THE MACARONI JOURNAL

Volume XXXIII
Number 2

June, 1951

JUNE, 1951

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Salute to Chicago

Grant Park and Michigan Avenue Skyline of Chicago

This view, taken from the roof of the Museum of Natural History, shows the two-miles-long promenade along Chicago's waterfront with the thousands of spring flowering trees and shrubs in beautiful Grant Park. In the middle left is the bandshell where the famous open-air free concerts occur. In the middle right is the glistening site of Buckingham Fountain's waters. The skyline shows many of Chicago's most prominent buildings of Michigan Avenue from Roosevelt (1200 South) to Oak Street (1000 North), a distance of more than two miles.

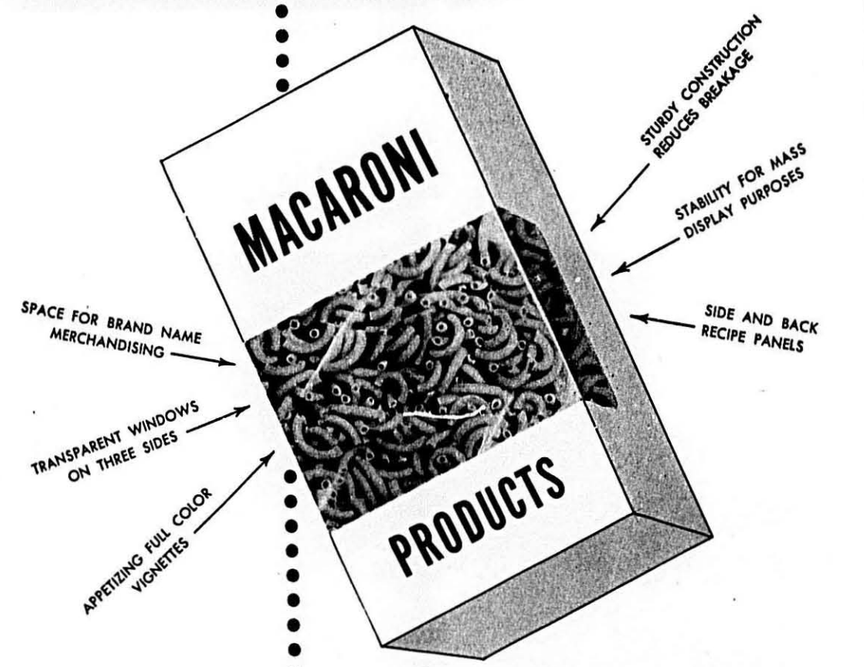
Official Organ
National Macaroni Manufacturers Association
Palatine, Illinois

Printed in U.S.A.

VOLUME XXXIII
NUMBER 2

SOMETHING *New* IN PACKAGING

Rossotti TRIPL-VU



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These things we promise...

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Manufacturers of quality macaroni may absolutely rely upon the superior color of Amber's No. 1 Semolina. The finest durums, exact milling methods and constant laboratory control make Amber's color possible.

----uniformity

Manufacturers of quality macaroni may absolutely rely upon uniformity of all quality factors in every shipment of Amber's No. 1 Semolina. This assures maximum control of color, flavor and quality in your macaroni products.

----service

Manufacturers of quality macaroni may absolutely rely upon delivery promises made by Amber Mill. This eliminates costly interruptions of your plant schedules, and assures constantly fresh supplies.

Specify Amber's No. 1 Semolina for exact quality control of your Macaroni Products

IT'S AMBER! No 1 SEMOLINA

AMBER MILLING DIVISION

Farmer's Union Grain Terminal Association

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Convention City Speaking

Chicago, Illinois, for the fourth consecutive year and for the 16th time since the organization of the National Macaroni Manufacturers Association, is the host city for the 47th annual conference of the macaroni-spaghetti-noodle industry June 28 and 29.

Naturally, when the national convention is held in Chicago, the Edgewater Beach Hotel is the headquarters of convention activities.

Chicago is a large, busy city—the nation's second largest in population and in industrial importance.

The macaroni-makers' meeting at the Edgewater Beach Hotel is but one of a dozen other conventions in Chicago of diversified groups of business men and women the same week, but it is the one that primarily concerns this food trade and will attract processors from most production states and from Canada. This year, there will even be representatives from France and northern Africa.

A program of special and current interest to manufacturers and suppliers has been prepared for the 1951 conference, with a number of social affiairs for the education and pleasure of the several hundred that will be in attendance June 28 and 29.

For their leisure hours, the convention guests are offered many attractions, for which Chicago is nationally famous. Among these are many cultural and educational institutions, the beautiful Lake Shore Drive, parks and an almost endless variety of entertainment facilities.

Plan to attend your industry conference in this year of bewilderment. Join with your competitors in approved action for trade protection and promotion.

Chicago welcomes you!

Government Controls

Macaroni-noodle manufacturers are naturally concerned with the matter of government control about which so much had been heard and prophesied. The planned controls will affect all lines of business, even of personal efforts.

The industry is particularly interested in what is best to be done under the ceiling price filing order (CPR No. 22 whose deadline has been extended until July 2, 1951).

Several regional meetings have been held throughout the country under the sponsorship of the National Macaroni Manufacturers Association, to which all processors, members and non-members were invited, the aim being to get the reaction of large and small processors and to consider, collectively, the best way to meet the price-filing requirements.

Such gatherings along the Pacific and Gulf coasts, in Chicago and in New York, emphasized the confusion that exists even among those whose duties will be the enforcement of the orders. The uncertainty among top officials and the differing opinions among the various branches that have something to do with controls has left most businessmen bewildered.

The postponement of the filing date until July 2 will enable the macaroni makers to give this important matter further consideration at the industry conference in Chicago, June 28-29, where representatives of the government bureaus will co-operate in explaining clearly their latest regulations and the proper procedure.

The primary aim of controls is to combat inflation. While the voice of the macaroni industry may be a small one, when combined with the voices of hundreds of similar trades, it may influence action not too detrimental to business generally.

47th Annual Convention
NATIONAL MACARONI MANUFACTURERS ASS'N

June 28-29, 1951, Edgewater Beach Hotel, Chicago
Convention Theme: "The Road Ahead"

Wednesday, June 27

10:00 a.m. Director's Meeting in the Sheridan Room

Thursday, June 28—Morning Session in the West Lounge

8:30 a.m. Registration Breakfast for all convention registrants and their ladies.

10:00 a.m. Formal Opening of the Convention
President C. Frederick Mueller presiding, Vice President Peter LaRosa conducting.

"The President's Message"—C. Frederick Mueller

Appointment of Committees

"The Macaroni Industry Tells Its Story"—Theodore R. Sills

Mr. Sills, Public Relations Counselor, will report on the activities of the National Macaroni Institute and discuss plans for National Macaroni Week, October 18-27.

12:30 a.m. Discussion Period will be followed by Luncheon Recess.

Afternoon Session in the West Lounge

2:00 p.m. President C. Frederick Mueller conducting.

"What's Ahead in the Food Field?"—Panel Discussion.

A panel of outstanding representatives of various segments of the food field will give their views on what is ahead in the immediate future. They will indicate how the Macaroni Industry can be helpful to them and how they can be helpful to the Macaroni Industry. Following a brief statement from each panel member, the session will be thrown open to a question and answer period in order that we may arrive at some understanding of what is before us.

Panel Members:

Rose Marie Kiefer, Secretary-Manager, National Association of Retail Grocers, Chicago.
James B. O'Neill, Merchandising Manager, Food Division, Wieboldt Stores, Inc., Chicago.
Col. Paul P. Logan, Director of Food & Equipment Research, National Restaurant Association, Chicago.
Harold O. Smith, Jr., Executive Vice President, U. S. Wholesale Grocers Ass'n, Washington, D. C.
Paul S. Willis, President, Grocery Manufacturers of America, New York.

Evening Social Affairs

7:00 p.m. Rossotti's Spaghetti Buffet Supper
Host: Rossotti Lithograph Corporation, North Bergen, N. J.

10:00 p.m. Beachwalk Entertainment

Friday, June 29—Morning Session in the West Lounge

8:30 a.m. Early Birds' Breakfast for all convention registrants and their ladies.

10:00 a.m. President C. Frederick Mueller presiding, Vice President Maurice L. Ryan conducting.

"Macaroni—from the Field to the Table—in France and the United States"

Welcome to the French Commission of Macaroni Industry Representatives.

Response from Jacques Audigier, General Secretary, Comite Professionel, de L'Industrie, Des Pates Alimentaires, Paris, France.

Movie presentation: "Durum Growing and Semolina Milling in Tunisia.

Statements by Members of the French Commission.

"Durum Growing in the United States"—Victor Sturlaugson.

Mr. Sturlaugson, Superintendent of the Langdon Agricultural Station and President of the North Dakota State Durum Show, will report on the outlook for the current durum crop. He will indicate some of the problems confronting the durum farmer, including the new strain of rust 15B. He will tell us how the growers regard the future for durum and macaroni products.

Exchange of Durum Samples Between the United States and France.
Jacques Audigier—Victor Sturlaugson

"Problems of Milling Durum"—Ellis English

Mr. English, President of the Commander-Larabee Milling Company, will comment on the problems of milling durum wheat and discuss the relationship of the miller to the durum grower and the macaroni manufacturer.

"Making and Selling Macaroni"—C. L. Norris

Mr. Norris, Vice President of the Creamette Company, and Advisor to the National Macaroni Manufacturers Association, will comment on the problems of making and selling macaroni in the United States, indicating efforts that should be made for future Industry progress.

"How the Association Can Help You"—Robert M. Green

Your Association Secretary and Director of the National Macaroni Institute will outline the overall activities of the Macaroni-Noodle Industry trade association, and tell how they can serve you.

Election of 1951-52 Directors.

12:30 p.m. Luncheon Recess

12:30 p.m. Director's Organization Luncheon and Board Meeting in the Sheridan Room.

Afternoon Session in the West Lounge

2:00 p.m. President C. Frederick Mueller presiding, Vice President Lloyd E. Skinner conducting.

This Session will be a closed meeting for Macaroni-Noodle Manufacturers to Consider Special Industry Problems.

Presentation of 1951-52 Association Officers

Final Adjournment

Evening Social Affairs

6:15 p.m. Cocktail Party and Reception

7:30 p.m. NMMA's Annual Dinner Party

10:00 p.m. Beachwalk Entertainment

Milady in Business—

C of C Luncheon Turns Glamorous

Woman Presides For First Time

By Sally MacDougall,
Staff Writer

New York World-Telegram and *Sun*,
Thursday, May 3, 1951

An innovation today at a luncheon for 350 at the Pierre turned the spotlight on Miss Betty Ossola, a glamorous young business woman. She presided as chairman at the annual meeting and luncheon of the American Chamber of Commerce for Trade with Italy.

Mayor Impellitteri, who was to have been guest of honor and who has not returned from his vacation, was represented by Acting Mayor Joseph Sharkey. Mrs. Impellitteri was present.

This is the first time in its 64 years that the chamber selected a woman for chairman and today Miss Ossola was wondering why the men picked her.

"Perhaps it was because they know that I know and love Italy, and know and love the business of importing food from there," she ventured. "My parents sent me from Pittsburgh to a school in Florence to learn Italian and to get exposed to art. Perhaps the most important thing I learned was the prevailing Italian attitude toward this country and how they actually look up to our businessmen."

Started by Father

One of the few New York women in the food importing line, Miss Ossola is vice president and general manager of the J. Ossola Co., 155 Hudson St. The J. is for her father, who started his import business in Pittsburgh, opened a one-room office in New York in 1929, and now spends most of his time in Pittsburgh and in Italy.

Miss Ossola's streamlined office on Hudson St., near Canal St., is up one flight. Her 90 employes are scattered over two six-story buildings. She also keeps in touch with 30 salesmen on the road, knows what's in the boxes and barrels from Italy that come off trucks to be packaged on upper floors and she also keeps an eye on the evolution in basement tanks where wine turns into vinegar.

"These are my special pets," she admitted, indicating bright packages at the far side of her desk. There were slim and bulging jars of artichokes, olives, chestnuts, mushrooms, decorative decanters of olive oil and vinegar, and a rotund glass jar of chopped olives, pimentos and spices.

"When you can get something into the stores and see it going like a house on fire, the food import business can be a lot of fun," she said.

Lives in Englewood

Though she keeps her Ossola name in business, Miss Ossola is married. She and her husband and two children live in Englewood. Her husband, Charles Rosotti, owns a lithographing business.

She thinks the varied schooling she got here and there—business administration at the University of Pittsburgh, art at a finishing school in Virginia, Italian and other languages in Florence—merged into sound preparation for what she's doing now.

Betty Ossola (Mrs. Charles Rossotti)

"An only child, I got stuck with the family business, and I'm glad of it," Betty Ossola said.

"Yes, she's my baby!" said Charles C. Rossotti, executive vice president of Rossotti Lithograph Co., North Bergen, N. J., when permission was sought to reprint the article in the *New York World-Telegram*. "If she keeps on becoming more famous, I think I will be known as the husband of Betty Ossola."

Career Woman of the Month

Honorable Vincent Impellitteri, mayor of New York City, recently congratulated Betty Ossola on her seventh anniversary as executive vice president of the Ossola Company, importers, packers and distributors of the nationally famous "Torino" brand food products and table delicacies, as follows:

It seems to be every man's fondest dream to have a son to carry on his name and his business. Consequently, if Junior turns out to be a little girl, Daddy often experiences a momentary pang of regret . . . needless regret, to be sure, since daughters are very wonderful creatures who blossom into lovely womanhood and more often than not, in this day and age, carry on Daddy's business as ably as any son.

To illustrate our theory, we proudly point to Mr. J. Ossola's daughter, Betty, whose blond beauty and always fashionably garbed figure belie the razor-keen business acumen and efficiency with which she has been running her father's business for the past seven years. As executive vice president of the Ossola Company, Betty has more than upheld the firm's reputation of traditionally fine quality and added many new and valuable ideas of her own.

Her most recent brainchild is a special service whereby food editors throughout the nation are furnished with unusual, delectable recipes. Another one of her innovations proved a boon to cooks who liked chestnuts but lacked the patience for the tedious task of peeling them . . . chestnuts were packed, pre-peeled and pre-cooked in 18-ounce jars.

Betty's biggest job is to track down

(Continued on Page 40)

end macaroni color worries

General Mills solves your color problem . . . at the mill . . . by a 3-way check:

1. Scientific Durum Wheat selection with pre-milling color control of wheat mixes.

2. Color control in milling.

3. Press testing.

You're *sure* of quality and products of uniform color because General Mills' Products Control Laboratory *makes* sure!

General Mills
Durum Department
MINNEAPOLIS, MINN.

A SALUTE TO CHICAGO

ONLY a little more than a century ago, a respected pioneer who was famed for his oratory and his vision, said to a rapt Chicago audience:

"I see before me on the shores of Lake Michigan, a city which ten years from now will have 10,000 inhabitants. In twenty years, there will be 20,000 inhabitants; and one hundred years from now, we will have a city at this place of 100,000 people."

That was too much for the crowd, according to historians. Shouting that he had too much to drink, they hooted him off the platform.

Today the orator again has been put to shame. For even within the lifetime of many of its older inhabitants, Chicago has grown from a frontier village on the marshes of the Chicago River to the modern "sprawling giant of the plains"—America's second largest city, and fourth largest in the world.

Beginning with a total population of 50 persons in 1830, Chicago in sixty years had passed the million mark. Today's census figure exceeds 3,630,000.

The magnitude of Chicago's size is illustrated by the fact that there are only 104 cities in this nation today with a population as great as 100,000 and only 17 cities with a population of 500,000 or more.

Even more startling than this history of growth, however, is the fact that Chicago today is as youthful and vigorous as ever and is still growing at a tremendous rate.

In the past decade, for instance, the population increased 235,000. This is equivalent to the total population of such a city as Omaha, Neb., or Miami, Fla.

Already the greatest industrial establishment in the nation in 1940, Chicago added 2,453 manufacturing plants in 10 years. Remember that these are added facilities. The great industrial city of Pittsburgh has a total number of 2,228 manufacturing plants—less than Chicago's increase alone within ten years.

The growth of industrial employment in Chicago's metropolitan area amounted to nearly one-third of a million in the same period. This increase is greater than the total number of production workers in the manufacturing area in St. Louis, and it is virtually equal to the total employed in the booming city of Los Angeles.

Chicago's annual retail sales have followed a similar pattern. For example, the difference between 1948 sales and those recorded in 1939 is substantially greater than the total retail sales in the city of Los Angles for the year 1948. Total annual retail sales in the Chicago area are approximately equal to the combined retail sales in the cities of Los Angeles, St. Louis, and Buffalo.

Reasons for Growth

An obvious corrolary to these staggering facts concerning the city's continuing growth is a glance at the reasons behind this growth.

The most important factors, of course, were geographical and geological. Lake Michigan penetrates into the heartland of America. This was a fact of incomparable consequence when water routes were the only means of penetrating the interior of our country. An equally important geographical fact was that the southern end of Lake Michigan and thus of the Great Lakes—St. Lawrence Waterway, and the Desplaines River connecting with the Mississippi Waterway System—were separated only by a short and almost level land portage.

These waterway systems were the basis of Chicago's earliest business life. This water route was supported in 1825 by the construction of the Erie Canal, which made the so-called sea-level route via Buffalo and the lakes the fastest and easiest means of access from the Atlantic seaboard to the central West.

The same lakes and rivers which tended to make this location an important center for water traffic also helped to make it a center of land travel. Chicago is at the most northerly point at which land travel can bypass the Great Lakes water barrier between East and West.

Geological factors were quite as significant in Chicago's growth. For hundreds of miles in every direction the soil is fertile and the weather favorable for raising food crops and livestock. Near this place, either physically or transportation-wise, are abundant sources of timber, coal, iron ore and oil.

With these advantages, it was inevitable that in a vigorously growing young nation people should find here opportunities for trade and industry, and that at this site population should gather at a rate phenomenal by Old World standards.

Chicago's first railroad, the Galena and Chicago Union, started operation of a ten-mile line in 1848. Eight years later there were eleven trunk lines entering Chicago and the city already had become a railroad center.

The railroads gave a new unity to the area and made Chicago its commercial capital. Formerly a retail center for farmers within a radius of 200 miles, Chicago's trade area now expanded into the Illinois River Valley. Rail connections east and west made Chicago, by the 1850's, the dominant wholesale center for the entire rapidly growing midwestern area.

Late in the 19th century, Chicago had become a shipping and storage center for grain. This led to the establishment of the Chicago Board of Trade—the first use of a commodity marketing system which now has become standard throughout the world. The invention of the refrigerator car near the turn of the century made Chicago a great livestock market.

Manufacturing Aids

Manufacturing began in Chicago on a large scale when Cyrus McCormick

World's Busiest Railroad Center—Chicago is the clearing point for millions of American rail travelers annually. Dearborn Station, in the shadow of the Loop, typifies Chicago's eminent position as the busiest railroad center in the world. Thousands of trains come into the city daily over its 38 trunk lines and connecting systems.

developed his reaper to the marketable stage in 1844.

The opening of the Minnesota Iron ore mines, combined with cheap lake transportation, began the steel-making activities which today make Chicago the world's great steel center.

Oil refineries came with the building of pipe lines. The mail order business, a Chicago development, boomed phenomenally and the city's financial institutions spread their influences throughout the middle west.

Hand in hand with Chicago's industrial development came a tremendous expansion of transportation facilities of every type—water, rail, motor and air.

The city is served today by 19 trunk line railroads which operate nearly one-half of the nation's total railway mileage. It is the busiest railroad center in the world, handling more freight traffic than New York and St. Louis combined.

Passenger train arrivals and departures average 1,770 per day—more than one per minute. They carry daily more than 292,000 commuters, more than 66,000 passengers to or from more distant points.

Chicago's three city-owned airports handled more than 3,500,000 airport passengers last year. Plane arrivals and departures at the Chicago Midway Airport averaged 613 every twenty-four hours, or one landing or take-off every two and one half minutes. This airport is said to be the busiest in the world, with 450 regularly scheduled trips per day by twelve major air lines.

Chicago's highway motor carrier services provide scheduled daily transportation to 24,000 communities through more than 450 common carrier concerns.

As an Inland Seaport

Steamship lines of Dutch, Swedish, Norwegian, Canadian and U. S. ownership connect Chicago with other Great Lakes ports and north Europe. The Calumet-Sag Channel connects Lake Michigan with the Illinois-Mississippi waterway system at Chicago and provides continuous water transportation to the Gulf.

Forty-eight million tons of lake-borne traffic and twelve million tons of river-borne traffic were handled at Chicago last year. The tonnage handled on the lake alone was said to be greater than that handled over the same period by the Panama Canal.

Within the Chicago region, which comprises roughly a fan-shaped area of a 500-mile radius westward from Lake Michigan, are 37 per cent of the nation's wholesale establishments, 38 per cent of the nation's retail stores, 39 per cent of the nation's manufacturing concerns, and 40 per cent of the nation's farm output in terms of dollar value of products.

During its vigorous one hundred-odd years of growth, Chicago has contributed a great many important inventions and industrial methods to the nation and to the world.

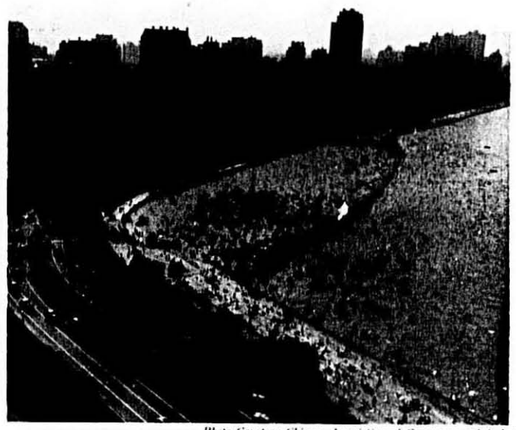


Photo Courtesy Chicago Association of Commerce and Industry

Oak Street Beach—Situated only a short jaunt from Chicago's business center is the popular Oak Street Beach. Here, where Michigan Avenue and Lake Shore take one from the downtown skyscrapers and hotel areas into the fabled beaches of Chicago's Gold Coast, is one of the busiest playgrounds in the Midwest. Millions of bathers, yachtmen, fishermen and others seeking a variation from the business life of Chicago, find in this handy spot the answer to a real holiday.

The first Pullman car originated here, the first steel frame skyscraper, the first electric iron, the first electric range, and the first third-rail system for electric railways.

Chicago's Stevens Hotel is the world's largest, and its Morrison Hotel the tallest. The famed Merchandise Mart is the world's largest commercial building, and the American Furniture Mart is the largest building in the world devoted exclusively to the display and sale of the products of a single industry. The Chicago Mercantile Exchange is the world's largest market for futures in butter, eggs and other farm commodities.

The city leads the world in the distribution of furniture and household furnishings, mail order merchandise, food products, produce and jewelry. It sends and receives more telegrams, prints more trade catalogs and telephone directories and handles more domestic money orders and parcel post packages than any other city.

The Chicago industrial area, a six-county area of which Chicago is the hub, leads all other industrial areas in the production of steel, in the metal working trades, in commercial printing, in the production of meat and packing house products, telephone equipment, soaps, perfumes, cosmetics, radio and television apparatus, confectionery, electrical machinery and household appliances, housewares, sporting and athletic goods, framed pictures, mirrors, gloves and mittens.

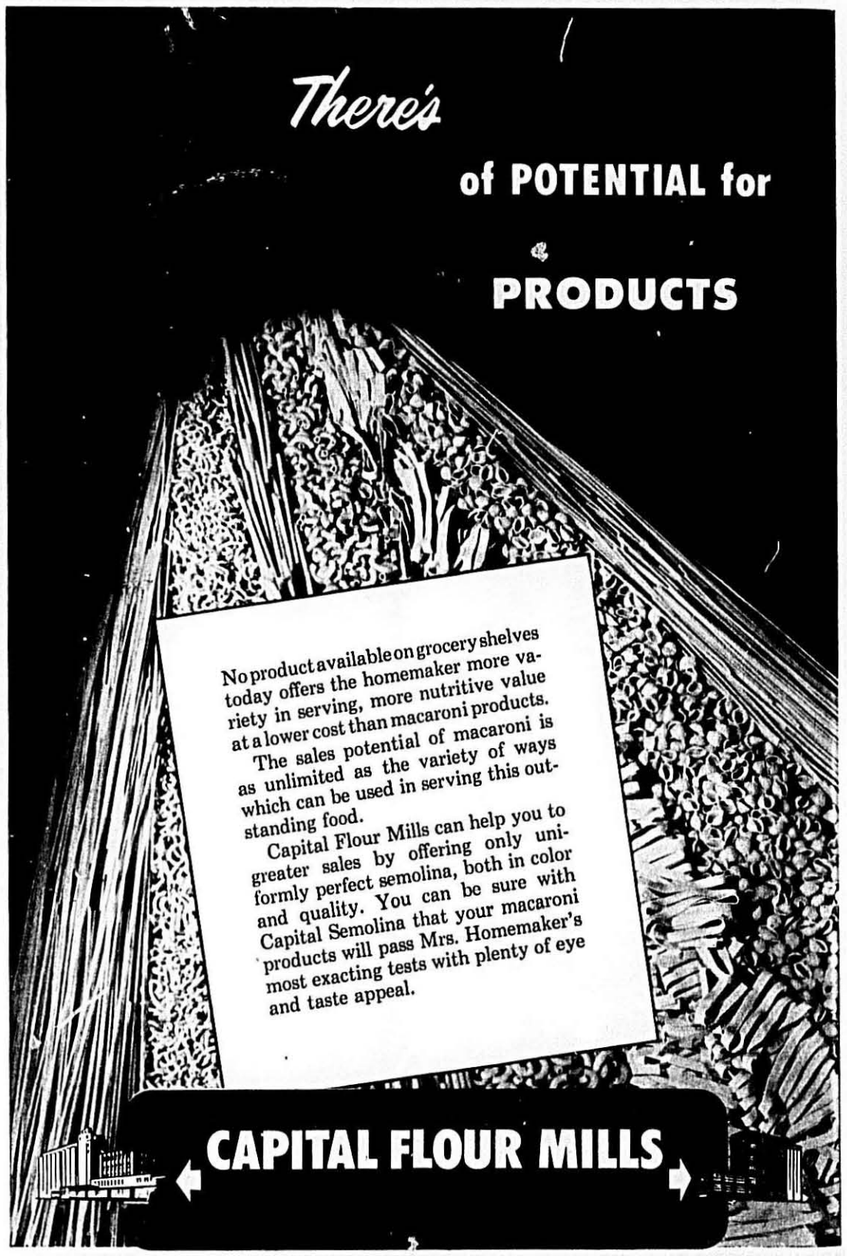
Its Macaroni-Noodle Industry

The Chicago area ranks next to Greater New York in the number of macaroni-noodle manufacturing plants and in the output of macaroni products. There are more than a score of factories in continuous operation in this area, some very large and important ones, many of medium size and a few small ones, with an estimated production capacity of more than 135,000,000 pounds annually. They produce macaroni, spaghetti, egg noodles, elbows, vermicelli and over 50 additional odd shapes and sizes of this nutritious wheat food.

The Chicago metropolitan area accounts for the consumption of much of its annual production of this wheat food, with millions of pounds being annually distributed throughout the Mississippi Valley states, many million pounds going to the country's armed forces and into export to the West Indies and the Latin American countries.

The commercial production of macaroni products began in the Chicago area shortly after the Civil War. A number of the pioneer firms faded out quietly after struggling for a few years, while others kept step with production changes and are now leaders in that business in this locality.

The Chicago area ranks high in the production of egg noodles. Symbolic of the expansion of this food dainty is the city's outstanding egg noodle and soup mix factory, the I. J. Grass Noodle Co., located at 60th Street and



Wentworth Ave. on Chicago's south side. "The present mammoth business started very humbly in 1900 in the kitchen of a small delicatessen store," states a recent feature article. "With her husband, Mr. I. J. Grass (now deceased), Mrs. Grass prepared old-fashioned egg noodles according to a family recipe, using fresh country eggs and a special flour for a delicacy that soon became popular, starting the firm on its phenomenally successful career."

Mrs. Grass is still active in the operation of her modern plant, serving as president of the firm, and is ably assisted by her sons, Irving and Sidney Grass.

Also unique among the industry's affiliated interests in the Chicago area is the Glenn G. Hoskins Co., engineering advisers and industry consultant which was established in 1939 by Glenn G. Hoskins, former president of the National Macaroni Manufacturers Association (1933-34) and for many years associated with the Foulds Milling Co., macaroni manufacturer in Libertyville, Ill.

The firm's technical service is recognized as outstanding by the leading processors of macaroni products, by suppliers of the industry—even by government bureaus. The headquarters, located for more than a decade at 520 N. Michigan Ave., were recently moved to nearby Libertyville, Ill. Associated with the founder of this invaluable service are his two sons, Charles and William. A picture of those who attended the firm's third Plant Operation Forum gives an idea of the importance accorded this service by the macaroni-noodle industry.

Included in what the civic leaders consider the Chicago metropolitan area are the cities of Braidwood and Palatine, Ill., associated with the industry's progress since the turn of the century. It was in Braidwood that headquarters were set up for the National Macaroni Manufacturers Association in 1919, when M. J. Donna was named as the organization's first permanent secretary, later becoming its secretary-treasurer, a position which he held until February, 1950, when he was named the NMMA's secretary emeritus.

It was also in nearby Braidwood that there was incorporated The National Macaroni Institute in 1937 to conduct the very necessary educational and promotional work. For 13 years Mr. Donna operated the NMI, which has now become the most important phase of organized industry activities.

Since 1950, NMMA's headquarter offices have been located at Palatine, in charge of R. M. Green, the current secretary-treasurer and managing director of the National Macaroni Institute. Mr. Donna retains his old duties as managing editor of THE MACARONI JOURNAL, the association's and the institute's official organ, and the industry's recognized spokesman. He edited the JOURNAL's first issue in May, 1919, a pleasing job which he has continued to perform for 33 years.

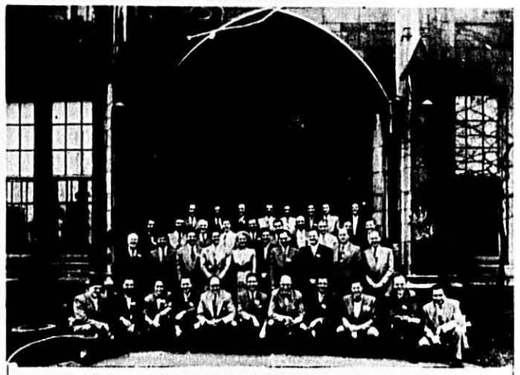
Quite naturally, Chicago is truly proud to include the Macaroni Capitol of the U. S. A.

Association of Commerce

The problem of giving some co-ordination and direction to the vast and heterogenous mass of activities which is Chicago is understandably a great one. However, Chicagoans quickly found a way to keep track of themselves during their illustrious growth to world predominance.

In 1904 a group of 93 merchants and manufacturers formed the organ-

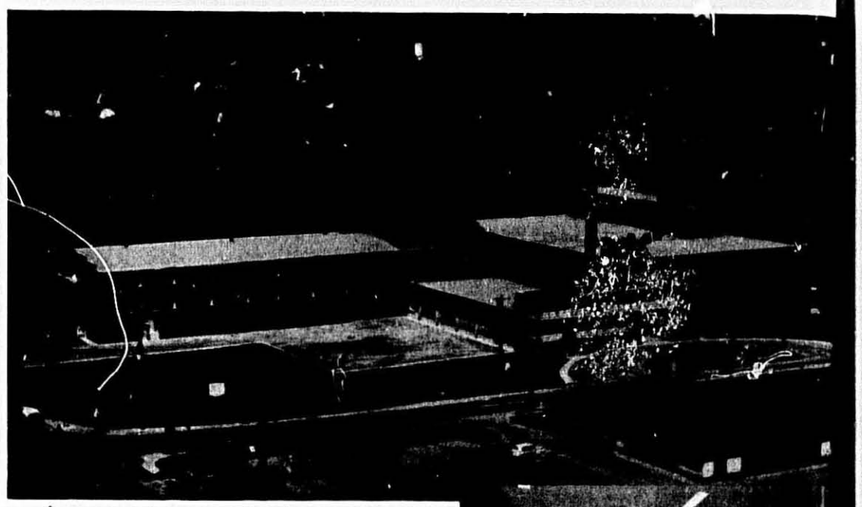
(Continued on Page 38)



PICTURED AT THE HOSKINS' PLANT OPERATIONS FORUM

Front row (left to right)	Company
Rex Concannon	Crescent Macaroni & Cracker Co.
Carl Lameri	Fort Worth Macaroni Co.
C. Daniel Maldari	Donato Maldari & Sons
Leo Rerucha	Gooch Food Products Co.
Russell Houston	Delmonico Foods, Inc.
Henry Rossi	Peter Rossi & Sons
Leo Buser	Delmonico Foods, Inc.
Rene Samson	Catelli Food Products Ltd. (Montreal, Can.)
Robert M. Green	National Macaroni Manufacturers Association
Mark Cleaver	E. I. DuPont de Nemours & Co.
William Hahn	Skinner Manufacturing Co.
Second row	
M. J. Donna	National Macaroni Manufacturers Association
Nick Rossi	Procino and Rossi Corp.
Thomas Sanicola	Rossotti Lithographing Corp.
John Linstroth	The Creamette Co.
Edith S. Linsley	Glenn G. Hoskins Co.
Arthur Russo	A. Russo and Co.
William Fieroh	I. J. Grass Noodle Co.
John Babyar	I. J. Grass Noodle Co.
S. Yackulic	Catelli Food Products Ltd. (Lethbridge Can.)
Herbert Peterson	Quality Macaroni Co.
Third row	
Bob Raaf	Milwaukee Macaroni Co.
Louis Whittaker	National Food Products Co.
Glenn G. Hoskins	Glenn G. Hoskins Co.
Don McQuade	Quality Macaroni Co.
Charles Hoskins	Glenn G. Hoskins Co.
Kenneth MacDonald	Rossotti Lithographing Co.
Leonard Bergseth	Kellogg Co.
George Cavanaugh	Quaker Maid Co.
Ben Hansen	The Creamette Co.
William Hoskins	Glenn G. Hoskins Co.
Fourth Row	
Frank Eggert	Tharinger Macaroni Co.
Domenic Viggiani	Toronto Macaroni & Imported Foods, Ltd.
Joseph Ricci	Toronto Macaroni & Imported Foods, Ltd.
Albert Robilio	Robilio & Cuneo
Joseph Pellegrino	Prince Macaroni Manufacturing Co.
Albert Trevisone	Prince Macaroni Manufacturing Co.
B. Larson	Stokely Foods, Inc.
Fred Stageman	Skinner Manufacturing Co.

GEORGIA—PACIFIC PROVIDES

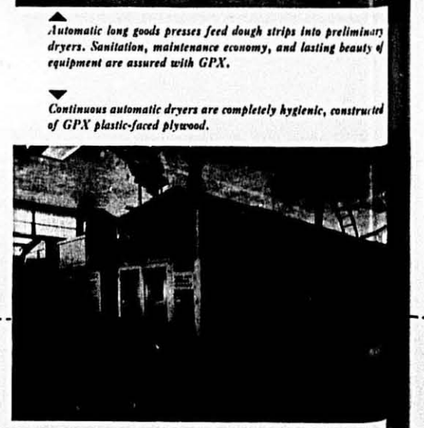


The new $3 million La Rosa plant near Philadelphia, producing 53 kinds of macaroni and spaghetti, was designed around an amazingly efficient production line of Consolidated super-sanitary, continuous, automatic processing equipment, housed in GPX.

THESE CONSOLIDATED MACHINES...

are housed in super-strong, super-sanitary GPX plastic-faced plywood. During construction of these modern, efficient machines, the GPX panel edges were treated with pentachlorophenol, a special coating which prevents insects, mold or fungus from penetratjng the edges. GPX's glassy-smooth, hard surface is non-adherent to mold, dust and infestation. No other material can compare with GPX for sanitation, ease of maintenance, and rugged, long-lasting service. Georgia-Pacific is proud to participate with Consolidated, undisputed leader in macaroni processing equipment, in combining GPX with the most advanced machines in the food processing field.

GPX is also used for counters, shelving and pallets for transporting flour . . . its smooth, sterile surface needs no paper or other covering.



Automatic long goods presses feed dough strips into preliminary dryers. Sanitation, maintenance economy, and lasting beauty of equipment are assured with GPX.

Continuous automatic dryers are completely hygienic, constructed of GPX plastic-faced plywood.

CONSOLIDATED MACARONI MACHINE CORP.

with GPX, *the modern food processing material that spells SANITATION*

GPX PLASTIC-FACED PLYWOOD

GPX, the modern miracle material, blends the hard, smooth, resistant qualities of plastic with the toughness and lightweight strength of plywood. It is made of selected Douglas Fir Plywood veneers, bonded and surfaced with Phenolic Resin Plastic. As the panels are being formed under heat and pressure, the plastic overlay flows, condenses and sets to form a thick glassy-smooth, armor-hard surface that is part of the plywood itself . . . a surface that will not crack or chip. GPX is stronger than steel (weight for weight), rigid, tough . . . and offers enduring utility and beauty.

SATIN-SMOOTH

GPX has no seams, pores or cracks. The large panels which form the structure require practically no moldings or bindings where flour or paste particles can lodge.

COMPLETELY HYGIENIC

GPX's glass-like surface won't check or crack, prevents adherence of dirt, mold, fungi or vermin.

EASILY CLEANED

GPX is simple to clean by either sponging or using a vacuum cleaner.

WITHSTANDS HEAT, HUMIDITY, MOISTURE

GPX is built to meet the tough demands of food processing, and its insulation qualities make it ideal for drying tunnels.

GEORGIA—PACIFIC
PLYWOOD COMPANY

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Additional Talks of Interest Delivered at Hoskins Plant Operation Forum, Chicago

MACARONI AND EGG NOODLE PACKAGING:
ECONOMY IN PACKAGE SIZES

By Thomas F. Sanicola, Rossotti Lithograph Corp., North Bergen, N. J.

At the Plant Operations Forum conducted by Glenn G. Hoskins Company, Chicago, Illinois, April 27, 1951

Nothing but good can come of any meeting that permits the exchange of ideas. Discussing mutual problems, techniques, new developments, and trends in macaroni production cooperatively, serves two important functions.

First, it provides everyone with the opportunity to obtain the latest, up-to-date information. Secondly, it gives everyone the chance to articulate his particular problems. And this second function is extremely important. For it has often been said that the first step toward solving any problem is to state it.

Thomas F. Sanicola, Field Manager, Rossotti Lithograph Corporation

Now each of these functions exercised in a plant forum attended by production men of the most progressive companies in the macaroni industry produces a result that will help the industry to grow and prosper. For it is through gatherings like this one that the information will come which will help you to produce faster, more economically and more efficiently; information that will help you to reach new markets because you will be able to produce more cheaply, and thereby enable you to make macaroni products a staple American dish.

As a representative of a company producing folding cartons for the macaroni industry, I come into contact with an unusually large number of manufacturers. Some large, some small, but all busily producing, and all with problems in various stages of solution. And since this is a plant forum, I'd like to tell you of some recent developments that have come to my attention.

One of the topics of my talk is "Economy in Package Sizes." This topic carries with it (on the program) a sub-title, "Get More Goods Into Less Box." Now one of the newest macaroni packing machines, incidentally, accomplishes the result of reducing the variety of package sizes. But for the life of me, I can't figure out how I'm going to tell you a way that will allow you to put more goods into less box. I think, though, I'm going to please you by getting *fewer* words into the time allotted me.

The machine that will enable you to reduce the variety of your package sizes is presently under construction. It makes possible the automatic packing of from seven ounces of very thin spaghetti to one pound of long macaroni. All of these weights and varieties of long goods are handled on one machine, with minimum adjustment.

For purposes of illustration, I have brought with me several samples which show the construction of the cartons used on this machine. Each of these samples has the same length and width. And each of them will hold, respectively, from seven ounces to one pound of a variety of long goods.

It may seem puzzling, when first presented, just how these cartons—all with the same width and length—can accommodate this variety of items. Of course, all the long goods will not fit in the same size container. Something has to be changed. That change is in the depth. While the width and length of the cartons remain the same, the depth is increased as the weight of the item is increased. The depth of seven ounces of spaghetti—for example—is smaller than the depth of twelve ounces; and the depth of the one pound carton is even larger still. But holding the width and length constant for all weights allows the fully automatic packing of all long goods on one machine, with *minimum* time out for adjustment. As production men, you can very well imagine the advantages such standardization brings. Not only does it provide maximum speed, but it also reduces costs in other directions. For one thing, it automatically cuts down the different kinds and sizes of your corrugated shipping containers. Another saving accruing from such standardization is the reduction in printing plate or artwork costs. In changing from one weight to another of the same item, the artwork involved is considerably reduced because the only change is in the depth of the folding box. The design which appears on the face and back panels can be retained without change, since the dimensions of these panels remain the same.

There has been one objection raised regarding the construction of the cartons used on this machine. It was brought up a little while ago by a midwestern manufacturer. He told me that the whole concept was very fine except for the fact that the seven ounce carton would prove too thin to hold spaghetti or macaroni packed with the heads or crooks. Further, he felt that the very thin appearance of the seven-ounce carton would appreciably reduce its sales value.

I do not have an answer to his objections. I know only that the eastern manufacturers do not pack their macaroni products with the heads. And I know of one macaroni manufacturer who has successfully sold seven ounces of long goods in a package as thin as the one that will work on the machine in question. The whole problem, I think, resolves itself when the answers to the following questions are provided.

Do more savings result from fully automatic packing than from packing with the heads? Does the sales appeal of the package decline in direct proportion to its size? If the answer to this question is "yes," then we must ask whether the advertising people can come up with an idea that will turn a production advantage into a merchandising advantage as well.

Evidently some macaroni manufacturers have found satisfactory answers to these questions because I know of several who have ordered the machine in question.

Now I'd like to turn from the subject of long goods to discuss some new developments in egg noodle packing.

Once, not too long ago, a very large eastern manufacturer told me he would not consider handling any item that could not be packed automatically. This was a very broad statement, and at the time I rather thought it was said for the purpose of emphasizing a point. But some news I recently came across causes me to wonder.

This news was the information that one manufacturer is at present packing egg noodles fully automatically. Since I do not yet know too much about his operation, I can only deal with it generally. I do know, however, that this manufacturer's egg noodles were tailor-made to a particular size, so they could be put through a hopper and weighed and filled at practically the same high rate of speed as any short-cut item like elbow or shell macaroni. This whole operation was conceived to obtain the benefits of fully automatic packing.

Evidently this manufacturer was willing to go much further than those reluctant to pack long goods without the heads. Surely his action of changing the shape of his egg noodle was much more revolutionary.

While on the subject of egg noodles, I'd like to outline briefly some research my organization has recently undertaken. We are studying the packaging of "home style," or "scattered," egg noodles. Except in the case of the manufacturer mentioned earlier, I don't believe this type egg noodle is being packed completely automatically. And this research was begun to determine what type egg noodle and egg noodle package is best suited for fully automatic packing.

As a starter, we decided we would have to have a very substantial cross-section of most of the egg noodle packages and egg noodle shapes on the market. To gather this sampling, we sent out a call to our eastern, western, midwestern and southern divisions. We got a range of package sizes that was almost overwhelming. The difference in the shapes of the egg noodles was nearly as great.

Next, we compared the cubic volume of each package, and we also compared the variety of the egg noodle shapes. With this information, we worked out a minimum cubic volume which would hold most of the varieties. And at the present time, we are working with a packing equipment manufacturer, experimenting with him to determine what shape egg noodle is best suited for fully automatic packing. When this project is completed, we will make public our findings.

* *

The mechanics of proper plant operation from the economical and practical angle featured the 1951 Plant Operation School at Northwestern University last April, sponsored by the Glenn G. Hoskins Company, under the able direction of William Hoskins. The three addresses reported here give some idea of the importance of the discussions.

William Hoskins

MAKES DIES LAST LONGER

By C. Daniel Maldari, of Donato Maldari, New York City

In our mass production economy, it is no secret that profits realized are in direct proportion to output. I had a college professor who, when explaining the principles which form the foundation and basis of mass production, emphasized his lecture with a favorite anecdote. He was very impressive as he pointed a trembling finger and solemnly stated, "Henry Ford's ambition was to realize just $10 net profit on every car he sold." He waited for the snickers of skepticism which invariably followed, smiled confidently, and added, "But this ambition was based solidly upon a goal of selling one million cars a year. That added up to an annual net profit of $10,000,000."

I do not believe that that professor could have emphasized any more clearly the power of the combination of small profits and mass production.

Scientific engineering must today be used as our most formidable weapon in our competitive economy. Increased and greater production is of paramount importance—but far more important than increasing production is *keeping production going*. Any production stoppage or curtailment results in immediate loss of profits.

Our politicians have coined a now-familiar phrase regarding our world-wide activities—"Too little, too late." This phrase may well be used by some of us regarding dies—too little attention is given to die maintenance, and many times too late to save the die. Preventive maintenance, therefore, is a prime factor in our theme of greater productivity through conservation.

Preventive maintenance on dies resolves itself into both quality and quantity control of your products. In the first category we strive to control obvious flaws in appearance such as dough rings, roughness, splits, breakage, collapsing, color, uneven wall thickness, raggedness, and shape. In the second category we strive to control hidden difficulties which might be encountered in drying, packaging and handling.

Product flaws are danger signs which demand immediate investigation and correction. The source of difficulty is not always easy to ascertain, and a wide diversion of opinion may result.

Take dough rings, for example—quite a controversial subject! Although dough rings are not usually the responsibility of the die, they may be caused by die wear. Production men today still do not agree 100% on the cause of rings. This statement is substantiated by a survey conducted by the Hoskins organization last year. Of thirteen returned questionnaires, the cause of dough rings was divided as follows:

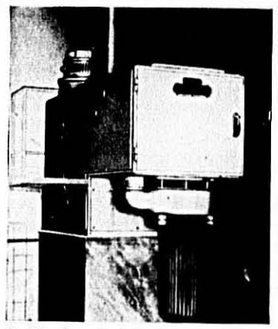
Die wear	5
Heat	3
Flour	2
Storage	2
Outlet finish	1

One manufacturer took the time to write, "no rings were encountered when the Dies were new. After approximately eight to ten months of constant use, the rings appeared gradually first on the spaghetti die, and some months later in the same way on

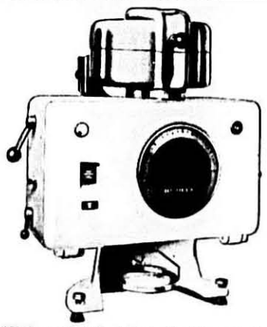
(Continued on Page 18)

BUHLER

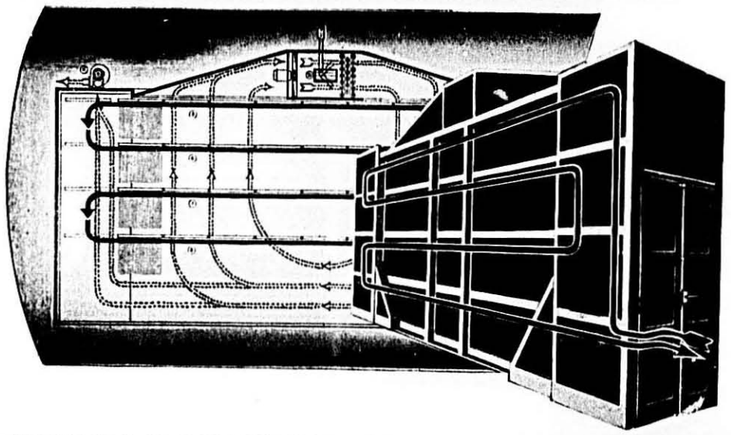
SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER



Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



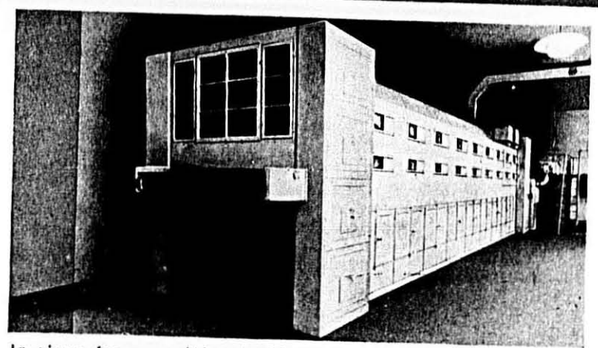
BUHLER Thermal Torsion Balance, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-6 minutes with greater operating convenience.



* ——— Circulation of Goods.
:::::::: Circulation of Air.

GINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

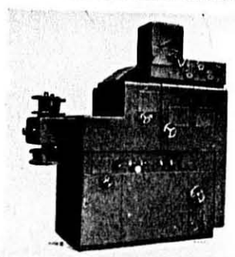
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



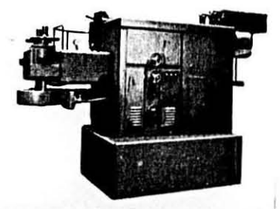
In sizes for capacities to 22,000 lbs. ——— in 24 hours.
ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL TPG Capacity 600 lbs per hour



MODEL TPJ Capacity 1000 lbs per hour

Engineers for Industry Since 1860

NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

The Buhler Thermal Torsion Balance gives visual humidity-percentage readings in 3 to 6 minutes. New—rapid—accurate—continuous checking. Extremely simple to use. Full details immediately on request.

BUHLER BROTHERS, INC.

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OPERATION FORUM

(Continued from Page 15)

the macaroni die. The spaghetti die was used for at least 100 hours per week, whereas the macaroni die a mere 10 hours per week. For this reason the dies were sent for overhauling, and showed definite improvement afterwards."

I believe that the statistics brought out by the survey prove that die wear may cause dough rings. The question now arises, "How much wear will a die take before showing rings on the product?" I'm afraid I don't know—and no one can answer that because there are too many variable factors involved. So let us ask, rather, "At what point of wear should dies be reconditioned?"

Since die wear is such an important contributing factor to quality control of your product, let us discuss this subject. Picture a spreader-type die, just 1½" thick, in your press. On one side you have a ponderous mass of unending dough waiting to be forced through the outlets of the thin spaghetti die with 1,700 outlets and assuming a production rate of 1,000 pounds per hour as advertised, this means some 9½ ounces of dough is being pushed through each outlet every hour. But this is not the whole story! To say that we have 1,000 pounds per hour being forced through a thickness of 1½" of metal is a hypothetical fallacy! True, that dough is going through 1½" of metal, but the actual gaging thickness may be cut 1/16 of an inch! In the smaller size products that 1/16 may be cut in half!! Try to visualize 1,000 pounds of dough being squeezed to 1,700 different strands .068" in diameter and through a finishing gaging thickness of only 1/16 of an inch! One thousand pounds an hour adds up to 24,000 pounds per day and 168,000 pounds per week. Stop for a moment and grasp the full significance of that statement. Eighty-four tons of dough per week! And a flimsy 1/16 of an inch metal barrier as the controlling factor between a mass of unmolded dough on one side and 1,700 strands of smooth, golden-colored spaghettini on the other!!

What does that do to your die outlet? Let us not be under the mistaken impression that the dough passing through the die is always of soft, lubricating, and abrasive-free characteristics. On the contrary! All semolina contains some grit which may have damaging effects on the carefully finished surface of your die outlet. Some manufacturers like to run their dough hard with moisture content on the minimum side. Every batch of semolina is not homogeneous. All these factors contribute to wear. "How much? To what extent?" Tough questions, but they must be answered.

For four years I have been gathering what statistics I could on wear on bronze dies. The task has not been an easy one, for co-operation has been sadly lacking. My goal was to determine, on an average, just how long a die can be worked before it shows a wear of .001". .001" is just about half the thickness of a human hair. My figure must be accepted from a hypothetical point of view, subject to change, for my statistics are not exhaustive enough to be conclusive.

Taking all factors into consideration under a wide range of varying conditions, but very limited statistics, your bronze die will wear about .001" after every 500 hours, or 21 full days, of actual production. I lingered a few minutes over this figure, trying to grasp its full significance by converting it to thin spaghetti.

I happened to have a package of thin spaghetti on my desk, and it set me to wondering just what quantity of this product could be produced before the die would show signs of wear. So I sharpened my pencil and started to figure, using as my basis the publicized figure of 1,000 pounds production per hour. That added up to 500,000 pounds of product per .001" wear on the die. How many strands of 10" long .063" thin spaghetti? 227,272,727 strands (190,000,000 feet) which would make up a 36,000 mile continuous strand—enough to circle the earth about 1¼ times.

I next converted this long strand to one-pound packages and 20-pound cases, and emerged with 500,000 packages or 25,000 cases. 25,000 cases before your die wears .001"—and this figure can be increased with proper die maintenance. With semolina at $.07 per pound, we just had $35,000 pass through that die—which will eventually result in about $85.00 being passed over food counters at the advertised New York chain store price of $.17 per pound. $85,000.00 worth of business, more than $35,000 in raw materials—and only .001" wear in the die outlet!! That .001" wear symbolizes more than just thin spaghetti strands, more than mere loss of metal—it symbolizes continuous, uninterrupted production! A smooth, colorful product. Summed up in one word, it means profit!

And yet this die, which cost less than .2 of 1% of the total amount of business just transacted, still has plenty of life left in it. It will be a long time before it is ready for the scrap pile. Like your car, its life will depend upon the care it receives.

Let us dissect a typical spaghetti outlet and try to determine the economical aspect of preventive maintenance on dies.

With continuing use the outlet will wear and enlarge. In order to bring back the outlet to its original specification, it is necessary to replace this worn area with metal. We can do this in two ways: (1) by the actual addition of more metal, which is commonly termed "sleeves," or "bushings;" or (2) by displacing metal from around the outlet to fill that void. The second method is the one generally used, and the one which I will illustrate. Through the use of forceful and persuasive means, the metal surrounding the outlet is forced to give way and will tend to move to the proper position. We must, during this operation, come to a smaller diameter than the finished size of the outlet in order to allow for finishing. In gaining metal in the die outlet, we have lost it in another place—the gaging thickness. Thus the gaging thickness is slightly reduced. In order to really smooth out the chamber to assure a smooth product, the base and sides of the chamber must also be attended to by cleaning and polishing. We thus lose still a trifle more of our gaging thickness.

Now, does it stand to reason that the more metal lost through wear, the smaller will be our gaging thickness after repairs? The greater the wear the greater the loss of metal; and the greater the displacement required the greater will be the reduction of the gaging thickness. With each repair we lose more of the gaging thickness. How much is lost depends upon the amount of wear on the die.

Metal can take a lot of abuse, but it will run out of patience and get pretty tired of being pushed around. And the more pushing, the sooner will strength run out and fatigue set in. Yes! Fatigue in metal! Another factor to add to the damaging effects of wear when permitted to go too far.

An interesting characteristic of the gaging thickness is that upon shortening it will reach a point where product size cannot be rigidly controlled. An outlet made to standard specifications which holds product size to a predetermined dimension will give a slightly larger product with a thinner gaging thickness—all other factors remaining constant.

I hope that we all now understand the important role the gaging thickness plays in your production line, and how preventive maintenance will lengthen the productive life of your dies.

* *

HANDLING DIES IN THE PLANT: OUR SYSTEM OF DIE MAINTENANCE

Leonard Bergseth—Kellogg Company

Our system of die maintenance is probably very far from perfect. We have no special tricks that we know of

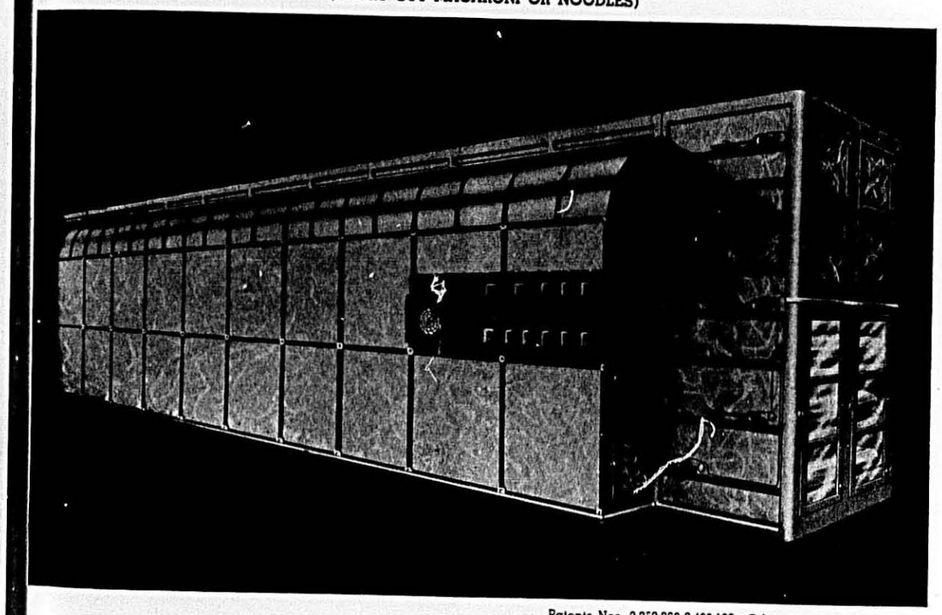
(Continued on Page 38)

LUXURY DRYING — TOP FLIGHT EFFICIENCY

With Clermont's Latest Achievement

The Most Sanitary, Compact, Time and Labor Saving Dryer Yet Designed

(SHORT CUT MACARONI OR NOODLES)



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

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

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

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

EFFICIENCY AND ECONOMY: The **ONLY** dryer designed to receive indirect air on the product. The **ONLY** dryer that alternately sweats and drys the product. The **ONLY** dryer having an air chamber and a fan chamber to receive top efficiency of circulation of air in the dryer. The **ONLY** dryer with the conveyor screens interlocking with the stainless steel side guides.

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

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

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

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

Clermont Machine Company Inc.

266-276 Wallabout Street, Brooklyn 6, New York, New York, USA

Tel: Evergreen 7-7540

Clermont DRYERS – Distinguished Beyond All Others

Front view of Long [illegible] units taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

Patent Pending

When the word **"DISTINCTION"** is used in connection with dryers it calls Clermont so quickly to mind that the two words are all but synonymous. Clermont dryers have long since stood so completely apart in the way they look, in the way they perform and in the prestige they bestow upon their own-

ers, that macaroni and noodle [illegible] facturers have reserved a specia[illegible] for them when they speak of [illegible] And this new year of 1951 is de[illegible] to see Clermont's measure of lead[illegible]

[illegible] and strengthened in every [illegible] During 1950 Clermont added [illegible] to their distinguished line of [illegible] the complete automatic long [illegible] dryer consisting of three units, designed, like its predecessors, to meet the particular requirements of particular manufacturers. On other pages are illustrations and details of features of Clermont dryers. After you have studied them only a personal inspection can reveal the full measure of their superiority.

Clermont Machine Company Inc.

266-276 Wallabout Street

[illegible]ooklyn 6, New York, N. Y., U.S.A.

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Two New Books On Macaroni Product Processing

Macaroni Products

(In English)

by Dr. Charles Hummel

Published by
Food Trade Press, Ltd.
London, England

Macaroni Products (English)

For centuries, England and other divisions of Great Britain imported its meager requirements of macaroni and spaghetti from Italy and France, and its egg noodles from Germany. There were a few small plants in England up to the turn of the century, though the inspired poet of several hundred years before had recognized the superior quality of macaroni products in his now famous couplet—"He stuck a feather in his cap and called it MACARONI!"—referring to the English dandies of that day.

During World Wars One and Two, when importations were practically shut off, the macaroni industry in England got a start, especially so in the 1939-1945 period. "For some years there has been a consistent demand for a technical book covering the manufacture of Macaroni Products and the specialized machinery for this important industry," says the author in the preface of his 223 page book. In the introduction, he further says:

"The products of the Industry with which we are concerned are only beginning to become popular in England, and consequently the English terminology is not yet firmly established. I propose, therefore, to start by giving the significance of the symbols used. We all know what is meant by Spaghetti, Noodles and Macaroni, but what shall we call the whole group? The Italians, who are the biggest eaters of Macaroni and Spaghetti, and therefore, should know something about them, call the food 'Pasta Alimentare' (Alimentary Paste). The Germans call them 'Teigwaren' (Paste Goods), and the Americans call them 'Macaroni.' I feel that all those names can be misleading, and shall use the term, 'Macaroni Products' as a general name. This name is widely used in the U. S. A., and although it is not entirely satisfactory, it is reasonably clear and precise."

The book, which is replete with illustration and interesting facts, well presented, including some that are debatable, is divided into 11 chapters, as follows:

I. The importance of Macaroni Products. (historical notes)
II. Manufacture of Macaroni Products.
III. Ingredients used in the manufacture of Macaroni Products.
IV. Batch Manufacturing Process—(old method).
V. Continuous manufacturing Process. (modern way.)
VI. Some Typical Continuous Extrusion Presses.
VII. Drying Macaroni Products.
VIII. Quality of Macaroni Products and How It Can Be Tested.
IX. Storing and Packing of Macaroni Products.
X. The Ideal Macaroni Products Plant.
XI. Notes on the theory of drying.

La Fabrication Industrielle des Pates Alimentaires

(In French)

by Ch. Renaudin

Published by
Dunod, Paris, France

La Fabrication Industrielle

France has long been a large producer of Macaroni products, ranking second to Italy in Europe in output and consumption of this popular food. Before World War I, several hundred factories that then constituted the Macaroni Industry of France exported many millions of pounds to the United States and other foreign countries.

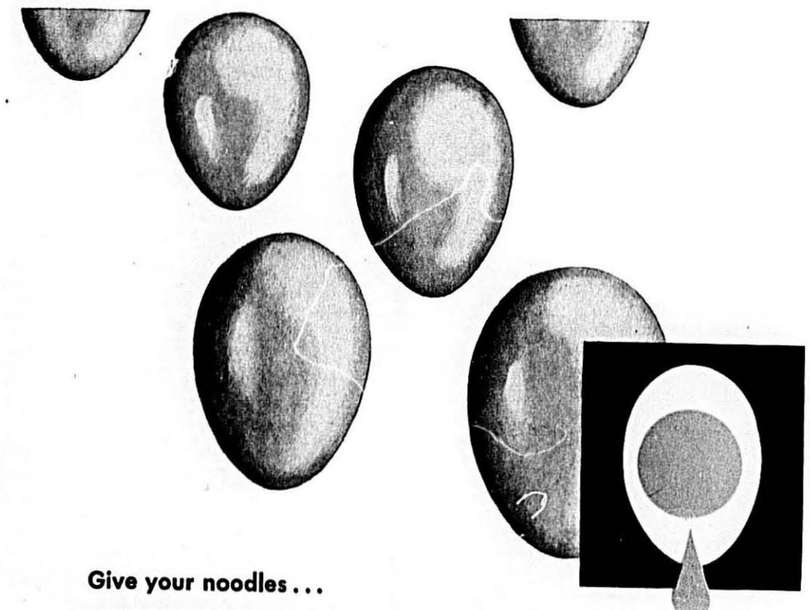
French macaroni was usually of a lighter color than that made in Italy. With the opening of the countries of northern Africa, particularly Algeria and Tunis to world trade, the many macaroni factories in France were insured of a nearby source of quality wheats for both white and creamy color products.

In his three-page preface in his informative book, the author tells the need for his book on the history, methods, machines and general "know-how." He gives credit to the many authorities who have undertaken research work, as well as to those who have collaborated, including THE MACARONI JOURNAL, *Cereal Chemistry* and many others in the United States, in Italy, France and Switzerland.

The 406-page book contains many illustrations from the antique presses of the early days of the French Industry, the once popular Mixer-Kneader-Press process to and including the continuous automatic machines now in use in most of the modern factories; also the air-conditioned drying rooms, that "fool the weather."

The book's many chapters, most interesting to those who read and understand the French Language, include:

I. Historique.
II. Statistiques & Legislation.
III. Definition et Reglementation.
IV. Notions Generales (With 10 black and white full pages of most popular shapes).
V. Matieres, Premiere Employees dans La Fabrication des Pates.
VI. Analyses of Ingredients and Products.
VII. Colorants et Produits Accessorires.
VIII. Fabrication—
  a—Preparation de la Semoule
  b—Empatage on Premier Patrissage
  c—Gramolation
  d—Pressage et Trefilage
  e—Moules (Dies)
IX. Lamanage—Stamping of and Folding Machines.
X. Sechage des pates (Drying).
XI. Conserves de Pates Alimentaires.
XII. Emballage des Pates.
XIII. Projet d'une Usine a Pates Alimentaires.



Give your noodles...

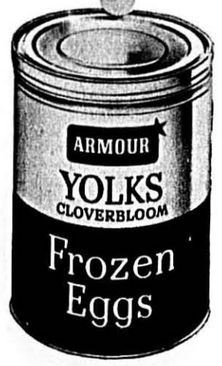
REQUIRED EGG CONTENT WITH NO GUESSWORK!

Use Armour Cloverbloom Frozen Egg Yolks

Each can of Cloverbloom Frozen Egg Yolks contains *45% solids*, so you can make sure that your noodles have the required egg content—without any guesswork! It helps you make noodles the way your customers like them best . . . dark in color, fine in texture, and uniform in flavor.

The quality of Cloverbloom Frozen Egg Yolks is constantly guarded by Armour. Eggs with dark color yolks are selected while they're *breakfast-fresh*. Then they're *quick-frozen*, and tested scientifically every step of the way. All traces of shell and fiber are removed. Bacteria count is kept to a minimum. Each batch has deep color and fine flavor.

So, make your noodles with Armour Cloverbloom Frozen Egg Yolks... the product specially prepared for your needs. For further information, contact your Armour salesman, or write to:



ARMOUR CREAMERIES Chicago 9, Illinois

OUR INDUSTRY IS ON TRIAL

by John Tatem
General Counsel
Millers' National Federation

GOOD COUNSEL TO MACARONI MEN, TOO

This counsel to the flour millers of America applies equally well to the macaroni and noodle manufacturers.

It is strongly urged that our industry members seriously consider and strongly support Mr. Tatem's recommendations, as a parallel action for trade betterment.

Robert M. Green,
Managing Director,
The National Macaroni Institute

"OUR industry is on trial," John Tatem of the International Milling Company told millers at their national convention recently.

"The judge and jury in the court of public opinion is the American homemaker. The law on which she bases her verdict asks: Is it easier and quicker? Is it good to eat and good for you? How much does it cost?

"Competition is found in every other food—fresh, packaged, processed, precooked, frozen. These foods are aggressively merchandised—promoted by more money, more intelligently spent, than the businessman of 50 years ago ever dreamed possible.

"There is competition between different kinds and brands of food, but there is also competition of the fiercest sort in the promotion organization pushing those foods. There is a real battle for shelf space, display space, for advertising space and for the attention of both the retailer and the consumer. In 1929, food advertisers spent almost $51,000,000. In 1950 they spent $116,000,000.

"Last year various segments of the dairy industry spent several million dollars on promotion of their products. The American Meat Institute spent more than $1,500,000. These were industry expenditures, and when you add this to the promotional funds of individual companies within these industries, you will get some idea of the force which confronts us.

"Another kind of opposition we are up against is an inherited backlog of prejudice, misunderstanding and antipathy to wheat flour foods. As a result of this opposition we see the per capita consumption of grain products down along with potatoes, sugars and sirups, while meat and poultry consumption in 1950 exceeded that in the prewar period of 1935-39. Egg consumption is up; dairy products, fruit and vegetables, fats and oils, coffee, tea and cocoa have also increased in rate of consumption.

"The per capita consumption of flour has dropped from 230 pounds in 1900 to 135 pounds in 1948 where it has stayed ever since. This may have been caused by a number of things, but the fact remains that our competitors have done a better job of presenting their products to the public. Our big job at present is to develop a promotion which can only succeed if (1) the product is good; (2) if there is the will and intelligence to attack the problem and promote the product; and (3) if there are funds sufficient to finance the operation.

"Knowing our products are good to eat, that they are good for you and are the best food buy, we must prepare a basic product promotion job.

(1) Everyone of us should review in detail the plans and materials available from our association. The story should then be passed on to friends and acquaintances and all other contacts.

(2) Our customers should be sold on our story and stimulated into action.

(3) Our employes should be sold on our story so they can spread the word.

(4) The basic product story should be used in our own brand promotions, in our advertising, on our packages.

"Let's all tackle this work with all our enthusiasm and strength. Let's do everything to educate ourselves and our employes so all of us can help win our case in the court of public opinion. This is the time for concentrated action. If we can hold the present rate of per capita consumption and turn the trend up, it means increased business for all of us. The experts tell us population will increase 20% by 1980, and that means 20 per cent more business if we do nothing more than hold the present level of consumption. I think we can do better than that."

N.M.M.A. Conventions

Since its organization in 1904 at a special meeting called to form a national association of the macaroni-noodle industry, the National Macaroni Manufacturers Association has sponsored and promoted 47 industry conferences, including the one scheduled for Chicago, June 28-29, 1951. This does not take into account the many Mid-year or Winter Meetings in between national conventions.

Chicago is by far the most popular convention seat in the thinking of the macaroni makers, having served 16 times as the host city, including the one being held there this month.

Niagara Falls is second, with 6 meetings through the years; New York, 5; Minneapolis, 4; Cleveland, 3; Atlantic City, Detroit, Pittsburgh and St. Louis with 2 each and Brooklyn, Cedar Point, French Lick Springs, Memphis and Milwaukee, with 1 each.

Sale of Dried Whole Eggs

Edible—For Manufacturing Purposes Only

The United States Department of Agriculture announces, through the Commodity Credit Corporation, the proposed sale of approximately 900,000 pounds of dried whole eggs packed in standard slack barrels. The lots are stored in warehouses.

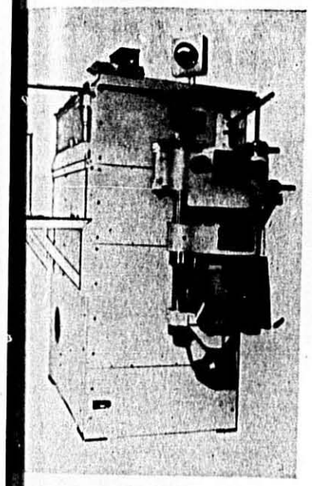
The dried whole eggs, produced during the year 1950, are warranted to be edible, but purchasers will be required to use the quantity purchased only as an ingredient in food manufacturing.

T. R. Miles Is Stange's Production Manager

T. R. Miles was recently promoted to the position of production manager of Wm. J. Stange Co. The announcement was made by H. R. Ansel, secretary-treasurer of the firm.

As production manager, Mr. Miles will be in charge of the company's three Chicago plants as well as the Oakland, Calif., branch and will be directly rsponsible for the manufacture of Stange's primary products, Cream of Spice Seasoning and N.D.-G.A. Antioxidant.

TIME PROVEN AUTOMATIC PRESSES



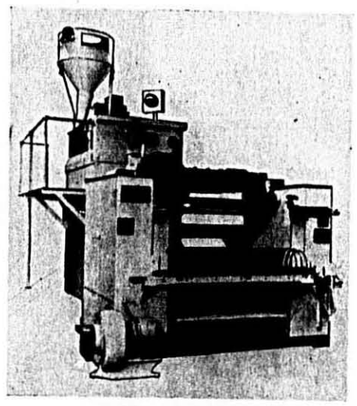
Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

Model DSCP—1000 Lbs. Production
Model SACP— 600 Lbs. Production

This Time Tested Continuous Automatic Press for the production of all types of short paste—round solid, flat, and tubular.
Constructed of finest materials available with stainless steel precision machined extrusion screw. Hygienically assembled with removable covers and doors so that all parts of the machine are easily accessible for cleaning. Produces a superior product of outstanding quality, texture, and appearance.

Fully automatic in all respects. Designed for 24 hours production.

DURABLE—ECONOMICAL—BEST FOR QUALITY



Designers and Builders of the First Automatic Continuous Spreader in the World

Proven Automatic Spreader

Patented Model DAFS—1000 Lbs. Prod.
Patented Model SAFS— 600 Lbs. Prod.

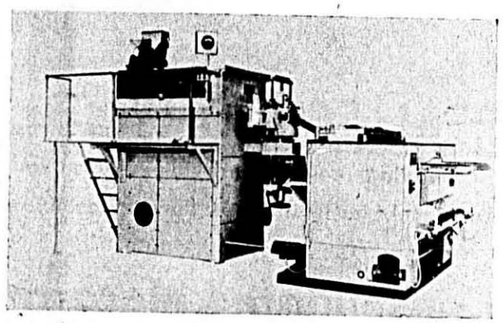
Spreads continuously and automatically. All types of long pastes—round solid, flat, fancy flat, and tubular. Trimming waste less than 10%. Superior quality product in cooking—in texture—and in appearance. This machine is a proven reality—Time Tested—not an experiment

nbination Continuous Automatic Press
FOR LONG AND SHORT PASTES

Patented Model DAFSC—950 Lbs. Production
Patented Model SAFSC—600 Lbs. Production

E IDEAL PRESS FOR MACARONI FACTORIES
a combined production of 20,000 pounds or less. Change from long to short paste in 15 minutes. A practical press oduce all types of short or long pastes

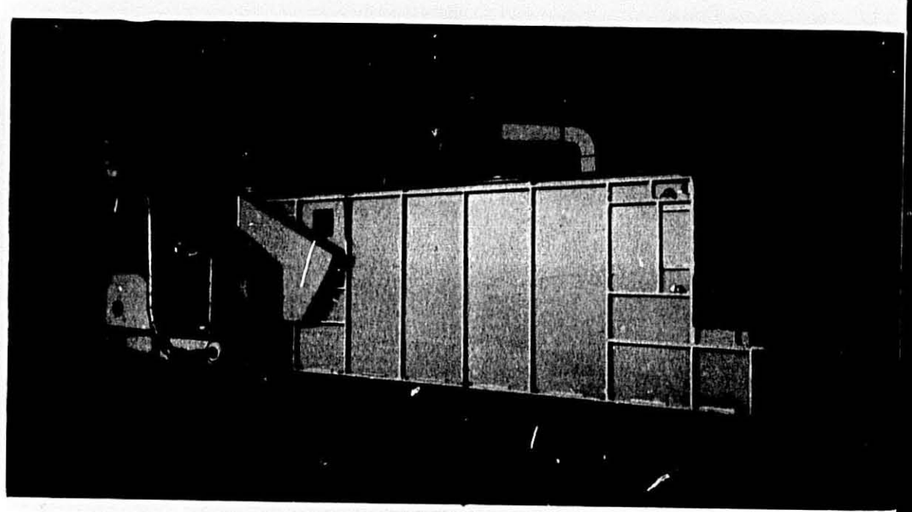
ER 150 AUTOMATIC PRESSES IN OPERATION IN THE UNITED STATES



Consolidated Macaroni Machine Corp.
FOUNDED IN 1909
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

FOOL PROOF POSITIVE DRYING HANDSOME HYGIENIC APPEARANCE

LOOKS HYGIENIC – IS HYGIENIC



A view of the machine room at the new modern V. La Rosa & Sons, Hatboro, Pennsylvania plant, showing an automatic long goods press, three long paste preliminary dryers and in the right background two short paste preliminary dryers.

REAL ECONOMY are the only words to describe these positive labor saving, progressive drying systems that produce a constant, high quality, check-proof paste under the finest hygienic conditions.

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

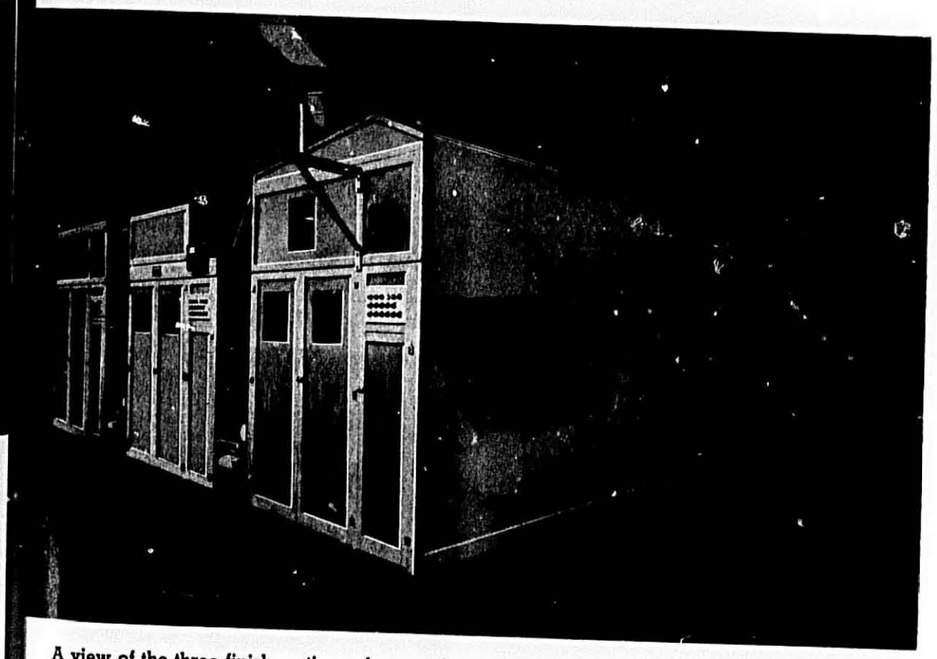
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

COMPLETELY HYGIENIC

Structural Steel Frame and

GPX Plastic-Faced PLYWOOD

2000 LBS. SHORT CUT DRYING CAPACITY PER HOUR



A view of the three finish sections of a complete short paste dryer of 2,000 pounds capacity per hour taken at the new modern V. La Rosa & Sons plant located at Hatboro, Pennsylvania.

A REAL SPACE SAVER

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

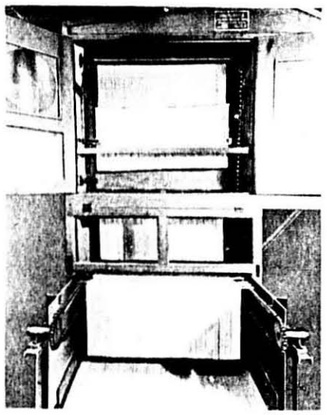
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

MORE THAN 100 UNITS OPERATING IN THE UNITED STATES



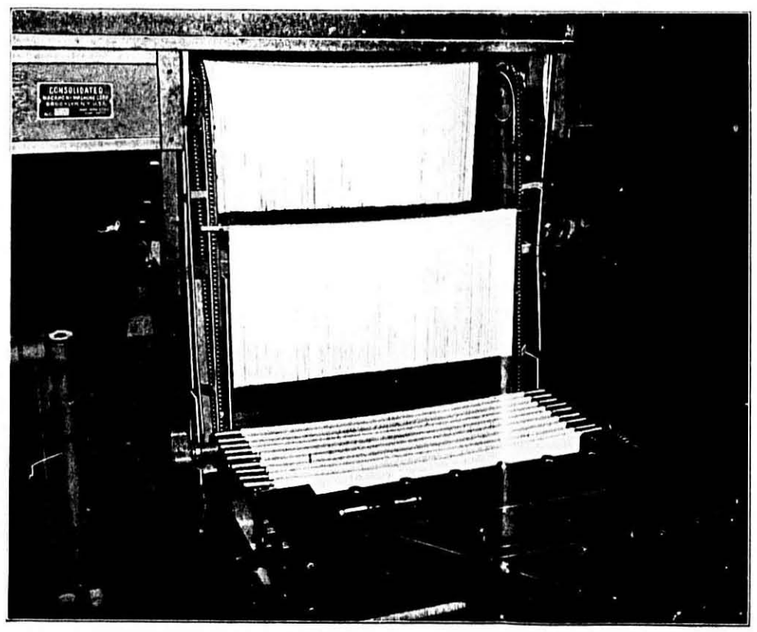
YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

Hygienic — Compact — Labor Saving

Preliminary or Complete Finish Dryer

Patented Model PLPDG—Drying Capacity 1000 Pounds

Patented Model PLPDP—Drying Capacity 600 Pounds



Top Picture

The Long Paste in plastic stage leaving the preliminary dryer to be put on trucks.

This illustration shows the intake end of long paste preliminary dryer. The loaded sticks issued from the automatic spreader are picked up by verticle chains and carried into the aerating section of the dryer. From there to the rest chamber to equalize the moisture and return paste to plastic stage. Will dry all types of long paste.

Operation fully automatic.

The 365-Day Positive Dryers

OVER 200 PRELIMINARY, SHORT PASTE, NOODLE, COMBINATION SHORT PASTE AND NOODLE DRYERS OPERATING IN THE UNITED STATES

WHY? *Time Proven* *Hygienic Efficient*

Pioneers of the First Automatic Short Cut or Noodle Dryers

The Dryers that first incorporated a Sweat or Rest Chamber, Patented Feature and that alternately aeriates and sweats the paste.

THE ONLY 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.

E MODERN

STAY MODERN

with

CONSOLIDATED

Patented Model CASC—3G—Drying Capacity 1000 Lbs. up to Elbows
Patented Model CASC—3F—Drying Capacity 600 Lbs. up to Elbows
Patented Model CASC—4G—Drying Capacity 1000 Lbs. up to Rigatoni
Patented Model CASC—4F—Drying Capacity 600 Lbs. up to Rigatoni
Patented Model CAND —Drying Capacity 800 to 1600 Lbs. of Noodles
Patented Combination short cut and noodle dryers—600 to 1000 Lbs. Capacity
Patented Special short cut dryers to 2000 Lbs. Capacity

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

IMPIANTI D'ITALIA *(Macaroni Plants in Italy)*

Serie D'Oro *(Courtesy Molini d'Italia)*

Societa' Molino Sacilese—Sacile

Molino Grano Tenero

Oppose Price-Controls Extension

Extension of controls should be opposed because controls disrupt the regular channels of production and distribution that have proved their worth by giving us our present American standard of living. That was the general conclusion reached by representatives of more than 60 organizations at a recent luncheon meeting in Chicago, called to discuss the proposed extension of current measures.

No formal organization was established, but it was generally agreed that campaigns should be started immediately to warn their members of the dangers of continuing government controls.

Controls are certain to lead to rationing, black markets and subsidies. They will restrict production when an expanded production is needed. They require countless hours of man labor, both on the part of the government enforcing agencies and handlers of products from producer to retailer, manpower that should be engaged in productive effort. They will inevitably be followed by subsidies which, together with the cost of their administration, must be charged to the cost of goods. Subsidies are paid by increased taxes levied against the same people who purchase the goods.

Price and wage controls conceal rather than curb inflation which is the real problem. Inflation must be curbed by: (1) Effective government monetary and fiscal policies, (2) Additional curbs on consumer credit, (3) Increased production, (4) Economy in government, (5) A pay-as-we-go tax policy, (6) Individual savings. None of these objectives can be attained through price controls. The United States has reached its present stature through freedom of action and leadership in production. Should we now attempt to prepare for defense by curbing our freedom of action and discouraging production?

Extension of price controls can be prevented. Congressional action is required to extend the authorization beyond June 30. Public opinion, if properly exercised, can prevent this extension. An organized effort on a national and state level, in opposition to extension of price controls, is being promoted. The real job, however, must be done at the community level. Suggested procedure is as follows:

1. Convince your own organization that price and wage controls are detrimental to the defense effort and the national welfare and that price and wage controls *can* be eliminated from the Defense Production Act.
2. Organize your community by enlisting the co-operation of all of the community organizations such as retail associations, civic and service clubs, chambers of commerce, farm organizations, labor organizations, educational groups, women's groups and others.
3. See that these groups are properly informed through joint meetings, publicity releases to the newspapers, discussion on radio stations by local leaders or panels, et cetera.
4. Contact your Congressional Representative at home whenever possible and be prepared to write, wire or telephone your Representative and the two Senators when the issue is being debated in Congress.
5. Encourage official action by organized groups to prepare resolutions opposing extension of price and wage controls addressed to Representatives and Senators. Be sure that adequate publicity is given these resolutions through local newspapers and radio stations.

Color Score of Farinaceous Materials

By James J. Winston, Director of Research

For many years, our laboratories have been evaluating the color of durum semolinas, durum granulars and durum flours by means of disc colorimetry. As you know, the manufacturer of macaroni and noodle products is interested in selecting a raw material with a maximum of yellow and a minimum of brown. Our method of testing farinaceous materials will enable the manufacturer to be more selective in the purchasing of his raw materials.

Analyses of many samples of farinaceous materials shows the following average range in color score for the different types of materials used in the manufacture of macaroni and noodle products.

Product	Yellow %	Brown %
Durum Semolinas No. 1	40-46	33-41
Durum Granulars	35-41	37-46
Durum Fancy Patent Flours	55-60	10-16
Durum Patent Flours	50-56	16-23
Durum 1st Clear Flours	40-48	28-40

Fred C. Millis

Fred Clark Millis, 59, former newspaper publisher, advertising executive, and real estate man, died May 26 at his home in Indianapolis, Ind., after a long illness. He operated the Millis Advertising company there from 1920 to 1930 and then became publisher of the *South Bend News-Times*, which suspended publication more than a decade ago. He was a native of Bloomington, Ind.

It was his advertising agency that promoted the macaroni-noodle industry's most ambitious advertising and publicity campaign in 1929 and 1930 when, through its efforts, pledges towards the promotion funds aggregated several million dollars. Under Mr. Millis' direction a nationwide survey was first made to ascertain the fact that the average American ate macaroni, spaghetti or egg noodles only at one meal every two weeks.

On the presumption that, through the use of well-planned advertising and publicity, Americans could easily be induced to eat those products at least once each week, and thus practically double the 1929 consumption, his organization circularized the industry and through personal calls induced over 200 manufacturers to sign agreements to contribution to the promotion fund, giving the agency acceptances covering quarterly payments over a period of three years.

Over a million dollars was collected and expended in newspaper and magazine advertising. The initial enthusiasm waned after the first year. A sizable portion of manufacturers, particularly the bulk producers, withheld their pledged payments on the ground that they were not getting equitable returns as compared with those who specialized on packaged products because of the nature of the advertising placed by the agency.

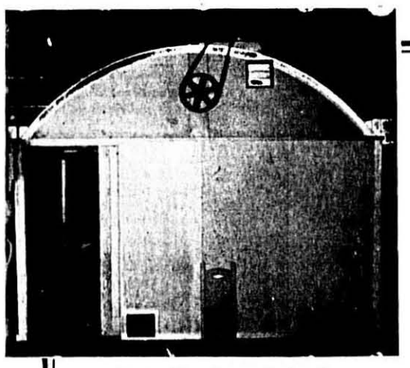
The whole promotion came to a sad end in 1930 after the stock market crash leaving a "bad taste" for cooperative promotional efforts from which the industry was slow to recover.

Discontinue Macaroni Business

Hunt Foods, Inc., Hayward, Calif., has discontinued its macaroni business, according to a recent announcement of a chief executive of the well-known food distributing firm on the Pacific coast. This firm came into the macaroni manufacturing business several years ago when it took over the Fontana Food Products Co. in south San Francisco, later moving to its present address.

Agency Appointment

A. Zerega's Sons, Inc., Brooklyn, N. Y., maker of Columbia Brand macaroni products, has appointed Rose-Martin, Inc., as its agency to carry on its newspaper and radio advertising.



Exterior View—Lazzaro Drying Room

. . . GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

DOUGH BREAKS
VERTICAL HYDRAULIC PRESS
KNEADERS • MIXERS
NOODLE MACHINES
DIE WASHERS
and many others

for ECONOMICAL
SPEED DRYING

FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343
Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

A FAVORITE FOR FINE FOO[D] SINCE 1908 . . .

Enrico & Paglieri

NEW YORK

Enrico & Paglieri, which began as a one-room restaurant in 1908, now occupies three former dwellings in Greenwich Village. It is operated by Mrs. Josephine Paglieri, widow of one of the founders, and her sons Enrico, left, and Paul. Rich in atmosphere and tradition, Enrico & Paglieri is a favorite haunt of artists and writers living in "the Village," and of many well-known New Yorkers.

Milled with Skill that is Traditional

KING MIDAS *Semolina*

KING MIDAS FLOUR MILLS MINNEAPOLIS 15, MINNESOTA

Liquid, Frozen and Dried Egg Production, April, 1951

Production of liquid egg during April totaled 78,498,000 pounds, the Bureau of Agricultural Economics reports. This quantity was 30 per cent less than the 112,561,000 pounds produced during April last year and 37 per cent less than the 1945-49 average production of 124,309,000 pounds. Egg drying operations were on a much smaller scale than a year ago, while freezing operations during the month were on a larger scale.

Dried egg production during April totaled 2,027,000 pounds, compared with 12,929,000 pounds during April last year. Production consisted of 1,268,000 pounds of dried whole egg, 329,000 pounds of dried albumen and 43,000 pounds of dried yolk. Production for the first four months of this year totaled 7,710,000 pounds, compared with 33,171,000 pounds during the same period last year.

The quantity of frozen egg produced during April totaled 70,126,000 pounds, nine per cent more than last year's April production of 64,218,000 pounds, but 14 per cent less than the 1945-49 average production of 81,293,000 pounds. Frozen stocks increased 49 million pounds during April, compared with an increase of 39 million pounds during April last year and the average increase of 45 million pounds.

Display Effects "Pastina" Sales

A series of tests conducted in independent and chain grocery stores showed that sales of pastina increased considerably when it was displayed with baby foods, according to Gerard Benedict, sales manager of the Ronzoni Macaroni Co.

Sales doubled when pastina was placed among baby foods alone, he said, and rose from two and a half to three times when the pastina was placed with both the baby foods and the macaroni products.

Sports Stories Advertisements Popular

The series of sport stories by Bill Stern in the advertisements of the Commander-Larabee Milling Co. in THE MACARONI JOURNAL has aroused such favorable comment from the readers, particularly from the customers of the firm, that the company has found it practical to compile the series into book form for them, reports C. M. Johnson, manager of the durum division of the Minneapolis firm.

The series covered most of the sports events, old and current, among them being: "Yousscuf," the Terrible Turk; "Champs" and "Chumps," William Johnson, Winner by an Earthquake; "Bing Aman" and "Mart Jordon," Dead-heat Racers; Frank Hinkey, Yale Football Great; Fielding "Hurry-Up" Yost, Michigan Renowned Football Coach; Pancho Villa—Filipino Flyweight Champ; Matthew Webb—first English Channel Conqueror; Broker's Tip—Kentucky Derby Winner; Jem Mace—prize fighter; Joe Corbett, famed baseball pitcher, and Laurentz-Gobert, tennis stars.

Detecto Buys Yale Scales

Detecto Scales, Inc., Brooklyn, has announced, through Aaron J. Jacobs, president, that it has purchased the Yale scale business of the Philadelphia division of the Yale & Towne Manufacturing Co. effective June 1, 1951.

With the purchase of this line of heavy duty scales, Detecto becomes the manufacturer of an extensive and complete line of industrial weighing equipment, from precision accurate Detecto-Gram Scales that weigh as little as 1/10 grams, to heavy duty scales that now weigh in tons. Other Detecto products that are well known in the consumer field are bathroom scales, aluminum hampers and other aluminum bathroom products.

Do higher labor costs reduce your profits?

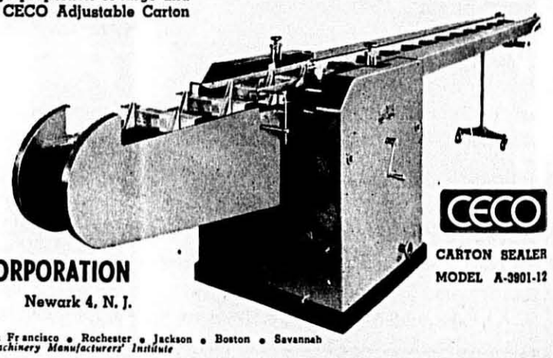
You can now do something about higher labor costs and reduced working hours which eat into profits. Install a CECO Adjustable Carton Sealer, and you will save enough on packaging labor costs to pay for it in one year or less. After that you can pocket the extra profits it will keep on earning for many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

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

Get a CECO
Registered Trade Name
Adjustable
CARTON SEALER

Features

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



CECO
CARTON SEALER
MODEL A-3901-12

CONTAINER EQUIPMENT CORPORATION
26 Oriental St. • • Newark 4, N. J.

Chicago • Toronto • Baltimore • St. Louis • San Francisco • Rochester • Jackson • Boston • Savannah
Member of Packaging Machinery Manufacturers' Institute

MALDARI'S INSUPERABLE MACARONI DIES

Bronze Alloys Stainless Steel Copper

Trade Mark Reg. U. S. Patent Office

Makers of *Macaroni Dies*

D. MALDARI & SONS

178-180 Grand Street, New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"

Move Hoskins Office To Libertyville

The Glenn G. Hoskins Co., industrial consultants specializing in service to the macaroni and allied industries, moved its office from Chicago to Libertyville, Ill., as of May 28, 1951. Mr. Hoskins, in a notice to his clients, said, "Our stock in trade is time and ideas and any move which will save time and will be conducive to the development of better ideas must be beneficial to our clients."

The Hoskins company is unique in that it is the only known consulting organization equipped to serve the macaroni industry exclusively and in all phases of the industry operations.

Glenn Hoskins has been active in the industry for more than thirty years as plant manager, president of the National Association, chairman of the Code Authority under the NRA and as a consultant to manufacturers who produce the majority of the industry's output.

In the company with Glenn Hoskins are his sons, Charles and William, who have been working with him since the end of World War II and acquired a partnership status last year.

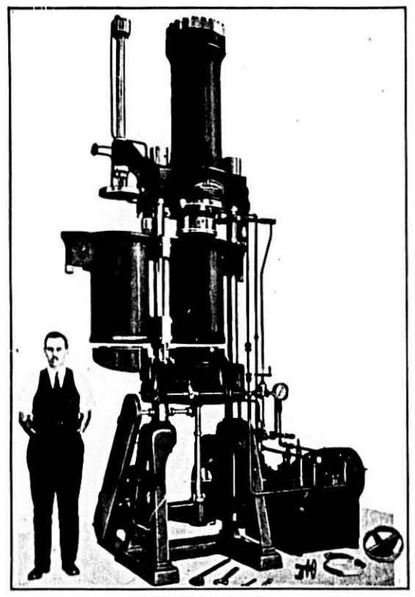
Charles brought to the service of the industry a scientific training in chemical engineering and experience gained in three years of research and development in synthetic rubber as it applied to the war effort. He specializes in quality control, drying, plant layout and engineering problems peculiar to the industry.

"Bill" has specialized in heating, ventilating and air conditioning as applied to several industries, but the demands of the macaroni industry has made it necessary to confine his activities to that industry only.

Charles and Glenn live in Libertyville and Bill will move back there as soon as a house is available.

Edith Linsley, well known in the industry for her statistical computations and her weekly market bulletins, has also moved to Libertyville. Other members of the organization have been replaced by local residents.

New Hoskins Company Offices



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Engineers and Machinists

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

Specialty of

Macaroni Machinery

Since 1881

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Kneaders
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Cutters
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All Sizes Up To Largest in Use

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Enriched Foods are Preferred Foods

That's why it's important to select the RIGHT enrichment products

The widespread efforts to build an improved national diet are greatly benefited by the macaroni manufacturers who *enrich* their products.

Many of these manufacturers have standardized on *Merck Vitamin Products for Macaroni and Noodle Enrichment* because they know that these products are specifically designed for ease and economy. Two forms are available: (1) Merck Vitamin Mixtures for continuous production, and (2) Merck Enrichment Wafers for batch production.

Merck Enrichment Products were designed for macaroni application by the same Merck organization that pioneered in the research and large-scale production of thiamine, riboflavin, niacin, and other important vitamins.

The Merck Technical Staff and Laboratories are available to aid you in the application of enrichment.

Merck KNOWS Vitamins!

MERCK & CO., INC.
Manufacturing Chemists
RAHWAY, NEW JERSEY

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill.
Elkton, Va. • Danville, Pa. • Los Angeles, Calif.
In Canada: MERCK & CO. Limited, Montreal • Toronto • Valleyfield

MERCK ENRICHMENT PRODUCTS

Mr. Hoskins says that, "in addition to saving nearly three hours per day per person commuting time, this move gives an opportunity for expansion of service to the industry."

Durum Wheat Movement in Canada

By Our Staff Reporter— S. H. Cooke

Durum wheat receipts by grades from August 1, 1950, to March 31, 1951, Fort Williams-Port Arthur:

C. W. Amber Durum—4,538,224 bushels.

Tough Durum—2,995,451 bushels.

Macaroni Offers and Contests

The May, 1951, issue of *Premium Practice and Business Promotion* reports one offer and one contest concerning macaroni products, as follows:

Offer—Cookbook: An Italian cookbook is offered for $1 and a box top from any Ronzoni products by the Ronzoni Macaroni Co., Inc., Long Island City, N. Y. The book has a claimed value of $3.

Contest: Buitoni Macaroni Corp., New York is sponsoring its fourth annual series of four contests to promote sale of macaroni and spaghetti products. A trip to Europe, 25 Deruta Majolica coffee sets and 100 boxes of Perugina chocolates are top prizes in each of the four following types: Coupon-saving, sentence-completion, statement completion and recipe. Each entry must be accompanied by 10 coupons from any Buitoni products.

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.

	Production in 100-pound Sacks			
Month	1951	1950	1949	1948
January	870,532	691,006	799,208	1,142,592
February	901,751	829,878	799,358	1,097,116
March	1,002,384	913,107	913,777	1,189,077
April	526,488	570,119	589,313	1,038,829
May	774,911	574,887	549,168	1,024,831
June		678,792	759,610	889,260
July		654,857	587,453	683,151
August		1,181,294	907,520	845,142
September		802,647	837,218	661,604
October		776,259	966,115	963,781
November		700,865	997,030	996,987
December		944,099	648,059	844,800

Crop Year Production

Includes Semolina milled for and sold to United States Government:

July 1, 1950 to June 1, 1951.....9,135,847
July 1, 1949 to June 2, 1950.....8,662,919

YOUR SPAGHETTI IS PEEPING OUT OF THE GROUND NOW!

Tiny, green durum wheat shoots are popping up all over, all around us. When sun, soil and time have made these little plants rich, golden brown, we'll take only the choice kernels and produce quality durum flours which will make quality macaroni and spaghetti products for you. Weather and soil favor North Dakota durum wheat—and, thereby favor your manufactured product.

CAVALIER	EXTRA FANCY SEMOLINA
DURAKOTA	NUMBER 1 SEMOLINA
PERFECTO	DURUM GRANULAR
EXCELLO	DURUM PATENT FLOUR

NORTH DAKOTA MILL & ELEVATOR

GRAND FORKS, NORTH DAKOTA, R. M. STANGLER, General Manager
EVANS J. THOMAS, Mgr., Durum Division, 520 N. Michigan Ave., Chicago, Ill.

Dott. Ingg. M., G.

Braibanti e C. SOC. A.R.L.

Complete Equipment—Machinery and Dryers for

Macaroni Products

Continuous automatic press, Model No. 4 with automatic spreader. Hourly output 400-600 lbs. Braibanti patents

There are 2375 BRAIBANTI automatic presses in operation all over the world.

THE FIRST CONTINUOUS AUTOMATIC PRESS DESIGNED AND BUILT IN THE WORLD

Exclusive Sales Representatives for the United States

I. KALFUS CO., INC.

Est. 1905

104 Grand Street, New York 13, N. Y.

Phone Worth 4-6262/5—Cables KALBAKE

Estimates furnished free, without obligation. Complete service for repairs and maintenance on Braibanti equipment. BRAIBANTI SPARE PARTS always in stock!

New Buitoni Factory Nears Completion

Concurrent with the tenth anniversary in July of the establishment of the first American plant of the 124-year-old Buitoni Macaroni Co., the new factory of the concern, now being constructed in South Hackensack, N. J., is expected to be ready for occupancy, according to Giovanni Buitoni, president of the company both here and in Italy and France.

The $1,590,000 plant, for which ground-breaking ceremonies were held last September, will house all the American manufacturing operations of the company in an 80,000 square foot brick and glass block plant near the Teterboro airport. The concern's present factories—the sauce factory in Brooklyn and the macaroni plant in Jersey City, and the executive offices at 99 Hudson Street—will be consolidated in the new headquarters.

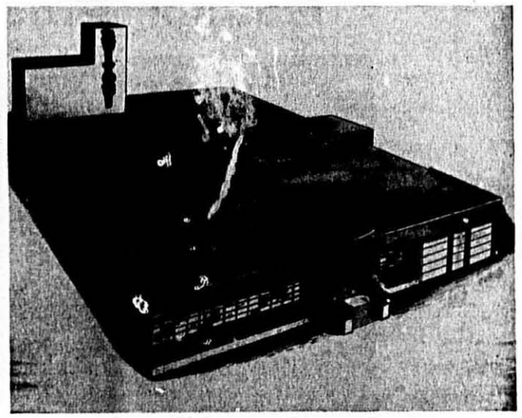
Built on four acres of ground, the one-story truck level building with fireproof walls is reported to be the most modern in the macaroni field. Nearly two acres of the plot are given over to the building itself, and more than two acres will be used for parking space, landscaping, and a railroad siding for freight cars and truck bays.

One of the most important phases of the future operation of the company, the frozen foods and processed foods, are to have special quarters. According to the management, the concern will be the only spaghetti factory where meat is inspected by the United States Department of Agriculture research administration, bureau of animal husbandry.

Offices of the building are air-conditioned, and a cafeteria and recreational rooms are provided for the concern's staff of employes. Refrigerated rooms are planned for the concern's Perugina candy.

Also planned are an up-to-date laboratory for nutrition research, and a completely dustproof tiled sauce department, with special acidproof floors.

Hunt Engineering Co., Bergenfield, N. J., are builders for the new plant. Architect Eugene Schoen has been in charge of co-ordinating construction plans prepared by Allen Frazer, of the



✓ *Important Memo for Your Calendar!*

The **EVENT** . . . **1951 CONFERENCE of the MACARONI-NOODLE INDUSTRY**

The **TIME** . . . . **JUNE 28th and 29th**

The **PLACE** . . . **EDGEWATER BEACH HOTEL, CHICAGO**

CHAMPION'S chief engineer, Mr. P. D. Motta, with Mr. Frank A. Motta, Secretary of the Company, will be happy to see you and supply information about Champion's new Flour Handling Equipment for synchronizing with the modern automatic presses and sheet forming machines.

Be sure to "make a date" for attending the big event of the year for your industry—the June Convention in Chicago.

Here you can talk over the many problems of production with operators, engineers and manufacturers—and pick up lots of new ideas for making your own plant a thoroughly modern and efficient unit.

Everybody benefits from the exchange of ideas—and everybody enjoys seeing old friends and making new ones.

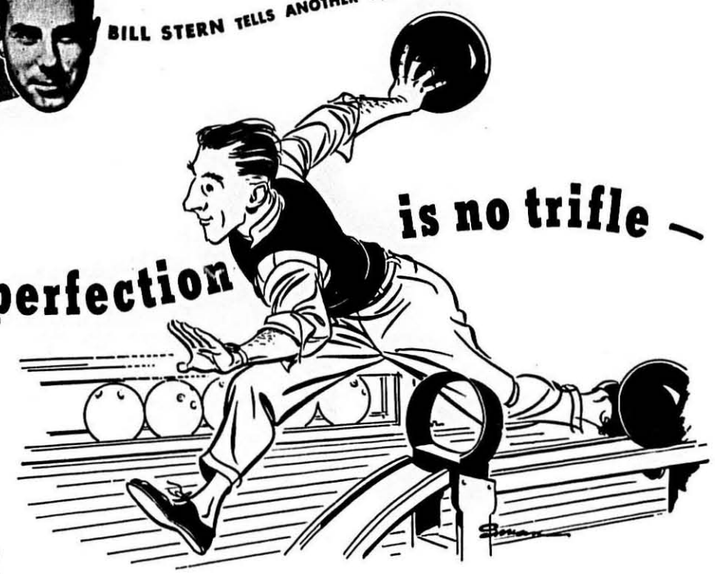
CHAMPION MACHINERY COMPANY

Makers of Modern Equipment for the Macaroni and Noodle Industry

JOLIET, ILLINOIS

BILL STERN TELLS ANOTHER SPORTS STORY

perfection is no trifle —



When Joe Falcaro was a little boy of nine, he worked in a bowling alley setting up pins for three dollars a week. Although some famous bowlers patronized that bowling academy, the chesty little Italian boy soon began to believe that he could beat most of them. So to learn the game, he would sneak back to the alleys after the place was closed and practice bowling all night. At the age of fifteen, Joe Falcaro decided to strike out for bowling fame and fortune. He challenged Jimmy Smith, then recognized as the world's bowling champion, to a match. Smith accepted the match for a sizeable wager, but was outraged to discover that his opponent was a skinny little runt in short pants. The world champion felt even more outraged when that amazing 15-year-old beat him!

That victory made Falcaro a bowling sensation overnight! And today, at the age of fifty, he still is one of the world's greatest bowlers. He never has been beaten in a challenge match of forty games or more.

And he is the only bowler in history to have bowled sixty perfect games . . . and for a bowler to roll a perfect 300-game in big-time competition is the equivalent of a major league pitcher hurling a no-hit game!

Yes, in bowling or macaroni manufacturing . . . perfection is no trifle! When it comes to macaroni products, your customers expect perfection, not just now and then, but in every package, every day. That's why it will pay you sales and profit dividends to use Commander-Larabee durum products in your own shop. You take no chances . . . every bag gives you the same scientifically controlled performance. You will be sure of uniform high quality products with the smoother texture and finer grain that stamp them as quality products . . . products that bring old customers back again and add new buyers every day. Give the Commander-Larabee durum products of your choice a performance-test in your own plant . . . see for yourself the difference it can make!

COMMANDER-LARABEE MILLING CO. — WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Company

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Hunt Engineering Co.; Guiseppe Buitoni, general technical director of all Buitoni operations, of Paris; Glenn G. Hoskins, industrial consultant, of Chicago; C. E. Langgaard, consulting engineer, and Romolo Bottelli, Jr., of Newark N. J., architect, expert on federal government food requirements.

SALUTE CHICAGO

(Continued from Page 11)

ization which is known today as the Chicago Association of Commerce and Industry.

Dedicated to achieving the "development of Chicago's commerce at home and abroad, and establishing a supreme respect for law and order and a high standard of municipal character," the association quickly drew the support of Chicago businessmen from the corner groceryman to the captains of industry. It helped to organize the Better Business Bureau, the Chicago Crime Commission, the Chicago Plan Commission, the Chicago Chapter of the American Red Cross, and the Chicago Safety Council. The work of the association with the Chicago Plan Commission had much to do with the development of the city's parks system, one of the most complete and elaborate of any city in the world.

The city maintains 22 miles of beaches along Lake Michigan. The lake shore has been beautified with Lake Shore Drive, built in a setting of shore-front park land. Throughout the city and its environs are parks, scenic drives and forest preserves which exist in the midst of the most heavily industrialized area known.

For Chicago's hundreds of thousands of visitors each year, there are boundless attractions. Some of these are the famous Brookfield Zoo, the open air concert shell in Grant Park, the annual Railroad Fair along the lake front, the Museum of Science and Industry, the Field Museum of Natural History, the Shedd Aquarium and the Planetarium.

Art and music have not been neglected. The Chicago Art Institute is one of the leading schools of art in the world. The Civic Opera House brings music in its highest form to the city, and music lovers rock to the Ravinia Summer Festival and to Orchestra Hall.

For sports enthusiasts, Chicago offers unlimited opportunities, supporting two major league baseball teams, professional football teams, hockey teams, and sail-boating and yachting races in Lake Michigan.

Chicago also serves as the fashion center for the Midwest. One of the most famed shopping streets in the world is State Street in the Chicago Loop. Progressive merchants now are developing new and luxurious stores at the upper end of Michigan Ave., which runs through the heart of the Gold Coast and is called the "Magnificent Mile."

Chicago is proud of its growth, proud of its beautiful lake fronts, proud of its monuments and memories. But the people of Chicago take their greatest pride in the fact that their city is still growing—in fact, almost any Chicagoan will tell you that the city has only started.

12 Companies Join G.M.A.

The addition of 12 companies to its membership roles has been announced by Grocery Manufacturers of America, Inc., by Paul S. Willis, president. The list includes no macaroni-noodle manufacturers.

OPERATION FORUM

(Continued from Page 18)

that other manufacturers don't know, or probably know better.

We have about ten dies that are in good shape for our present use, seven elbow macaroni dies and three elbow spaghetti dies. Six of the elbow macaroni dies are 13½" in diameter, 2" thick. One die is 15" in diameter and 2" thick. The three elbow spaghetti dies are 13½" in diameter, 2" thick.

We have had all of these dies made by one manufacturer who has been taking care of our die making for a number of years. The dies are made of stainless steel with removable


PACKOMATIC Automatic Case Glue Sealer above Imprinter right

3,000 SHIPPING CASES PER HOUR LOADED, SEALED, IMPRINTED *Automatically*

You too can share with America's foremost packaged brand names the many advantages of modern, automatic PACKOMATIC fibre (corrugated) shipping case packing, gluing, sealing, dating (coding) and imprinting equipment, capable of speeds up to 3,000 cases per hour. Your inquiry incurs no obligation to purchase.

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Macaroni Mfg. Machinery and Supplies

California Representative for

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Fabricators of Ravioli Machines, Tamale Machines and Cheese Graters

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keeps your products moving...

With Milprint Revelation, you know that your macaroni and spaghetti products will continue to have the most in self-selling display . . . all-'round BUY APPEAL.

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Use Milprint "Follow Thru" Service

Promotional pieces like the one shown here — plus point-of-sale displays, car cards, booklets, etc. — all available from one good source, Milprint!

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GENERAL OFFICES: MILWAUKEE, WIS. SALES OFFICES IN PRINCIPAL CITIES

bronze inserts for the plugs or pins. We have a spacer gauge made purposely for our size wall for both macaroni and spaghetti and we check our dies every couple of months with this gauge to see how much these inserts are worn. When they are worn to the extent of two or three thousandths of an inch, the die is returned to the die maker and new inserts installed according to our specifications, and again, as far as any general repairs are concerned, this is done at this time by the die maker.

We have a very old cast iron frame die washer. It is the type originally made for round dies only and the turn table turns in one direction and the water pressure pipe and orifice move back and forth slowly over the face of one-half of the die. It has a hydraulic pump for water pressure.

We have had some very unfortunate experiences with this particular washer and most of the trouble occurs from trying to keep the pump in operating condition. From our experience we find that it takes about 200 lbs. of water pressure to do any kind of a cleaning job on a die, and truthfully, we seldom attain this pressure with our present equipment. However, I have just recently visited the Grocery Store Products Co. plant at Libertyville and, through the courtesy of Mr. Mike Volino, superintendent of production, I saw an operation there, a jet type cleaner which uses both water and high pressure steam. We now have one of these cleaners on order and it should be delivered to us any day and hope to have it installed by the time I attend this meeting so maybe I can tell you about it off the cuff. Our previous experience with our own old die washer was that after soaking a die overnight or for two or three days it would take anywhere from a half hour up to eight hours to thoroughly clean a die. The one I saw in operation up at Libertyville they had soaked over night and it took just three minutes to thoroughly clean this die. They also informed me that they can take a die out of the press without soaking it and do a good cleaning job in about four to five minutes.

I relate all of this because we feel this jet cleaner is going to do the same job for us and probably do away with one of the biggest headaches we have had for years. We are told this washer was developed by Mr. Volino at the recommendation of Glenn G. Hoskins Co.

At the present time we usually soak our dies in a vat full of water standing over the top of the die, then we clean the die in the next day or two and after they are clean we put them in a rack made purposely for holding clean dies. We do nothing else with the dies. We use no oils, no other preservatives, but just merely keep them clean in this rack. We believe that, like most any other manufacturer, we watch our product very carefully as it comes from the die and as soon as we see that a product isn't just as it should be, the die is removed and a clean one put in its place.

BETTY OSSOLA

(Continued from Page 6)

the unusuals coming from Europe. She handles the Italian plum-shaped tomato which cooks down to a thick sauce, not the least watery, the hard Roman cheese, the Parmesan, the Provolone, the Gorgonzola. On the display shelves in her offices are anchovies, tuna fish sardines, olives from Italy, Tunisia, Portugal and Spain. She has pepperoncini in vinegar, the little hot peppers Italians love with their boiled beef and which the Ossola Company imports in 100-pound barrels to repack in small jars.

Presiding over the Ossola interests in New York, Philadelphia, Pittsburgh and Miami is a full-time job; yet Betty manages to fulfill her functions as a mother and wife. Her home is well ordered and pleasant and she always finds time to have fun with her two young sons. What a woman! Career woman, wife and mother . . . and a hit in each role. Congratulations!

NOODLE MACHINERY

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410,000 POUNDS OF NOODLES PER DAY PACKAGED BY TRIANGLE ELEC-TRI-PAK WEIGHERS!

WHY! BECAUSE each user averages $6,000 to $10,000 ANNUAL SAVING!

Typical installation. Two operators now doing the work of 6 plus a 34% increase in production.

NO matter what type of macaroni products you produce you can save important money with Triangle weighers, fillers and carton sealers—favorites of the industry for many years. WRITE TODAY FOR LITERATURE and tell us your requirements.

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"The boss must be one of those gentleman farmers — he keeps telling me about 'sowing his wild oats'."

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a 220-page booklet on

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A Beautifully and Faithfully Illustrated new Treatise; a Scientific Review in English.

A Book that should be on the desk of every progressive manufacturer—in the Library of every Successful Firm.

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The MACARONI JOURNAL

P. O. Drawer No. 1, Braidwood, Ill.

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

A Publication to Advance the Macaroni Industry.

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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 of issue.

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.

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Vol. XXXIII June, 1951 No. 2

National Macaroni Manufacturers Association

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Frank Lazzaro Is Member

To the list of NMMA members listed in the May issue should be added the name of Frank Lazzaro Macaroni Drying Equipment.

French Delegation

Members of the French delegation that will attend the June convention of the macaroni industry in Chicago, June 28-29, after a tour of the country including greater New York; Langdon, N. D., and Minneapolis-St. Paul, will consist of the following: M. Roger Amsellem, miller, El Kalaa, Tlemcen (Algeria); M. Jean Brusson, macaroni manufacturer, Villemur (Hte-Gne); M. Rene Esclapez, semolina miller, Relizane (Algeria); M. Haddad, inspector, Tunis (Tunisia); M. Jules Narbonne, semolina miller, Hussein Dey (Algeria); M. Revon of the Rivoire and Carret Manufactarer, Marseille, and M. Valay, agriculturist, Tunis (Tunisia).

The commission is headed by M. Jacques Audigier, general secretary, Comite Professionnel de l'industrie des Pates Alimentaires, Paris, France, who will head the panel of French representatives in a discussion of problems pertaining to the industry in their country.

On Gair's Board

George E. Dyke, president of Robert Gair Co., Inc., New York, has announced that, at a meeting of the board of directors held on May 28, David H. Ross, president of Gair Company Canada Ltd., Toronto, was elected a director of Robert Gair Co., Inc. He takes the place of George M. Willoughby who has resigned.

Triangle Announces Office Shift

The recent merger which incorporatd the Bagby Corp. of Evanston, Ill., into the Triangle Package Machinery Co. of Chicago, has necessitated expanding the facilities of the Triangle eastern divisional sales offices.

The relocation of these offices to the Academy Bldg., 1212 Raymond Blvd., Newark, N. J., provides Triangle with an enlarged and more centrally located office for servicing the general New York metropolitan area, as well as for the entire eastern divisional area of New York, Connecticut New Jersey and Pennsylvania.

The new office will handle the sales, installation and service scheduling of both the Triangle line of dry weighing, measuring and filling equipment, and the Bagby line of semi-solid, heavy viscose and paste filling equipment.

Walter P. Muskat, who was recently transferred from the central division, remains in charge of the office and has been elevated to eastern divisional manager for the Triangle Package Machinery Co. and the Bagby division, Triangle Package Machinery Co.

CLASSIFIED

FACTORY FOR SALE or LEASE. . . . Fully equipped. New S A C P Consolidated Press, Clermont Noodle Machinery, packaging machinery, etc. New building, 5000 sq. ft. Plenty of room for expansion. Address replies to Louis Hecht, 1795 Normandy Drive, Miami Beach, Florida.

FOR SALE: Noodle and Ravioli Business in City in Western Massachusetts. New modern brick building, oil steam heat. 4,000 sq.ft. floor space. Ground Floor. Will sell with or without building. For details write Box No. 93, c/o "Macaroni Journal," Braidwood, Illinois.

FACTORY, BUSINESS and GOOD WILL FOR SALE in a Michigan city. 30 years in business. Profits each year. Railway siding. Approximately 45,000 square feet of floor space. Indoor loading docks. Modern buildings, automatic macaroni and noodle machines. Room for expansion. Will sell with or without buildings. Inquiries solicited. Box 92, c/o Macaroni Journal, Braidwood, Ill.

✓CHECK AND FILE THIS IMPORTANT INFORMATION

FACT FILE ON ENRICHMENT

ENRICHMENT DATA

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 B_1 .....50%
Vitamin B_2 .....15%
Iron 32.5%
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:
Vitamin B_1 .....50%
Vitamin B_2 .....10.5%
Iron 16.2%
Niacin .....3.4 milligrams

for batch mixing
'ROCHE' SQUARE
ENRICHMENT WAFERS

Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds . . . have finer, more buoyant particles . . . and break clean into halves and quarters. Only 'Roche' makes SQUARE Enrichment Wafers.

for mechanical feeding with any continuous press
ENRICHMENT PREMIX
containing 'ROCHE' VITAMINS

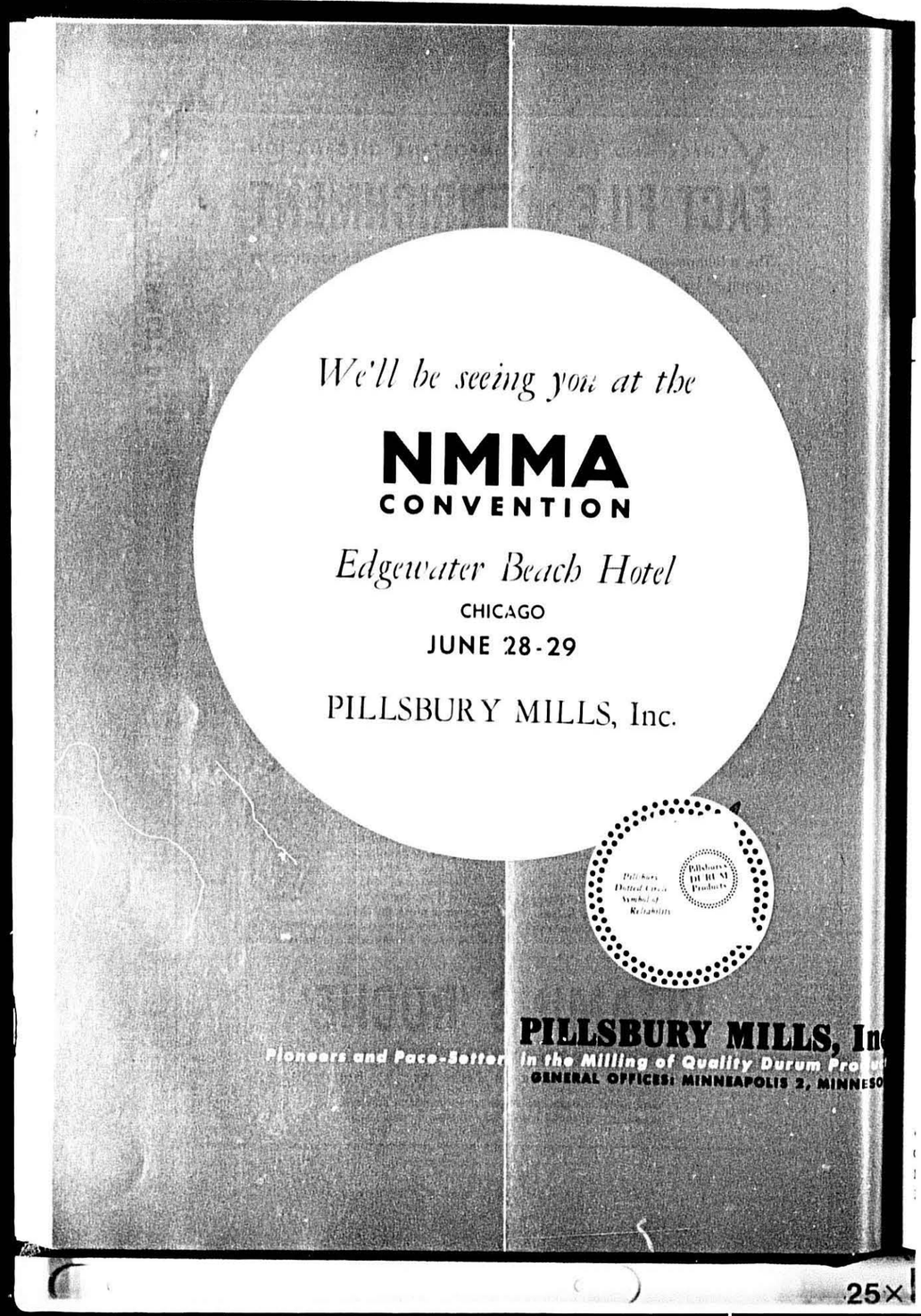
1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with 'Roche' vitamins.

VITAMINS 'ROCHE'

For help on any problem involving enrichment, write to

Vitamin Division • Hoffmann-La Roche Inc. • Nutley 10, N. J.

ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED BY WALLACE & TIERNAN CO., INC., NEWARK 1, NEW JERSEY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