

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 5**

September, 1949

SEPTEMBER, 1949

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Protection Is Vital

Proper protection of macaroni products means the unfailing cooperation of the durum grower, the semolina miller, the shipper, processor and distributor.

The durum wheat must be carefully harvested, cleansed and graded, properly stored and shipped in clean, protected cars.

The semolina miller must sift, cleanse and temper the wheat for grinding. The ground meal must be placed in fully protective bags and then shipped in properly disinfected cars or trucks.

The manufacturer should brush the outside of all bags before pouring the semolina into the sifter for final cleansing of the raw material, carefully process it and fully dry the products for packaging in protective cartons and containers.

Finally, the jobber and retailer have protective obligations of their own to insure the delivery of the goods in the best possible shape for serving as they would want it served in their own homes.

Protection is not a vicious circle—but a necessary, vital one.

VOLUME XXXI
NUMBER 5

Macaroni Manufacturers Association

Printed in U.S.A.



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Although the problem of nutrition in Newfoundland is not solved, these surveys have demonstrated the far-reaching effects and benefits of enrichment.

The nutritional improvements which have been shown so convincingly in Newfoundland are also applicable in the United States where white flour and corn meal together provide a very large proportion of the dietetic calories. Enrichment of these foods, as was shown in Newfoundland, provides a means of immediately correcting the inadequacies of these diets.

Today, the American consumer is becoming more and more enrichment conscious. The list of states with compulsory enrichment laws is steadily increasing while both bakers and millers are doing a wonderful job of educating the masses in the nutritive values of enriched bread.

Keep your macaroni and noodle products in step with this growing national trend. And give your brand an extra sales "plus" by enriching with Winthrop-Stearns vitamins . . . the choice of manufacturers of leading national brands.

THE RECENT, dramatic report on compulsory enrichment in Newfoundland has created increased interest in the cause of enrichment in the United States.

This large scale experiment, covering a period of four years with conditions controlled, is an impressive demonstration of the value of enrichment which can be readily recognized by both scientist and layman.

A quick review of some of the more important developments of the Newfoundland surveys presents the following dramatic findings:

- Outward signs of malnutrition less conspicuous and less prevalent.
- Quality of life improved.
- Death rate lowered.
- Deaths from tuberculosis decreased.
- Rate of stillbirths and infant mortality reduced.

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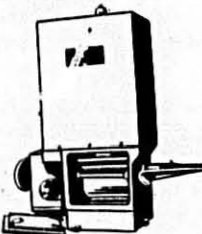
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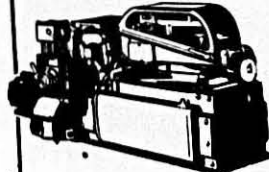
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N-Richment-A Type 6 comes in handy wafers for batch mixing or as a powdered pre-mix for continuous presses. In either form you can be sure of receiving economical, uniform enriching backed by over 25 years' experience in the cereal and cereal-product industries.



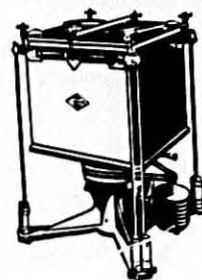
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Leading macaroni and noodle product manufacturers rely on these Feeders, backed by 35 years' experience, to feed semolina precisely and economically BY WEIGHT. They also use the W&T Liquid Flow Regulator in conjunction with these Feeders to provide a simple, reliable control to maintain a constant flow of mix-water to the mixers in proportion to the semolina feed rate.



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N-A's nationwide Flour Service Division . . . composed of experienced field experts familiar with cereal processing problems; complete laboratory facilities and laboratory technicians . . . is always ready to work with your own staff and consultants on any phase of enriching and feeding.

Write now to put this all star cast to work for you.

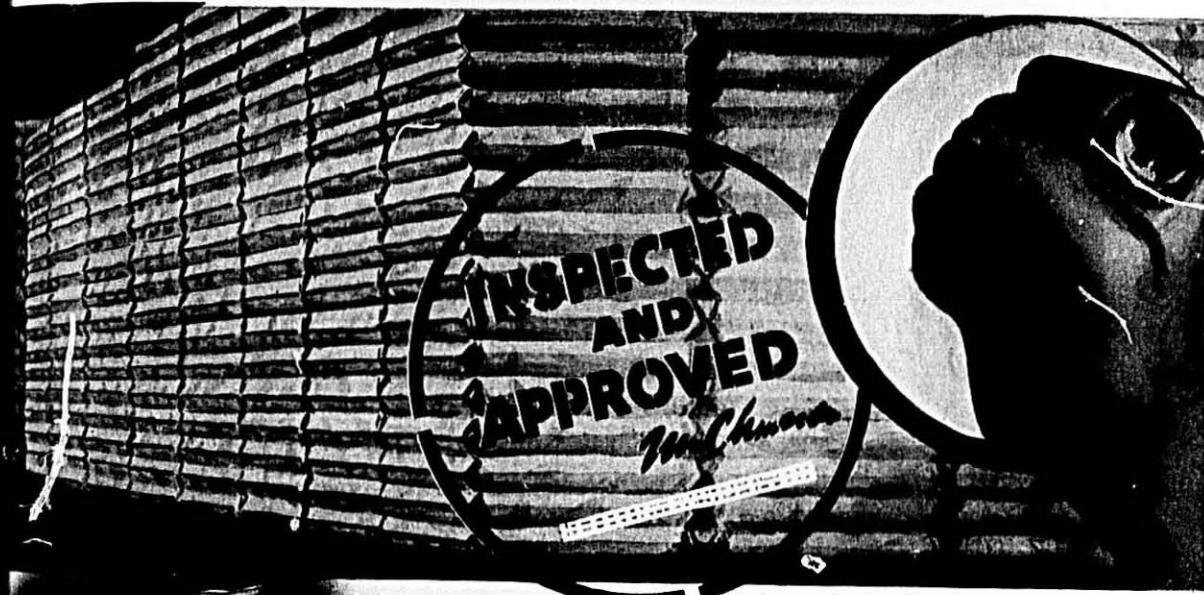


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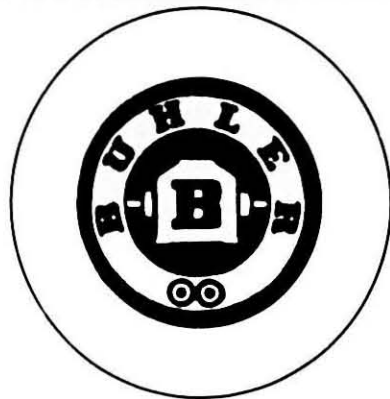
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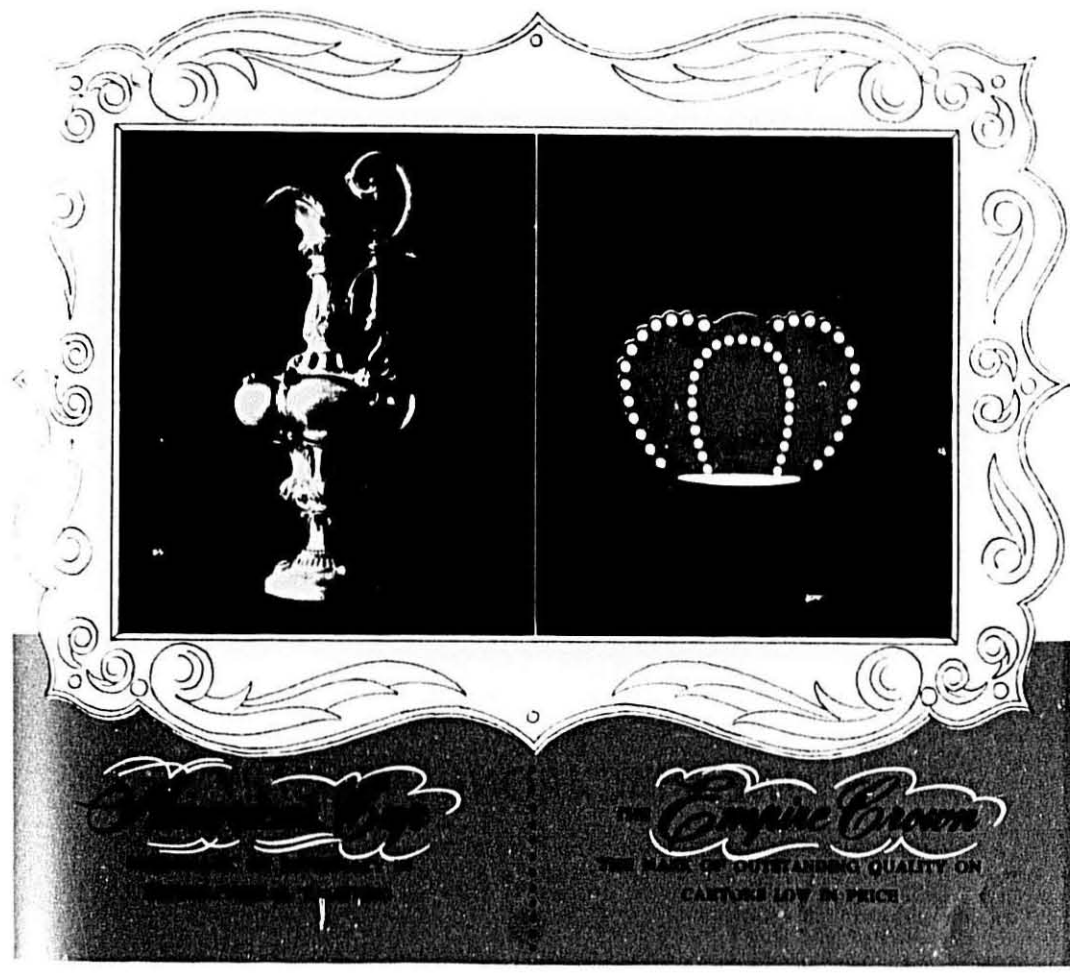
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Resolved:

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

THE MACARONI INDUSTRY

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

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXXI

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Number 5

Influence No Factor In Government Awards

MORE and more macaroni-noodle manufacturers are making bids on the Government's offer to purchase macaroni, spaghetti and egg noodles for the armed forces and other needs purchased on open bids by the Quartermaster Corps.

This trend is indicated in the recent QMC awards on 2,195,400 pounds of macaroni and/or spaghetti for export at prices ranging from \$.0785 to \$.0845 per pound; also on 200,000 pounds of spaghetti for domestic use at a range of \$.0775 to \$.08 per pound and on 160,015 pounds of egg noodles for domestic and export purposes, the domestic price being \$.133 per pound with an export range from \$.173 to \$.1795.

The QMC is very anxious to receive bids on its requirements in the way of macaroni-noodle products from an increasing number of firms, large and small. It emphasizes that dealings should be direct and not necessarily through so-called "influencers" or "Five Percenters."

Considerable publicity has recently been given to statements made by certain so-called service agencies, attorneys and others to the effect that they are able to obtain special consideration for bidders and contractors dealing with QMC and other Government procurement agencies in connection with the awarding of contracts and the filing of claims against the Government, including the refund of liquidated damages.

QMC authorities desire it to be known that practically all their buying is effected by the "formal" method of procurement. Invitations to bid are issued which are publicly opened at a stated time and bid prices announced. Awards are then made to the responsible bidder whose bid, conforming to the invitation, is most advantageous to the Government, price and other factors considered. "Negotiated" procurement is made in relatively few instances and only where specifically authorized or provided for by statute.

In connection with the processing of claims against the

Government, including the refund of liquidated damages, the QMC has formulated specific procedures to insure that every such claim receives the most careful consideration, solely on its merits. There is no necessity for any bidder or contractor to employ any special person or agent as his representative in dealing with that office, or even to send a representative to discuss the matter, except where convenient.

Any person or persons, contends the QMC, who make representations that they have an "in" or any special influence with the QMC personnel and, therefore, can obtain particular consideration, will not be allowed to appear in a representative capacity in the matter involving a claim against the United States. The best interests of contractors, bidders, and the Government will be served if any such communications or representations as to undue influence are referred to the QMC procurement agency immediately concerned, in order that proper investigation may be made and suitable action taken.

There is, of course, no objection whatever to legitimate representation by attorneys, agents or other qualified representatives. QMC purchasing officers have adequate staffs of qualified personnel, including administrators, procurement specialists, attorneys, accountants and technicians who are available to answer any pertinent questions either prior to or after award, or incident to the administration of any phase of contracts. All bidders and contractors are assured that fair and impartial advice will be given in every case.

Active co-operation of suppliers and prospective suppliers is essential if the QMC is to properly fulfill its mission—securing needed supplies and equipment for the armed forces in peace or war. The QMC wants all macaroni-noodle manufacturers to know that it is constantly trying to strengthen its relations with industry. Use the proper Government forms to bid on any macaroni-noodles requirements, either for the whole quantity advertised for or any portion thereof.



NMMA 1949-1950 Standing and Special Committees

President C. L. Norris recently made his appointments to the Standing Committees required under the present by-laws of the National Macaroni Manufacturers Association and to the several Special Committees suggested by the Board of Directors. They are to serve for one year, starting July 1, 1949.

Standing Committees

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- Peter Larosa, Chairman (V. La Rosa & Sons, Inc., Brooklyn)
- C. Fred Mueller (C. F. Mueller Co., Jersey City)
- A. Irving Grass (I. J. Grass Noodle Co., Chicago)
- Peter J. Viviano (Delmonico Foods, Inc., Louisville)
- C. W. Wolfe (Megs Macaroni Co., Harrisburg)

Standards

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- Thomas A. Cuneo (Ronco Foods, Inc., Memphis)
- Horace A. Gioia (Gioia Macaroni Co., Buffalo)
- Emanuele Ronzoni (Ronzoni Macaroni Co., Long Island City)
- Joseph Sanacori (Sanacori & Co., Brooklyn)

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- J. H. Diamond, Chairman (Gooch Food Products Co., Lincoln)
- Raymond Guerrissi (Keystone Macaroni Mfg. Co., Lebanon)
- Guido Merlino (Mission Macaroni Co., Seattle)
- Lloyd E. Skinner (Skinner Mfg. Co., Omaha)
- Alfred Rossi (Procino & Rossi Corp., Auburn)

Statistics

- Albert Ravarino, Chairman (Ravarino & Freschi, Inc., St. Louis)
- Charles Presto (Roma Macaroni Mfg. Co., Chicago)
- John Laneri (Fort Worth Macaroni Co., Fort Worth)

Labor & Welfare

- John P. Zerega, Jr., Chairman (A. Zerega's Sons, Inc., Brooklyn)
- Carl B. Schmidt (Crescent Macaroni & Cracker Co., Davenport)
- Peter J. Palazzolo (A. Palazzolo & Co., Cincinnati)

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- Lloyd E. Skinner, Chairman (Skinner Mfg. Co., Omaha)
- Emanuele Ronzoni (Ronzoni Macaroni Co., Long Island City)
- Joseph Pellegrino (Prince Macaroni Mfg. Co., Lowell)
- Bartolo Filippone (National Macaroni Mfg. Co., Garfield)
- Vincent De Domenico (Golden Grain Macaroni Co., San Francisco)
- Vincent J. Cuneo (La Premata Mac. Corp., Connellsville)
- Arthur Russo (A. Russo & Co., Inc., Chicago)

Trade Practices

- Peter J. Viviano, Chairman (Delmonico Foods, Inc., Louisville)
- Erich Cohn (A. Goodman & Sons, Inc., Long Island City)
- E. D. DeRocco (San Diego Mac. Mfg. Co., San Diego)
- Jack Procino (Procino & Rossi Corp., Auburn)
- Peter Ross Viviano (V. Viviano & Bros. Mac. Mfg. Co., Inc., St. Louis)

Association Activities

- C. Frederick Mueller, Chairman (C. F. Mueller Co., Jersey City)
- (Other members are the chairmen of the standing committees)

Executive

- Peter LaRosa

Standards

- Louis S. Vagnino

Finance & Association Income

- J. H. Diamond

Labor & Welfare

- John P. Zerega, Jr.

Membership

- Lloyd E. Skinner

Trade Practices

- Peter J. Viviano

Special Committees

Durum Growers' Relations

- Maurice L. Ryan, Chairman (Quality Mac. Co., St. Paul)
- Alden Anderson (Mill-Brook Macaroni Co., St. Paul)
- Charles Presto (Roma Macaroni Mfg. Co., Chicago)
- Walter F. Villalume (Minnesota Macaroni Co., St. Paul)

American Macaroni Export

- Sam Viviano, Chairman (Vimeco Macaroni Products Co., Carnegie)
- J. L. Tujague (National Food Products Co., New Orleans)
- Glenn G. Hoskins (Glenn G. Hoskins Co., Chicago)
- B. R. Jacobs (Director of Research, Washington)
- Henry H. Jacoby (H. H. Jacoby, Inc., New York)
- C. W. Wolfe (Megs Macaroni Co., Harrisburg)

Army Buying Consultation

- Co-Chairmen
- Peter J. Viviano (Directors)—Delmonico Foods, Inc., Louisville
- P. M. Petersen (Millers)—Capital Flour Mills, Minneapolis

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- C. W. Wolfe (Megs Macaroni Co., Harrisburg)
- Peter LaRosa (V. La Rosa & Sons, Inc., Brooklyn)
- Peter J. Viviano (Delmonico Foods, Inc., Louisville)
- Albert J. Ravarino (Ravarino & Freschi, Inc., St. Louis)
- Sam Viviano (Vimeco Mac. Products Co., Carnegie)
- Guido P. Merlino (Mission Mac. Co., Seattle)
- President C. L. Norris (ex officio)
- The Creamette Co., Minneapolis

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- Joseph Giordano, Chairman (V. La Rosa & Sons, Brooklyn, N. Y.)
- Emanuele Ronzoni (Ronzoni Macaroni Co., Long Island City, N. Y.)
- John P. Zerega, Jr. (A. Zerega's Sons, Inc., Brooklyn, N. Y.)

DURUM WHEAT SAMPLES ARE MADE INTO ACTUAL MACARONI



You judge the quality of durum semolina or granular by the quality of the macaroni products it produces. So do we! Before a single bin of durum "mill mix" is run to any one of our mills, it is *press-tested* by being made into macaroni in a Products Control Department Durum laboratory.

The test batch of macaroni produced must be rich amber in color and give outstanding results in cooked products. When, and only when, the macaroni meets these rigid specifications the durum wheat is released to our mills.

Press-testing is your guarantee that General Mills Durum Products will produce top quality macaroni products in your plant. It's one of many "wheatfield to sack" safe-guards employed by our Products Control Department to make certain that General Mills produces only the finest Durum Products.

*Press-Tested is a registered trade-mark of General Mills.

General Mills, Inc.
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Press-Tested*
QUALITY AND
UNIFORMITY
for Performance

Report of Army Buying Consultants

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

THIS special committee has been in constant, friendly touch with George Morris, army buyer of macaroni products for the Chicago Quartermaster Corps, and recently approved the new specification set up after a joint study of the matter. As a result, the QM recently announced the current specifications, Part One of which is made a part of this report of progress.

QUARTERMASTER CORPS TENTATIVE SPECIFICATION MACARONI AND SPAGHETTI PART ONE (Effective July 7, 1949)

1. Scope and Classification

1.1 *Scope.*—This specification covers the processing and packaging of macaroni and spaghetti intended for use by the Armed Forces.

1.2 Classification.—

1.2.1 *Types.*—The macaroni and spaghetti covered by this specification shall be of the following types, as specified (see 6.1):

Type I—Macaroni, elbow.
Type II—Spaghetti, long.

1.2.2 *Grade.*—The products shall be of the grade herein indicated.

2. APPLICABLE SPECIFICATIONS.

2.1 The following specifications, of the issue in effect on the date of invitation for bids, form a part of this specification:

Federal Specification
UU-T-111—Tape; Paper,
Gummed, Kraft

National Military Establishment Specifications

JAN-P-106 — Packaging and
Packing for Overseas Ship-
ment—Boxes; Wood, Nailed.

JAN-P-108 — Packaging and
Packing for Overseas Ship-
ment—Boxes, Fiberboard (V-
Board and W-Board), Exte-
rior and Interior.

Quartermaster Corps Tentative Specification

OQMG 94—Marking of Outside
Shipping Containers by Contractors.

(Copies of applicable specifications may be obtained from the procuring agency or as directed by that agency. Both the title and the identifying number or symbol should be stipulated when requesting copies.)

3. REQUIREMENTS.

3.1 *Preproduction sample approval.*—When specified in the contract or order, a sample of the finished prod-

ucts shall be submitted to the contracting officer for approval before production is commenced (see 6.1).

3.2 *Material.*—The products shall be prepared from No. 1 semolina. All offers in response to invitation for bids shall include the brand or brands of No. 1 semolina to be used. Adequate



Paul M. Petersen

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

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

3.4 Finished products.—

3.4.1 The finished products shall be free from all viable forms of insect infestation.

3.4.2 The finished products shall meet the following analytical requirement calculated to a moisture-free basis:

Protein—shall be not less than 12.2 per cent (N x 5.7).

Ash—shall not exceed 0.78 per cent.

3.4.3 The moisture content shall not exceed 13.0 per cent.

3.4.4 The finished products shall be semi-translucent, of good characteristic color, shall be reasonably free from cripples and checks, and shall have a high transverse breaking strength.

3.4.5 Salt shall not be used in the preparation of the product.

3.5 *Type I.*—Type I macaroni shall be elbow shaped and shall be not less than 3/4 inch nor more than 1 1/4 inches in length. It shall have an outside di-

ameter of not less than 0.11 inch nor more than 0.27 inch.

3.6 *Type II.*—Type II spaghetti shall be approximately 11 inches in length; however, reasonable variations consistent with good commercial practice will be acceptable. It shall have a diameter not less than 0.06 inch nor more than 0.11 inch.

3.7 Workmanship.—

3.7.1 The products shall be dried by modern methods and under conditions that will yield a clean, sweet, and sound product.

3.7.2 Storage bins and rooms, elevators, conveyors, and drying rooms shall be kept clean and periodically fumigated.

3.7.3 All other processes and operations in the preparation, packaging, packing, and storage shall be carried out under strictly sanitary conditions. Every precaution shall be taken to prevent contamination of the products by insect infestation and pests during manufacture, drying, and storage.

4. Sampling, Inspection, and Test Procedures.

4.1 *Sampling.*—Samples of any materials, components, et cetera, not furnished by the Government, entering into the preparation of the food covered herein, and the finished product, may be selected by the Government in-



Peter J. Viviano

spector, carefully examined, and tested to determine if they are in accordance with the requirements of this specification.

4.2 Inspection.—

4.2.1 *Contractor's inspection.*—The contractor shall make such inspection of the product during manufacture as

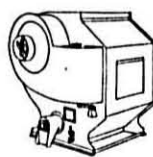
(Continued on Page 48)

King Midas Durum Products



milled  from the choicest

Durum wheat  with the most

modern milling equipment 

by skilled millers  assure

users of complete satisfaction.

KING MIDAS FLOUR MILLS

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MINNESOTA

Markets for Macaroni Products in the American Republics and the Philippines

EXPORTS of macaroni products from the United States have increased greatly in the past 15 years, the most marked gains taking place during the past five years. In 1936, total exports of macaroni products from the United States amounted to 1,945,842 pounds, compared with 12,555,986 pounds in 1945 and 223,732,016 pounds in 1948. The postwar increase has been due, at least in part, to the shortages of grain and cereal supplies throughout most of the world. Greatest increases in imports have taken place in European countries which normally are self-sufficient in macaroni production or are net exporters.

Although United States exports of macaroni products to the American Republics have increased considerably, the rate of gain has been insignificant compared with that for certain European countries. During the period 1935-39 exports of macaroni products to the American Republics averaged slightly over 1,000,000 pounds annually and accounted for nearly 35 per cent of total macaroni exports from the United States. In 1948, United States exports of macaroni products to the American Republics amounted to slightly more than 5,300,000 pounds but accounted for only about two per cent of the total.

Prewar exports of macaroni products to the Philippines averaged about eight per cent of the total in 1947 but only .2 per cent of the total in 1948. On the other hand, the quantity exported to the Philippines increased from 153,274 pounds in 1935 to 593,946 pounds in 1948.

Figures for imports from the United States reported by the American Republics and the Philippines do not agree closely with export figures of the United States. Discrepancies may be due in part to the time lag in reporting the two sets of statistics. For example, products reported in the United States export figures for the last month or two of one year might not be reported by the importing country until the next year. Differences in methods of reporting by the various countries also account for some of the variations.

The greatest discrepancies occur in the data for Mexico, Venezuela and the Philippines. United States export figures indicate that 1,054,287 pounds of macaroni products were shipped to Mexico in 1945 and 996,559 pounds in 1946, whereas the official Mexican statistics show imports of macaroni products from the United States during these two years of only 80,662

By Winthrop S. Baxter,
Office of Foods and Related
Agricultural Products
Department of Commerce, U.S.A.

and 253,806 pounds, respectively. Official Venezuelan statistics consistently show imports of macaroni from the United States much greater than the United States export statistics of macaroni destined for Venezuela. During the postwar period the variations between United States and Philippine figures on shipments of macaroni products have been very great.

American Republics

Some macaroni products are manufactured in most of the American Republics. There is, however, no statistical data available on actual production and consumption. Export data from the United States and import data from the respective countries provide the only statistical measure of importance of the American Republics as potential import markets for macaroni products.

During the decade 1935 through 1944, total imports of macaroni prod-



ucts by the American Republics averaged 2,000,000 to 2,500,000 pounds per year. In 1945 they rose to 4,000,000 pounds. During this period the United States supplied about half of the imports. In 1946, imports jumped to above 51,000,000 pounds, one-third of which was supplied by the United States. Data on imports of macaroni products during 1947 and 1948 are available for only two or three of the American Republics. United States exports of macaroni products to these countries dropped from the peak (17,031,480 pounds) in 1946 to 6,091,658 pounds in 1947 and to 5,338,512 pounds in 1948.

Net Importing Countries For Which The United States Is The Largest Supplier

Of the 20 American Republics, 18 are net importers of macaroni products. In recent years the United States has supplied over 50 per cent

of the total imports to each of 12 countries. Cuba, Mexico, and the Dominican Republic have been the three most important markets in this group.

CUBA.—Cuba probably ranks second among the American Republics as an importer of United States macaroni products. Its imports from the United States, averaging about 251,000 pounds during the period 1935-39, increased to 1,488,000 pounds in 1947. In 1948 United States exports to Cuba dropped to 781,000 pounds, an amount which probably represents about the upper limit of the current market for macaroni products in that country. The big jump in exports in 1947 was probably due, in part, to the strict limitation on shipments of wheat flour from the United States, together with the prosperous conditions prevailing in Cuba at that time.

During the period 1935 to 1939, United States exports of macaroni products to Cuba covered approximately 60 per cent of its import requirements. The percentage increased to almost 100 in 1945, the last year for which complete import data are available. Cuba has no commercial production of wheat or flour, therefore, all the domestically produced macaroni products are manufactured from semolina imported from the United States and Canada.

MEXICO.—Only foreigners and the well-to-do people in Mexico buy imported macaroni products. Practically all of the macaroni products consumed are of domestic manufacture which, in comparison with the United States product, is generally of inferior quality. Exports from the United States to Mexico increased from 482,000 pounds in 1939 to 955,000 pounds in 1947, owing chiefly to higher national income and the fact that since 1941 the United States has been the only major source of supply. Prior to the war, substantial quantities were imported from China and some from Italy. It is likely that some of the imported macaroni products were re-exported, but it is impossible to determine the quantity because Mexican export statistics combine bread, crackers and macaroni products in one class. Official Mexican statistics show that 13,521 pounds of macaroni products were exported in 1940, the only year for which this item was reported separately.

DOMINICAN REPUBLIC AND HAITI.—In the Dominican Republic wheat products are becoming increas-

ENRICHMENT BY WAFER

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Enrichment Wafers for all varieties of Macaroni Products

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE
For the Enrichment of All Varieties of Macaroni Products Such As Macaroni, Spaghetti, Noodles, Pasta, etc.

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Manufacturing Chemists

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

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

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

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Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.

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ingly important in the human diet. Consumption of these products has more than doubled since 1939. Wheat is grown only on an experimental basis, but most of the semolina used in the Republic is milled domestically from imported wheat. Five factories are manufacturing macaroni products and production has increased steadily—from 1,702,000 pounds in 1940 to 4,041,000 pounds in 1946. Total imports of macaroni products also have increased, rising from 101,000 pounds to 522,000 pounds in the same period, which the United States as the principal supplier. This increased consumption is undoubtedly due to improved economic conditions. The Dominican Republic offers a worthwhile market for United States macaroni products if cost to the consumer can be kept low enough to discourage substitution of cheaper but less desirable starchy foods which can be produced locally.

The majority of the dense population of Haiti offers no great market for imported food products. In the Haitian diet, either cornmeal or manioc flour tends to replace wheat products, which are not within the purchasing power of the islanders. In spite of the rather small group that can afford to buy imported macaroni products, imports increased from 52,000 pounds in 1936 to over 113,000 pounds in 1948. Over 99 per cent of these imports came from the United States.

PANAMA.—There is a relatively high demand for macaroni and similar products in Panama, despite the low per capita purchasing power. No data are available on production or imports of macaroni products. In 1943 however, three macaroni factories were in operation in Panama City and from their raw material requirements it would appear that production amounts to about 1,800,000 pounds per year. In 1939, the only year for which data is available, 90 per cent of the imported product came from the United States about eight per cent from Italy, and the remainder from China, Ceylon, and Canada. It is probable that all import requirements are now supplied by the United States. Export statistics of the United States indicate that the quantity of macaroni products destined for Panama increased from a prewar (1935-39) average of 181,000 pounds per year to over 318,000 pounds in 1948.

COLOMBIA.—Colombia's imports of macaroni products have been increasing since 1942. In the period prior to 1939, total macaroni imports ranged from 3,000 to 11,000 pounds annually. In 1939, 1940, and 1941, these imports jumped to 53,000, 35,000, and 28,000 pounds, respectively, the major portion coming from Brazil. With the exception of these three years, the United States has been the

principal source of supply for imported macaroni products. United States' exports of these products to Colombia averaged about 8,000 pounds during the period 1935 through 1944, increased to over 50,000 pounds in 1947 and then dropped to 16,599 pounds in 1948. This recent decline may be due to the fact that supplies of wheat for import were more readily available in 1948 than in the two preceding years and Colombian macaroni factories could operate more nearly at capacity. About 24 per cent of the macaroni products imported into Colombia in 1945 were sold to the State of Atlantico, 37 per cent in the State of Bolivar, and 29 per cent in the State of Cundinamarca. In 1946, however, the sales in Atlantico accounted for 49 per cent of the total imports, whereas only 21 per cent went to Bolivar, less than one per cent to Cundinamarca, and 20 per cent was sold in the State of Norte de Santander. It appears that sales of United States macaroni products are largest in areas with foreign influence.

VENEZUELA.—More than two-thirds of the 4,200,000 people in Venezuela are rural and must live on the products of their own labor. They therefore seldom see imported foods. Furthermore, these people are corn eaters and there is little possibility of inducing them to substitute wheat bread and macaroni for "arepas" (fried corn meal) even if they could afford to buy them. The vast majority of the city dwellers are poor and their daily diet consists principally of arepas, plantains, papelon, tubers, and beans, with small quantities of meat and rice and occasionally soup with noodles. Although imported macaroni products are stocked in city groceries, they are bought by those to whom cost is of secondary importance.

The United States has always been the principal source of supply for imported macaroni products and since 1941 has been virtually the sole supplier. Exports from the United States to Venezuela increased from an average of 8,428 pounds per year for the period 1935-39 to 181,660 pounds in 1948. Although the Venezuelan statistics report no re-exports, data obtained from other countries indicates that some of the macaroni products were re-exported. The two principal reasons for increased imports of macaroni products are high incomes and the growing number of United States nationals who operate petroleum companies.

CENTRAL AMERICAN COUNTRIES.—Five countries (Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua) comprise the Central American group. Statistical information on recent imports and production of macaroni products in the respective countries is sketchy. During the period

1940-44, total annual imports of macaroni products by the five countries, as indicated by their official statistics, averaged slightly more than 100,000 pounds, of which about 78 per cent came from the United States. United States' export statistics show total annual exports of macaroni products to the five countries ranging from about 75,000 pounds in 1940 to 250,000 pounds in 1948.

Costa Rica apparently ranks sixth or seventh among the American Republics in the quantity of macaroni products imported from the United States. During the period 1935-39, United States' exports to Costa Rica averaged only 28,000 pounds. In 1947 exports rose to more than 125,000 pounds but dropped to 99,000 pounds in 1948. During the three-year period 1942-44 (the only years for which import data are available), the United States supplied 68 per cent of all macaroni imported into the country. About 20 per cent came from Argentina and the remaining 12 per cent from Mexico and other nearby countries.

Nicaragua is perhaps the second largest market in Central America for United States macaroni products. Since 1941 the United States has been practically the sole source of supply; China and Italy furnished small quantities prior to 1940. Since 1935, United States' exports of macaroni products to Nicaragua have ranged from 27,000 pounds to slightly more than 50,000.


Guatemala appears to be an increasingly important market for United States macaroni products. United States exports of these products to Guatemala declined from an average annual rate of about 9,000 pounds for the period 1935-39 to 7,400 pounds for 1940-44. Exports then increased to 17,300 pounds in 1947 and to 51,900 in 1948. Official Guatemalan statistics indicate that, prior to 1940, Italy was the principal source of supply, furnishing an average of 25,000 pounds per year or about 67 per cent of the total macaroni product imports. The United States provided about 24 per cent, and China and Germany each supplied about three per cent. No data is available on imports since 1942. However, during the war years, European supplies were cut off and the large increases in United States exports of macaroni products to Guatemala seem to indicate that the United States is now the major source of supply.

In El Salvador, macaroni products are consumed principally by the wealthier portion of the population. Imports ranged from 9,776 pounds in 1936 to 20,644 pounds in 1940 and were 17,028 pounds in 1945, the latest year for which data is available. Prior to the war, Italy supplied over 50 per cent of the macaroni products

(Continued on Page 46)

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TRADE ASSOCIATIONS

By John H. Moniger
Assistant to the President
American Meat Institute

NEARLY every American business or industry today has its trade association or associations. When we think of the trade association as such, we are likely to consider it a fairly recent development. Actually, however, such associations have existed for a good many years.

Its beginning can be traced back at least as far as the Middle Ages, when, during the time that cities and towns were springing up, the businessmen of those days banded themselves together into merchant guilds. Nearly everyone within a town who was engaged in a trade was a member of the guild, and a few outside of the town were admitted to membership. While the primary purpose of the guild was to establish regulations for trade, it was looked upon and spoken of as a fraternity. Members shared in common expenditures and were called brethren of the society.

The fraternal spirit is seen in some of the guild ordinances dating back to the 13th century. One such ordinance provided that the guild would render assistance to any member falling into "old age, poverty, or into hopeless sickness" and having "no means of his own."

Historians attribute the decline of the guilds to "internal disorganization and external economic changes." However, the spirit of co-operation which they engendered persisted. It was typified by our pioneer forefathers, when they would get together to build a log cabin for a newly married couple and it is seen today among farmers who frequently "pitch in" and do the plowing or harvesting for a neighbor who is injured or ill.

Today trade associations form a very significant part of American economic life. For instance, in a survey of 500 trade associations made by the Chamber of Commerce of the United States, 68 principal activities or services were listed. Some of the more important of these activities are as follows:

Holding meetings, conferences, and conventions for discussion of problems of the industry, trade and association.

Training within the industry—to develop a higher degree of skill in those engaged in production, distribution, management, et cetera.

Publishing pamphlets and bulletins and giving demonstrations and lectures for the purpose of giving consumers information about the products and services of the industry.

Public relations—This includes all efforts to build up a sympathetic understanding and helpful public attitude toward the industry.

Co-operative advertising to promote and stimulate interest in the products in which members of the association are interested.

Establishment of business standards and codes of trade practices so that the public and an industry itself may be protected against unfair competitive methods.

Gathering and publishing industry statistics so that both the public and the industry may have the widest possible knowledge of prevailing conditions.

Research of various kinds. Services under this heading include scientific research and economic research.

The Chamber of Commerce of the U.S. pointed out that among 500 associations, there was an average of 17 activities in each organization. On the average, eight of these were designated as major, five as secondary, and four as minor. Perhaps I shouldn't speak of major and minor activities, for all of the services of a trade association are important at least to some of the members. However, it seems to me that three interrelated functions are basic, and in the course of time are going to be even more important. The whole organization of a trade association can be built around these three functions. The first is Research. It is important because an industry to be successful must grow and expand. It must be constantly on the alert to develop new products and new ways of using old products. The second is Product Promotion. After the scientists have developed new products or have discovered new features of the old product, effective means must be devised for creating public demand and acceptance. Finally, the producers must be liked and accepted as good citizens, and that is where Public Relations comes into the picture. Everyone has public relations of some sort, but the proper objective, of course, is to have good public relations, and without that no business or industry can go far.

Let's examine these three functions—Research, Product Promotion, and Public Relations—in the light of trade association activities.

Research, at least in the case of many industries, is a field which almost automatically can be most successfully undertaken by the industry as

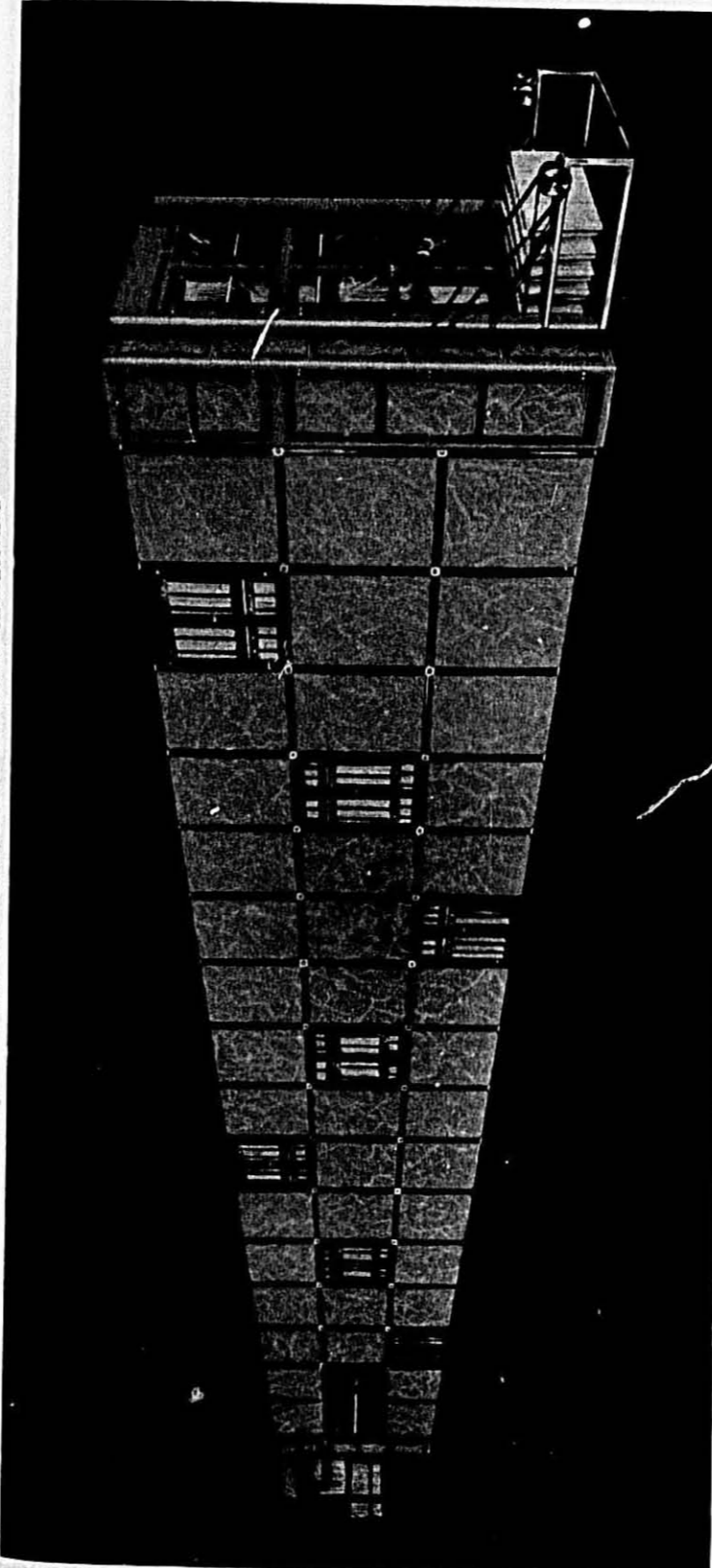
a whole. This is so because the problems encountered most frequently in this field are those which are common to all. If widgets are an inferior product generally, the chances are that none of the manufacturers in the field will do very well until the entire widget industry does something about it. This is not to say, of course, that research is inappropriate or non-essential for the individual company. It is very necessary, but frequently it occurs that the companies which have the most extensive individual research programs are the most enthusiastic supporters of industry research. Their own programs have proved so successful that usually they are ardent boosters of the industry program.

There are many examples of industry research programs which have been very worthwhile. To mention only a few, there are the research program of the coal association, the widespread research activities of the petroleum industry, the activities of many of the hotel groups, the work of the American Meat Institute, and the work of the restaurant association. Each of these industries can point to some improvement in its product or in its service which might have been long delayed or might never have come about had not the industry banded together for a common attack on a common problem.

With regard to Production Promotion, die-hards might say that this too is an individual company matter. But it has been demonstrated many times, especially in recent years, that an entire industry can deal more effectively with certain problems of broad scope. For instance, while the companies within an industry are competing vigorously for their share of the widget business, they still have to consider the competition of all other industries which are trying to divert the dollars which ordinarily would be spent for widgets into their own pockets. In other words, it isn't just a question of convincing people that you make the best widgets in the world—you must also convince them that when they buy widgets they are getting good value for their money. And that is a problem for the entire widget industry. Such industry advertising and promotion, rather than detracting from the efforts of individual companies, provides a good, solid foundation on which company programs can be built.

Among the many industries which

(Continued on Page 48)



TOP QUALITY — LOW COST — SPACE AND TIME SAVING

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

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

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

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

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

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

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

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

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

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH

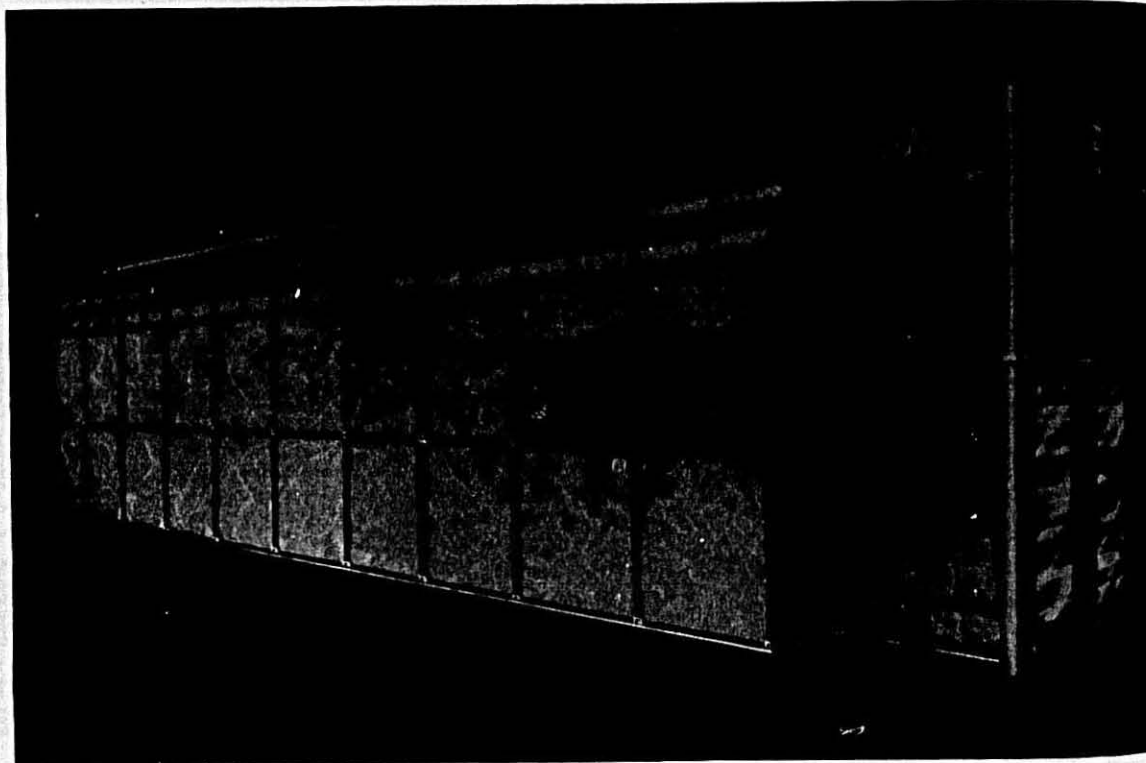
CLERMONT MACHINE COMPANY, INC.

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

SIMPLE: Less gearing mechanism. Revolving cutting roller

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

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

AND

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

TO SEE IT IS TO WANT IT.

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The Membership Chairman Speaks

AS the new chairman of the Membership Committee, I have been asked to tell you what our plans and ideas are for action during the year of 1949 and 1950. In charting our course, your membership committee realizes that they have two functions to perform.

They must secure new members, and second, they must aid in keeping the old members sold on the work of the Association. It was with particular emphasis on this latter phase that will concern us here. Just what do the members of the National Macaroni Manufacturers Association receive? It is true that there are many people performing this service, but the Association is the only one that gives the macaroni manufacturers' slant on this news.

The National Macaroni Manufacturers Association has concerned itself with special reports and surveys as needed by our industry; for example, an annual survey of wages and hours in the Macaroni Industry is available to the Association. Industry meetings and conventions sponsored by the Association provides an opportunity for Macaroni and Noodle manufacturers to get together for an exchange of ideas and discussion of common problems.

In order that we as a group, might be represented in Washington, the Association has retained Benjamin R. Jacobs for over 30 years to give the industry a united front in dealing with the government officials. Dr. Jacob's laboratory in New York City undertakes research and testing projects of general benefit to the industry.

Realizing that many of our members are small firms, the Association has developed a uniform cost accounting system for macaroni and noodle plants which is available with supplies for members, at cost.

The Association has been very conscious that improvement of raw material is necessary for better consumer acceptance of macaroni products. As a result, it maintains membership in the Northwest Crop Improvement Association, which strives constantly to improve durum varieties, and farming practices of the growers of the raw material. Over one thousand dollars of the Association's budget goes for work of the durum farmers—half of that amount into direct advertising at planting time to get the quantity of quality grain the industry needs. The Association takes an active part in the North Dakota State Durum Show held in Langdon each year, awarding a beau-



Lloyd E. Skinner

tiful plaque to the farmer raising the finest wheat.

In closing, the Association committee works on industry problems such as standards, trade practices, statistics, labor and welfare, education and publicity, army buying consultation, and exports. The personnel of the Associa-

tion stand ready at all times to be of service to the manufacturer with his individual company problems as well as for the collective good of the macaroni and noodle industry. The recently formed National Macaroni Institute which is doing an outstanding job in publicizing macaroni products and its uses to the public, is an example of the effort that the Association stands ready to give all Macaroni Manufacturers.

For these many services, the cost is not dear. The minimum annual dues are \$50 and the maximum dues, \$500 per year, calculated as follows: "Total conversion of raw material in hundred pound sacks divided by the number of running days in the year for average daily production in hundred weights. Dues are assessed on the basis of fifty cents per hundred-weight of raw material converted for average daily production."

The committee feels that the membership in the Association is well worth the price when one considers all these services. It intends to make this known to the non-member manufacturers by personal calls, and literature throughout the next year.

Lloyd E. Skinner
Chairman

The Mysterious Chef—Who Am I?

Clue No. One—I have been flatteringly called "the International Chef" and "the American Macaroni Ambassador of Good Will."

Clue No. Two—I am quite well known as a macaroni manufacturer,

am still interested in "Shipping coal to New Castle," as the saying goes—that is, exporting macaroni products to Italy, the homeland of spaghetti connoisseurs.

Clue No. Five—I am a member of



with more than a score of years of experience in macaroni making.

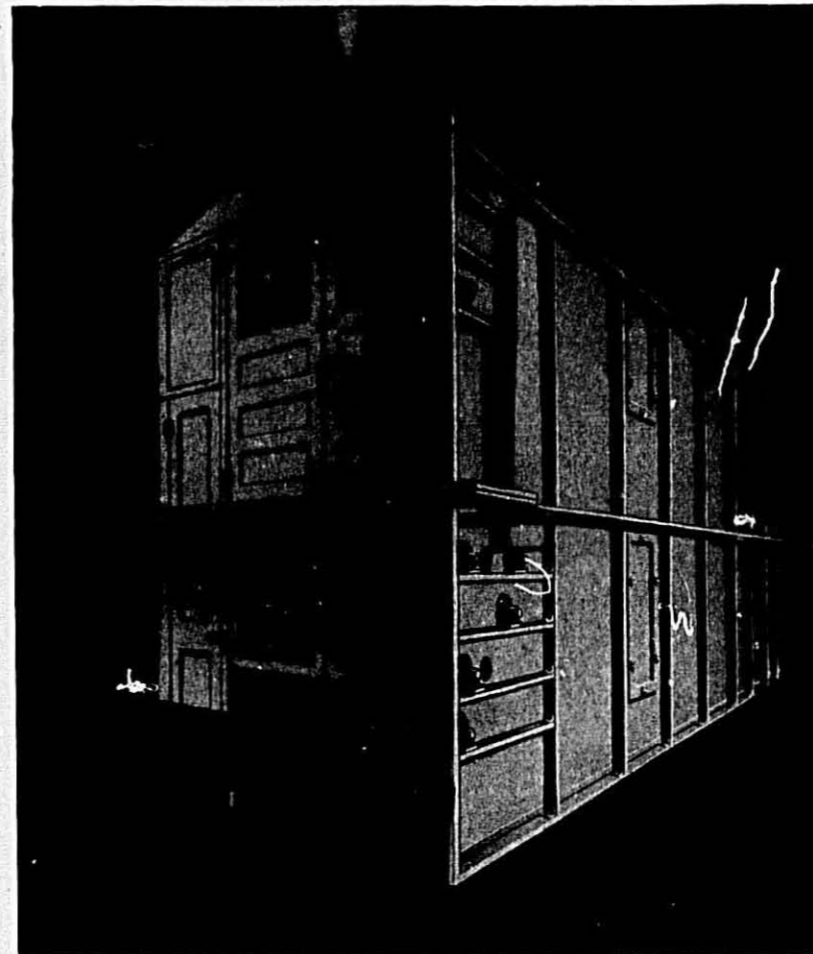
Clue No. Three—I have operated plants in both of the two largest spaghetti-noodle consuming centers of the country, in Greater New York and in New England.

Clue No. Four—I was always and

the National Macaroni Manufacturers Association, a supporter of the National Macaroni Institute and of the Board of Directors of NMMA. WHO AM I?

(To solve my identity and fathom my disguise, read story elsewhere in this issue.)

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

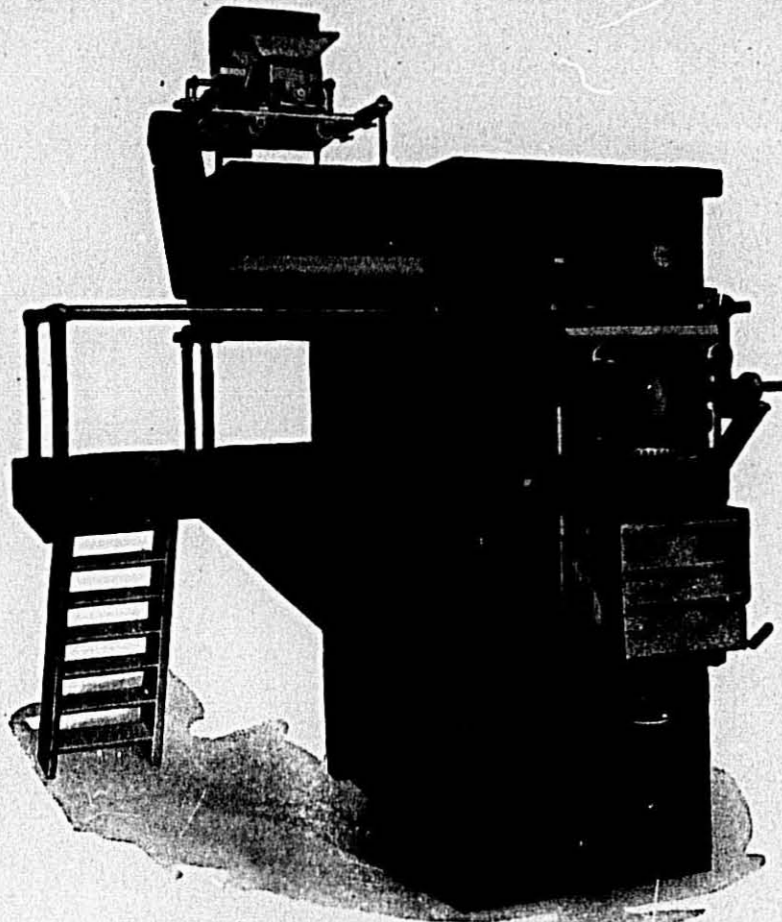
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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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.

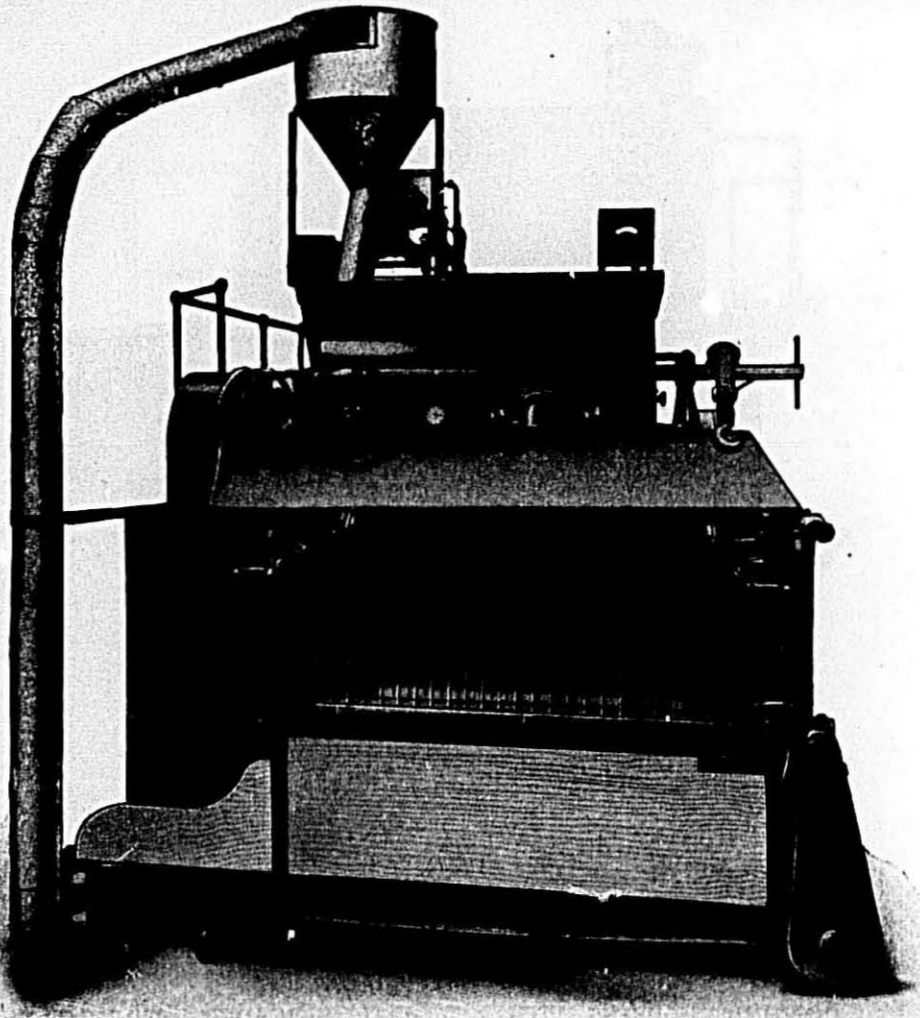
Designed for 24-hour continuous operation.

Fully automatic in every respect.

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Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type ADS

Combination, For Long and Short Goods—Type ADSC

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

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

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

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

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

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

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

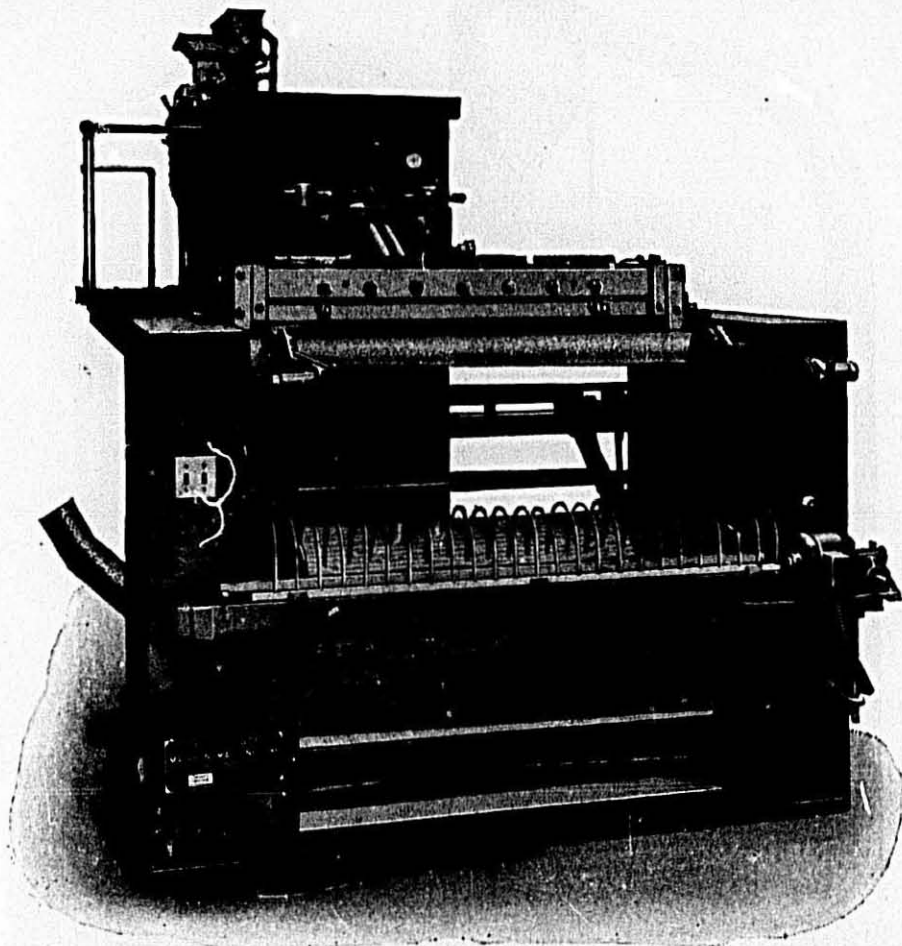
The press that is built for 24-hour continuous operation.

Fully automatic.

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Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type DAFS

Combination, For Long and Short Goods—Type DAFSC

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

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

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

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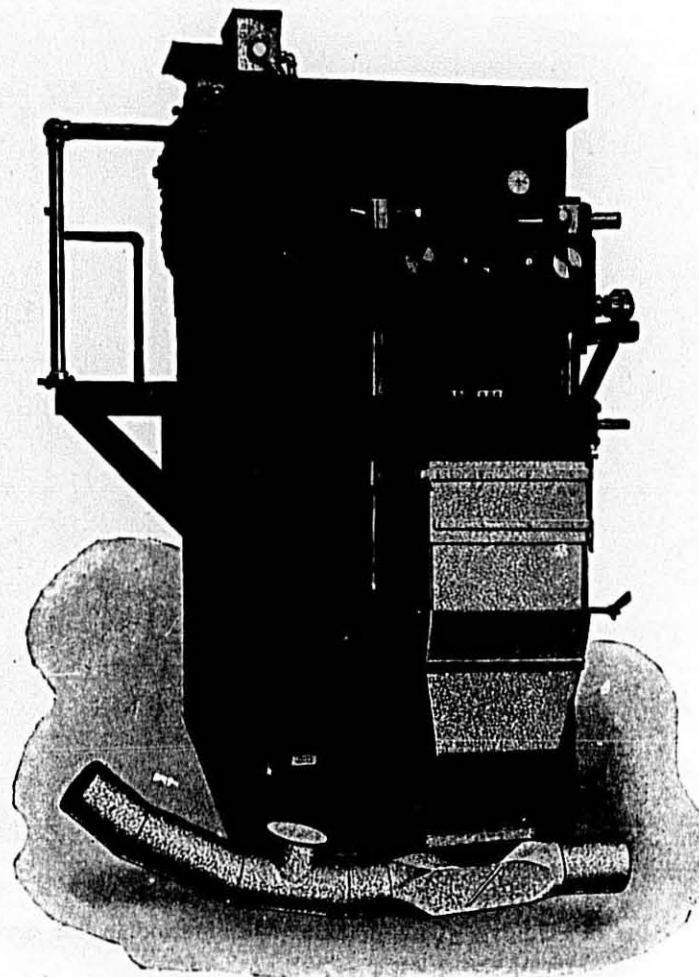
The press that is built for 24-hour continuous operation.

Fully automatic.

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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.

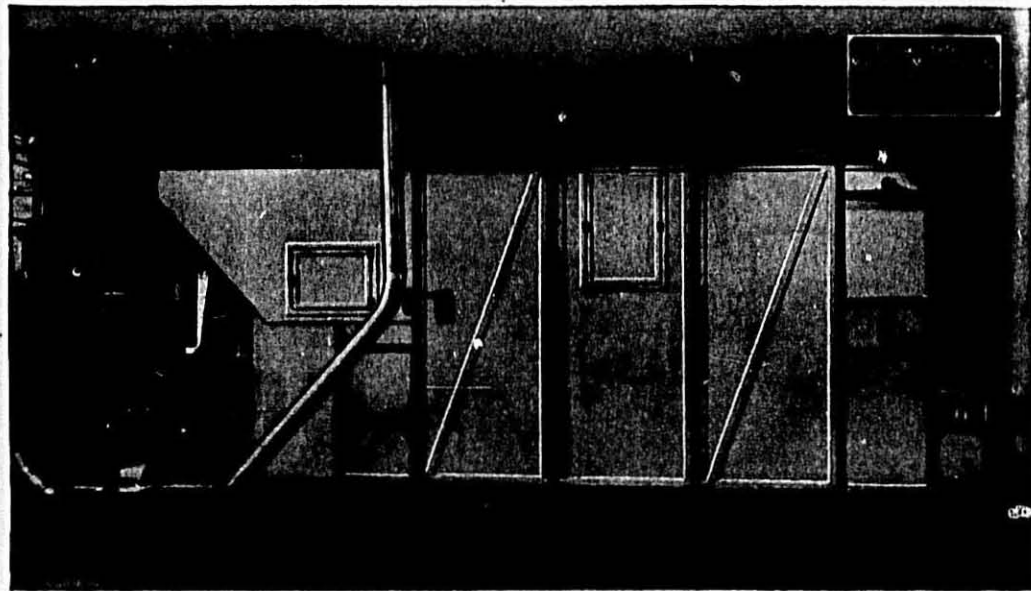
Designed for 24-hour continuous operation.

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

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

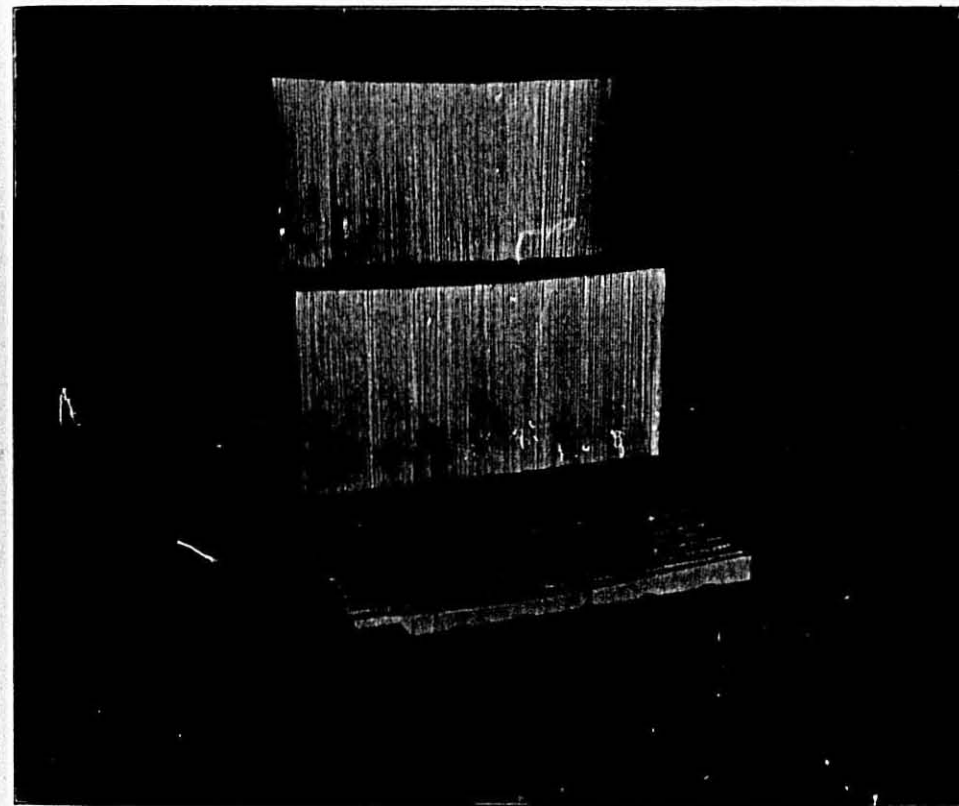
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



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 the trucks is the only manual operation throughout the drying process.

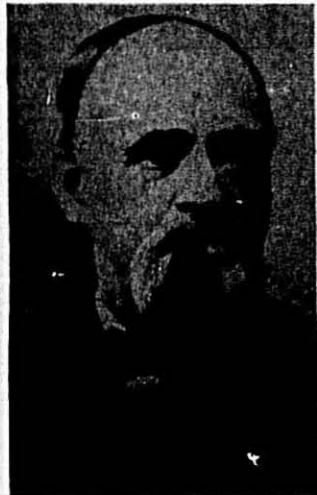
By means of a variable speed drive, the speed of the dryer can be varied to dry all sizes and types of long goods.

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

Write for Particulars and Prices

Pillsbury's 80th Milestone

Includes 44 Years of Durum Milling



John S. Pillsbury

THE bearded men, whose pictures are shown, pioneered in the milling of both bearded and beardless wheats, among them the early varieties of durum or macaroni wheat which they helped to discover and introduce into this country, thus helping to set up a wheat harvest that has been a boon to the macaroni makers of America during the first half of the 20th century, an epoch which Pillsbury is celebrating this year in connection with its history of bread flour milling for more than 80 years. They are the founders and the subsequent executives of Pillsbury Mills, Inc., where on June 5, 1949, the successors appropriately celebrated the 80th anniversary of this milling enterprise.

It's a long journey any way one travels from Tanganrog, Russia, to Langdon, North Dakota, where prize durum wheat is grown in abundance, and where the Durum King of the Year is annually crowned as the grower exhibiting the best sample of the year's durum, as selected by experts at the North Dakota State Durum Show. Strangely enough, those two villages, a half world apart, are linked closely by a few kernels of wheat which grew into a new American industry.

Looking into the future, Plant Explorer Mark Alfred Carlston, who had literally grown up in the wheat fields of Kansas, went on an expedition while he was the Secretary of Agriculture of the United States, to find a drought and rust-resistant wheat. His travels took him half way around the world and into the ancient wheatfields of Russia, near Tanganrog, where he gathered samples of a grain found to be doing well under conditions of soil and climate similar to those of the great Northwest.

Back in the United States, at the North Dakota Agricultural College in

Fargo, he had tests made of two hardy Russian varieties which showed immediate promise. They were a new wheat, most desirable for macaroni-spaghetti making, whose kernels the millers found too hard and vitreous to mill with ordinary flour-milling equipment and productive of poor quality flour for bread.

The farmers, however, starting in 1901 with only 200 bushels of Carlston's Russian seed wheat, were producing seven million bushels by 1903 and 50 million bushels by 1906. But despite everything the plant scientists and the millers could do, the Russian wheat, known today as "Durum,"



Charles A. Pillsbury

would not produce a commercially acceptable bread flour.

At that time Mr. Carlston said hopefully, "There is now a distinct demand for one or more enterprising millers in this country to arrange the manufacture of semolina from durum wheats for our macaroni factories . . . there is before them a possibility of establishing a new industry of great magnitude."

Then it was that John S. Pillsbury of Pillsbury Mills, realizing that American millers had neither the knowledge nor the machinery to produce high-grade semolina, took the matter into his own hand. He went immediately to Europe and visited the semolina-producing centers of Naples, Palermo and Marseilles. There he learned the art of making semolina and flour for spaghetti, macaroni and similar products and brought back the blueprints.

In 1905, Pillsbury was milling durum wheat for a new industry with expanding pains.

As a result of its interest in and experimentation with the growing and milling of durum, the macaroni industry began its march almost from scratch to its present world domination in the manufacture of high quality macaroni products. Pillsbury continued in step with the forward movement, often taking the lead in promoting the adaption of the Russian wheat to the soil and climate conditions of North Dakota, Minnesota and nearby states on semi-arid lands that have proved ideal for durum wheat growing.

Proud as it rightfully may be of its pioneering in durum, Pillsbury Mills is equally proud of its longer history of bread flour milling, its chronology being as follows:

1869—Pillsbury started milling flour in Minneapolis. They bought one-third interest in a 200-barrel-a-day mill. That was 80 years ago.

1949—This new crop year, the mill and its 6,000 fellow workers mill and sell that much flour every nine minutes.

The middlings purifier made Pillsbury's Best world-famous as a premium bread flour during the early 70's and since.

Steel grinding rolls made millstones obsolete, and Pillsbury's Minneapolis "A" Mill was the largest in the world. Pillsbury became the most famous name in flour.

An English company bought the company but kept Charles A. Pillsbury, co-founder with his uncle, Governor John S. Pillsbury, as managing director.

The first and second generation Minneapolis Pillsburys kept a New York group from buying control and

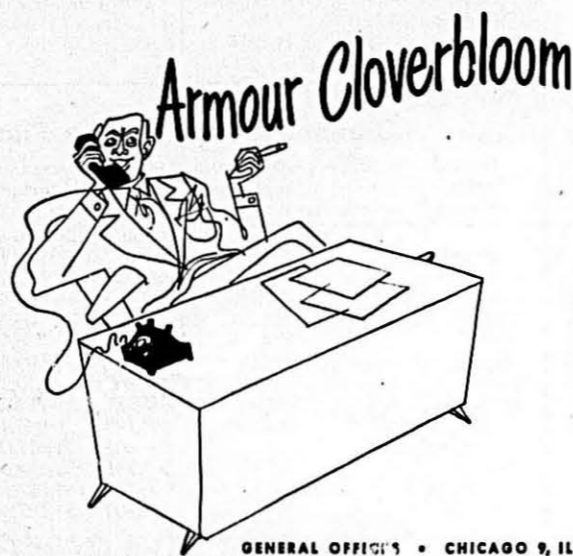
(Continued on Page 48)



George A. Pillsbury

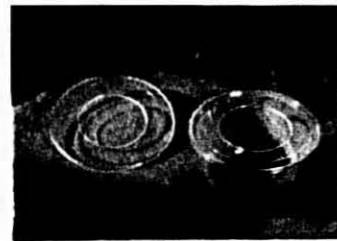


THERE'S A BETTER WAY to get the select, breakfast-fresh eggs it takes to make better "dark color" noodles. Just order . . .



GENERAL OFFICES • CHICAGO 9, ILLINOIS

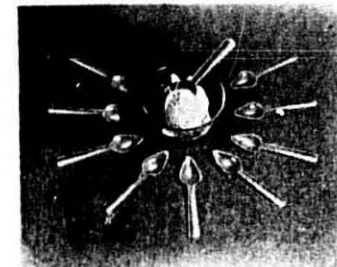




A 4 1/2" Monsanto Lustrex utility bowl, that comes in five colors—red, green, yellow, crystal and blue.



A lock-tight dish for storing away food in the refrigerator. Cover locks tight with slight turn.



Plastic party spoons in red, green, yellow, ivory and blue.



A measuring cup that doubles as an attractive creamer. Has raised markers inside and outside as accurate indicators of measurements. Spill-proof.

Premiums As Sales Helpers

Long have macaroni-spaghetti-noodle manufacturers conjured with such thoughts as, "What can I do to correct sales dips—to better my business position in seasonal buying trends?" "How can I best offset price competition?" "What is the practical step to take to keep my brand name prominently before consumers?"

This is not an attempt at answering the questions asked or any of the many puzzling problems that give executives gray hair and subnormal dispositions . . . merely a discussion of one phase of the problem.

Some manufacturers have found some solace in offering premiums for box-tops, labels and such, while many more have shied from the practice for reasons of their own, and profited by it too. A review of a recent magazine that supports the premium-giving plan shows that macaroni executives are taking increased interest in the idea. For instance:

One manufacturer conducts a monthly sentence completion contest, giving dishes and glassware to the winners.

Another firm is offering pencils with name of owner engraved thereon, timing his offer to coincide with the opening of school.

In its newspaper ads, a third firm

offers a pair of scissors to any purchaser of his macaroni products who sends in 35c and that part of the package front showing the brand name of the products.

Another manufacturer offers a set of six plastic combs and a bristle comb cleanser for 25c and the front of the package of his brand.

While there are not too many constant premium givers among macaroni-noodle manufacturers, there is hardly a leading firm that has not at one time toyed with the idea. Therefore, there should be more than passing interest in the useful and attractive household utensils pictured, manufactured by the Rogers Plastic Corp. of North Wilbraham, Mass.

A macaroni maker who feels that his premium-giving plan has profitably promoted his business, says: "In today's buyer's market, consumers are demanding that extra little bit of plus value, and show preference for the brands that provide it. True, the quality of the spaghetti contained is always a factor, one that should never be overlooked, it is the 'little extra' in the way of a premium that determines the buyer's choice."

Is this the answer? Perhaps not, but it is a line of thinking that most executives have at times explored.

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	984,008
February	799,358	1,097,116	664,951	743,018
March	913,777	1,189,077	760,294	741,024
April	589,313	1,038,829	780,659	672,899
May	549,168	1,024,831	699,331	379,861
June	759,610	889,260	650,597	628,318
July	587,453	683,151	719,513	638,758
August	907,520	845,142	945,429	789,374
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		844,806	1,187,609	968,855

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1948—Aug. 27, 1949 1,494,973
 July 1, 1947—Aug. 28, 1948 1,545,980

Your Macaroni Our Tomatoes

Because the test of time has proved that tomatoes add to the appeal of Macaroni products, we assume that the largest percentage of your product is eaten with tomatoes in some form. Of the thousands of recipes in use today it appears that tomatoes in some form remain a basic ingredient.

As your buyers want the best in Macaroni, they also choose the best available in tomato products.

Your ideal situation would be to own a tomato cannery in Northern California where tomatoes from the world's finest imported seeds grow best.

If you do not have your own California plant for tomatoes and tomato products, may we offer you the facilities of our plant at Escalon, California?

Our "BONTA" brand quality is available for your labels of Salsina, made from Italian Style Peeled Tomatoes, or, from a blend of Pear and Round Tomatoes.

"BONTA" brand is also available for real Italian Style Pelati (Peeled Tomatoes).

Above items packed either with or without fresh basil (Basilico).

Ask us for samples and price list of 1949 pack, which begins September 15, 1949.

A few American markets are still available for exclusive distribution of "BONTA" brand.

"BONTA" quality is made by Chris and Edward I. Colombo at Escalon, California.

ESCALON PACKERS, INC.
"Escalon for Excellence"

SALES OFFICE:
 255 California Street
 San Francisco, California

Sponsors of Macaroni Plants Operations School



Glenn G. Hoskins
Chief Executive



Charles M. Hoskins
Assistant



William G. Hoskins
Assistant

Glenn L. Hoskins, president, Glenn L. Hoskins Co., Chicago, told forty-nine representatives of the leading macaroni firms of the midwest that, according to figures compiled in his office, the sales of macaroni, spaghetti

and egg noodles for the first six months in 1949 showed an increase of almost 36 per cent over the 1937-1941 average.

The occasion was the first session of the Plant Operations School at North-

western University, Chicago, in July, in which several members of his staff lectured on various technical phases of macaroni manufacture, including quality control, cost problems, drying and transportation.

'Students-Teachers Group at Hoskins' Macaroni Plants Operations School, Northwestern University, Chicago, July 28-30, 1949

Top Row

Karl Hille, American Beauty Macaroni Company; Leonard Bergseth, Northern Illinois Cereal Company; Mr. Ray Madden Equipment Company; Robert Green, National Macaroni Institute; Henry Nicolai, John B. Canepa Company; Leo Rerucha, Gooch Food Products Company; Louis Whittaker, National Food Products Company; Ben Hansen, The Creamette Company; Rex Concannon, Crescent Macaroni & Cracker Company; Bill Fieroh, I. J. Grass Noodle Co.

Middle Row

John Linstroth, The Creamette Company; Henry Rossi, Jr., Peter Rossi & Sons; Frank P. Viviano, V. Viviano & Brothers Macaroni Mfg. Company; Michael Vagnino, American Beauty Macaroni Company; Antoni Vermlyen, A. Zerega's Sons, Inc.; V. C. Hathaway, Quaker Oats Company; Charles Hoskins, Glenn G. Hoskins Company; C. Daniel Maldari, Donato Maldari & Sons; Leo Buser, Delmonico Foods, Inc.; Sam Granato, John B. Canepa Company; Herbert Petersen, Quality Macaroni Company; John Babyar, I. J. Grass Noodle Company; Tom Barton, Crescent Macaroni & Cracker Company; Carl Laneri, Fort Worth Macaroni Company; Glenn G. Hoskins.

Lower Row

Paul Read, American Beauty Macaroni Company; R. H. Davis, Jr., Quaker Oats Company; Charles Kück, Glenn G. Hoskins Company; Russell Houston, Delmonico Foods, Inc.; Frank Eggert, Tharinger Macaroni Company; Ar-



thur Russo, A. Russo & Company; B. M. Kluge, Bayley Blower Company; Ralph Conte, Milwaukee Macaroni Company; Thomas Viviano, Delmonico Foods, Inc.; Louis Galasso, A. Zerega's Sons, Inc.; Sidney Grass, I. J. Grass Noodle Company; Albert Robilio, Robilio and Cuneo; William Hahn, Skinner Mfg. Company; Fred Stageman, Skinner Manufacturing Company; William G. Hoskins, Glenn G. Hoskins Company.

Liquid, Frozen and Dried Egg Production July, 1949

Liquid egg produced during July totaled 40,884,000 pounds compared with 49,840,000 pounds in July a year ago, the Bureau of Agricultural Economics reported today. Liquid egg produced for drying was less than a year ago and accounts for the decrease in total liquid produced in July this year.

Dried egg production during July totals 18,000 pounds compared with 9,321,000 pounds in July last year. Production consisted of 5,877,000 pounds of dried whole egg, 82,000 pounds of dried albumen and 159,000 pounds of dried yolk. Dried egg production from January through July totaled 58,188,000 pounds, compared with 30,612,000 during the same period last year. Purchases of dried whole egg by the Department of Agriculture from January through August 17, 1949, for price support purposes totaled 57,252,245 pounds.

Frozen egg production during July totaled 18,565,000 pounds, compared with 17,681,000 pounds in July last year. Production from January through July totaled 285,707,000 pounds; this compares with 330,248,000 pounds during the same period last year—a decrease of 13 per cent.

Storage holdings of frozen egg on

August 1, totaled 169,172,000 pounds compared with 257,367,000 pounds on August 1, a year ago and 279,253,000 pounds for the 1944-48 average. Frozen egg storage stocks increased 3 million pounds, this compares with a 9 million pound decrease in July last year and an average July increase of 3 million pounds.

San Francisco Meeting, October 23-25

The second Pacific Coast Conference of the macaroni-noodle industry will be held in Hotel St. Francis, San Francisco, Calif., October 23-25, according to an announcement by Acting Secretary-Treasurer, Robert M. Green. Material - Operating - Merchandising Opportunities will be the theme of the conference, with Association Director Maurice L. Ryan discussing the material situation, Glenn G. Hoskins of the Hoskins Company, the operating end, and Theodore R. Sills of Theodore R. Sills, the merchandising opportunities.

Representatives of practically every important manufacturing firm west of the Rockies are expected to attend the regional conference set up for their convenience and information.

When people lie down on the job others lay down the law.

Cuneo Heads NFDA

Thomas Cuneo, leading executive of Ronco Foods, Memphis, Tenn., was elected president of the National Food Distributors' Association at its annual convention in Chicago last month. He has long been active in that organization as well as in the National Macaroni Manufacturers Association of which he is presently a member of its Board of Directors.



Thomas Cuneo

The convention in the Sherman Hotel was supplemented by a trade show with 160 exhibitors, among them being a number of macaroni-noodle manufacturers whose products are handled by the wagon men, as they are commonly known.

Do higher labor costs reduce your profits?

You can now do something about higher labor costs and reduced working hours which eat into profits. Install a CECO Adjustable Carton Sealer, and you will save enough on packaging labor costs to pay for it in one year or less. After that you can pocket the extra profits it will keep on earning for many years.

A CECO Sealer glue-seals both ends of cartons containing long or short products automatically, simultaneously. The machine is simple, and can be operated, adjusted, and maintained by unskilled help without tools. Send for details today, and you will learn why such a large proportion of large and small macaroni manufacturers use CECO Adjustable Carton Sealers.

Features

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Makes Better-looking cartons

CONTAINER EQUIPMENT CORPORATION

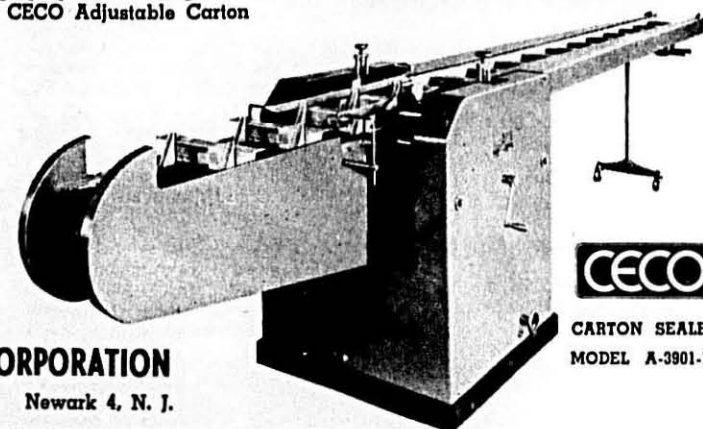
210 Riverside Avenue • Newark 4, N. J.

Chicago • Toronto • Baltimore • St. Louis • San Francisco • Rochester • Jackson • Boston • Savannah

Get a **CECO**

Adjustable

CARTON SEALER



CECO

CARTON SEALER
MODEL A-3901-12

Trademark Department

Trademarks Republished

Published in the Official Gazette under provisions of Trade-Mark Act of 1946. Not subject to opposition, but to cancellation under that Act.

Superba—for canned spaghetti. Reg. No. 184,321. Registered May 20, 1924, by Superba Packing Co., San Francisco, Calif. Republished by Superba Packing Co., Ltd., San Francisco, Calif., a corporation of California. Claims use since September 1, 1919.

Below the tradename "Superba" is shown a chef carrying a tray laden with a variety of foods.

Family—for macaroni, spaghetti and egg noodles. Reg. No. 266,746. The Pfaffman Egg Noodle Co. Cleveland, O. Republished by The Pfaffman Co., Cleveland, O., a corporation of Ohio. Claims use since 1904.

The mark consists of the name in italics with the tail of the "y" swung back to underline the name.

Suymac—for macaroni. Reg. No. 293,541. The Pfaffman Egg Noodle Co., Cleveland, Ohio. Republished by The Pfaffman Co., Cleveland, O., a corporation of Ohio.

Mark is simply the tradename in bold black caps.

Tops—for canned macaroni products. Reg. No. 333,529. Superba Packing Co., Ltd., San Francisco, Calif., a corporation of California.

Mark consists of the name in script with the small letters underscored. Claims use since Oct. 18, 1935.

Priscilla—for canned spaghetti and other canned foods. Abraham & Strauss, Inc., Brooklyn, New York, a corporation of New York. Reg. No. 372,734. Registered November 14, 1930. Claims use since 1890.

The mark consists of the name in script.

Bridal—for canned macaroni, Conly Flanigen Company, Philadelphia, Pennsylvania. Registered August 8, 1933. Reg. No. 305,238. Granted July 26, 1949.

The mark consists of the name in script over a circle in which is pictured a Grecian Goddess superimposed on an olive branch.

La Napolitana—for macaroni. P. Pasteni & Company, Inc., also doing business as Purity Products Company, Boston, Massachusetts. Republished by Pasteni & Co., Inc., New York, a corporation of Delaware. Registered January 15, 1929. Granted July 26, 1949. Claims use since May 4, 1928. Reg. No. 251,729.

The mark consists of the name in heavy caps over a picture of a sheaf of wheat.

Nature's Finer Flavor—for egg noodles. H. J. Shuette, doing business as M. A. Newmark Company, Los Angeles, California. Republished by

Vernon Canning Company, Los Angeles, California, a corporation of California. Registered April 19, 1938. Granted July 26, 1949. Reg. No. 358,228.

The mark is in light caps. The words "Finer Flavor" are disclaimed apart from the mark as shown.

Extra Sublime—for macaroni. Cumberland Macaroni Mfg. Co., Cumberland, Maryland, a firm. Reg. No. 256,291. Registered May 14, 1929. Republished by registrant August 2, 1949.

The name "Extra Sublime" is superimposed on a diamond shaped base. The word "Extra" is disclaimed apart from the mark as shown. Claims use since May 1, 1927.

Rialto—for macaroni, Cumberland Macaroni Mfg. Co., Cumberland, Maryland, a firm. Reg. No. 260,785. Registered August 27, 1929, and republished by the registrant on August 2, 1949. Claims use since October 30, 1928.

The trademark appears over a picture of a bridge as in Venice, Italy, with gondolas on waters beneath the bridge.

Sword—for macaroni, egg noodles, et cetera. George W. Simmons Corporation, New York, New York. Republished by Household Products Company, Evanston, Illinois, a corporation of Illinois. Reg. No. 251,873. First registered on January 15, 1929, and granted August 16, 1949.

The mark consists of the name only in heavy type.

Wapco Brand—for packaged macaroni, spaghetti, et cetera. Waples-Platter Grocer Company, Denison, Texas. Republished by Waples-Platter Company, Fort Worth, Texas, a corporation of Texas, August 16, 1949. Reg. No. 132,067. Claims use since 1900.

The mark consists of the words "Wapco Brand" on a flag with two fields, the upper half in white, the lower half in red. The word "Brand" is disclaimed apart from the mark as shown.

W * P—for canned spaghetti. Waples-Platter Company, Fort Worth, Texas, a corporation of Texas. Reg. No. 353,123. Republished by registrant August 16, 1949. Claims use since 1932.

The mark consists merely of the letters "W" and "P," with a star between the two letters.

Western Gold—for canned spaghetti. Waples-Platter Company, Fort Worth, Texas, a corporation of Texas. Reg. No. 363,324. Registered December 20, 1938. Republished by registrant August 16, 1949. Claims use since July 18, 1938.

The mark consists merely of the name in outlined letters.

Bravo—for macaroni products. Alfonso Gioia & Sons, Rochester, New York. Reg. No. 373,404. First registered December 5, 1939, and republished August 10, 1949, by Alfonso Gioia and Sons, Inc., Rochester, New York, a corporation of New York. Claims use since October 31, 1938.

The mark consists merely of the name in heavy type.

Trademarks Granted

Act of 1946, Principal Register
Enfield Club—for canned spaghetti. Reg. No. 511,364. H. P. Taylor, Jr., Inc., Richmond, Va. Filed Dec. 31, 1947. Published March 8, 1949. Granted June 21, 1949. Claims use since 1925.

aside—for macaroni, spaghetti, egg noodles. World Packing Co., New York, N. Y., and Trenton, N. J. Reg. No. 442,993. Filed May 12, 1947. Published March 15, 1947. Granted June 28, 1949. Claims use since March 27, 1947.

The mark consists of light lettering on black background with a sheaf of wheat in a scroll on the underside.

Cream of Egg—for noodles. The Creamette Company, Minneapolis, Minnesota. Filed July 21, 1947. Published March 29, 1949. Claims use since February 28, 1928. Granted July 5, 1949. Reg. No. 511,846.

The mark consists of the name in heavy type. Applicant disclaims the word "Egg" apart from the mark as shown. Applicant claims ownership of Registration No. 239,264.

Gold Braid—for macaroni. South Atlantic Sales Company, Inc., Baltimore, Maryland. Serial No. 521,154. Filed December 13, 1947, and originally filed, Act of 1905, April 22, 1947. Published April 19, 1949. Claims use since March 20, 1947.

The mark consists of the name in black type.

Trademarks Granted Without Opposition

Conte Luna—for macaroni products. V. Arena & Sons, Inc., Norristown, Pa. Reg. No. 511,621. Filed October 15, 1947. Published March 8, 1949. Granted June 28, 1949.

Mark consists of the name with a full moon face between the two words.

Trademarks Renewed

Representation of a Star—for macaroni, spaghetti, vermicelli, noodles and table sauce therefor. John B. Canepa Company, Chicago, Ill., a corporation of Illinois. Renewed April 9, 1949. Reg. No. 255,943.

"M and C"—for macaroni, et cetera. The Emm-An-Cee Company. Registered August 20, 1929. Renewed August 20, 1949, to M & C Foods, Inc., Chicago, Illinois, a corporation of Illinois. Reg. No. 260,160.

Opera Club—for macaroni, spaghetti, vermicelli, et cetera. Registered November 16, 1909. Strohmeyer & Arpe Company, New York, New York, a

corporation of New York. Granted July 26, 1949. Reg. No. 75,819.

Published For Opposition

Notice of opposition must be filed within 30 days of publication, accompanied by a fee of ten dollars

Mueller's
Ser. No. 534,314. C. F. Mueller Co. Jersey City, N. J., now by merger C. F. Mueller Company, a corporation of Delaware. Filed Sept. 12, 1947. For noodles, macaroni, spaghetti, et cetera. Claims use since 1893.

Mark consists of name in heavy black type.

Circle E Trio
For Italian spaghetti dinners with cheese and mushroom sauce. Caravetta Foods Company, Chicago, Illinois. Originally filed April 11, 1947. Amended February 28, 1948. Claims use since January 2, 1920. Serial No. 520,495.

The name consists of the words "Circle" and "Trio" in script with a large capital "E" in a circle between the two words.

Bluhill
For spaghetti, et cetera. Bluhill Foods, Inc., Denver, Colorado. Ser. No. 530,370. Filed August 4, 1947, and published August 2, 1949. Claims use since April 1, 1925.

The mark is in heavy type. Applicant claims ownership of Reg. Nos. 217,311 and 103,390.

Seek Correction of Food Trade Practices

A nationwide campaign to improve food industry trade practices and to correct abuses within the industry, has been launched by the National Association of Retail Grocers. The Association hopes to enlist co-operation of the nation's 500 leading food manufacturers and processors in a co-operative effort "to give all an equal chance in a free market."

A ten-point program has been urged by C. C. Precure of Britton, Okla., president of NARGUS, in a letter to executives of the leading food processing and manufacturing firms, as a means of assuring the continued strength of the free enterprise system and "of helping to make our system work for the prosperity of all."

Mr. Precure, acting at the specific request of the NARGUS executive board, asked that, among other things, manufacturers representatives avoid efforts to set retail prices; that warehouse and shelf service be made available to all retailers by manufacturers; that all retailers should be told the terms of special allowances and that these allowances be paid only for actual services performed.

NARGUS also asked that manufacturers review distribution costs with the object of lessening the spread between maximum and minimum quan-

tity prices and if necessary change distribution practices to lessen costs. The letter also asked discontinuance of the requirement that retailers return invoices to secure price adjustments; that temporary price reductions should be so named only when they are bona fide and not when they are to be permanent reductions; that cash and trade discount terms be legibly stated on the face of invoices. The Association also stated its opposition to one-cent sales and other merchandising deals that do not compensate the retailer for the amount of his normal markup. It approved, however, five-cent deals and other promotions which assure the retailer his customary margin.

GMA Meeting Dates

Paul S. Willis, president of Grocery Manufacturers of America, Inc., announces that the 1950 Mid-Year Meeting of the association will be held at The Greenbrier, White Sulphur Springs, West Virginia, on June 29, 30, and July 1.

As previously announced, the 41st Annual Meeting of GMA will take place November 14, 15 and 16, 1949, at The Waldorf-Astoria, New York City.

Definition of a bore: a guy who is here today and here tomorrow.

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Jacobs On European Tour

Addresses Members of British Macaroni Institute

Benjamin R. Jacobs, director of research, National Macaroni Manufacturers Association in Washington, D. C., and president of the Jacobs Cereal Products Laboratories in New York City, is on an extended tour of Europe, accompanied by his wife. They sailed from New York on the Cunard White Star's R.M.S. Queen Mary on Friday, August 12, whose first stop was at Cherbourg, France, and landed at Southampton, England, on August 21 after a most delightful ocean trip.

Immediately on their arrival the visitors were taken in charge by officers of the British Macaroni Institute. On Saturday, August 20, the visitors were taken on a tour of London, visiting such places as The Tower, Buckingham Palace, Parliament, Trafalgar Square, and Hampton Court Place.

Sunday, August 21, they toured Windsor Court, Eton College and Richmond Park.

Monday, August 22, Mr. Jacobs was taken to the macaroni plant of Dry-food Ltd, Acton, London, whose Mr. Knoch is chairman of the British Institute.

A luncheon in honor of the visitor was held at noon in the Ritz Hotel, with most of the member-firms of the Institute in attendance. "The luncheon was a most elaborate affair," writes Mr. Jacobs, "lasting from 12:30 to 4:15 p.m. with everything very good from soup to nuts and the service beyond compare."

When called upon to say a few words, Mr. Jacobs conveyed to the British Macaroni Industry the good wishes of both the U. S. Macaroni Institute and National Association, and followed with an interesting account of the development of present position of the U. S. Macaroni Industry. He was plied with many questions before stopping to finish his coffee.

Tuesday, August 23, was a day of rest, reports Mr. Jacobs. "We both were tired, very tired, but on Wednesday morning, August 24, we were taken in tow by Mr. Nahi of Mac-Rex Food Ltd., motored to St. Albans to see his factory, then accompanied by Mr. Fox to see the Record Bread Co. Ltd., which also makes macaroni products in St. Albans, and in the afternoon by Dr. Schaal of Chelsea Food Products, Ltd., to see his plant in London."

Attending the luncheon in Jacobs' honor were the following members of the British Macaroni Institute:

Mr. Munroe, British Fermentation Products, Ltd.

Mr. Stoaite, Barry Food Products, Ltd.

Mr. Fox, Record Bread Co., Ltd.
Mr. Ackroyd and Mr. Sladdin, Highfield Food, Ltd.

Mr. Rodgers, J. Green's Beatal Food Products, Ltd.

Mr. Callegan and Dr. Schaal, Chelsea Food Products, Ltd.

Mr. Knoch, Dryfood Ltd.

Mr. Lender, Leemar Food Products, Ltd.

Mr. Goodfellow, Malmac Cereals, Ltd.

Mr. Wormsley, Vermicelli Produce Co., Ltd.

Mr. Rubashow and Mr. Frumkin, Mercantile Produce Co., Ltd.

Mr. Radley, Scientific Consultant.

San Francisco Conference—October 23-25

The theme of the planned Pacific Coast conference set for October 23-25, 1949, at St. Francis Hotel, San Francisco, Calif., will be "Forty-Niners' Golden Opportunity." This is the second annual conference to interest the manufacturers of the Pacific States in the workings of the National Macaroni Manufacturers Association. If the attendance is as large as was that of 1949, it is planned to make the affair an annual one.

Acting Secretary-treasurer Robert M. Green of NMMA has prepared a tentative program and expects several of the Association Directors from the East and Mid-West to attend. There will be a reception and get-together dinner on Sunday evening, October 23. There will be three business sessions morning and afternoon on October 24 and a final morning session on Tuesday, October 25.

The conference will open with an address by President C. L. Norris of NMMA, followed by a report by the acting secretary-treasurer. To open the 1949 Durum Crop panel, consisting of millers, NMMA Director Maurice L. Ryan will report on the "Durum Protein Test." "The Outlook for Eggs" will be discussed by a representative of egg breaking firms to be selected. Charles C. Rossotti, of Rossotti Lithographing Co., will discuss "Packaging Opportunities," and Thomas E. Bruffy of The Dobeckmun Co. will tell of Cellophane prospects.

"Operating Opportunities" will be discussed during the afternoon, with Paul Talmey, director of research and development, General American Transportation Corp., speaking on "Bulk Transportation of Flour"; Tom Hugé, of the Hugé Co., will discuss "Oppor-

Benjamin R. Jacobs



After completing his stay in England, Mr. Jacobs plans to go to France, Switzerland, Italy and Norway before returning late in the fall.

tunities in Plant Sanitation"; C. Daniel Maldari of Donato Maldari & Sons will tell of "Die Maintenance," and Glenn G. Hoskins, industrial consultant, will discuss "Progress & Profits."

"Merchandising Opportunities" will be the topic for discussion the morning of the second day. It will open with a showing of colored slides of Macaroni-Spaghetti-Noodles dishes by the Durum Division of the Wheat Flour Institute. Jane Friendly, food editor of the *San Francisco Chronicle*, will discuss "Contacting Consumers"; a panel of distributors will give "Marketing Tips," and Theodore R. Sills, of Sills, Inc., will speak on "Forces That Sell."

Named General Manager

Mario J. Petretti, general manager of the plastics division of Noma Electric Corp., Holyoke, Mass., and national president of the Society of Plastics Engineers, an organization of 2,500 executives, has been named assistant to the president and production manager of Rogers Plastic Corp., as announced by Arnold C. Martinelli, president and general manager.

Mr. Petretti has assumed his new duties. The Rogers concern recently moved to West Warren, Mass., from North Wilbraham, and has expanded into a plant where 54,000 square feet are available.

The new officer at Rogers Plastic Corp. is a pioneer in the plastics field, having been connected with the industry for 15 years. He also is a past president of the Western New England section of the Society of Plastics Engineers.

Observe Fire Prevention Week, Oct. 9-15



While October 9-15 has been officially designated as 1949 Fire Prevention Week, every week should be devoted to prevention of fires of all kinds. That is the suggestion of the National Board of Fire Underwriters in a campaign to make more people more fire conscious every day of the year.

Fires are not entirely preventable but common sense and planned precautions can greatly reduce fire hazards everywhere.

How can you prevent fires in your macaroni factory?

You must first make the driers as fire-safe as possible, engineers of the National Board of Fire Underwriters suggest.

Many macaroni factories use wooden driers. This naturally increases the fire danger, especially if the dry room itself is of wood frame construction.

If wooden driers cannot be replaced, extra fire protection is necessary. An automatic sprinkler system should be installed, to confine any fire which starts in the wooden driers to a relatively small space. An automatic fire alarm system is an added protection for your factory.

If at all possible, wooden driers should be replaced by non-combustible ones. When a new factory building is planned, you should also make certain that your dry room is fire resistant.

Another major fire hazard arises

when you use defective electrical equipment. You should examine all electrical equipment regularly, and have worn cords replaced. All electric motors should be of the totally enclosed type, as there is some danger of dust explosions around macaroni factories. If your forming machine is gas heated, the flame should be screened or effectively enclosed.

In addition to these special precautions, you should also make regular thorough inspections of your entire factory.

Here is a ten-point inspection program which is recommended by the National Board of Fire Underwriters:

1. Keep the basement clean and orderly. Poor housekeeping in the basement is the cause of many fires.
2. Check the heating system thoroughly. Have it cleaned regularly, and do not delay necessary repairs.
3. Keep ashes and trash in covered metal containers.
4. Have all wiring inspected by an experienced electrician. Always call an electrician when extra wiring is needed.
5. Discourage smoking in parts of the plant where combustible material is stored. If possible, provide a special fire-resistive room in which employees may smoke.
6. Keep aisles and exits clear and clean, to prevent panic in case of a sudden blaze. Fire escapes should never be obstructed by cartons or boxes. Fire doors should not be blocked open.
7. Make certain that woodwork and walls near heaters or the furnace are properly insulated. Avoid placing any combustible material near heaters, pipes, or furnaces.
8. If the plant has an automatic sprinkler system (and it should have), see that sprinkler heads are in good condition and not obstructed by cartons of merchandise.
9. Provide supervised watchman's

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

service or automatic fire alarm service. 10. Train personnel on the need for turning in an alarm immediately in case of fire, and drill them frequently so they will know how to reach safety in an emergency. They should also be completely familiar with available fire fighting equipment.

Visiting Italy

A post card from Frank Lombardi mailed from Naples, Italy, announces his arrival there, en route to visit relatives in his home town nearby. He is president of Lombardi Macaroni Dies, Los Angeles, Calif. He expects to visit for several weeks with relatives and boyhood friends and to spend some time in macaroni die shops and macaroni factories in Italy and Switzerland before his return to America.

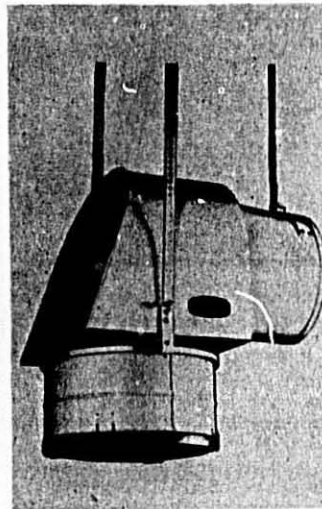
New Humidifier

The addition of a new model to their industrial line of Walton Humidifiers was announced by the Walton Laboratories, Irvington, N. J.

To be known as the Model 30, this unit evaporates approximately three gallons of water per hour. Electrical consumption is approximately 230 watts, and, as with other Walton equipment, all that is needed is connection to a city water supply and electric current.

Elimination of compressors, expensive air or drain piping, and duct

work, is an important feature of Walton equipment. Model 30 units may be used in multiple to provide uniform, controlled humidity conditions in an enclosure, or are suitable for "spot"



humidification, or for boosting the humidity obtainable from existing systems of any type.

Complete and absolute diffusion of moisture with room air is obtainable with the Model 30, as well as with the

many other models of Walton Industrial Humidifiers. Further specifications and technical information on the Model 30, and the other Walton Industrial or Domestic Humidifiers may be obtained by writing directly to Walton Laboratories, Irvington, 11, New Jersey.

Faster Setting Adhesives

Williamson Adhesives, Inc., of Chicago, announces the development of a new line of faster-setting adhesives under the trade-name, "SpeedySet."

The new products are specially processed dextrine adhesives with the addition of a tackifier and a drying agent to accelerate the adhesive action and improve the machine operating qualities.

Tampa Plant Sold

The Aurelio Tanzi Corporation, Brooklyn, N. Y., acting as intermediary, announces the completion of the sale of the Tampa Macaroni Plant, Tampa, Florida. Thomas Spicola, who has been the owner of the factory for several years, transferred the ownership to Andrew Mac Allister, who will continue the production of macaroni products after modernizing the plant.

Be a self-starter and don't make a crank out of your boss.

Death of A. Joseph Freschi

A. Joseph Freschi, co-founder of Ravarino & Freschi, Inc., St. Louis, Missouri, died Sunday, September 4, 1949, after a short illness. Up to a few years ago, following the death of the co-founder of the firm, the late Mr. John Ravarino, who died April 13, 1941, Mr. Freschi was in sole charge of the operations of the plant, but in the years that followed he gradually turned over the active management of the business to his son, William Freschi and to his nephew, Albert J. Ravarino.

Born in northern Italy, Mr. Freschi came to this country as a young man, settling in St. Louis, Missouri, where he and John Ravarino set up a wholesale importing business at the turn of the century, operating under the name of Ravarino & Freschi, Inc. Later he and his partner became founding members of the Mound City Macaroni Company in St. Louis, of which he was an active executive for more than two score years. Mr. Freschi frequently represented his firm at conventions of the National Macaroni Manufacturers Association and was for many years a member of its Board of Directors.

Mr. Freschi is survived by his widow, two sons and a daughter. The funeral was from the Arthur J. Donnelly Funeral Home in St. Louis to St. Charles Borromeo Church, and burial in Mount Cavalry Cemetery.

Colonel C. S. Lawrence New Secretary IFT

Colonel Charles S. Lawrence, who retires from the Army on September 30, 1949, has been appointed executive secretary of the Institute of Food Technologists and business manager of *Food Technology*, the official organ of



Colonel Charles S. Lawrence

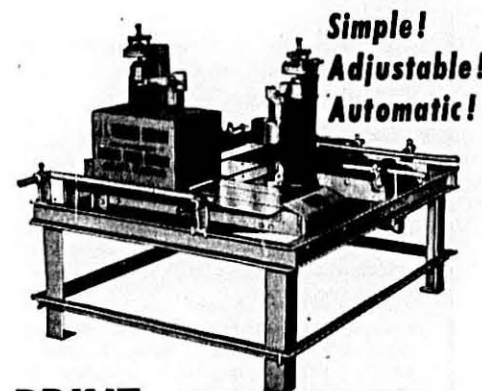
that society. Col. Lawrence takes office October 1 and will be located at 222 West Adams Street, Chicago, National Headquarters of IFT.

Well known throughout the food and container industries, Col. Lawrence's versatile talents have brought him into contact with the technical and managerial staffs of many other industries as well. Among these are the various equipment industries that supply the operational needs of the armed forces. He has long been familiar with materials handling equipment and in his present military position, president of the Quartermaster Board, has been responsible for many of the proving tests run on trucking and loading devices as well as on other types of Quartermaster Corps equipment and supplies.

Food Tonnage Sales Up In First Half

Tonnage sales in the first half of 1949 for a majority of food and grocery product manufacturers were higher than in the same period last year but some of the companies experienced lower dollar volume and reduced profits, according to Paul S. Willis, president, Grocery Manufacturers of America, Inc.

Mr. Willis' statement is based on a survey of member companies to which 102 firms responded. The increased tonnage figures, he states, resulted largely from extensive advertising and sales promotion campaigns and the introduction of new products. Price reductions during the period are cited by Mr. Willis as the reason for dollar volume declines.



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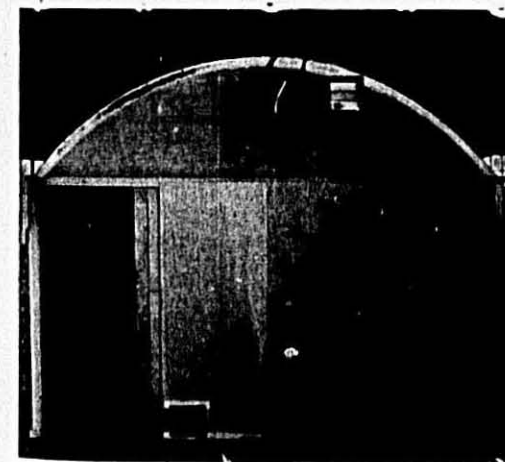
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While a majority of the companies queried (58) reported that tonnage sales were ahead of the same period in 1948, only 46 companies reported higher earnings in the first half of 1949.

Many of the companies reporting sales decreases for the first half of the year were optimistic as to the second half. As one said, "second six months seems to hold promise of improving sales and profits."

"The reports all indicate a spirit of optimism," Mr. Willis says. "The food industry has kept the people interested in good eating by the full use of advertising and merchandising tools. Those companies who have brought out new products know that they must initially invest large sums of money in order to build consumer acceptance on a mass marketing basis."

Germ-Proof Paper Process Discovered

A new process that makes paper germicidal, so that disease germs coming into contact with the treated paper are destroyed quickly, has been announced by the Kempco Corp., research chemists.

The discovery overcomes a handicap that was apparent whenever paper was employed as a sanitary wrapping. Research had established that paper, freshly manufactured, was virtually

bacteria-free. However, once this paper was exposed to moisture, it generally became a fertile breeding ground for germ life. Thus the effectiveness of wrapping paper used with sanitary articles was lost.

The new process, called "Kemunizing," consists of a special method of passing the paper through a chemical fog, which impregnates the paper permanently; upon contact with moisture in any form, the "Kemunizing" agents become activated and actually kill disease and other bacteria that come in contact with the paper.

The Kempco Corp., originators of the process, foresees wide application of the "Kemunized" paper as sanitary wrappers for sterilized cotton goods, foods, drinking straws and a wide variety of other items.

Spaghetti Sales Up 36%

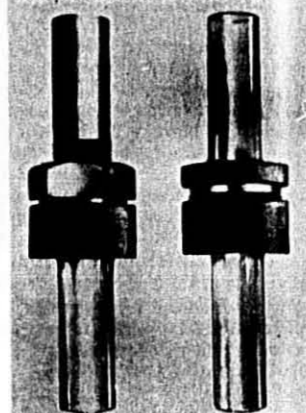
Glenn G. Hoskins, president of Glenn G. Hoskins Company, consultants for a large group of macaroni-noodle manufacturers, estimates that the sale of macaroni, spaghetti, noodles and other types of this wheat food for the first six months of 1949 was about 36 per cent above the 1937-1941 average.

Improved Glass-Pipe Coupling

The Fischer & Porter Co. announces

a new threaded metal coupling, for use with Pyrex glass pipe lines. The new coupling greatly simplifies the installation of glass piping by replacing three-bolt triangular metal flanges. The use of wrenches is no longer necessary and perfect alignment is assured. The danger of breakage due to uneven take-up is eliminated. Installation time is reduced up to 60% in comparison with alternate methods. Metal couplings are

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available from stock in sizes 1/4", 1/2", 3/4", and 1" for making glass-to-glass or glass-to-metal connections.

**Macaroni Historical Facts—
Macaroni Invented Before
Tomato Was Discovered**

"Recently, I happened to be listening to a radio newscast sponsored by a leading macaroni-noodle firm in Greater New York City (I believe the station was WOR), and I was quite surprised to hear the newscaster, in the course of his plug, offer to the listeners a story concerning the origin of the word 'Macaroni' which is pure legend," observed Hon. Mario A. Pei, professor of romance languages at Columbia University in the City of New York.

"The story told how a nobleman in Palermo, Italy, had a cook who first discovered the dish, and how the nobleman, enchanted with the flavor, exclaimed, 'Ma cari! Ma caroni!' (Why, the dears! Why, the big darlings!). The legend also states specifically that the macaroni was first served with tomato sauce.

"The tomato was not introduced into Europe until the sixteenth century. After America was discovered. It was a Mexican vegetable—(tomat, in the tongue of the Aztecs). At first Europeans thought it was poisonous, and used it only as a table decoration, calling it by a variety of names—('wolf peach,' 'love apple,' 'golden apple' or

'pomodoro,' which is the term still used in Italian).

"But a much earlier reference to macaroni appears in Boccaccio's fourteenth-century 'Decameron,' where the Italian author describes the land of *Bengodi* (Have-a-good time), in which cooks stand on mountains of grated Parmesan cheese and boil macaroni and ravioli in chicken broth.

"What seems to be the first reference to macaroni is contained in the eighth-century revision of an earlier work of Hesychius, a Greek lexicographer. He offers the term 'makaria,' and describes it as 'a food made out of dough and served with a sauce,' which would seem to apply quite well to macaroni. (The sauce, of course, could not have been tomato sauce, since the tomato was not yet known.)

"'Markaria,' in Greek, would have the literal meaning of 'that which pertains to blessedness;' in other words, a 'blessed' food, or the food of the blessed, which is even more picturesque than 'Why, the big darlings!'

"It may be added that what goes in America by the generic name of 'Macaroni' or 'Macaroni Products' is known



Mario A. Pei

in Italy by some 500 different names, according to shape, size and locality."

Products Popularity Survey

Outside of statistics on macaroni products production, released bi-annually by the U. S. Bureau of Census, there is a noticeable lack of facts and figures that could be of invaluable aid in promoting the interests of the industry as a whole. Noting this, the National Macaroni Institute is at-

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- 4—Rodent and Insect Infestation Investigations.
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tempting a survey that would check on the popularity of the various types of macaroni products, based on production and sales figures.

"We are frequently asked for a breakdown of total sales between macaroni, spaghetti, noodles, and other macaroni products such as shells, alphabets and specialties," says Robert M. Green, director of public relations. "For instance, we know that some plants produce only noodles, others only short cuts, while some produce a full line of macaroni and noodle products. We would like to have the national averages and sectional preferences and believe that all manufacturers will be interested in having such information, too."

A report form has been prepared and distributed for reporting on the percentage of sales of long spaghetti, elbow spaghetti, long macaroni, elbow macaroni, broad noodles, medium noodles, fine noodles and other products.

Manufacturers are requested to fill out the report form and to mail it to the headquarters of the National Macaroni Institute, Box 101, Palatine, Illinois.

Oranges For All

Last season for every dozen oranges that moved to market in their own skins, about seven other oranges came to consumers in tin cans or bottles. Up to 20 years ago, the U. S. Department of Agriculture points out, the orange crop in the United States had

never exceeded 1½ million tons. Last season the Bureau of Agricultural Economics estimates that processed orange products alone called for 1¼ million tons—more than any crop up to 1927-28. Until 1929-30 the processed part of the crop had never been as much as two per cent. Last season the marketing of the crop divided with slightly less than three million tons sold fresh, and a little more than 1¼ million tons processed.

Up to 20 years ago orange crops had ranged above and below 1,200,000 tons a year. Recent crops have been about four times that quantity. Consumption of the fresh fruit has more than doubled in the two decades, but the consumption of the processed oranges products—mainly juice and sections—has increased from a trifling supply to a quantity greater than the total crop of 20 years ago.

The Department points out that a considerable part of this increase is attributable to research. Nutrition research has emphasized the desirability of oranges in the diet. Research into methods of supplying a desirable processed product for the market has been active, with U. S. Department of Agriculture laboratories taking the lead and supplementing research in the industry and by State experiment stations.

Latest in the series of announcements of research results with oranges was one by the Bureau of Agricultural and Industrial Chemistry of a new

method for distant marketing of fresh, refrigerated orange juice. This calls for special care in juice extraction, de-aeration and quick chilling, and transportation in sealed containers at a temperature of 30 degrees—just above the freezing point of the juice.

Safety

By E. G. Vandervoort

Safety in industry is almost exclusively a problem of education—teaching each employe to take advantage of all the safety equipment available and to do his or her job in a safe manner.

A machine seldom causes an accident without the co-operation of a human being. This human being must do the thinking for both, and if he is to think safely he must be trained thoroughly in the proper way to do his job.

In general, too many men and women are placed on new jobs with no instruction other than how to start and stop the machine. And, in some cases, there is no follow-up made to see that they are being carried through.

A new employe or an old employe on a new job has many things to learn and should have help and advice for some time, until he is entirely familiar with every step in the operation he is doing. A MAN WHO WORKS SAFELY WORKS WELL.

—Food Safety News

A 50 Per Cent Crop—Groom

B. E. Groom, former president of the Greater North Dakota Association, Fargo, N. D., and owner of several large durum farms in the Langdon area, as of August 16, 1949, predicts that this year's durum will be about half of the crop predicted the first of July.



B. E. Groom

"The great durum area in north-eastern North Dakota has had a lot of very hot weather and limited rainfall in the entire area, with excessive downpours that hurt in local areas. I see nothing to change my estimate made the first of August. Generally the production will be around 12 bushels to the acre. I have one field that should average 30 bushels but if my entire crop makes 15 bushels that will be the limit. The durum grains are uniformly smaller than usual and it takes many more of them to make a bushel. The quality, if normal weather prevails for combining, will be good."

Donald G. Fletcher, executive secretary of the Conference for the Prevention of Grain Rust, has the following to say about the prospective durum crop after a field trip early in August.

"The durum territory in North Dakota was covered rather completely. Although the total crop will be less than last year, the color and quality of those fields which were ripe enough to judge appeared to be good. Protein

is expected to be good. Black point was found consistently in Red River Valley durum fields. Only a few fields showed this condition after leaving the Valley, but at least 50 per cent of this durum was too immature to be certain it would remain free from black point.

"Samples of every field examined were hand-threshed and, while ergot and stinking smut were found, they appeared to be of minor importance this year. The general average yield of durum should be 12 to 14 bushels. Several local areas should produce excellent grain, with yields of 15 to 20 bushels. Some of these are adjacent to the following towns: Osnabrock, Nekoma, Michigan, Aneta, Sykeston, Hamberg, Willow City, and the area from Bottineau to Sherwood. In addition, the western edge of the Valley from Mayville to Crystal has excellent stands. Grains in a considerable area on both sides of the Red River deteriorated because of standing water in the fields during the last of July.

"The maturity of the durum varied from ripe and harvested to three weeks from harvest. The present hot spell is pushing all crops prematurely toward harvest. Soil moisture was found to be adequate in most areas for proper grain filling at normal temperatures but the extremely hot winds and high temperatures experienced recently undoubtedly caused some damage. If there is any difference in average yields of durums and bread wheat in the area observed, it would be slightly in favor of the bread wheat."

August 20, 1949—Final Report

"If the present good weather continues for the rest of the last week of August," reports B. E. Groom, "all harvesting operations will be concluded. I hope to have the crop on all five of my farms by then, having finished two this week.

"This crop is a real disappointment generally. The durum crop, however, was helped by rains, but it will be a very short one—50 to 65 per cent of normal. On my farms I will get an

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OFFICINE MECCANICHE ITALIANE S.p.A.

average of 12 to 13 bushels of durum. The quality is very good.

"Have no idea what the final official government figures for September 12 will be, but if they report the State's wheat crop at over 100,000,000 bushels it will be high.

"Car shipments, too, may be misleading as hundreds of grain elevators are partially filled with carry-over grain and farmers are selling a lot of grain on farms that was under 1948 loans. This will add to shipments, for some day this grain will have to move, so a lot of the shipments of the next ten months will not be all of the 1949 crop. That's all till 1950."

MARKETS FOR MACARONI

(Continued from Page 16)

imported by El Salvador. Since the war, most of the imports have come from the United States. Data on United States' exports indicate that El Salvador received over 31,000 pounds of macaroni products in 1948, an increase of 160 per cent over the 12,000 pounds exported in 1945. Small quantities of macaroni products are exported from El Salvador each year principally to Honduras.

Official Honduran statistics on imports from the United States do not

agree with United States' statistics. The United States is the principal source of supply of imported macaroni products, and the export figures indicate that from 4,000 to 22,000 pounds are shipped to Honduras annually. There is only one macaroni factory in the country and the latest available data show that in 1941 it produced about 64,000 pounds of pasta products. Corn is the grain of first importance in Honduras; the market for imported macaroni products is very limited outside of the principal towns.

Net Importing Countries Obtaining Less Than Half Their Supplies From The United States

Six countries (Brazil, Bolivia, Paraguay, Peru, Ecuador, and Uruguay) import less than half their supplies of macaroni products from the United States. The first three obtain most of their requirements from Argentina. Peru and Ecuador depend on Chile as their principal source.

BRAZIL.—Until 1944, Brazil was a net exporter of macaroni products. Since that year, imports have far exceeded exports. Total imports increased from an average annual rate of 15,600 pounds for the period 1935-39 to 143,784 pounds in 1945 and 48,681,957 pounds in 1946. Consumption of macaroni products apparently is increasing, but not at a rate indicated by 1946 imports. The extreme increase in

imports which occurred in that year was most likely a result of the inability of the Brazilians to import wheat from Argentina. Per capita supplies of wheat flour in Brazil, during that year, were less than half of normal. It is probable that many Brazilians attempted to supplement their limited wheat flour supplies through increased use of imported macaroni products.

Because of the shortage of wheat and wheat products in Brazil in 1946, the Government suspended import duties on macaroni products for six months of the year. This action also had a marked effect on increasing imports.

Official Brazilian statistics show that imports of macaroni products from the United States during the period 1935-39 averaged about 10,000 pounds and constituted over 62 per cent of the total of such imports. By 1945, imports from the United States had declined to slightly over 4,000 pounds or about three per cent of the total. Unusually large per capita supplies of wheat and flour available in Brazil and Argentina in 1945, coupled with a lack of available ocean-shipping facilities, may have been responsible for this decrease.

United States' export statistics indicate smaller quantities of macaroni products supplied by the United States than do Brazilian figures on imports. However, exports from the United States to Brazil, amounting to only a

few hundred pounds per year prior to 1946, jumped in that year to over 14,400,000 pounds, then fell in 1947 to about 2,300,000 pounds. It is estimated that present macaroni purchases from the United States range from 2,500,000 to 3,000,000 pounds per year. These requirements should continue unless stringent monetary restrictions are placed upon such importations.

From 94 to 97 per cent of all macaroni products imported into Brazil enter the ports of Rio de Janeiro and Santos. The wide variation in the quantity entering either in any one year would tend to indicate that much of the product entering Rio in some years is destined for Sao Paulo. It is believed that this city is the center of highest macaroni consumption in Brazil. The quantity of macaroni products consumed outside the large cities is negligible.

BOLIVIA.—Bolivia, normally the largest importer of macaroni products in the Western Hemisphere, obtains about 92 per cent of its import requirements from Argentina. Brazil, the second largest source of imports, accounted for about six per cent of the total in 1945 but dropped to three per cent in 1946, the last year for which data is available. Total imports, as reported in official statistics, increased from an average annual rate of about 700,000 pounds during the period 1935-39 to 2,400,000 pounds in 1945. Imports in 1946 amounted to 1,700,000 pounds. United States' exports of macaroni products to Bolivia, as reported by the United States Bureau of the Census, amounted to 1,554 pounds in 1945, and more than 2,000 pounds in each of the years 1946, 1947 and 1948. Imports from United States, as reported by the Bolivian government, are considerably larger than shown in export statistics reported by the United States. This would tend to indicate that some of the macaroni products from the United States must have reached Bolivia as a trans-shipment declared through customs for some other country of destination. It is believed that Bolivia offers a worth-while potential market for United States macaroni products if our products can be sold competitively.

PERU AND ECUADOR.—Peruvians consider macaroni and spaghetti a choice delicacy for Sunday and holiday feasts. Several factories, located in Lima, produce macaroni products. No data, however, is available concerning their capacity or production. Peruvian imports of macaroni products have decreased from an average annual rate of about 154,000 pounds during the period 1935-39 to 13,466 in 1945. In 1946, the last year for which import data are available, Peru imported about 38,000 pounds. Chile supplies most of the imported product, with Argentina second in importance. Only relatively small quantities have been imported from the United States.

As a market for imported macaroni products, Ecuador has only minor significance. In the prewar period 1935-39, an average of only 738 pounds per year were imported from the United States. In the period 1940-43, when the United States supplied approximately 50 per cent of Ecuador's total macaroni imports, the average quantity received was only about 3,000 pounds per year. Imports from the United States declined to 192 pounds in 1945, rose to 1,651 pounds in 1946, and then ceased.

PARAGUAY AND URUGUAY.—Neither Paraguay nor Uruguay has been a market for United States macaroni products. The only shipments to Paraguay were in 1939—76 pounds. Official Paraguayan statistics, however, show no imports of these products from the United States either in 1939 or 1940, but report 132 pounds in 1944. The average annual rate of imports of macaroni products into Paraguay increased from about 35,000 during the period 1935-39 to about 111,500 pounds during 1940-44. Practically all were from Argentina. In 1945, imports were 426,000 pounds, but no breakdown showing country of origin is available. Production of macaroni products in Paraguay was 11,712,000 pounds in 1943, the only year for which data are available. Because of the low incomes of most of the population and the proximity of Argentine supplies, Paraguay does not appear to offer a potential market for United States macaroni products.

Uruguay is self-sufficient in production of macaroni products. Prior to 1941, small quantities were imported from France and Italy for the specialty trade, but since 1942 Uruguayan statistics show no imports.

Net Exporting Countries

Argentina and Chile have been the only American Republics, other than the United States, that were net exporters of macaroni products. Chilean exports have been small compared with those of Argentina and the United States.

Before the war, Argentina imported macaroni products, mostly from Italy, to meet the demand for specialty items. Since 1939, imports of macaroni products have been negligible. Total macaroni exports from Argentina equaled approximately half the total of United States exports until 1946, when Argentina exported 48,500,000 pounds and the United States exported 72,000,000 pounds. The largest portion of Argentine macaroni products exports have been to South American countries and in most years the quantities equaled or slightly exceeded United States' exports to those countries.

Chilean exports of macaroni products averaged 116,600 pounds annually from 1935 through 1939. In the period 1940 through 1944, the average was 143,100 pounds. Exports were

low in 1945, rose to 192,770 pounds in 1946 but dropped to only 62,000 pounds in 1947. Shipments have been made principally to Peru and Bolivia, although in 1946 nearly 85 per cent went to Brazil. In prewar years, significant quantities were exported to Italy and Yugoslavia.

Imports of macaroni products into Chile have been increasing. While annual imports during 1935-39 averaged only 2,356 pounds, they were 24,500 pounds in 1945 and 28,100 pounds in 1946. Such imports come principally from Argentina and about half go to the city of Puntas Arenas. Imported macaroni products are as readily accessible to that city as are Chilean products manufactured in the northern and central portion of the country. The remaining macaroni imports are consumed in the cities of Valparaiso and Santiago, where some classes of people can afford to buy the imported product.

Republic of The Philippines

In normal times, between 4,000,000 and 5,000,000 pounds of macaroni products are imported each year into the Republic of the Philippines. Nevertheless, macaroni products are of little or no real importance in the national diet. Ordinarily, polished rice constitutes the most important item in the diet of about two-thirds of the Philippine population, and corn is the principal foodstuff of almost one-third. In the Philippines, when grain crops, especially rice, are in short supply, the people in the rural areas start planting root crops to cover any food deficit that might occur.

Prior to the war, imports of macaroni products from the United States made up only six to nine per cent of the total Philippine imports of these products. For the period 1935 through 1939, imports of macaroni products averaged about 4,900,000 pounds. China, the principal source, supplied about 65 per cent. An additional 25 per cent was imported from Hong Kong, Japan, Kwantung, and the Netherland East Indies. Much of these imports were consumed by Chinese and other non-Philippine Asiatics living in the islands. Most of the imports were low-priced, inferior-quality products.

Philippine data do not agree with United States export statistics for the postwar period. In 1945, United States exports of macaroni products destined for the Philippines totaled 986,000 pounds. In 1946, 1947, and 1948 they were 605,000, 3,258,000 and 594,000 pounds, respectively. Official Philippine statistics show macaroni products imports of only 378,000 pounds in 1945, with the United States as the sole source. In 1946, imports from the United States were reported as 1,403,000 pounds but made up only 57 per cent of the total. The 1947 imports from the United States were 1,926,000 pounds, or 37 per cent of the

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If you would like to reduce costs in packaging your macaroni products and speed up production, change from the obsolete method of hand packaging to the modern machine method.

Let us show you how to increase your production and reduce costs.

Send us samples of the cartons you are now using. We will be pleased to send you complete information on the most economical and efficient machines to meet your requirements.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE. Sets up 35-40 cartons per minute, one operator required. Can be made adjustable to set up several carton sizes.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute. Fully automatic. Can also be made adjustable to close several carton sizes.

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total of 5,243,000 pounds of macaroni products imports.

The decreasing proportion of total macaroni imports coming from the United States since the war seems to indicate a reversion to the prewar pattern in which China supplied the largest share. It appears that the only possibility of greatly increasing the market for United States macaroni products is through considerable advertising and other trade-promotion work.

TRADE ASSOCIATIONS

(Continued from Page 18)

have adopted product promotion programs are the meat industry, the citrus fruit industry, the confectionery industry, the cereal industry, the bakers, the millers, and others which will occur to you.

The third and final field of trade association activity on which I would like to comment is Public Relations. There is a definite field for industry activity here because of the tendency of the public to make generalizations. It's a very easy thing to place all automobile manufacturers, for instance, in the same category. That's all right as long as the category is favorable; however, in a situation where it's every man for himself, a few bad actors can give the entire industry a bad name.

Of course it goes without saying that any industry will not have good public relations unless it is working in the public interest. The old saying that actions speak louder than words is a fundamental principle in public relations. At the same time, actions are not a substitute for words—public relations involves both.

The point I am trying to make is that mere boasting is not enough—it may be worse than nothing at all. At the same time, an industry should not hide its light under a bushel. Rather, in my opinion, it should first position itself on a sound social and ethical basis, and then use every possible avenue of approach to create a sympathetic public understanding toward the industry. When people understand your business, what you are doing and what you are trying to do, they feel a lot more kindly toward you. It is the lack of knowledge that breeds suspicion and distrust.

For a number of years, business generally has been suspect. It is a problem which has been created by a complex industrial system—in which the contact with the consumer is only

the last step in a long chain of processes and services. Very often the consumer does not understand the system because no one takes the trouble to keep him informed. Techniques of communication have not kept pace with technological progress.

However, if business as we know it is to survive—and I think we will all agree that it has proved itself in providing this country with a standard of living which cannot be equalled in any other country—it must pay closer attention to its public relations.

Trade associations can do and have done an extremely effective job in public relations. They are in a good position to create public understanding of business and industry generally and at the same time to advance the position of the particular industries which they represent.

American business and industry today does a better job of serving the American public because of the sound meritorious work of the trade associations representing American industry.

ARMY BUYERS REPORT

(Continued from Page 12)

to insure conformance with the requirements of this specification prior to submission to the Government for final inspection.

4.2.2 Government inspection.—Unless otherwise specified, inspection shall be made at point of origin and may be made throughout the entire process of manufacture. The passing as satisfactory of any detail of processing or materials shall not relieve the contractor of responsibility for faulty workmanship or materials which may be discovered at any time prior to final acceptance. Unless otherwise specified, final inspection of the finished product shall be made at point of delivery. The finished product, when inspected and passed at point of origin or points other than destination, will be subject to final inspection at point of delivery for condition and quantity only.

4.3 Test procedures.—

4.3.1 Chemical analyses.— Unless otherwise specified, chemical analyses, when required by the procuring agency in the examination and testing of samples and deliveries under this specification, shall be made in accordance with the methods of the Association of Official Agricultural Chemists in effect on the date of invitation for bids (see 6.2).

4.3.2 Physical tests on packaging and packing material, if required, shall be made in accordance with the methods of the American Society for Testing Materials (ASTM) and the Technical Association of the Pulp and Paper Industry (TAPPI) (see 6.3).

(Part Two in Next Issue)

PILLSBURY'S 80TH YEAR

(Continued from Page 30)

forming a flour-milling trust. A. F. Pillsbury, now a director, but then under 30, rushed to England to prevent this trust from winning out. He did. The trust failed. No one has dared try establishing a monopoly in flour-milling since.

With A. C. Loring, the great merchant miller as president, the young Pillsbury second generation leased and operated the mill. They were A. F. Pillsbury, John S. (now chairman of the board of directors), and his twin brother, Charles S. Pillsbury (Phil's father). In 1923 they brought ownership and production back to American control in the Pillsbury tradition of quality.

Atchinson, Buffalo, Wellsburg, Enid, Astoria, Springfield—all were added by 1930. Harry H. Whiting and Clark Hempstead (now co-chairmen of the board) followed Loring as presidents. In 1940, Philip W. Pillsbury was elected president.

The Government and the millers adopted enrichment. The day after Pearl Harbor, Pillsbury created a war-planning committee, now the postwar President's Advisory Committee.

Globe was acquired, including flour and feed mills at Ogden, Sacramento, Los Angeles (headquarters), San Francisco, and other points. Among its many steps in diversification was in commercial animal feeds. A feed and soy division, with plant and headquarters in Clinton, Ia., was established. Soon the Centerville soybean plant and feed mill was added. An ultra-modern soybean extraction plant came along next at Clinton, followed by the new Lima feed mill.

In its 75th year, a lot of Pillsbury people put their heads together under the name of "Ann Pillsbury," to extend the company's concept of service to homemakers everywhere through the facilities of its Home Service Center. Miss Helen Pennell is the real person who guides the Ann Pillsbury staff and activities.

Since World War II, in line with consumer preference, the line of bakery and consumer sizes in the Pillsbury family of foods has been rapidly expanding. To the older pancake mixers in the grocery trade-consumer field one after the other—pie crust, hot roll white cake and chocolate cake mixers have been added. All carry the world famous XXXX Pillsbury's Best larrelhead trademark.

With this background of achievement does this miller of bread flour and macaroni semolina, known to almost every family in this country, and to millions in other countries, celebrate its 80th Anniversary.



CARTOON CORNER

BY ART ROSS

THERE ARE MORE THAN 100,000 MACARONI RECIPES! THAT'S A CARLOAD OF GOOD EATIN'...

AIN'T SHE SWEET!

EAT MACARONI AND REDUCE!

SCREEN ACTRESS MAXINE DALTON, (SHE APPEARED IN "THE HARVEY GIRLS," etc.) KEEPS HER FIGURE AND FINDS THAT MACARONI IS NON-FATTENING!

TO HECK WITH THE TURKEY— BRING ON THE SPAGHETTI!

HENRY, THE EIGHTH LOVED HIS MACARONI— (WHO DOESN'T)

THE CHINESE HAVE BEEN EATING NOODLES OVER 2000 YEARS!

SOURCE OF INFORMATION— "BELIEVE IT OR NOT."

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

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

PUBLICATION COMMITTEE
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SUBSCRIPTION RATES
United States and Poss. ...\$1.50 per year in advance
Other North American Countries ...\$2.00 per year in advance
Foreign Countries ...\$3.00 per year in advance
Single Copies ...15 cents
Back copies ...35 cents

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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.

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Vol. XXXI September, 1949 No. 5

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Ollie the Owl

Business in Birdland was terrible. All the businessmen were crying the blues. Like everyone else, Gus the Gander, who ran a laundry, was pretty well washed up.

One night, while reading in bed, he came across the story of the pot of gold at the end of the rainbow. "That ought to be a good place to make some money," said Gus. The other businessmen scoffed at the idea. "Business is bad all over," they cried. "Money is tight everywhere. That pot of gold may have been there a few years ago but it's in hiding now. Rather than

go to the end of the rainbow on a wild goose chase, you had better stay right here and go through the wringer. There's no use chasing rainbows for business these days. Nobody's buying anything now."

Despite their squawks, Gus kept thinking about the pot of gold at rainbow's end. He scanned the skies daily for the colorful arc. One day while the sun was shining, a light rain fell, and then a beautiful rainbow swept across the sky.

Gus tested his wings to make sure that they were in good flying condition, then started winging along the arc. "They'll cook his goose in the pot of gold," said the blue birds who saw him off.

Two weeks later Gus flew back to Birdland carrying a big pot of gold. Now he owns a bank, has stock in a dozen big companies and has feathered his nest for life.

Business is always waiting somewhere for someone who makes it his business to go after it.

Very wisely yours,
Ollie The Owl

Joe—The Spaghetti Chef

The letter that follows, sent to M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers Association, Braidwood, Ill., on August 12,

1949, explains the "Mysteries Chef" picture that appears elsewhere in this issue.

Dear Mr. Donna:

I am sorry that I was unable to attend the macaroni convention (in Chicago, June 25-26, 1949) as I had some unfinished business to attend to in Italy. Thank God I am through with that business and I do not expect to leave our country for a long time.

My trip back was very enjoyable on the *SS Atlantic*. One night on board ship they had a costume ball and everyone had to improvise and dress up for the occasion. I thought it would be a good publicity stunt to dress up as a chef, so I sewed all the different styles of macaroni on my coat and hat, advertising our own product, and I had a dish of cooked spaghetti that I offered to the other contestants.

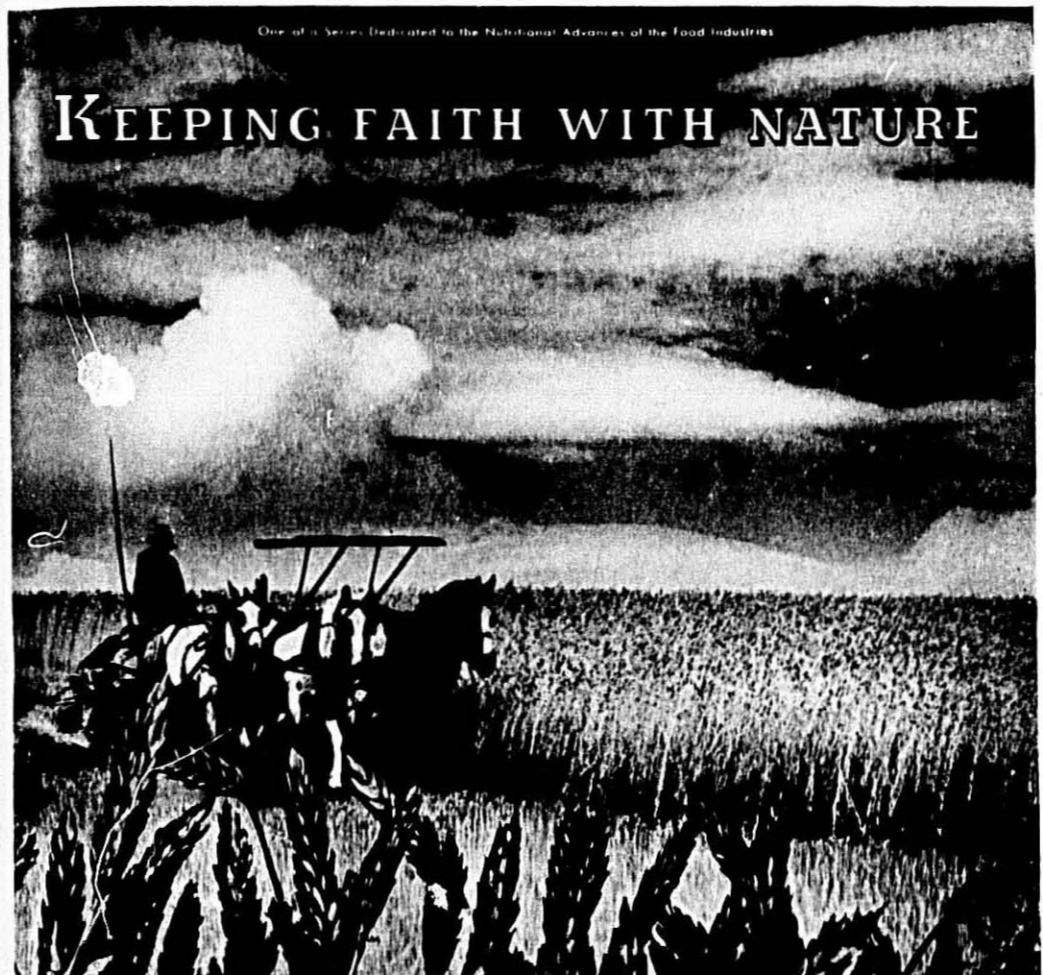
Believe it or not, to my surprise, I won first prize. Hence this little true story showing this high-class (?) chef.

I can tell all one thing—the Marshall Plan is really doing wonders for the Italians. This last trip was my third one and I saw a tremendous improvement going on in Italy.

Kindest regards,

Sincerely,
Joseph Pellegrino, President
Prince Macaroni Manufacturing Co.
Lowell, Mass.

THAT'S WHO I AM!



BENDING WITH THE WIND, durum wheat waits for harvest, richly-laden with Nature's benefits. But many of wheat's nutrient values, so necessary for vigorous health, are lost in the milling process and kitchen procedure. Macaroni makers, capitalizing on the advantage which accrued to millers and bakers through enrichment, likewise perfected enrichment methods to maintain the nutritional value of their products at Nature's level. Market studies show that consumers demand enriched products. Makers of enriched macaroni products reap the benefit of this consumer demand.

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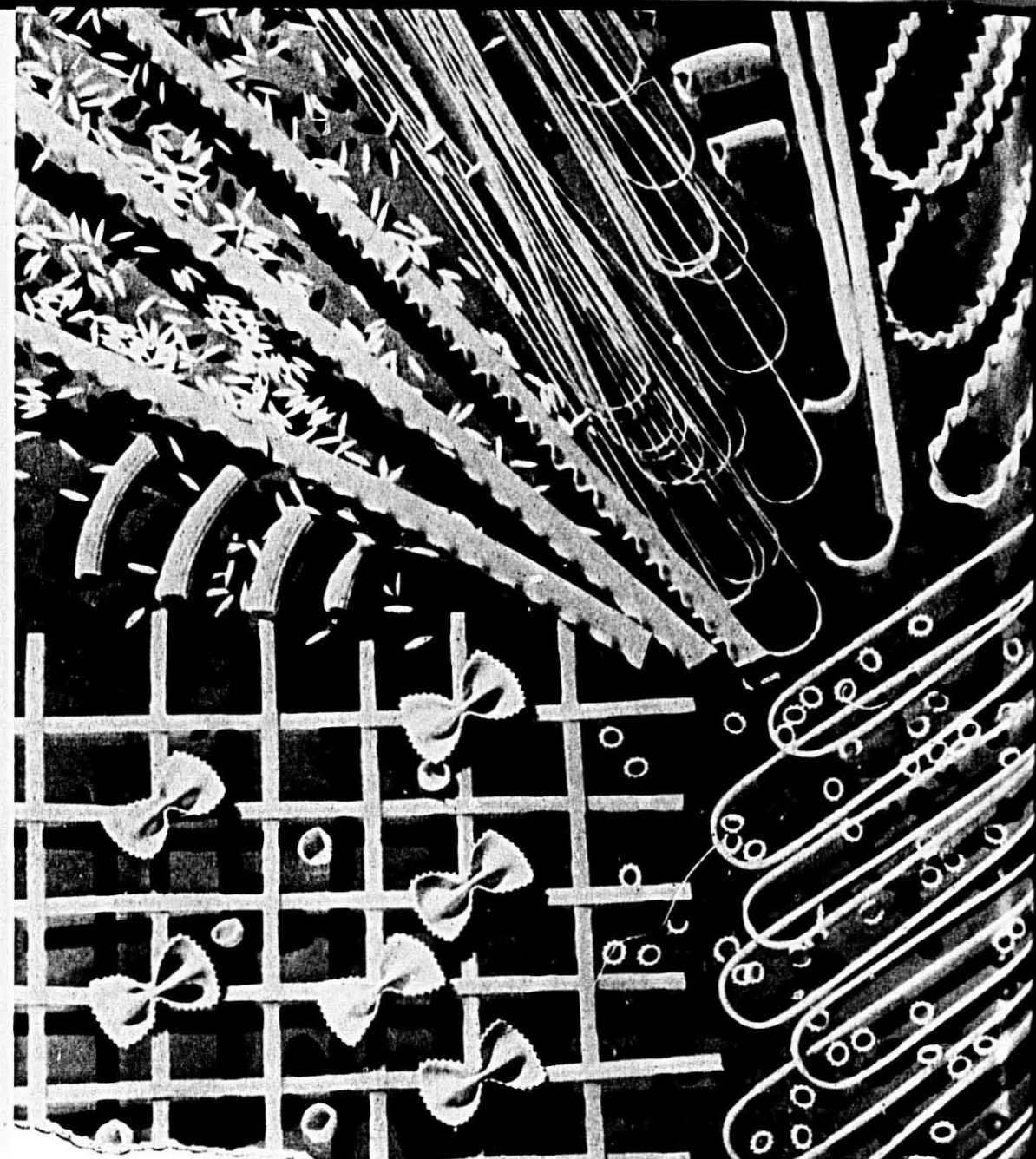
- MACARONI
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Enriched
MACARONI

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

'ROCHE' Vitamins for Enrichment

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What's missing from this picture?

Something that plays an extremely important part in building up sales of your products is missing here. That something is *color*. Knowing how important this factor is to you, we give particular attention to color in selecting wheat for Pillsbury's Durum Products. Count on these products to give your macaroni, spaghetti, and noodles fine cooking and eating quality—plus the most appealing color that can be found in Nature's choicest durum wheats.



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