

**THE
MACARONI
JOURNAL**

**Volume XXXI
Number 12**

April, 1950

APRIL 1950

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



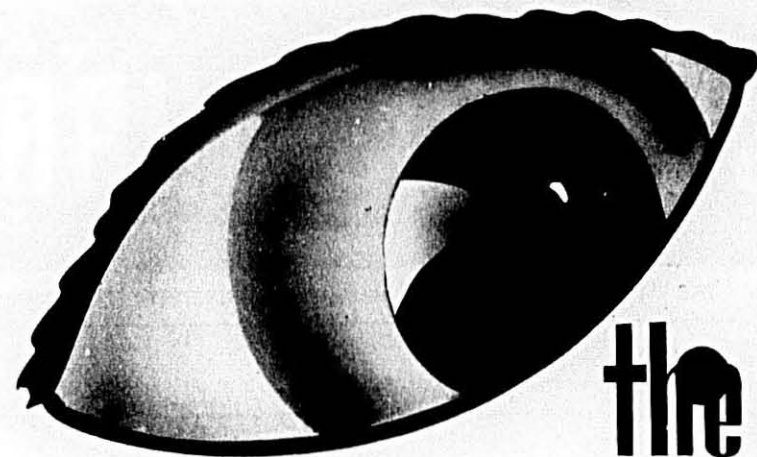
Honoring James T. Williams, Minneapolis, Minn., founder of The Macaroni Journal, May 1919, during his term as President of the National Macaroni Manufacturers Association, 1917-1921.

Chicago
National Macaroni Manufacturers Association
Chicago, Illinois

VOLUME XXXI
NUMBER 12

Printed in U.S.A.

25X1



the part of the job you cannot see

MUCH MORE than fine buildings and modern equipment are necessary to produce a package that will sell your products. Your package must be created by men who are more than Artists and Technicians. They must be men who are expert in the food packaging field. The Rossotti packaging system is built around just such men.

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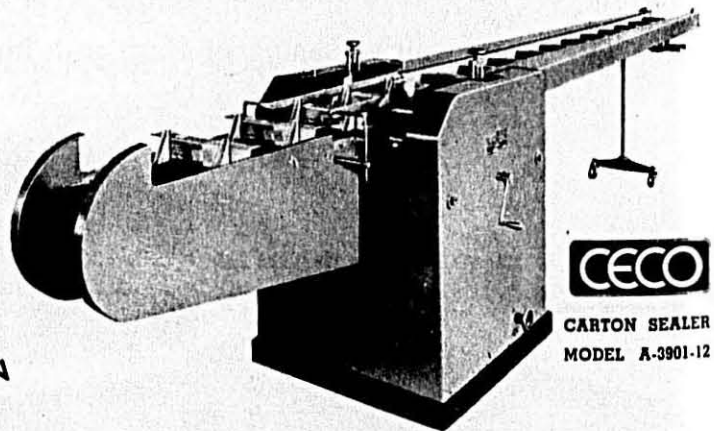
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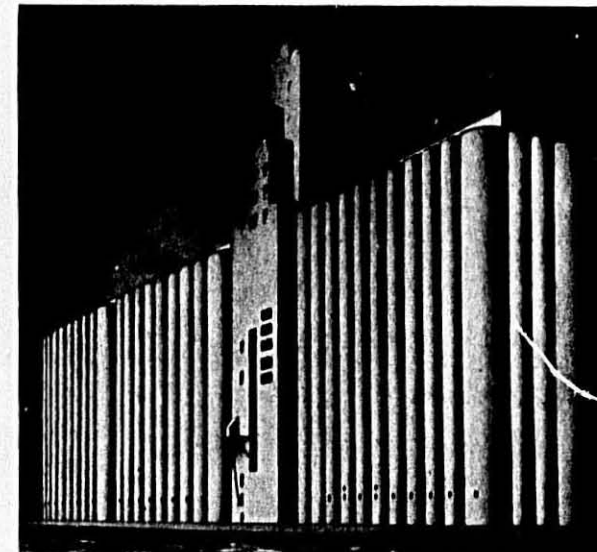
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YOUR No. 1 Semolina is milled from VAST RESERVES

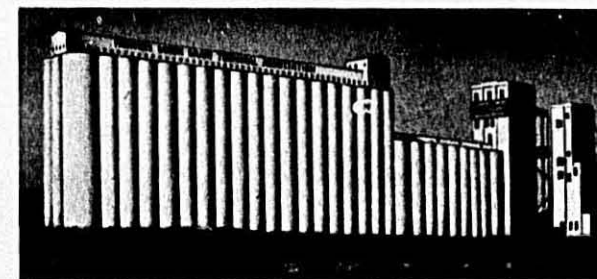
AMBER MILLING maintains tremendous reserves of the finest Durums under ideal storage conditions in these modern concrete elevators. Your No. 1 Semolina is milled at Rush City . . . shipped to you fresh milled.

Amber Mill can buy whenever superior Durums are offered. That's why Amber's No. 1 Semolina never varies in quality, color, freshness. Amber's quality control helps you maintain uniform quality standards in all your macaroni products.

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for your next shipment.*



SUPERIOR, WISCONSIN



ST. PAUL, MINNESOTA



RUSH CITY, MINNESOTA

AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION

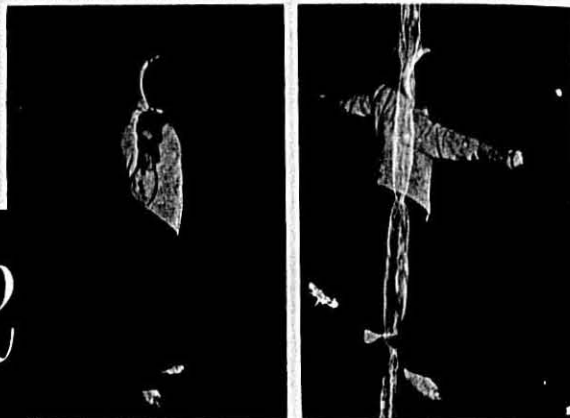
Mills at Rush City, Minnesota • General Offices, St. Paul 8, Minnesota

32x10

25x10

THE SALUTE Raise foil to a perpendicular position in front of shoulder, pause, extend foil forward at shoulder height, pause, return foil to upright position.

ON GUARD Stance and position of foil similar to parry illustration.



WHEN Performance COUNTS

...you always
choose quality

The stirring clash of blade on blade, the flashing arc of a skillful parry, a light-quick lunge... *touche!* That's fencing, once a deadly test of honor, now a flourishing sport enjoyed by thousands.

Just as lightning coordination of hand and eye is the mark of a champion fencer, so the precision and coordination of Commander-Larabee Durum experts play a big part in making sure that the Commander-Larabee Durum product you buy is clean... *the cleanest Durum milled!* From the country elevator to your loading platform, the careful eyes of trained sanitation experts are watching for every possible impurity. Our powerful magnets, wheat washers and scourers, vacuum cleaners are all for your protection... so you can count on the purity, quality and performance of every bag of a Commander-Larabee Durum product.

There is a Commander-Larabee representative near you. Let him help you with your semolina, granular and durum flour problems. And remember, when performance counts, choose quality... choose a Commander-Larabee Durum product!



THE LUNGE Extend arm at shoulder height, with shoulder relaxed. Start lunge with toes, place right foot straight forward, landing heel first. At some time fully extend left leg with a snap and hold left foot stationary, flat on floor, body slightly



bent forward for maximum reach. **THE PARRY** A defensive blade movement by which the attacking blade is diverted from the target. The target four sections can be defended by 12 parries (4 each: direct, rolling and encirclement).



STRAIGHT RETURN THRUST Executed by extending arm in a forward line, either in an engaged position or when blades are not in contact.

THE TARGET The torso from upper edge of collar to groin lines. May be divided by horizontal and perpendicular lines into four sections: inside high and low (2 and 4) and outside high and low (1 and 3).



Commander-Larabee Milling Company

GENERAL OFFICES
MINNEAPOLIS

COMMANDER MILLING COMPANY
MINNEAPOLIS MILLING COMPANY

The MACARONI JOURNAL

Volume XXXI

April, 1950

Number 12

Thirty-One Years of Helpful Service

WITH this issue, THE MACARONI JOURNAL completes thirty-one years of faithful service to the macaroni-spaghetti-noodle industry of America, a relatively new business that has developed phenomenally the first half of the Twentieth Century.

As early as 1904, when the struggling youthful industry had its early growing pains that culminated in the formation of the National Association of Macaroni and Noodle Manufacturers of America at Pittsburgh, Pa., April 19, the then leaders felt the need, not only of united organized efforts to smooth the way of the pioneers, but of approved means of disseminating trade information. They reacted by adopting a private publication owned by the late Fred Becker, Sr., of The Pfaffman Egg Noodle Company of Cleveland, Ohio, as the spokesman of the new and growing industry.

Seemingly, it required a world war to make the leaders fully realize the need of a more aggressive spokesman, one that would be published more regularly than had been the house organ on which the industry had depended up to and during World War One. So, acting on the unanimous decision of the Minneapolis convention of the industry in July, 1918, James T. Williams, Sr., president of the National Association of Macaroni and Noodle Manufacturers Association (1917-1921), started a nation-wide search for a full-time association secretary who would also serve as managing editor of a contemplated monthly magazine that would better speak for the organization and indirectly for the trade that during the war years had trebled its prewar output.

It was during that war that the small industry became recognized as an important food factor, the heavy demands on the time and energy of the then president of the national association and the need of permanent headquarters with a full-time executive and better means of industry information exchange.

Within nine months after being assigned the double duty, President Williams was able to report the fulfillment of the expressed wishes of his organization. With the approval of the executive committee, a full-time secretary was employed, official headquarters set up and action taken to obtain support of a sufficient number of supply firms to insure the successful launching of an association-owned official organ on May 15, 1919, under the name of THE NEW MACARONI JOURNAL, a name later shortened by dropping the word, "New."

To President Williams and his faithful followers went the full credit for making possible the launching of the official organ of the national association that has for thirty-one years served as the official spokesman of a trade which has consistently bettered its position in the food world through the years. The full-time secretary was too new to the trade to be of much help in the preliminary plans, but he attacked the task of editing the first issue with a determination that gave promises, an attitude that has guided him in his work for a long period of years.

Throughout the thirty-one years of the MACARONI JOURNAL's service to the industry of which it is the generally accepted spokesman, Mr. Williams has maintained a sincere personal interest in its progress, noting its readiness to keep step with the expanding business that has increased its production of a fine wheat food manifold, growing steadily in stature in relation to the general food trade in America.

The editorial staff is encouraged to find that the entire industry rejoices with the founders, with its promoters, friendly advertisers and enlightened readers on the occasion of this, the thirty-first anniversary of this publication, and takes this means of expressing its appreciation.

This Also is Your Problem

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



President Norris

IN this, our Anniversary Number, you will naturally look for your president to exhort the membership to:

1. Get your dues up to date, if in arrears.
2. Build the highest quality product possible.
3. Keep your competition clean.
4. Subscribe to the National Macaroni Institute.
5. Consider contributing 2c or 5c per hundredweight toward our publicity campaign.
6. Perform an even better job of merchandising your own brand.

Surely I could and should hold forth at length on any and all of these subjects but I am going to ask you to forget your labor contract, your sanitation program, how to beat that competitor to the punch, your rising costs and falling margins, et cetera, for a few moments and consider with me a couple of matters of greater importance. These enter the outer fringe of our consciousness now and then, but we are so busy with our own immediate problems all the time that most of us don't do anything about it.

First is the rapid trend toward socialism in this great country. Many of us heard Jack Wolfe's contribution to the association's mid-year meeting program. If you did not hear it, you had an opportunity to read it in the February issue of THE MACARONI JOURNAL. It was entitled, "Management Working Along the Line." Did it stir you to any action? What have you done about it in your business? Recently, in several of our periodicals, certain articles on socialism appeared. Let me recommend these for your reading.

(1) The lead story in the February Reader's Digest, a condensation of the book, "Road Ahead," by John Flynn.

(2) The hair-raiser by Folke Oursler, entitled "The British Plan to Socialize Everything," in the February 14 issue of Look.

(3) In the February 4 issue of Colliers, the story entitled "Mr. Welfare State Himself," a portrayal of Federal Security Administrator Oscar R. Ewing, which points up the menace that we have on our own hands here.

The pattern should be completely clear to all of us that the "Fair Deal" is leading us straight to socialism of the British brand. You can get the danger of this ominous trend across to your employes and your key people

by furnishing them with reprints of articles of this type, writing them letters to their homes so that mother and the children can get the message, and speaking to them at the plant on company time.

Second is the matter of deficit spending on the part of the federal government. Do you realize that your family and every other American family can save \$202 if the so-called economy budget is insisted upon by us as citizens and passed by Congress? We can have a balanced federal budget in 1951 without any increase in taxes, if all of us who are concerned over the twin evils of excessive taxation and deficit spending will arise to call a halt.

From the citizen's standpoint there are three approaches to this budget problem:

1. Continue to operate in the red. To do so is both dangerous and immoral. France resorted to deficit spending for 35 years, during which the value of the franc dropped from 32 cents to 4 mills. The American dollar today is a sixty cent dollar. If we continue deficit spending, no one can say how low the dollar may shrink.

2. Increase taxes \$5 billion in order to balance the 1951 budget. President Roosevelt, in the war year of 1945, called for a federal tax burden of \$44 billion, stating this was the heaviest tax load that could safely be imposed

on our economy. Total tax collections this year—federal, state, and local—are higher than they were in the all-out war year of 1945. Most of the increases would come from the purses of America's middle and lower income groups, which are now being squeezed between the millstones of excessive taxation and high living costs.

3. Balance the budget by eliminating waste and curtailing non-essentials. This is the hard way. It is the honest way. And it can be done. By courageous action, Congress can cut appropriations to balance next year's budget without a tax increase. It is our job to convince Congress that such action on their part is smart politics.

There are two things you can do about the above: (1) Write your senators and congressmen. Yeah, I know you will "do it later." If you don't do it right now you won't do it at all. (2) Convince your associates and the people in your plant that \$202 per family saved is as good as a raise in anyone's language. Urge them to write their representatives likewise.

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			
	1950	1949	1948	1947
January	691,006	799,208	1,142,592	1,032,916
February	829,878	799,358	1,097,116	664,951
March	913,107	913,777	1,189,077	760,294
April		589,313	1,038,829	780,659
May		549,168	1,024,831	699,331
June		759,610	889,260	650,597
July		587,453	683,151	719,513
August		907,520	845,142	945,429
September		837,218	661,604	1,012,094
October		966,115	963,781	1,134,054
November		997,030	996,987	1,033,759
December		648,059	844,800	1,187,609

Crop Year Production

Includes Semolina milled for and sold to United States Government:
July 1, 1949-April 1, 1950.....7,377,486
July 1, 1948-April 2, 1949.....7,379,707



OUR CONGRATULATIONS to the Macaroni Journal for 31 years of outstanding service to the industry. Shoulder to shoulder with the Journal, we at General Mills have been working—those same 31 years—for the best interests of the industry, too. By making top quality Durum Semo-

lina and Granular flours, and by helping to expand the market through the advertising of macaroni and noodle products through Betty Crocker direct to the consumer, we have been your partners in progress for over a quarter of a century. Again, congratulations!



Enthusiastic Regional Meeting

THE macaroni-noodle manufacturers of the northeastern states are great believers in regional meetings for discussion of local and national problems. This was again proved on March 28, when 19 manufacturers from 15 firms and 18 allied, representatives of 11 firms, gathered at Hotel New Yorker, New York City, for that region's first group meeting. Massachusetts, Connecticut, New York, New Jersey and Pennsylvania sent representatives.

All the acute problems of the manufacturers that are of outstanding interest were discussed, some of them at considerable length, with all the manufacturers taking a lively interest. The two problems of deepest present concern were: (1) that of increasing the per capita consumption of all macaroni-noodle products, and (2) that of the disgustingly low-profit margins with which the industry must contend.

Robert M. Green reported on the work done and planned to win consumer acceptance through a nationwide education plan sponsored by the supporters of The National Macaroni Institute. He showed charts and merchandising materials.

Theodore R. Sills, who is handling the publicity for the institute, told the manufacturers that very satisfactory results had been obtained in the first ten months of the promotion. He said that macaroni consumption can be increased in this country "when we get more people to talk about macaroni, spaghetti and noodles."

As an autumn feature, he announced plans for sponsoring a Macaroni Week between October 5 and 14, in which all the supporters of the institute will be asked to participate to make Americans more macaroni products conscious. As at the Pacific Coast conference last month, he asked suggestions as preferences with reference to merchandising materials to make the publicity of the WEEK most effective. The principal point discussed was that of using posters with or without imprinting of supporting firm's name. Opinion was divided. Numerous recommendations were made, all of which are to be considered at a meeting of the board of directors at the June convention in Chicago.

Past President C. W. Wolfe discussed employe relations, observing that greed and jealousies are among the industry's greatest evils. Management must recognize this in keeping employes happy.

The discussion on trade practices evolved around the point that, histori-

cally, macaroni profit-margins have been low, that competition has been too keen for the industry generally to do a good job on the consumer education that everyone agrees is most essential. Selling must be done with two thoughts in mind: (1) the cost, and the question—"Will it gain new users for our products," and (2) "anything that you can do, your competitor can do." Swapping accounts and destroying price structures does not increase over-all business.

Most manufacturers know that a profitable business will result only when firms know their costs, and include in them the vital element of ex-

pense of keeping the public informed of the merits of macaroni products so as to increase consumer demand and use.

It was announced that the Midwestern Regional meeting would be held April 25 at Hotel Bismark, Chicago; the Southern Regional Meeting at Hotel Roosevelt, New Orleans, on May 16.

The annual convention of the association and industry conference will be held at Chicago, June 19 and 20, in the Edgewater Beach Hotel.

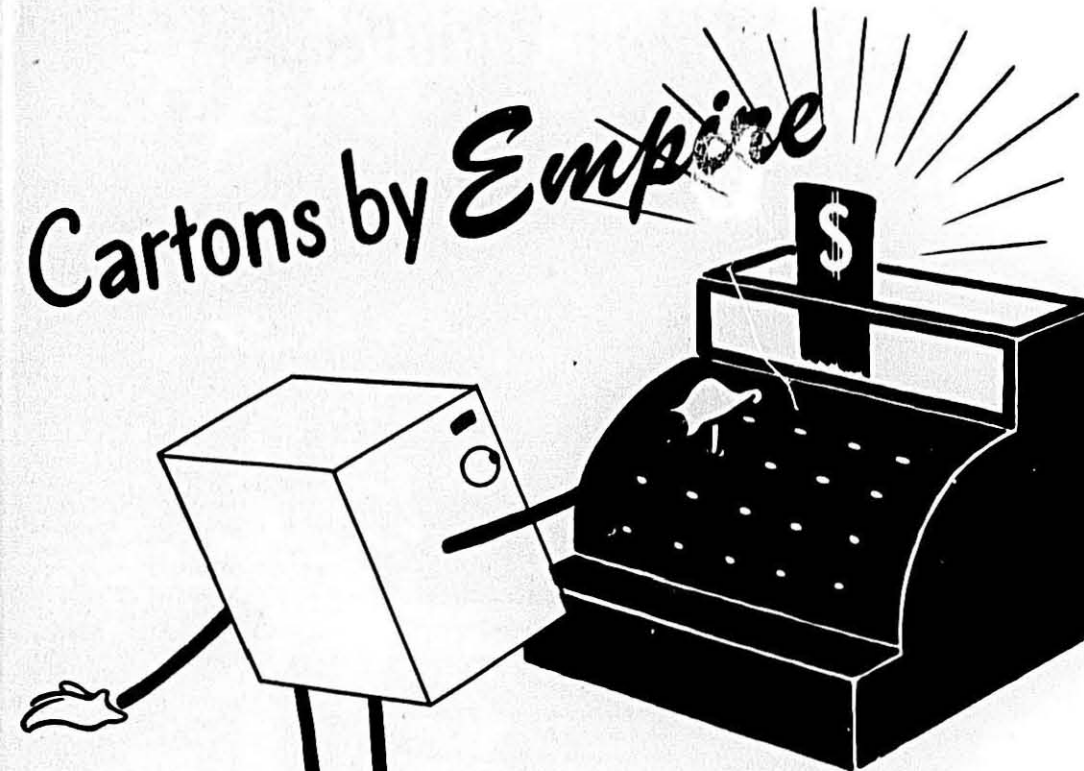
There follows a list of the registrants at the New York Regional meeting:

REGISTRATION—EASTERN MEETING

Hotel New Yorker
March 28, 1950

John Amato
Sam Arena
G. Buitoni
F. O. Church
C. A. Cuneo
V. J. Cuneo
Paul Cassarino
I. M. De Marco
Roger F. De Pasca
Charles Duval
C. M. Gibbs
Bob Green
R. J. Guerrisi
Horace A. Gioia
Benj. R. Jacobs
F. N. Kaiser
Frank Lazzaro
Peter LaRosa
Vincent LaRosa
Donato Maldari
Gertrude Michalove
Nan Morrison
C. F. Mueller
J. J. McMahon
Joseph Pellegrino
P. M. Petersen
H. H. Raeder
E. Ronzoni, Jr.
Alfredo Rossi
Charles Rossotti
Sam Regalbutto
Thomas Sanicola
Ted Sills
John Tobia
C. J. Travis
Ed. Z. Vermeylen
S. T. Viviano, Jr.
Louis A. Viviano
Louis A. Viviano, Jr.
W. W. White
Dave Wilson
James J. Winston
C. W. Wolfe

Clermont Machine Corp.
V. Arena & Sons, Inc.
Buitoni Macaroni Corp.
Merck & Co., Inc.
Buitoni Macaroni Corp.
La Premiata Macaroni Corp.
Cassarino & Carpenteri
General Mills, Inc.
Ronzoni Macaroni Co., Inc.
Sills, Inc.
Merck & Co., Inc.
N.M.M.A.—N.M.I.
Keystone Macaroni Co.
Gioia Macaroni Co.
N.M.M.A.
Buhler Bros.
Macaroni Drying Equipment
V. LaRosa & Sons
V. LaRosa & Sons
D. Maldari and Co.
Sills, Inc.
Buitoni Macaroni Corp.
C. F. Mueller Co.
Capital Flour Mills
Prince Macaroni Manufacturing Co.
Capital Flour Mills
General Mills, Inc.
Ronzoni Macaroni Co., Inc.
Procino-Rossi Corp.
Rossotti Litho. Corp.
Pillsbury Mills
Rossotti Litho. Corp.
Sills, Inc.
Rossotti Litho. Corp.
Keystone Macaroni Co.
A. Zerega's Sons, Inc.
Vimco Macaroni Co.
Capital Flour Mills
Capital Flour Mills
Capital Flour Mills
King Midas Flour Mills
Jacobs Cereal Prod. Lab.
Megs Macaroni Co.



Silent Salesmen that ring the bell!

Sales-minded Empire cartons carry a double-barrelled impact . . . where it counts most. They have the valuable "shelf sparkle" that attracts the eye of the hurried shopper. And the way they help your product sell in volume registers pleasantly with the dealer—on his best-seller list. The experience and specialized skills of our package experts are yours to command. Let us work with you in creating the exactly right package for your macaroni, spaghetti or noodle products. Call your nearest Empire representative for full particulars.



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The Art Of Working With People

by A. L. Belcher, Industrial Relations Manager, Pillsbury Mills, Inc.

(Editor's Note: The following article is an adaptation of the manuscript of an address delivered by Mr. Belcher at a meeting of District 4, Association of Operative Millers, Hastings, Minnesota January 15, 1950.)



Mr. Belcher

ONE hundred macaroni manufacturers selected at random probably would represent approximately 2,000 years of experience. If there were any way of distilling all of this combined knowledge of such a representative group, we would have the greatest source of wisdom and understanding that the industry has ever known.

We are not privileged either to capitalize on this vast experience of so many nor can we draw from any one the full understanding that he has obtained through the years. We know, however, that much of the knowledge each has, must and is being passed on to those who are being trained as future leaders in the industry. The younger men must have the advantage of the older men's experience and understanding of the business.

Consequently, the great challenge today is the challenge of developing men who will be as good or better than you are for the jobs which they will fill when their time comes. The macaroni industry of tomorrow is being made today.

All of you are aware of the importance of this particular factor in your life work and recognize the responsibility to your company and to the future of the industry to develop as many good men as you can.

The men you develop are a monument to you—a living, lasting monument to your efforts. Of your many responsibilities, it is questionable whether there is any more important than "bringing the young men along" in your plant.

There have been many capable superintendents or managers who have died and have taken all of their know-how with them. Those men died in more ways than one. Many other excellent leaders, although their obituaries have long been published, continue to live in the lives of those younger men whom they trained and developed.

They developed men not only from a technical standpoint to be superintendents, managers and leaders in the

industry, but from the human relations standpoint, which is equally important.

The observations that I will make are those that have been passed on to me by foremen, superintendents and executives all over the country during the past several years. I feel that my job here is to act as a camera lens; by bringing your knowledge of human relations into such sharp focus you will realize that I am only expressing what you know to be true. By so expressing these principles, I hope I will perhaps stimulate you to give more deliberate attention to the importance of passing on to your assistants the principles of good human relations.

Before we can effectively help our assistants to improve their abilities to lead people, we must get it out of our heads that the subject is taboo—like venereal disease was a few years ago.

Many people seem to feel that it is like accusing a man of sin to indicate that his attitudes and practices are resented by his employees. They are reluctant to discuss human relations aspects but not the technical aspects. Perhaps there is a feeling that they are being critical of a man's personal life in a way in which they have no right to be critical. This is unfortunate because it retards the development of many young men. My guess is that the greatest amount of this feeling is present in those of us who should be doing the training, and not so much in those who are on their way up.

This attitude is supported by a survey that we made following a supervisory training program which covered many subjects. One subject was how to maintain good employee relations, and 80 per cent of all of the foremen participating said that the program was

fairly helpful or very helpful. Fifty-three per cent said it was very helpful.

If we are to be successful in coaching a man on good relations with his employees, he must be convinced first of the importance of such relations. Why should he? How will he benefit?

It has long been my observation that those who practice good human relations have found, through years of experience in working with people, that they receive considerable dividends for their efforts. Their job is made easier, more pleasant, and much more productive.

There is nothing more unpleasant than to work in a tense atmosphere or an atmosphere of strife and personal conflict. Most such conditions are man-made and can be man-corrected by improved attitudes on the part of the foreman and the employees. Why should we maintain the best possible human relations? The reasons seem so obvious and are so numerous. No one wants to become a member of ulcers anonymous. No one wants to make his job tougher.

The second fundamental concept for the young man to learn is that there is no one who cannot improve his human relations. The problem is to make him realize he needs improvement. I have yet to meet the man who will acknowledge he does not have good relations with his employees. It is a very deep-seated, inherent characteristic of everyone of us to think that we are the best personnel men in the world.

I have spent a great deal of time traveling with Dr. S. N. Stevens, president of Grinnell College, observing his interviewing and counseling with supervisors in many plants. Not once did a man, in reply to Dr. Stevens' questions, even hint vaguely that his relations with the employees were not the best. And I don't say this critically as I know these men honestly felt they were good, notwithstanding evidences in some cases to the contrary. It is this false confidence that is so dangerous to an individual's future.

There are two ways of carrying out your training program. One is by having periodic conference sessions and the other is by day-by-day contact. I think that it goes without saying you can have day-by-day contact training without the conference method but you could not effectively accomplish your goal by conference method alone. The most effective means is the combination of the two methods.

Day-by-day training will take shape in many ways, but only successfully if

(Continued on Page 93)

Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

The American housewife is becoming increasingly conscious of the benefits of enriched foods in her family's diet. Today, she is demanding, and getting, foods with the word "Enriched" on the label. Keep your macaroni and noodle products in step with this growing national trend. And give your brand added sales appeal by enriching with Sterwin vitamins . . . the choice of manufacturers of leading national brands.

Sterwin offers two superior products for easy, accurate and economical enrichment of your macaroni and noodle products to conform with U. S. Federal Standards of Identity:

For users of the
BATCH PROCESS

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The ORIGINAL Food-Enrichment Tablets

OFFER THESE ADVANTAGES

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LOOK Magazine

For users of the
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U. S. Patent No. 2,444,215

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OFFERS THESE ADVANTAGES

- 1. ACCURACY**—The original starch base carrier—freer flowing—better feeding—better dispersion.
- 2. ECONOMY**—Minimum vitamin potency loss due to Vextram's pH control.
- 3. EASE**—Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.*

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Extra Profits**Through Easy Control of Utility Bills**

by Ernest W. Fair

THERE'S a lot of things about the operation of a macaroni factory over which we do not have enough control to readily cut costs when the time comes where every dollar is important. The utility bills, which run into a sizeable figure over a year's period, do not fall into that category. Here's an easy-to-digest tabulation of methods that can be used to keep down utility costs.

Electricity

1. Turn off unnecessary lights. Have switches in handy spots where a light can be turned off without effort when one leaves the location where it is being used.

2. Use the right size bulbs everywhere; an oversized bulb is obvious waste . . . a too-small one slows down work.

3. When through working with an electrical appliance or machine, turn it off . . . even if you are just leaving the job for a moment or two.

4. When temporarily leaving an electrical appliance involving heat, leave it on if it is safe to do so . . . "heating up" unnecessarily is always expensive.

5. Throw away appliance heating elements when they become damaged even though still operating; a damaged heating element is always a prolific waster of electricity.

6. Turn up power gradually, not abruptly . . . it's the same as starting a car motor with full throttle.

7. Get rid of old worn-out belts on electrically-driven machines; they are always power wasters.

8. Watch the signs . . . use them only when necessary; get the new sign designed for minimum electrical usage.

9. Control lighting by even distribution of the proper amount; have a utility company engineer do it for you, or, if not available, a good photographic exposure meter can be used.

10. Make sure every wire to every piece of equipment and in every part of the plant is of the right size. Improper wiring always wastes electricity.

11. Overloads on circuits are wasters of electricity everywhere; it's far less costly to install new circuits than to keep using old ones in overloaded condition month after month.

12. When an electric motor is worn out, replace it. Using a worn-out motor past its useful life is an easy way to waste one's electrical dollars.

13. Have a big enough motor to do the job adequately; the little motor doing a big job is not only wasting

electricity but every cent of money invested in that motor.

14. See if plant remodeling to permit greater use of natural sunlight will enable you to do away with some interior lighting. Often the renovation cost is repaid easily within a few months through light-saving alone.

15. Use plenty of good lubrication on equipment and power tools; that keeps down friction . . . secures more power with less electrical energy.

16. Do away with carelessness; leaving lights burning somewhere in the plant at closing time is one bad habit.

17. Have an electrician check all electrical wiring and fixtures at least once each year, for faulty wiring and fixtures can waste electricity just as a leaky pipe will waste water or gas.

18. Leaky electric meters seldom favor the macaroni plant; where utility companies do not check these regularly, demand that it be done or have your electrician do it the next time he comes to the plant . . . it's one of the most prevalent electrical leaks of all.

19. Do away with obsolete electrical units of a heating nature; great improvements have been made in methods of heating with electricity and modern units generally use about half of the electricity used by obsolete units.

20. Different types of lighting have different operating costs; check closely with a local electrical contractor who can make authoritative suggestions for the least expensive, yet most efficient, type of lighting for various parts of the plant.

21. Discourage absentmindedness in use of lighting or other electrical units by attaching small tags, reading: "Turn Me Off—I'm Not in Use."

Gas

22. Leaks in gas lines are not only mighty dangerous but they are the most prevalent source of waste; have them inspected at least once each six months, particularly at valves or cut-offs.

23. Employees should be taught to recognize when gas heaters or appliances are out of adjustment, for the mixture of air and gas needed to give an economical fire can lead to waste when leaned too heavily on the gas side.

24. Obsolete stoves and heaters, built even ten years ago, can waste more gas than it will cost to replace them with new units designed for modern heating problems. Great advances have been made in such units since the end of

the war; most are designed to save on gas usage.

25. Automatic controls should be checked regularly, for even though they may continue to function satisfactorily, when they are clogged with dust or lint their operation is not conducive to gas economies.

26. Make sure pipe used in new installations is of the right diameter; size of pipe helps to control pressure and the right pressure always means the most economical use of gas.

27. Dollars can often be saved through rearrangement of heating units to provide more effective heating with less use of gas; such a study will generally always result in decreased gas bills.

28. Keeping units going full blast overnight during cold spells seldom effectively keeps a plant heated; turning them down to a minimum level will do the same job of holding heat at a great deal less cost.

29. It's often easier to maintain heat over a period of non-use of a gas operated unit than to shut it down, permit cooling off and then refiring and rebuilding to proper heat levels.

30. Thermostats may cost a good deal, but where used over even a single year's period of time, they will generally return more than their cost and installation charges.

31. Gas can never be used economically where the unit in which it is being used is broken, damaged or worn out . . . getting full value from expenditures for gas is dependent upon the units in which it is used being in top operating condition.

32. When bills suddenly leap high, it is generally because of a hidden leak in the lines; in such instances trace lines from meter to ultimate destination immediately; every day of waste is useless expenditure and dangerous as well.

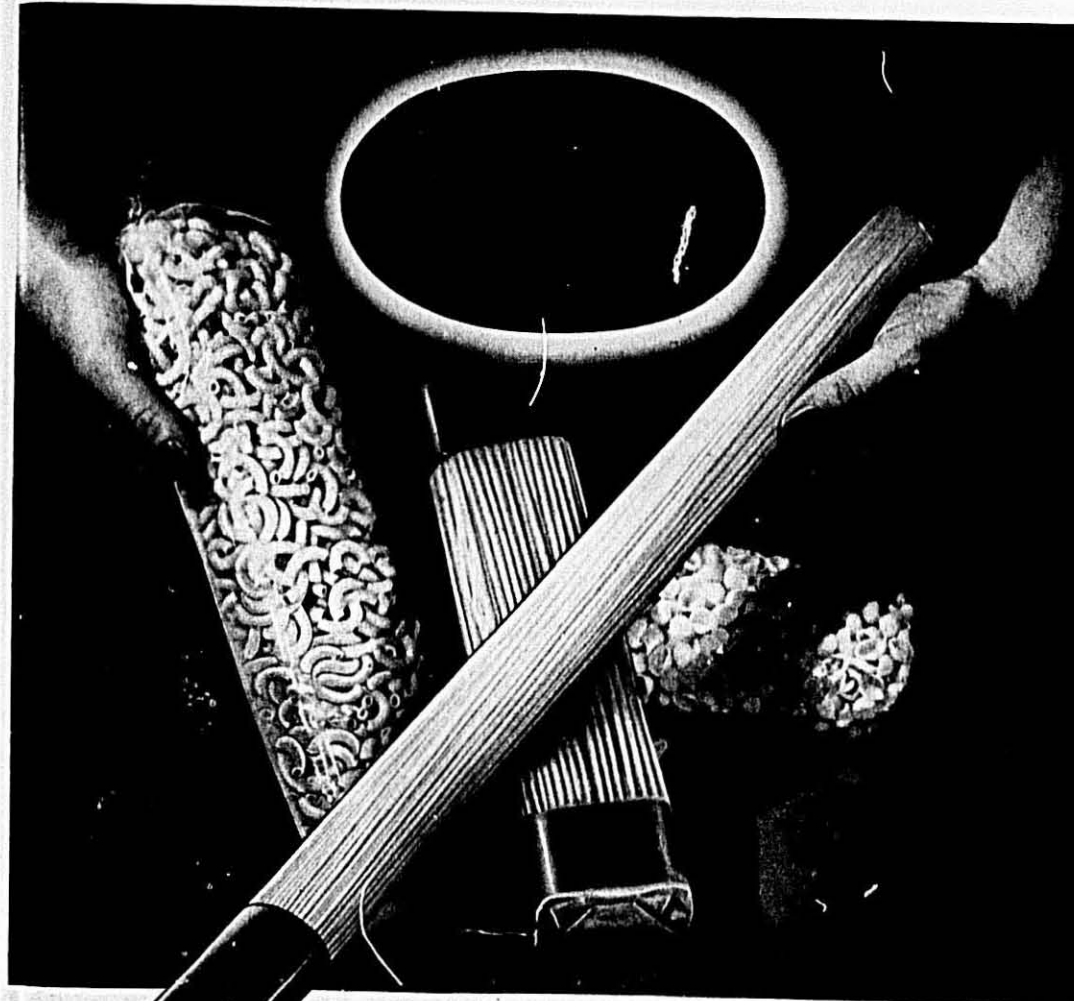
Water

33. Low cost of water generally leads to giving little attention to small line leaks; yet a single drop falling constantly can add as much as five dollars to the monthly utility bill.

34. Most water troubles occur around valves and at valve seats; it's a good place to check when bills begin creeping up.

35. Waste of water in usage is prevalent everywhere; teaching every employe to keep spigots turned off is a never-ending task.

(Continued on Page 88)



It's only natural, isn't it, that the homemaker is going to select those foods that are basic but can be served in a variety of tempting ways? When it comes to choosing food that gives solid nourishment, serves attractively, is quick and easy to prepare . . . the choice is macaroni products . . . hands down.

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Capital durum products are laboratory controlled to assure you of color-perfect macaroni, spaghetti or noodles with real sales appeal. The dependable uniformity of Capital products means macaroni with improved cooking qualities and superior flavor.

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The **MACARONI JOURNAL**

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**Serving the Macaroni Industry through the years
by supplying quality durum products**

MINNEAPOLIS MINNESOTA

Egg Deficiencies In Noodles

by B. R. Jacobs, NMMA Director of Research

AT the Chicago meeting of the Association held in June, 1949, I was authorized to collect samples of egg noodles which might appear to be misbranded or in other ways in violation of the Federal Food Law. For this purpose, I sent out two letters requesting manufacturers to submit samples for examination. Instructions were sent concerning the method of collecting these samples and other data required. Only a few of the manufacturers took advantage of this offer and the results were rather disappointing, considering the number of complaints received concerning the sale of noodles at prices which were considerably below the cost of manufacture, assuming that they were being made with the required amount of egg solids.

The following is a report on samples received and the results obtained:

A southern firm sent seven samples. These were collected by their salesmen in the South, and therefore consisted of shipments in interstate commerce which were within the jurisdiction of the FDA.

All were found to be deficient in egg solids. All of these findings, together with the names of the jobbers, were forwarded to the Food and Drug Administration with the request that they take such action as the information warranted.

A letter was received from the FDA to the effect that the information submitted had been forwarded by them to the District Laboratory for appropriate action. This is being followed up.

A mid-western firm submitted four samples. One sample was found to be in violation as it was found to be deficient in egg solids. The names of the jobbers handling this product were submitted to the FDA.

A firm in the northwest submitted two samples of noodles. These, however, were made and sold intrastate, and, therefore, are out of the jurisdiction of the federal authorities. However, the state food authorities cooperate with the federal government and we are now taking this matter up with the FDA and requesting their cooperation in this matter. The other sample was collected in interstate and was found to conform to the standards.

A mid-eastern firm submitted six samples of noodles, all of which were found to be in compliance with the federal standards. One of them was so highly colored that it was thought to be artificially colored, but examination failed to show any evidence of added artificial color.



Mr. Jacobs

An eastern firm submitted six samples of noodles, all of them made in the metropolitan area of New York. There are two firms located in New York that make two types of noodles, one for local consumption, which has always been found to be very deficient in egg solids, usually containing not more than three per cent egg solids. These firms appear to be very careful that this type of noodle does not get across the state line but once in a while they make a mistake and their product is found either in Connecticut or New Jersey. When this happens, the FDA has been notified, seizures have been made and the firms have been prosecuted. They seem, however, to continue this practice as recent examinations of their products show. Not very long

Plant Communications by Direct Contact

House organs, posters, president's letters, employe manuals, et cetera, are all excellent devices to help do the plant communication job. However, the most important, the ever-present communication job is still the every day contact work between all elements and levels of the organization, states a report to members of the Labor Relations Institute, New York. That covers everybody from the night watchman to the president.

Were we still in the industrial age where the master craftsman is also the owner of the shop and in direct contact with his journeymen, apprentices and helpers, there would be little, if any, labor relations problems. The job that must be done is to reproduce the same conditions in spite of the size of the organization and the number of employes, the LRI report states.

It is relatively easy to induce all

ago, one of these firms was prosecuted in the New York Federal Court and fined \$1,600, besides being severely reprimanded by the Judge. They made the mistake of shipping their low egg-solids products across the state line.

I am sorry to have to report such little interest manifested by macaroni manufacturers who have had the opportunity to submit samples to the laboratory without any cost to them. This service has been available for many years and few have taken advantage of it. Now, however, when eggs are so high in price and so many noodles are being sold at prices which would indicate that the required amount of egg solids is not being used, it would seem to me that more interest would be shown in this association activity.

I, therefore, wish to make two recommendations to the board: one is that it authorize me to collect samples directly of these products for examination and report to the proper authorities under our present arrangement, and the other is that the association authorize me to contact the state food authorities in Albany, N. Y., to try to get the proper authority to establish the same standards for egg noodles for the State of New York that are now established for egg noodles under the federal standards, and thus eliminate the two types of egg noodles permitted under New York regulations. There is no doubt that this can be accomplished. The amount necessary to carry this out will not be very large. It will involve only such expense as contacting proper officials.

those responsible for plant communication to apply particular care to such special purpose communication devices as house organs, letters and posters. It is also natural for all to stop and think exactly what impact such a device may have, what words to choose, where to place emphasis and how to eliminate misunderstanding.

This is not true of the most important and most effective form of plant communication—the daily direct contact with associates, superiors and the rank-and-file. This type of communication is so universal, so constant, so informal, so run-of-the-mill, that most people forget they are dealing with a labor relations factor . . . communications.

For a free copy of the LRI report on day-to-day communications, write to the Labor Relations Institute, 1776 Broadway, New York 19, N. Y.

Experience— MAKES THE DIFFERENCE

—Over 25 years' experience stand behind N-A products and services for the macaroni and noodle product industry. N-Richment-A, N-A Feeders, Richmond Sifters and W&T Merchen Scale Feeders have all been proved and accepted by the industry—because leading manufacturers know that N-A is "tops" for dependability and service.

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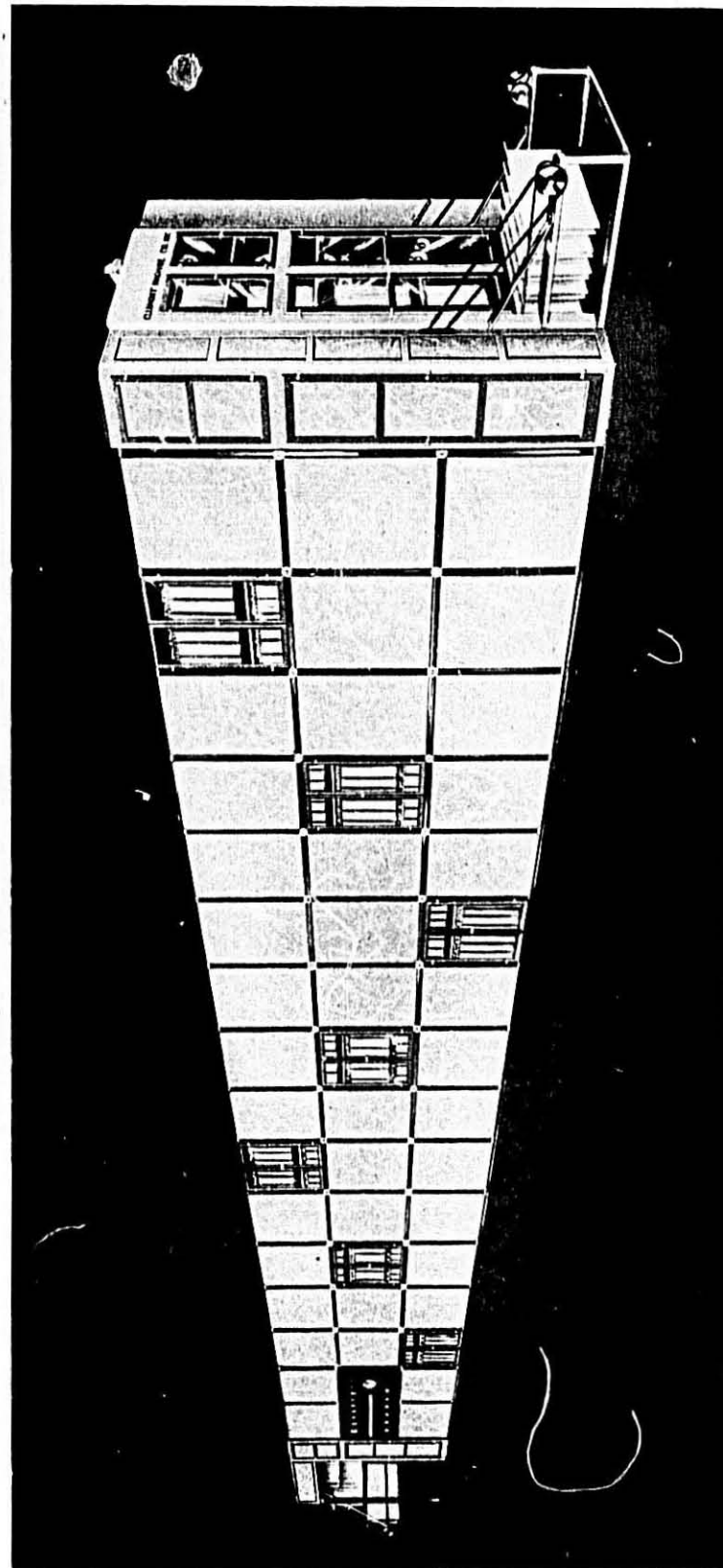
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TOP QUALITY — LOW COST — SPACE AND TIME SAVING



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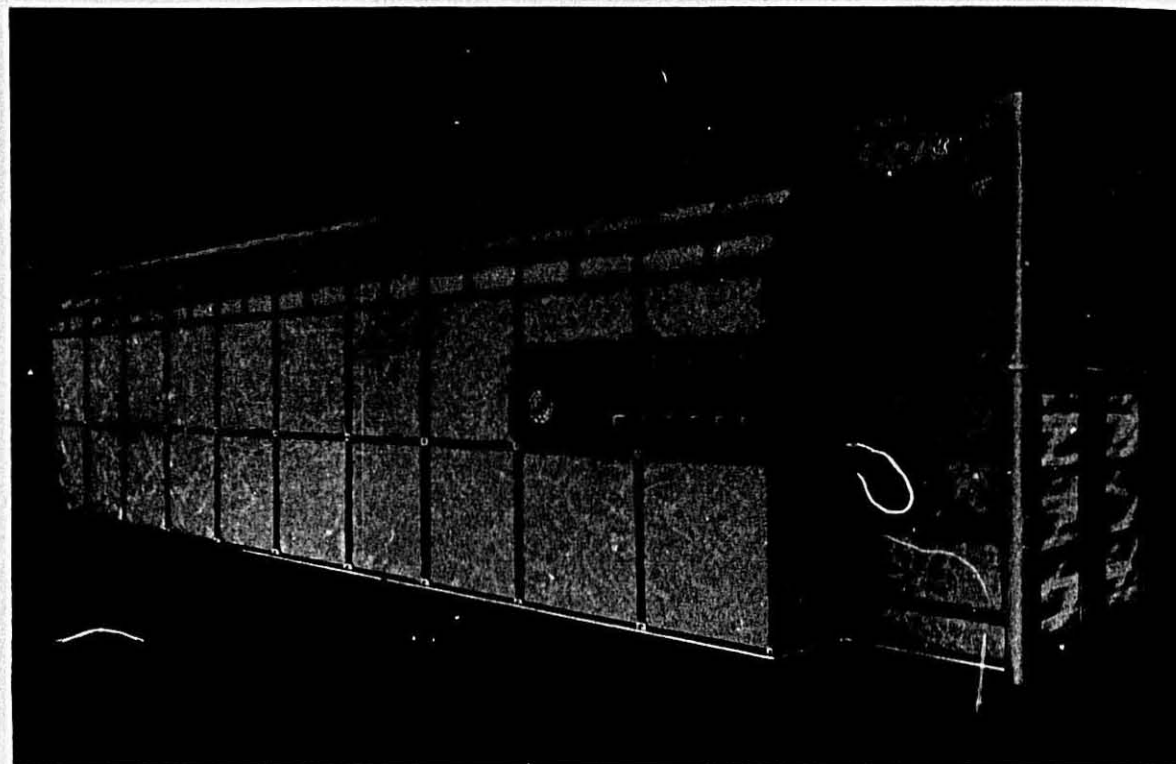
TOP QUALITY: Evenly dried product with eye-straining bright color, arranged in a neat, smooth and strong in texture achieved by maintaining a constant relative humidity, uniform circulation, sealing and drying carefully proportioned.
PRECISE MECHANISM: Shaking mechanism, apparatus, moving parts are set to another in a constructed that is insured against a stick ever falling, with perfect timing it delivers a stick precisely in a vibratory 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, air volume, air flow, and pressure, wherever what ever humidity, temperature, air volume, air flow, and pressure conditions, no longer a factor.
CONSTRUCTION: Engineered and designed to afford maximum possible cleanliness, complete freedom of operation and sanitary conditions. Constructed of steel structure that is finished with baked enamel paint that prevents heat in the dryer affecting outside surroundings.

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IMPORTANT: The three units of the dryer can be adapted to work in combination with any make sprayer, heater, or other equipment. Also if you already have an automatic long goods dryer, it may be adapted for use with it. THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.

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



Patents Nos. 2,259,963-2,468,130—Other patents pending

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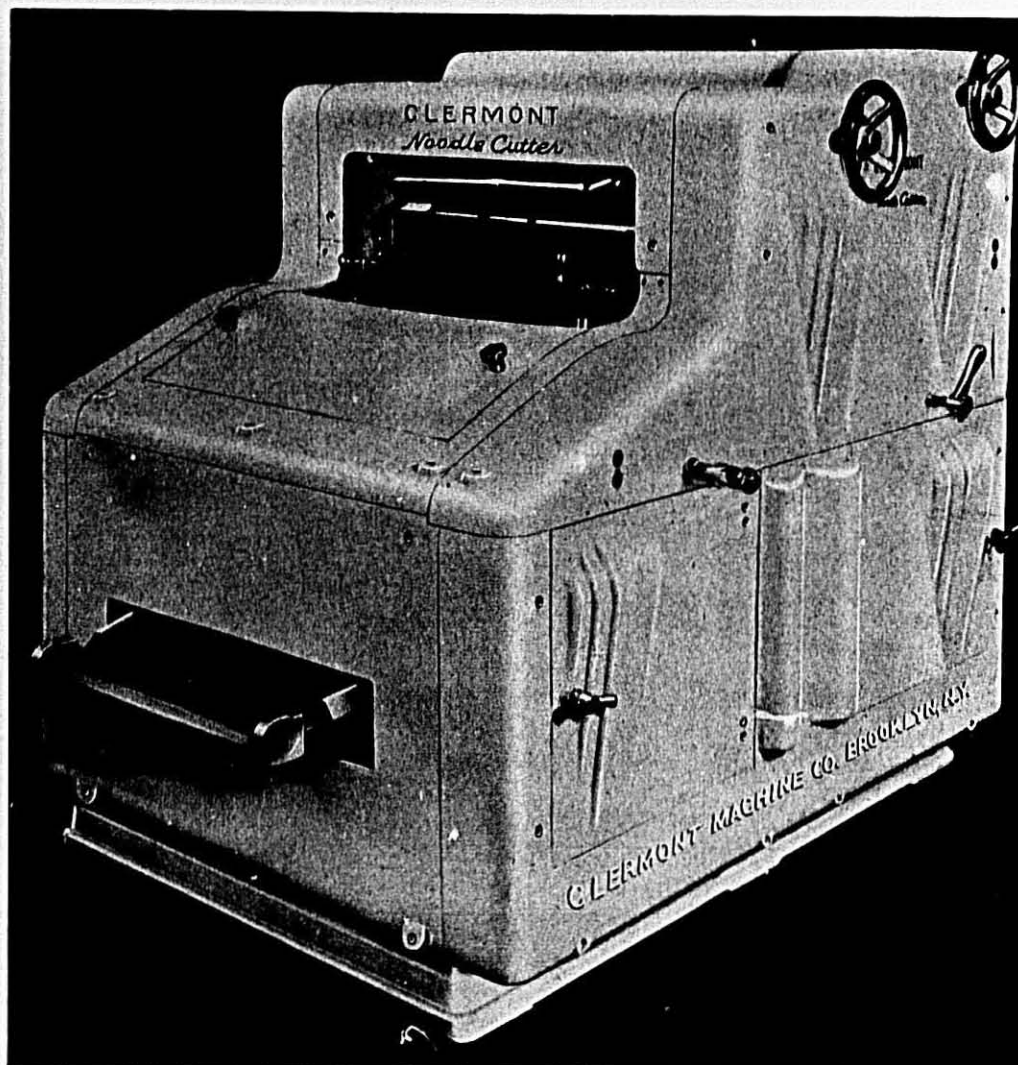
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COMPACT: Takes less space; lower in height than all other types. Easy to manipulate.

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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.

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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.

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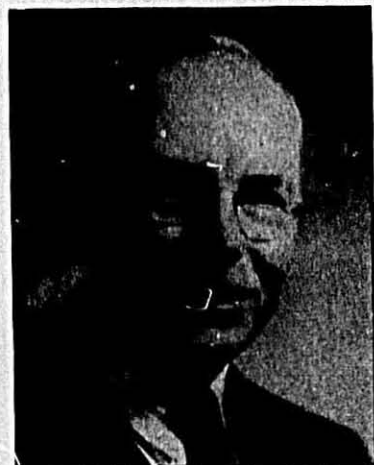
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ROBERT M. GREEN
Palatine, Illinois
March 1, 1949



EDWIN C. FORBES
Cleveland, Ohio
April 19, 1904 to February 28, 1919



M. J. DONNA
Braidwood, Illinois
March 1, 1919 to February 28, 1949
Now Secretary Emeritus



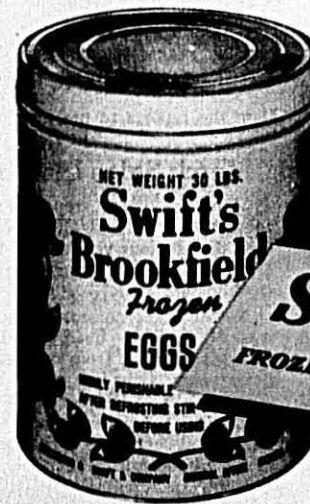
FRED BECKER (deceased)
Founder of "The Macaroni and Manufacturers' Journal," the predecessor of "The Macaroni Journal" and which was merged with the latter when launched in May, 1919.



Give your egg noodles this color advantage
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Call Swift & Company—listed
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Get that inviting richness of color in your egg noodles with Swift's Brookfield Frozen Egg Yolks. The 45% solid yolk content gives you a finished product of superior quality, with good, deep color and smooth texture.

Swift uses only choice, spring eggs and protects their fresh flavor by a special process.

You'll find dried egg yolks, too, under the famous Swift's Brookfield label.



Indicative Data for

1950 Durum Planting

by B. E. Groom

Durum Grower and Chairman of the Board, Greater North Dakota Association

IT IS quite inadvisable to make definite statements so early in the season when planting is still in the planning stage. There are many factors that enter into our farm seeding programs—government regulations, weather, available seed, and market prospects.

At the outset it seems advisable to look at the record of the past four years. The figures that I am submitting are from the office of our agricultural statistician at Fargo, North Dakota:

1946—seeded acreage 2,268,000, Production 32,364,000 average 14.6 bushels. 1947—seeded acreage 2,722,000, Production 40,515,000, average 14.9 bushels. 1948—seeded acreage, 2,913,000, Production 40,082,000, average 13.2 bushels. 1949—seeded acreage 3,009,200, Production 34,012,000, average 11 bushels.

North Dakota produces approximately 90 per cent of all durum grown in the United States. Production records of counties show that over 60 per cent of the national production is produced in but 10 counties. Those counties are Cavalier, Nelson, Grand Forks, Towner, Ramsey, Wells, Benson, Bottineau, Pierce and Rolette. These 10 counties are the consistent durum producers and the official records show them to be the high per acreage producers.

The records on the other 43 counties in North Dakota show that their durum acreage runs from nothing to a few thousand acres and their average yield is considerably lower than the 10 heavy producers. It is the record of these 43 counties that cuts the average state yield. At the same time, it has always been my observation that the durum from these 43 counties is of poorer quality, as farmers in those counties grow more bread wheat, and mixtures materially cut the quality of most durum planted. Where bread wheat and durum are grown on the same farm, harvested in years past with binders, bundle racks and threshing machines, the mixtures were heavy. Now, with combines, much of the trouble is eliminated but plenty still exists.

To insure better quality for all of the production, it seems essential to

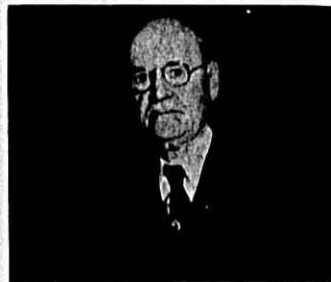
urge increased production only in the area where best crops are produced and where growers confine practically all wheat plantings to durum. Of course, farmers in this area who will have to grow barley, oats, rye, et cetera, as all of their cereal crop, cannot be confined to one variety, but with the current allotments and more and more summer-fallowed lands, the quality can be kept at a very high average.

To determine the thinking and planning of growers for this year, I prepared and sent out upwards of 100 questionnaires to growers over the state. As of this date, about 50 per cent have replied and more are expected. However, sufficient reports are in to determine the trend.

These reports very definitely show, almost without exception, that in the ten best durum producing counties, the acreage the planters intend to seed to durum will be the maximum allowed under the allotment. In connection with this, there will be a big reduction even in these counties from the seedings of 1948-49. The acreage allotments for 1950 are based on seedings in 1945-46-47-48. The big acreage seeded in 1949 is not included. The Department of Agriculture has cut the authorized seedings for 1950 from 7-10 per cent based on the acreages of 1945-46-47-48. This means a big cut in the best growing areas. The returns from these farmers indicate a cut of not less than 25 per cent on the 1949 plantings.

In the other 43 counties where the growers allotment is based on acreage for both bread wheat and durum, the farmers' returns are very interesting. Their gross acreage will be cut the same as others but they have an opportunity to shift to all bread wheat or all durum. The reports that I have vary greatly. Some are cutting out all durum, as their acreage was small and with further reductions the durum is hardly worth while. Others are showing a material increase in durum seedings and these are double the decreases. Logical reasons for this are based on the established fact that durum lengthens the seeding season as well as the harvest, the prices are comparable, and if we have a drouth or insect pest, the durum is apt to do better than bread wheat.

The net result of present intentions to plant very definitely shows that a higher than usual percentage of all durum will be grown in those counties where durum has not been either best in yield or quality.



Mr. Groom

Every report received states that the durum seedings will be with the best varieties that we now have—Stewart, Mindum and Carlton.

Reports from five farmers in Cavalier County state that they seeded 1,806 acres to durum in 1949. They plan to seed 1,352 under this allotment. This is a cut of 454 acres, or about 27 per cent in the best durum producing county in the state.

The U. S. Department of Agriculture in its March 20, 1950, release, says in part about durum acreage this year: "The North Dakota prospective wheat acreage is the smallest since 1943. Rather uniform acreage decreases are indicated for all areas of the state. The current estimate includes 2,848,000 acres of durum wheat . . . The indicated percentage decrease in acreage was the same for both durum and other spring wheat. While the current prospective acreage of durum is down 12 per cent from last year's acreage, it is still larger than in any year since 1932, with the exception of 1948 and 1949.

"The sharpest decreases in durum acreage are indicated in the least important durum areas." This is different than the reports to me indicated.

Merck Sales Increased

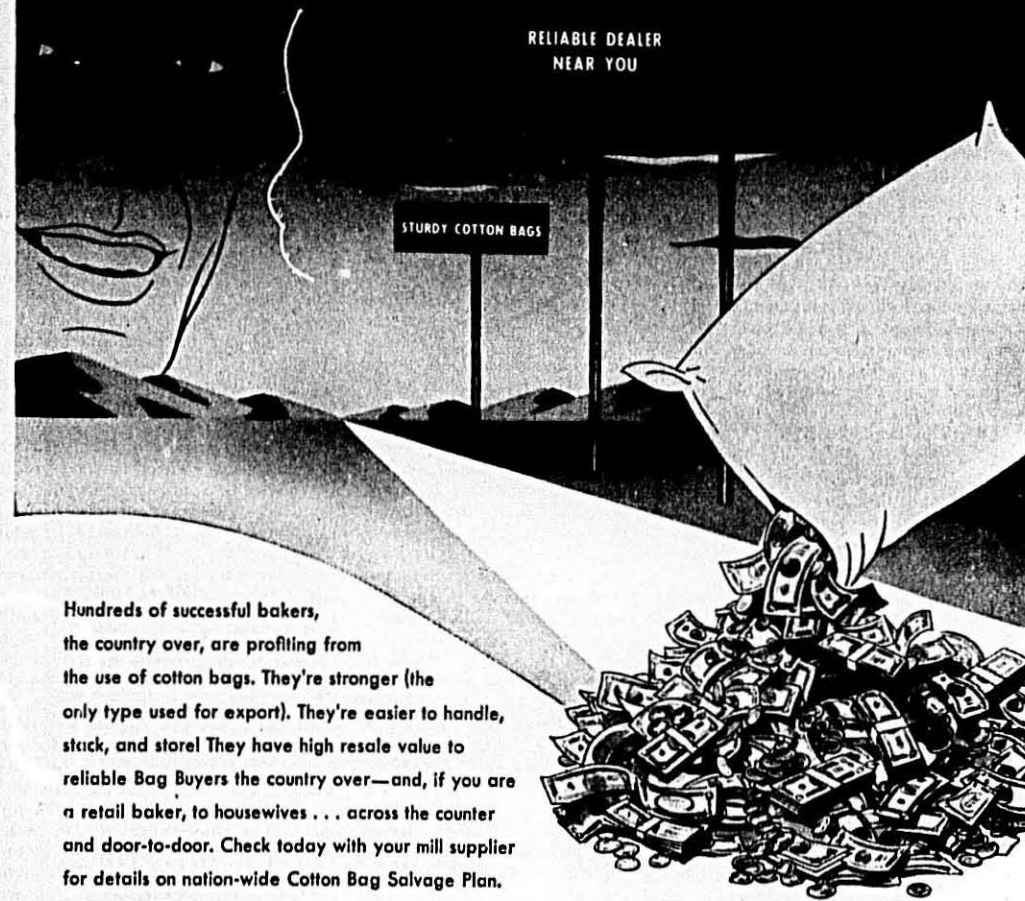
Merck & Co., Inc., reported net sales for 1949 of \$73,578,038, as compared with the previous year's record high of \$72,904,214, in its annual report to stockholders.

Net income from current operations was \$6,921,927. Before addition of \$102,000, arising from adjustments of prior years' Canadian taxes, earnings were equal to \$2.83 per share of common stock. Earnings in 1948 were \$8,520,250, or \$3.68 per share, after being adjusted to reflect the two-for-one split in April 1949.

Many successful bakers
are following these guideposts
to increased profit! SUBSTANTIAL PAYMENTS
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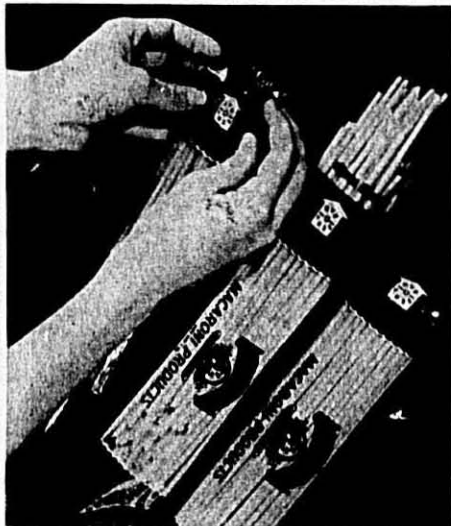


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Evanston, Illinois



The Cellophane Outlook

by **Shy Rosen**
Milprint, Inc.

WHEN assigned the subject, "Cellophane Outlook," I was not certain as to whether I was to give my opinion on the availability of cellophane in the foreseeable future or on the opportunities that lie ahead for the use of cellophane. So, to make sure, I prepared notes on both.

First, on the availability of cellophane. Manufacturers of cellophane and converters can offer only a studied opinion as to the future requirements for cellophane. None of us are prophets—only a personal opinion can be given. My opinion is that the demands for cellophane within the next two or three years will consume all the cellophane that will be available.

You know that cellophane was in short supply during the war years, due to restriction and limitation orders. When the restrictions were lifted shortly after the war, the pent-up demands continued the short supply for almost three years. With increased production facilities of the two principal suppliers and the development and marketing of new, transparent films and plastic materials, the flexible packaging material market softened. Starting in August of 1949 a peak demand again appeared and has continued up until this present moment. You will recall, six or seven months ago, you could get a week delivery on cellophane.

The consensus of opinion is that the demand for cellophane and other transparent packaging materials will continue to grow and grow and grow. There are three specific industries that have put heavy demands on the available supply. They are:

1. Baking Industry—White Bread.
2. Meat Industry.
3. Produce Industry.

If all the bread sold was wrapped in cellophane, it would require almost the total present output. The advent of

pre-packaged fresh meat, in addition to the already established uses of cellophane on smoked and specialty meats, would also take a substantial amount of the available production.

The third industry, produce, would take almost an equal amount. Add to this the ever-growing use of cellophane in other important industries such as your own, candy, textiles, tobacco, hardware—and you will easily visualize the tremendous demand which will require an enormous production.

Further evidence of the long-range outlook for cellophane demand can be found in the recent action taken by the Olin Industries of East St. Louis, Illinois. You have probably read in the newspapers that they have announced the building of a new cellophane plant with a capital investment of \$20,000,000. It is guess-timated that it will take two or more years before this new production is available. For a business man to make this type of commitment of capital, there must be pretty conclusive evidence that it will be a sound investment and that the market for their product in two years and more will justify their investment.

Therefore, based on these facts and opinions, it is my personal belief that the demand for cellophane over the next two years will be close to the available production, and perhaps will exceed it. It is my further opinion that it would be wise for every user of cellophane to establish sources of supply that will insure their share of the cellophane available.

Opportunities for Merchandising with Cellophane

The basic principles of merchandising apply to macaroni products the same as for all other foods. Recently, one of our good customers asked us to make available to them on short notice, cellophane wrappers in quantities which were twice their normal require-

ments. They explained that in those areas affected by the coal and steel strikes, they had had an abnormal increase in the consumption of their products.

When the consumers' dollar is tight, they turn to those food products that give them the greatest food value for their money. Unusual circumstances produced these increases in volume. Informative copy on the wrappers and other educational mediums can sell the food value of your products so that future sales could be sustained through "preference" for macaroni dishes. The wrappers used at point-of-sale afford a most valuable medium for this educational program.

You are aware of the fact that you are competing with other food processors as well as with those in your own industry—cereals vs. toast—meat vs. macaroni—rice vs. potatoes. In addition to selling the food value of your products, you can sell the taste appeal and the opportunity for homemakers to give their families a variety of tempting dishes. This story can also be carried to the consumer on packages at point-of-sale by the continued use of recipes and, more important, by color illustrations of the various dishes.

Note this printed cello bag for rice—roto illustration of chicken and rice. Inspect the colorful illustrations used on the cookie, frozen food, cake mix and other food packages in every supermarket. On my visit to Miami, I took the opportunity to visit a number of their supermarkets. You will find them of interest and some of the most progressive in the country.

At one market, I spoke to the manager, who was very proud of his substantial increase in volume. He attributed it to the planned displays of attractive packages and other merchandising features in his store. He explained that his average customer

(Continued on Page 90)

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

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

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

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

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

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

MERCK ENRICHMENT PRODUCTS

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

- Merck Enrichment Ingredients (Thiamine, Riboflavin, Niacin, Iron)
- Merck Vitamin Mixtures for Flour Enrichment
- Merck Bread Enrichment Wafers
- Merck Vitamin Mixtures for Corn Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment



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The Story of Frozen Eggs

by

M. E. Kriegel

Vice President

Monark Egg Corp.

vents "outside" germs from coming in contact with the egg meat. This is an important factor in bacteria control.

As soon as the eggs are received at the breaking plant, they are pre-cooled at 35 to 43 degrees F. After the preliminary cooling comes the candling process. Alert experienced operators look right through the shell with the assistance of a strong electric light in a modern candling device. High quality eggs are easily recognized. In eggs of inferior quality, the size and position of the air cells indicate staleness; the visible yolk denotes improper care. Both are reasons for immediate rejection by high quality egg packers. Eggs which have passed the critical inspection of experienced candlers, are then sent to the breaking room.

Cleanliness and Efficiency Are Watchwords

Modern breaking rooms are the very latest examples of sanitation. Tiled walls and floors, ample light, air conditioning and other modern conveniences combine to make this possible.

The girls who work at the breaking tables are chosen for three absolutely essential qualities: personal cleanliness, a keen sense of smell and manual dexterity.

Each operator carefully smell-tests the yolks and whites before pouring them into small receiving pails. Science has never improved on the human sense of smell as a means of detecting the slightest off-odor in an egg.

A doubtful egg is taken to a breaking room supervisor for final judgment. If it is rejected, the breaking tray and cups are left at the sterilizing room to prevent contamination of other eggs. When a girl has handed in her contaminated equipment, she then washes her hands and dips them in a special cleansing solution before taking a fresh, sterilized set of breaking equipment.

Preparing for Freezing

The accumulated yolks and whites taken from these fresh, spring-laid eggs are poured from sterilized cans into a receiving tank. The eggs are next forced through a filter, under pressure, into a large cylindrical churn. In the churn the eggs are blended to an even, satin-like smoothness.

Double screening is the answer to the clarity and smoothness of the mixture. As the eggs are forced under pressure from receiving tank to churn, a double screen filters out chalaza, yolk membranes and shell splinters. Only the clearest egg white and the smoothest yolk mix pass into the churn.

The pure mixture is drawn off into the new cans with rust-proof lacquer interiors. The can rests on a weighing machine platform that tells the operator at a glance the exact instant the can

has received the correct amount, by weight, regardless of the number of eggs necessary to reach this amount.

They are transferred to the quick freezer immediately to assure springtime quality all year round. This sharp-freezing, at 15 to 20 degrees below zero, quickly seals in the freshness. When the eggs are solidly frozen, it's only a short distance to the waiting freight cars, refrigerated to just the right temperature. After freight delivery, trucks take over the job of bringing these fine eggs to the user. When quick frozen eggs arrive at their destination, they should have the same fresh quality as the day they left the farm.

Scientific Control

One more factor is needed to maintain springtime egg quality, and that's careful laboratory research. Tests are conducted constantly by the outstanding packers to check on quality and keep standards high.

With frozen eggs, there's no breaking, no separating, no spoils, no waste, no inaccurate measuring. They provide a pound of value for every pound of eggs bought. And the proof of the product is in the baking. After thawing and mixing, frozen eggs are all set to demonstrate how well they work in turning out quality products.

Several Types Available

Frozen eggs are packed in 30-pound cans and are available in several different forms. Frozen whole egg is the egg as separated from the shell in its natural proportions, with nothing added and nothing taken away.

Frozen egg white is obtained by carefully separating the white from the yolk. The whites are then frozen separately. The solid content is mainly albumen or protein. It is used in angel food cakes, cup cakes, macaroons, white layer cakes and meringues.

Bakers, generally, use sugar-yolk, which is plain yolk with one part of sugar added to nine parts of yolk. The sugar protects the emulsifying properties of the yolks during freezing and defrosting.

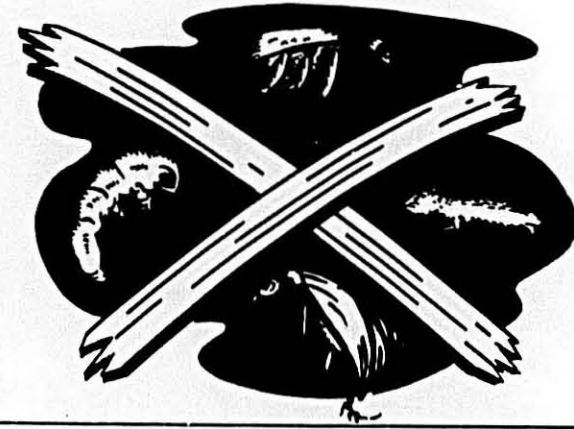
Salted yolks, either 5 or 10 per cent, are generally favored by salad dressing manufacturers.

Plain yolks are used both by bakers and the egg noodle trade as well as some salad dressing manufacturers.

Special mixes are packed to order usually according to formulae requested by the consumer.

Thus it is seen that with the packers of top quality frozen eggs, the Frozen Egg Story is a story of springtime quality born on the farm in the ideal season of the year in the heart of the grain belt. One fact will always be outstanding—frozen eggs can be no better than the company and the people behind them.

You, too, can BANISH PRODUCT CONTAMINATION forever!

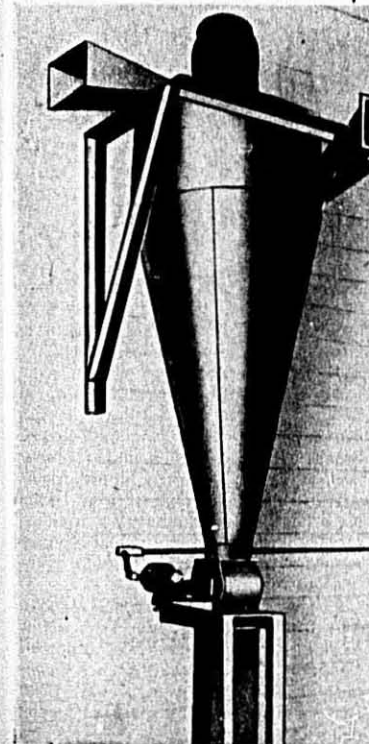
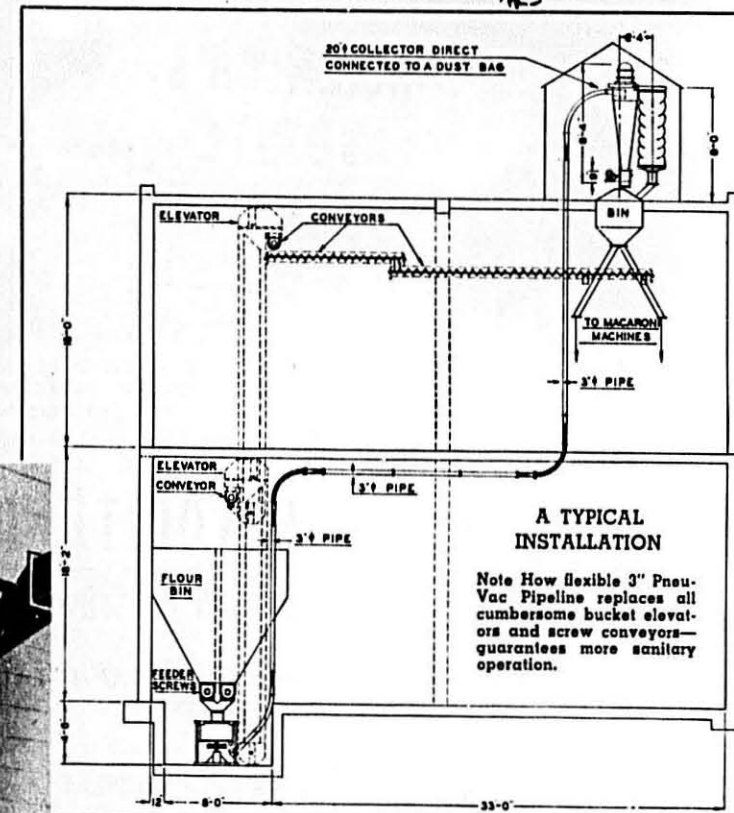


PNEU-VAC . . . this modern, sanitary, pneumatic conveying system is doing an excellent job for Mega Macaroni Company, Harrisburg, Pa.

● Pneu-Vac eliminates completely the hiding places of bugs, weevils, etc.

● No flour remains dormant in a Pneu-Vac System to harbour infestation and attract rodents.

● Because flour is pneumatically conveyed at the rate of 5,000 ft./min., every inch of a Pneu-Vac System is swept absolutely clean after each batch.



Never before have such sanitary methods for handling bulk flour been available to the Macaroni Industry.

With its cost justified by sanitary standards alone, Pneu-Vac offers even more

- Easy, flexible installation economies.
- Lower maintenance costs compared with outmoded screw conveyors and bucket elevators.
- Working conditions are greatly improved as dust is carried along with air stream in closed ducts.

Learn how a Pneu-Vac System can prevent contamination in your plant . . . save you money through more efficient handling methods. Contact Sprout, Waldron & Co., Inc., 56 Waldron Street, Muncy, Pa.

SPROUT WALDRON
Manufacturing Engineers



(1) Steak and Roast Beef. (2) Fried Chicken. (3) SPAGHETTI and MEAT BALLS. (4) Ham or Bacon and Eggs. (5) Meat with Mushrooms. (6) Sea Foods. (7) Milk and Cookies. (8) Apple Pie A la Mode. (9) Bread and Butter. (10) Corn on the Cob. Potatoes, mashed or French fried (not illustrated) stood high throughout the poll and on the final list.

AMERICA'S FAVORITE DISHES

As Shown By LOOK'S Nationwide Poll

The Nation's Third Favorite—Spaghetti and Meat Balls

Look magazine recently conducted a poll of the foods preferred by a reasonable cross section of the people of America, and in an attractively illustrated article in four colors in its February 14, 1950, issue, reported its findings. Macaroni-noodle manufacturers were pleased to find that "Spaghetti and Meat Balls" stands third in the choice of the world's best-fed nation. With full credit to Cowles Magazine, Inc., publishers of the popular Look magazine, the first ten favorites are illustrated and the article reproduced herewith.

"LOOK" POLLS . . . WHAT AMERICA LIKES TO EAT

Simple good foods are favorites of statesmen, industrialists, workers, kids . . . Is yours here?

Are you hungry right now? When you yearn for a favorite dish—what is

it? Look, searching for a definition of good eating, put this question to an informal cross section of 1,000 Americans, ranging from the President and 48 state governors through business men, workers, educators, gourmets, housewives, teen-agers, boys and girls. Their answers give top rating to the dishes illustrated.

Favorites cut through regional boundaries and differences in social backgrounds. Steak was first choice of industrialists and workers alike. For many people roast beef ranked next; for others, fried chicken. Meat in some form was far ahead of any other food on the list. First reply to arrive at Look voted for mashed potatoes (and they ranked high on the final list). Other top choices were: spaghetti and meat balls; ham or bacon and eggs; French fried potatoes;

mushrooms; sea food (lobster, shrimp, oysters headed the list); milk and cookies; apple pie (first choice, a la mode, next, with cheese); bread or rolls and butter; corn on the cob. Regional favorites that came up again and again were the Southwest's chili con carne and New England's baked beans. Runners up included: other beef cuts, lamb, pork, Chinese foods, spareribs, tossed salad, turkey, lemon pie, meat loaf, hamburgers, onions, cereals, chowder. Individual choices ranged from sauerkraut through pompano to meringues.

Look tabulated the score, asked a top food artist, Louis Diat, New York's Ritz-Carlton chef (author of *Cooking A La Ritz* and *French Cooking for Americans*), to prepare them for these photographs. The result: America's pin-up foods.

MALDARI'S INSUPERABLE MACARONI DIES

STAINLESS STEEL

Up in the Clouds with Spring Fever?

Better see ole Doc Maldari and give your Dies that needed Spring check-up in anticipation of hot weather laziness!!

D. Maldari & Sons
America's Largest Die Makers
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ESTABLISHED 1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY

BRONZE ALLOYS COPPER

Quality Control of Macaroni-Noodle Products

by James J. Winston, Director, Jacobs Cereal Laboratories, Inc.

The importance of an effective quality control program of both the raw materials and finished products is very well known to the successful processor of foods. In the past ten years, the macaroni and noodle manufacturers have become acutely aware of the advantages of quality control and are beginning to benefit from the interpretations of laboratory analysis.

The question arises as to what constitutes a good quality control to guarantee prime quality in the selection of ingredients for the fulfillments of high standard specifications. The manufacturer must perforce consider the selection of his farinaceous materials. This must be governed by the following considerations:

1. The proper binding strength (protein quality and quantity) to yield a product with good elasticity and resistance to breakage and disintegration especially during the cooking process.

2. The color score should be one with a maximum of yellow and a minimum of brown since the latter tends to mask the attractive yellow amber color.

3. A minimum of flour both in semolina and granular products. In many cases, the grade of flour present in granulars tends to be 1st. clear. This low grade of flour which is high in enzymatic activity will increase the bleaching of the yellow color during the drying process, resulting in a poor colored product.

It is essential that the successful producer take cognizance of hidden losses during the processing and therefore be in a position to maintain the moisture level at a safe and practicable one which will yield the greatest return. The Federal Standards of Identity permit the manufacture of macaroni and noodles at a maximum moisture content of 13 per cent. The difference between a moisture content of 9 per cent and 11-12 per cent when considering annual production may mean a difference of thousands of dollars depending on the volume. Analysis and experimentation will prevent hidden losses due to low moisture content.

In the manufacture of noodles each manufacturer is motivated by color appeal to the consumer. What is the minimum requirement for color appeal to the average buyer? Our laboratories have analyzed thousands of samples of yolks and egg noodles and the results indicate that it is necessary that a noodle product show a color



Mr. Winston

score of 10 or better (Carotinoid Pigments) in order to guarantee color appeal to the consumer. This, therefore, compels the noodle manufacturer to be very discriminating in his selection of yolks so that he will be influenced in buying yolks with a color score of 76 or better, (Carotinoid Pigments, Parts Per Million). This will yield a noodle with the required color appeal, thereby influencing the sales of these noodles.

The manufacture of egg noodles on a continuous basis often results in the production of a product with either a high or low egg solids content. The federal standards require that egg noodles contain not less than 5.5 per

cent egg solids on a dry basis and management must be guided by proper laboratory control to see that the consumer receives the required ingredients without economic wastes on the part of the manufacturer.

As is very well known, the law enforcing agencies require every macaroni and noodle manufacturer to comply with the sanitary laws in order to insure the public of clean, wholesome and appetizing food. It is therefore of the utmost importance for each manufacturer to have continuous surveillance of his plant in order to eliminate any unsanitary and undesirable condition which may exist and which may result in prosecutions. Constant and methodical inspections by a recognized sanitarian followed by a written report is essential to safeguard the interests of management.

The sanitary inspection should be supplemented by microscopic examinations of the farinaceous materials and finished products manufactured from them to be examined for evidences of insect parts and rodent matter. This will serve as a check on the cleanliness of raw material purchased as well as on the sanitary condition of the plant as evidenced by the findings in the finished goods. At the same time, this will permit the manufacturer to build a file showing the source of any extraneous matter which will tend to protect him on any question of interstate shipments.

Quality control when carried out effectively leads to better quality and higher profits.

Liquid, Frozen and Dried Egg Production February, 1950

The quantity of liquid egg produced during February was on a relatively high level, the Bureau of Agricultural Economics reports. Production totaled 72,086,000 pounds compared with 40,036,000 pounds in February last year and, with the 1944-48 February average of 78,047,000 pounds. The quantity used for drying was about the same as a year ago but the quantity frozen during February was the largest of record for the month.

Dried egg production during February totaled 6,257,000 pounds compared with 6,955,000 during February last year. Production consisted of 5,584,000 pounds of dried whole egg, 217,000

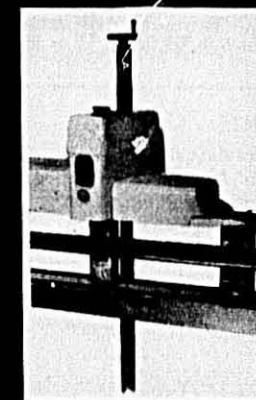
pounds of dried albumen, and 456,000 pounds of dried yolk. The government contracted for 16,571,168 pounds of dried whole through March 24 for egg price support purposes.

The production of 46,939,000 pounds of frozen egg during February was the largest of record for that month. The previous high production was 46,383,000 pounds in February, 1946. Frozen egg storage stocks increased 18 million pounds during February, compared with a decrease of 13 million pounds during February last year, and the average February decrease of 6 million pounds.



FROM OUR
FACTORY

TO YOUR
FACTORY



PROTECTED
BY

On demonstration at the
Macaroni Packaging Clinic,
April 28 at Triangle Packag-
ing Machinery Company
Chicago, Illinois

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Doughboy Durum Flour is a positive guarantee that the noodles produced in your factory will make a reputation for your brand. Doughboy Durum Flour is guarded by every possible method that a modern factory can use to assure you of fine quality and precise uniformity.

With your factory to provide the proper blending of Doughboy Durum Flour into tasty appetizing noodles plus proper packaging as only Doughboy Sealers can package your product, keeping them fresh and pure, you will have an unbeatable combination that will make your noodles a hit with the tables of the nation.

Doughboy ROTARY HEAT SEALERS

Doughboy's Rotary Heat Sealers will handle any sealing job, making the product inside the package air tight, water tight and dust proof. Its freshness is protected and the product's own goodness is open to inspection.

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Durum Wheat And The Durum Producer

by
Jess Cook and J. M. Waber
Amber Milling Division

DURUM WHEAT has interesting history. Originally introduced into the United States during the middle of the 19th century by Russian immigrants, it was found unsuited to the soil and climatic conditions of the Pennsylvania section in which they settled.

At the beginning of the 20th century, rust and drouth took a heavy toll from the wheat production of the Great Plains area. The United States Department of Agriculture, searching for wheats that were resistant to drouth and rust, secured durum seed from Russia and introduced it to the Great Plains. Large numbers of spring wheat farmers switched their acreage to the new "macaroni" wheat, since it was a comparatively sure crop.

Production during the 20's averaged around 65 million bushels per year, with nearly 100 million bushels produced in 1928. The major portion of this production was exported to the Mediterranean countries. International and economic conditions, and the rise of the Fascist regime, with emphasis on self-sufficiency, reduced the durum growers' export market to a trifling amount. The resulting unfavorable prices, and the development of rust-and drouth-resistant varieties of bread wheat, caused bread wheat to take over the greater part of the durum acreage.

The durum wheat area in the United States has shrunk to a few counties in North Dakota, with Devils Lake the approximate center. In this area, soil and climatic conditions produce a hard, vitreous durum, with the bright golden color desired by the macaroni industry. However, even in this ideal durum territory, many producers found that other grains, principally barley, oats, and flax, often returned more dollars per acre than durum wheat. The trend toward reduced durum acreage has been arrested in recent years by the pride of the durum grower, a somewhat lower dollar return per acre by other grains, an effective public relations campaign by the macaroni industry, and by equality with bread wheat in the federal price support program.

Further, the spread of the saw fly pest in North Dakota has caused an increase in acreage in the western part of the state . . . durum wheat is resistant to saw fly. The increase in acreage in western North Dakota may, however, be a mixed blessing, as the durum produced in that section in years past has not always been of the best quality.

Farmers' intentions to plant, as recently announced by the United States Department of Agriculture, indicate a

decrease in acreage this coming crop, caused by decreased allotments. And, should adverse weather be encountered, there could be a shortage of desirable milling types.

That there is any production of durum wheat at all is due largely to the efforts of men we seldom hear of—the plant breeders, who devote their lives to the development of improved varieties. Most of the development of new varieties is being carried on at the North Dakota Agricultural College, under the able direction of Dr. R. H. Harris and Dr. Glen S. Smith.

Durum wheat, under normal conditions, has a rank growth, is subject to lodging, with resultant losses, is late maturing, is difficult to harvest by combine, and is subject to various fungus infections. All these factors must be considered by a producer, as he is dependent upon the bushels produced upon his land for his living.

The plant breeders have developed,

and are currently developing, varieties eliminating many of the undesirable traits. Durum wheat producers, as a group, are far sighted and enthusiastically accept new varieties that produce the bushels they must have and yet which meet with the exacting requirements of the rapidly growing macaroni industry.

The domestic macaroni industry is the principal market for durum wheat, and the durum producer recognizes that industry as his best customer and attempts to produce a wheat which will please them.

It is of interest in this connection to note that some cereal technologists now believe that durum wheat flour can be used in the production of bread. They say that a blend of durum flour with regular spring wheat flour causes the bread to remain moist and soft for a longer period of time and retards staling—the bugaboo of the bakery trade.

If this new outlet for durum wheat materializes, it may be of benefit to both the macaroni industry and the baking industry, since it is possible that types of durum undesirable for macaroni may be entirely satisfactory in the production of bread.

ROLL OF PRESIDENTS

**National Macaroni Manufacturers Association
Organized in Pittsburgh, April 19, 1904**

EIGHTEEN industry leaders have served as presidents of the National Association of Macaroni-Spaghetti-Noodle Manufacturers since its formation at a called industry meeting in the Lincoln Hotel, Pittsburgh, Pa., April 19, 1904. Each has faithfully served at the expense of much time and money, personally and to his firm.

One died in office and seven passed away after retirement. One has retired and three have gone into other lines of business. Six still retain their connection with the industry which honored them and which they in turn honored, this as of April 15, 1950.

THOMAS H. TOOMEY
1904-05 (Retired)

C. F. MUELLER
1910-16 and 1921 (Deceased)

B. F. HUESTIS
1922 (6 mos.) (Deceased)

FRANK L. ZERGA
1930-32 (Active)

LOUIS S. VAGNING
1934-36 (Active)

JOSEPH J. CUNEO
1940-41 (Deceased)

G. F. ARGETSINGER
1905-08 (Deceased)

WM. A. THARINGER
1916-17 (Deceased)

HENRY MUELLER
1922-28 (Deceased)

ALFONSO GIOI
1932-33 (Deceased)

PHILIP R. WINEBRENER
1936-39 (Other Business)

C. W. WOLFE
1941-48 (Active)

EDWARD DREISS
1908-10 (Deceased)

JAMES T. WILLIAMS, SR.
1917-21 (Active)

FRANK J. THARINGER
1928-30 (Other Business)

GLENN G. HOSKINS
1933-34 (Active)

J. HARRY DIAMOND
1939-40 (Active)

C. L. NORRIS
1948- (Active)



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Milprint PACKAGES

Remember, your product is only one of 3,000* in an average food store competing for the consumer's dollar. And with self service merchandising growing by leaps and bounds, your package has to call attention to itself and do a thorough selling job. Milprint offers the widest choice of packaging materials and printing processes available from a single source. That means you get the best packages to suit your selling conditions. And Milprint designers will create a colorful design for your package family that really stops 'em and sells 'em! Call your local Milprint man or write today.

*Source — Macaroni Journal

MILPRINT "follow-thru" SERVICE DOES IT RIGHT!

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Milprint INC
PACKAGING MATERIALS

The Menu Menace

Names! NAMES! NAMES!
Columnists have long had their fun over the tongue-rolling names which the Italians give to the many and various shapes and sizes of their "Pasta Alimentari," or macaroni products to Americans. In their language, the names applied are all beautifully descriptive and ever intriguing.

The same is true of the fanciful names given to food combinations. Writers have for ages toyed with the fantastic titles given plain foods to provide them with "that foreign treatment," which is considered necessary to make them popular. There are both fighters of and defenders of the thinking that to be alluring, the names of food combinations should be somewhat baffling to ordinary diner-outers.

Time, the well-known news magazine, in its issue of March 27, tried to throw much light on the origin and meaning of menu nomenclature popular among certain classes in foreign countries:

"What in heaven's name is Chicken Marengo?" whispered the diner, bemused. prototype of millions of restaurant guests. 'I don't know,' his wife whispered back. 'Why don't you ask the waiter?' The gentleman looked embarrassed. 'Certainly not,' he said. 'I will order the hamburger steak.'

"Last week, an unexpected champion arose for the millions who cannot tell Chicken Marengo (French Fried chicken) from Escalope de Foie Gras Talleyrand Milord (Goose liver with macaroni and cheese) from Surprise Omelet (Omelet with pears and vanilla ice cream) from apple pie à la mode (Apple pie with ice cream). The champion was a writer for Budapest's Communist daily Vilagossag who (he related in his column) recently walked into a 'people's restaurant' and promptly had his appetite ruined by an item on the menu called Tournedos a la Metternich (Glazed choice cut of filet of beef with Bechamel sauce, truffles and paprika). Nor was this all. Austria's great conservative statesman, 'this symbol of European reaction,' was joined on the menu by a symbol of British imperialism—Veal Steak a la Nelson (Similar to Tournedos a la Metternich, without the paprika)—and one of Hungary's famous feudal families—Beef Steak Esterhazy (Round Steak in a mixture—among other things—of shallots, tomato paste and mushrooms). There were other dishes whose names had no politically dyspeptic connota-

tions, but which were simply obscure, e.g., Filet de Fogas Orly (a Hungarian fish from Lake Balaton, doused in a tomato sauce, which is a specialty of the town of Orly (pop. 1,020) near Paris), Veau a la Bonne Femme (meaning, roughly, the kind that mother used to make: roast veal in white wine with mushrooms, shallots and (optionally) carrots).

"Patrons of a people's restaurant, wrote the irate columnist, would hardly order dishes whose names they either could not understand or which called up memories to turn any decent proletarian stomach. 'Competent quarters should take to heart this piece of advice—a restaurant filled with workers is of more value than a 'bonne femme' in the company of Prince Esterhazy or Prince Metternich.' Furthermore, it simply did not make sense 'that a dish of veal should have five different names, each of which is priced higher according to its unintelligibility. . . .'"

Most of the world's gastronomic jargon "was created in the 18th and 19th Centuries by log-rolling cooks to commemorate their masters' favorite dishes. Some European aristocrats were also amateur cooks and imposed their names on their concoctions, e.g., Count Stroganoff, a 19th Century Russian diplomat and inventor of Beef Stroganoff. (Strips of beef with mushrooms in cream sauce.)

"Sometimes chefs also designated stuffed with a mixture of minced wood-dishes in honor of great events, e.g., Pheasant à la Holy Alliance. (Pheasant cock meat, beef marrow, bacon, onions, truffles, sage, chives, parsley and tarragon, the whole bird being bedded on toast and garnished with oranges.)

"Culinary nomenclature subtly manages to convey certain historic side-lights. Metternich, whose name on any menu stands for paprika, was a firm enemy of Hungarian nationalism but a great lover of Hungary's national spice. The Esterhazy family, gastronomic historians aver, oscillated for centuries between opulence and (relative) frugality: one generation would have to economize by eating things like beefsteak à la Esterhazy (made from a cheaper cut of meat) because their heedless fathers had eaten too many Tournedos à la Metternich.

"Chicken Marengo was created in the midst of a battle with the Austrians near the Italian village of Marengo. It lasted so long (30 hours) that Napoleon got hungry. Always a hasty eater

Meaningless Names In Gastronomic Jargon

(a bad habit which is said to have caused him to lose several battles because of indigestion), the general brusquely ordered his cook just to toss anything handy into one pot. The cook went to work with eggs and some pieces of chicken. The result delighted Napoleon's palate and did not upset his stomach (he won the battle of Marengo).

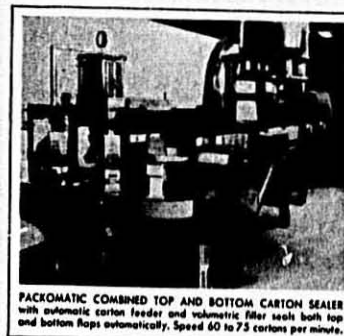
"But not all menu monuments are of French origin. The U. S. has contributed handsomely with Lobster Newburg. (Lobster in a sauce of sherry, cream, paprika, egg yolk and butter) invented at the close of the 19th Century by one Captain Ben Wenberg, the owner of a steamship line and a great gourmet, who first publicly prepared the new dish amid blazing spirit flames at Delmonico's, which enthusiastically incorporated it in its menu. Later, Captain Wenberg was barred from Delmonico's because he got into a fistfight with fellow guests over the issue of whether or not Edward Stokes, the murderer of Speculator Jim Fisk, should have been restored to U. S. citizenship; to punish the truculent Wenberg for his misbehavior, Charles Delmonico changed Lobster à la Wenberg to Lobster à la Newberg, thus cheating the captain forever of his gastronomic fame. Other important American culinary names include such World War I vagaries as Liberty Cabbage (Sauerkraut) and Salisbury Steak (Hamburger)."

Synthetic Vitamin A

Synthetic vitamin A acetate in corn oil, and having a potency of one million U.S.P. units per gram, is now commercially available from Hoffman-La Roche, Inc., bulk vitamin producers. This is the second commercial form of synthetic vitamin A to be announced by the firm within the past few weeks. While anticipating that the originally announced synthetic vitamin A palmitate will be preferred for most manufacturing uses, particularly in pharmaceutical products, company officials felt the second form of the synthetic vitamin should be available for any products in which it might show to advantage.

Industry response to the Roche announcement of production of vitamin A synthetically for the ton has been tremendous.

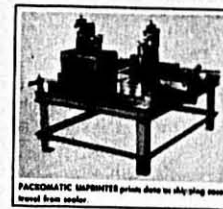
CUT PRODUCTION COSTS AT THE PACKAGING LINE



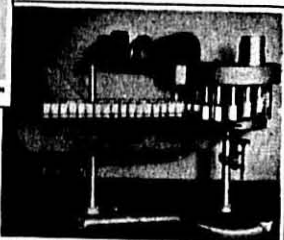
PACKOMATIC COMBINED TOP AND BOTTOM CARTON SEALER with automatic carton feeder and volumetric filler seals both top and bottom flaps automatically. Speed 60 to 75 cartons per minute.



PACKOMATIC MODEL 'D' CASE SEALER for paper shipping cartons. Seals top and bottom simultaneously—or top, or bottom only, if desired.



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PACKOMATIC TELESCOPING VOLUMETRIC FILLER for dry products in case or carton.

Modernize with PACKOMATIC Automatic Packaging Machinery

1,500,000 "pancakes" sped from production line to shipping platform every 16 hours, automatically!

3,000 corrugated shipping cases packed, glued, closed, sealed, coded, dated and imprinted per hour, automatically.

This gives you an idea of how PACKOMATIC carton-filling equipment, case packing and sealing equipment, coding (dating) and imprinting equipment helps the packaged goods manufacturer cut his costs, conserve floor space, eliminate costly manual operations.

We of PACKOMATIC are proud to be a preferred source of modern automatic packaging machinery for such Macaroni Industry leaders as John B. Ganepa Co., Catelli Food Products Ltd., The Creamette Co., Delmonico Foods, Inc., I. J. Grass Noodle Co., Inc., Illinois Macaroni Co., C. F. Mueller Co., Skinner Manufacturing Co., Stokely Foods, Inc., and The Quaker Oats Co.

Submit your own packaging situation to a "PACKOMATIC" branch, or direct to Joliet. A request for suggestions incurs no obligation whatever.

Coupon below brings you colorful literature on PACKOMATIC Case Sealers, PACKOMATIC Carton filling and sealing machines, PACKOMATIC Case Imprinting equipment, etc. No obligation whatever for recommendations and suggestions.



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The Switch-Job Cure For Boredom*

by Doctor Robert M. Green
Noted Boston Physician
and Physiologist

Do you like your work? The answer had better be yes. Boredom on the job not only detracts from efficiency but it can produce serious psychological and even physical damage. Sometimes a brief but exhilarating change will improve a man's health and alter his personality almost beyond belief.

When a new patient, tall, dignified, graying slightly at the temples, was ushered into my office in Boston not long ago, I had a rather good idea of what was the matter with him. A few questions confirmed my theory. He was an attorney, not outstandingly successful but better than average. He couldn't understand, he said, why he was so moody and depressed.

"Everything bothers me," he complained. "I seem to have lost all enthusiasm for living."

I asked him what had been his greatest ambition when he was a boy. He grinned sheepishly.

"It sounds silly," he said, "but what I always wanted to be was a clerk in a department store."

"That's fine," I said. "What I want you to do is to take a vacation and get yourself a job behind a counter."

He thought I was kidding him, but when he saw I meant it his face lighted up and he promised to try it. When he came back a month later he looked like a new man.

"For two weeks," he said, "I sold men's pajamas in a store in Worcester and I never had a better time in my life. It cost me a client—an old dowager who was so shocked when she saw me that I feared she would have a heart attack. But since I've been back in my office I've picked up a lot of new business and I haven't a care in the world."

Getting in a rut has ruined countless lives. The zestless mind opens a wide door to morbid thoughts and extends an unrestricted invitation to worry, nervousness and all sorts of emotional unrest. Boredom drives people to alcohol, to rash acts, to the divorce courts.

I was worried about the attitude of a young housewife from Roxbury, Mass., who called on me a few months ago. She said she had taken about all the household monotony she could stand—caring for the children, cleaning the house, preparing the meals, doing the same thing every day.

"What is the thing you most fear doing?" I asked.

She thought for a moment. "Flying," she said.

"Then that's what you're going to do," I told her. "Tackling the things we fear most is the surest way of curing boredom. Our minds are so occupied by the excitement caused by conquering fears that there is no room left for ennui or resentment."

The next day, at my insistence, she enrolled in a flying course at the local airport. She was terrified for the first week, but after that I had no qualms about her. She became not only an excellent pilot but a contented wife and a doting mother.

Very few people know that a popular part-time policeman at a very busy traffic intersection in Boston is the wealthy owner of a leading hotel. He came to me one day, complaining about the futility of sitting in a paneled office and writing checks.

"There are times," he said, "when I wish I was driving a street car or directing traffic."

He looked at me queerly when I said: "Then why don't you do exactly that?"

I explained that the only real escape from tedium is variety, that adding a few outside interests to life is like sprinkling salt on an insipid egg. It developed that he had been on the police force when he was young and had hated to quit; also that he had always longed to be at the helm of a trolley.

His political connections got him an appointment as a volunteer officer on the Boston police force and he had a friend who was an official of the Wor-

cester Street Railway. He spends one day a week directing traffic and one day as a street car motorman and the rest of the time taking care of his business interests.

The president of one of Boston's leading advertising agencies was worried about a dearth of ideas.

"There was a time when I could pop up with something new as often as it was needed," he said. "That's how I got to the top. Now I just can't seem to think, and I know why. It's because I'm always tired. No matter how much rest I get, there isn't any of the old zip."

"What you think is fatigue," I said, "is merely a symptom of the doldrums. To be sure, you're not quite as young as you used to be, but the lamest excuse for loss of enthusiasm is that old bromide 'I guess I'm getting old.' Take one day off a week and do something—anything, and the less imagination it requires, the better."

One day each week he drove an express truck between Boston and Providence. The rest of the time he was a high-powered executive, with all the power turned back on.

Not everyone, of course, has sufficient control over his own affairs to do what these people have done, and that may be particularly true of those who are most in need of change. I have urged many of my clients to get together to form job-swapping clubs. Without too much dislocation, a bond salesman can become a shipping clerk for a week, and vice versa, or an art editor can be an architect.

It would help them, and it actually might be beneficial to their respective jobs.

Employes' Wage and Policy Survey

The National Macaroni Manufacturers Association has completed its annual survey of prevailing policies on wages and working conditions, based on January, 1950, operations. It covers a dozen pages of facts and figures, mailed only to such member firms as co-operated in the compilation of the report by returning an answered question-

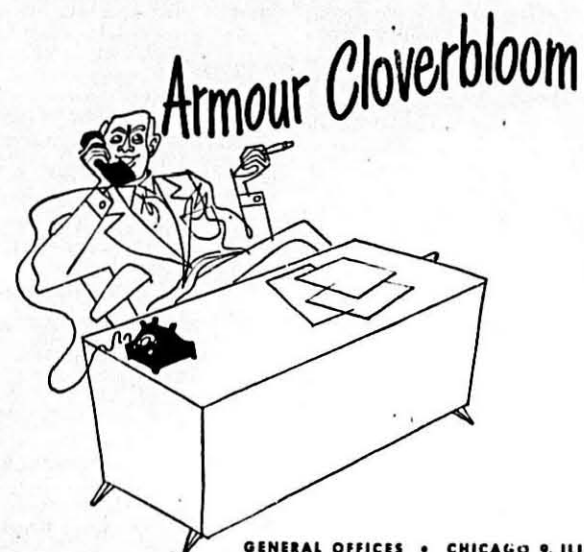
The survey covers 69 firms with a total employment of 3,460 persons—1,919 men and 1,541 women. It is full of interesting facts about night

shift differentials, payment for overtime, payment of wages for holidays, prevalence of bonus plans, number that are unionized and to which class of union they belong, with type of contracts, etc.

The report gives the average wage rates with high rate and low rate nationally and for five geographic areas. The general reaction is that the compilation is a most helpful guidance in setting up wages and wage policies through comparisons with the national and the regional pictures presented.



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

ARMOUR
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Trademark Department

Date of First Use

Q—How can I establish the date of the first use of my trademark for use on macaroni products?

A—As soon as you have agreed upon a particular trademark, you should order a search made by competent trademark specialist to determine whether or not such a mark is registrable under the U. S. Patent Office regulations. In the meantime, get up a plain label and sell your products under the trademark locally, claiming that date as the date of first use.

Plain or Exact Label

Q—Does the making of a first sale under a planned trademark under a plain label prevent me from later registering the mark in a desired different shape and type?

A—No, the sale under a plain label is suggested merely to establish the first sale date. You do not have to claim any particular way of writing or printing the trademark until you are ready to submit it for registration with the form and setup desired on the application, or accompanying it, and then only after making an interstate sale of the product under that label for a federal registration.

Right to Trademark

Q—Who has the right to a label, the first user or the first to register?

A—In this country, the first to use a trademark is usually recognized as the owner, not necessarily the first to register it.

Surnames as Marks

Q—Are surnames registerable as trademarks?

A—If your surname is JONES, then you can register the name JONES as your trademark, though it is not absolutely necessary even to register your surname, except for fuller protection, because it is hardly possible for anyone else, unless they also have the name Jones, to use the same name for the same goods. The second to adopt that trademark, even though his surname be Jones, must differentiate his mark from the first one. The first user has priority, even to the use of a surname as a trademark.

Changes in Registration Procedure

Q—What are the changes in laws or regulations governing the procedure to register a trademark?

A—Laws and regulations covering the accepted procedure of registering trademarks and patents are constantly undergoing change with the prime purpose of better protecting the trademarks in use or later to be registered. It is wise to obtain the services of recognized trademark attorneys when in doubt about any step to be taken. The Macaroni Trademark Bureau will be pleased to answer questions of pro-

cedure, et cetera, and to handle all trademark registrations or changes at reasonable rates.

Trademarks Granted

Registration No. 522,121 for egg noodles and chicken, egg noodles and turkey, TWISTEE Noodle Dinners to Washington Cooperative Farmers Association, Seattle, Washington. Filed July 31, 1947, Serial No. 530,135; published April 26, 1949. Granted March 14, 1950.

Registration No. 522,176 for canned macaroni and canned spaghetti to Mid City Wholesale Grocers, Inc., Chicago. Filed January 22, 1948, Serial No. 547,750; published November 29, 1949. Granted March 14, 1950.

Registration No. 522,229 for macaroni, spaghetti and noodles to Tea Table Mills, Inc., Lincoln, Nebraska. Filed May 5, 1948, Serial No. 556,349; published December 13, 1949. Granted March 14, 1950.

Registration No. 521,909 for spaghetti, macaroni and egg noodles to Skinner Manufacturing Company, Omaha, Nebraska. Filed July 15, 1948, Serial No. 561,530; published November 29, 1949. Granted March 7, 1950.

Registration No. 521,423 for alimentary pastes to C. F. Mueller Company, Jersey City, New Jersey, now by merger C. F. Mueller Co., a corporation of Delaware. Filed September 12, 1947, Serial No. 534,317; published November 22, 1949. Granted February 28, 1950.

Trademark Applications (Subject to Opposition)

CREMMETTAS—Serial No. 554,866, The Creamette Company, Minneapolis, Minnesota. Filed April 27, 1948, and published March 14, 1950. For macaroni. Applicant claims ownership of Registration No. 90,907. Claims use since April 2, 1948. Mark consists of name in heavy caps.

CREAMONAS—Serial No. 554,865, The Creamette Company, Minneapolis, Minnesota. Filed April 2, 1948, and published February 14, 1950. For Macaroni. Claims use since April 2, 1948. Mark consists of name in heavy caps.

BLACKSTONE—Serial No. 554,677, John F. Lalka Company, Chicago. Filed April 15, 1948. For macaroni, spaghetti among other foods. Claims use since 1916. Published February 7, 1950. The mark is lined to indicate shading.

NOB HILL—Serial No. 570,429, Nob Hill Brands, Inc., San Francisco, California. Filed December 13, 1948, for spaghetti sauce, et cetera. Claims use since February 12, 1948. Published February 7, 1950. Mark shows

From the Patents Section of the Official Gazette of the United States Patent Office

Patent No. 2,496,548
Macaroni Weighing Machine
Vincent S. La Rosa, John Snieids, and Robert L. Bernier, DaIELSON, Conn., assignors to V. La Rosa & Sons, Brooklyn, N. Y., a corporation of New York
Application April 13, 1948, Serial No. 20,628
3 Claims. (Cl. 198—39)

(An illustrative drawing accompanies)

1. In a weighing machine for dry macaroni sticks and the like, a plurality of horizontal conveyors located one below the other and adapted to travel at progressively faster speeds, a transfer plate positioned adjacent the discharge end of one of said conveyors, said transfer plate being disposed at an inclination to the horizontal for intercepting the sticks leaving last said conveyor, and a shallow pocket provided at the lower end of said transfer plate for interrupting the travel and orienting the sticks preliminary to their discharge from said transfer plate.

business section in circle. Over the top are the words, "Nob Hill." Underneath the word, "Brands," in heavy type.

TUCO—Serial No. 556,342, International Packers Commercial Co., Inc., Chicago. Filed May 6, 1948, for spaghetti sauce with meat. Published February 28, 1950. Claims use since December 14, 1947. Mark is in heavy type.

QUAKER—Serial No. 559,052, The Quaker Oats Company, Chicago, Illinois. Filed June 11, 1948, for macaroni, spaghetti, egg noodles and other foods and published February 28, 1950. Claims use since 1945. Mark consists of a reproduction of a traditional Quaker, which is fanciful.

QUAKER—Serial No. 559,054, The Quaker Oats Company, Chicago, Illinois. Filed June 11, 1948, for macaroni, spaghetti, egg noodles and other foods. Published February 28, 1950. Claims use since 1945. Mark is a bust of a fanciful figure over the word, "Quaker."

Trademarks Renewed

TENDERONI—Registered No. 260,806, Bernard S. Scotland, Joliet, Illinois, Registered August 27, 1929. Renewed August 27, 1949, to Stokely-Van Camp, Inc., Indianapolis, Indiana, a corporation of Indiana—for macaroni.

Trademarks Republished

COON CHICKEN—Registration No. 342,859, M. L. Graham, Seattle, Washington. Republished by registrant, for noodles, chicken and noodles, et cetera, February 21, 1950. The word, "Chicken," is disclaimed apart from the mark. Claims use since May, 1925.

Du Pont Food-Shopping Studies in Self-Service Stores Show:

Macaroni Products Are High Impulse Sellers



The importance of impulse buying today has prompted leading merchandisers to check up on the point-of-sale punch of their products.

Retailers know that magnetic displays beckon passing shoppers . . . multiply sales. In building such displays, retailers prefer products that are packaged to prompt impulse sales—extra business. And they know that sparkling, transparent Cellophane packages attract shoppers . . . give macaroni products a chance to sell themselves.

E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

DuPont Cellophane

Shows what it Protects—Protects what it Shows



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Food Industry Attacks Problems On 3rd Front

THE trend towards "controlism" in America is causing business management in the food industry to attack its problems on a new and "third front."

Industry is following its success on the mass production and mass distribution fronts by doing a skillful job on the third front of mass education. This effort is designed to develop better understanding by the American people of the functions of business and the benefits which they derive therefrom.

While we have prided ourselves on our accomplishments in the development of our great mass production-mass distribution system from which the American people have gained the full benefit, we now find that rabble rousers, demagogues and politicians have been able to sell "phony economics" to many of these people.

They have been able to sell some people the idea that business in itself is bad, that profits come from overcharging the people, that management is greedy, and that advertising and selling is extravagant and wasteful.

We have found that some of the American people go to the grocery and buy our products and delight in doing so, and then unwittingly go along with those who attack the corporations which produce these products. There is apparently too little association in the public mind between the products they buy and the manufacturers who produce them.

Industry recognizes that it is partly to blame for this situation, because in the past it has not done an adequate job of explaining the American business system to the people. Management can be partially excused for this failure on the ground that it has been so busy perfecting its mass production and mass distribution systems it has not taken time to tell its story.

The food industry now has fully recognized the urgency of doing this educational job, and individual companies and industry associations, such as the Grocery Manufacturers of America, are engaged in extensive public relations work.

We are telling the story of industry to the American people because we are convinced that the only way we can retain our freedoms of doing business is through the development of a better understanding of our business system by the people.

The 1949 food store sales totaled about \$32 billion. Per capita consumption of food last year was 1600 pounds, a gain of 125 pounds over the 1939 figure.

Offering a great variety of food and

Management Is Doing Skillful Job In Telling Story of Business, says Paul S. Willis, President, Grocery Manufacturers of America, Inc.

grocery products through modern markets is stimulating public interest in eating good, nutritious foods, because they know that this contributes to good health and strong bodies, and that it takes strong people to make a strong nation.

It is naturally pleasing to us to note the fine standing which advertised brands now enjoy with the American people. These advertised brands now account for about 45 per cent of all food sales, as compared with 37 per cent a few years back. This is fully understandable. The consumer has learned to appreciate the value and dependability of the well-known brands; she found out that there was a difference a while back when she was forced to take poorer-quality substitutes because her preferred brands were unavailable.

The continuing trend toward self-service selling is eliminating the clerk influence, which was previously an im-



Mr. Willis

portant factor in promoting the sale of private brands.

Spaghetti—Masculine Cooks' Favorite

When a man starts voluntarily to wield a skillet or kettle, reasons the chef of the *Times-Star* of Cincinnati, Ohio, you may be sure that a savory dinner will result. Most men have a natural flair for cooking and like to try their hands at it occasionally. "If more wives would give them free play in the kitchen, there'd be fewer divorces," reasons the chef, who says further:

"There's a trick or two to have up one's feminine sleeve, though. Be sure the ingredients for some of his favorite concoctions are prominently displayed on the emergency shelf. Have some good white and red wine, nice and dry, right at hand. Most men like to dabble in wine cookery. Herbs and unusual seasonings, too—they are always essential to the amateur chef. And, of course, the humbler but just as important items, such as cooking fat or oil, onions, flour and so on must be easy to get at so as not to bring the master too abruptly to earth while he is brewing his magic.

"Perhaps the man of the house likes, above all things, a mess of spaghetti with a meat sauce flavored with wine and spices.

"First, he minces up a couple of onions and a clove of garlic and sautes them in one-quarter cup of cooking oil

until they are nice and golden brown. Then he adds a pound of hamburger to the pan and cooks that, stirring it often, until it, too, is browned. Now he turns two cups of canned tomatoes into the mixture and adds a can of tomato paste. Then one-quarter cup of dry red wine. All this simmers quietly along under cover until the mixture becomes quite thick, when a second one-quarter cup of red wine is added, and the cooking continues until the result is of sauce consistency. The simmering, all told, should last about one hour and should be kept slow. About ten minutes before the end of the cooking period the contents of one small can of mushrooms is tossed in.

"In the meantime spaghetti has been started boiling. Salad greens have been washed and set to crisp with a sprinkling of vinegar on the leaves. A tart French dressing has been mixed and a bowl of fresh fruit arranged and put to chill.

"The spaghetti is drained, twirled in a dish, covered lavishly with sauce and served with some grated Parmesan cheese. Crusty French bread and cool salad, plus glasses of the same red wine that went into the cooking of the dish, make a delicious meal, topped off with fresh fruit and strong, black coffee."

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of
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CELLOPHANE BAGS**

**PROTECT... DISPLAY AND
SELL YOUR PRODUCTS!**





Extreme Visibility

of cellophane provides your product with visual selling identity. It is the right combination of display, visibility and protection that make MUNSON cellophane bags the outstanding packaging medium for food product handling and selling.

MUNSON offers complete packaging design facilities to provide your products with individualized charm, style, dignity and the EXTRA eye-

appealing characteristics of primary importance in point-of-sale merchandising. The sanitary freshness of MUNSON cellophane bags will increase consumer sales acceptance.

Your questions concerning types of bags, sizes, designs, and production and delivery will receive a cordial reception at The Munson Bag Company. A highly-skilled group of experienced men is prepared to discuss your packaging problems and to make recommendations.

Write today for samples or, for immediate service, call Lakewood 1-6570.



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SALES OFFICES LOCATED IN BOSTON, CHICAGO, DETROIT, KANSAS CITY AND SEATTLE

Macaroni Products

What Are They?

How Are They Made?

How Are They Best Prepared?

The National Macaroni Institute has prepared the following background material for use by macaroni-noodle manufacturers, food page editors, home economists and other food authorities to provide brief authentic answers to questions by consumers. . . Editor.

History of Macaroni—The art of making macaroni is so old that its exact origin is lost in the pages of history. The Chinese recorded the eating of macaroni products in various forms as early as 5000 B.C.

Among the most popular legends is the one about the Chinese maiden who was lured from her breadmaking by her lover, a member of the famous Marco Polo expedition to the Orient. While the maiden neglected her bread dough, the wind blew leaves from an overhanging tree into the batter. In an attempt to help her save the dough from waste, the sailor forced the dough through a wicker basket which served as a sieve. The thin strands of dough dried in the sunshine and when the sailor departed, the maiden presented him with the dough in this new shape. He cooked the strands of dried dough on his ship and found the dish so delicious that he made it many times thereafter. The food came to be favored by all the members of the crew and finally by the great explorer himself, Marco Polo.

A thirteenth century king is credited with naming the food, Macaroni. When he was served the delicious dish, he declared "Ma Caroni," which means, "How very dear."

What is Macaroni?—The generic term, "macaroni," or "macaroni products," includes macaroni, spaghetti and egg noodles in an astonishing number of shapes and sizes. The most frequently used shapes of macaroni products are: *macaroni*, the tubular shape in short elbows and long lengths; *spaghetti*, the solid rod form available in varying degrees of thickness; and *egg noodles*, the ribbon-like pieces in varying widths. Among the other shapes are corrugated elbows, coiled or bunched rods, alphabets, shells, bows, stars, and seeds.

Ingredients Used—Best quality macaroni and spaghetti are made from a mixture of semolina and water. Semolina, the purified middlings of durum wheat, is a granular substance which is amber in color and about as fine as

sugar. Durum is the hardest wheat known to man. In this country, it is grown principally in a small triangular section of twelve North Dakota counties.

Egg noodles may be made from the same mixture of semolina and water used for macaroni and spaghetti, but, in addition, contain 5.5 per cent egg solids as required by law. Egg solids may be added in fresh, powdered, or frozen form. Only the yolks are used, since the whites tend to make noodles tough.

How Macaroni is made—Under carefully controlled conditions in today's macaroni manufacturing plants, semolina is mixed with water and kneaded to give a smooth and elastic dough that will pass through dies, which are metal discs full of holes.

As the dough is forced through the dies, it is extruded in the solid rods known as spaghetti. When a steel pin is placed in the center of each hole in the die, the dough comes out in the hollow rods known as macaroni. For elbow length macaroni, a pin with a notch on one side is used. The notch allows the dough to pass through more quickly on one side, causing it to curve slightly. A revolving knife attached to the die, cuts the dough at frequent intervals into short lengths.

Long strands of macaroni and spaghetti are collected on racks and taken to drying ovens. Short lengths, such as elbow macaroni and shells, are collected on trays or drawers and placed in drying cabinets.

Macaroni products are not baked but are dried slowly in the presence of constantly circulating, filtered air. Drying is the "ticklish" operation of macaroni production, for if it is dried too fast, the food will check and break easily; if not dried fast enough it is likely to spoil.

Egg noodles are mixed and dried in a similar way, but they are shaped differently. Instead of forcing the dough through die, it is pressed through rollers in thin sheets and cut into various widths.

How to Cook Macaroni—Some people like macaroni quite tender; others prefer it fairly firm or "al dente," hard enough to be chewed. For the degree of tenderness desired, the cooking time varies from 5 to 20 minutes, according to the shape and brand of macaroni used. As a general rule, cooking directions on the package

should be followed. The most important thing to remember is to avoid overcooking, for overcooked macaroni is too soft and shapeless.

To cook eight ounces of macaroni, add a tablespoonful of salt to three quarts of rapidly boiling water. Gradually add the macaroni so that water continues to boil. Cook uncovered, stirring occasionally to prevent sticking, until macaroni is tender.

When macaroni is tender, drain it immediately in a colander or large sieve. If the macaroni is to be served hot, dot it with butter or margarine. If the macaroni is to be used for salads, cool it by rinsing with cold water.

Macaroni products are best when cooked just before serving. Left-over macaroni or that cooked intentionally beforehand may be kept for future use in a covered dish in the refrigerator, then "freshened" when ready to use by rinsing with hot or cold water.

Amount to Cook—Macaroni and spaghetti approximately double in volume when cooked. Egg noodles do not increase in volume. That is, one cup uncooked macaroni or spaghetti will give two cups after it is cooked. One cup egg noodles will remain one cup.

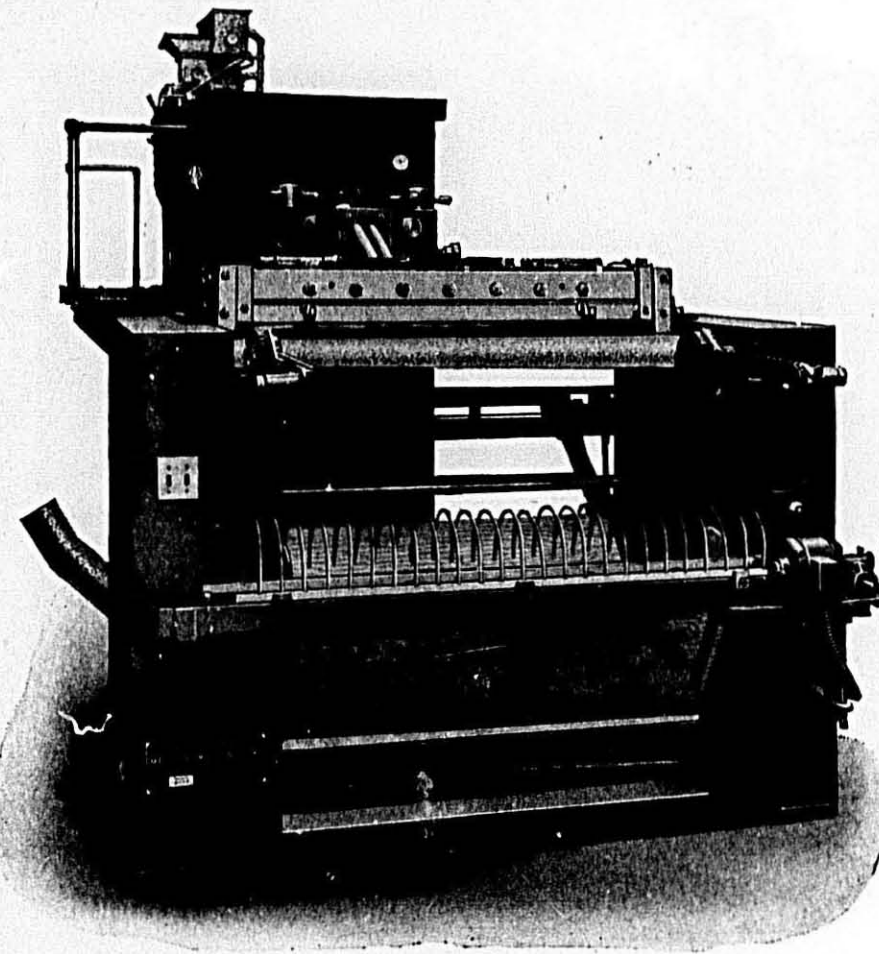
Package sizes of macaroni products vary throughout the country, the most popular being 8- and 16-ounce sizes. For this reason the National Macaroni Institute recommends the use of 4-, 8- and 16-ounce amounts in recipes. Since many homemakers do not have scales, it's a simple matter to estimate the amount needed for the recipe by taking a portion of the package.

Is Macaroni Fattening?—The total intake of food determines whether a person gains or loses weight. An ounce of uncooked macaroni, which is enough for a serving, contains 100 calories—no more than a small apple. Other foods combined with macaroni increase the calorie count. Only a moderate number of calories are added when lean meat, eggs, seafood, fowl, or vegetables are used. If fats and other high-calorie foods are used generously, the calorie count naturally rises quite quickly.

To be effective, reducing diets must supply nutrients necessary to maintain health and a satisfying quality which will lessen the desire for between-meal nibbling. Calorie-counters will find

(Continued on Page 88)

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 Proven Automatic Spreader

Spreads automatically and continuously all type of long macaroni—round solid, flat, fancy flat and tubular—at the production rate of 950 pounds per hour.

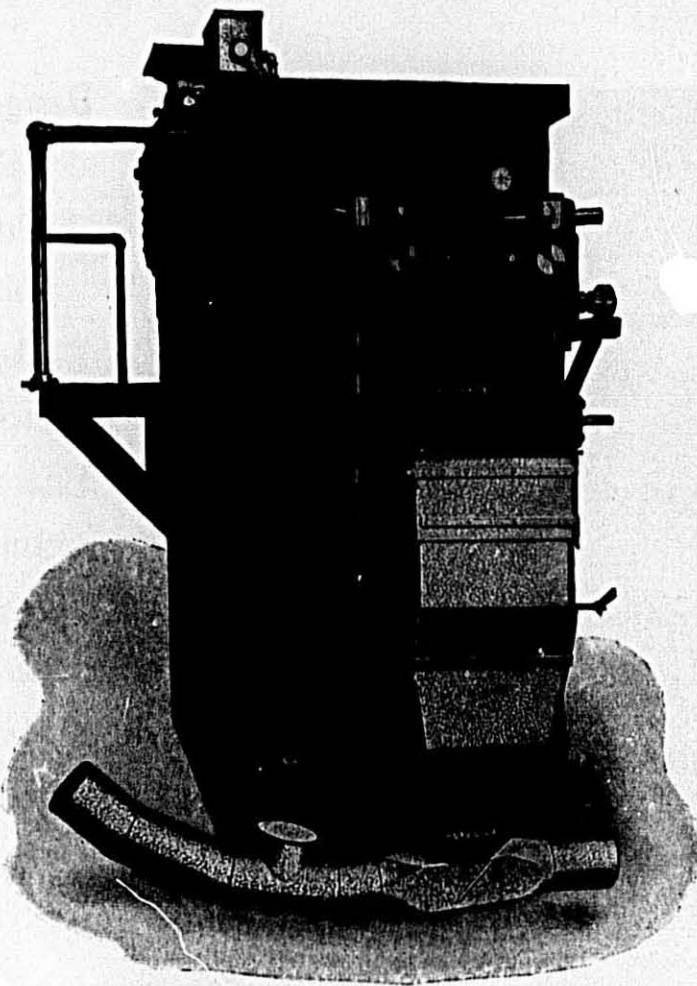
Superior quality product in cooking—in texture—and in appearance.

This machine is a proven reality—time tested—not an experiment.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

The machine shown above is our Time Tested 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.

it's
Durable

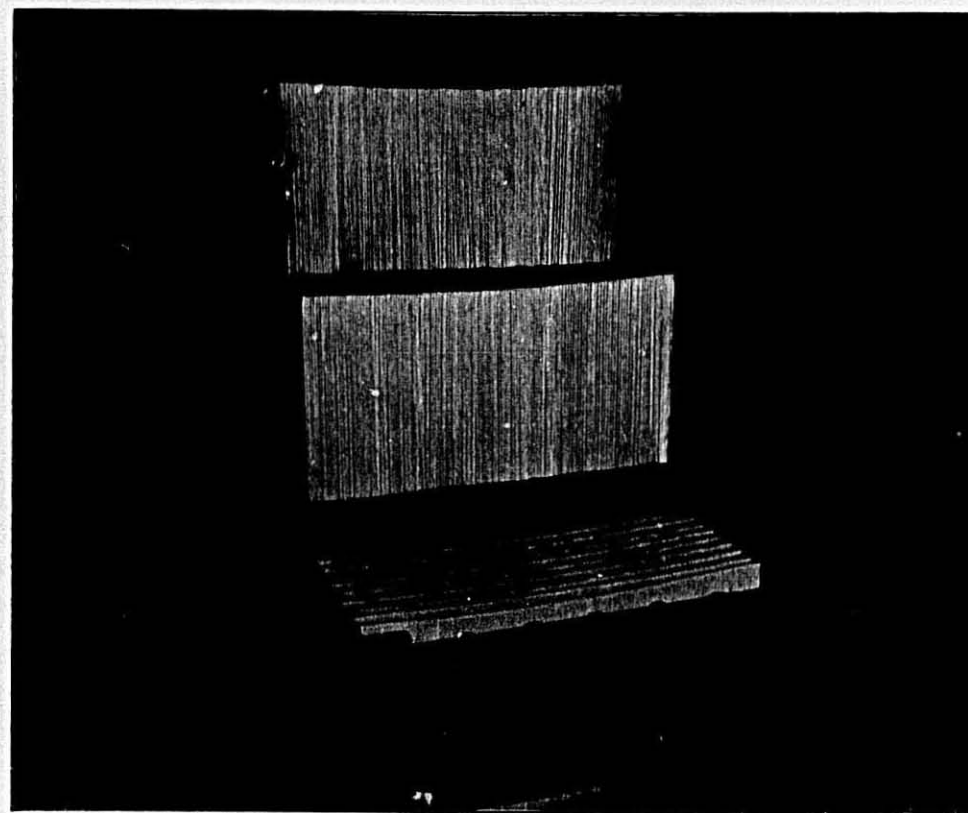
it's
Economical

it's
Best for Quality

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Consolidated Macaroni Machine Corp.



AUTOMATIC PRELIMINARY DRYER FOR LONG GOODS

Model PLC

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

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

This operation is entirely automatic.

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

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

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Write for Particulars and Prices

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has

40 YEARS

of

"KNOW . . . HOW"

CONSOLIDATED'S POLICY

THIS ORGANIZATION experiments continuously to create machines for the macaroni industry to produce a superior product with less labor in order to merit the generous patronage which the macaroni industry of this country has bestowed on us through these many years.

By this pioneer work in continuous experimentation we hope to be leaders—and not be followers—in producing the better machine of tomorrow.

CONSOLIDATED'S FIRSTS

The stationary die hydraulic press

The stationary die hydraulic combination press

The Continuous automatic conveyor short cut and noodle dryer

The patented continuous automatic long paste spreader

The patented continuous automatic combination spreader and short cut press

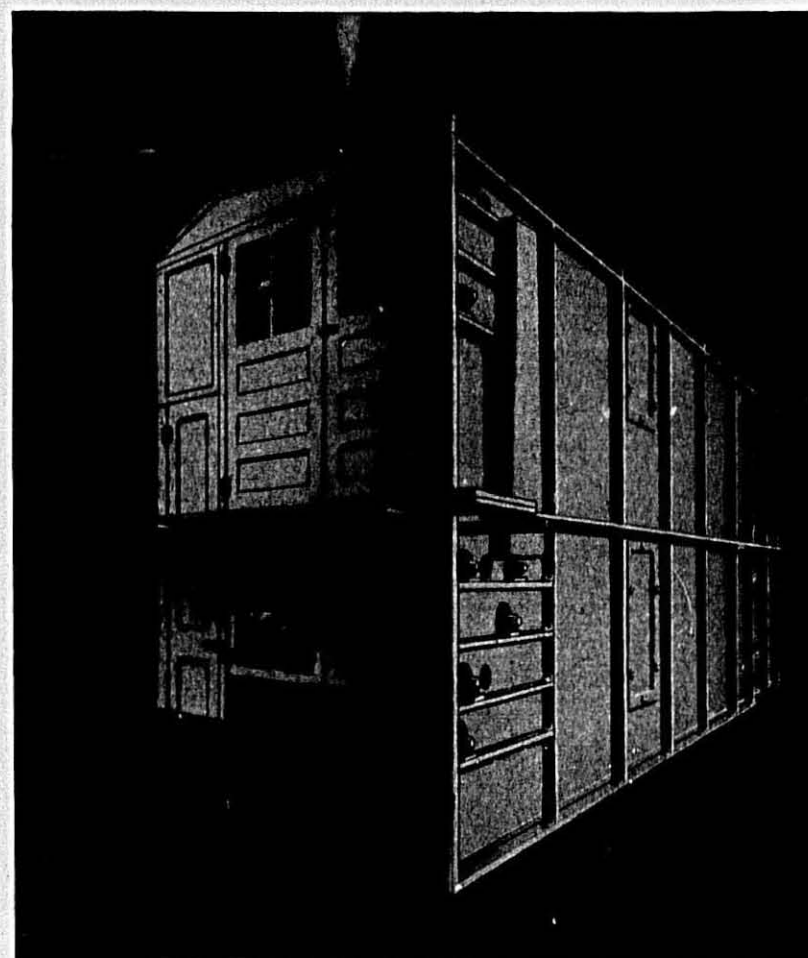
The continuous automatic long paste preliminary dryer

The patented quick change noodle cutter

Founded in 1909

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CONTINUOUS AUTOMATIC NOODLE DRYER
Model CAND

A
365-Day
Positive
Dryer

TIME
PROVEN

Hygienic
Efficient

THE DRYERS THAT ARE:

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

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Macaroni Workers' Union, Management

Join In Greece on Child Aid Program

With macaroni workers in the forefront, Greek trade unionists are joining with management and the consumers of Greece to take care of the many hundreds of thousands of workers' children who are undernourished because of war, occupation and rebellion, reports *The Bakers and Confectioners' Journal* of December, 1949.

Welfare Camps

The Union of Mill Workers and Macaroni Technicians and several other organized groups have set up welfare camps throughout Greece, with simple entertainment and outdoor living for youngsters who are first examined by physicians to determine whether or not they need the services of a health resort. The welfare camps were established first by the unions who included in their contracts the third-party tax, a special tax on their products and the products they handled. This money went into their pension fund and part of the fund was applied to the welfare camps.

The Macaroni Technicians' Union has a camp outside of Athens, in a wooded hill country where more than

900 undernourished children are cared for each summer. After the children are examined by doctors they are assigned to a vacation period of 22 days and given transportation to the camp. Not all the Macaroni Technicians' children can be cared for, so only those in the greatest need are selected. The union has 3,500 members, and most members have families of several children.

Hospital Maintained

Cost of operating the Macaroni Technicians' camp is estimated at \$30,000 a year. In addition to caring for the youngsters, a hospital is located at the edge of the camp for members of the union who are ill. Most common complaint is flour dust in the lungs.

Approximately 150 children are cared for in each vacation period of 22 days. A group of 150 girls are followed by a group of 150 boys. Five meals a day are provided for them, starting at 7:45 in the morning and ending at 7:45 at night. Milk is one of the specialties in rebuilding the youngsters. They live in tents, ten to each tent, with army cots for beds. The children decorate their

tents with religious pictures and pictures of Hollywood motion picture stars.

Supervised Play

Most of the day is spent in supervised games and hikes. Community singing after each meal is the regular feature of every camp. Greek children are forever singing. A small open-air altar is provided in the center of the camp, where the children pause for prayer. Their meals are cooked in a cook house several hundred yards from the camp and served on picnic tables under a wooden canopy.

The larger children, both boys and girls, supervise the conduct of the youngsters while sports and singing directors program their activity, and give them instructions.

The siesta is compulsory in mid-day with the children retiring to their cots for a two-hour nap after the 1 p.m. meal.

When one group of youngsters moves out of the camp another group moves in.

Greek's union labor officials are proud of these welfare camps.

Film Strips Brings United Nations to Classrooms



Film strips are now being used by teachers and speakers as one of the most practical ways of telling the story of the United Nations to their audiences. The U.N. Department of Public Information has released 15 different subjects explaining the aims, structure and work of the World

Organization. More than 90,000 copies of these are now in use in 62 countries in the five official languages of the U.N.—Chinese, English, French, Russian and Spanish. Here a class of ten-year-old children listen and look as a teacher shows one of the U.N. film strips mentioned above.



UNLOAD YOUR FLOUR FROM BAGS OR BULK CARS WITH **AIRVEYOR**

It doesn't matter whether you receive your flour in bags or bulk, the Airveyor can be adapted to handling it in either manner . . . efficiently, rapidly and without loss of material.

The Airveyor will unload and convey, in one operation, from cars to storage, or direct to press bins, whichever is desired. The system can be so arranged as to blend while reclaiming from storage. It can be designed to convey to any number of delivery points, in a dustless and sanitary manner.

No mechanical conveyors need be used . . . no bothersome cleaning . . . the system is self-scouring.

During the past couple of years the Airveyor

has been installed, for the handling of flour and food products, in 13 plants, with a total of 28 systems. Of these installations, seven systems are installed in four macaroni plants.

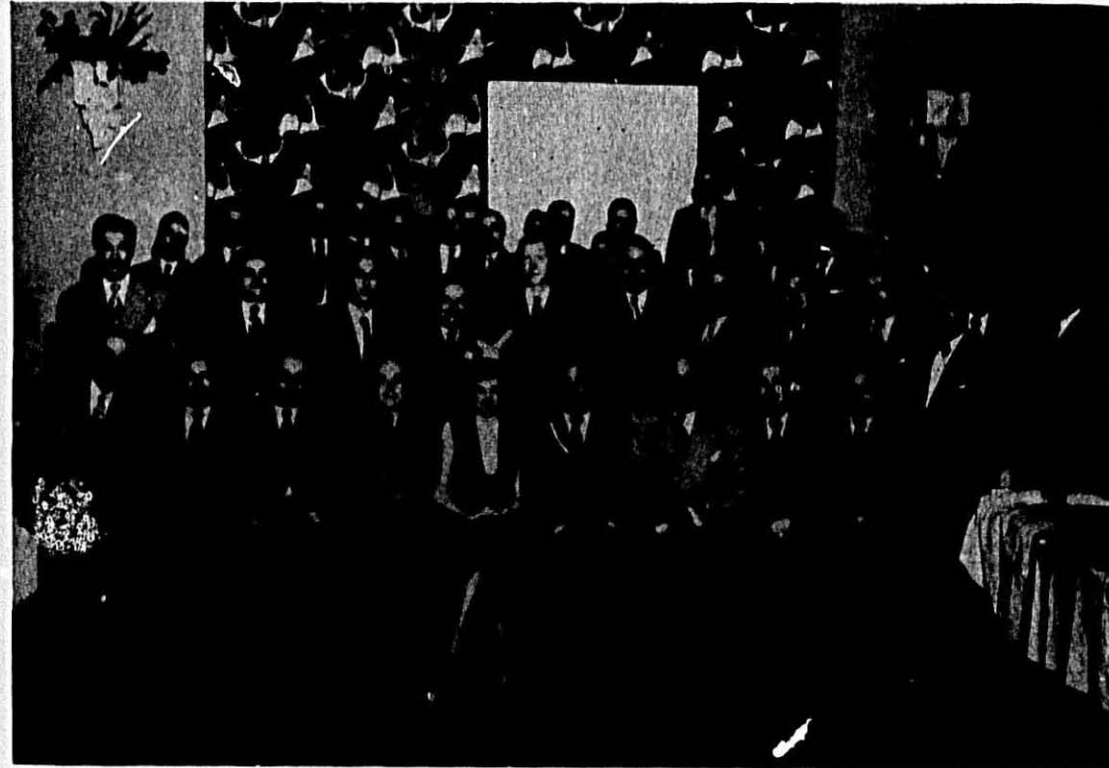
If costs for conveying flour and other similar products have been eating into your profits . . . if maintenance and labor costs have been climbing . . . you'll find it profitable and practical to call in Fuller. Chances are we can show you how minimum expenditure, on your part, can bring you a conveying system that means maximum operating efficiency, and a consequent improvement in profits.

Write for our latest Bulletin A-15, illustrating and describing the Airveyor.

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COMPRESSORS AND VACUUM PUMPS
FEEDERS AND ASSOCIATED EQUIPMENT



West Coast Leaders

The group at the Los Angeles meeting, February 28, included: front row left to right: W. H. Spaulding, Spaulding Mac. Co.; A. W. Lake, Globe A-1; Ben Greer, Globe A-1; Harry Saidner, Carmen-Weber; Miss Wendy Waldron; Bob William, Miller's Macaroni Co.; Fred Spadafora, Superior Macaroni Co.; Frank Cafferata, Roma Macaroni Factory; Ted Bryant, Globe A-1.

Second row: Lester Pezzner, Budg-

et Pack; Lindo D'Amico, Spaulding Macaroni Co.; Bill Nelson, Spaulding Macaroni Co.; Anthony Bizzari, Anthony Macaroni Co.; G. W. Hosfield, Globe A-1; John Jones, Globe A-1; Jim De George, Miller's Macaroni Co.; O. J. Truix, King Midas; Paskey De Domenico, Golden Grain Macaroni Co.; Joseph Brodine, Consultant; Ed De Rocco, San Diego Macaroni Co.; Del Jaeger, Grocery Store Products.

Back row: H. Van Sluyter, Rossotti

Litho. Corp.; Bill Steinke, King Midas; Phil Papin, Rossotti Litho. Corp.; Gordon Merchant, Merck & Co.; J. English, General Mills; C. E. Farr, General Mills; Camillo De Rocco, Florence Macaroni Co.; (obscured) H. R. Peterson, Milprint; P. A. Gaylord, General Mills; Irving Grass, I. J. Grass Noodle Co.; Bob Green, N.M.M.A.; Sidney Grass, I. J. Grass Noodle Co.; V. Gabriele, Gabriele Macaroni Co.; Julian Robbins, Grocery Store Products; P. F. Vagnino, American Beauty Macaroni Co.; Tom De Domenico, Golden Grain; A. Bianchi, Consolidated Machinery Co.; Vincent De Domenico, Golden Grain.

First Automatic Plant in England

£100,000 Plant Installed to Make British Macaroni 7 Days a Week

The following item appeared in a recent issue of the *Manchester News*, Manchester, England, and gives an idea of the progress being made in macaroni manufacture in Great Britain.

Evening News Reporter

Imported at a cost of £100,000, Britain's latest cereal manufacturing plant is now in production at the Whitaker-street works of Alimentary Paste Ltd., Chadderton, Lancashire, making macaroni for the British housewife and saving Britain's dollars.

Employing a staff of 60, the factory, which works a four-shift seven-day week, is weekly converting 100 tons of hard wheat semolina into a wide variety of cereal products.

In the giant plant covering 6,000 square yards of floor space, the semolina is fashioned by dies into rice shape, pearl shape, and even letters of the alphabet.

Swiss and Italian

Throughout its journey, from being mixed with water, drawn into shapes, dried, and elevated to the packing floor above, the wheat is never once touched by hand.

Mr. R. Burr, a director, told me his firm brought the machinery to Great Britain from Italy and Switzerland in

June last year. It has been installed by Swiss and Italian engineers.

Much of the machinery—the latest of its types—is not to be found anywhere else in Europe. "We have increased our output by 25 per cent," Mr. Burr told me.

Director R. I. Burr of Alimentary Paste (Great Britain) Ltd. Oldham, operators of the modernized plant, is keenly interested in the booklets, *Americanized Macaroni Products* and *Macaroni Magic*, issued by the old Institute several years, and asked for copies for distribution, "as we feel that they would be of great help to popularize the consumption of Macaroni in Great Britain." A limited number of copies of each were mailed last month.

MONARK BRAND EGG YOLKS

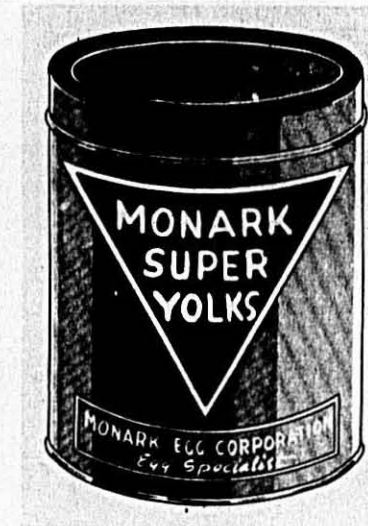
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Kansas City, Missouri

Why A Plant Sanitarian?

by T. L. Hugué, The Hugué Co., St. Louis

THE macaroni industry, realizing that good sanitation is a *must*, has looked about for outside help such as exterminators, pest control operators, fumigators, sanitation consultants and various laboratory facilities. Unfortunately, a great many macaroni, noodle and spaghetti plants, even with one or two such special experts, nevertheless suffered federal citations, censure and resultant damaging publicity. By now, most of the larger food processing organizations have come to the realization that any one, or even in some cases, all of the above help is not sufficient and more good can be derived from taking on a goodly portion of the sanitation duties themselves.

The Federal Food, Drug and Cosmetic Act looks at food sanitation largely as it concerns itself with filth, and such filth is most often evidenced in Federal citations through insect and rodent infestations in the product or in the plant itself. These pests constitute probably the largest responsibility of the "Food Plant Sanitarian," which is more or less a new term on the horizon and particularly in the macaroni field.

A careful analysis of the cause of regulatory agencies' criticisms against a macaroni processor's sanitation program reveals that most often it is because the plant management has been relying entirely on one, two or even three outside experts' help. For example, should a food plant have an exterminator, they must understand that in most cases, this pest control operator is only interested in controlling roaches and rodents which still leaves them vulnerable for other type insects and for other phases of sanitation which must be undertaken by the plant itself.

The same is true, for example, when the plant is fumigated twice a year. Many plants feel that such fumigating service is all that is necessary, but they forget that even after such a fumigation their plant can easily become re-infested to the same degree as before the fumigation unless adequate control measures are adopted immediately.

By the same token, sanitation consultants and laboratories rendering microanalysis reports on the plant's raw ingredients and finished products are only a portion of a food plant's over-all sanitation program. Again, it must be emphasized that much of the remaining portion is up to nobody but the plant itself. The food industry has gradually come to realize this and that is the reason why so many of the more progressive food operators now list in their employ a "Plant Sanitarian."

Insect and rodent control must depend on a combination of several different efforts. This is because, regardless of what program is adopted by the plant for pest control, that program must be built around a constant control setup as daily re-infestations are not only possible, they are most probable. For constant every-day control, a macaroni food plant sanitarian is not a luxury; he (or she) is an absolute necessity.

Management probably becomes somewhat appalled at the thought of an extra salary paid to a new job category but unless the plant is a particularly large one, this work definitely need not be a full time job. If the plant is a large operation, or if it is heavily infested, the newly appointed sanitarian

"catcher" and many other uncomplimentary terms. However, not only he, but all the rest of the employes in the plant must be made to realize that nowadays the plant sanitarian has one of the most important jobs on the premises. In fact, he can be the cause for the plant being allowed to remain in operation, as we all know it is not unusual for macaroni, spaghetti and noodle plants to be actually put out of business because of poor sanitation. The plant sanitarian can be upgraded to an enviable position in his fellow workers' eyes by a salary increase, by the issue of a nice white special uniform, by his receiving outside training in sanitation and by his new responsibility and authority delegation.

The choice of the plant sanitarian

Training Plant Personnel in Sanitation, as Discussed at the University of Illinois Conference of Food Technologists and Sanitarians, and Modified to More Directly Apply to the Macaroni Industry.

should devote full time, at least until the situation is brought under control, and then a program can be consigned to anywhere from sixteen down to four hours a week.

It is imperative that the sanitarian follow a rigid program outlined and not be delegated to other duties—for example, sacrificing Saturday insect and rodent control duties and made to unload a car. It is a good idea that all or, at least, a portion of the hours devoted by the sanitarian to insect and rodent control be accomplished at night, even in cases where there is a full time sanitarian or one working at this job several days a week. A certain percentage of those hours should be on the night shift when control measures are more easily effected.

We have seen several programs very effectively employed whereby one sanitarian will take care of several plants in his (or her) company's organization. This repeated mention of "his or her" refers to the large number of food processing plants who have found a woman sanitarian to be not only more than adequate, but in some cases, far superior to men.

The newly appointed sanitarian, especially when he has been in the company's employ for quite a long period, will be the brunt of many gibes and jokes from his fellow workers. He will be called a "bug croaker," "a rat

is understandably most important. He or she must be physically active enough to be able to inspect *all* portions of the building. Above all, the macaroni plant sanitarian must be conscientious, whereby he or she will strongly desire to improve the plant's conditions. Also of primary importance, he or she must be an employe who can be depended upon to follow instructions. The person meeting these requisites will make a good sanitarian even if it be a woman, a colored employe, or a slightly handicapped one.

The duties of the sanitarian are quite varied, particularly concerning insect and rodent control. Unless the plant is exceedingly large, the majority of the actual manual labor should be accomplished by him. The sanitarian should work under a definite schedule with a check list, so that no important omissions are made concerning periodic control. For example, he would know by referring to his chart that from 8 to 9 a.m. on Saturday, he will check the building exterior for rodent entries and need of rodent proofing. From 9 to 10 a.m., he would be concerned with re-setting the various rat and mouse traps, their rotation and placement plus strategic laying out of poison baits. Perhaps from 10 a.m. to noon he would spray residually the entire building, paying particular at-

(Continued on Page 91)

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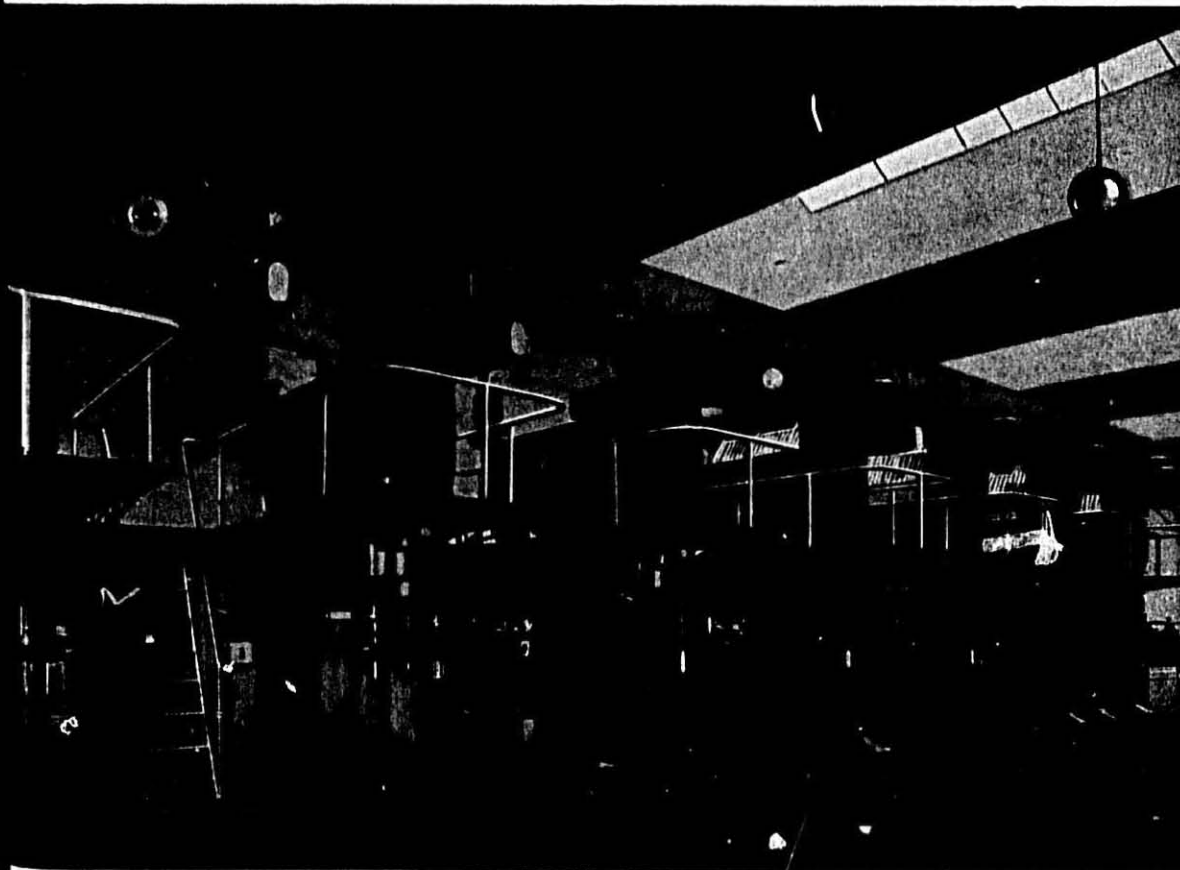
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Detail of a machine room for the daily output of 170,000 pounds.

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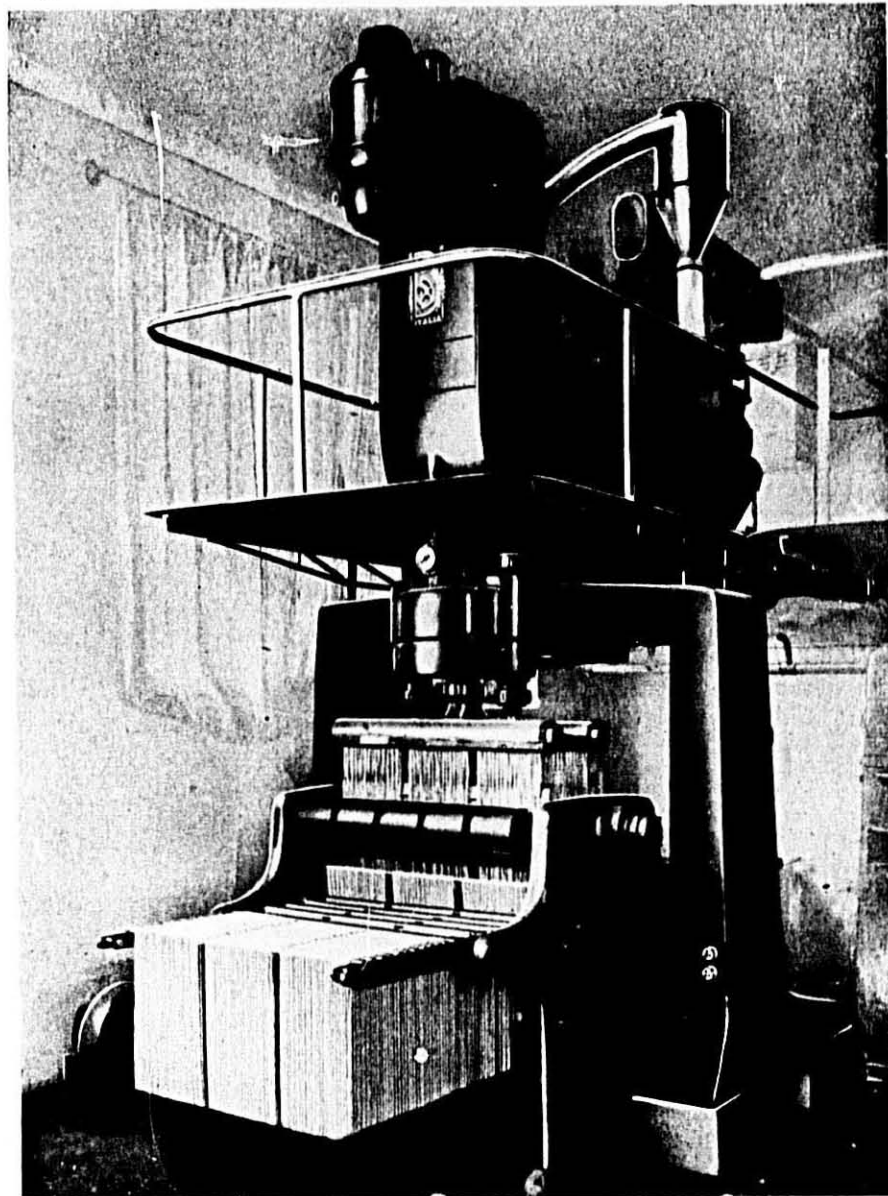
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Continuous automatic press mod. No. 6 with double automatic spreader—Hourly output 900/1000 lbs.—Braibanti patent.
The first continuous automatic press built in the world.
The most simplified and economical automatic spreader and the most reliable one for large production.

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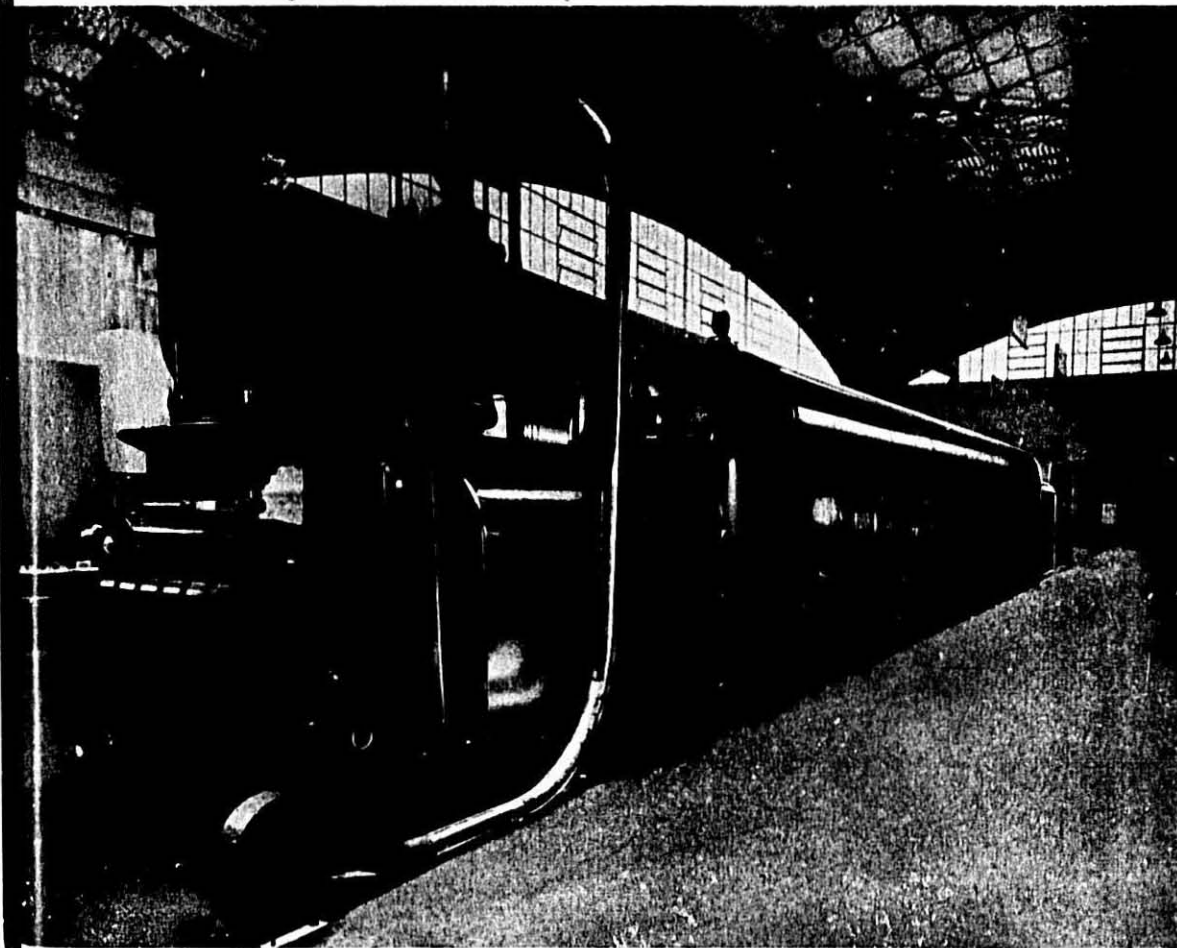
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Complete Equipment—Machinery and Dryers for
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Continuous automatic press Mod. No. 4 with single spreader attached to a tunnel for the pre-drying and final drying of long goods—Hourly output 450/500 lbs.—Braibanti-Fava patents.

Drying tunnel without trucks and chains, with a one-story pre-dryer and the final drying made on 3 or 4 stories and with automatic charge and discharge.

32X

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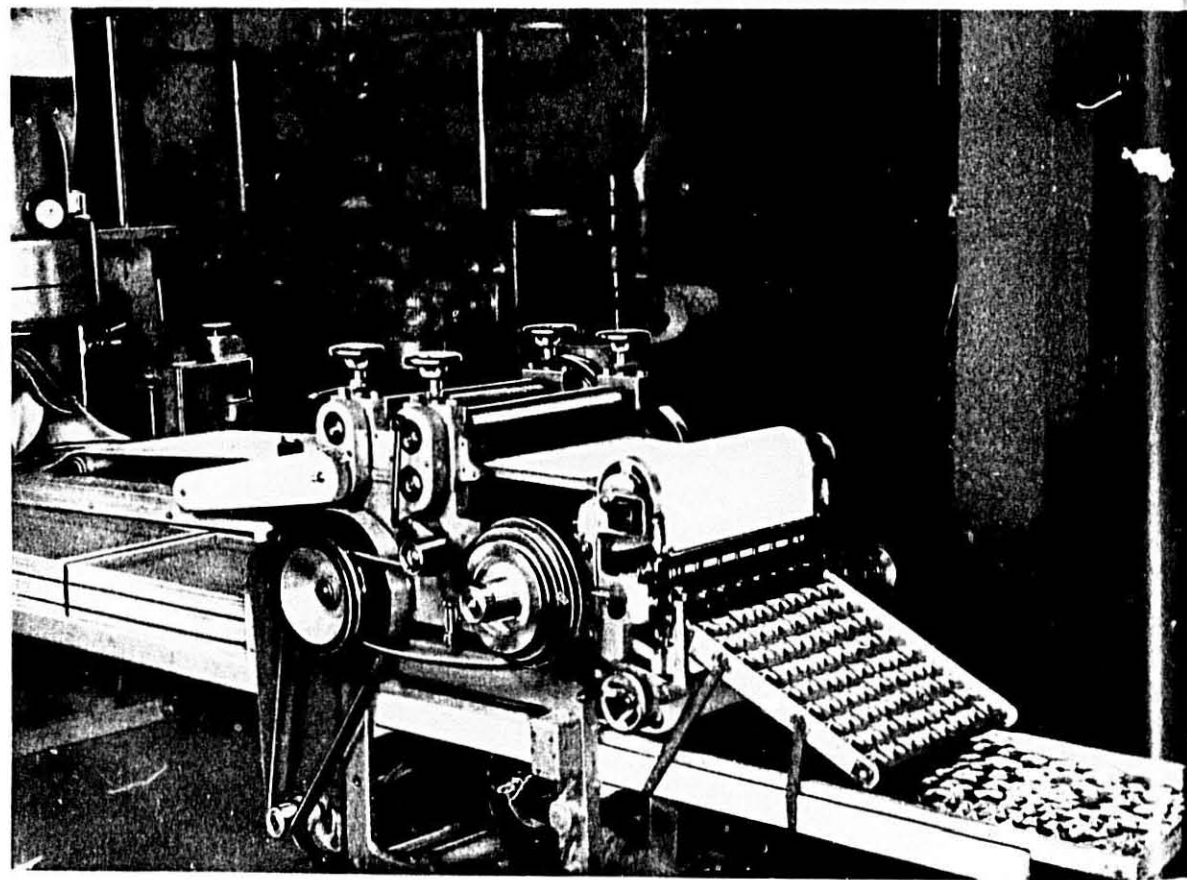
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Most Modern FORMER of Noodle Sheet and Bologna Styles



Automatic combination for the manufacture of rolled "Bologna" style pastes (Braibanti-Zamboni patents).

This setup is composed of a Braibanti continuous press mod. No. 4 attached to a Zamboni stamping machine of the "Veloce" type, noiseless, and for large production (up to 400 lbs. per hour).

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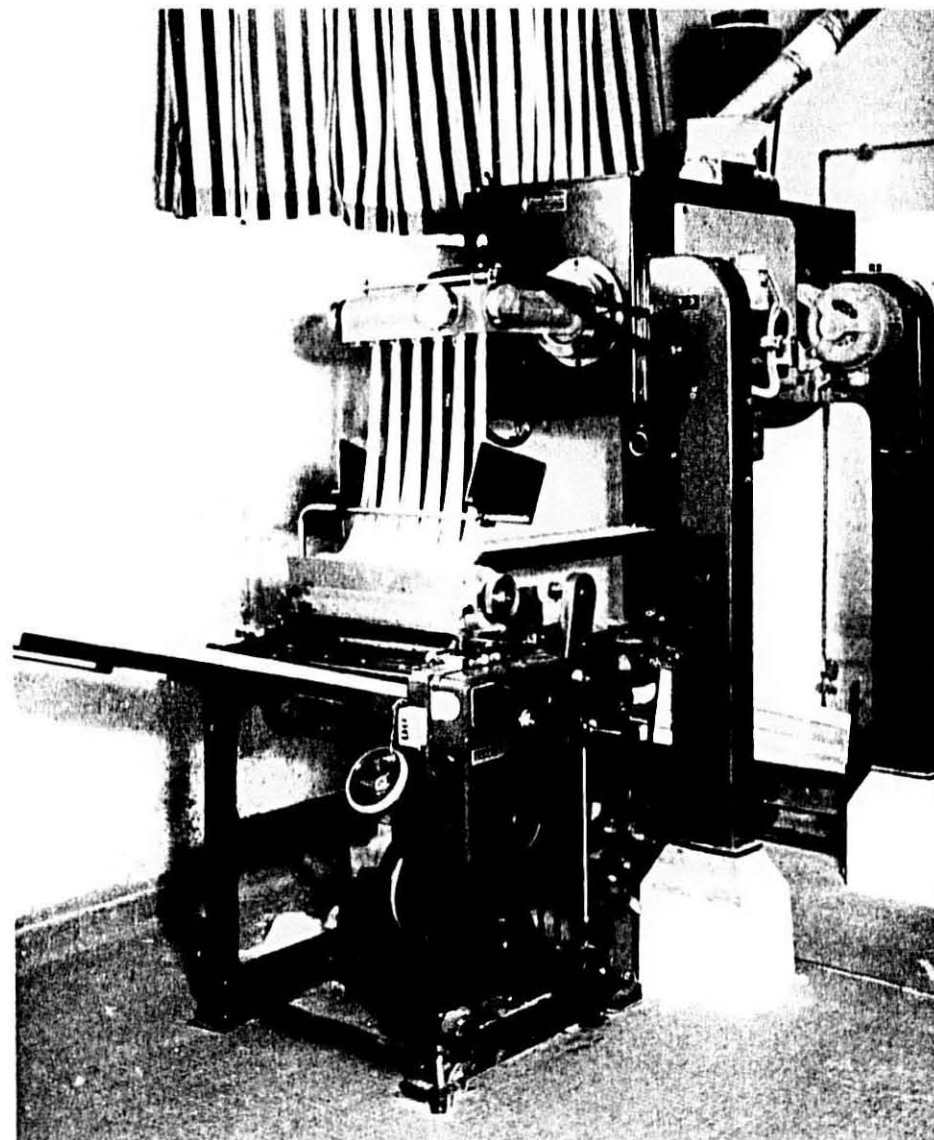
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Pasta Alimentare (Macaroni Products)



Automatic Combination for the Manufacture of FIDELINI a Matassa (Braibanti-Zamboni Patents)

This setup is composed of a Braibanti Continuous Press, Model "MICRO" attached to a Zamboni Special Machine. (Production up to 150 lbs. per hour.)

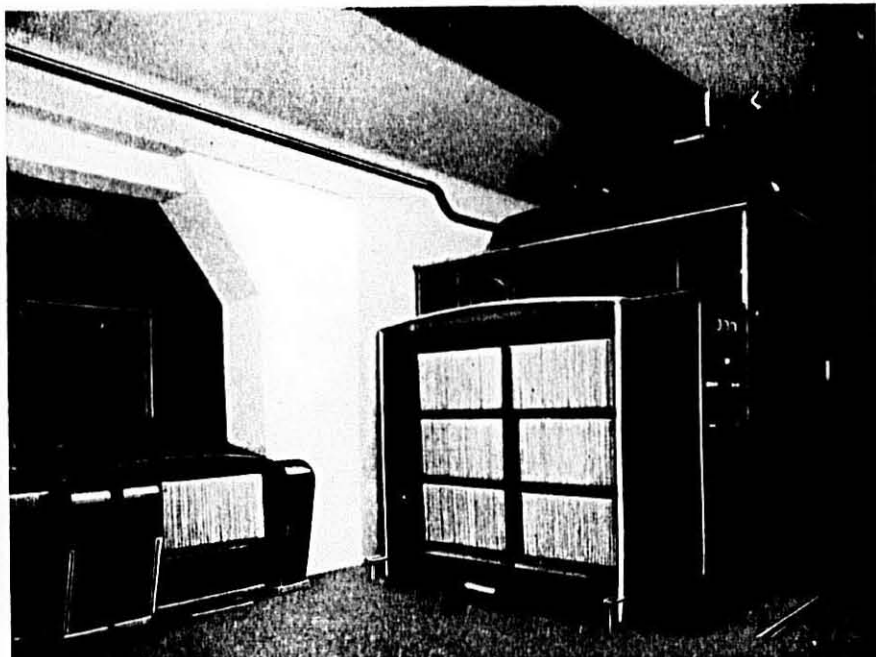
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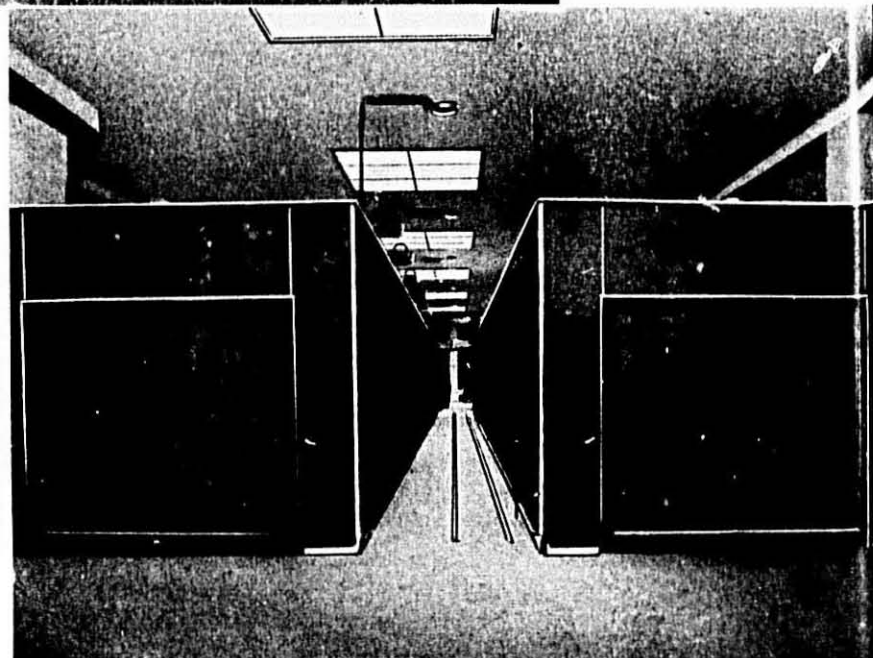
Complete Equipment - Machinery and Dryers for
Pasta Alimentare (Macaroni Products)



Pre-drying tunnel for long goods (exit) and final drying tunnel with trucks (entrance) — Garbuio-Fava patents.

AUTOMATIC TUNNELS WITH TRUCKS FOR THE FINAL DRYING OF LONG GOODS (EXIT).—

Tunnel composed of elements with gradual air conditioning and automatic control apparatuses.



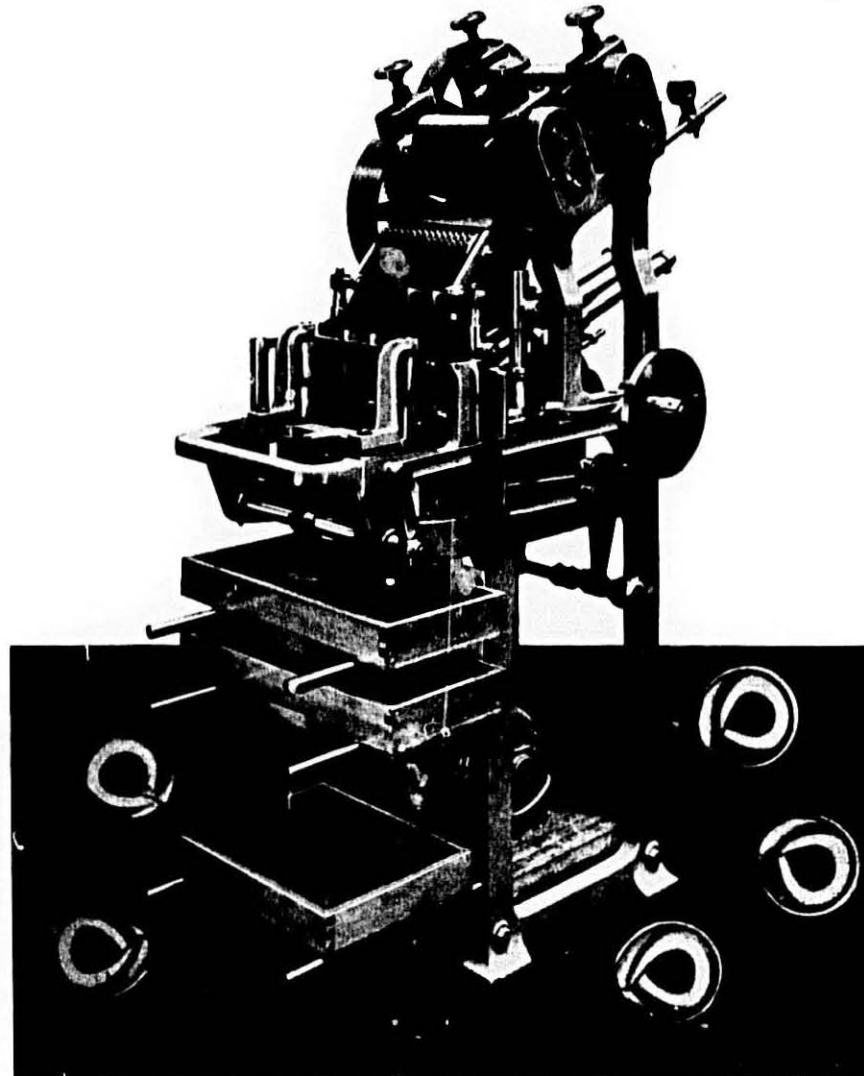
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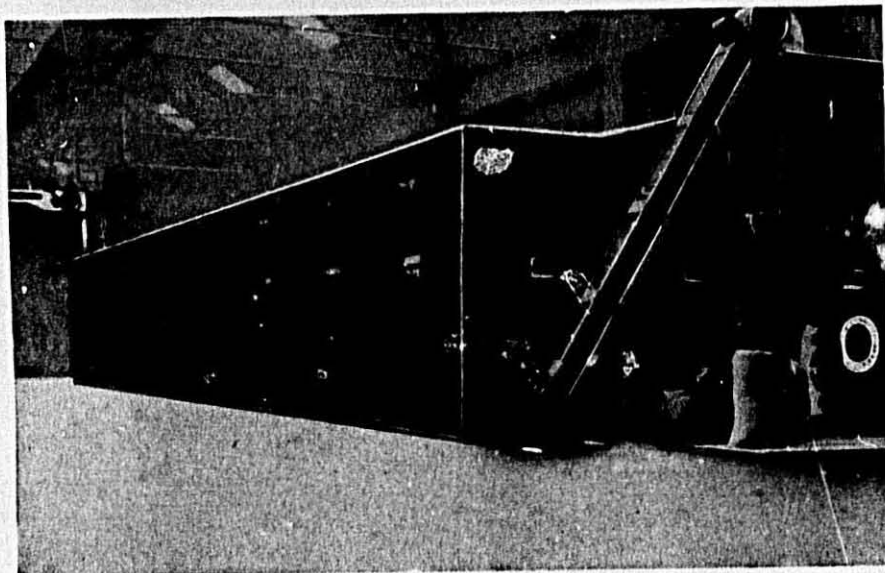
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Complete Equipment—Machinery and Dryers for *Pasta Alimentare (Macaroni Products)*

Batteries of rotating drums for the continuous and automatic drying of short goods designed for large productions (Fava patent).



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A Michelangelo of Spaghetti

Honest Italian cooking in an unpretentious setting— inexpensive, too— is the lure of the Antica Roma Restaurant in New York

Visitors to the metropolis of the western hemisphere, particularly Americans who seek good Italian dishes at honest prices, should not miss eating at least one meal of good spaghetti or macaroni at a little out of the way restaurant, called Antica Roma, located at 94 Baxter Street, three blocks east of Broadway and one-half block off Canal Street.

Feature writer Clementine Paddelford of the *New York Tribune* writes glowingly of the little downtown restaurant that caters to a regular group of lovers of Italian cooking and what goes with it. The story, in part, is:

It's to heaven and gone, the Antica Roma, a dim little Italian restaurant where three jolly owners are "the works" and the cooking home style. Eating, too, is home style, nothing fancy, mostly men at the tables, professional and business people, judges and lawyers and what have you in the Criminal Courts Building. The restaurant just one block from there. But to tell you specifically, 94 Baxter Street, three blocks east of Broadway, one-half block off Canal.

Honest cooking—The restaurant seats maybe sixty patrons—a convivial place, gregarious, a clatter of plates, big talk over the uptilted glasses. Nothing fancy, except the innumerable sauces which are used for special Italian dishes.

So much of the Italian cooking one meets in this city, although based on tradition, is not the genuine thing, but a bastard cosmopolitan growth, generally vapid and uninteresting. Not so at the Antica. The owners are the sons of Italian restaurant keepers and glory in cooking, rather than a showy front door and the right uptown address. The partners are two brothers, Victor and Dino Miranda, who serve as managers, as waiters, as "mine hosts," and their friend, Carlo La Bruna, who is chef, with a second chef for the mornings. These three have had the place thirteen years now; before that Father Steffano Miranda had a small eating spot in the same block.

Everything best—We tried to pin the bosses down to naming a few of their best dishes. Eyes flashed indignation, "They're all best." In chorus they started in naming the superlatives and working up to a "fortissimo climax." Out of the confusion we gathered

that lamb with garlic sauce is a pride and joy. So that's what we ordered. It's leg of lamb cut into pieces well flattened as for scaloppini, then placed in a skillet with olive oil and garlic, with oregano, parsley, pepper and salt—a sauce of real character.

"Now our scaloppini of veal," Dino was saying when Carlo put in, "Shrimp Marinara is more unusual. You saute the shrimp in olive oil, then add the sauce, the same one used for the lamb." Victor waited to get his word in edgewise, plunked down a piece of cheese-cake and ordered, "Taste that, pot cheese, yolk of egg, milk, citron." He chanted the ingredients as a litany. "About the sauce," Carlo hadn't stopped talking. And Dino was saying, "When we use butter it's sweet butter,

never salt butter." Here we admit getting mixed up, or lay the blame on the wine. This much we know, everything is made in the back kitchen; that goes, too, for the pasta. A good Italian chef can do more with flour, eggs and water than a sailor with a rope. And this Carlo is a sort of Michelangelo of the bakery, turning out his ravioli, his noodles and macaronis in a variety of forms.

Finale—The coffee came made espresso, served in a little glass with a twist of lemon peel—we love Italian coffee black enough to shine your shoes. But sometimes we suspect Italian coffee is magnificent by its very atrociousness. If you favor out-of-the-way places and have a liking for the simple way of life the Antica Roma should appeal. It's quite inexpensive, with a la carte service, the entrees from 70 cents to \$1.25. Special Italian dishes, such as tripe a la Stefona, Perciatelli Sicil, Vermicelli clams, things like that, 50 to 75 cents. Open daily, including Sunday, for both lunch and dinner.

Macaroni Products in "Parade"

During the Lenten Season that ended Sunday, April 9, 1950, hundreds of items have appeared throughout the magazines and newspapers of the country stressing macaroni, spaghetti and egg noodles as ideal foods. Many dealt with the origin of the food, others with the development of the industry in our country, some with the nutritive and other values of this wheat food—all to please and satisfy the consumers' increased interest in them.

Housewives freely submitted their favorite recipes for preparing tasty and satisfying dishes featuring "the energy trio," as macaroni, spaghetti and egg noodles are popularly termed, and thousands of recipes were published during the six week season of Lent.

The National Macaroni Institute has lent a guiding hand in this public interest in macaroni products, climaxing in a full-page showing of popular casserole dishes of this food in the Sunday, April 9, 1950, issue of the popular magazine, *Parade*, as reproduced by permission on page 66 of this issue.

This is but a sample of the results obtained by the public relations program of the macaroni industry. Story and recipe were furnished *Parade's* food editor by the Sills organization, public relations promoter of the National Macaroni Institute.

Parade is a Sunday magazine supplement which is distributed with 30

of the nation's leading newspapers. Its total circulation exceeds 4,800,000 each week.

The result of the many promotions referred to, sponsored and spontaneous, is that almost every American man and woman in the country is keenly aware of the true value of macaroni products that will hereafter appear more frequently on millions of menus.

Mission Sponsors Contest

A \$2500 consumer-prize contest has been launched by Mission Macaroni Co., Seattle, Wash., timed to coincide with an increase in the use of egg yolks in Mission egg noodles.

Consumers are offered nearly 200 prizes for finishing the sentence, "I like Mission extra-rich egg noodles because. . ." The two-month contest is being promoted in 32 dailies of Washington, Oregon, Idaho, and Montana, and is billed in trade paper advertising as "the most powerful ad campaign ever run on any macaroni product."

One unusual feature of the campaign is the stress on the fact it is regional, rather than national, and therefore the contestant has a better chance of winning.

"You have 40 times more chances to win than if this were a national contest," advertising tells the housewife.

(For the story on this feature in "Parade," see page 65.)

Found: a NEW casserole!



Tender noodles, deviled eggs and asparagus with a savory curry sauce, baked together in a casserole, make a delicious, inexpensive supper main dish.

... A homey, hearty supper main dish—with just a touch of sophistication



DRAIN cooked noodles, add salt and pepper, stir in cheese.



PUT noodles and asparagus in casserole. Top with deviled eggs.



POUR curried soup in casserole. Sprinkle top with grated cheese.

TAKE ADVANTAGE of springtime bounty! Combine two plentiful foods, eggs and asparagus, with noodles to make a fine casserole. As an appetizer, begin with hot tomato juice. Serve tossed green salad with the casserole. And, for dessert, apple pie, sharp cheese, coffee.

Deviled Egg and Noodle Casserole

1 8-ounce pkg. egg noodles	4 hard-cooked eggs, deviled
Salt and pepper	1 tablespoon curry powder
1 cup grated American cheese	1 can condensed cream of celery soup
Cooked asparagus	1/2 cup milk

Cook noodles in boiling salted water until tender; drain. Season with salt and pepper to taste. Stir 1/2 cup grated cheese into noodles. Place noodle mixture in buttered casserole, spreading noodles to cover bottom and sides. Arrange asparagus in center. Place eggs on top. Combine curry powder with a little of the soup, add remaining soup and milk; pour over ingredients in casserole. Sprinkle center with remaining 1/2 cup grated cheese. Bake in moderate oven, 350° F., 25-30 minutes. Yield: 4 servings.

16 PARADE

AS APPEARING IN

parade

EASTER SUNDAY, APRIL 9, 1950

THE SUNDAY PICTURE MAGAZINE

The *Taste* difference
makes the *Sales* difference

- The fast growing dehydrated soup business has looked to Stange for seasonings that add sales-stimulating taste appeal and uniformity of flavor. In 1949 over 20 million gallons were seasoned by Stange!
- With 45 years experience creating taste appeal for many of the most famous foods in the nation, Stange can create an entirely new and improved taste for your product. Then no matter whether it's your favorite macaroni product, dehydrated soup, or canned food product, Stange's positive flavor control system makes it possible for you to maintain absolute flavor uniformity.
- The Stange staff of flavor technicians stand ready to help you develop new seasoning blends for your food products and to help give your products the taste difference that will make a big sales difference!

Full information gladly furnished on request.

STANGE
CREAM OF SPICE
SEASONINGS

WM. J. STANGE CO.

Chicago 12, Ill.

Oakland 6, Calif.

Since 1904

"SILENT PARTNERS IN FAMOUS FOODS"

DURUM WHEAT FOODS

MACARONI

SPAGHETTI

NOODLES

By Clara Gebbard Snyder, Director
Department of Food and Nutrition, Durum Division, Wheat Flour Institute
Sponsored and Supported by the Semolina Millers of America

Meal Planning An Art

Meal planning is to foods what costume designing is to fabrics. A fabric may be beautiful of itself, but until the designer has cut and draped and fashioned it into a garment it is of little value. Finally, the garment itself needs to be combined with others, or with proper accessories, before it becomes a beautiful costume.

So it is with foods. Only when the creative hand of the cook has fashioned them into attractive dishes do they become useful. Perhaps the dish is the star performer in the menu, like a suit in a spring costume. Then, like the suit, it must be given the proper accessories.

Perhaps homemakers would be more enthusiastic about meal-planning if they could realize that meal-planning is an art, and that they themselves are designers. In designing meals they are giving much more than momentary pleasure to the eye and to the palate. Well-designed meals are the very foundation of good nutrition, and the importance of nutrition hardly needs to be stressed to modern homemakers. But they do need to be reminded often that cooking is a creative art, with no more "drudgery" in it than in any other creative job. Color, texture, pattern are their tools, just as they are any other artist's.

Every food fits into the picture somewhere. The creamy white of macaroni and spaghetti and the pale gold of egg noodles are excellent foils for almost any other food. These good durum wheat foods happily serve as neutral background for foods with high color, or they graciously take the limelight and make the main part of the meal. In either role, they add their own food values and economically carry those of other foods.

Variety Spurs Appetites

Italian homemakers serve different shapes of macaroni and spaghetti like American homemakers serve different shapes of rolls. In Italy, where families eat at least one of the macaroni foods daily, more than 150 varieties are commonly available. In this country, in communities where groups of families from Europe have settled or where their descendants live, it is not unusual to find more than 50 varieties of these popular foods.

Many of these varieties are pretty as a picture to look at. Many of them have charming names, such as rosamarina, elena piccola, margheritina. One wonders if some of them might have been named after imaginative cooks who understood the art of adding little extra touches to favorite dishes.

In most American markets at least 12 varieties of macaroni foods are available. Shop around a bit for some of the more interesting shapes. Use them in preparing some of your favorite spaghetti or macaroni dishes. The new shapes perk up old standby dishes like a new veil perks up last spring's hat. Try sea shells in salmon salad, bow ties in a cheese and vegetable casserole, stars in chicken soup or in a velvety custard with sweetened fruit sauce, serve alphabet noodles as a breakfast cereal, with sugar and cream.

Whatever their shape, all of these varieties of macaroni foods have the same food value. Made from durum wheat, they are good suppliers of protein. The protein of egg noodles is extra-good because they combine the protein of eggs with that of wheat—an ideal combination. When macaroni foods are combined with cheese, meat, seafood, poultry or eggs, they make main dishes that are highly nutritious as well as economical.

Spaghetti for "Entertainments"

Informal entertaining is always enjoyable. Entertaining easily and without fuss and bother is a delightful art. Fortunately it is an art so easy to master that any novice can become an artist in one try.

An evening of Canasta? Ask the neighbors to come in for a kitchen supper before the game. A special show on television? Invite the folks next door for a "Help Yourself" spread.

Easiest of all foods to serve at such parties are the durum wheat foods: spaghetti, macaroni, or noodles. Cook a big supply of your favorite of this trio. Allow an ounce or an ounce and a half for each person. In your nicest saucepans keep several kinds of sauce hot. Let the guests help themselves and "mix their own." If you wish, fold drained canned vegetables, such as kernel corn and peas, into the hot spaghetti and make a real one-dish, top-of-the-range meal. A tray of toast or crackers goes well with this. Let guests serve themselves dessert from a bowl of mixed frozen, canned, or fresh fruit.

Excellent sauces for spaghetti are available in cans. Others are quick to make at home. Condensed soups used just as they come from the can make delicious foundations for many such sauces. If the sauce seems too thick add a few tablespoons of milk, cream, or water.

Sauces are so simple to make that it's easy and inexpensive to have at least two kinds ready so guests can choose their favorite.

Scientists these days speak of "integrated nutrition." We call this kind of gay kitchen party "integrated hospitality" for it brings guests and family together in the kitchen. Now, as in years gone by, the kitchen is often the heart of the home.

Preliminary Convention Plans

1950 Industry Conference,
Edgewater Beach Hotel, Chicago,
June 19-20

Secretary-treasurer Robert M. Green of the National Macaroni Manufacturers Association has announced tentative plans for the 1950 industry conference June 19-20 at the Edgewater Beach Hotel, Chicago, that will include features of vital interest to every macaroni-noodle manufacturer in America. Opinions and suggestions of the directors of the association are sought for the official program.

EMPHASIZING SALES—the theme of the conference.

Monday, June 19, 1950

9:00 a.m. Registration Breakfast—an opportunity for acquaintanceship and renewal of friendships.
10:00 a.m. *Selling Your Industry.*
President's Message—C. L. Norris

B. R. Jacobs
Association Activities—M. J. Donna
R. M. Green

11:30 a.m. *Selling Your Ingredients.*
Durum—Speaker To Be Selected.
Milled Products—Ellis D. English, President, Commander-Larabee Milling Co.
Eggs—Charles D. Wilbur, Manager, Egg Products Division, Armour & Co.
Packages—George S. Hubbard, Manager, Central Division, Rossotti Lithograph Corporation.

2:30 p.m. *Selling Your Methods.*
Plant Cleanliness—J. Carl Dawson, Sanitation Consultant.
Plant Efficiency—Glenn G. Hoskins, Industrial Consultant.

3:30 p.m. *The American Way.*
Gordon William Hostetter, General Counsel, National Labor-Management Foundation.

Tuesday, June 20

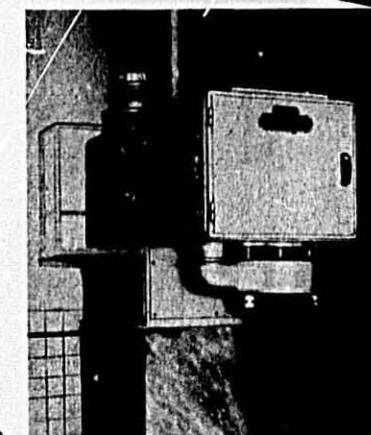
9:00 a.m. Early Birds' Breakfast.
10:00 a.m. *Techniques of Selling.*
Persuasion in Business—Benjamin Franklin Bills, Consultant on Sales, Northwestern University, Chicago.

11:30 a.m. *Meeting Your Distributors—A Panel on Merchandising Ideas.*
Merchandising Ideas. George L. Clements, General Manager, Jewel Food Stores Co., Paul P. Logan, Director of Food and Equipment Research, National Restaurant Association.

12:30 p.m. Election of 1950-1951 Association Directors.
12:30 p.m. Directors' Organization Luncheon Meeting.
2:30 p.m. *Wrapping Up the Package.*
Institute report and Plans for National Macaroni Week. Ted Sills.
Unfinished Association Business.

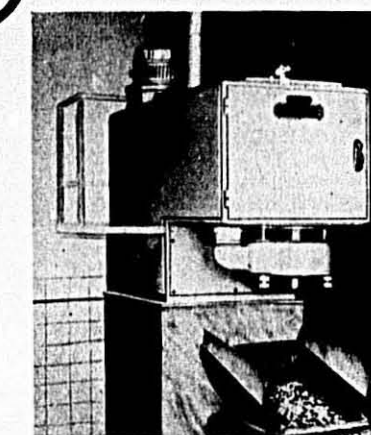
Directors' Meetings June 18 and June 21.

BUHLER



For Long Goods

CAPACITY: 200 LBS. PER HOUR



For Short Goods

BUHLER BROTHERS
INCORPORATED

120 N. W. 10th St., Chicago, Ill.

Critical Era for Small Businesses

Warning that we are entering an era which could well be the most critical small business in the food industry has ever faced, J. Frank Grimes, president of the Independent Grocers Alli-



Mr. Grimes

ance of America, told 700 food wholesalers and retailers at IGA's annual convention at the Sherman hotel that unless the smaller independent grocery stores receive some strong practical help quickly, "they will face a doubtful fight for their very existence."

"Smaller unaffiliated grocery stores will find their yearly sales are likely to decline at an accelerated rate. The trend in these directions is unmistakable," he continued.

Using figures to illustrate, the speaker stated that 28,000 chain stores are doing 40 per cent of the nation's food business, and that 140,000 unaffiliated stores are only taking in 7.9 per cent of the total dollar volume. "Records show that in 1949, the chains' volume in some cities exceeded 75 per cent of all the food business," Mr. Grimes pointed out.

"The time is here now—(perhaps a little late) for the introduction of practical, concrete helps which will turn the tide and start these retailers on the road to substantial increases in volume.

"The IGA, having proved during 23 years of successful demonstration that independent retailers will respond to sound leadership, now proposes to enlarge its activities and to work with a substantial number of these smaller but promising retailers," Mr. Grimes asserted.

A Gift from Italy—Spaghetti and Meat Sauce

Good food holds international appeal. As witness the case of Italian spaghetti, that flavorful dish of modest origin whose popularity has grown by leaps and bounds here in America.

Serve Italian spaghetti with a flourish for it's a proud dish that holds a nation's fame.

Holding the Fair Price Line

The Robinson-Patman Act was a prime topic of discussion at the recent convention of the National Food Brokers Association. They warned that any weakening of the law by Congress would throw the food industry into chaos. The brokers, while still prosperous, are confronted with rising operational costs in the face of a fixed scale of fees. They realize that conditions will continue to grow more difficult as competition increases. "It is a sign of the times," observes Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Association.

Competition is being more keenly felt in the macaroni industry, according to reports from the East, Midwest, and West Coast concerning trade practices.

One complaint was against selling below cost. There is no law against losing your shirt, but the Trade Practice Rules for the macaroni-noodle industry, as promulgated July 7, 1938, state under rule 11: "The practice of selling industry products below the seller's cost with the intent and with the effect of injuring a competitor and where the effect may be substantially



"But Herbert, you don't mean you're going without belt or suspenders?"

to lessen competition or tend to create a monopoly or unreasonably restrain trade, is an unfair trade practice; all elements recognized by good accounting practice as proper elements of such cost shall be included in determining cost under this rule."

The Uniform Account and Cost System of the association lists all of these cost elements in manufacturing macaroni and noodle products. While we know of no survey made to determine an industry cost, a figure commonly used for the cost of conversion from the bringing of flour in the door to transporting dried goods into the packing room is 1 1/2¢-3¢ per pound. Added to this the cost of raw materials and the cost of packaging vary with the market, of course.

Discriminatory prices, rebates, refunds, discounts, credits, et cetera, are also unfair trade practices under rule 15. Alert buyers are the best enforcement officers to this type of violation of the Robinson-Patman Law.

The association employs Ben Jacobs to make analyses of noodles suspected of being deficient in egg solids, artificially colored, or adulterated in any other particular. Samples should be sent by association members to the laboratory at 156 Chambers Street, New York 7, in the original container, with the information as to where and when it was purchased; whether it involved an interstate shipment; and its selling price, if obtainable. A report is made as to whether or not the sample complies with federal standards as well as what action will be taken. The association is attempting to bring all state specifications into agreement with the federal standards.

While all of these unfair practices can be reported to the Federal Trade Commission for investigation, in practice frequent meetings of competitors to discuss business conditions and management problems is a sounder solution in getting at the basic difficulties.

American Headquarters for Italian Machine Firm

Seeking new markets in the western hemisphere for the macaroni machinery and equipment for which it is well known, the firm of Dott. Ing. Mario & Giuseppe Braibanti & Co., Milano, Italy, has arranged with the I. Kalfus Co. of New York City to look after its interests in Canada, the United States, Mexico, Central and South America. The arrangement was recently announced by Joseph Santi, the firm's technical consultant, who has been in the United States since early this year.

Mr. Santi is owner and operator, with his father and brothers, of two important macaroni plants in Italy, one in Venice and one nearby. Backed by 20 years of experience, he qualifies as an expert in layout and equipment.

Under the reported arrangements, the Kalfus warehouse in New York City will serve as an assembly plant and a storehouse of parts for repairs and replacements to reduce to a minimum the time loss due to breakdowns and worn parts, completing a combination of expertly trained factory technical consultants, in sales and service.

"Nature has given us two ears, two eyes, and but one tongue, to the end that we should hear and see more than we speak."—Socrates.

Business can become a program of doing your best for people instead of getting the best of them.

BIANCHI'S Machine Shop

Macaroni Mfg. Machinery and Supplies

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

Fabricators of Ravioli Machines, Tamale Machines and Cheese Graters

221 Bay St. San Francisco 11, Calif.

A Profitable Way TO PACKAGE MACARONI PRODUCTS

Many macaroni and noodle manufacturers have simplified their carton packaging problems by letting PETERS economical packaging machines do the work of hand labor.

The result is lower production costs and greater over-all profits. Why not send us samples of the various sizes of cartons you are now using? We will be pleased to make recommendations for your specific requirements.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE (above) sets up 35-40 cartons per minute, requiring only one operator. Machines can be made adjustable to set up several different size cartons.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE (right) closes 35-40 cartons per minute, requiring no operator. Can also be made adjustable to close several different size cartons.

PETERS MACHINERY CO. 4700 Ravenswood Ave Chicago, Ill.



... for MACARONI PLANTS

A safe and effective program, long adopted by many of the leaders in the food industry, and conforming to the new government food plant sanitation requirements. Suitable for large or small plant usage.

CONFIDENTIAL FOOD PLANT SURVEY

An outstanding feature of the EXCELDCIDE SYSTEM. Includes:

- *Thorough inspection for insect and rodent evidence.
- *Actual residual insecticide application.
- *Personnel training through movies, demonstrations, and instructions.
- *Micro-analysis of food products.
- *Confidential reports on survey results and corrective recommendations.

SAFE FOR FOOD PLANT USE

All EXCELDCIDE insecticides and rodenticides are non-contaminating and non-toxic. Underwriters Laboratory approved. Users are protected by products liability and property damage insurance coverage.

The warm summer months are the danger months for insect and rodent breeding in macaroni, spaghetti, and noodle plants. Governmental regulatory agencies insist that food plants be kept insect and rodent-free... let the EXCELDCIDE SYSTEM help you maintain the highest standards of food plant sanitation NOW!

A FREE INFORMATIVE BOOKLET EXPLAINING THE EXCELDCIDE SYSTEM IN DETAIL IS YOURS FOR THE ASKING.



MULTIPLE SPRAYING NOZZLE for use with central supply tank. A completely automatic permanent installation.



MULTIPLE NOZZLE X-1 JET, for permanent automatic installation. Attached to air or steam lines, gives thorough coverage of large areas.

Permanent spraying equipment manufactured exclusively for us by SPRAYING SYSTEMS COMPANY, Bellwood, Illinois

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3664-66 WASHINGTON BLVD. • ST. LOUIS 8, MO.

THE HUGE COMPANY, INC. 3664-66 Washington Blvd., St. Louis 8, Mo. Please send full information on the EXCELDCIDE System and your 16MM movies featuring food plant sanitation which are available for showing at no cost for



Name.....Title.....
Company.....
Street.....City.....State.....

What Has Happened to the Gold from the Dough Business?

By A. Ruttino, Pres.
St. Louis Macaroni Mfg. Co., Inc.

Several days ago, while attending a luncheon and meeting of business and professional men, the conversation got around to the different types of business or profession of the men attending. When asked what type of business I was in, I told them the dough business.

One man, who is a doctor, became curious and came over to ask me just what I meant by the dough business. When I explained that you had to start with dough to manufacture macaroni and spaghetti products, he agreed and told me he thought it should be a very good and profitable business. He often recommends macaroni and spaghetti in the menu of his patients.

This set me to thinking—it is a good business—there's GOLD in the dough business—or there *should* be gold in the dough business—what has happened to the gold we should be reaping from this enterprise?

More people every day, Americans as well as Italian people, are buying and serving macaroni products; doctors are recommending it in their patients' diets, restaurants and hotels are featuring it on their menus. "What has happened to the gold or GOLD the manufacturers should be reaping?"

Can it be our fault—price cutting—one free with ten—one free with five—let's get together—start reaping the gold in the dough business.

Important Gains in Cotton Bag Use

Successful cotton bag promotion approaching a "sales miracle" was reported at the second annual staff conference recently held at the Cotton Bag Market Committee headquarters, Evanston, Ill., as plans were made to continue the program on the same far-reaching basis in 1950.

The council reports that figures for the first eight months of 1949, compared with the same period last year, show a 93 per cent increase in consumption of Class C sheetings by bag manufacturers, 33 per cent increase in print cloths, 16 per cent increase in Class B sheetings, 27 per cent increase in the principal cloth used for flour bags, and an 8 per cent increase in the overall consumption of all types of cotton bag fabric.

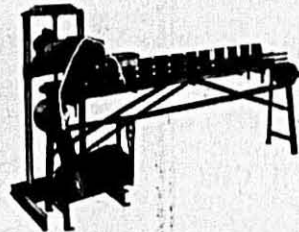
The Evanston conference pointed to a decided step-up in demand for cotton bags by large users all over the nation, who have switched to cotton or increased cotton usage as a result of the CBMC converting program. Through this salvaging process, a

group of reliable bag converters offer long term firm contracts to users at prices reducing the net cost of the cotton bag to a figure lower than any other flour container.

Pack-Rite Announces Three New Developments

After successful introduction at the International Popcorn and the National Potato Chip Conventions, Pack-Rite Machines, Milwaukee, Wis., announces three new developments which comprise a popular high-speed volume-production heat-sealing unit; namely,

1. The new MC-AFC Convertible Auto-Feed Hand-Feed Rotary Speed-sealer, for heat-sealing cellophane, film, foil and similar bags. By merely changing two idler pulleys and chain guards, the machine can be quickly converted from automatic feed (no operator required) to hand-feed operation.



tions, and vice versa. Some packagers have bags with good leading edges which are adapted to automatic feeding directly from the filling machines—and they also have extremely round bags, bags with labels, et cetera, which require hand-feeding; hence, the development of the convertible model to handle both operations.

2. The new Adjust-to-Hite Floor Base for the Speedsealer provides infinite-step adjustment to cope with a differential of 19½ inches in height of bags, by merely turning the wheel on the Acme thread screw jack. Its 27-inch-wide base, 32-inch-base depth and 195-lb. weight make it tip-proof—for safety. Can be equipped with casters for portability.

3. The new Convey-Master Sectionalized Belt Conveyor is a sturdy, narrow-width low-priced bag conveyor, adjustable with thumb screws to accommodate bags from 2 inches in height to 18 inches or more; flat, to 6 inches in thickness; any length. Only 16 inches wide at the base; minimum floor space required. Obtainable in 10-foot sections to 40 feet; also with fixed or variable speed; with package pushers or buckets; or with water-resistant belt for wet packaging.

Spanish Labels on Foods in Cuba

Exporters of macaroni-spaghetti-noodle products to Cuba are advised by the Cuban Government that, effective

July 28, all food products must bear labels printed in Spanish. Thirty days of grace will be given retailers to enable them to place such labels on stocks on hand. Although there is no provision requiring Spanish labels on goods at the time of their importation, Cuban officials have advised the American embassy that this is the purpose of the decree because inspectors are being appointed to enforce the law. Retailers must see to it that all products required to be labeled bear the label facts in Spanish. On imported products, if the importers overlook the provision of the regulation, the retailer must not.

Two Chickens for Three Pots

If "a chicken in every pot" is desirable, what happens when there are only two chickens for every three pots? The answer to that question, says Robert F. Moore of the Bureau of Agricultural Economics, goes a long way toward explaining the rapid rise during the last 25 years of the highly specialized "broiler industry."

The "two chickens for every three pots" dilemma is a tribute to the fruitfulness of the American hen—and her keeper. In the last 25 years, Moore points out, U. S. Department of Agriculture records show that average annual production has mounted until two hens—usually pullets—now supply as many eggs a year as three hens did in 1925. The demand for poultry meat increases in step with the demand for eggs, with demand for proportionately as many more stews as omelets. But the hen that is not now needed in the laying pen furnishes no meat to go with the dumplings in the third kettle.

Raising broilers to provide fried chicken instead of stewed fowl has proved not only a welcome but thoroughly practical and economical way of making up this fowl shortage. Development of industrialized incubation, and of methods of sorting chicks by sex has also favored the broiler business.

Spaghetti for Supper

Hungry guests or the family will welcome a meal of steaming spaghetti with meat sauce, served with a salad bowl and crisp French bread. But it's the sauce that makes the spaghetti a truly superb dish. Cook it slowly to blend the flavors. All cookbooks have practical recipes for making simple sauces, or they may be obtained from the manufacturer of your favorite brand. A good way is to make the sauce the day before. Prepare it in a porcelain enameled saucepan or kettle so it can be safely refrigerated and reheated in the same pan. Combine the sauce with freshly cooked spaghetti, or serve it separately.

Jacobs Cereal Products Laboratories Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses
- 5—Sanitary Plant Inspections

James J. Winston, Director
Benjamin R. Jacobs, Consultant
156 Chambers Street
New York 7, N. Y.

You Can Always Depend on

STAR DIES

AND THEY COST LESS

*because they are built to give longer service . . . less "lay-ups" for repairs.

That's why so many of the important Macaroni Manufacturers in every part of the country are using STAR Dies, exclusively.

For more than twenty years it's been STAR DIES for more Efficient Production, Greater Smoothness, Less Pitting, Lo-n-g-e-r Life.

THE STAR MACARONI DIES MFG CO

57 Grand Street New York N. Y.

Expert advice cheerfully given

PRATER MACARONI MILL

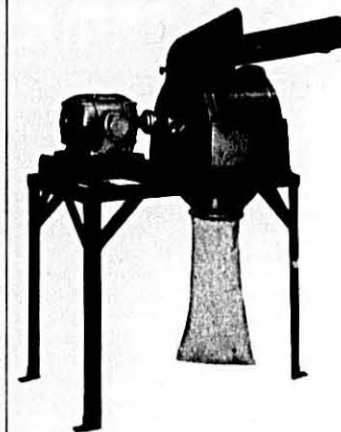
- UNIFORM, FINE GRANULAR GRIND
- NO COLOR CHANGE in grind
- LOW COST

What is it you want most in a new Macaroni Mill? Dependability? . . . simple, trouble-free design? . . . economy? . . . cleanliness? You'll find them all in a Prater Macaroni Mill—that and much more!

For example: The Prater Macaroni Mill is clean, dust-tight, effectively sealed against any leakage. Of the three screens furnished; two produce a granular product most similar to Semolina, the other may be fine for producing flour. One man quickly, easily, dumps broken macaroni, sacks grind. The Prater Mill is economical—30¢ per 100 pounds should cover labor and power.

On any basis, from any angle . . . Prater is the mill that gives you the most! A Macaroni Mill with a future built-in from a past that goes back 24 experienced years.

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Prater Mill requires only 8 sq. ft. floor space. Unit is complete, ready for service. 5 H.P. motor produces 400-500 lbs. per hr. 7½ H.P. delivers 700 lbs.

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Please send complete details about the Prater Macaroni Mill.

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Requirements for Egg Noodles and Vegetable Products

In fulfilling the requirements for egg noodles and vegetable products (spinach, carrot, etc.) it is of the utmost importance that each manufacturer use the necessary amount of ingredients to comply with the federal standards and at the same time avoid economic wastes, advises the Jacobs Cereal Products Laboratories of 156 Chambers St., New York, in a special bulletin to the U. S. Macaroni-Noodle Industry.

The standards require the addition of 5.5 per cent egg solids on a moisture free basis and 3.0 per cent of vegetable solids on an "as is" basis. In order to comply with the law, the following formulation will produce the required product.

Weight of Yolks and Whole Eggs Required for the Manufacture of Egg Noodle Products

100 pounds of flour require	
Yolks	Whole Eggs
(45% Egg Solids Basis)	(25% Egg Solids)
11 lbs.-2 ounces	20.0 lbs.

Weight of Vegetables Required for the Manufacture of Spinach, Carrot, etc., Macaroni Products

100 pounds of flour require	
Vegetables	
(95% Total Solid Basis)	
3.0 lbs.	

Midwest Meeting—Chicago, Bismark Hotel, April 25

Macaroni-noodle manufacturers for midwestern states, and those from any other section of the country for that matter, are invited to attend the sectional meeting in Chicago at Hotel Bismark, Chicago, on Tuesday, April 25, 1950. Many will be in that city that week to take in the big Packaging Show and may well help themselves to the many benefits that come out of meeting and conferring with competitors.

WHAT GOOD ARE INDUSTRY MEETINGS? Here are real benefits to be had, according to Secretary-Treasurer Robert M. Green of the National Macaroni Manufacturers Association, in a bulletin to the trade:

1—The *ideas* you gain. For every idea you contribute, you can pick up one or two from somebody else. A good idea, put into action, puts money in your pocket.

2—Meeting your competitors will give you ideas on how to meet his competition. Knowing your competitor enables you to run down rumors, to get the facts that may keep you both from being burned.

3—Collective thinking—just another way of saying that "two heads are better than one." Cynics say meetings are futile because they accomplish so little. But it is going to take the collective thinking of the best brains in the business to point the way to progress . . . meetings afford this opportunity.

Attend the sectional meeting in Chicago, April 25 . . . and make plans now for attending the national convention at the Edgewater Beach Hotel in Chicago, June 19-20, 1950.

Association Chemist—30 Years

First appointed as official chemist for the National Macaroni Manufacturers Association in 1920, Benjamin R. Jacobs has not only done products



B. R. Jacobs

analysis work ever since, but for many years has served as the association's Washington representative and contact man at the nation's capital, and many years as enforcement officer doing some mighty fine "clean-up" jobs through the years.

Cigarette Record in 1949

Although U. S. smokers used 3½ billion more cigarettes in 1949 than in 1948, there was a decrease of about one package of cigarettes per capita says the U. S. Department of Agriculture. The Bureau of Agriculture Economics reports suggest that the demand for cigarettes may now be leveling off after a series of record-breaking years.

Last year, the BAE reports, the increase of 3½ billion in use of cigarettes was about one per cent, bringing the total for the year to 352 billion. But population increased more than one per cent. The increase in cigarettes for the first half of the year was about two per cent, and for the last half was about even with the 1948 consumption for those months. With an estimated population increase of more than 2½ million, this figures to a per capita of 2,435 cigarettes in 1949 as compared with 2,455 in 1948.

The steady and sometimes sharp upward trend in cigarette consumption

in the United States has been under way for many years, the BAE records show. Only one drop in civilian consumption has been noted. In 1944, the civilian use ran below the 1943 record. But the bureau says that "when allowance is made for the great volume consumed by large numbers in the armed forces and overseas personnel, total consumption in 1944 substantially exceeded that of 1943."

During and since the war, cigarette smoking has continued to gain. The figures for the last half of 1949 are the first indication of a break in the climb.

Sauce Makes Macaroni

By Mario

Beacon Journal, Akron, Ohio

The vision of an endless strand of spaghetti or macaroni is now possible. A new machine built for commercial macaroni manufacturers will produce the "pasta" 24 hours a day—a monotony too maddening to contemplate.

Strangely macaroni, a bland and starchy food, seldom becomes monotonous.

Just because it is so flavorless, cooks are required to use their ingenuity, devising an endless number of sauces to go with it.

Spaghetti and macaroni sauces are usually elaborate blends of meat, fish or seafood with tomatoes, garlic, herbs and cheese.

They're not made to lull your appetite but to provoke it and challenge it.

Plan Safe and Effective Pest-Control Materials

A plea for support in establishing and enforcing use of safe materials in pest control work in food processing plants was made recently by Milton F. Parker, director of the food engineering program at Illinois Institute of Technology.

Speaking before the 14th annual Pest Control Operators Conference at Purdue University, Parker pointed the need of education in and standardization of pest control materials which may find their way into food.

"The reputation of pest control operators and the extent of their value to the food processing industry depends upon their support of a program demanding the acceptability of safe pest-control materials and methods and enforcement of their use."

"The vast majority of our food processing companies are small enterprises with personnel of limited technical knowledge and capabilities," Parker said. "Only a small percentage of the food processing companies can afford to employ technical personnel or technical consultants at the present time.

"According to 1939 census data, 77 per cent of the 52,144 food processing

Lloyd E. Skinner Honored

Named Omaha's Outstanding Young Man of 1949

One of Omaha's most aggressive young business leaders has been named the city's outstanding young man of 1949.

The Junior Chamber of Commerce conferred its Distinguished Service Award on Lloyd E. Skinner at a luncheon at which Archbishop Gerald T. Bergan spoke. The award goes annually to some Omahan, 21-35 years old.

Mr. Skinner, 35, president of the Skinner Manufacturing Company, was born at Marinette, Wis. His mother lives there. His father was the late Lloyd M. Skinner, former president of the spaghetti and macaroni concern.

The award winner went through Columbian Grade School, Creighton Prep and, with more difficulty, Creighton University, ending up with a Bachelor of Arts Degree in 1936.

While at the university, he started door-to-door selling of hosiery. Mr. Skinner became so successful he nearly was not graduated. At first outside work kept him from completing the thesis necessary for graduation. Finally he completed one totaling six thousand words and won a sheepskin.

As a part-time salesman, he ranked second in the country for the company's sales contest. After he gradu-

ated, the hosiery company made him supervisor for four states.

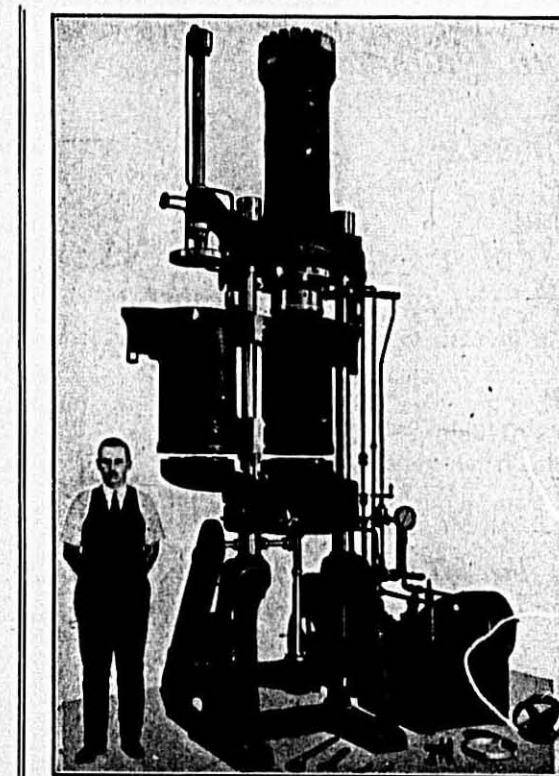
Mr. Skinner went to work for his father's company in 1938 as a district sales supervisor in Iowa. He returned to Omaha in 1940 as assistant traffic manager and superintendent. His father died in 1940. Lloyd went into the Army Quartermaster Corps in 1942.

He was commander of the Two Hundred Twenty-seventh Salvage Collecting Company and got far enough forward to take part in campaigns in Tunisia, Rome, Southern France, the Rhineland and Germany.

Out of the Army as a major, Mr. Skinner stayed on seven months as the military government industrial officer in charge of getting the famed leather industry of Offenbach, Germany, back into operation. He returned to Skinners in 1947 as secretary after four years and 15 days in the Army.

Mr. Skinner was the 1948-49 president of the Junior Chamber. He was chairman of the business division of last year's Community Chest drive, the first unit over its quota.

He is president of the Nebraska Small Business Men's Association, a member of the Sanitation Commission and a director of the Macaroni Manufacturers Association and the industry's institute. Mr. Skinner was general chairman of the 1949 Red Cross drive and a division chairman of the Creighton University fund campaign.



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For their judicious support through regular advertising and editorial contributions throughout the 31 full years of service to the macaroni-noodle industry of America.

The Macaroni Journal

M. J. Donna, Managing Editor

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So, too, are we constantly improving the quality of SEMOLINA, GRANULAR and DURUM PATENT FLOUR, which means so much to the color and flavor of the macaroni products made by you for 150 million Americans.

CROOKSTON MILLING CO.
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This Trademark Identifies Quality Packaging Materials

by

Waldorf Paper Products Company

St. Paul

Minnesota

*Whose Business Is The Development and Production
of Good Packaging*

Spring Business Conditions In California

by Vincent De Domenico, Regional Director, San Francisco

NORTHERN California macaroni companies wound up a better than average year in 1949. December business was back to the pre-war pattern with hand to mouth buying prevalent. As a result January and February business took a tremendous upswing as retailers and wholesalers replenished their stocks. Public acceptance of macaroni and noodle products is excellent. People are becoming more and more conscious of macaroni and spaghetti as a tasty main dish.

The clouds on the horizon are the same ones we have had for years; they never seem to blow away. We already are faced with a few producers who are cheapening the quality of their product and trying to see how cheap they can sell it. In some cases, below-cost-selling is already a reality, in other cases macaroni products are being given away free to the retailer or the consumer.

What is the solution to this problem? If I knew the solution, I probably wouldn't be in the macaroni busi-

ness. However, the cause of these conditions, we all know, is due to the overproduction. The plants in this area can produce more than the people can consume. This also holds true for the entire country, but in California we have a peculiar condition. There are 38 producing plants in California, or one factory to every 263,000 people, compared to a national average of one factory to every 664,000 people. This naturally limits the size and trading area of these plants. For the good of the industry, some of these plants should merge with or buy out their competitors. The savings that would result from a more economical operation could be used to promote the use of macaroni products or to do a better selling and merchandising job.

The only other alternative is for all manufacturer to exercise restraint in their pricing policies. The old-timers in this business know there is no bottom to the price spiral when price cutting starts. The regional meetings now being sponsored by the National

Macaroni Manufacturers Association are an excellent start towards solving industry problems by getting us together to talk over our troubles.

However, I believe the association should go even further than holding just three regional meetings. Meetings should be held in each marketing area to give more manufacturers an opportunity to attend. This would bring more manufacturers into the National Association's orbit. Naturally, a healthy industry means a healthy National Association. A sick industry means—chaos.

Food No Political Football

"Remove food from politics," urged Philip W. Pillsbury, opening the 4th Annual Minneapolis Farm Forum. "Politicians are out-promising each other for votes, with food issues as bait. Half of the world is hungry. This country's mechanized farms are producing surplus after surplus. Food is too important to too many people and world peace—to be in politics any longer."

Mr. Pillsbury proposed a bipartisan approach to a solution of food and farm problems such as the Hoover Commission brought to reorganization of the government. This commission to develop an intelligent, efficient program for economical use of our abundant food.

Finocchio

New Vegetable from Italy

Food authorities, home economists and the food pages of the press and ladies magazines are commenting frequently on a vegetable that is old in Italy, but rather new to Americans. Here is a sample of the publicity given the newcomer:

Nothing new under the sun! Maybe not, but there's a vegetable climbing the popularity poll that is probably new to most Americans. It is called "Finocchio," "Florence fennel," or "Anise."

It's a little like celery in appearance, but with a heavier base which is eaten raw or cooked. You can serve it in any celery recipe, but do try it crisp and raw in a relish dish. The flavor too, is a little like celery with an added touch of anise.

Your regular grocer may not have finocchio, but you can surely get it at an Italian market. The Italians have enjoyed it for years, and remember they're the ones who introduced such favorites as broccoli and artichokes, not to mention spaghetti.

When you have a spaghetti dinner next, plan to serve anise on the side with ripe olives. Clean it, cut in strips, and crisp in ice water as you would celery. Or, if you're going all out with antipasto, include this number:

Collective Bargaining Creates New Nomenclature on Wages

Modern procedures in collective bargaining have added hundreds of words and phrases to the language. A glossary of many of these terms, prepared by the Department of Labor's Bureau of Labor Statistics for its field staff, begins with "across-the-board-increase" and covers the field to end with "waiting time."

A "split-shift," for instance, is a work schedule in an industry, such as local transportation, where equipment and personnel are concentrated during rush hours.

"Push money" has no relation to "mad money," which isn't even in the book. "Push money," which the glossary abbreviates as "P. M.," is described as an incentive payment to sales personnel in retail trade to push and sell items on which the margin of profit is large, to dispose of slow-moving items, or to clear out old stock.

"Dead time" is that time for which a worker is paid, but which is lost to production because of a lack of materials, a break-down of machinery, or from other causes beyond the control of the worker. An incentive worker usually receives his guaranteed or base rate during this period.

A "kick-back" is where the pay envelope is not what it appears to be.

BLS describes it as a practice by which an employer or his representatives arrange with workers for a return of a part of their wages as a condition of employment. It's an illegal practice on public construction work or any work financed wholly or in part by Federal funds, so declared by law in 1934.

"Merit increase" is a phrase which came into more common use during the war under regulations of the War Labor Board. It is an increase in the wage rate of an individual worker because of outstanding performance or service.

Peg Point

"Peg point" had a similar origin. It is an occupational rate for a key semiskilled or skilled job, establishing an equitable differential within the wage structure. The term was first used in the NLRB decision on wages in the cotton textile industry in 1945 (see WLB 882) and since then has been applied to the wage structure through collective bargaining.

"Runaway rate" is a term and a condition which management seeks to avoid. It is a piece rate or other incentive rate which results in earnings that are out of line with earnings in



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other jobs of similar requirements. This situation may occur because of changes in methods of technology or from faulty rate setting and may cause earnings to reach levels beyond normal expectations.

"Swing shift" is an extra shift of workers required in establishments where continuous or 7-day operations are scheduled, to provide the other crews with days off. The "swing crew" usually rotates among all the other shifts. The term also applies to the practice of one of three rotating shifts staying on the job for two-shift periods, thus "swinging" the shifts into their new assignments.

"Tip," a long time ago, was a gratuity given by a customer or patron in recognition of satisfactory personal service, or through custom. When the origin of the meaning was lost, however, the Bureau of Internal Revenue ruled that tips are compensation, and therefore taxable income. They are received mostly by workers nowadays in hotels, restaurants, steamships, and barber and beauty shops.

There are 22 types of "wages" described in the glossary. Its nomenclature was gleaned from thousands of collective-bargaining agreements signed in all sections of the country. A limited number is available from the Bureau of Labor Statistics or at regional offices of the Bureau.

Alfonso Gioia Dies at 69 Industry Pioneer, Financier and Civic Leader

Alfonso Gioia, founder and president of Alfonso Gioia and Sons, Rochester, N. Y., passed away at General



Alfonso Gioia
President, N.M.M.A., 1932-33

Hospital of that city on March 22, after an illness of four weeks. The deceased was well known throughout the U. S. macaroni industry, having served as president of the National Macaroni

Manufacturers Association (1932-1933) and several terms as director of that organization.

Mr. Gioia was born in Valledolmo, Sicily, Italy, and came to this country in 1895, at the age of 14. For a time he sold newspapers and shined shoes in Buffalo, N. Y. He got his start in business in 1910, when he and his brother, Antonio Gioia, founded A. Gioia & Brother Company in Fredonia, N. Y., with a capital of \$70. The business prospered, and was moved to Rochester a few years later. The partnership was dissolved in 1938, when the present company was established.

Mr. Gioia was a leader of the Rochester Italian-American community and took an active part in business and political affairs, in addition to his macaroni manufacturing interests, his life work. At one time he was a member of the partnership of Scorfietti and Gioia, bankers, and of Gioia and Becker, commission merchants. He also served as director of the former First National Bank and Trust Company of Rochester. In 1939 he served on the two-man Work Relief Committee in his home city, and from 1936 to 1939 was acting consular agent for the Italian Government in Rochester.

During World War II, Mr. Gioia served on Draft Board 551; he was also a former director of the American Red Cross, Rochester chapter. In-

terested in farming as a hobby, he owned and operated a farm in Hilton, N. Y. One of the main attractions was a herd of 50 Guerneys which captured county milk-production and butter-fat records for years.

During his one-year term as president of the National Macaroni Manufacturers Association, he set up the industry's N.R.A. machinery and, on his retirement, devoted most of his time to promoting the interests of the new macaroni firm that he helped later to organize and of which he was in active control until his fatal illness last February.

Surviving are his widow, Ninetta; four sons, Horace, Anthony, Joseph and Alfonso, Jr.; two daughters, Josephine and Bessie Gioia, and three grandchildren.

The funeral took place March 25, 1950, from his late home at 60 Lorimer Street to the Old St. Mary's Catholic Church, with burial in Holy Sepulcher Cemetery, Rochester.

National Packaging Exposition

Much interest is being shown by the macaroni-noodle industry in the 19th National Packaging Conference and Exposition to be held April 24 to 27 on the Navy Pier in Chicago. The affair is being sponsored by the American Management Association.

Because packaging, packing and shipping is of great importance to all macaroni-noodle firms and virtually all fields of commerce in the national economy, the macaroni industry is showing its interest by planning a conference of the manufacturers on April 25, on the assurance that many representatives will be in Chicago that week to attend the packaging show.

The meeting of the midwestern manufacturers will be held in the Bismark Hotel, April 25. While the more pressing problems of the trade, among them being increased consumption of their products, is the reason for staging the regional meeting, packaging will be given serious consideration in connection with the exposition referred to, because of the manufacturers' concern in production, marketing, advertising, merchandising, sales, purchasing, insurance, in fact everything that affects packaging or is affected by it. Another group of macaroni-noodle men will meet later in the week.

At the exposition, more than 240 exhibitors will show all that is new in packaging machinery, materials, equipment, design and services. Industrial top experts will discuss, with those in attendance at the five sessions, the latest developments for improving packaging and shipping practices to lower costs and increase sales of all types of products, including macaroni, spaghetti and egg noodles.

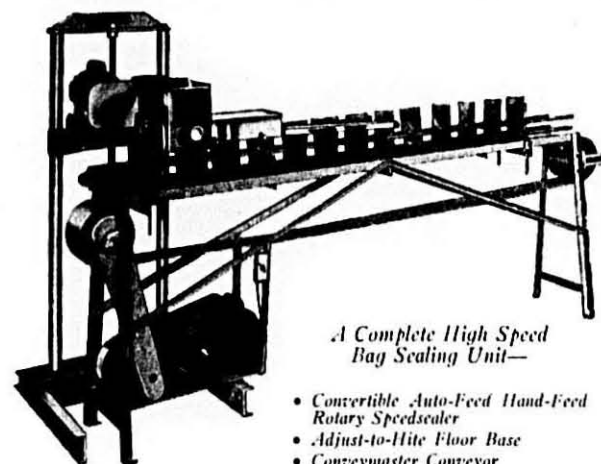
Named U. S. Wheat King

William R. Woods, Tioga, N. D.,
First North Dakotan to Win
National Award

William R. Woods, Tioga, N. D., grower of durum and an outstanding producer of other wheat varieties, was named the nation's Wheat King on April 5. The first upper midwest farmer to win this national award, Woods staked a double claim to this year's title by showing both the best bread wheat and the outstanding durum in the ninth annual Philip W. Pillsbury contest in Minneapolis.

The new wheat king has been the North Dakota Wheat King for the last three years and his wheat samples were shown at Chicago's International Grain and Hay Show last November-December, where his exhibit of Stewart durum was named the "best in the world." He farms 600 acres on a farm which he homesteaded 48 years ago in the northwestern part of North Dakota.

The wheat king title will bring him \$100 in cash and an expense-paid trip to Minneapolis as the guest of Mr. Pillsbury, who in 1941 set the award in recognition of the best wheat grown in the United States for the purpose of improving the quality and increasing the quantity of the nation's wheat supply.



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St. Regis Sales Lower in 1949

The annual report of St. Regis Paper Co. and consolidated subsidiaries for the year ended December 31, 1949, shows net sales at \$127,335,591, compared with \$162,672,926 in the preceding year. Net income amounted to \$5,478,203, equal, after preferred dividends, to 90 cents a share on the common stock outstanding, compared with \$14,859,803, equal to \$2.71 a share, in the preceding year.

Net working capital at December 31, 1949, amounted to \$41,344,760, compared with \$42,893,318, at the end of the preceding year. The ratio of current assets to current liabilities increased from 3.16 at the end of 1948 to 4.56 at the end of 1949. In addition to the net working capital shown by the balance sheet, the company held marketable securities worth \$6,910,772 at December 31, 1949, market prices.

A feature of the balance sheet is a reduction in inventories to \$22,192,594 from \$30,610,643 at the end of 1948. This decrease of \$8,418,049 or approximately 27.5 per cent practically all occurred in raw materials.

Roy K. Ferguson, president and chairman, in his remarks to stockholders, points out that 1949 was a year of adjustment to changed market conditions in the pulp and paper industry.

The net effect of this upon St. Regis Paper Co., he states, was that its customers bought in smaller volume and at lower prices, adding "a partial curtailment of production was necessary,



Mr. Ferguson

and as a consequence profits were reduced."

On the outlook, Mr. Ferguson states: "From an early point in 1950, it appears that industry at large has worked out many of its maladjustments that followed the war, and has

returned to a more normal relationship between supply and demand. At the same time, the underlying current of demand for pulp and paper continues strong, as a result of new uses for paper, rising standards of living, and a growing population. It is reasonable in 1950, therefore, to look for more stable operating conditions and favorable earning possibilities."

Infestation Study at Farm Level

Weevil infestation as it affects human food is the concern of the Federal Food and Drug Administration in its policy of fully protecting consumers. J. O. Clarke, director of the division of research, recently announced at a meeting of operative millers at Manhattan, Kan., that the FDA will study insect infestation on farms, in elevators and shipping cars.

Macaroni manufacturers welcome such a study, believing that it will strike at the source of its weevil troubles. The expressed intention of FDA is a significant turn-about, as the chief control efforts to protect consumers have always been at the manufacturing levels, instead of at the farm level, where the protection should rightfully start.

Self-government is only possible where people are self-disciplined.

Our Brother's Keeper

Safety Measures in Macaroni Plants the Duty of All Workers

Too often, even in these days of experience and extreme caution, there come reports, fortunately in growing rarity, of a worker being killed in a macaroni factory; of employees losing fingers, even hands, in noodle plants, and of plants destroyed by carelessness of workers or negligence of owners. The experience of the Keebler Weyl Baking Co. of Philadelphia, though it deals primarily with goggles which are not too necessary in macaroni-noodle plants, emphasizes the dependence on one another in any safety program—because WE ARE truly OUR BROTHER'S KEEPER. The following taken from the food safety department of the National Safety Council's February, 1950, *Bulletin*, stresses this mutual dependency.

"In one of the supervisory safety meetings, the old score came up concerning the wearing of goggles while operating equipment, such as machine tools, grinders, etc., in the Maintenance Machine Shop.

"When one of the leaders was asked by the chairman if all the men in the Maintenance Department had been supplied with individual safety goggles,

he replied that they had.

"When the chairman asked further how recently the check had been made, the question seems to evoke an antagonistic attitude as expressed in the reply, 'I am not married to my men. Should I always be prying into their tool boxes to see if they are keeping proper goggles on hand at all times and using them?'

"Right here, a very interesting discussion took place. After the pros and cons all had their say, the chairman wound up with a very definite statement, 'REMEMBER—WE ARE OUR BROTHER'S KEEPER!'

"In the all-out safety program, each one of us should always bear in mind the fact that we are our brother's keeper. Many a life has been saved, many serious accidents have been avoided, much pain and suffering have been eliminated at the source because we are our brother's keeper.

"If we remove a nail that is sticking up hazardously from a board which has been removed from a crate, we may save some brother an injury to his foot, a serious infection, even an amputation or worse. All the lit-

tle things that we do with safety in mind may not seem much at the time, but surely in many instances they have saved untold suffering.

"If we see a child run in front of an automobile and we are near enough to grab the child and hold it back, we are that child's keeper. If we see a fellow worker on a ladder that is unsafe and ask him not to use it, we are that brother's keeper. If we see an operator use unsafe tools and insist that he refrain from such practice, we are that brother's keeper.

"If we check our brother's equipment to see that it is safe and the right equipment for the job (for instance, proper safety goggles which are used when necessary), we may save him from injury to his eyes. Yes, we are our brother's keeper.

"Obviously, untold suffering is saved. Of course, the amount is unknown, but you and I know positively that a great deal of it is prevented, and it is the job of each of us to keep on being our brother's keeper so that there will be still fewer accidents in the future."

How true Mr. Maslin's comments are. In safety work particularly, we can well afford to remember that we are our brother's keeper.

Even people who don't think they are very good, still think they are better than others.

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Armour and Company's Cloverbloom Clarified Frozen Egg Yolks has been an important aid to noodle manufacturers who must have egg yolks containing high solids and uniform dark color.

Charles D. Wilbur, sales manager of the frozen and dried egg dept.,



Mr. Wilbur

points out that the rigid controls employed in the processing of the yolks assures at least a number 4 color, according to the National Egg Product association's and the National Macaroni Manufacturers Association Laboratory's method of determination. The yolks also are a minimum of 45 per cent solid.

Every egg used in this product is breakfast-fresh and measures up to the highest specifications for quality and cleanliness. Armour and Co. locates its egg breaking plants in the

heavy egg production areas and operates a fleet of trucks to bring the eggs to the plants the same day they are laid.

Recovery of Flour Sacks Cost

Bakers and macaroni manufacturers now are recovering all of their flour container costs and increasing sales of products as a direct result of merchandising emptied dress print cotton bags to housewives.

The National Cotton Council reports the demand for colorful print cotton bags by bakers and macaroni manufacturers is on a steady upswing because of the successful results of purchase tests in recent months. Print flour bags are re-sold either direct to housewives, over-the-counter, with house-to-house bread deliveries, or to established bag converting firms.

The Mission Macaroni Co., Seattle, reports increased macaroni sales as a result of offering three 100-lb. dress print bags for \$1.00 plus two labels from their macaroni package. The premium deal, now in its second year for the Mission Co., netted the firm all of the original container cost, added customer good will and increased sale of their product.

The Golden Grain Macaroni Co., of San Francisco and Seattle, has launched a similar cotton bag merchan-

dising program in recent months.

In California, several house-to-house bakers are successfully selling white cotton flour bags directly to their housewife customers. Companies that are not set up to handle direct sales of used flour bags find it more profitable to sell used flour bags directly to bag converting companies. Converters that buy cotton bags, clean them and package them in bundles for sale to retail stores, are located throughout the country. Representing the National Cotton Bag Converting Program on the west coast are the Chase Bag Co., 4900 Corona Avenue, Los Angeles, and Allied Textile Co., 2417 Harrison Street, San Francisco.

An extensive national promotional program is lending heavy impetus to the profitable re-sale of once-used flour bags. Directed to the housewife, articles stress the economy and smartness of sturdy cotton bag fabric for making clothes, curtains, dish towels and a variety of household articles.

Vacationed in Nassau

Vice President A. Irving Grass of NMMA, while on his winter vacation, wrote a note to the editor to the effect that "this is a wonderfully restful place for a winter meeting of the association, really different." He stayed in the British Colonial Hotel, Nassau, Bahamas, one of the world's renowned hostleries.

Modern Hen More Productive

The hens of today lay about twice as many eggs during the fall and winter months as the hens of 1925. It now takes only two hens to lay the eggs that three hens produced in 1925. The nation's laying flock in 1949 is only 9 per cent larger than 25 years ago but the total egg production jumped 61 per cent. In other words, 85 per cent of the increase in egg production resulted from a 47 per cent higher rate of lay per bird and only 15 per cent from the increase in the number of layers.

Not only are hens producing many more eggs today than a quarter of a century ago, but the seasonal pattern of production has changed drastically. Although more eggs were laid in every month of 1949 than in 1925, the largest increases came during the winter.

Contributing to the increase in the rate of lay are more careful selection and breeding to improve egg laying strains, better sanitation, improved housing, and better feed and feeding practices. Poultry production experts expect the rate of lay to gain for some years to come. (*N.E.A.P. Bulletin*).

Strike Back at Cancer

Good food plays an important part in the unending fight against the dan-

ger of cancer, so macaroni-noodle manufacturers are naturally interested in the nation-wide fight to reduce the suffering from the dread disease that is taking an estimated 200,000 lives a year.

The American Cancer Society's 1950 Cancer Crusade is featuring the



slogan, "Strike Back," in its nationwide drive for \$14,565,000. Contributors can strike a blow against cancer by giving to the program of research, education and service. Mail your donation in an envelope addressed to CANCER, care of your local post office.

To Close Buffalo Unit

President Ellis D. English of Commander-Larabee Milling Co., Minneapolis, announces that plans are under way to close the mill at Buffalo, N. Y., in keeping with his firm's "realistic adjustment to post-war operations." The company's remaining capacity of 26,000 sacks will be able to handle both the spring and hard wheat flour and semolina operations on an economic scale readjusted to post-war demands.

We'll Eat Good in 1950

Civilian per capita consumption of food during this year is expected to equal and may exceed that of 1949, which was 11 per cent above the pre-war (1935-39) average, according to government statisticians. With normal weather, domestic food supplies are likely to be somewhat larger, and with some further decline in retail food prices in prospect, consumers may purchase more food than last year. Economic activity in the United States is expected to continue at a high level, and consumer purchasing power probably will not differ much from that in 1949.

Consumers probably will eat more eggs and turkey in 1950, but less chicken. Eggs were about four per cent lower in price than in 1948. In 1950 domestic consumption of eggs is expected to increase slightly.

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



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What's Cooking in Macaroni



Lucy Swanson, director of the test kitchens of Theodore R. Sills & Company, displays clippings to prove that macaroni products are news if properly dramatized for editors. She smiles her point to (l to r) C. Frederick Mueller, a vice president and public relations chairman of the National Macaroni Manufacturers Ass'n.; Robert M. Green, director of the National Macaroni Institute, and Theodore R. Sills, public relations counsel for the industry.

Plan Fall Merchandise Drive



The period from October 5 through October 14, 1950, has been designated as "National Macaroni Week" by the National Macaroni Institute. Reminding you of the fact are (left to right) C. Frederick Mueller, a vice president and public relations chairman of the National Macaroni Manufacturers Association; Robert M. Green, director of the macaroni institute, and Theodore R. Sills, public relations counsel for the industry. The fall merchandising drive will be marked by advertisements placed by macaroni manufacturers, plus anticipated co-operative ads from other food processors.

REMEMBER—Send your news items to: M. J. Donna, Managing Editor, THE MACARONI JOURNAL, P.O. Box 1, Braidwood, Illinois.

Are Women Still Buyers for Homes?

While a group of women are besieging Congress to adopt an "equal rights" amendment to the U. S. Constitution, they are losing their right to be classified as the buyers for their homes, according to a survey called to our attention by A. Irving Grass, vice president of the National Macaroni Manufacturers Association.

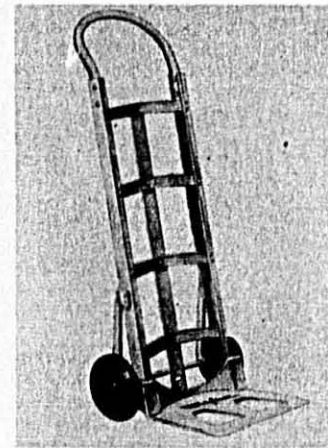
Heretofore, it was generally supposed that women bought 80 per cent of the goods consumed by the family, but according to a recent survey made by Paul D. Converse, professor of marketing, and Carie Crawford, assistant in marketing, University of Illinois, that may be classed as a one-time legend. The survey shows that actually women buy only 55 per cent of the goods for the home, and mere man buys 30 per cent on his own responsibility.

Applying these percentages to 1948 purchases of consumption goods, Professor Converse finds the children of the United States in the rank of big business, spending approximately five billion dollars.

The results of the survey are reported in *Current Economic Comment*, quarterly magazine of the U. of I. Bureau of Economic and Business Research.

New Magnesium Hand Truck

Magline, Inc., Pinconning, Mich., announces the addition of a new model, all-magnesium hand truck to their



present line. The company is one of the country's pioneer manufacturers of magnesium alloy products for home and industry. Weighing less than twelve pounds, this new Model 40-D-600 SC is remarkable for its extreme lightness and heavy duty load capacity. A new feature of the truck is

the addition of stair climbers which permit the user to transport loads between two levels (i.e. stairs, ramps, etcetera), with considerably less trouble and effort. The new design also features a curved back frame for facility in carrying all types of packages, containers and bulk goods.

Ten Commandments for Community Leadership

A report to members of the Labor Relations Institute, New York, states: ". . . we have mentioned the community as a force to be reckoned with. However, it would be a mistake to treat it as a by-product or merely incidental to any or all other phases of plant communications."

The other name for community relations is public opinion, a more familiar label which tends to place emphasis on the need to influence it in favor of the company.

In general, sales executives are far ahead in recognizing public opinion as a valuable tool. What's more, many have discovered that their company's labor-management relations are valuable tools. They know that favorable public opinion in general—not only of its products—boosts sales. Public opinion can also boost employe morale if it is properly enlisted.

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CONTROL UTILITY COSTS*(Continued from Page 14)*

36. Low pressures in some types of usage means inefficiency and waste; pressure meters on the main water line generally repay their cost by permitting adjustments in day-to-day variance and by promptly reporting dropped pressure due to a leak in the system outside your own plant.

37. In large organizations, drinking fountains always help to cut down water wastage. Adjustments on such fountains should keep the stream low enough to avoid waste and expensive mess around fountains in their use.

38. Controlled water usage and constant study of methods to attain this end should be impressed constantly on employees.

Telephone

39. The presence of a telephone sometimes encourages expensive long distance calls which could be cut down by using air mail; have rigid long distance usage rules.

40. Check, from time to time, on location of extensions in the plant and see whether or not re-location might not permit elimination of the use of one or more such extensions.

41. Often times extension costs can be saved by installation of bells giving

a louder ring or by re-location of a telephone to a more central spot.

42. Where per-call charges are made, have rigid rules as to the use of such telephones by employees.

All Utilities

43. Take advantage of all discounts offered on utility bills as these, all utilities considered, amount to a very sizeable addition to profits over a year's period of time.

44. Get acquainted with your local utility managers; they are always receiving information to help in better and more economical usage of what they sell.

45. Never hesitate to report maladjustment promptly; every hour of delay means additional waste, with resultant cost piling up against the firm's monthly bill.

46. Oftentimes a less expensive utility can be used as effectively now for a specific task as one now in the plant; study possibilities of such shifts from one source to the other in reducing costs.

47. Low cost of utilities often encourages waste by employees; explain that every cent so used comes from the firm's profits and its ability to pay good wages . . . because utilities cost so little per unit of use does not mean the accumulated cost over a period of time is not large.

MACARONI PRODUCTS*(Continued from Page 46)*

that macaroni products fill these requirements.

Food Value—Macaroni products are among our most economical and nutritious foods. They are valuable providers of protein and energy-giving carbohydrates. Macaroni products are six times richer in protein than potatoes, contain four times as much carbohydrate and are almost completely free of by-products toxic to the body.

Unlike bread and crackers, macaroni products are seldom served alone. In addition to their own contribution to the menu, they are carriers for nutrients provided by other foods. Because they absorb flavors readily, they are excellent foundation food for meats, seafood, cheese, eggs, fowl, vegetables, and even fruit.

Macaroni products fit well into any normal diet from childhood to old age. Because they are digested at a moderate rather than fast rate, they supply quick energy and, at the same time, give the kind of satisfaction which prevents return of hunger too soon after a meal.

Children need large amounts of such food, for they require energy for growth as well as for vigorous activity. Since they like macaroni, it often can be made the carrier for foods

which they are reluctant to eat when served alone.

Ways to Use Macaroni—Macaroni products fit well into any part of the menu from soup to dessert and combine easily with many foods.

Take soups, for example. Most any soup is better with the addition of egg noodles in fine strips or in fancy shapes such as alphabets, stars, or seeds. Consomme, vegetable soup, and bouillon are just a few that are improved by the addition of egg noodles. Besides absorbing and spreading out other flavors present, the egg noodles add texture interest to clear soups and nutritive value to all soups.

There's no limit to the number of main dish combinations which can be achieved economically and easily with any of the macaroni products. For baked casseroles or top-of-the-stove dishes, they may be combined with eggs, fish, fowl, vegetables, meat, or cheese. Macaroni products enable left-overs to be brought to the table a second time with an entirely new look. Especially speedy entrees may be made by cooking a quick sauce separately and pouring it on a foundation of steaming macaroni, spaghetti, or egg noodles just before serving.

Dressed with butter and perhaps a few additions like poppyseeds, nuts, or tomato sauce, macaroni products are a welcome change from potatoes. Consider egg noodles with poppyseeds as

an accompaniment for veal chops, spaghetti with tomato sauce for pork chops, or macaroni with butter and finely minced parsley with fish.

Macaroni gives heartiness to salads and blends flavors readily. Any of the salad, vegetables, meat, fish, fowl, eggs, and fruit may be used with macaroni for salad combinations. These salads have an unwilling quality which makes them perfect picnic food.



"Transfer Jenkins to some other department until the cold season is over."

Many pudding and custard recipes call for egg noodles, particularly those of Hungarian origin. Egg noodles are used more often for desserts than other macaroni products, perhaps because they already contain 5.5 per cent egg solids.

These tested recipes of the National

Macaroni Institute illustrate some of the popular uses of macaroni, spaghetti or egg noodles.

Spaghetti and Meat Balls*(Makes 4 to 6 servings)*

- 1 lb. ground chuck beef.
- 1 cup buttered soft bread crumbs
- 1 tablespoon chopped onion.
- Salt.
- Pepper.
- 3 quarts boiling water.
- 8 oz. spaghetti.
- 2 garlic cloves, minced.
- 2 tablespoons butter or margarine.
- 1 #2½ can tomatoes strained.
- 1 6-oz. can tomato paste.
- 1 beef bouillon cube.
- 1 bay leaf
- 1 tablespoon chopped parsley.

Mix beef, buttered bread crumbs, onions, ½ teaspoon salt, and a dash of pepper together well. Shape meat into 12 to 18 balls. Sauté in butter or margarine with garlic until browned. Remove from pan. Add strained tomatoes, tomato paste, bouillon cube, bay leaf, parsley, and 1 teaspoon salt to drippings in pan. Simmer 50 to 60 minutes. Remove bay leaf. Add meat balls and heat thoroughly. Add 1 tablespoon salt to boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally until tender; drain. Dot with butter or margarine, if de-

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sired. Place spaghetti on serving plate and top with meat balls and sauce.

Egg Noodle Fruit-Nut Pudding

(Makes 6 to 8 servings)

1 tablespoon salt.
3 quarts boiling water.
8 ounces egg noodles.
4 eggs.
½ cup sugar.
¼ teaspoon nutmeg.
1 quart milk
1 cup seedless raisins.
½ cup chopped nuts.

Add salt to rapidly boiling water. Gradually add egg noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain. Beat eggs slightly; add sugar and nutmeg; blend well. Stir in milk, raisins and nuts. Add egg noodles and mix thoroughly. Pour into greased casserole (2 quart). Bake in hot water bath in moderately hot oven (375°) 1 hour and 15 minutes. Let cool to room temperature. Serve.

Jiff Macaroni and Cheese

(Makes 4 servings)

¾ teaspoons salt.
3 quarts boiling water.
8 oz. elbow macaroni.
1 teaspoon dry mustard.
¼ teaspoon pepper.
1 cup milk.
8 oz. processed American cheese sliced.

Add 3 teaspoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until macaroni is tender. Drain. Place mustard, pepper and remaining ½ teaspoon salt in top of double boiler. Gradually blend in milk. Add cheese and cook over hot water until cheese is melted. Add cooked macaroni and mix together well. Heat thoroughly and serve.

CELLOPHANE OUTLOOK

(Continued from Page 28)

purchased more on each visit than in comparable stores. It was his opinion that each home consumed more food as a result of this progressive merchandising. This emphasized the importance of attractive shelf displays—the key to which is provocative packaging.

In this connection, I had the opportunity to meet the presidents of two large food processors vacationing in Florida. Both of them were making the rounds of these supermarkets, not only to create good-will, but also to make sure that their product was given the choice displays, and they personally supervised the arrangement of packages wherever possible.

The presidents, the sales managers and the other supervisors of your companies cannot be present at all

markets, but you can be represented by your packages, and the more attractive they are, the more preference they will receive not only from the store managers, but the consumers as well.



"First, I would recommend that your wife learn how to make lighter biscuits."

You know that a large percentage of supermarket sales are impulse sales. In your industry, the following figures have been compiled by duPont:

Planned purchases.....32.6%
General-plan purchases...24.0%
Substitute purchases.....1.5%
Unplanned purchases...41.9%

The last three really represent deci-

sions made in the store, and as you will note, they total 67.4 per cent. These decisions are greatly influenced by the impulse appeal of the package itself.

Convenience

There is one more suggestion to obtain consumer preference, and that is to give them added convenience. This can be accomplished in many ways with many types of packages—not only cellophane. For instance, take this carton idea:

1. *Perforated Top.* By perforating the perimeter of the carton and putting on the appropriate instructions, the housewife will find it very convenient to break off the top of your box, use the amount desired, and replace the cap. This will not only protect the remaining portion but will leave a very neat carton on the pantry shelf, building good-will for you and preference on the next purchase.

2. *Serv-O-Tray.* Here's another application of a carton and Cellophane idea—a tray overwrap. This Serv-O-Tray idea can be accomplished without additional cost by merely printing on the cellophane instructions for opening one end, sliding out the carton and removing contents, sliding the tray back into place. This not only protects the remaining portion but leaves a neat package on the consumer's shelf and keeps your identity on the package

until all is consumed.

3. *Serv-O-Bag.* Many manufacturers of macaroni products are using moisture-proof cellophane, not necessarily for protection but for the convenience of heat-sealing the bag closed. When opening a bag that has been heat-sealed invariably it is torn so that there is little protection for the remaining portion. By printing the bag upside down and printing instructions in an arrow for opening the manufacturer's end (bag manufacturer's), the consumer can open the bag without destroying it, thereby protecting the remaining portion and also affording the consumer the convenience of a re-use container.

4. *Ad-Lock.* Here is another idea for closing a bag. It not only affords a good closure with appropriate space for marking price and other essential data but can easily be opened and re-closed if the consumer desires. Even if she doesn't release it, she still hasn't destroyed the bag and therefore she still has protection for the unused portion and has a re-use container after the contents have been consumed.

To sum up—
We all know that competition is keen and we know that we have to use the most advanced methods of merchandising. Cellophane affords you one of the most important tools in this competitive era. If you contemplate

continued or increased usage of cellophane, you should maintain or establish now reliable sources of supply to insure the continuity of your merchandising and packaging.

And don't overlook or underestimate the power or the importance of informative and colorful copy on your packages to create impulse and preference sales.

PLANT SANITARIAN

(Continued from Page 56)

tention to areas most frequented by crawling or flying insects.

Other duties in the work outline would include:

1. Elimination of roach and rodent harborage, which usually means good housekeeping.
2. Regular study of all incoming raw ingredients to determine whether they should be accepted or rejected.
3. Inspection of the employees' personal hygiene habits.
4. Compilation of records which will denote improvement or degeneration in the various sanitation phases.
5. Weekly report by the sanitarian to the plant manager or operator.

As we mentioned before, unless a plant sanitarian has janitorial help

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"MACARONI SELLS FASTER IN CELLOPHANE..."

\$58,000,000.00 of macaroni product sales a year are unplanned, impulse purchases.* Shoppers may not be looking for your line—but when they see noodles, for instance, attractively packaged in sparkling film, the sight of the food itself reminds them to pick up a bag or two to have on hand.

You can multiply this impulse buying by putting your macaroni and noodle foods in gleaming, colorful, cellophane bags by Dobeckmun which prominently

*Food Topics—August 9, 1948

display your brand name and selling story. Make it easy for shoppers to buy—and your volume will jump.

Dobeckmun bags can be made in any size you want—plain or printed in provocative colors—with special impact designs that will give your brand a new, distinctive look. Pleasing Mrs. Housewife this way is a sure way to more and better profits.

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under his supervision, then the majority of rodent proofing, rodent trapping and poisoning, insecticidal spraying, raw ingredients sifting, et cetera, would be manually accomplished personally. The matter of keeping accurate records of all the sanitation work is important to serve for the surveillance of any outside inspectors to prove the plant's exemplary effort toward good sanitation.

It is very important that the plant sanitarian or sanitation engineer work very harmoniously with all regulatory agencies even to the point of going to them for advice and as a means of keeping them advised of the plant's sanitation programs. This co-operative attitude is greatly appreciated by inspecting outside agencies as, unfortunately, they have had experience with macaroni plants who maintain a very skeptical, apprehensive, independent and even unco-operative attitude toward local, state or federal regulatory inspectors.

Where it is at all feasible, all available sanitation literature should be garnered and made available to the new plant sanitarian so that he can keep abreast of developments. Recently there has been quite a few regional and national sanitation meetings just for the purpose of training food plant sanitarians, and he should attend these whenever and wherever possible.

In conjunction with the appointment

of a plant sanitarian, it is very important that all the other employees embrace the macaroni plant's new sanitation



"Is all this blasted paper work necessary?"

tion attitude. Large food companies, realizing this, have adopted many complex and comprehensive types of sanitation programs within their own organization. Examples are employees' sanitation committees; sanitation contests refereed by unbiased outsiders wherein employees benefit by prizes; plant sanitation inspection by a different employe each week, and regular

posting of various sanitation charts, posters and bulletins.

We feel that the sanitarian should be responsible, not only for the visual appearances of the plant premises, but also for filth invisible to the naked eye. By this, we are referring to microanalysis study of not only the raw ingredient and final finished product, but also the foodstuff along the various points in the processing line. Although a microanalysis of a raw ingredient revealing excessive extraneous matter would probably be too late to stop acceptance, it should serve over a period of time to know from which suppliers the plant should purchase, as this laboratory method will consistently reveal some source of supply filthier than others.

Unless the plant is particularly large, it will probably be simpler to submit samples to independent laboratories and this should be done on a regular basis to get a positive picture rather than a promiscuous study several times a year. The plant should insist on a very defined report on microanalysis of their products. Far too many laboratories merely return a report listing, for example, so many insect particles and so many unidentified hairs discovered. Should a plant receive a report that their product was heavily contaminated with unidentified hairs, it might go to the great expense of trying to combat rodents, when in

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reality the hairs originated from his own employes or possibly from a cat on the premises, either of which would require much simpler control measures. The same is true of insect contamination. A good microanalysis technician can define whether the insect particle originated from a fly, roach, weevil, an ant, et cetera, and the plant, in turn, will know where to put the finger immediately on control measures.

However, coupled with this type of work, the sanitarian must set up methods of spot checking all incoming goods to determine immediately whether they should be accepted or rejected, as once they are brought into the plant property, management is held responsible. Generally speaking, this spot checking should entail sediment testing for liquids and sifting for dry products as flour and semolina, which will give an indication at least of the material's cleanliness. It is certainly bad practice to blindly accept all component foodstuffs and process them into the plant's finished product for which management is held responsible. This spot checking may reveal only one out of, say, a hundred shipments to be bad enough for rejection, but that one shipment might constitute an infestation that will infect the whole plant.

Another of the sanitarian duties, concerned with his supervision of any outside help such as the exterminator or pest control operator, is that he should insist on only safe materials being used and safe practices as well as that all products used in his plant carry Fire Underwriters, Products Liability and Protective Damage insurance protection. He should record the results of each visit by any outside help.

Of course, where such outside consultants are employed, a plant sanitarian can work co-operatively, as someone has to follow out the consultant's suggestions. Such a team can be very beneficial to a plant because outside people engaged in sanitation work gain a great deal more knowledge as a result of their work in more than just one plant and can impart this to the individual sanitarian. Each outside inspection usually reveals little infractions that can be easily corrected by the plant itself. Without inspections from outsiders, plants are often guilty of overlooking the most obvious things which are, nevertheless, cause for a great many regulatory citations.

Bear in mind, then, that a plant sanitarian is held directly responsible for an insect-and-rodent-free macaroni plant and for an insect-and-rodent-free macaroni product. The food industry generally agrees that plant sanitarians are the answer to the problem, but even this is not true entirely. The program depends entirely on the sanitarian himself. We service food processing organizations numbering from 25 to 100 plants, whereby each proc-

essing plant has a sanitarian. Though each sanitarian has supposedly followed exactly our same procedure and practices and used exactly the same materials and equipment, we will be forced to grade one plant 50 per cent, another plant 75 per cent and maybe another plant 95 per cent.

This certainly indicates that, although a plant sanitarian should be a requisite of every food processing plant, there are, like in everything else, good and bad ones; but the well trained, conscientious and able sanitarian, thoroughly indoctrinated in the principles of good sanitation will not only keep his plant out of trouble, but will develop it into a fine sanitation example of a truly clean food processing plant.

WORKING WITH PEOPLE

(Continued from Page 12)

we are constantly alert to the opportunities for training. This means observing the assistant in his daily contact with the employes and with other department heads: giving him helpful tips on ways to build respect of the men, offering suggestions on better methods or techniques to follow the next time, pointing out why this way or that way is not the best approach; by laying one brick at a time in our ever-building program, and constantly trying to develop in him the good traits we found in our own favorite boss.

The assistant must learn that his men



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like to be treated as he likes us to treat him. He should give a man credit in the presence of his fellow employes for jobs well done. He should also be constructive and friendly in private criticism of errors or faults. Public praise but private disapproval—both only when deserved. The old-fashioned, profane gang boss, who felt he was teaching others a lesson when they observed him bawl out a man, deserves nothing more than your sympathy. He is hopelessly lost. A no more serious habit could be developed in a young supervisor, yet it continues to be practiced.

I was very much surprised to learn from Dr. Kolstad, head of Kolstad Associates in New York, that in his employe attitude surveys made throughout the U. S. for many companies, he finds, on an average, one out of four employes complain they are bawled out or criticized in front of other employes. He has also found that only 37 per cent say they usually or always receive recognition or praise for unusually good work.

To follow such practices, we are still using 1933 wage rates in computing the invisible paycheck of personal satisfaction.

Our assistants need to appreciate the value of knowing their men; knowing their hobbies, their interests, their

problems that sap their energy and interest at times. Not only know the men but take a few minutes for a friendly chat.

Each person is different. And our



"Well how far is Sonny's Service Station if the crew had to walk and carry a gasoline can?"

assistant is in for a rude awakening if he attempts to work with all individuals in the same way. He can't handle the same man exactly the same on two consecutive days. An employe's action and behavior are influenced by conditions and happenings outside the plant as well as within the plant. Try as a man may, he cannot forget a sick child or wife at home. Younger workers are

thinking about social events. Everyday problems affect all of us, distract us, influence us one way or another. We all have burnt toast for breakfast now and then.

There are many types of individuals we meet in life. Six of these, known to all of us, are described in the excellent safety film recently released by the National Safety Council. They are:

(1) The fellow who is sloppy in his work. (2) The tough guy who doesn't bruise easily. (3) The show off. (4) The loudmouth. (5) The man who doesn't keep his mind on his job. (6) The practical joker.

Each individual presents a different problem in safety programs as well as in every other aspect of a manager's job.

It has been said a good salesman seldom meets a man he doesn't like. The same can be said for a good leader of men. The only way to make friends is to be one. A good foreman learns to be friendly, to smile and say good morning even when he has some off-color product.

Our assistants can learn other good points from the salesman. He practices making a friend a day. The supervisor should learn to know one employe better each day. A good macaroni plant superintendent can learn all the technical aspects of manufacturing in prob-

ably half the time it takes to learn to know his men.

The salesman seeks to build sales volume in outlying areas off the beaten path as well as with big accounts. The young supervisor should always seek opportunities for building good relations with employes and supervisors in other departments. The fundamental principles which apply to good human relations with the men under us also apply to those in our own level, and to those above us. I can see no distinction between the strife and conflict of petty bickering between uncooperative department heads and the strife and conflict between a supervisor and one of his employes. Yet in nearly every company it exists—to the benefit of no one. No man is independent. We all go through life on the shoulders of others.

In trying to be a friend as well as a supervisor, one should never boastfully show superiority in the presence of his men. It causes them to feel embarrassed, inadequate, uneasy. It creates fear: fear of criticism, fear of doing wrong, even fear of being fired. Fear leads to a feeling of personal shame and then to resentment. Fear, shame, and resentment are three potent trouble makers and will quickly and surely alienate friendship. And they can develop as quietly and unnoticed as a change in the humidity.

How many promises did you fail to keep yesterday? You probably didn't

fail to keep any. You didn't get to the top by such practices and your young assistants must also develop this important characteristic. He who forgets is soon forgotten. The notebook habit is like an insurance policy. It protects against the serious loss of respect that results from unintentionally forgetting promises and commitments made to the men.

If our leader of tomorrow wants to build a loyal, enthusiastic organization, he is going to learn that, since his men all happen to be human beings, they like to feel they are contributing to the company's progress. The feeling of importance that comes from being asked for ideas and suggestions means a lot. A word of explanation on the part each man plays inflates his ego. The newest employe can help keep you out of jail by keeping contamination out of your plant and products. Let's show him how his job fits into the picture. Let's give him pride in his job and a realization that it is important.

One of the managers in this group was robbed yesterday. I don't know which one, but I'm sure that someone has taken credit for one of your ideas, although you may not know it yet. When you learn of it you are going to be pretty peeved. That is to be expected, and your understudies should be taught that they can destroy a year's work of building good human relations by one petty theft of someone else's

idea. It is no disgrace for the assistant to have a man under him who can think. Instead, it is a credit that the ideas were offered. Stealing ideas is stealing trouble.

A first cousin to taking credit for another's ideas is buck passing. Only the unsanforized foreman will do it and he shrinks in moral stature with every washing. Our assistant would resent our passing the buck and he in turn must build the respect of his men by refraining from taking the easy way out—passing the buck when things don't go right.

As the New York Central counsels with their managers, so we should counsel with our assistants: Be the kind of a boss you would like to work for. Helping the young man develop the habits, attitudes and practices that will make him the respected leader of men is not difficult or mysterious. Our two greatest problems are in training ourselves to be alert to opportunities for training and coaching and, secondly, practicing what we preach, the latter being much more difficult. Morell once said: "The first great gift we can bestow on others is a good example."

You are making macaroni and making managers every day. You are building your own monument. May it be one you are proud of.

Remember, he who develops 10 men is greater than he who does the work of 10 men.

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Crowning a Queen Wendy Waldron, Hollywood starlet, is being crowned "West Coast Macaroni Queen" at the west coast meeting in Los Angeles, February 28, by Bob William of Miller's Macaroni Company. The macaroni manufacturer smiling benignly in the center is Fred Spadafora of Superior Macaroni Company, and, on the left, Ben Greer of Globe A-1.

QUALITY

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Think It Over

"Think it over," recommends Robert M. Green, director of public relations of the National Macaroni Institute to the supporters of that promotional organization, when quoting the following:

- "When someone stops advertising, Someone stops buying, When someone stops buying, Someone stops selling, When someone stops selling, Someone stops making, When someone stops making, Someone stops earning, When someone stops earning, Someone stops buying."

"This preaches a powerful business lesson to every American who is interested in helping to maintain our high standard of living."

Bringing this thought home, macaroni-noodle manufacturers might take this lesson to heart. By judiciously advertising machinery, equipment, materials, accessories, services, et cetera, to prospective buyers of same in an industry covered by THE MACARONI JOURNAL, the recognized spokesman of the trade, will start the round-robin which makes for better business all around—this magazine, the advertisers and their direct customers, and indirectly, America.

Uniform Accounting System

Requests for copies of the National Macaroni Manufacturers Association's Manual of System Instructions; Uniform Cost and Accounting for the Macaroni Industry, adopted in 1933, are still being received. Such requests have come from accountant groups, from libraries and individuals in this country, in Europe, in South Africa and Australia.

From the Northwestern University, Chicago, that is compiling a bibliography on trade manuals for accounting systems and cost accounting systems, comes a request for our manual and for a portfolio of samples, placed through Cecil Gillespie, professor of accounting, the university's school of commerce.

There is a movement on foot in the macaroni association to modernize the system and a committee is to be appointed to study that possibility.

Support the Institute

There are unlimited possibilities for increasing the per capita consumption of macaroni-spaghetti-noodle products in America, but Americans are all Missouri-minded—they want to be shown. The National Macaroni Institute has started a difficult job and is

doing well at it. It could do better with help from manufacturers that should be but are not yet "backers."

It is reliably reported that the consumption of macaroni products in Italy is in excess of 50 pounds per person per year, and that the over-all European consumption is about 32 pounds.

In our country, macaroni products consumption in 1947 was 6 pounds; 6.2 pounds in 1948 and 6.3 in 1949, based on the best information available . . . compared to Europe's 32 pounds. What an opportunity! It's worthy of every manufacturer's full interest and unstinted support. Volunteer your co-operation in this common cause.

Rossotti Office in Seattle

The Rossotti California Lithograph Corp., has opened a new office in Seattle, with Ivan Lottfeldt as representative.

Mr. Lottfeldt is a native of Seattle and has an experience of 25 successful years in the label and carton business.

The new office at 123 First Avenue So., Seattle, Wash., will serve as headquarters for the northwest territory.

Self-control in men is the basis for self-government in nations.

CARTOON CORNER BY ART ROSS

Cartoon by Art Ross featuring a chef, a woman, a skier, and Arturo Toscanini. Includes text: 'ZIS DISH IZ ZE NUTZ!', 'A SPAGHETTI DINNER AT MAXIM'S IN PARIS WILL SET YOU BACK FIFTY DOLLARS.', 'SHIRLEY MAY FRANCE, THE LOVELY GAL WHO WILL ATTEMPT TO SWIM THE ENGLISH CHANNEL NEXT SUMMER, INCLUDES MANY MACARONI DISHES IN HER SPECIAL DIET.', 'ANY MACARONI TODAY, FOLKS?', 'BROADWAY PRODUCER MORT CURTIS STARTED OUT AS A GROCERY SALESMAN. HE OFTEN REACHED NEW HAMPSHIRE CUSTOMERS ON SKIS!', 'LIST AMONG THE MOST ENTHUSIASTIC SPAGHETTI FANS, THE MAESTRO HIMSELF—ARTURO TOSCANINI.'



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

Trade Mark Registered U. S. Patent Office
Founded in 1903

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

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

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

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

ADVERTISING RATES

Display Advertising.....Rates on Application
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Vol. XXXI April, 1950 No. 12



Ollie the Owl

Years ago the crows had a good reputation with the farmers. They ate the insects that infested the corn crop, the farmers liked to have them around. Then one day, Aleck the Crow sold them the idea that they ought to adopt a food control program, so they organized a Crop to Gullet Planning Board, with Smart Aleck as chairman. The board assembled in the old pine tree and after pondering long over the economic and social problems of the crows, the members decided that the old system of waiting for the corn to grow and then living off the insects

was uneconomic and offered no security to the flock.

"From now on," said Smart Aleck, "we won't wait until the corn grows tall and then have to battle other birds to get enough insects to feed our families. Or take a chance that a flood will wash out the plantings. Or that the sun will scorch the Earth. As soon as the farmers finish planting, we'll swoop down, dig up the seeds and fly them to our public granary. Then we will live off the harvest for the rest of the year and be sure of a more abundant life."

This listened fine to the crows. Came planting time and when the farmers had finished sowing, they flew down, dug up the seeds and took them to the granary where they would be distributed to all crows as needed by the Procurement Division of the Crop to Gullet Planning Board. "This beats the old system of being on your own," said one crow. "This way we all work together and the planning board will see that we all share alike."

The next day the farmers planted again and when the crows plundered the furrows once more, guns began to boom and the fields were littered with dead.

You can't build prosperity out of planning boards; you need free enterprise to nail it down.

Very wisely yours,
Ollie The Owl

National Macaroni Manufacturers Association

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FOR SALE—4 Buhler Short Goods Drum Type Dryers—Capacity 2,000 lbs. each per day. Dimensions—18 feet, 9 inches long—6 feet, 8 inches high—7 feet wide. Completely automatic. If interested, write Box 76, The Macaroni Journal, Braidwood, Illinois.

"Nothing that is false ever does anybody any good" . . . (Heckler) "You're wrong, stranger. I have false teeth and they do me a lot of good."

✓ CHECK AND FILE THIS IMPORTANT INFORMATION

FACT FILE ON ENRICHMENT

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

ALL FIGURES ARE IN MILLIGRAMS PER POUND

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

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

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

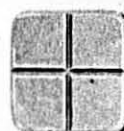
For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B₁ 50%
Vitamin B₂ 15%
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Niacin 4.0 milligrams

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

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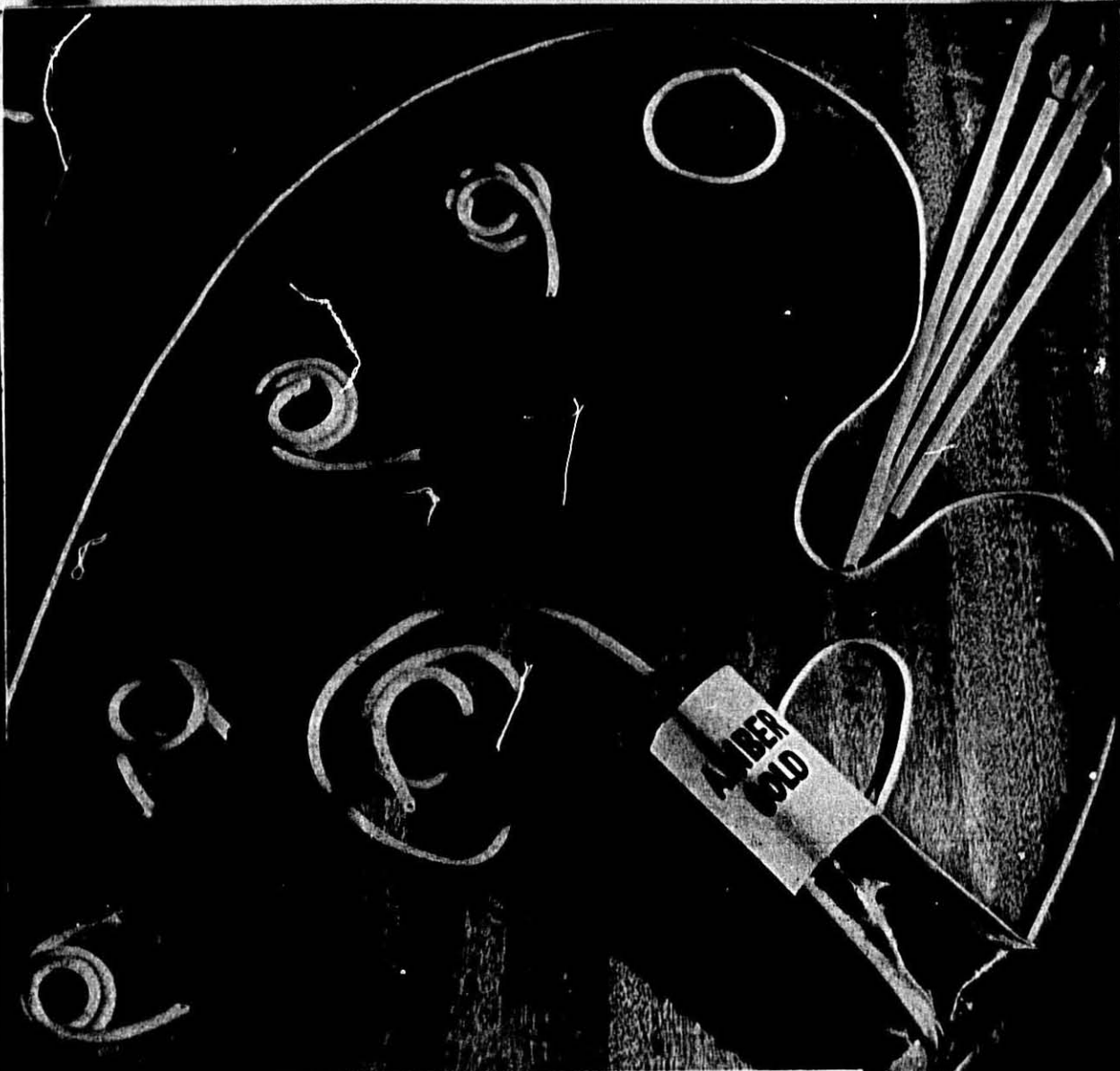
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ENRICHMENT DATA



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with keen eyes for *color*. Macaroni manufacturers have to know their colors, too—because color has so much to do with the popularity of their macaroni, spaghetti, and noodles.

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