without doubt the experiences of leaders in our field in this department of management is of special interest to the field as a whole, because of the many and complicated problems which

have resulted in industrial relations during the postwar era. Fortunately, recent surveys have been made on "in-feeding" which produce some answers to many questions.

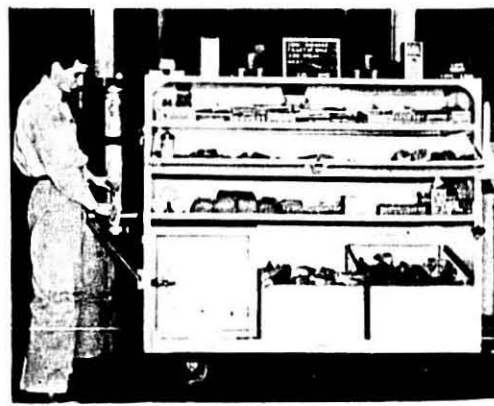
This canvass of representative employers who have had experience with organization restaurants showed, first, to one that workers were found to be more cooperative, while there was a most a fifty-fifty opinion that on premises feeding reduced labor turnover and helped hold good quality employees.

The convenience and appeal of well run employees' restaurant has proved a real attraction to the better type employee, the type that is a stabilizing element in the force. In fact, a company that employs an almost irreplaceable type of highly skilled workers points to the employee cafeteria, among other attractions at a branch, as a real inducement that has persuaded 90% of the employees to travel some thirty miles when they moved recently.

From among a group of employers who have had experience with in-feeding, 85% held that the benefit to management are sufficient to cause them to believe a great part of industry will provide employee feeding facilities in the future. There are few subjects

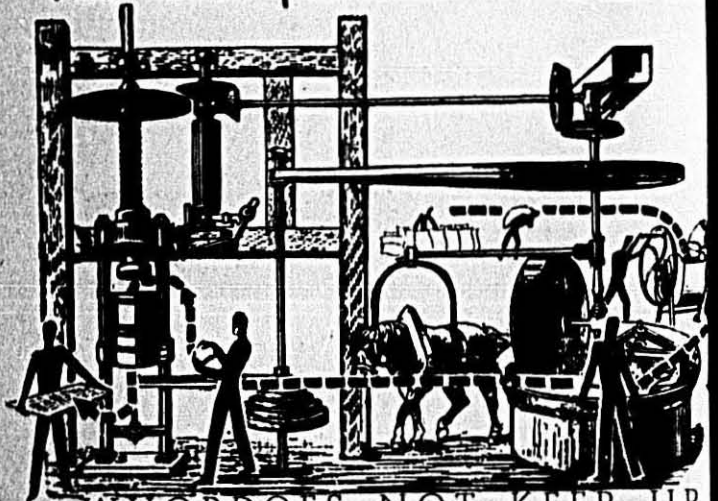


The sanitary, efficient kitchen of a modern in-feeding operation

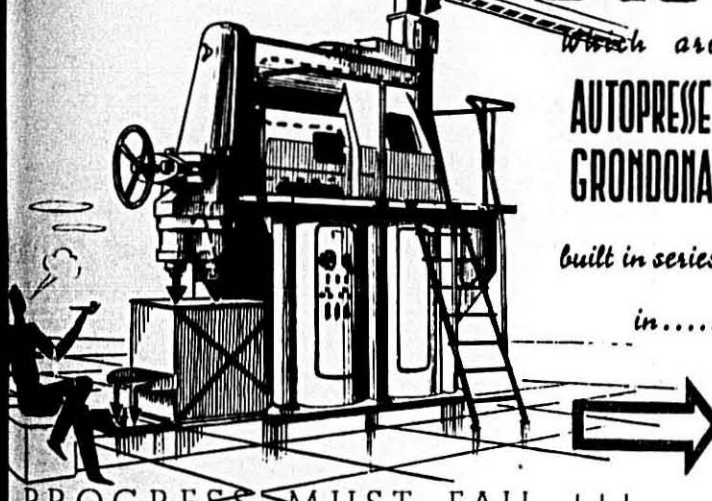


For the smaller macaroni plant, a neat, portable food cabinet

How work proceeded in **1800** and how it is done in **1949**



WHOR DOES NOT KEEP UP

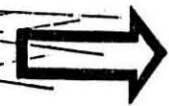


which are

**AUTOPRESSE
GRONDOMA**

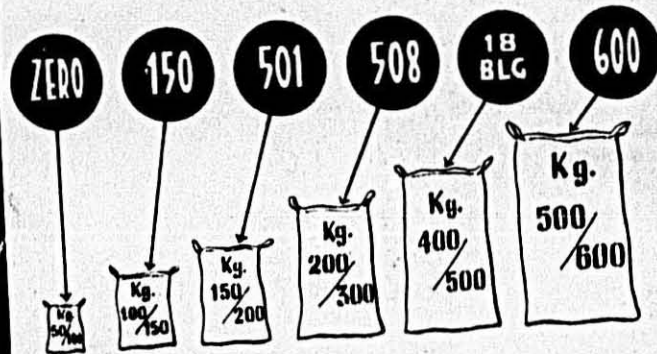
built in series

in.....



PROGRESS MUST FAIL !!!

N.º 6 MODELS
WITH FOLLOWING HOURLY OUTPUT



each of which enclose

N.º 3 FUNDAMENTAL QUALITIES



- 1** MECHANICAL SIMPLICITY,
SECURITY IN OPERATION
- 2** HARMONY AND ELEGANCE
OF SHAPE
- 3** STRONG MAKE WITHOUT
DANGEROUS ECONOMIES

THE MOST MODERN INNOVATIONS ARE CONCENTRATED IN THESE MACHINES

EVERY INSTALLATION ACCURATELY TESTED

● ON REQUEST WE ARE READY TO SEND QUOTATIONS - REFERENCES - PRACTICAL DEMONSTRATION

● Following accessories may be applied to all models:

1 - Automatic extension appliance for long maccheroni

2 - Equilibrator to eliminate differences in the coming forth of the maccheroni.

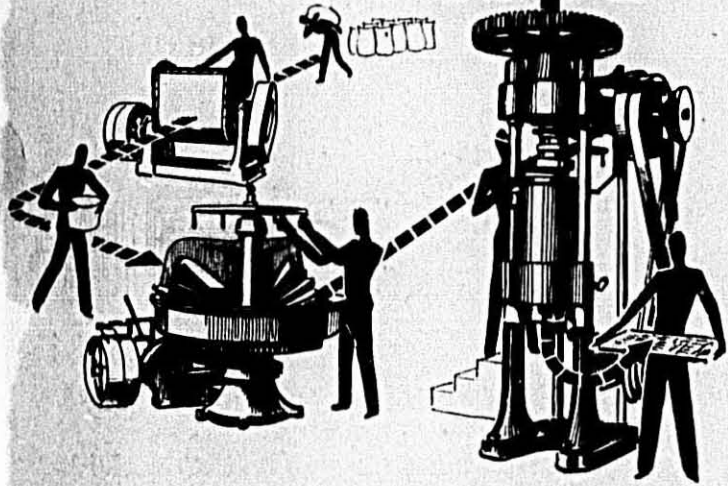
3 - VARIABLE SPEED OF THE SCREW (PATENTS)

EVERY CUSTOMER IS A FRIEND OF OURS

MACHINE SHOP AND FOUNDRY B. & L. GRONDONA

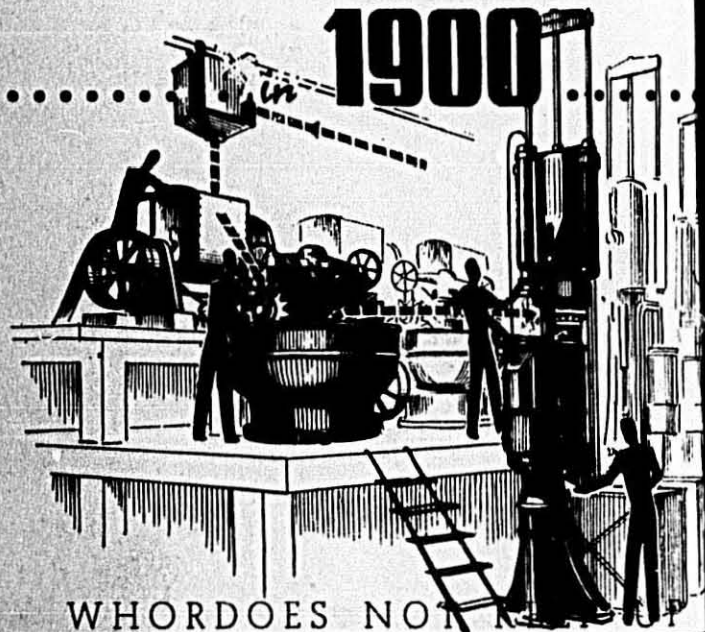
Local Address: **FONDERIA GRONDONA - Genova-Pontedecimo**

..... in **1850**



WH PROGRESS MUST FAIL !!!

..... in **1900**



WHOR DOES NOT RESIST !!!

on which labor and management fully agree today, but the one question of in-plant feeding is one on which they now see eye to eye. (In a recent survey among personnel directors and local labor leaders, both groups pointed to the company restaurant as a factor in improving labor relationships).

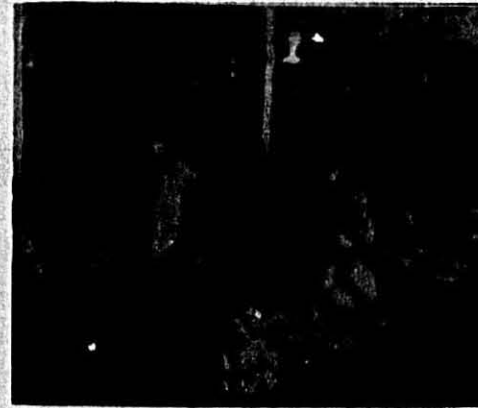
While it has always been a well-known military axiom that an army travels on its stomach, it is only recently that management has come to realize that food and a worker's well-being are factors that affect production and profit. Supervision of employes' diets assures adequate and nutritious foods which are "steam to the human boiler," and, while the employe sometimes suspects that there may be a little too much paternalism in watching over the general health, the end usually justifies the means.

Employes' restaurants today are nearly always the responsibility of *organization management*. There are a few cases where operation of the restaurant is in the hands of an employe co-operative, but this type of operation is not likely to spread, because running a restaurant is *not* a job for amateurs. When management takes proper responsibility for the company restaurant, it has a choice of methods of operation. Either it runs the restaurant itself, or it shares the responsibility with a professional restaurant management concern. Among management men who have an opinion, more than half express a preference for the "contractor-operated" restaurant. This reflects a familiarity with such arrangements and a desire to have someone run the restaurant "who knows his business as we know ours." (Suggested reading on this topic, *Industrial Feeding*, Crotty Bros., publishers, 137 Newbury Street, Boston 16, Mass.). Naturally, the type of food service will depend on the number and type of employes, conditions, facilities available, as well as on the aims and desires of management. However, these forms of food service are open to management: (1) Vending machine service (2) Company-operated restaurant (3) Professional contractor-managed restaurant (4) Operation by labor union.

The advantage of the company-managed cafeteria is that it gives direct control of personnel and service. However, putting the company into the restaurant business means the employment of a chef, experienced restaurant manager, and counter help. The manager must be responsible, under management supervision, for menu planning, food purchases, preparation and prices—and for the delicately balanced economics of such a feeding operation.

Running an employe restaurant is a

Dining room scene showing an in-feeding operation for both men and women in a food manufacturing plant.



specialized business. Extemporaneous food buying, inexperience in storage, or mistakes in judging the requirements of any labor force may quickly lead to highly excessive costs. The professionally-managed installation, working closely with the organization management, integrated with and carrying out company policies, permits management to exercise its rightful responsibility to its employes in every phase of a feeding service. In addition, it benefits companywise, from the advantage of planned, large scale food buying,

other benefits, notably in the field of worker-management relations, manufacturers show an increasing willingness to absorb part of the operating cost and find such expense more than justified on the balance sheet.

"In a recent canvass among twenty employers having industrial restaurants in Cleveland, only two were breaking even. The others reported cafeteria operational costs of from 2.9% to 30%. But the important thing is that all these latter companies considered these costs a good investment in improved industrial relations.

"While a few employe restaurants are run on a self-sustaining basis, the smaller organizations, having a light load factor, usually absorb a nominal monthly service fee as a logical operating cost. The trend is decidedly towards a *non-profit making* restaurant operating with management, recognizing that the many benefits accruing are worth the small costs involved. In certain cases these benefits have a value to management that warrants furnishing food to employes at actual food costs, the service of the cafeteria being entirely an employer expense.

"Management is coming more and more to realize that it has an investment in the human machines, and that workers are human beings whose enthusiasms for the employers and products have a definite relationship to efficient production.

"The American workingman and woman doesn't like being a cog in the industrial machine, designated by a number. He has competitive instincts, yearns to be 'on the team'; he is challenged by his urge to get things done when he is recognized and appreciated, made to feel a 'part of things.'"

It may be fairly concluded that an employe cafeteria offers an inexpensive and far-sighted first step to many employers who recognize this new-day labor-management philosophy.

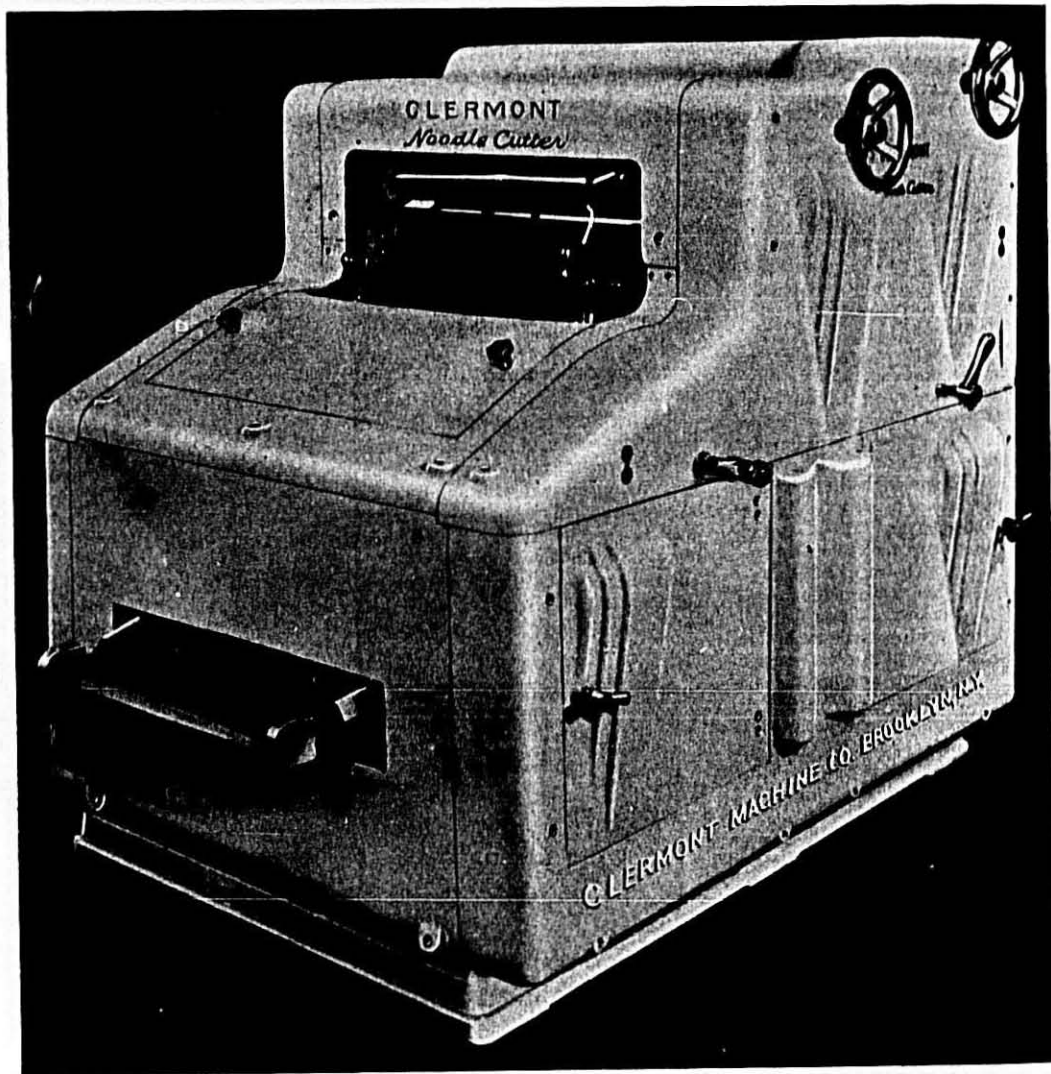


Andrew J. Crotty, Jr., nationally known authority on in-feeding

know-how in menu planning, and statistical experience in what different types of workers want.

One of the larger professional restaurant contractors reported recently that while some employe restaurants are run on a self-sustaining basis, the recent trend is decidedly towards a non-profit-making operation. Said Andrew J. Crotty, Jr., nationally known authority on the subject:

"When the factory cafeteria was thought of merely as a convenience for employes, management expected it to pay its way. But since business has discovered the in-plant feeding has

CLERMONT STREAMLINES ITS LATEST NOODLE CUTTER*Sanitation Personified*

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

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

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

SIMPLE: Less gearing mechanism. Revolving cutting roller

drum affords quick change of cutters. Vari-speed rotary knife with cutting range from $\frac{1}{4}$ " 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

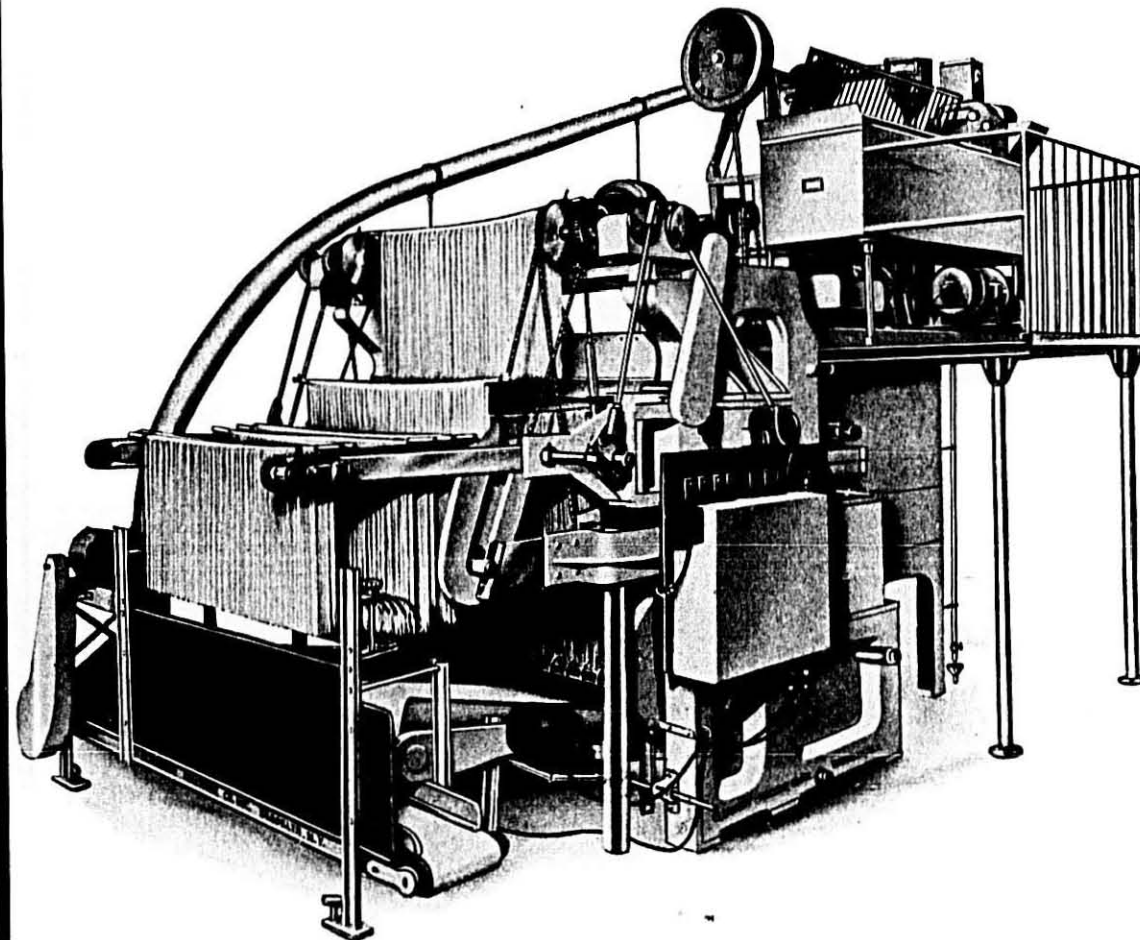
CLERMONT MACHINE COMPANY, INC.

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

A Furious Spaghetti - Eating Contest

The Score:

Women - 17 Pounds

Men - 22 Pounds

Peter Ross Viviano, his brother Frank J. and their sister, Miss Vita Viviano, co-owners of the V. Viviano Brothers Macaroni Manufacturing Co., 1022 No. Seventh St., St. Louis, wept with joy at seeing so much of their fine spaghetti consumed in so short a time, when they witnessed the spaghetti-eating contest staged in February between women and men representing the Women's Advertising Club and the Men's Advertising Club of St. Louis, Mo., in the Statler Hotel.

In two five-minute periods, with a two-minute time-out between to permit recuperation from their strenuous efforts, the eight contestants ate a record 39 pounds of spaghetti, compared with a normal consumption of six pounds per person per year, the U. S. consumption average. The wide discrepancy between the six pounds normally consumed by every man, woman and child in 365 days compared with nearly five pounds per person in ten minutes during the battle described is what caused the Viviano tears of hope.

There was some question of whether or not the detente broke any records, but they put forth their mark as something for other gourmands "to chew at." Six of the male ad club members who constitute the winning team are identified as George Skinner, vice president of Buxton & Skinner; Robert L. Johnson of Johnson, Inc.; Wm. Eben, vice president of Comfort Printing and Stationery Co.; Coleman Kaldor of the Association of Foreign Language Newspapers; James F. Jae, *Globe-Democrat* circulation manager, and L. I. Hoffman, business manager of the *St. Louis Star-Times*.

Defeated, but not ignominiously, are the following women contestants: Miss Christine Mann, captain; the Misses Norma Jones, Jeanne Hynds, Iola Brook, Peggy Johnson and Elspeth Bennett. All contestants are members of the two St. Louis advertising clubs.

Crowned king of the spaghetti eaters was James F. Jae and Miss Christine Mann was acclaimed the Queen of the festival. The women on the losing team explained their loss because of the men's superiority at wine-drinking which gave them an unfair advantage throughout the contest.



THE MEN, DEMONSTRATING THE FORK AND GULP technique, even lifted their plates closer to their mouths to take care of the dribbling strands. They led their competitors by 5 pounds in total spaghetti consumed. James F. Jae, the *Globe-Democrat* circulation manager, third from the right, was acclaimed the Spaghetti-eating King.



EMBATTLED WOMEN ATTACK heaping platefuls of sauce-laden spaghetti, adhering more closely to the Emily Post technique. They were saucy-faced losers. Leading her teammates in the quantity consumed was Miss Christine Mann (second from the left) who was crowned the Spaghetti Queen.

forms, fills, weighs,
seals *Automatically*

* **SHELL-PAKIT**

the new Shellmar container machine introduces a method of completely automatic packaging in one continuous operation. For all free-flowing Macaroni, Spaghetti and Noodle Products, SHELL-PAKIT offers the most economical package. From printed roll Cellophane, SHELL-PAKIT forms, fills, weighs and seals the product . . . and delivers it to the shipping container. Designed and built by Shellmar, initial shipments are now being made. If you are packaging by ordinary methods, let us show you how SHELL-PAKIT can increase your production.

* T.M. Reg. U.S. Pat. Off.

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PRODUCTS CORPORATION
MOUNT VERNON, OHIO
SOUTH GATE, CALIF. • ZANESVILLE, OHIO
MEXICO CITY, MEXICO • MEDELLIN, COLOMBIA
PACKAGE MANUFACTURER - PRINTER - LAMINATOR - CONVERTER . . . CELLOPHANE - PLOFILM - ACETATE - SARAN - VINYL - FOILS - PAPERS - COATINGS

Sales Offices in Chicago, New York, Cincinnati, Denver, Detroit, Kansas City, Minneapolis, San Antonio, Atlanta, Baltimore, Boston, Philadelphia, Pittsburgh, Los Angeles, Salt Lake City, San Francisco, Seattle.

JOINT MARKETING STUDY

The National Food Brokers Association and
The Saturday Evening Post

THE average food broker moves \$1,788,412 worth of packaged groceries a year, according to a joint study just completed by the National Food Brokers Association and *The Saturday Evening Post*, which supports statistically the long-time claim of food brokers that their function in the distributive field is an important one. Other findings are that 71.8 per cent favor a policy of fixed price over a policy of quantity discounts; 89.2 per cent prefer a cash discount to net; 53.5 per cent choose visual advertising in color to plug new items, and 45.45 per cent find point of sale material of little value.

The purpose of the survey was to show each individual broker how his organization and policies compare with food brokers across the country, and to provide manufacturers and processors of food products with guide posts in the preparation of suitable material for the marketing of packaged goods. The *Post* sent questionnaires to each member of the NFBA and received complete answers from 708 brokers, an actual return of 52 per cent. Replies came in from 150 cities in 42 states.

The questions concerning the brokers' volume of business, which has never been checked before, actually brought more answers than the questionnaire, 732 brokers replying. These indicated that 47.3 per cent of the reporting brokers have offices in cities of 500,000 or more population, and they account for 55 per cent of the reported sales, or an average sale of \$2,083,057 per year. The total value of sales for principals of the group who reported amounted to \$1,309,117,234, making the over-all average \$1,788,412.

Distribution of a broker's sales by the type of customers is shown in the survey as: Local chains, 21.8 per cent; national chains, 14.3 per cent; independent wholesalers, 54.5 per cent; and industrial and institutional users, 9.4 per cent.

Four full-time salesmen are employed by the average food broker, and they extend his influence far beyond the limits of the city where his office is located. In Florida, as an example, a survey map shows brokers in four cities, but a second map indicates that the salesmen they employ sell in every Florida county, in nine counties in Alabama, and all the counties in the lower one-third of Georgia. A third map reveals that the food they sell actually is distributed in 13 counties

in Alabama and almost two-thirds of Georgia.

Visual advertising in color is the first choice of 53.5 per cent of the 687 brokers answering the question as to how best to introduce a new family product such as baked beans or re-introduce an old one that had been off the market, and 47 per cent favored the same media for new ingredient products such as margarine or shortening. Following visual color advertising are: Sampling, 17.6 per cent and 14.8 per cent; radio, 15.2 per cent and 25.1 per cent; visual advertising in black and white, 5.1 per cent and 8.1 per cent; couponing, 2.8 per cent and 5.3 per cent; 2 for 1 sales, 5.1 per cent and 4.2 per cent; push money, 1.5 per cent and 1.7 per cent.

The best way to reach the families who want food products and the housewives who buy them is national advertising in magazines, according to 17.6 per cent of the brokers reporting. Another 11 per cent favored national advertising, but specified no media. Radio was chosen by 11 per cent, while newspaper advertising was favored by 8.6 per cent, and 0.7 per cent picked billboards, mail and handbills.

At the local level, newspaper advertising was the first choice of 99.3 per cent of the brokers, with radio holding the second choice spot by 64.6 per cent and handbills and posters being third choice of 29.2 per cent.

Point of sale material has little value, according to 45.45 per cent of the brokers who replied. This is made up of 23.73 per cent who believe much

of it is wasted, 20.18 per cent who believe it should be dropped and 1.54 per cent who say it is of little value. In the 29.59 per cent favorable answers were 10.48 per cent who believe it has limited use and should be continued; 9.40 per cent who said the use should be supervised and pre-tested.

Among the useful material, counter cards and displays were named by 54.45 per cent, posters got the indorsement of 49.64 per cent, displays were mentioned by 42.04 per cent, printed material by 16.50 per cent, and mail inserts and recipes and formulas, 15.62 per cent. Certain items such as recipes and formulas, samples, mats, cuts, and electros were named among the first ten useful items but did not appear on the "Not Useful" list among the first ten. On the other hand, items such as streamers and hangers, window posters, and banners all appear among the first ten on the "Not Useful" list, but were not named among the first ten on the "Useful" list.

Regarding the service food brokers render the firms they represent, the survey found that 54.1 per cent check local tie-in advertising, 45.9 per cent set up point of sales displays, 39.4 per cent direct mail to distributors, 30.3 per cent do detail and specialty selling, 14.1 per cent issue bulletins concerning marketing conditions, 11.1 per cent check retailers' prices and movement of goods, 10.8 per cent supervise sales meetings and address same, 10.1 per cent go in for demonstrating and sampling, and 7.3 per cent check invoices.

Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	1949	1948	1947	1946
January	799,208	1,142,592	1,032,916	984,608
February	799,358	1,097,116	664,951	743,018
March	913,777	1,189,077	760,294	741,624
April		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—April 2, 1949	7,507,818
July 1, 1947—April 2, 1948	9,567,401



THERE'S A BETTER WAY to get the select, breakfast-fresh eggs it takes to make better "dark color" noodles. Just order . . .



GENERAL OFFICES • CHICAGO 9, ILLINOIS



The British Macaroni Institute

WHAT? A Macaroni Institute in England! Why, neither England nor the British Isles were ever classed as macaroni-spaghetti eaters, so why an Institute?

During the war macaroni products were quite popular among the tightly food-rationed people. Good semolina and other high grade raw materials supplied from this country enabled the new manufacturing plants that had sprung up there to produce a relatively high grade product which won the appreciation of thousands of families that had hardly ever tasted this fine wheat food.

New macaroni-spaghetti plants were constructed in every large community and, through experimentation and study, found it possible to turn out products that compared quite favorably with goods imported from nations whose supply of good raw materials was made exceedingly scarce by the war.

Hearing of The National Macaroni Institute at Braidwood, Ill., organized in 1937 by M. J. Donna, its long-time sole officer, the British manufacturers, all subscribers to the MACARONI JOURNAL, too, carried on a long and interesting correspondence with Manager Donna asking his experiences, his plans for products promotion and plans for co-operation among manufacturers in the U. S.

In a letter dated January 14, 1949, just recently received in the editorial office of the JOURNAL, the manager of the newly formed British Macaroni Institute apologizes to Mr. Donna for the long delay in reporting the formation of that organization along the lines of its American counterpart, and with the same objectives. The letter reads, in part, as follows:

British Macaroni Institute
(Limited by Guarantee)
120 Moorgate, London, E.C. 2,
England

14th January, 1949.

"Dear Mr. Donna:

"It is with some misgivings that I sit down to answer a letter received from you as long ago as August, 1947. During the past 18 months I have been so absorbed in the task of getting the Institute established and functioning in the way that we wanted it to function, that I have refrained from writing. During the past 18 months, I have been very pleased and not a little surprised, at the no mean progress which I have made towards giving effect to those rather vague ideas which I held in the late summer of 1947.

"All the work undertaken was left to me from the registration of the Institute as a Public Company, Limited by Guarantee, to its present status of satisfactory progress.

"The first Chairman, Mr. Hans Knoch, was responsible for the birth of the idea of an industry organization and for securing an adequate number of other manufacturers to support. Hans Knoch is the Managing Director of Messrs. Dryfood, Ltd. The members of the first management committee were Mr. Albert V. Callaghan of Chelsea Food Products Ltd., Mr. Henry Lender, Director of Leamat Food Products Ltd., Mr. David C. Munro, Managing Director of British Fermentation Products, Ltd., and Mr. Frank Smith, Managing Director of Nourishment (York) Ltd.

"I was named Secretary of the organization. Previously I was associated with the London Advertising Agency. In the early days of the Institute, I was not only Company Secretary—Accountant—Public Relations Officer—idea man and Advertising manager, but also my own typist and post-boy. Today, I have a Secretary, three Cookery Experts who undertake cookery demonstrations all over the country, and a Food Consultant who is responsible for a programme of scientific research. A Management Committee meets when required, to consider, to criticize or approve the work I do.

"It seemed imperative in the early days to secure for the enlightenment and guidance of our Members, facts and figures concerning present and potential markets for macaroni products in our country. In the summer and autumn of 1947, I organized a nation-wide and nationally adequate series of Market Research Investigations: Social Surveys Ltd., the British offshoot of Gallup Poll, undertook the consumer side of this investigation into conditions in the Wholesale and Retail trade channels.

"Eventually, each Member of the Institute received not only a detailed report of each investigation, but a summary of the conclusions which I had reached after bringing together all the facts and inferences provided by each investigation.

"Having secured the knowledge which was needed to ensure a just appreciation of the market, I went ahead with my plans for securing public recognition of the true values and uses of these little known products.

"I have given you, in an Appendix to this letter, a very brief statement of

the more important of my ideas for securing an increase in the consumption of macaroni products. During the past 18 months, my three Cookery Experts have given talks, or demonstrations, in all the large canteens and cities in Great Britain. My job was to accompany these demonstrators, to secure by frank discussion, the co-operation of all those people, who can, by demonstrating, teaching or writing, give publicity to our propaganda.

"I should, perhaps, explain that in this country, the Gas and Electrical Authorities maintain their own staff of Cookery Demonstrators to give demonstrations to local housewives. It was to these demonstrators that the members of our staff gave their talks and demonstrations. You see with the limited staff and resources at my disposal, it was quite impossible to do an effective job of work by trying to reach the actual consumers by direct contact; I had to find other ways. I found them by securing the interest and support of these other demonstrators. Those ladies would, I felt sure, include more and more varied macaroni recipes in their programmes if we would, by talks and demonstrations to them, arouse their interest in the appreciation of the possibilities before users of these products.

"Another field of favorable propaganda—my staff gave talks and demonstrations to the Managers and Manageresses of the big industrial canteens throughout the country.

"Well, Mr. Donna, I have taken a long time to answer your letter of August, 1947, but I think you must admit that having decided to do so I have done it pretty thoroughly. With good wishes, I remain

Yours sincerely,

C. W. Gray, Secretary

Appendix

How the English Macaroni Industry intends to secure "A Fair Hearings" for all macaroni products.

"a—By persuading the Ministry of Foods to include more Macaroni recipes in their leaflets and advertisements.

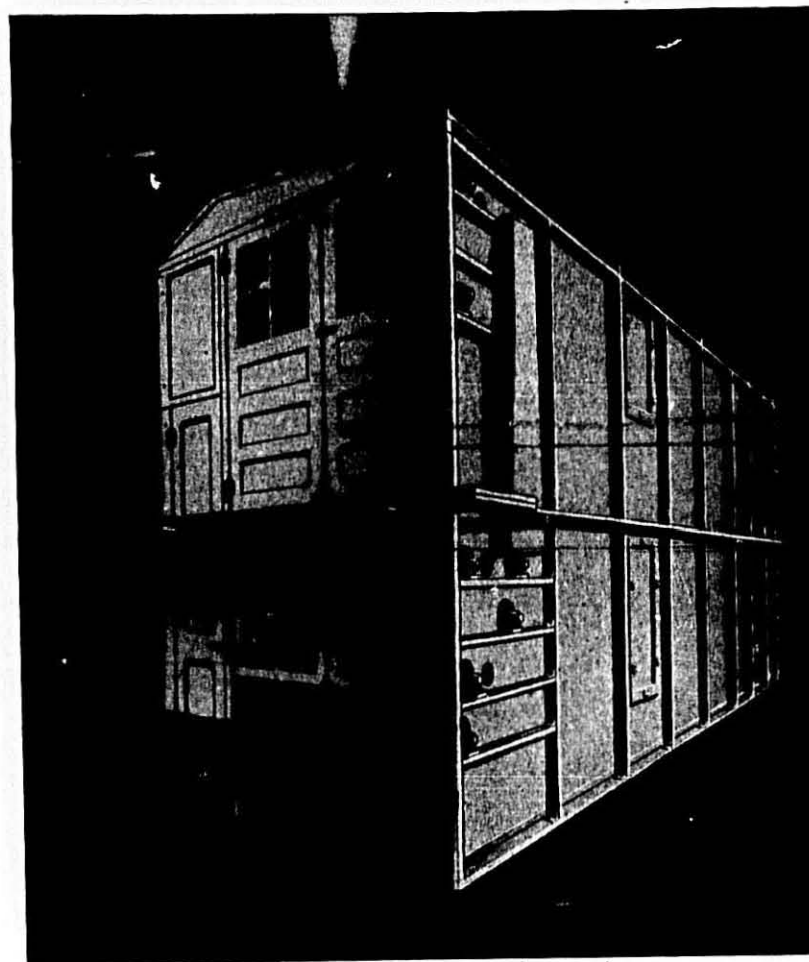
"b—By talks and demonstrations by our Cookery Experts, secure the interest and support of all those people who can, by demonstrating, teaching or writing, give publicity to our propaganda.

"c—By talks and demonstrations to Women's Institutes and other local associations for Women.

"d—By providing for the Daily and

(Continued on Page 74)

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

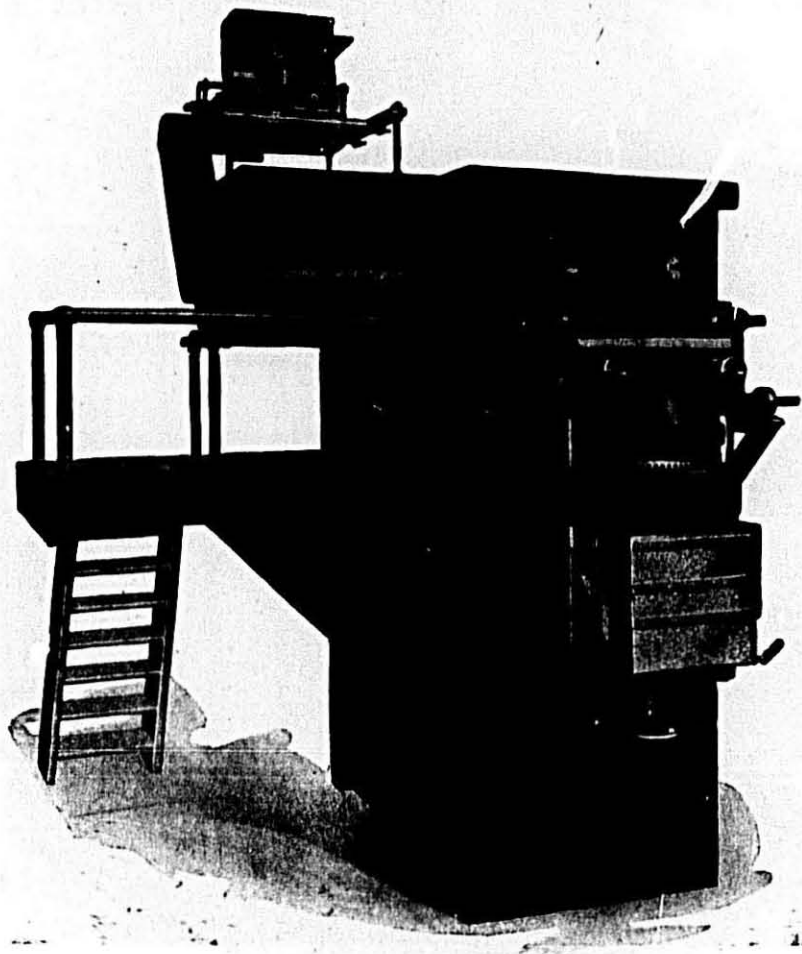
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

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

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

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

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

Production from 1000 to 1100 pounds per hour.

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

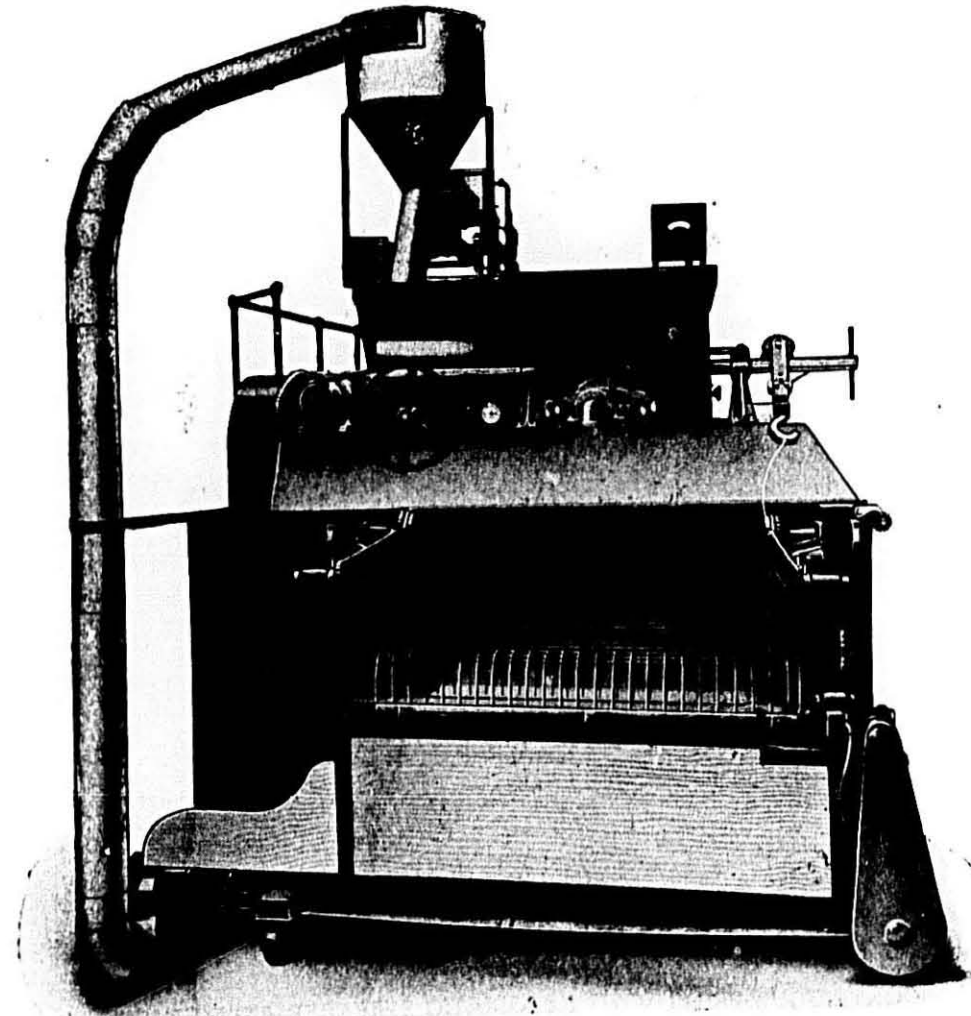
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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

Address all communications to 156 Sixth Street.

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.

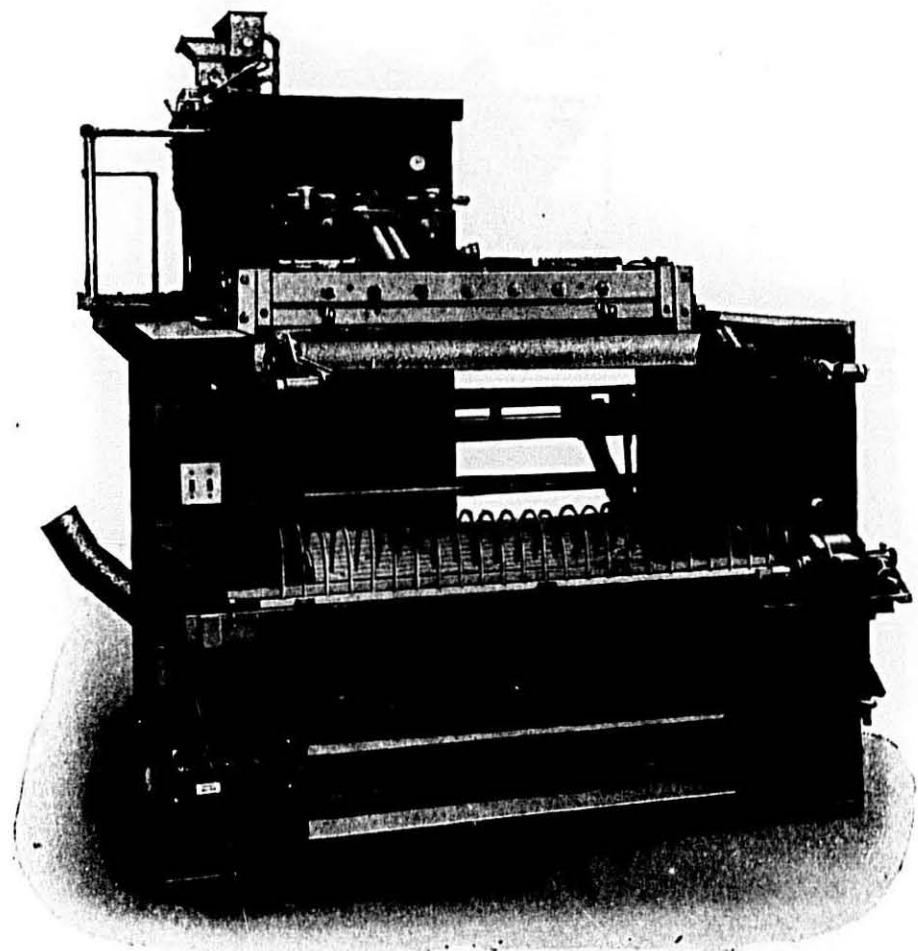
The press that is built for 24-hour continuous operation.

Fully automatic.

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 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.

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.

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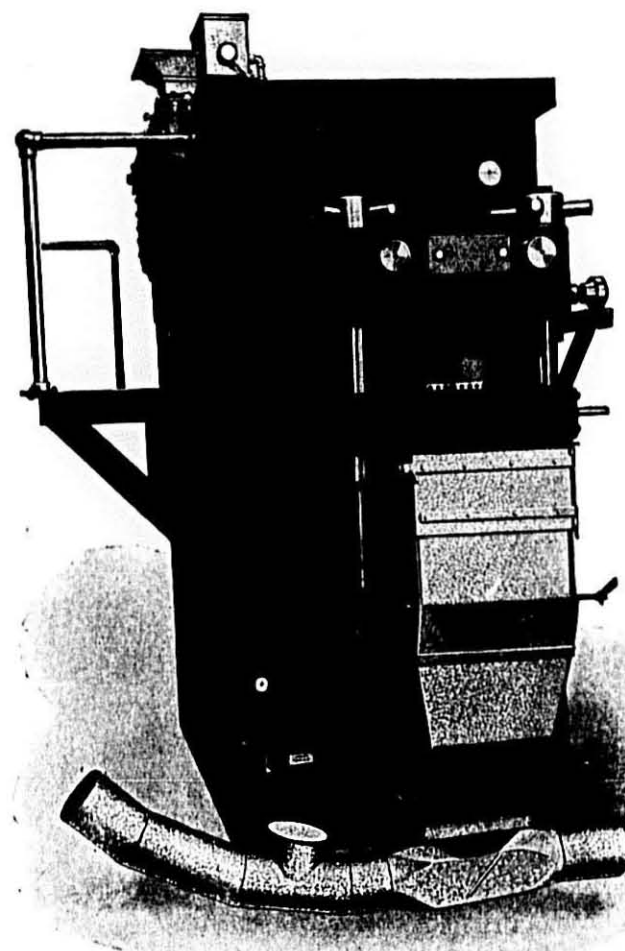
The press that is built for 24-hour continuous operation.

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.

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.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

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

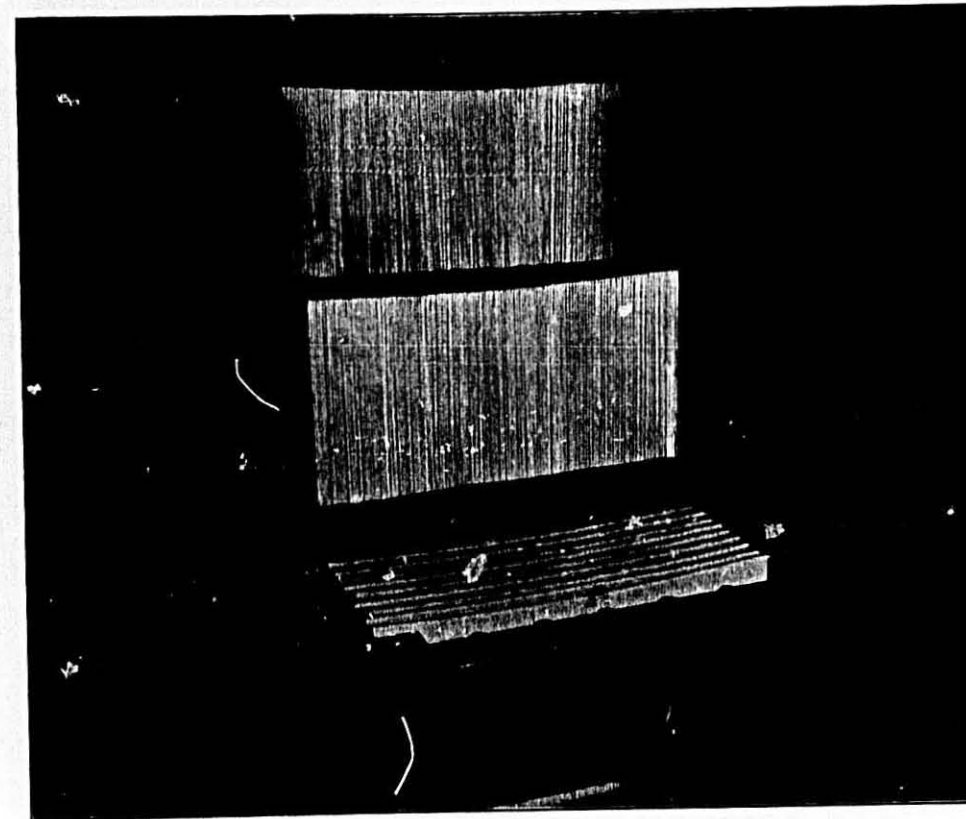
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

Model PLC

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

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

This operation is entirely automatic.

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

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

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

Write for Particulars and Prices

The Best In Public Relations For Macaroni Products

THE nation's most successful public relations counsel for food merchandisers was assigned on March 1, the task of maintaining and helping to expand the market for Macaroni products, Robert M. Green, director of public relations for the National Macaroni Institute, announced the first of this month.

"Most members of the industry know the careful study that preceded the selection of Theodore R. Sills and Company, Chicago, New York and Detroit, to handle the important work of educating the American public to the healthful advantages and goodness of Macaroni products in its diet," Green said. "The committee and many other vitally interesting manufacturers participated in consideration of proposals solicited from all major public relations firms.

"The membership felt that Sills and Company's efficient combination of general public relations and women's department activities, including the operation of its own test kitchen, offered the best promise of success for our intensive program.

"In addition to that," Green continued, "Sills gave us proof of performance in results achieved for other national food accounts, including the American Bakers Association, National Kraut Packers Association, National Canned Pea Association, National Pickle Packers Association, Sunshine Biscuits, Inc., and many others.

"Sills offered us another thing important to the success of our over-all program and to each macaroni product manufacturer, when his organization demonstrated its ability to think concretely in terms of long-range sales as well as providing the means of telling the macaroni story to the public," Green said. "That thinking was evident in the original proposal, and is especially so in the long-range program that has now been prepared. The Institute and the National Macaroni Manufacturers Association has the best counsel available, and we look for excellent long-range results."

Sills and Company has been a leader in the public relations field for 17 years, and has become dominant particularly through its techniques of appealing directly to the women, as well as the men, of America.

"The women," Theodore R. Sills, president of the firm, said in commenting on his company's leadership, "are the homemakers of the nation, and thus the persons who must be reached by food merchandisers if their

sales programs are to be successful. We have applied that thinking to our counselling work for national food accounts, and we know from actual experience that housewives generally want to learn more about dietary needs and pleasant ways in which to satisfy a family's appetite for good food. That thinking prompted us to establish our own test kitchen, directed by a graduate home economist who is a former *Woman's Home Companion* staff member and especially skilled in menu planning and recipe testing.

"The full force of Sills and Company's news and women's departments will contribute to the campaign for macaroni products," Sills said.

The staff of Sills and Company has already started intensive work on the campaign, and has submitted to members a detailed presentation of the long-range program, its over-all goals, and immediate activities. By starting fast, the Sills organization managed to get material on special uses of macaroni products during the Lenten season into the hands of editors, started negotiations which may put some phases of macaroni, spaghetti and egg noodle activities on a new television network show, and will provide special nationwide promotion of the macaroni manufacturers' part in the North Dakota Durum show, scheduled to be held at



Theodore R. Sills

Langdon, N. D., April 7 and 8.

The executive committee of the National Macaroni Institute which assisted Green in selection of Sills and Company as public relations counsel consists of C. L. Norris, Minneapolis, Minn., member ex officio; C. F. Mueller, Jersey City, N. J., chairman; Peter La Rosa, Brooklyn, N. Y.; C. W. Wolfe, Harrisburg, Pa.; Salvatore Viviano, Carnegie, Pa.; Albert J. Ravarino, St. Louis, Mo.; Peter J. Viviano, Louisville, Ky., and Guido P. Merlino, Seattle, Wash.

"Whatzit"

Our friendly neighbors to the North are apparently as crazy about contests as are the people South of the U. S.-Canadian line. The *Tribune* of Winnipeg, Manitoba, for instance, has been conducting a contest that is unique, intriguing and popular, as reader-interest seems to indicate.

The contest bears the name "Whatzit." It is a series of small photos of articles known to all Manitobans. Readers are asked to identify each picture from the meagre clue that accompanies. A total of \$1,000 in prize money goes to the winners, divided \$500 to the one with the perfect or most nearly perfect score; \$200 to the runner-up; \$100 for third place. In addition there are twenty \$5 prizes and fifty \$2.00 awards.

In the last February, early March series, a unique photo of elbow macaroni was used, showing "Creamettes" of the Creamette Company of Canada, Ltd., Winnipeg. The photo was set up to show the open end or the hole,

and that is one of the many tricky photos that stumped the experts.

In submitting the story that announced the decision of the judges, George J. Williams of the Creamette Company says: "It is stated that the 11,404 *Tribune* readers who took part in the last contest are demanding that another similar contest be held, so a new one was launched on March 12. Although the figure of 11,404 contestants seems large, we believe it is safe to say that at least 75 per cent of the people of the Winnipeg area at one time or another, and in some way or other, participated in or showed an active interest in the novel contest. The use of the Creamette photo as one of the 'Whatzit' series of 40 photographs certainly was a surprise, but no doubt will be more beneficial than the total benefit we will receive from our spring advertising campaign in Manitoba. Under the particular photo appeared the clue—'Uncooked.' The correct identification was—'Creamette Macaroni—Not in liquid.'"

H.A. Nabi Ltd.
DESIGNERS, CONTRACTORS, MANUFACTURERS AND EXPORTERS
OF FULLY AUTOMATIC PLANTS FOR THE MACARONI INDUSTRY
2, BECH ROAD
SHEPPARD, WEST
MIDLANDS, ENGLAND

SUMMER 1949

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

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

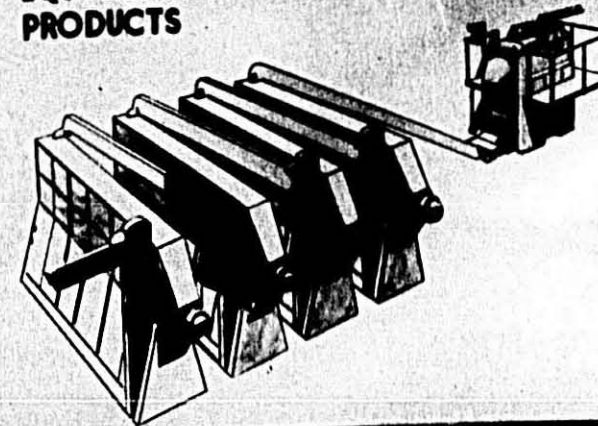
1. THE N.C.R. 2 DOUBLE-HEADED EXTRUDER FOR SHORT OR LONG GOODS.
2. THE N.P.A. LIGHT ALLOY PRELIMINARY DRIER.
3. THE N.W.N. CONTINUOUS DRIER FOR SHORT GOODS.

WE GUARANTEE A CONSTANT PRODUCTION OF 700/800 POUNDS PER HOUR OF VERY HIGH GRADE GOODS UNTOUCHED BY HAND FROM SEMOLINA SACK TO RETAIL CARTONS.

WE CAN DISPATCH CATALOGUES ON REQUEST FOR YOUR FURTHER INFORMATION.

H. A. NABI LTD.

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



How To Cook and Serve Spaghetti

It's easy to cook spaghetti! Try doing it
McCall Style, then glorify it with
your favorite trimmings

EVERYBODY loves good Spaghetti! And everybody is fussy about the length of time his spaghetti is cooked. The veteran spaghetti hound wants it *al dente* (in other words, tough). This takes 6 to 7 minutes to cook. Next comes the medium-cooked spaghetti lover with a 7 to 8 minute cooking period. Well done spaghetti takes 8 to 9 minutes for right tenderness. But be alert so that even the well done isn't overcooked!



1

Fill large kettle $\frac{2}{3}$ full of water and add 1 tablespoon of salt. When the water boils furiously, plunge in the ends of spaghetti, pushing it very gently into the kettle until it is completely submerged.



2

Done this way the spaghetti curls neatly in the bottom of kettle, each strand lying parallel in a tidy nest, so that spaghetti remains unbroken. When water boils again, lower heat to simmer and don't stir.



3

Cook spaghetti to your favorite degree of tenderness. To serve, dig deep in the bottom of the kettle with 2 forks, twisting the forks slightly to get a good hold. Lift strands high to thoroughly drain off water.



4

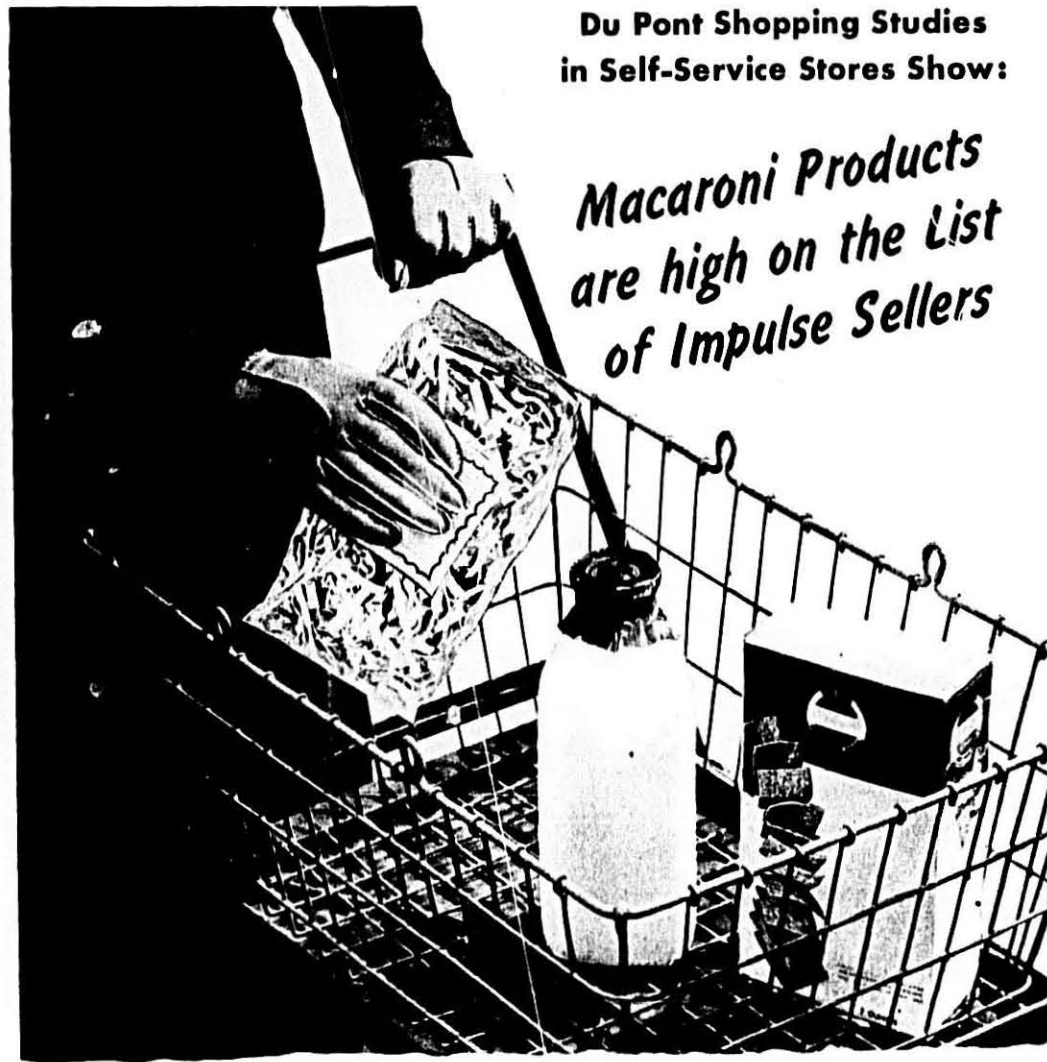
Lift spaghetti directly from pot to plate. This keeps spaghetti hot and each strand separate. Serve it with butter or margarine and grated cheese; mushroom or tomato sauce; well-seasoned meat sauce.

GEORGE LAZARNICK

Courtesy McCall Magazine, September, 1948

Du Pont Shopping Studies
in Self-Service Stores Show:

*Macaroni Products
are high on the List
of Impulse Sellers*



Nationwide surveys in super markets reveal this important fact: more than one-third of all sales are impulse sales! (Even in clerk-service stores it's 3 out of 10.) That's why keen merchandisers are reviewing their point-of-sale opportunities.

In this era of self-service, with the shopper's tendency to buy on the spur of the moment, sales stimulation must come from good product displays.

Good packaging is the logical beginning in securing effective displays from the retailer. He naturally gives smart packages the best spot in his displays . . . puts them in a good position to beckon passing shoppers and prompt impulse sales.

Have you checked the take-home appeal of your macaroni packages recently? E. I. du Pont de Nemours & Co. (Inc.), Cellophane Div., Wilmington 98, Delaware.

Du Pont
Cellophane

*Shows what it Protects—Protects what it Shows
—at Low Cost*

DU PONT

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

Macaroni - Noodle Makers Compliment Durum Growers

**Governor Fred G. Aandahl of North Dakota Opens
Eleventh Annual Durum Show at Langdon, April 8 and 9**

To further improve the friendly relations that exist between the durum farmers of North Dakota and the Macaroni-Noodle makers of the United States, a delegation of executives of the National Macaroni Manufacturers Association, representing the Industry, took a leading part in the 11th annual North Dakota State Durum Show at Langdon, the heart of the durum belt in that state, April 8 and 9, 1949.

Headed by Maurice L. Ryan, Association Director, who is also chairman of the Durum Growers Public Relations Committee, a delegation consisting of M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers Association and R. M. Green, director of public relations of the Macaroni Institute, joined in convincing the show promoters that the manufacturers always have the welfare of growers of quality durum in mind and heart; also interest in the durum buyers and semolina millers, the connecting link between grower and processor. As the result, there is evidence of a very friendly feeling from which all interests will benefit.

Governor Fred G. Aandahl of North Dakota, himself a durum grower, officially opened the Eleventh Annual State Durum Show the afternoon of April 7, in the Langdon Auditorium where he addressed an assembly of specialists in durum growing and milling numbering about 400, saying:

"We are moving into a profitable market seeking and fortunately none of us have forgotten the period before the war-born prosperity. Durum growers in the period ahead are in a famed position because the macaroni wheat is grown only in this limited area, and since our macaroni wheat is the principal source of raw material for the production of the high quality macaroni and spaghetti foods that are becoming increasingly popular. The farmer and these food processors have much in common, and it is pleasing to see the spirit of co-operation manifested by durum growers and macaroni products manufacturers through this great durum show.

"Durum growers, aided by our Agricultural College and particularly our durum experimental station here in Langdon should continue working

closely together in improving their products. The progress made in this direction will not only assure a continuing market for better durum, but will make it possible to advertise North Dakota on a nationwide basis. The wonderful display of macaroni—spaghetti—egg noodles shown by the National Macaroni Manufacturers Association is evidence of what I mean for all around favorable publicity for our State, the durum growers, the semolina millers and the macaroni industry."

Maurice L. Ryan of the Quality Macaroni Co., St. Paul, Minn., a director of the National Macaroni Manu-

facturers Association, conveyed the greetings of the organization. Robert M. Green, director of public relations of the National Macaroni Institute, told of plans to promote the increase consumption of macaroni products and M. J. Donna, Secretary-Treasurer of the National Association and editor of THE MACARONI JOURNAL, supervised the products exhibit and presented the Association's plaque to the King of the 1948 Durum Crop.

William Franzen of Mapes, N. Dakota won the sweepstakes honors and was presented a plaque for his fine sample of "Mindum." John W. Ridley of Maida, N. D., was a close

Durum Show Notes

William Sebbins of the Greater North Dakota Association, of which the National Macaroni Manufacturers Association is a member, was the official photographer of the 1949 Durum show. Pictures of the speakers, exhibits and other features will appear in the May issue of the MACARONI JOURNAL.

Incidentally, it was this same Bill Sebbins who was the sweepstake winner in the durum class as early as 1923 and again in 1924, receiving two loving cups presented by the National Macaroni Manufacturers Association over a quarter of a century ago, and 15 years prior to the establishment of the present North Dakota State Durum Show.

B. E. Groom, chairman of the Greater North Dakota Association, hurried home from his three months' winter vacation at Beloxi, Miss., to take in the show. He has twice spoke for the durum growers at the Macaroni Men's convention.

Secretary-Treasurer M. J. Donna, while presiding over the fine exhibit of macaroni products, arranged for the mailing of a fine Macaroni Products Cook Book to more than 400 men

and women who placed their names and addresses on cards while inspecting the products display.

At the close of the two-day show, the sample packages of plain and fancy products were distributed to the visitors. Nearly 500 packages of the finest macaroni-noodle products went into 500 farm homes in northeastern North Dakota.

Still blockaded by melting snow-banks and a sea of goey mud, William Franzen of Mapes, N. D., was unable to reach Langdon to accept the Sweepstake plaque awarded to the King of the 1948 Durum Crop by the Macaroni Association. It was presented through the county agent who accepted the plaque for the King. The 226 durum samples submitted by grocers in 10 northeastern North Dakota Counties, broke all previous records of samples competing for the dozen prizes offered this year.

The judges were: Henry O. Putnam of the Northwest Crop Improvement Association, Minneapolis; Irwin Hagen, deputy commissioner in the North Dakota State College Seed Department, Fargo, and Russell B. Widdifield, extension agronomist of the same institution.

Langdon Exhibitors

second with his sample of "Stewart" and Roy Rutledge received the third place prize with his "Stewart" offering.

Victor Sturlaugson president of the North Dakota State Durum Show and superintendent of the State Experimental Station in Langdon, presided at the several affairs of the two day show. The show was originally set for February 17 and 18 but with snow blocking all highways, it was wisely postponed to the April dates.

Mrs. Alma Oehler, home economist of the North Dakota Mill and Elevator of Grand Forks, North Dakota, addressed a gathering of ladies in the high school auditorium on the closing day, demonstrating several new recipes for easy preparation of tasty and satisfying macaroni dishes. Her firm also had an attractive products display in the exhibit hall. Mr. Green of the National Institute told the ladies of the Industry's plans to increasingly popularize macaroni products through a co-operative promotional program covering the entire country and sponsored by the members of the National Macaroni Manufacturers Association. Francis Ulrey of Sills, Inc. took good care of the publicity features in the interest of Governor Aandahl and his staff, the Durum Show Management, the Macaroni Association and the consumers, generally.

There might have been a time in the not too distant past when the durum growers of North Dakota and nearby states did not know too much about the end products made from the grain they produced abundantly and profitably. That is no longer true, because for the second time in two years, visitors to the North Dakota State Durum Show at Langdon, N. D. saw the National Macaroni Manufacturers Association's most attractive display of the many varieties, shapes and sizes of macaroni—spaghetti—egg noodle products which its members make from durum semolina and durum flour.

As it was last year, this year's exhibit had as an attention-getter, a smiling automaton in the person of a smiling "Chef Spag MacNoodle" standing amidst a large display of packaged products of every description—the largest exhibit of name-brands ever shown in an exhibition booth. Around "Chef Spag MacNoodle" were several hundred samples of the best durum grown in the United States, all entries vying for the coveted prizes offered by the show management including the grand sweepstake prize offered to the Durum King by the National Association.

Among the firms whose packaged products constituted the display were:

V. Arena & Sons, Norristown, Pa.
Buitoni Products Co., New York N. Y.
Chicago Macaroni Co., Chicago, Ill.
Creamette Co., Minneapolis, Minn.
Delmonico Foods, Louisville, Ky.
Goch Food Products Co., Lincoln Nebr.
Megs Macaroni Co., Harrisburg, Pa.
Minnesota Macaroni Co., St. Paul Minn.
Quality Macaroni Co., St. Paul, Minn.
Ravarino & Freschi, Inc., St. Louis, Mo.
Roma Macaroni Mfg. Co., Chicago, Ill.
Ronco Foods, Inc., Memphis, Tenn.
A. Russo & Co., Chicago, Ill.
Skinner Manufacturing Co., Omaha Nebr.
St. Louis Macaroni Manufacturing Co., St. Louis, Mo.
V. Viviano Brothers Macaroni Mfg. Co., St. Louis, Mo.

King Midas Flour Mills of Minneapolis, Minn. supplied samples of semolina and durum flour for the exhibit.

CONGRATULATIONS

To The MACARONI JOURNAL

On Its

30th ANNIVERSARY

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

Millers of Semolina and Durum Flour Since 1903

The Shipper's Responsibility for Damage Claims Prevention

By W. B. Lincoln, Jr., Technical Manager, Inland Container Corporation

Damage claims result from many causes. There are at least four groups making major contributions to the record: 1. The Shippers; 2. The Container Manufacturers; 3. The Carriers, and 4. The Receivers.

There is an important reason for emphasis upon the shipper's share in the creation of claims and this is the fact that the shipper is, in the broad view, also responsible for the quality of the packing material he accepts from his container manufacturer, and for the type of service he permits the railroads to sell him.

Why Claim Reduction Is Important

The objective is to point out some of the ways in which the shipper makes major contributions to the claim account and how management can act to bring about a reduction of claims. Now you may ask, "Why is this important?" The carriers pay our claims when we file them and we see no point in becoming exercised over the matter. Let the carriers worry about it."

The answer to this is very, very simple. The carriers will worry about it along the following lines. They admit that war conditions and the post war economy have made necessary much heavier loading of cars and much greater speed in handling, loading, hauling and unloading, thereby causing much greater transportation hazards than existed before the war. They believe that these conditions are likely to continue for some time. They feel that these hazards could be overcome by the use of improved and stronger packing and they believe that it is the duty of shippers to use packing that will be able to withstand what may now be considered and is, at least by them, considered normal transportation hazards. Their solution to the problem may be the demand for stronger boxes as has happened time and again in the past. We in the profession of packing engineering know that this is an oversimplified solution which may prove very costly to the shipper, without commensurate improvement in the situation as far as claims are concerned. Such an approach, however, is to be anticipated unless shippers generally can prove their packing practices are adequate. To be able to do this many shippers must improve their methods.

Shippers Can Reduce Claims

Shipping surveys prove that the shipper can aid materially in claim pre-

vention. Data recently compiled by the Shipping Container Institute, reveals the following information: 1 per cent of the containers shipped were reported damaged to some extent. Of those damaged containers, 33.6 per cent were due to shipper faults, 39.8 per cent were due to carrier faults, and 26.8 per cent were due to unassigned causes.

Seven tenths of this 1 per cent, however, had only superficial damage which did not result in claims. The other 3/10 per cent of the containers shipped were damaged to the extent that claims were filed. Of these damaged containers on which claims were filed, 35.4 per cent were due to shipper faults, 40.9 per cent was due to carrier faults, and 23.7 per cent were due to unassigned causes.

However, more important than the number of containers damaged is the value in dollars and cents of the merchandise damaged as revealed by claims filed. A breakdown of this data shows that 39.5 per cent of the dollar value of the claims was due to shipper faults, 43 per cent of the dollar value of the claims was due to carrier faults, and 17.5 per cent of the dollar value of the claims was due to unassigned causes.

There were many types of damage in which the shipper shared a joint responsibility either through contributory negligence on his part or failure to see that others did their part of the job properly. Principal causes of damage observed which were considered primarily under the shipper's control were excessive slack in the load, poor arrangement of cargo, inadequate bracing, poor preparation of the car prior to loading, rough handling during loading. Other important causes to which the shipper contributed resulted from the failure of shippers to reject dirty, leaky cars and cars in bad condition with nails or other hazards in the walls or floors, et cetera.

Hazards Widespread

Just taking this one matter of projecting nails in the car walls as an illustration—some idea of the potential hazard created by failure to remove such obstructions from cars in preparing them for loading is contained in the report of the experience of the claim prevention department of the Louisville and Nashville railroad. This road conducted a "Pull the Nail" campaign during the April perfect shipping month. A total of 27,081 pounds of

nails, anchor plates and other claim-producing items were removed from the company's merchandise cars during this campaign. This is the equivalent of nearly 2,000,000 ten-penny nails. How many boxes could they have punctured if allowed to remain indefinitely in the car walls as is so often the case? You will admit from the evidence submitted that the shipper can make an important contribution in the reduction of loss and damage claims.

Management Must Recognize Importance of Proper Packing

One of the first basic things that is necessary to accomplish this claim reduction is general recognition by industry that proper packing and loading is an important managerial responsibility. That responsibility is largely one of realizing where the packing function fits into the organization pattern and of supporting those responsible for the function in their efforts by giving them the necessary authority.

We have all heard arguments as to which was the most important division of the company—engineering, production, sales, finance, et cetera. The answer is like the answer to the old question—which is the more important leg of a three legged stool? They are all important and this holds true likewise for packing. Packing fits in the scheme in just as fundamental a way as do these other functions. We must recognize its importance and give it proper responsibility and authority in the organizational set-up to permit it to operate efficiently. I have made the following statement many times but I think it can bear repeating every time this subject comes up. "Packing, fundamentally, is insurance. After a company has invested designing talent, production labor, materials and its manufacturing facilities to create a product, it is the rankest kind of poor judgment to provide inadequate protection against shipping hazards. At no time during the life of a product is it worth more than when it leaves the shipping room door. Then it is in perfect factory fresh condition and if customers are to be satisfied it must remain in that condition until they receive it." May I call attention to the fact that by the one simple move of failing to recognize the importance of the packing function, you can cancel all the splendid efforts of your en-

(Continued on Page 77)

OUNCES TO POUNDS...

CARTONS or CASES

PACKOMATIC

FILLS, WEIGHS, SEALS AUTOMATICALLY

Automatic Top & Bottom Carton Sealer with Volumetric Filler for individual serving type packages

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The Durum Clears Evil

In the face of conditions that currently face the macaroni manufacturers, there is a general agreement that the ingredient that is required of the millers in the way of semolina as presently defined and constituted, creates an equally serious problem for the millers. The latter are perfectly willing to provide the manufacturers with a grade of semolina desired by the most enthusiastic quality producers, but in doing so there remains on their hands an unusually large portion of the grind that they must find a market for . . . CLEARS.

The better the grade of semolina milled, the greater the quantity of clears remaining. After supplying every known market for durum clears, there is still such a huge quantity remaining that all profits on semolina sold would be lost unless the residue can be disposed of profitably, too. There are some macaroni manufacturers who will buy and use this off-material in some of their products, and when this gets into the hands of those who are more price-minded than quality-minded, a menace is created from which all suffer.

Manufacturers and durum millers are seeking a solution to a problem that affects both very seriously. Two solutions are offered:

1. That hearings be held by the Food and Drug Administration on a proposal that the definition and standard of identity for semolina be changed to provide a greater percentage of the grind to be allowed in semolina under an amended definition. The proposal suggested is that the ash contents of semolina be raised from the present three per cent to a proposed ten per cent.

This would enable the mills to dispose of the first clears in the semolina, and eliminate that troublesome grade from the market. Under the proposal, manufacturers would be privileged to label their products as semolina goods or "made from semolina" as many seem to desire.

2. The restoration of the one grade of raw material which was quite popular during the later war years and particularly during the durum emergency of 1946-1947.

There are some who think that if and when the standards of identity are modified, they should be made to provide that only semolina or durum flour be permitted in the manufacture of macaroni products (egg noodle excluded, of course).

Some manufacturers suggest that some of the provisions of the old code

under N.R.A. might be set up, as in the old code of firm competition, requiring that products made of ingredients below those complying to the standard of identity for semolina for macaroni and spaghetti should be plainly labeled "This product is below standard, but not illegal." It is recalled that in the N.R.A. days when cheap, competitive merchandise was made from clears and other low-grade ingredients, and labeled "Below standards but Not Illegal," the inferior grade macaroni and spaghetti almost vanished from the market because consumers would not accept products so labeled, regardless of their low price.

Then there is a group of manufacturers who feel that the "ash contents" should not be the sole determination of grade, because by manipulating hard wheat with low grade durum, a blend could be made to contain the minimum ash required without providing the quality of raw material most desirable.

The very fact that the matter is being given such serious consideration indicates a willingness on the part of



"The sergeant is serving macaroni tonight—so tell the captain to sail without me."

both manufacturers and millers to get together for the protection of their mutual interests and still provide the consumer a quality product that can be bought with confidence and eaten with pleasure and satisfaction.

Remove Profit Motive and Destroy Future Prosperity

The American people created for themselves last year nearly twice as much in real wealth as they did 25 years ago, says Crawford H. Greenewalt, president of the Du Pont Company.

In terms of purchasing power, the only "significant coin," the industrial employe today needs to work, on the average, a little over half as long as in 1924 to buy the same amount of goods, he pointed out in a talk to Du Pont employes and business leaders, marking the 25th anniversary of cellophane.

The nation's "stockpile of productive tools," which produces this real wealth, has been built by the readiness of the people to save, and invest in the nation's enterprises.

"We have made our progress only because we have been willing, individually and collectively, to invest more and more money in providing these tools of production. Since 1924 the investment in American industry has nearly doubled."

"But back of that willingness to save, to invest, to risk those savings in industrial ventures is the hope of profit," he warned. "Remove that profit motive and we destroy all hope of future prosperity."

Mr. Greenewalt cited the cellophane

industry as representative of American business enterprise in the past 25 years, the era in which the real wealth of the nation and the investment in industry has nearly doubled.

"These changes have not come about by redistributing the wealth that existed in 1924, or as the result of the application of the foolish theory that we must take from those who have to support those who have not.

"These great benefits have been gained only because we have learned since 1924 to produce more goods. That increased production has resulted in lower costs, wider distribution and higher real wages for the employes of American industry.

"In 1924, the value of all goods and services produced in this country was 80 billion dollars. In 1948, that figure had increased to 255 billions and if we put the two in direct proportion, by comparing them in the same kind of dollars, then we made and distributed last year nearly twice as much as we did 25 years ago.

"We were able to do this because, through increased use of tools and equipment, and by the improvement of our manufacturing processes, each American worker was able to increase his unit of output by two-thirds."

Congratulations To

The Macaroni Journal

on your

Thirtieth Anniversary

A. L. Stanchfield Incorporated

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Offices
500 Corn Exchange Bldg.
Minneapolis, Minn.

Mills
Minneapolis, Minn.

Winners in 1949 Box Competition

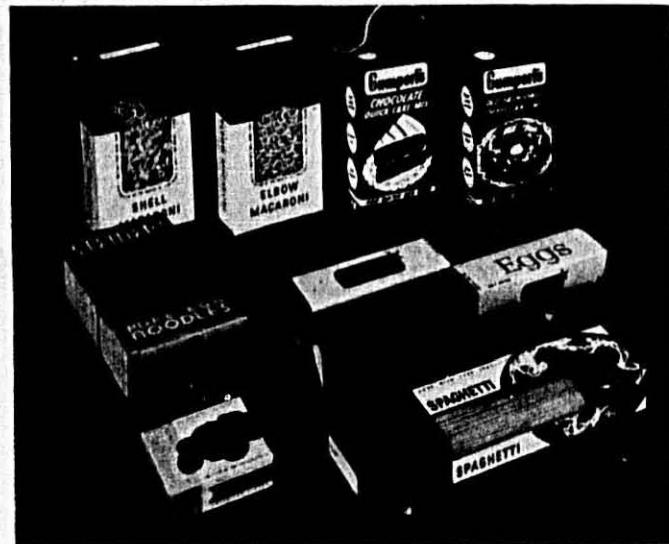
Close attention to package design which will present the product to its best advantage was evident in the champions of the 1949 Box Competition sponsored by the Folding Paper Box Association of America. First prize winner in the general food division was the line of macaroni and spaghetti boxes produced by the Sutherland Paper Co. for the Kroger Co. These boxes combined product visibility with unmistakable brand identification, attractive reproduction of the product and original illustrated recipes to stimulate repeat sales. A Special Honorable Mention for gift packaging was awarded to the vinegar and seasoning combination cartons produced for the Spice Islands Co. by the Fleishacker Paper Co.

Honorable Mentions were also awarded to the Gumperts Cake Mix line made by the Lord Baltimore Press for S. Gumpert and Co.; the Jewel Gelatin Dessert line produced for Jewel Tea Co. by U. S. Printing and Lithograph Co.; and the egg noodle carton manufactured by Robert Gair Co., Inc., for Steiner and Co.

Top winners in the confectionery field was the Y & S Lozenges carton and display made for the National

Licorice Co. by the Robert Gair Co., Inc. This box with a black background suggests the nature of the product while contrasting pleasantly with the actual coated lozenges which are visible through a window. Honorable

Mentions in this division were awarded to the Wrigley's Gum display cartons manufactured by Hummel and Downing Co.; the Blum's candy gift box, a replica of a San Francisco cable car, manufactured by the Andre Paper Box Co.; and an elaborate "Little Doctor" candy pill package produced by the Richardson Taylor-Globe Corporation for Empire Products, Inc.



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Originator of the Idea of
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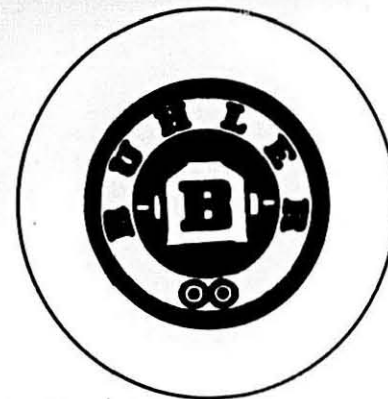
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ENGINEERS FOR INDUSTRY SINCE 1860

THE MACARONI FAMILY'S FOOD STATUS

Compilation of Facts and Suggestions in "Durum Wheat Notes"

Released by Clara Gebbard Snyder, Director

Department of Food and Nutrition, Durum Division, Wheat Flour Institute

Macaroni Products "Swell" in Dual Role

Sure Calories Count

Americans are calorie-conscious. They believe calories are "fattening," and they try to avoid the foods they think "contain calories."

Every food contains calories. Actually, calories are not food. They are a measure of food energy, just as inches are a measure of cloth. A tall, broad-shouldered person needs more inches of cloth to make a coat than does a small person. The important thing is to have the right number of inches of cloth to make a well-fitting garment. So it is with calories. Large or very active persons need more calories than do small or sedentary ones. Enough for one may be too little for another. The important thing is for each person to eat the kind and amount of food that provides enough calories for his needs. When those calories come from a combination of foods, they are likely to be most enjoyable. Skillful planning of those food combinations is the secret of good cooking, good meals, and good nutrition.

Most meals are planned around a main dish. Often it combines several basic foods, such as macaroni and cheese, or spaghetti and meat.

Macaroni, spaghetti and noodles are made of high protein durum wheat. The wheat protein they contain has a knack of capturing the flavor of other foods. It also provides "staying power," that quality that keeps one from getting hungry soon again.

Macaroni and spaghetti are excellent energy-yielding foods, yet they are not high in calories. One ounce of these foods (uncooked) "contains" only about 100 calories. An ounce is enough for a serving. The other foods combined with macaroni contribute their respective shares of calories. If these foods are lean meat, eggs, seafood, or chicken, they add only a moderate number of calories. If the dish is made rich with fats or fat-rich foods, the calories add up rather quickly. The difference is about the same as between lean meat and fat meat.

When counting calories, the thing to keep in mind is that a nutritious diet includes a variety of foods. Each food contributes its share of food values and of calories. Durum wheat foods contribute to the food value of a meal, and they serve as economical, energy-yielding carriers for the food values and flavors of the other foods combined with them.

Swell-"Ing" Spaghetti

When a recipe calls for two cups of cooked macaroni, how much must you start with? In other words, how much do macaroni, spaghetti and noodles swell during cooking?

The answer is a bit different for different varieties of these popular durum wheat foods. Just how much each variety swells depends partly on its shape and size. Also, measuring a cup of macaroni or spaghetti is somewhat difficult unless they are the elbow variety.

In general, and as a rough guide, it is safe to assume that spaghetti and macaroni double their volume during cooking. A cupful of elbow macaroni (four ounces), cooked tender and then drained well, will measure two to two and one-fourth cups. The same thing is true of other forms of macaroni as well as spaghetti.

Noodles are somewhat different. They swell only slightly during cooking. A cupful of noodles (two ounces) will still be a cupful of noodles when cooked, or perhaps one and one-fourth cups. Maybe this difference between macaroni and noodles is due partly to the egg content of the noodles, partly to the different shapes of these foods.

An ounce of uncooked noodles, macaroni, or spaghetti is the usual allowance per serving. That means that a cupful of noodles will make two servings, while a cupful of macaroni or spaghetti makes about four servings. These figures vary slightly with the kind and amount of other ingredients combined with these basic foods to make the completed dish. Durum wheat foods are so bland in flavor that they are seldom served alone. Like bread, they are good dressed with butter or margarine and served as the accompaniment to meat. Also like bread, they are excellent accompaniments to almost every other food. The protein in durum wheat foods captures the flavors of these other foods and adds its goodness and food value to theirs.

When you begin to take on weight rapidly, the only garment that fits loose enough for comfort is a nightshirt.

Judge: "So you left your wife. Do you realize you are a deserter?"
Accused: "Well, your honor, maybe you're right. But if you knew my wife, you wouldn't call me a deserter. I'm a refugee."

Carrier and Balancer

Flavor-carrier and budget-balancer is a big dual role for any food. But durum wheat foods—the macaroni family—carry off that role with ease.

Here are a few of hundreds of economical, flavor-wise tricks they help you play.

Make the most of that extra-good wedge or slice of nippy cheese by serving it in a macaroni-cheese sauce casserole.

If you like asparagus early in spring, while its price is still a bit stratospheric, put a few of the precious green spears between layers of everyday macaroni and cheese to make a dish fit for a gourmet.

When the budget seems a bit limp at the end of the week, buy a beef heart, grind it and use it as the nutritious, flavorful meat for spaghetti with meat sauce.

Give a springtime lift to April menus with strawberries. Make a pint of them do the work of a quart by serving them, sweetened, over noodle custard pudding.

Macaroni foods belong to the grain food family. They are made of wheat. That is why they are budget-balancers. But they are made from a special kind of wheat—amber, gold, high-protein durum wheat. That is why they are such fine flavor-carriers. Because they themselves are bland in flavor, they unobtrusively provide the "float" on which the flavor kings and queens may ride to the table.

During the Lenten season, flavor kings and queens are eggs, cheese, seafoods and fish of all kinds, with their good-companion vegetables. It's fun to make a game of serving at least one new macaroni food combination each week during Lent. Try broiled salmon slices (or fish fillets) in buttered or margined macaroni and lima beans. On a dreary day, bring sunshine to the table in a dish of hard cooked eggs in mustard sauce on spaghetti and diced carrots. On that chilly tag-end-of-winter day serve scalloped noodles, tuna, and peas. Any of these dishes go well with crisp rolls or crusty French bread or toast, and perhaps a simple salad of new leaf lettuce. All of these easy-to-prepare durum wheat food dishes bring to the table the flavor and color of spring, with good, solid, year-round economy and food value.



THE SIGN OF
DISTINCTIVE, QUALITY CARTONS
for
Popular Brands of
MACARONI,
SPAGHETTI,
EGG NOODLES
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Designed
to Meet the Needs and Ideals
of the Discriminate Users

ATLANTIC
CARTON CORPORATION
NORWICH, CONN.



SHELLS
PRINTED CARTONS
WINDOW CARTONS

Packages That Appeal, That Make for "Repeat" Sales

The Drift Toward Socialism

By H. P. Troendly, Vice Pres. and Gen. Mgr., Borg-Warner Corp.

We all have been appalled by the socialistic trend that has developed in our government during the last decade or two—a trend which has been accelerated during the past few months. We had probably not realized the full development of this leftist thinking until we heard over the radio or read in the newspapers the President's State of the Union message to the 81st Congress. We were shocked that such a large proportion of the 26-point program included social and economic fallacies which one by one have led strong European nations down the one-way street to a completely socialized order and dictatorship.

Mr. Truman's message included requests for a greatly expanded Social Security Program, socialized medicine, Federal aid to education, low rent and public housing, and increased taxes. And he held forth the possibility of government entrance into production fields such as steel. If you read that message carefully you noted it was asking for more controls, more taxes and more paternalism. But we listened in vain for a demand for a reduction in unnecessary government bureaus, pay-rollers and expenditures.

It is not beyond understanding that the masses in foreign countries which have been devastated by two wars in a generation—each leaving people hungry and destitute, confused and resentful—have succumbed to the blandishments of Socialist planners and the artifices of Communist dictators. But why should this happen in America? Why are we witnessing the fantastic paradox of the American free enterprise system which has provided more of the good things of life for more people than has any other system in history, being undermined by many of those who most benefit from it? Where along the road paved with false promises did we lose the stout spirit of our pioneer forefathers who, by their own initiative, hard work, thrift, individual responsibility, vigilance and abiding faith in God, converted our forests and plains into a land literally flowing with milk and honey?

Why is it that such a considerable number of our people have come to believe that the government owes them a living instead of an opportunity? It is because of the insidious propaganda of the past few years which has taught them that an all-wise, paternal, inexhaustibly rich Uncle by the name of Sam *does* owe them a living. In this blissful dream-state they have been willing to trade their freedoms and self-reliance for government hand-outs, their initiative for a socialized economy, their vigilance for false "se-

curity," their thrift for federal charity. Yes, we have gone a long way down the social road that has but few turnings, but we can—and must—come back. The comeback will not be accomplished around our clubs, the card tables or out on the golf course. It must be accomplished by presenting the facts of achievements under our free initiative system and the blessings it has brought to us as compared to the despair, despondency and the lack of hope that exist in the populations living across the sea.

We have been so engrossed with our own business problems that we have failed to furnish economic information to the millions who are hungry for it. We have failed to dramatize the accomplishments of American industry. We have failed to counteract the Marxist propaganda—much of it being paid for by our tax dollars—of those who would destroy our American way of life.

Socialism takes many forms and it

This article on a timely general subject is complimentary to J. Harry Diamond, founder of the Journal Anniversary idea—an old and admiring friend of the author.

can be reached by different routes, but the end results are almost identical. First, we must concede that we are in a laboristic economy and have been in one for over a decade. This being true, it is well that we study the objectives of the proponents of this economy.

We find there are two schools of thinking among labor leaders. One group, including some of the railroad union leaders, favors government ownership of railroads and of many other major industries. Another group is seeking the socialization of income rather than socialization of production. The latter group has made great strides in achieving this objective.

The end results are the same. When industry cannot keep a sufficient portion of its earnings to maintain and expand plants or secure venture capital, the government takes over because private industry is unable to do the job.

I would like to call your attention particularly to two trends that may lead down the road to Socialism. A full-scale attack upon corporate profits has resulted from a failure on the part of government, of labor and of many economists to recognize the necessity for adequate corporate profits, and from the inability of industry to show

in its accounting statements that what appears to be profits are over-stated due principally to inadequate depreciation reserves and inflated inventories.

In the past the productive efficiency of labor has increased due primarily to the fact that there has been a constant flow of new risk capital furnishing better equipment and providing better jobs. If this flow is cut off, not only may a depression result but Government may see fit to supply the lack of equity capital. The fact that so much investment of banks and insurance companies is in government bonds points to this trend.

A second dangerous tendency is the failure on the part of the public to recognize the danger in current labor legislation. The bill just proposed by the administration has deleted from our labor laws all responsibility on the part of unions to refrain from mass picketing and from violence and coercion of non-members and non-strikers. The bill has taken out all the pro-

tection that the present law gives a union member against excessive dues and against loss of a job under a union shop contract where he is expelled from a union even though he has tendered his dues. As a result, if left wing and radical elements gain control of a union an employe of long seniority who dares to speak out against the ruling faction in such a union may be deprived of a job and lose his very right to work in the plant where he has developed skill and built up long seniority.

The new bill goes further and, by repealing the prohibition against supervisory employes belonging to a union, permits the unionization of management itself. Where the foremen in a plant affiliate themselves with a union closely tied in with the plant employes, the management of such a plant has not only become a victim of disloyalty but has lost its very right to manage the plant.

The administration's bill abandons the principle that both parties to a collective bargaining agreement must bargain in good faith and must be responsible for carrying out the agreement.

It takes away the requirement that either party to a labor agreement must give the other sixty days' advance notice of any proposed change or modi-

(Continued on Page 78)

SEASONINGS STANGE

"Rhymes with Tangy"

The *Taste* difference
makes the *Sales* difference

• The fast growing dehydrated soup business has looked to Stange for seasonings that add sales-stimulating taste appeal and uniformity of flavor. Stange has met this demand by producing over 90% of the seasonings used in dehydrated soups. In 1948 over ten million gallons were seasoned by Stange!

• With 45 years experience creating taste appeal for many of the most famous foods in the nation, Stange can create an entirely new and improved taste for your product. Then no matter whether it's your favorite macaroni product, dehydrated soup, or canned food product, Stange's positive flavor control system makes it possible for you to maintain absolute flavor uniformity.

• The Stange staff of flavor technicians stand ready to help you develop new seasoning blends for your food products and to help give your products the taste difference that will make a big sales difference!

Full information gladly furnished on request.

STANGE PRODUCTS:

Cream of Spice Seasonings
Peacock Brand Certified Food Colors
N.D.G.A. Anti-Oxidant

WM. J. STANGE CO.

CHICAGO 12, ILL.

OAKLAND 6, CALIF.

Since 1904

"SILENT PARTNERS IN FAMOUS FOODS"

Radio's Important Role in Consumer Education

RADIO is rightfully recognized as an invaluable medium to create interest in foods, as well as in cars, soaps, et cetera. In recent years food advertising over the radio has won a permanent place in programs of all radio stations throughout the country.

The March, 1949, issue of *Sponsor* tells a radio success story, based on the experiences of V. LaRosa & Sons of Brooklyn, N. Y., now probably the largest manufacturer of macaroni-spaghetti-noodles in the world, and attributes to its rapid and permanent growth, the judicious use of advertising—radio, principally, along with newspapers. The story is unusually long, from which the following facts are culled.

"The same incisive business acumen that lifted V. LaRosa and Sons, Inc., from a neighboring store to the largest producer of macaroni products in the Middle Atlantic States has characterized the firm's use of radio ever since it started in 1930. This firm from the beginning knew where it was going and what route to take to get there—and it found bi-lingual broadcast advertising a dependable conveyance for traveling that route.

"LaRosa's real beginning as a major producer of macaroni and spaghetti arrived when it became the first Italian manufacturer of those products to package them. Until then, the so-called Italian-type spaghetti and macaroni (as opposed to the differently-produced American product made by Mueller's and other non-Italian manufacturers) had been sold loose, and brand identification was relatively impossible. The firm introduced its traditional Italian food in one-pound packages in New York and thereby started itself on the way to becoming the top name in macaroni products in its area of distribution," says the article.

"The company knew that its economic foundation would have to be the Italian market," continues the article, "that any expansion into the American market would have to come later, and would have to be based on what could be achieved financially through the East Coast's large Italian-speaking population—so it turned to radio almost 19 years ago, to reach the huge first- and second-generation Italian-American population along the Atlantic seaboard.

"To insure its sales message getting to the older (and spaghetti-buying) members of Italian and Italian-American families, it went to WOV, the New York station delivering the largest Italian listening audience, with an Italian-language program, whose format has varied little in the 19 years it

Selective Programs Aid Leading Macaroni Manufacturer to Switch from Early Italian Audience to General Listeners—

has been continuously on the air since its debut in 1930. The only major differences between then and now are the substitution of recordings for the live singers and orchestras of the program's early years, and an added emphasis on the serial drama which have always made up the second quarter-hour of the show.

"An indication of the size of the market reached can be seen in the Italian population of the New York metropolitan area alone," continues the story, "2,100,000 people, comprising 562,000 families. Sets in use for the latter total 27.6%, as against 23.7% for all New York City families, according to a Pulse survey. The fact that radio seems to be a more important factor as a source of news and entertainment in Italian homes than in New York homes generally is allegedly traced to language and cultural considerations.

"LaRosa never doubted that its steady use of Italian-language radio through the years contributed more than its share to the emergence of the company as a leader in the macaroni field. But it also realizes that one day in the foreseeable future its 19-year-

old standard bearer in radio will no longer be necessary. There is a slow but inexorable change occurring in its market that some day will call a halt to the firm's bi-lingual radio activities.

"The Italian market which for so long has been the backbone of the firm's distribution is gradually dying. The older generation of native-born Italians is giving way to their American-born children and grandchildren, most of whom speak little or no Italian; and Italian immigration into this country has been virtually nil for years.

"But as the Italian market slowly declines, its progress into the American market has been increasing constantly since its distribution through the Northeastern United States began to average 90%. Actually, the firm is now thinking in terms of a total market, rather than an Italian or American market. Its popular 'Hollywood Theater of Stars' which started last October, is an indication of the new thinking.

"The company's officials feel that they are definitely getting their money's worth in radio. Its present advertising budget is in excess of \$500,000, with more than 60% of that going into radio. While the current distribution of 25% for car-cards, 10% for magazines and 5% for point-of-sale varies from year to year, radio has always gotten the greater part of the advertising allocation. So, while too many advertisers have bungled things program-wise with only one language to worry about, LaRosa has made a complete success of bi-lingual radio."



MONARK EGG CORPORATION

Congratulations—Macaroni Journal

We are happy to participate in your 30th Anniversary edition.

Congratulations—Harry Diamond

The constant growth and the worth-while accomplishments of your industry are substantial proof that your tireless efforts in its behalf have not been wasted.

We are living in an era of specialized training. When we want a lawyer, doctor, tax consultant or a plant superintendent, we want one who has specialized in his work.

When you use **MONARK BRAND EGG YOLKS**, you are employing the services of "Egg Specialists." The egg business is neither a part time job nor a side line with **MONARK**. Each and every employee devotes his or her entire time to the egg business. Naturally, they are better equipped to do the job.

MONARK BRAND Egg Yolks

are packed especially for the Egg Noodle Manufacturer.

Dark Uniform Color • High Solids Content
Superior Quality in Every Way

If you have used **MONARK Eggs**, you know. If you have not used them, you owe it to yourself and your product to do so.

MONARK EGG CORPORATION

601-611 East Third Street • Kansas City, Mo.

The Home of STAINLESS STEEL

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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.

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

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PISA**
NO. 1 SEMOLINA
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
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**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: 1687 No. Snelling Ave., St. Paul, Minn. Millar: Rush City, Minn.

FAITHFUL PRODUCERS



PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute. One operator required.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute. No operator required.

Hour after hour, day after day, and year after year, Peters' Machinery continues to serve efficiently and accurately. They are truly faithful producers, ready at the touch of a switch to turn out a steady stream of macaroni products that will have eye-appeal and help you to greater profits. Let us tell you how you can save time, labor, and materials by employing these machines. Send us samples of the cartons you are now using. We will gladly make recommendations to suit your requirements.

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

Institute's By-Laws and Constitution

The following Constitution and By-Laws for the new Institute were unanimously approved at the Winter Meeting in Miami Beach, Jan. 24, 1949

Article 1. Name.
The name of this organization shall be National Macaroni Institute, Incorporated.

Article 2. Objects.
Its objects are to advance the general interests of the Macaroni-Noodle Industry and to popularize macaroni-noodle products through research and publicity.

Article 3. Place of Business.
It is incorporated under the laws of the State of Illinois as a "Not-For-Profit" organization with its principal place of business in the City of Braidwood, Illinois.

Article 4. Membership.
The membership is composed of an unlimited number of fully paid-up macaroni-noodle manufacturers and allied (to be known as "Co-operators"), willing to collaborate in improving the quality of macaroni-noodle products

through study and research, in creating wider consumer acceptance and in popularizing macaroni-noodle products to increase their per capita consumption.

Article 5. Governing Body.
The organization shall be governed by an Institute Advisory Council of ten (10) or more members, an Institute Executive Board of seven (7) or more, a President, Vice President and a Secretary-Treasurer, all to be selected or elected as provided for in the by-laws. The President of the National Macaroni Manufacturers Association shall be the President of the organization and shall be an ex-officio member of both the Advisory Council and of the Executive Board, with voice and vote.
Elections may be held at annual meetings or by mail in a manner to be determined by the Executive Advisory Board.

Article 6. Meetings.
1. The annual meeting of the organization shall be held in January each year at such date and place as may be from time to time determined at its annual meetings or by the Institute Advisory Council.
2. Special meetings may be called either by a majority of the Institute Advisory Council or the Institute Executive Board, and must be called by the President upon petition of not less than twenty-five (25) per cent of the "Co-operators."

Article 7. Funds.
Funds for the operation of the Corporation shall be derived from monthly contributions by "Co-Operators" on a basis to be determined by the Institute Advisory Council, or through the sale of promotional materials developed or produced by the Corporation.
All funds shall be deposited as a separate and distinct account in a depository designated by the Institute Executive Board and expenditures therefrom are to be made by checks only for the specific purposes for which the corporation is established.

Announce Canners' Conventions

Joint 1950 and 1951 conventions of the National Canners Association, National Food Brokers Association, and Canning Machinery & Supplies Association will be held in Atlantic City, N. J., and Chicago, Ill., respectively, and will consist of separate periods devoted to food sales conferences and production planning, it has been announced by officials of the three organizations. The sales periods for both years will be sponsored jointly by NFBA and NCA and the production planning periods by CM&SA and NCA.

For the 1950 convention period in Atlantic City, the food sales conference week will extend from Sunday, January 22, through Friday, January 27, and the production conferences from Saturday, January 28, through Tues-

day, January 31, with the annual machinery exhibit booked for that period. The plan for the 1951 convention period in Chicago set for mid-February has been worked out along similar lines of sponsorship. The order of meetings in 1951, however, will be reversed, the production conference first and the sales conferences second.
While the joint convention periods will be sponsored and managed by the three associations listed above, the pattern agreed upon will provide for the attendance during the sales conferences of NFBA brokers, sales departments of NCA canners, non-canner manufacturers and all buyers who want to attend. This pattern provides for the attendance of processed food manufacturers other than canners during the production period also.

Article 8. Quorum.
1. At any meeting of the Corporation, regular or special, twenty (20) members in good standing shall constitute a quorum.
2. At any meeting of the Institute Advisory Council, seven (7) members shall constitute a Quorum.
3. At any meeting of the Institute Executive Board, five (5) members shall constitute a Quorum.

Article 9. Amendments.
This Constitution may be amended at any regular or special meeting of the organization by two-thirds of the members present and voting.
Respectfully submitted,
M. J. Donna, Managing Director

Gereke-Allen Carton Co.
SPECIALISTS IN FINE COLOR PRINTING CORRECTLY DESIGNED FOR
• CARTONS • CONTAINERS • DISPLAYS •
5101 PENROSE ST. ST. LOUIS, MO. TELEPHONE, GO-8100

you can strike back

DURING this year, say statisticians for the American Cancer Society, 66,000 men, women and children will be saved from cancer. They are the alert and fortunate in whom the disease will be diagnosed in its early stages and treated promptly by skillful surgery, x-rays, or radium.

Saving 66,000 represents a great triumph of medicine, of research, of education. Yet it is a fact that an-



POSTER GIRL—Viveca Lindfors, motion picture actress, introduces the American Cancer Society's 1949 fund drive poster which bears the slogan "Cancer can strike anyone—but you can strike back." ACS will seek \$14,500,000 in its April campaign.

other 66,000 who will die should be saved.

Cancer may occur in any part of the body. In many of the sites where it is most common—in the lip, the mouth, the breast, the rectum, or the skin—diagnosis is not too difficult and prompt treatment has excellent results. Early diagnosis is the key to cancer control and that depends on men and women taking the initiative themselves in seeking medical help. They do that when they have an annual, complete physical examination or when they recognize the presence of one of the danger signals, symptoms that might mean cancer, and go at once to a doctor.

To spread life-saving information about cancer is an important part of the job of the American Cancer Society. This voluntary health agency is supported by millions of contributions made each year during April. Education is one element of the Society's program; the other two elements are research and service.

In research there has been encouraging progress in biology, chemistry, and physics in the laboratory attack on cancer. Findings of the so-called pure scientists are quickly tested for their effectiveness and living material.

Gradually research institutions are being built across the country. Once cancer research was limited to a few centers, but that has changed. This year grants of the American Cancer Society went to 201 institutions and individuals in 27 states and the District of Columbia.

Interesting work is being done with chemicals, such as sodium, phosphorus and iodine made radioactive in the same ovens that produce elements of the atomic bomb. The radioactive chemicals are invaluable as tools of research, tracers to follow the intricate processes of body cells. Doctors tell us that today their value in treatment is limited to a few special cases, but studies in the field are being pressed.

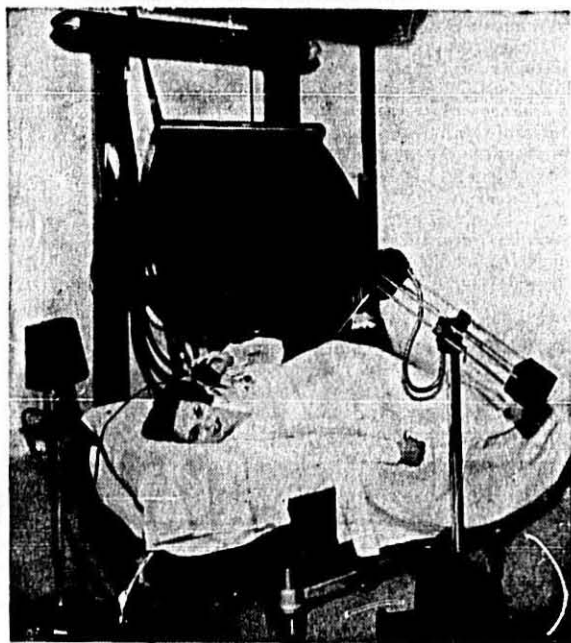
The program to make available to all people the approved methods of treating cancer—surgery, x-rays and radium—is moving ahead steadily. There are in the United States, 43 diagnostic clinics and 407 cancer clinics approved by the American College of Surgeons. Many more are needed.

A most exciting development in cancer control work is volunteer service. Here is where the individual—particularly the woman—can herself do something about cancer. She can and should give financial support to the fight against this disease. But that is not enough. She should enroll herself as a working volunteer in her state division or local unit of the American Cancer Society.

The volunteer service program—worked out by medical and lay leaders—varies according to the needs and plans of each locality. Usually given top priority is the preparation of surgical dressings which are so important for the comfort of bed-ridden cancer cases. Last year some 3,500,000 dressings were made by volunteers. Volunteers may also make bedpads, slippers and many other articles that help and comfort the patient.

Since treatment for cancer is often spread over many months, it may be difficult for the patient to make re-

(Continued on Page 68)



WIRED FOR SOUND—The latest improvement in x-ray therapy equipment is demonstrated by a patient who also takes advantage of new devices designed to increase morale and comfort. While the 250,000-volt General Electric x-ray machine sends its cancer-killing rays into the patient, she listens to soothing music from a pillow speaker. Other new devices shown in use are a unit for communication with the attending physician and an integron, the instrument at the right, which accurately regulates the radiation period. Cancer treatment equipment like this is purchased with funds given the American Cancer Society for hundreds of hospitals and clinics throughout the country.

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.

You Can Always Depend on
STAR DIES

for consistently BEST results—because there is a third of a century of "know-how" behind them.

- ★ GREATER SMOOTHNESS
- ★ GREATER EFFICIENCY
- ★ LONGER LIFE
- ★ LESS FITTING
- ★ LESS REPAIRING

*Expert Advice
Cheerfully Given*

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

Contract NOW for farm-fresh shell-egg quality the year 'round!

- FROZEN YOLKS
(45% Solid Yolks)
- DRIED YOLKS
(Certified Spray-Dried Yolks)

Wilson's "Froze Fresh" Frozen Yolks and Certified Spray-Dried Yolks give your fine noodles a superb tenderness... better color and uniformity... longer-lasting freshness. The "Froze Fresh" Yolks are frozen with amazing speed... the spray-dried yolks are speedily dehydrated in a swirling cyclone of sterilized air to give you farm-fresh, spring-laid quality the year 'round.

Buy a trial order now. Convince yourself of their uniform high quality. Then contract for a year's supply with your Wilson salesman or write direct to: Wilson & Co., Inc., Bakery Division, 4100 S. Ashland Ave., Chicago 9, Ill.

Froze Fresh
EGGS



Wilson & Co.
Bakery Division
Chicago 9, Ill.

A WILSON *Certified* PRODUCT

YOU CAN STRIKE BACK

(Continued from Page 67)

peated trips to her doctor, clinic or hospital. To meet this critical need many state divisions have organized transportation units. Loan and gift closets to provide equipment for the sickroom are being organized and may offer a variety of items ranging from radiators to wheel chairs, from oxygen masks to basins. Another type of service that brings rich rewards to patient and to volunteer is the home visitor program. This may include carefully supervised bedside care or be limited to the more homely tasks of baby tending, cooking, mending, reading aloud, etc. Not the least important of volunteer projects is helping clinics and hospitals to handle the great load of clerical work.

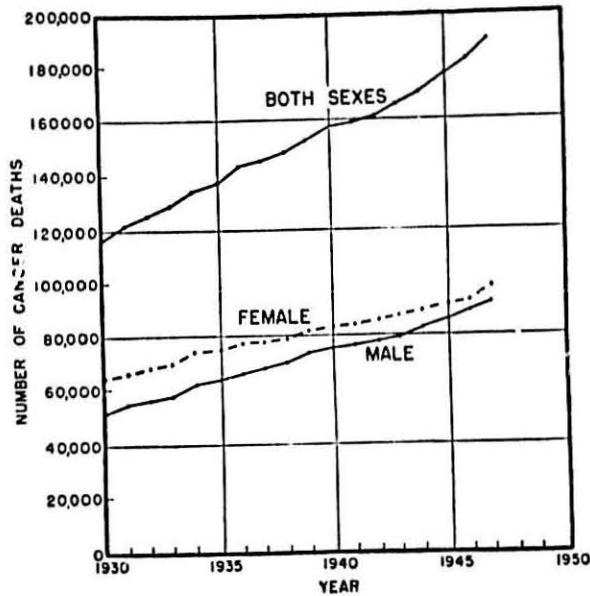
As indicated above, some 60,000 of those who develop cancer in 1949 will be saved by early diagnosis and prompt, proper treatment. However, in this same period it is probable that 200,000 persons will die of the disease. At least one-third of these could and should be saved.

Cancer can strike anyone, but this is important—everyone can strike back.

To help you strike back the American Cancer Society presents three suggestions:

One. We should be alert for symp-

**CANCER DEATHS BY SEX
United States, 1930-1947**



The annual cancer death toll in the United States has increased from 117,800 persons in 1930 to 189,811 in 1947.

oms the danger signals that may mean cancer and should mean a visit to a physician. Pain, by the way, is not a sign of early cancer.

The danger signals are:

1. Any sore that does not heal, particularly about the tongue, mouth or lips.
2. A painless lump or thickening, especially in the breast, lip or tongue.
3. Bloody discharge from the nipple or irregular bleeding from any of the natural body openings.
4. Any change in the color or size of a wart or mole.
5. Persistent indigestion.
6. Persistent hoarseness, unexplained cough, or difficulty in swallowing.
7. Any change in the normal bowel habits.

Two. Every man and woman should have a complete annual physical examination; if you are a woman over forty, have it twice a year.

Three. Investigate your state volunteer program. Perhaps there is work that you can do to help control cancer. And one thing you can and should do—give financial support to this fight. You may do it in April by putting your contribution in an envelope and mailing it, addressed to "Cancer," care of your local post office.

Now is the time to start striking back.

PMMI Semi-Annual Convention

Packaging machinery manufacturers institute will hold its spring meeting on May 9, at the Hotel Dennis, Atlantic City. The Committee on Arrangements, consisting of George W.

will have a group get together on Sunday evening, May 8, with all day business meeting on Monday, May 9, and semi-annual banquet that evening. All meetings will be held at the Hotel Dennis, which is headquarters for PMMI members during the week of the Packaging Exposition to be held at Atlantic City, May 10-13.

According to announcement by H. Kirke Becker, president, Peters Machinery Co., who is president of the Institute, the seventeenth annual meeting of the Institute will be held from October 31 to November 2, 1949, at the Edgewater Beach Hotel, Chicago.



H. Kirke Becker

von Hofe, New Jersey Machine Corp.; Carl F. Schaeffer, Stokes and Smith Co.; W. Leo F. Coughlin and K. M. Peterson, Pneumatic Seal Corp., have announced that the PMMI members

The Fabers in Hawaii

Mr. and Mrs. George Faber of Chicago, Ill., went to Hawaii for their winter vacation. From there, George, who represents the King Midas Flour Mills in the Chicago trading area called, "Having a high altitude. Hope to return when the winter clouds are spring and when the clouds' situation has been sufficiently cleared to make for clear sailing when I get on all my many friends in the Chicago Trading Area next month."

A woman is never thoroughly interested in a newspaper article until she reaches the place where the balance is torn off.

John J. Cavagnaro

Engineers and Machinists

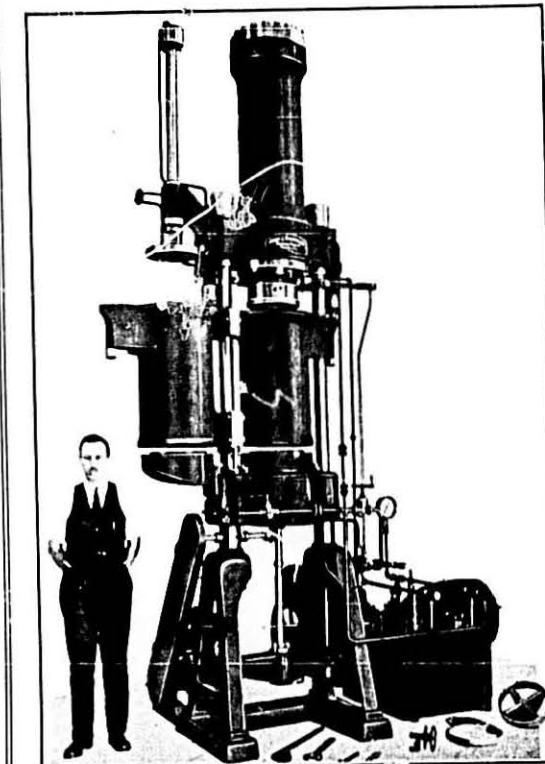
Harrison, N. J. - - U. S. A.

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)

There is a North Dakota Mill & Elevator Durum Flour, Semolina, Coarse Durum Granular, Standard Durum Patent, or Durum Clear for every macaroni product.

the mostest of the bestest comes from NORTH DAKOTA

Step out of our back door and you're in the heart of the durum wheat empire. This Department of Agriculture map shows the durum wheat areas of the United States. More than 90% is grown in our back yard and it's recognized as the finest durum wheat in the world.



Not only do we see the most and best amber durum wheat but we see it first! From the time a tiny green sprout appears until it is golden ripe in the field, we're watching its progress. We literally see the hard, bright, semi translucent kernels grow. We watch the rich amber color develop. It's only the finest of this amber durum wheat that is milled into our Semolina and Durum Flours. Our buyers grew up with durum wheat—they can tell the good from the mediocre faster than you can say "macaroni." If you want your macaroni product to be outstanding—to hold its form and be, elastic and translucent—to break clean with a glossy fracture... then you want famous Semolina or Durum Flour from the North Dakota Mill & Elevator, Grand Forks, North Dakota.



NORTH DAKOTA MILL & ELEVATOR

GRAND FORKS, NORTH DAKOTA
R. M. STANGLER, General Manager
EVANS J. THOMAS, Manager Durum Division
320 North Michigan Avenue, Chicago, Illinois
Telephone Superior 7-2631; 7-2664

Liquid, Frozen and Dried Egg Production February 1949

Production of liquid egg during February totaled 40,682,000 pounds, compared with 31,099,000 pounds during February last year, the Bureau of Agricultural Economics reports. The increase in total production over last year was due mainly to much larger quantities produced for drying. The quantity of liquid frozen during February was much less than the quantity frozen during February last year.

Dried egg production during February totaled 6,846,000 pounds, compared with 1,065,000 pounds in February last year. Production consisted of 6,190,000 pounds of whole egg, 205,000 pounds of dried albumen, and 451,000 pounds of dried yolk. The Department of Agriculture's contracts for dried whole egg for price support purposes from January 1 through

March 19 amounted to 20,175,495 pounds.

The production of 17,009,000 pounds of frozen egg during February was 34 per cent less than the quantity produced during February last year and was the smallest production during the month since February 1942, when 13,626,000 pounds were produced.

Storage stocks of frozen egg on March 1 totaled 58,781,000 pounds, compared with 120,665,000 pounds on March 1 last year, and 99,245,000 pounds the March 1, 1944-48 average. Storage holdings decreased during February by 13 million pounds, compared with a decrease of 2 million pounds during February 1948 and an average February increase of 0.1 million pounds.

"Grandpa" Steinke

Cigars and other ways of showing his elation to friends was William M. Steinke's way of announcing his pride in the fact that he became a grandfather last month on the arrival of his first grandchild, Marlyn Joyce, seven and one-half pound daughter of Mr. and Mrs. William C. Steinke. The equally proud father is an employe of Peavey Elevators, Minneapolis, and grandpa is vice president and controller of King Midas Flour Mills, Minneapolis and Duluth.

Program Announcements

Preliminary program announcement for the annual convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel, Chicago, Ill., June 27 and 28, 1949, is to the effect that the opening day is designated as "Association Day" and the closing one as "Institute Day."

Robert M. Green, assistant secretary-treasurer who is handling the speakers portion of the convention program, has appealed to the members to send suggestions and to make comments on the preliminaries already arranged.

Dr. Wm. Walmsley, principal of the School of Baking of the American Institute of Baking, Chicago, will be the leading speaker on "Association Day," Monday, June 27, and will discuss the subject, "Filth and its Prevention in Macaroni-Noodle Plants." He will use models and charts in a graphic illustration of his subject.

Ted Sills, president of Theodore R. Sills, Chicago, will be the principal speaker on "Institute Day," June 28, with a complete report on program made in The Macaroni Industry Promotional Program.

M. J. Donna, secretary-treasurer of the Association who will have charge

of the entertainment and other special features in connection with the June meeting, advises that it is too early to make any definite report, except to say that his program is progressing nicely.

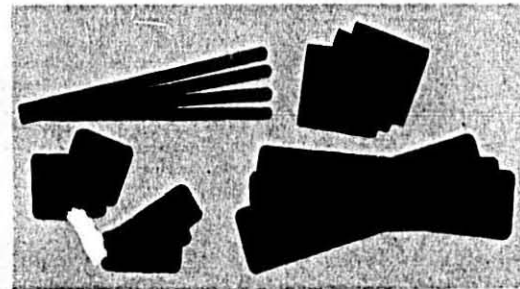
Triangle's New Plant

The Triangle Package Machine Co., makers of "Elec-Tri-Pack" weighers and other packaging machinery for weighing, filling, measuring and sealing dry products like macaroni, spaghetti, noodles, elbows, and other shapes of macaroni products into all types of containers, announces that it is now located in its new home at 6633-6655 West Diversey Ave., Chicago 35, Ill.

"Ground was broken March 1, 1948," observes the chief executive of the firm. "Now that we look back at

"Safety Walk"

Macaroni-noodle plant superintendents concerned over the safety of their workers will be interested in the



new "Safety-Walk," non-slip material for floors and stairways announced by the Minnesota Mining and Manufacturing Co., St. Paul, Minn.

It consists of hard mineral grains

it, our difficulties and problems have sort of faded into the background. We realize that our progress, through the past twenty-five years and as of today, having the newest, most up-to-date packaging machinery manufacturing plant in the country, has been made possible only because we have folks like those in the macaroni industry and other lines and the members of their associations to work with.

"We look forward to the privilege of continuing to work with them in the future, as we have in the past. We will be pleased to have old and new friends visit our new plant and note our facilities for taking care of all packaging needs."

Install St. Regis Packers

Kansas Flour Mills Co., Kansas City, Mo., a unit of Flour Mills of America, Inc., and the largest flour mill in the southwest, further expanded its automatic packing during the past year and now has installed a battery of four St. Regis 402-PS flour packers.

This battery of packers, each of which is capable of packing six multi-wall valve bags (100 pounds each) a minute, has a capacity to pack 11,520 bags in an 8-hour day. Operating to a large extent on domestic bakery flour, this mill is now packing approximately 70 per cent of its outturn in multi-wall valve paper bags.

The first was installed at Kansas Flour Mills late in 1944. A second went in during 1947, while the remaining two units were placed in operation last year. Plans have been made for further installations.

If a man goes to work a half hour earlier than usual, his wife becomes suspicious, and she may be right, at that.

surface-coated on a toughened fabric affording nonslip safety underfoot. It has a pressure-sensitive adhesive coat-

ed underside protected by a cloth liner which is pulled off just prior to its application. A 4-page folder is available to those interested.

if You Are Modernizing Your Plant with New Equipment in 1949 . . .

. . . . Our Engineers can be helpful to you in the planning and placement of equipment to insure maximum production and minimum operating cost.

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

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

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

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

**CHAMPION
Consulting
Engineering
Service**

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



dependability

**CAPITAL
GRANULAR**

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

**SERVING YOU BETTER FROM
TWO CONVENIENT LOCATIONS**



CAPITAL FLOUR MILLS

AT

SAINT PAUL, MINN. • BALDWINVILLE, N.Y.

DIVISION OF

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

The Macaroni Die

More than 300 Forming Plates Used by Macaroni Industry

The macaroni industry is constantly striving for new and better products. This is true in the case of the macaroni die, which is the key to the production of the macaroni product.



Donato Maldari

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GRAND PRIZE WINNERS: Round trip tickets to Europe were the grand prizes handed out to this group by Butoni Macaroni Co at a dinner given March 6 in New York City. The awards, given to high scorers in a year-long point gathering contest for food stores and consumers throughout the country, celebrated the company's 12th anniversary of spaghetti manufacturing. In the front row are Giovanni Butoni, American head of the international concern, Mrs. Luigi Butoni, Mrs. Giovanni Butoni and Luigi Butoni, head of the Rome, Italy, branch of the company.

less energy and less loss in the production of new products. New specific design, new designs and new standard products. They have used in special and added constantly and in a way to the production of new products. The experience is placed in the hands of the industry and the industry is constantly striving for new and better products.

There is a new way of thinking about the industry. The industry is constantly striving for new and better products. This is true in the case of the macaroni die, which is the key to the production of the macaroni product.

The industry is constantly striving for new and better products. This is true in the case of the macaroni die, which is the key to the production of the macaroni product.

Plant Garage Damaged

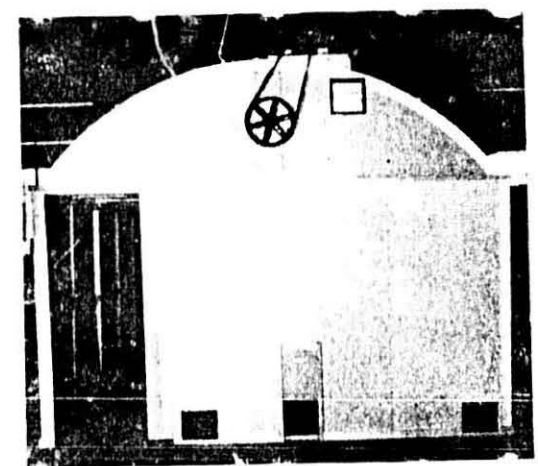
The garage of the plant was damaged by a fire which broke out in the early morning hours of the day. The fire was caused by a short circuit in the wiring of the garage. The damage was extensive and the garage had to be completely rebuilt.

YOLK COLOR QUESTION

The question of yolk color is a matter of great importance to the industry. The yolk color is a result of the diet of the chickens and the amount of light they receive. The industry is constantly striving for new and better products.

The industry is constantly striving for new and better products. This is true in the case of the macaroni die, which is the key to the production of the macaroni product.

The industry is constantly striving for new and better products. This is true in the case of the macaroni die, which is the key to the production of the macaroni product.



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

Always at your service:

The industry is constantly striving for new and better products. This is true in the case of the macaroni die, which is the key to the production of the macaroni product.



Executive Sales Offices—201 N. Wells St., Chicago 6, Ill.

WESTERN PRODUCTS INCORPORATED

Creative Engineering in Packaging and Plastics

NEWARK OHIO

and appears in the Macaroni Book '54 for June 1948.

The complete detailed method with the experimental data has been prepared as an article and will appear in the April edition of the Macaroni Journal.

BRITISH INSTITUTE

Weekly Press and the Macaroni Periodicals. 1. Recipes, 2. articles and paragraphs of Macaroni from the cookery angle, 3. articles, paragraphs on Macaroni from the point of view of interest angles.

By securing the interest of the Macaroni recipes in the Macaroni Books published by other Macaroni Institutes.

By broadening recipes in suitable F.F.C. study programs such as 1. In the Kitchen and 2. Winter House.

By persuading the following catering establishments to work with

and more varied Macaroni dishes: 1. in hotels and restaurants; 2. in Holiday Camps; 3. in boarding houses and colleges; and 4. large industrial canteens.

By persuading the principals of Domestic Science Schools and Colleges to give greater attention to instructions on the values and uses of macaroni products.

By securing the interest and cooperation of the Retailers by providing 1. display material, 2. advice and material, 3. window displays, and 4. the In-store promotion to deal with trade inquiries and complaints.

Finally, there is a brief mention of some of the other activities of the Institute, such as play at her own, periodic scientific research and act as a consultant to all matters concerning macaroni.

By Advertising Service and other agencies, such as Macaroni Institutes, scientific publications, and Macaroni Institutes, Macaroni Institutes.

C. W. G.

GAMBLE WITH HEALTH

(continued from page 26)

dication of the thoroughness behind the study can be seen from some of the details of the examination as reported by Dr. Mack.

These tests she said included X-ray of the teeth and of certain bones; 2. measurements for body build, position of organs and certain tests on blood; 3. microscopic examinations of the skin, eyes, tongue and ears to determine whether there has been any hardening or growth of bacteria, fungus, viruses and body fluids, etc. which changes in outside world, desirable.

In addition to the description of the blood count, she said, she also as well as white and differential counts, the blood was analyzed for the presence of Y.T.C. and E.T.C. (yellow phosphorus) and protein, etc. and some of the other tests.

Dr. Mack said that she had also had the blood count, etc. and some of the other tests.

The examination of the blood count, etc. and some of the other tests.

Dr. Mack said that she had also had the blood count, etc. and some of the other tests.

NEW MACARONI INSTITUTE

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Miss Jean Schaller of St. Paul, Minn., 1949 "Queen of the Snows," who presided over a bevy of beauties at the Winter Carnival in her home city last month, is confiding her secret to Boreas Rex, the high mogul of the big entertainment of the Northland. She is explaining her favorite recipe, "Spaghetti with Meatballs," which she prepares and eats frequently and to which she attributes her beauty and slender attractive figure.



This Trademark Identifies Quality Packaging Materials

by

Waldorf Paper Products Company

St. Paul Minnesota

Whose Business Is The Development and Production of Good Packaging

After 37 Years,—It's Still

"SW" Brand Noodle Yolks

DEEP COLOR	HIGH QUALITY
GUARANTEED SOLIDS	UNIFORMITY
LABORATORY CONTROL	RAPID FREEZING

Packed and Sold By

Sherman White & Company

FORT WAYNE, INDIANA

San Francisco, December 13, was a huge success. Arranged by Mr. Donna, led by Bud Norris, and sparked by the enthusiastic participation of the West Coast manufacturers and suppliers, this meeting was a highlight of operations in 1948.

When the date of the Winter Meeting at Miami Beach rolled around on January 24 and 25, major decisions were waiting for the Directors' consideration. It became obvious at the Directors' Meeting, January 23, that the details involved in the final recommendations of the "why, how, and who" in the Macaroni Industry Promotional Program required further sifting and alignment. This task was assigned to the Working Committee.

On a motion made by Harry Diamond, the membership of this Committee was expanded to include two more members with advertising experience. The new members are Lloyd Skinner and Joe Pellegrino.

The Committee went into almost continuous session from Sunday night to Tuesday morning. It was their considered opinion that the objective of increasing the per capita consumption of macaroni and noodle products could best be achieved through a program of continuous publicity; that administration of the program would be most effective with co-ordinated responsibility

and authority for managing Association and Institute affairs; that the program should begin as soon as possible.

They recommended that the firm of Theodore Sills and Company be appointed to handle public relations and publicity for the Association, beginning March 1. On the same date, Bob Green should assume the duties as Act-



"Spaghetti without cheese is 50c. Spaghetti without meat-balls is 75c!"

ing Secretary of the National Macaroni Manufacturers Association and the National Macaroni Institute. M. J. Donna should counsel and guide the

Acting Secretary while devoting full energies to the MACARONI JOURNAL, as editor-in-chief.

These recommendations were approved by the Board and accepted by the membership in convention Tuesday morning, January 25.

With the appointment of Theodore Sills and Company, the National Macaroni Institute, Inc. is employing one of the most accomplished publicists in America. This firm has achieved outstanding results in a highly specialized field.

Full advantage will be taken of the Sills staff in New York City. Miss Gertrude Michalove, Director of Women's Activities, and Miss Julia Brown, Home Economist, will handle recipe work and food editor contact there. With most of the food editors of the national women's magazines and newspaper syndicates located in New York City, the advantages of this arrangement are obvious.

Theodore Sills and Bob Green will collaborate on news releases out of Chicago, using the facilities of the mid-west office.

Fred Mueller, as Chairman of the Working Committee, will approve all copy to give it the seal of acceptance of a man in the business manufacturing macaroni and noodle products.

This will take time; time and effort

voluntarily spent for the good of the industry as well as for individual business interests.

It is the accumulation of these contributions of time and effort expended by many macaroni and noodle manufacturers, as well as their financial support, that is putting all individual manufacturers in a position to enjoy larger sales than they would have without publicity.

EMPLOYEE'S SAFETY

(Continued from Page 22)

up his safety education program with visual aids may have films produced to suit his particular needs or may utilize films already available that deal with basic and approved principles of safety today.

As previously mentioned, it is becoming common practice for employers to carry safety education into the home of the worker, and into his street or traffic experiences. To this end, a series of sound motion pictures, "Traffic Safety," has been produced by The Jam Handy Organization under expert supervision. Employers are working them into regular safety programs and families are permitted to participate in this phase of the educational work.

However, few users of visual aids in safety education contend that films alone will provide a complete program. But they can be successfully correlated

with posters, dodgers, exhibits, talks and speeches. They must be used properly to be used with full effect.

SHIPPER'S RESPONSIBILITY

(Continued from Page 32)

engineering department and your production department, you can influence customers to leave you faster than sales can find them, and you can place your financial department on a strictly red ink basis.

Now admittedly, no sound business is going to permit conditions to get in such a sorry state that all of these dire things happen as a result of poor packing and car loading, but why be half-way in our approach to this problem? Why not do a bang-up job?

The safe delivery of your merchandise in factory fresh condition is certainly a necessary part of your sales program. The appearance of your product, the possible multiple use of the containers in which it is delivered, the advertising values of the printed message on the containers are all aspects of the merchandising values which can be incorporated in a proper packaging and packing program.

Organizing for Claims Reduction

... The scope of the problem, as indicated, is broad. To make a real contribution to damage claims reduction, the shipper—1. Must set up packing as

a major function which can undo all of your other efforts if its importance is not recognized. 2. Must design his product so it can be packed and shipped safely. This means he must have real co-operation between engineering or product development groups and the packing function. 3. Must pack to conform to carrier rules. 4. Must pack so that the product will carry safely, recognizing the peculiar hazards of his product and distribution scheme. 5. Must purchase containers from responsible technically competent suppliers. 6. Must use sound practices in handling and warehousing packed merchandise. 7. Must load containers properly into cars which have been carefully prepared to carry them. 8. Must recognize that multiple hazards, that is, combinations of more than one hazard are generally found when severe loss and damage is encountered. Usually, contributory negligence of the shipper is at the bottom of such multiple hazard conditions. If you take care of your part of the job your shipments will often be able to ride out the other hazards they encounter during distribution which are beyond your personal control.

This study and reasoning should convince us that top management should "buy" a sound program of packaging, packing and loading to the end that a major reduction in damage claims may be made.

AT NO EXTRA COST—

LINER JOINT

The Seamless
Corrugated Shipping
Container

DAVID WEBER CO.

3500 Richmond St., Philadelphia 34, Pa.

Factories—Philadelphia, Pa., Glendale, N.Y.C.

Kraft Mill—West Point, Va.

Specializing In

DARK EGG YOLKS

We Have Served The
Noodle Trade
For
Thirty-Five Years

S. K. PRODUCE CO.

565 Fulton St.
Franklin 2-8234
Chicago 6, Ill.

LANZIT CORRUGATED BOX CO.

2425 SOUTH ROCKWELL STREET
CHICAGO 8, ILLINOIS

Chicago's Oldest Manufacturer of Corrugated Boxes

DRIFT TOWARD SOCIALISM*(Continued from Page 60)*

fication and during this "cooling off period" refrain from strikes or lock-outs.

It seriously curtails the President's power to prevent a so-called National Emergency Strike.

It destroys the General Counsel's office and returns industry to the Wagner Act era when the prosecutor and the judge were one.

It repeals all restraints on shake-downs, feather bedding and the payment of union officials for work that is not performed.

It repeals the provision requiring unions to reveal to their members what is done with union funds.

It goes back to the Wagner Act provisions which were at one time interpreted to abolish free speech and the right of an employer to talk frankly to his employees and to answer false charges.

In effect, it leaves the most powerful monopolies in the world without the restraints that the public has a right to demand where such power exists, and it refuses to protect employers against unions that abuse the rights of collective bargaining.

It is the duty of businessmen to inform the public as to what is going on. If the public and the majority of the

Congress recognize what is really involved they could never permit legislation of this sort—legislation which could hamstring industry and bring about the worst type of depression.

The Honorable Charles Evans Hughes has said the people of our nation are: *Its Power, Its Peril, Its Hope*. They are its *power* as the result of the right of franchise accorded to them by our Constitution. They are its *peril* when they are blinded by the gaudy promises of every kind of social benefit and security from the cradle to the grave. They are the *hope* if, before it is too late, they are brought to realize and appreciate that our American system of individual initiative and enterprise, thrift, freedom of opportunity, and more production has given to all of us so much more than is enjoyed by any nation on earth. Under that system we can achieve more and more of the worthwhile things of life for every citizen in the land.

Yes, I have abiding faith in the good judgment of the American people once they are given, and understand, the facts. But time is short and the time for action is now. We who have lived under our blessed heritage of freedom have an obligation to those who come after us. What kind of heritage will we leave to them? "*For what avail, the plow or sail, or land or life, if freedom fail?*"

ADVERTISING PROBLEMS*(Continued from Page 24)*

junior partner to the foregoing "Big Three." It is best to consider it as a supplementary, rather than a principal, medium of advertising, at least as applied to most businesses.

Direct mail advertising is highly specialized—unless one is thinking merely in terms of the penny post card with a typewritten message, or an ordinary typewritten text on one's letterhead. Almost any piece of direct mail literature that goes beyond these narrow limitations involves the expenditure of considerable money (postage is one of the major items) and requires generally the services of experts in a number of fields—artwork, layout, printing, et cetera. A good mailing piece can be produced by an advertising agency, or may be produced from an establishment that makes a business of producing mailing pieces.

Direct mail for the smaller advertiser is indicated for a brief and specific campaign, and is not used with the consistency that the three major media are used. Neither is it, in a strict sense, as competitive with outdoor advertising, radio and newspaper as

these three are among themselves. All advertisers, sooner or later, will have an occasion to do some direct mail advertising, and this medium, as pointed out above, becomes generally supplemental to the routine advertising program.

Greatest advantage of direct mail is the personal touch that can be injected into this type of advertising and the selection of clientele that is obtainable. There need be no waste circulation where direct mail is involved. The advertiser can pick the prospective recipients of his mailing piece at will and send such material directly to them.

The principal disadvantage of direct mail is the cost per person reached. It bears repeating that the cost of postage alone is a heavy drain on the limited advertising budget, to say nothing of the cost involved in the production of an attractive, result-getting mailing piece.

In summing up the data contained in this series of articles, two definite conclusions can be reached: (1) Selecting the proper advertising medium requires essentially the matching of a given advertising task against the advantages offered by a given advertising medium, and (2) where it is possible to do so, a combination of several media, or the three major media supplemented by direct mail, is more effective than the use of one medium.

Where combinations are used, however, the small businessman should be sure that his budget is large enough to permit a reasonable full use of each medium used. In other words, don't take a small advertising budget and attempt to spread it over a number of media. It spreads too thin and money will be wasted. If the appropriation does not permit the effective use of a combination of media, then the money should be directed into one channel (whichever medium offers the most advantages for the advertising task to be accomplished) and use it in such a way that it becomes a dominant factor in the success of the business.

In discussing the advertising problems of the small businessman, it is understandable that the average man, with all of his other problems of buying and selling and running his business, cannot be completely informed on the intricacies of advertising media.

Naturally, it is to his advantage to know as much as possible about the potential achievements of his advertising dollars, and he has recourse to much excellent advice and counsel, provided he will take the time to seek and heed it.

Newspaper offices, radio stations and outdoor advertising firms all have salesmen who are engaged in selling and advising on the merits of their respective media. Information on direct

mail usually is available from either an advertising agency or from a firm specializing in this type of advertising literature. In most cases these salesmen are well versed in the advantages and disadvantages of their media and, if sincere and conscientious, will make every effort to advise the advertiser on the type of media best suited to his purpose.

It is to be expected that each of these salesmen will attempt to sell his medium when contacted by the prospective advertiser. If he is a capable and competent salesman, however, he will sell the service of his medium only if it can accomplish the job expected of it by the purchaser.

If the advertising budget warrants such an expenditure, the businessman would do well to engage a reliable advertising agency to handle his advertising problems, or an individual can be engaged to perform the same duties. But, whatever the case, it should be definitely ascertained that the agency or individual is thoroughly acquainted with every type of media and the advantages and disadvantages of each.

First, last and always the advertiser should remember that just as a doctor never writes a prescription until he has examined the patient, so in advertising one should never take a "teaspoonful" of any media until the "illness" has been completely diagnosed.

Frozen Egg Yolks

Also Sugar Yolks, Whites,
and Whole Eggs

Top Quality and Color

Your inquiries solicited

Producers Produce Co.

Springfield, Missouri

*Congratulations . . .***MACARONI JOURNAL****ON YOUR 30 YEARS OF SERVICE****AMERICAN COATING MILLS**

Division of Owens-Illinois Glass Company

Manufacturers of

CLAY COATED FOLDING BOXBOARD and
CLAY COATED FOLDING CARTONS
FOR THE FOOD INDUSTRY

SALES OFFICES: Chicago—New York—St. Paul—Memphis—
Grand Rapids—Evansville—Detroit—Cleveland—Atlanta
PLANTS: Elkhart, Ind.—Chicago—Grand Rapids

"CONGRATULATIONS!"**MACARONI JOURNAL**

on your

30TH**ANNIVERSARY***With Best Wishes**For Continued Success***Oshkosh Corrugated Box Mfg. Co.**

Oshkosh, Wis. Minneapolis, Minn.

CONGRATULATIONS

ON

THE MACARONI JOURNAL'S
30th ANNIVERSARY

**FELICITATIONS**

TO

J. HARRY DIAMOND

Who When President of The National Macaroni Manufacturers Association in 1940 Inaugurated the Idea of An Annual Macaroni Journal

BIRTHDAY EDITION

A. Irving Grass

Sidney Grass

I. J. Grass Noodle Company

Makers of Mrs. Grass' Noodles and Noodle Soup

6015-27 Wentworth Ave.

Chicago 21, Illinois

DURUM'S PLACE

(Continued from Page 20)

the price are those mentioned above plus mixtures with other wheats, and that of grain, which has had an ex-

Crystal Tube Corporation

538 SO. WELLS STREET CHICAGO 7, ILLINOIS

Converters and Printers of Cellophane, Pliofilm, Acetate, Glassine and Foil

RAVIOLI • NOODLE MACHINERY

and Cheese Graters For the INDUSTRY • INSTITUTIONS etc. Models available in every price range



cessive amount of rain resulting in a berry that turns chalky or gray-white. The latter generally loses color, but more particularly, it breaks up into floury particles rather than the granular "Semolina." Flour such as this sells as low as 60 per cent of the price of Semolina. Accordingly, millers willingly pay a premium for the grade Hard Amber Durum over cars grading Durum. Lately, the CCC has bought some of the off grades for the wheat export program, but still limit their requirements to grade two. Similarly, as with other grain, new variety selections are constantly being sought. Today's accepted varieties are named Kubanka, Mindum, Stewart, and Carleton. Many other varieties exist, but those just mentioned have so far proved to furnish the best colored products for milling. A limited outlet is furnished by breakfast food manufacturers who will take some of the varieties not wanted by the millers, but the latter must have almost perfect grain for their puffing operations and compete for any perfect variety with large vitreous kernels. Present attempts to originate new varieties tend to further its rust resistance and at the same time develop a shorter straw. The latter is desired because it fits in with present day combining at harvest time. Durum wheat production has localized itself in the northwestern part

of the United States, but even beyond that, a total of about twenty counties in northeastern North Dakota have been established as the main growing area. Macaroni manufacturers, through their milling sources, tend to prefer the production of this area primarily through their preference for a product carrying the amber color, which is the grain of this territory carries. In the past year or two, considerable thought has been given to the possibility of expanding Durum production westward into Montana because of the sawly problem. Due to the matter of color preference, however, this movement is not likely to receive any widespread acceptance.

The most popular members of the food family of Durum wheat products have been referred to as: "Macaroni"—the sturdy member; "Spaghetti"—the popular fellow; "Egg Noodles"—the more dainty ones; "Elbow Macaroni" and Elbow Spaghetti"—the friendly twins; "Alphabets" and "Numerals"—the lively little ones; and "Shells"—the lovable cousins. Try them yourself in some of the innumerable combinations with meats, cheeses, tomato sauces or combinations of these foods. Recipes are readily available and result in a food delightful to the taste as well as easily digestible.

Our Greetings and Best Wishes

to the

Macaroni Journal

On the Occasion of Its

30th Anniversary

and the

National Macaroni Manufacturers Association

On the Occasion of Its

45th Anniversary

THE EMULSOL CORPORATION

59 E. Madison St. CHICAGO 3, ILLINOIS State 2-8951

Manufacturers of high quality frozen and dried egg products

FOR SALE

Consolidated 17" Hydraulic Short Cut Press, Stationary die, includes 20 dies.

Consolidated Mixer, 1 1/2 barrel capacity, automatic dump.

Consolidated Kneader, 1 1/2 barrel capacity.

Clermont Noodle Dough Breaker.

Flour Hopper Scale and water scale combined.

Triangle 1-lb. net weigher, trip-bucket type for filling cartons or bags.

Triangle 1-lb. net weigher, vibratory type (single weigher) for filling cellophane bags.

Semi-automatic top and bottom carton sealer.

Address replies to Box 73, c/o Macaroni Journal Braidwood, Illinois

CARTOON CORNER

BY ART ROSS



OVER 40,000,000 PEOPLE READ ABOUT MRS. AMERICA'S (MARIA STROHMEIER) PRIZE WINNING MACARONI SALAD RECIPE. 4,000 PRESS CLIPPINGS OFFER PROOF!



WHAT A DANDY SUBSTITUTE FOR POTATOES!

MACARONI PRODUCTS HELP KEEP THAT TUMMY SLIM!



AH YES, THERE'S GOOD NOODLES TONIGHT!

NEWSCASTER GABRIEL HEATTER IS A SPAGHETTI FAN! (EDITOR'S NOTE: WHO AINT?)



METROPOLITAN STAR ROBERT MERRILL ONCE WORKED FOR \$25 A WEEK AND FREE SPAGHETTI. THE PLACE? A CATSKILL MOUNTAIN RESORT.



PLEASES YOUR PALATE - EASY ON YOUR WALLET!

one guess - RIGHT!

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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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 April, 1949 No. 12

National Macaroni Manufacturers Association

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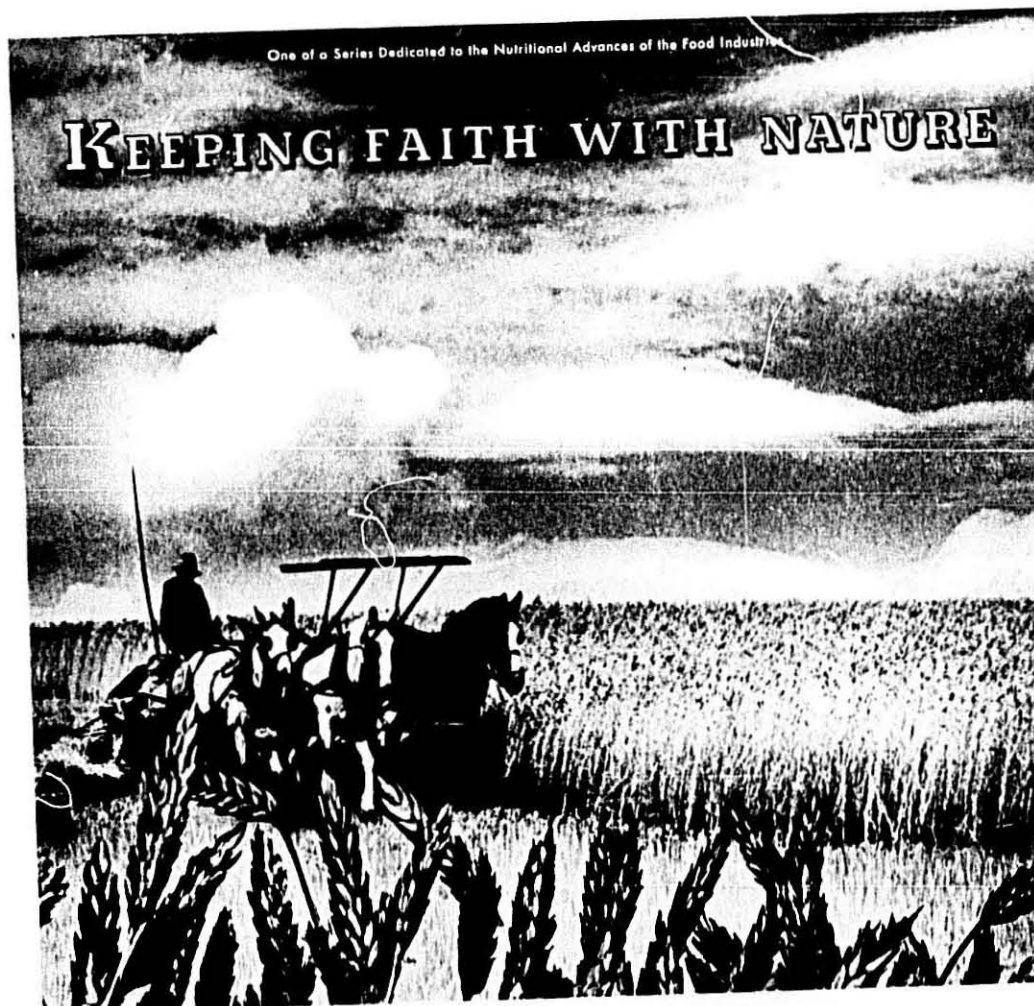
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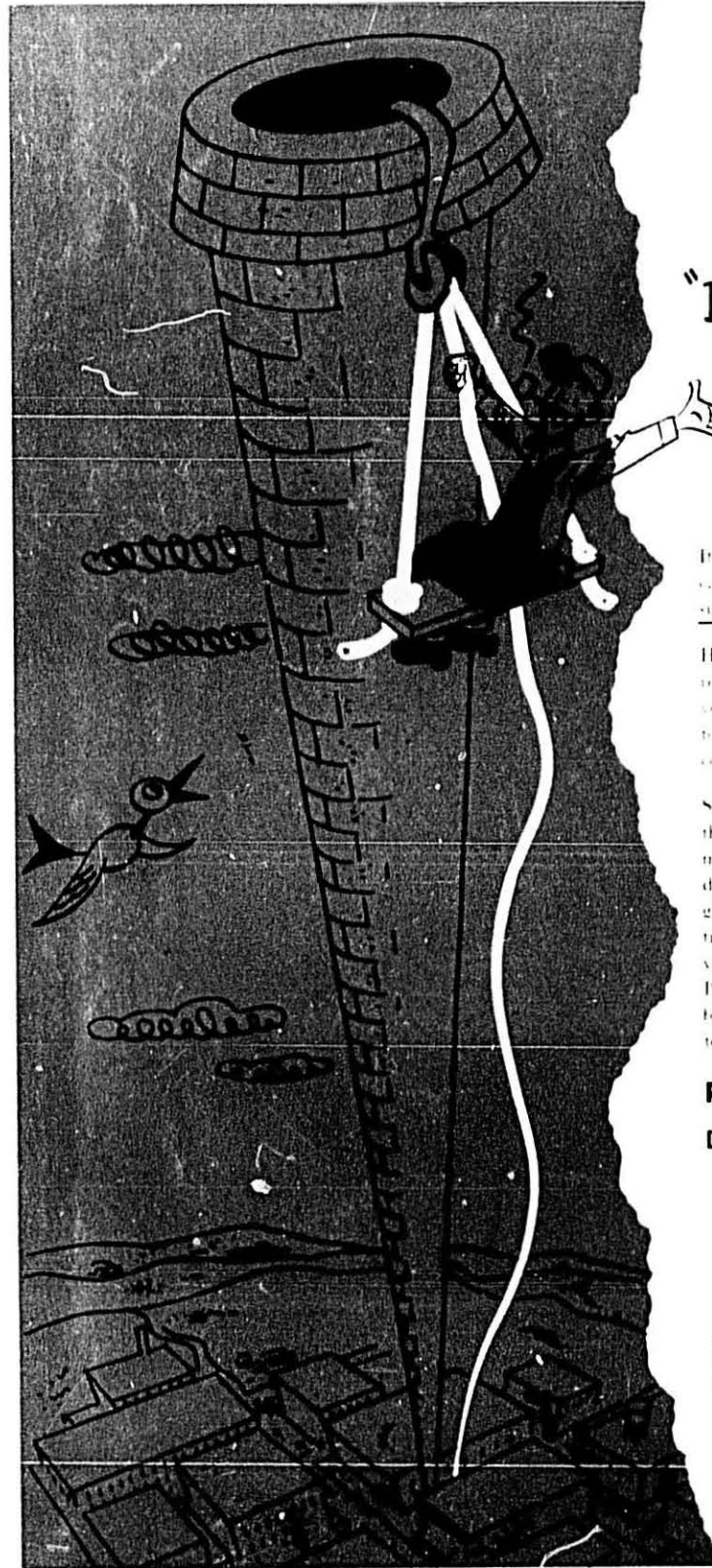
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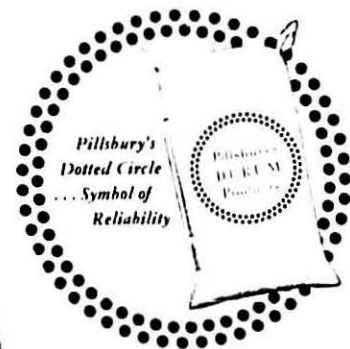
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