

**THE
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JOURNAL**

**Volume XXXIII
Number 9**

January, 1952

JANUARY, 1952

the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Salute to Brooklyn



BROOKLYN INDUSTRIAL SKYLINE—A center of industry and foreign trade, Brooklyn has 108 miles of developed waterfront and 187 piers berthing as many as 700 steamships of 75 shipping companies. With its numerous warehouses, docks, lighterage terminals and other facilities, the waterfront's commercial equipment available to shippers and manufacturers attracts more than fifty per cent of the shipping of the entire Port of New York.

Official Organ
of the Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIII
NUMBER 9

32x10

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WHY GOOD PACKAGING?



Shrewd merchandisers of today insist upon maintaining the quality of their packaging. Good packaging, whether measured in terms of immediate business or the long pull, always has these advantages:

1. It lowers costs because of added efficiency in handling, packing and shipping.
2. It lends itself to eye-arresting window, counter and mass displays.
3. It whets the appetite, creates desire, stirs the consumer to impulse sales.
4. It sells your product in the store.
5. It shows how to use your product properly in the home.
6. It encourages repeat sales through suggestions for new and interesting uses.
7. It helps make your product a household word. Folks eat the food they know about.
8. It promotes the sale of your other products.
9. It builds prestige for your brand.
10. It represents 100% Advertising, with no waste circulation. Every package counts.

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Amber Mill welcomes the Challenge of 1952.

Again, we promise that Amber's No. 1 Semolina will lead the field for month in, month out dependability . . . for uniform color, quality and freshness, and deliveries as specified.

Why not join other leading quality Macaroni Manufacturers who regularly prefer Amber's No. 1 Semolina? Depend upon Amber's No. 1 Semolina to help you maintain the uniformly high quality standards you have set for your product in 1952.



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Farmer's Union Grain Terminal Association

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MALDARI'S

INSUPERABLE
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STAINLESS STEEL

Time's

aging process knows no distinction, whether it be in the realm of friendship or the field of technological advancements.

We bow to time's onward march—endeavoring to make our old friends grow dearer, our new friends more cherished, and our services to the industry more scientific, expeditious and economical.

D. Maldari & Sons

America's Largest Die Makers

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The MACARONI JOURNAL

Volume XXXIII

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Associations Are Business Assets

The National Macaroni Manufacturers Association, organized in April, 1904, ranks among the oldest of the trade organizations in continuous operation in the United States, but it is not outstanding except in its own sphere. It is one that has functioned and is functioning as smoothly and as effectively as its support warrants.

The United States surpasses all other countries in the world in active, helpful trade associations. It is estimated that more than 12,000 trade groups are operating here—1,500 national ones, including the macaroni association, and another 10,500 state and local groups—as revealed in a survey by the American Trade Association Executives, an association of trade association heads.

In 1930, there were functioning only about 4,000 trade associations, all told. It was disclosed by the survey above referred to, that the over-all memberships in the current 12,000 trade organizations is at an all-time high. Nobody knows the exact figures, for it is impossible to check duplications where a man or a firm belongs to two or more organizations, but association after association tells the same story of record memberships and record accomplishments.

It is an undisputed fact that the association business has grown into quite a big business. The average businessman feels that he cannot get along without the association of his trade, business or profession in trying to keep abreast of the many puzzling regulations coming from the many alphabetical government bureaus that apparently are aiming to regiment business.

A leading spokesman at the convention where the survey was released, stated: "True, in every line of business or profession, there are still too many 'free-riders'—firms and individuals that are old-fashioned, good takers but poor givers, ever willing to reap the benefits of organized action without expense or worry. . . . Only good trees have parasites that suck up the life-sustaining sap, but

they seldom if ever kill the tree. All of this means that a successful association needs only the support of the leading, willing units or members to accomplish its objectives."

Another speaker said: "Associations have become industry voices throughout the business world. This is specially true of those in close touch with the activities at the nation's Capitol, and at state Capitols, too. Through their organizations, instead of a babble of voices, there is one voice speaking for all the group."

Trade associations usually have memberships in keeping with their position in the country's or the regional economy. There are several that have enrollments of from 40,000 to 60,000 members; others with only 25 or fewer are truly representative and equally as successful. The National Macaroni Manufacturers Association, with a membership of about one hundred, represents more than 75 per cent of the industry's production. It has long rendered outstanding service to everyone in the trade, irrespective of membership, and with its present setup is capable of doing even more for its supporters, and for the industry generally.

Dues and other income of the United States trade associations now total more than 350 million dollars annually, according to the same survey. This figure compares favorably with the annual sales of many of our largest businesses, though it is considerably less than the approximate 500 million dollars which the U. S. Treasury Department estimates as "the annual take of labor unions."

Currently, the long term growth trend of trade associations is being accelerated by the defense program. The increase in government regulations has made the association executive, especially the Washington representatives, one of the most valuable services—but it is the year-in and year-out protective and promotional program for industry up-building that makes trade associations so essential, and so successful.

Winter Meeting Program

Plans Completed For Industry's Mid-Year Conference, Miami Beach, January 24-25

MACARONI-NOODLE manufacturers in the United States and Canada have been sent copies of the official program for the Winter Meeting of the industry in Miami Beach, Fla., January 24 and 25, at the Flamingo Hotel. The convention theme will be "Emphasis on Marketing," and prominent and experienced speakers will appear on the two-day program to discuss various phases of the general problems that concern macaroni-noodle making and distribution.

The actual convention will be preceded on January 23 by meetings, first that of the National Macaroni Institute committee, then a meeting of the Board of Directors of the National Macaroni Manufacturers Association and, at 4:00 p.m., a joint meeting of the association directors and representatives of all the durum mills of America.

President C. Frederick Mueller of the National Association will call the convention to order in the Key Club at 10 a.m., January 24 and render his report of organized action taken since the annual convention of the organization last June.

"The Macaroni Market" will be discussed by John T. Betjemann on a re-

cent A. C. Nielsen Co. market research survey.

"Work Shop Discussions On Marketing Topics" by selected leaders will lay the groundwork for comments to stimulate group participation on matters of greatest concern.

"What to Do About the Durum Problem" will be introduced by Association Adviser for general discussion and action.

"How Quality Control Will Save Manufacturers Money" will be discussed by James J. Winston, the association's director of research, just before the noon adjournment.

In the evening, the Rossotti Lithograph Corp., North Bergen, N. J., will again be host at its traditional spaghetti supper.

The second and last day's conference will again be presided over by Association President C. Frederick Mueller, convening at 10 a.m.

"How Promotion and Public Relations Can Build a Stronger Industry in Today's Food Market" will be discussed by Harold H. Jaeger, marketing director of the Can Manufacturers Institute.

"Your Publicist Reports" will be

handled by Theodore R. Sills, the NMI and NMMA public relations counsel.

"A Study of Food Selling and Merchandising Problems" will be considered in a report by an executive of the Topics Publishing Co.

"Fair Trade and Fair Play" will be discussed, with directors Al Ravarino and Lloyd Skinner as discussion leaders.

"Washington Is Your Business" will be introduced for group discussion by President C. Frederick Mueller.

"Association Plans and Projects" will be introduced and discussed by Robert M. Green, association secretary and NMI manager.

At 7:00 p.m. will be held the association's dinner party.

North Dakota Wheat Crop

The office of agricultural statistician, U. S. Department of Agriculture, Fargo, N. D., releases the following information on the 1951 wheat crop in North Dakota:

December 19, 1951: The N. D. wheat crop is placed at 150,975,000 bushels, the 11th consecutive crop to exceed 100,000,000 bushels. Production was up 22% from the revised estimate of 123,986,000 bushels for last year and 9% above the 10-year average production of 137,945,000 bushels.

Durum Wheat: The current estimate includes 29,610,000 bushels of durum wheat, the smallest since 1944, and the other spring wheat crop is the largest since 1945.

Durum stands were severely damaged by drought, but the crop filled well during the cool, damp weather in August. A substantial loss of production, as well as a general lowering of grade, resulted from the long wet harvest season.

The yield of durum, was placed at 14 bushels per acre and the other spring wheat at 14.5 bushels. Both of these are above the 1950 yield, but below the ten-year average.

Black stem rust, which damaged the durum crop last year, was negligible this year.

The acreage of durum was estimated at 2,174,000 acres planted and 2,115,000 acres harvested, down 12 per cent from last year and about 5 per cent below average. Most of the decrease in durum acreage occurred in the minor producing counties.

only the BEST reaches You!



You're Sure Because General Mills Wheat Selection Makes Sure!



● The quality of your macaroni products starts with the Durum products you use. To bring you the best Semolina Granular and Durum flours, our wheat experts carefully examine test samples of Durum wheat in the field and grain market. This practice makes certain that we purchase the best grain available.

You can be sure your macaroni products will reflect this careful selection when you buy General Mills Semolina Granular and Durum flours.

General Mills, Inc.

Durum Sales
MINNEAPOLIS, MINN.



Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	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	666,774	678,792	759,610	889,260
July	561,915	654,857	587,453	683,151
August	915,988	1,181,294	907,520	845,142
September	827,485	802,647	837,218	661,604
October	1,197,496	776,259	966,115	963,781
November	882,617	700,865	997,030	996,987
December	827,986	944,099	648,059	844,800

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1951, to Dec. 28, 1951.....5,113,487
 July 1, 1950, to Dec. 28, 1950.....5,006,546

SALUTE TO BROOKLYN

By Charles F. Masterson, Staff Member
Brooklyn Chamber of Commerce

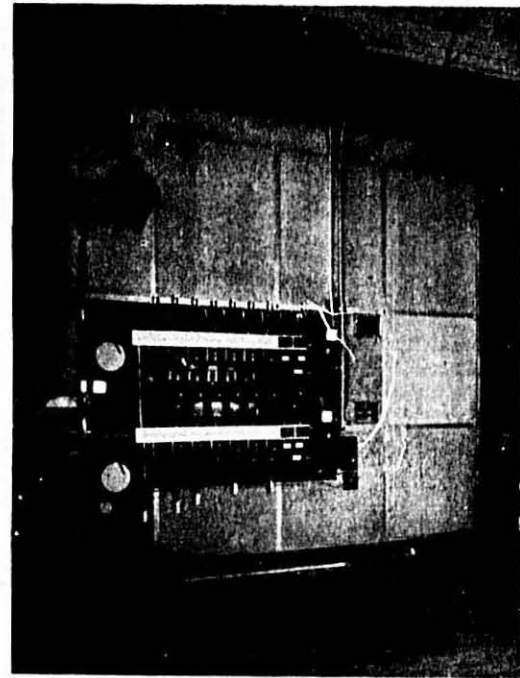
A LITTLE more than one hundred years ago, a young Frenchman came to Brooklyn and manufactured the first macaroni produced in America. Since then, Brooklyn has become the greatest macaroni manufacturing center in the United States, and if Antoine Zerega could look over the scene of his early efforts he would see in Brooklyn today a vigorous and enlightened industry that produces about one quarter of all the macaroni and noodle products made in the United States, as well as more than ninety per cent of the macaroni manufacturing machines.

Brooklyn was originally made up of six separate communities—five Dutch and one English, and was settled about 300 years ago, shortly after the founding of Jamestown and the landing of the Pilgrims. The first house was built in Brooklyn in 1636 in the village of Gowanus, which was named after a Mohawk Indian farmer of that vicinity. (To this day, 300 descendants of his Indian tribe live in the Gowanus neighborhood in Brooklyn.) By the year 1690, thirty families were organized around a church and a school in what was to become known the world over as the City of Churches.

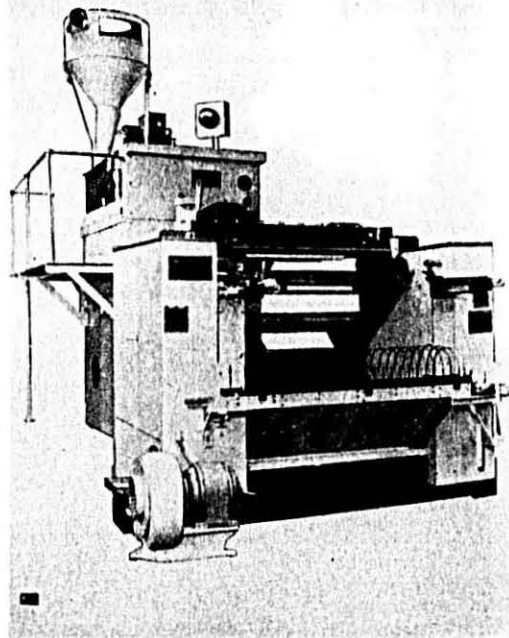
In 1698, thirty years after the English governor of the Colony of New York had granted a charter to Brooklyn, the population had increased to more than 500 people, and the small town of Brooklyn was on its way to becoming a metropolis.

In many ways, Brooklyn today is still a small town, or at least a group of small towns, laced together by an industrial community of the widest diversity. Each of Brooklyn's many little communities has its own shopping center, its own park, its own schools, its own movie houses. The fellow who lives in Bay Ridge has an intense loyalty to Bay Ridge, and may well go through his entire life without ever so much as buying a newspaper in Greenpoint. He may never set foot in Red Hook or Bushwick—not because he particularly dislikes those neighboring districts, but just that he never has to go near them in his daily living. Yet he lists Brooklyn as his home town, not Bay Ridge.

Brooklyn is small town—it has been called the nation's biggest small town—out beyond the downtown shopping district, out where the home owners have their gardens, their schools, their churches, and their civic associations, out where the kids drop in for a soda



CONTROL PANEL—This is the control panel for the long goods dryer on the most up-to-date machine to come out of Brooklyn's Clermont Machine Co. The panel controls temperature and humidity in the dryer and regulates intake and exhaust of humidity to maintain the same relative humidity for twenty-four hours and to process macaroni with the same temperature day after day.



AUTOMATIC SPREADER—This modern machine, manufactured at Brooklyn's Consolidated Macaroni Machine Corporation, Inc., consists of two sections— one rear unit used for mixing and kneading, and one front unit for extruding and spreading the long macaroni products. It will produce 1,000 pounds per hour.

The city that fostered the development of the macaroni industry, the fabulous metropolis of Brooklyn, is possibly the most famous and the most misunderstood community in the world. Hollywood's familiar portrayal of Brooklyn—where everyone talks like William Bendix and lives in "Greenpoint"—is as amusing to most Brooklynites as it is to many out-of-towners who accept this caricature as the real thing. Only rarely is Brooklyn pictured as the community contributing most to the nation's leading center of world trade or as one of the world's largest community of homes, schools, churches, and industrial organizations. Historically, a small town,



THE MAN WHO STARTED IT ALL—Antoine Zerega established a plant in Brooklyn in 1848 to produce the first macaroni manufactured in the United States. He was the father of the present owners of A. Zerega's Sons, Inc.

in the corner drug store. Brooklyn is small town out where the couples stroll in the parks or along the shore, far from the bright lights of the city. It's small town out where the paper boy takes all afternoon to cover his route with *The Brooklyn Eagle*.

But Brooklyn is a big city too, a major part of the biggest industrial and maritime center in the United States. There are in the world's largest community of homes, churches, and schools:

almost 3,000,000 inhabitants
815,233 dwelling units
1,460 churches
1,100 miles of paved streets
350 miles of subway track
550 miles of surface transportation
235 public elementary schools
34 junior high schools
18 high schools
over 500,000 pupils
more than 80 banks
7,298 manufacturers
35,186 retail stores



BROOKLYN BOTANIC GARDEN—A favorite rendezvous for nature lovers and horticulturists, the Botanic Gardens feature a display of thousands of trees, plants, shrubs and ferns. It is famed for its special gardens, including Oriental, Rose, Rock, Wild-flower, Iris, Water and Experimental.



PRESIDENT C. SURICO of Clermont Machine Co., Inc.

\$2,174,580,000 in retail sales in 1950
108 miles of developed waterfront
\$4,000,000,000 in foreign trade in 1950.

Brooklyn is the biggest part of the biggest part in the world. More than half the foreign trade that goes through the Port of New York clears from Brooklyn piers. In this hub of world trade the macaroni industry now has a roster of employees numbering 1,500 and an annual payroll of almost six million dollars. Among the many firms that give Brooklyn an annual production of almost 250 million pounds of macaroni are La Rosa, Quaker Maid, Zerega, De Martini,



PETER LaROSA, leading executive of V. La Rosa & Sons, Inc., and a director of the National Macaroni Manufacturers Association.

Paramount, and Santoro. A good share of this output is enjoyed by Brooklynites themselves, whose appreciation of the macaroni products they produce is evidenced by their per capita consumption of more than ten pounds, as compared to the national average of six.

Keeping pace with the macaroni industry is the macaroni machine industry, which is dominated by the Brooklyn firms of Consolidated Macaroni Machine Co. and Clermont Machine Co. Between them, these firms occupy more than 75,000 square feet of space and employ more than 150 workers. As a result of their extensive experimentation in the development of improved machines, leading manufactur-



TOP MEN IN Consolidated Macaroni Machine Corp. are Conrad Ambrell and Joseph Di Francis.

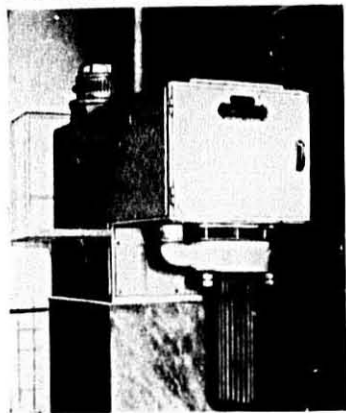
ers can now produce 1,000 pounds of macaroni every hour for twenty-four hours a day. With machines that are developed and made in Brooklyn, manufacturers have reached the utmost in cleanliness and can produce macaroni products that are untouched by human hands. Rebuilt machinery of all types is made at N. J. Cavagnaro and Sons, whose forty years of experience in designing and manufacturing hydraulic

(Continued on Page 40)

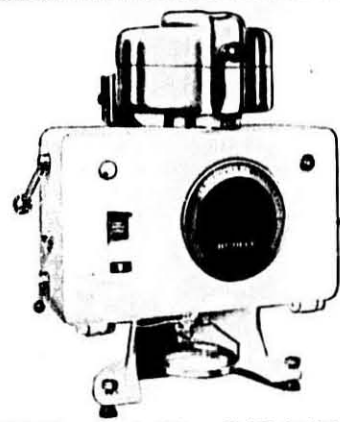
BUHLER



SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER



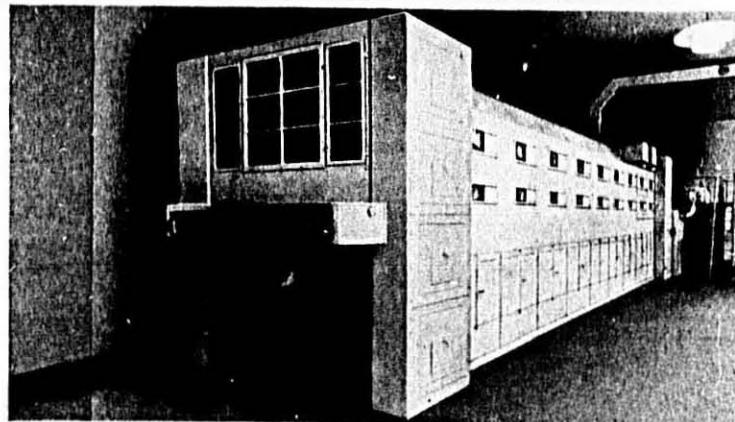
Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



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 3-5 minutes with greater operating convenience.

ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

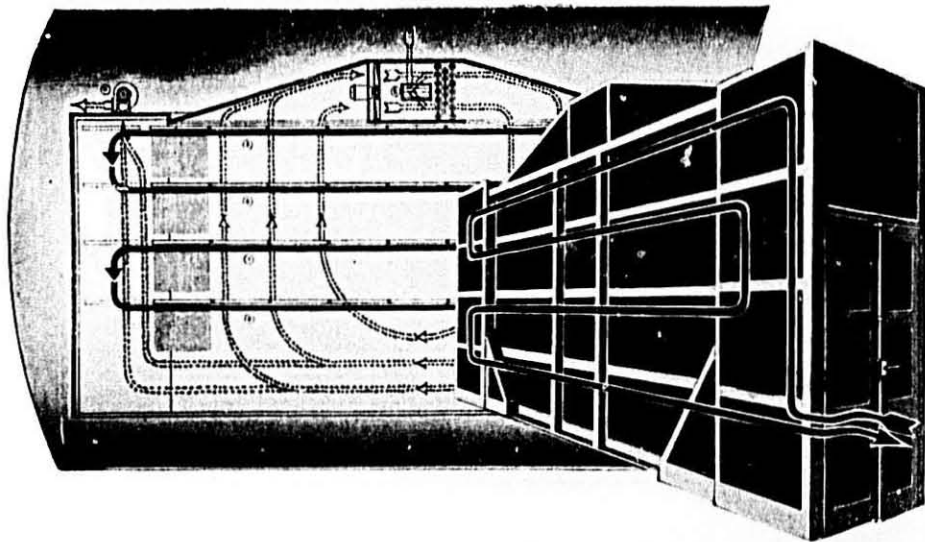
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



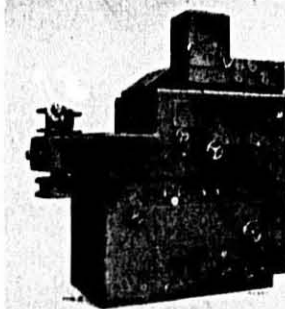
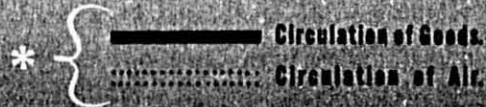
In sizes for capacities to 22,000 lbs. in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

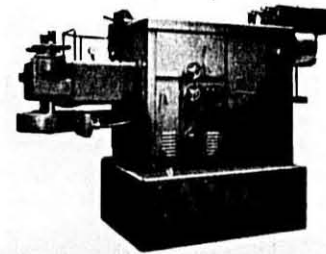
CONTINUOUS PRESSES



FOR LONG GOODS (MODEL PS 1)



MODEL TPG Capacity 600 lbs per hour



MODEL JPI 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.

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212 STATE HIGHWAY 4 FORT LEE, NEW JERSEY

Improved method for transporting basic raw materials to processing machines, a successful innovation in modern macaroni factories in Italy

Pneumatic Feeding Of Flour and Semolina

by Dott. Eng. Giorgio C. Parenzo of M. & G. Braibanti & Co., Milano, and New York

THE pneumatic conveyance of materials that so successfully took place in the past years in the flour mills, is now triumphantly coming into the macaroni factories, giving a new big improvement to their technical modernization.

Everybody is acquainted with the very simple principle of the pneumatic conveyance, as compared to the common horizontal and vertical conveying devices (screws, "redlers" or chain conveyors, bucket elevators, et cetera); in this case the air, sucked by a proper centrifugal suction fan, is the conveying means.

From the new book by Dott. Ing. Guido Danese, "Industria Molitoria," Hoepli, 1951, we take a very clear sketch diagram as shown in Figure 1.

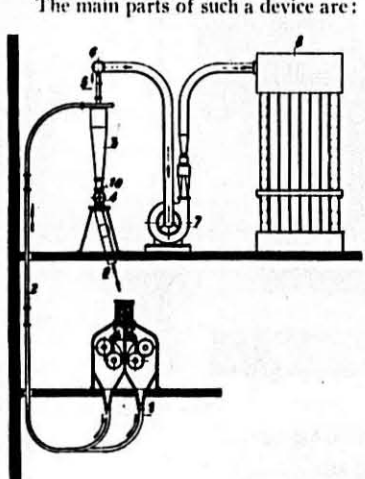


Figure 1

The suction hopper (1) connected to the bottom of the rolling mill, the pipe (2) connecting it to the cyclone (3); the underlying rotary discharging valve (4); the connections between cyclone, suction duct (6) and exhauster (7), and the electrical exhauster (7) and the bag filter (8).

The basic parts are the cyclone and the rotary discharging valve, and on these parts the most important improvements have been made in adapt-

ing pneumatic feeders for macaroni factories.

At first it was thought that the operating cost of a pneumatic device was higher than that of a mechanically operated one, but now the opposite has been clearly shown. But what is most important for these factories manufacturing goods serving as man's food is the absolute cleanliness of pneumatic installations, thus assuring the utmost protection to health.

The dead corners of the old wood bins, elevators, et cetera, where the left-over flour is quickly infested by spider webs, moulds, weevils, et cetera, and where insects find the best ground to thrive on, decisively disappear in the pneumatically operated flour feeder.

For these reasons, the manufacturers of macaroni machinery looked for application of pneumatic flour feeding to new plants they were planning and, for the first time, in the Milano International Exhibition of April, 1951, we had the opportunity to look at some of these modern installations, two of which were continuously operating, and which were welcomed with a tremendous interest by macaroni manufacturers.

However, while other manufacturers have followed the usual methods used in the flour mills, the

Dott. Ing. M. G. Braibanti & Co., Milano, a world-known macaroni machine manufacturing firm, put in operation a greatly improved pneumatic feeder which applied original ideas and showed practical advantages so interesting that we think it to be useful to tell more about them.

The object of a flour feeding installation in a macaroni factory is to send a continuous and regular flow of raw material to the dosing devices of the automatic presses, thus allowing prompt and complete blending of different kinds of flour, as needed, to feed the press with the proper blend, which must be steady and homogeneous at all times.

Figure 2 shows a flour feeder, standard type, mechanically operated, in which you can see the bucket elevators, the mixing bin and the feeding screw or "Redler" chain conveyor; the excess of flour (the flow of flour to the press is always larger than the amount of raw material used by the press) is sent back to the mixing bin by another screw or the return part of the Redler conveyor. There is always a certain amount of flour coming back which involves an additional power consumption, and worse, wasting durum flour which, in these continuous removals, is in part

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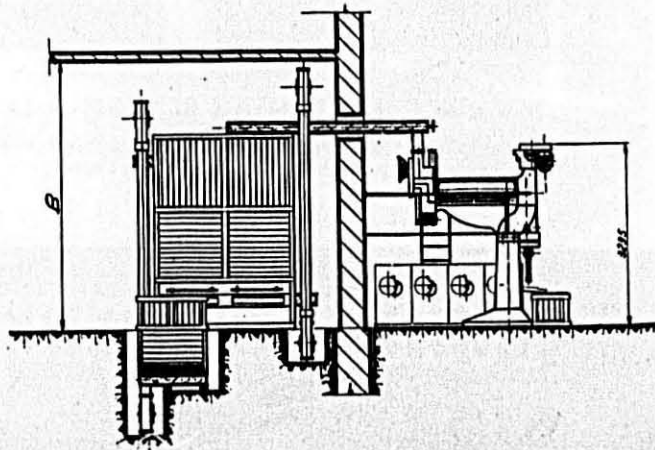
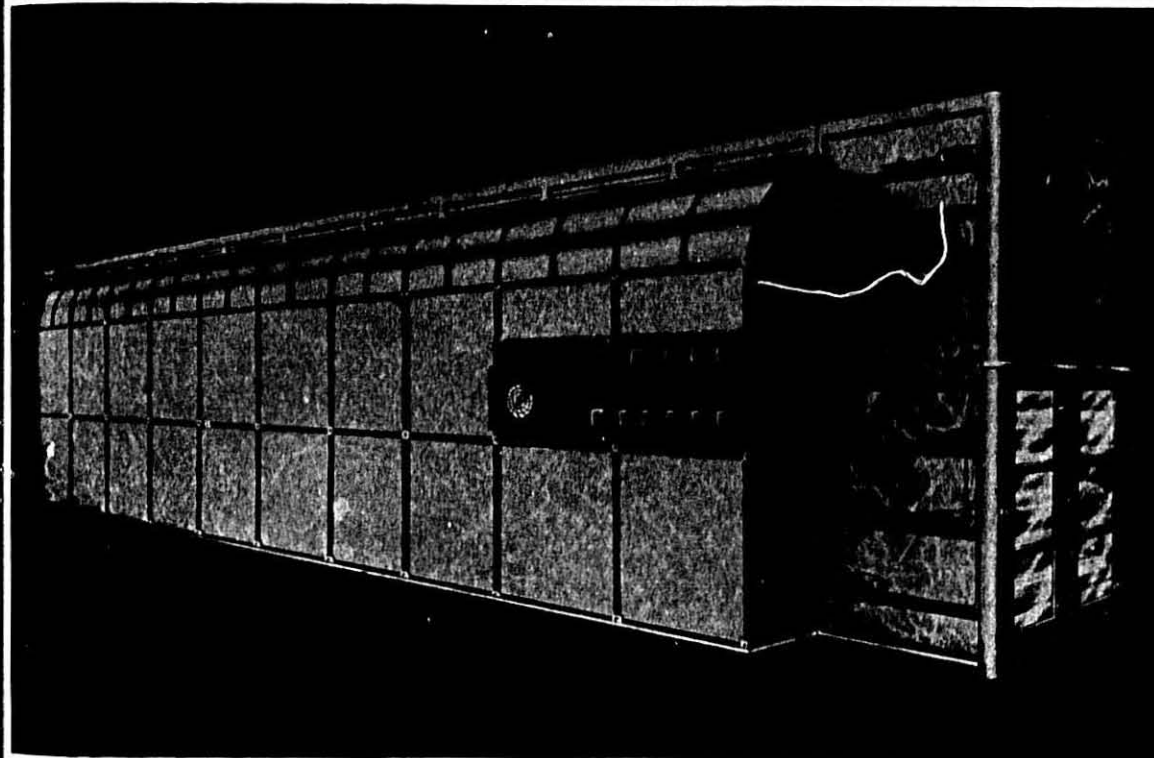


Figure 2

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 slippers for ready accessibility.

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and dries the product. The ONLY dryer having

an air chamber and a fan 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.

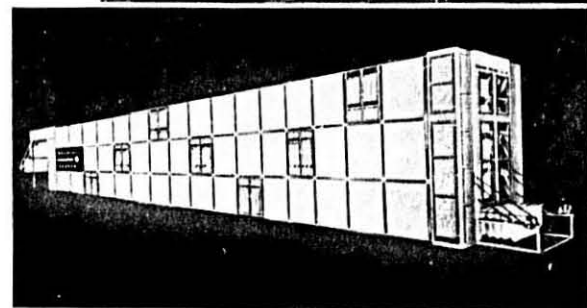
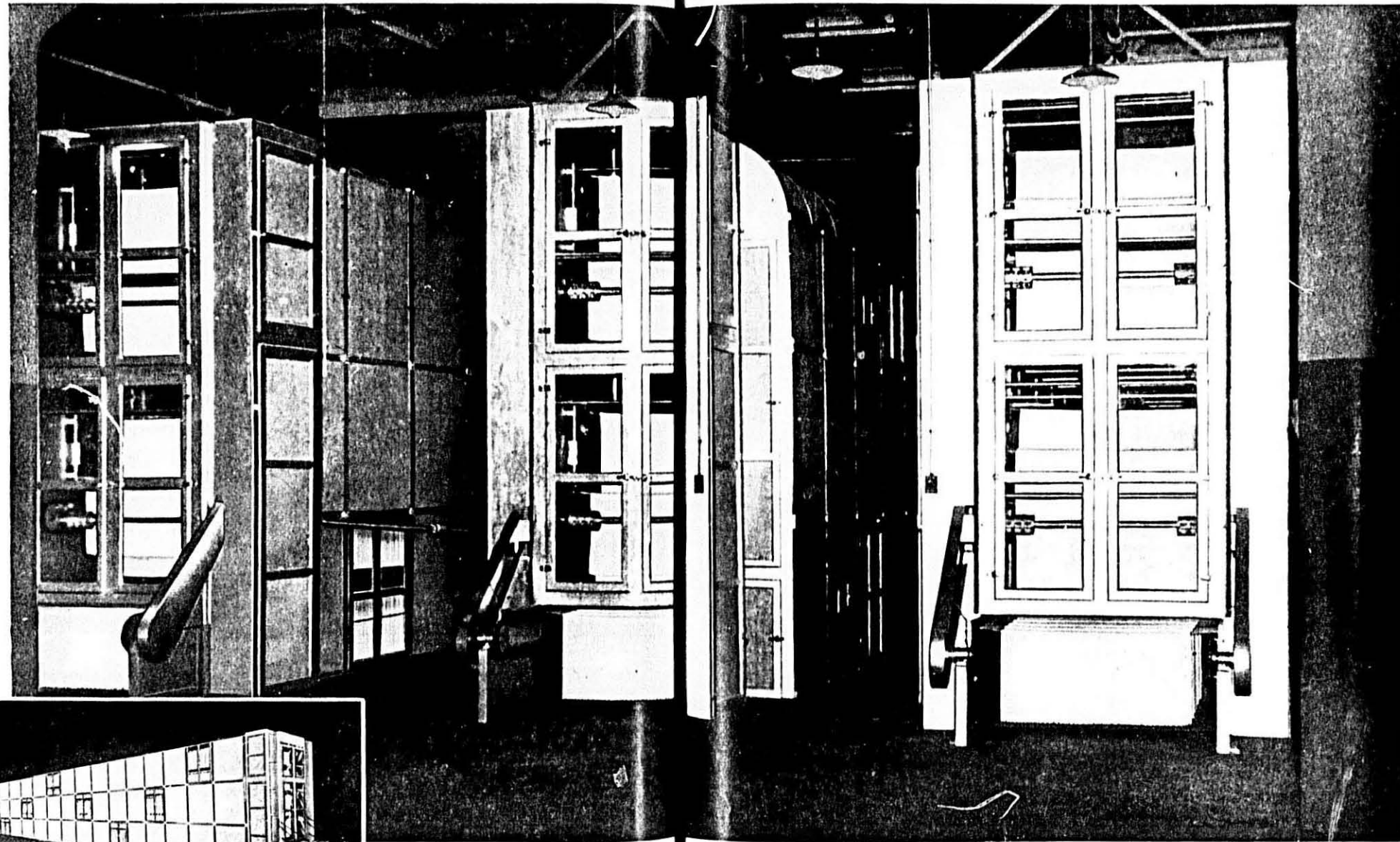
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

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 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. Cler-

mont 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 manufacturers have reserved a special word for them when they speak of dryers. And this new year of 1951 is destined to see Clermont's measure of leadership

strengthened and strengthened in every respect. During 1950 Clermont added to their distinguished line of products—the complete automatic long-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

266-276 Wallabout Street
Brooklyn 6, New York, N. Y., U.S.A.

review of 1951

By ROBERT M. GREEN
Association and Institute Executive

MACARONI's Man of the Year was John Q. Consumer, who ate about a half a pound more of macaroni, spaghetti and egg noodles in 1951 than he did in 1950.

Some 155,000,000 Americans ate about 1,043,000,000 pounds of macaroni products for a 6.73 average this year. Last year, 152,000,000 Americans ate 957,000,000 pounds of macaroni products for a per capita consumption of 6.3 pounds. The 1951 figure is subject to final confirmation, but is based on the present indication of the Glenn Hoskins Co., macaroni production index.

Increased macaroni sales came in the face of a continued decline in grain foods consumption. The Department of Agriculture has just announced per capita flour consumption for the 1950-1951 crop year at 132.9 lb., down from 133.2. Higher prices for meat and potatoes, plus more and better promotion for macaroni, spaghetti and egg noodles by individual companies and the industry, played their part.

Washington was a big factor in business during 1951. With controls put on to hold prices at the January 26 level, food prices slowed from a gallop in January and February to a slow walk at the end of the year. The Dun & Bradstreet wholesale food price index hit the year's high of \$7.31 on February 20 and sank steadily all year to a low of \$6.63 last week. Macaroni prices held steady through the year after a price rise in August, 1950. Late this fall, when reports of another disastrous turn of events for the durum crop were confirmed, macaroni prices advanced roughly 3/4c a pound, while noodles went up about 1 1/2c.

At year's end, food distributors were complaining about profits being shaved to the bone. At a recent Super Market Institute meeting, retailers asked that regulations be changed to permit more flexibility in their pricing so they can move with the market, increasing a price here and reducing one there, but increasing overall earnings which everyone insists are too low.

At this same meeting, the super market operators reiterated the feeling that no matter how outstanding a particular brand is, shelf position will have a tremendous effect on its sales. They feel that manufacturers are obliged to carry

out certain measures to determine favorable space, such as a proper handling charge for coupons with at least a regular profit on special deals, and discounts equal to those of competitors.

Everybody felt the bite of new taxes in 1951 and nobody more than business. Not only was the tax on corporate profits hiked to a record 52%, but in addition, 1951's excess-profits tax boosted the maximum possible tax to 70% of all earnings. The result: corporate profits went plunging. In two years, \$13,700,000,000 in new taxes have been loaded on corporations and individuals, including \$9,000,000,000 in 1951, the biggest tax boost in U. S.

Macaroni Dishes Originated In Orient

The origin of macaroni making is lost in antiquity with almost every nation making its pet claim. However, history records that the preparation of this wheat food was known to the ancient Egyptians and Orientals long before the process was introduced into Europe during the Middle Ages. The Italians early adopted this food as a national dish, preserved and developed the process throughout the Middle Ages. "Macaroni," the name of one of the more popular shapes of this food, comes from the Italian word "Macere" which means to crush. Before the days of modern milling, the very hard durum or macaroni wheat was "crushed" rather than milled.

European immigrants to the United States introduced the process of making macaroni, spaghetti and egg noodles to Americans before the Civil War. For years it was a "home" industry. Soon firms were established to produce this food commercially. By 1900, the industry had grown to about 50 plants, mostly small, equipped with crude machinery and producing products of varying qualities, because good Semolina, farina and durum flour was not always available.

About 1900, the United States Department of Agriculture introduced durum wheat growing to the farmers of the Dakotas and nearby states where climate conditions are suited to its cultivation. At present, north Dakota is

history. Federal, state and local taxes now take 30% of the entire national income. Taxes and inflation have devalued the dollar to the point where a U. S. couple with two children must earn \$6,072 a year to enjoy the same standard of living that \$3,000 a year brought in 1940, says *Time Magazine*.

Wages paid by a group of macaroni manufacturers surveyed last month showed the average rate of \$1.125 in November, 1950, up to \$1.20 in November, 1951. Questionnaires for the association's annual wage and hour survey have been sent out.

The Controlled Materials Plan left its impact on die-makers and equipment manufacturers, but a faster rearmament tempo in 1952 will make the pinch harder. Last week, Cellophane was added to the list of items under NPA Regulation 1, limiting supplies to a "minimum working stock," whatever that is.

Egg production in 1951 was up and on December 1 flocks had 3% more potential layers than a year ago with the rate of lay up 6%. Last week in Chicago, January shell eggs hit a new season low of 42.05c. Frozen egg prices: whole eggs, 32c; whites, 26c; 45% dark yolks, 59c; light, 55c.

the largest producer of durum wheat, accounting for approximately 90% of the total crop which averages approximately 37 million bushels annually. Of this total, about 23 million bushels will be used for macaroni products. Thus, insured of an ample supply of American grown durum wheat for use in making American macaroni products, the industry grew in importance by leaps and bounds.

In 1913 this country imported nearly 114,000,000 pounds of macaroni products from Italy. The First World War shut out all these imports, and the American macaroni industry increased its output rapidly to win and to hold the important American macaroni market for the American manufacturers.

During the following World War II, the demand for macaroni products increased to such an extent that over 200 plants in this country were operating at capacity furnishing macaroni, spaghetti and noodles to our armed forces and those countries where production had been practically eliminated. This increase was possible through development of automatic equipment which shortened and speeded the manufacturing process.

Although our export of macaroni products has decreased the last few years, domestic consumption has increased, so that the total combined production of the macaroni plants today exceeds a billion pounds yearly.

The Grainville Bunch

January, 1952

THE MACARONI JOURNAL

15

Dott. Ingg. M. G.

Braibanti. c.

SOC. A. R. I.

Cable: Braibanti—Milano
Bentley's Code Used

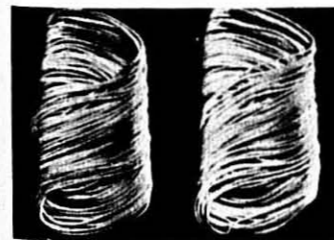
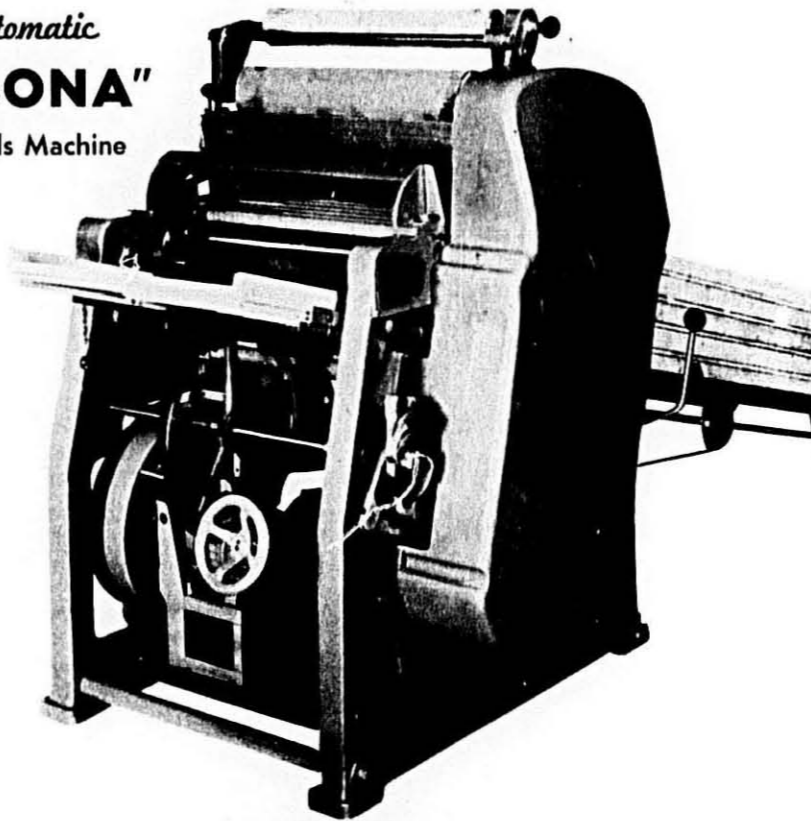
MILANO—Via Borgogna 1, (Italy)

Complete Equipment for Macaroni Products

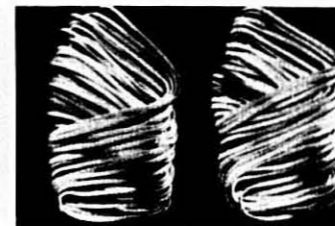
The New Automatic "MATASSONA" Twisted Long Goods Machine

"SIMPLE TYPE"
output 250 lbs. hour

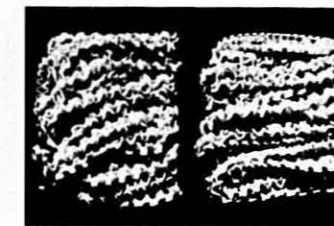
"DOUBLE TYPE"
output 500 lbs. hour



Twisted vermicelli



Twisted noodles



Twisted curly flat goods

U. S. A. Representatives:

Eastern Zone: LEHARA SALES CORPORATION—485 Fifth Ave., New York 17, New York

Western Zone: PERRISH STEEL PRODUCTS, INC.—1206 S. Maple Ave., Los Angeles, California

25x

32x

25x

PNEUMATIC FEEDING

(Continued from Page 15)

reduced to very fine dust.

The improvement made by the Braibanti Co. is demonstrated in its capital importance because, unlike the other installations we have just seen, there is no return of flour; the exact amount of the needed raw material reaches the dosing device of the press. Figure 3 shows the most simple Braibanti pneumatic feeder for one automatic press. The raw materials are poured into the blending bin (1) provided with a patented device (2) that immediately blends the required

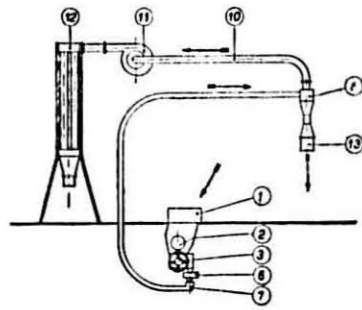


Figure 3

amounts of the different flours. The screw (3) transfers the flour or the blend of flour to the vibrating sifter (6) for cleaning. The cleaned product falls into the feeding duct (7) and it is sucked up to the device (8) where the separation of air from flour takes place; the air through the suction pipe

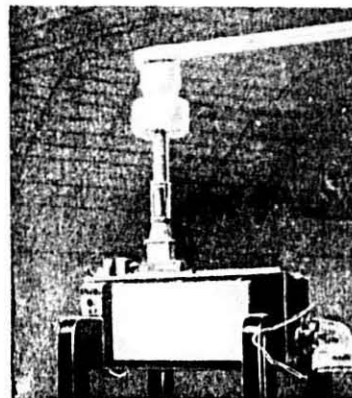


Figure 4

(10) goes to the exhaustor (11) and to the filter (12); the flour falls down in the doser (13) of the press.

We cannot give here the full technical details of this device (8) a Braibanti patent. The flow of the flour from the bin (1) is controlled by this device and it is always slightly in excess of the amount of material

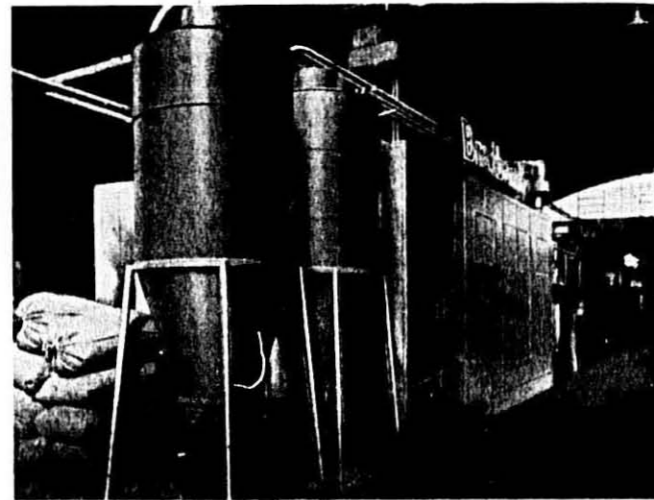


Figure 5

required by the press. For this reason, there is created in the vertical pipe on the doser of the machine (as shown in picture No. 4) a kind of "lung" of flour, and the arrival of the flour is accurately regulated by the patented device (8). This device is operated by the varying flour level in that pipe on the doser. Picture No. 4 shows this device with the pipe connecting it

In Figure 5 you can see two of these storage bins.

In Figure 6 is shown the plan of a big installation for a factory running six presses at the same time. This installation is provided, for economy of power, with two exhaustors; one for filling the storage bins and the other for feeding the presses.

The Braibanti pneumatic feeder

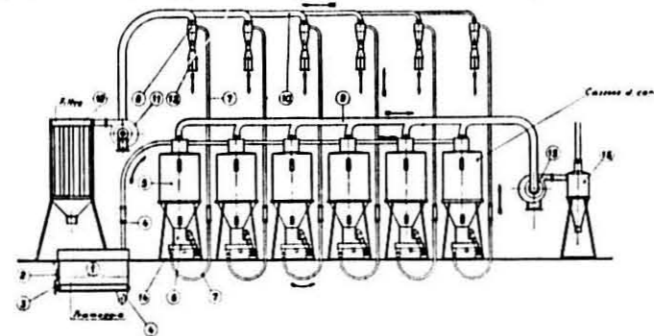


Figure 6

to the doser on a small production automatic Braibanti press.

When the level of the flour in said pipe reaches a stated level, flow of the flour is automatically stopped. It starts again when the same level is decreased and reaches the minimum point started.

Moreover, the Braibanti pneumatic feeder does not need the common rotating valve, driven by a reduction gear, at the bottom of cyclones; this means less power consumption, less cost of installations and no big room required above the press or an upper floor for installing the cyclones.

For factories with more than one press, the flour feeding plant also includes special storage bins (No. 8, Fig. 6) one for each press, so that all presses can be simultaneously operated with different blends of flour.

succeeds in solving all problems of macaroni factories and we are sure that it will be adapted not only to new factories, but also in modernizing old ones.

Packaging Exposition—April

The American Management Association, New York City, has announced the dates of the National Packaging Exposition in which macaroni-noodle manufacturers are usually interested.

In connection with it will occur the Conference on Packaging, Packing and Shipping in the Atlantic City Auditorium, April 1-4, 1952. The management is planning to make it "the greatest presentation in the two-decade history of the event."

Sterwin
 Serves Food, Feed and
 Pharmaceutical Industries
 with
MODERN RESEARCH
QUALITY PRODUCTS
DEPENDABLE SUPPLY

VITAMINS • ENRICHMENT CONCENTRATES
 FLOUR BLEACHING AND MATURING AGENTS
 VANILLIN • VITAMIN FEED FORMULAS
 CERTIFIED FOOD COLORS • SANITIZING AGENTS

Sterwin Chemicals Inc.
 Subsidiary of Sterling Drug Inc.
 1450 Broadway, New York 18, N. Y.

BRANCH OFFICES: Atlanta, Boston, Buffalo, Chicago, Dallas, Kansas City, Mo., Los Angeles, Minneapolis, Portland, Ore., St. Louis.

Merlino Heads Flood Relief Committee

Selling macaroni products which he manufactures in his plant, the Mission Macaroni Company, Seattle, Wash., is secondary when there is charity business to do. As co-chairman of the



Guido P. Merlino smilingly watches Mayor William F. Devin of Seattle as he gives his written acceptance of the honorary chairmanship of the Seattle Italian Flood relief organization. In the background is John Peluso, active committee member.

Seattle Italian Flood Committee with Albert D. Rosclini, he enlisted the cooperation of Mayor William F. Devin of Seattle to accept the honorary chairmanship of the organization that is collecting funds for relief of the residents of the Po Valley in Italy that has recently suffered its greatest flood disaster in modern history.

All money raised will go to the Italian Government for distribution to the flood victims whose homes were destroyed and thousands who are in want. Mr. Merlino is a director of the National Macaroni Manufacturers Association, representing the macaroni makers in the Pacific northwest.

Unnecessary Waste

by James J. Winston, Director of Research

Recently, there came to our attention a matter which is of important significance to every manufacturer.

During the course of our regular factory sanitary inspection, the net weight of packages coming off the

packaging line was checked. Package after package, instead of weighing 16 ounces, weighed anywhere from 16½ to 17½ ounces. When this matter was called to the attention of the management, the matter of lost inventory became self-explanatory. For several months, management had been at a loss to explain the poor yield of finished goods from the raw materials purchased. As a matter of fact, the loss in inventory due to poor weighing was estimated to be over 100,000 pounds.

It is therefore of the utmost importance for each manufacturer to check daily on the packaging equipment and on the weight of packages. This will guarantee compliance with the required net weight and at the same time prevent hidden financial losses.

Macaroni Publicity in France

Simulating the campaign by the National Macaroni Institute to popularize macaroni-noodle products for more frequent serving in American homes and in all public eating places, the Comité Professionel de L'Industrie des Pates Alimentaires, Paris, France, sponsored a national publicity campaign to increase consumption of macaroni products in that country. Food facts were convincingly presented, with attractively illustrated recipes that attracted the attention not only of consumers, but also of a select group that has made a special study of promotions aimed at consumers.

In the October, 1951, issue of *Panorama de la Publicité* (L'Echo de la Presse), comments on the macaroni men's campaign, as follows:

"The rich man, the poor man, the delicate child, the eater of unquenchable hunger, all have tasted it. They all came back for second helpings, they gorged themselves with macaroni."

"It is thus that Francis Cover ex-

presses himself in his radio messages, laying as it were the foundations of this collective campaign organized under the auspices of the Professional Committee of the Farinaceous Food Industry.

"In order to obtain the interest of the consumers, it was primarily necessary to lay stress on the attractive qualities peculiar to farinaceous foods. This general advertising scheme, launched through the medium of the important regional and Parisian press organs, was completed by practical hints imparted to housewives in the form of advice and recipes. It was with this object in view that publicity was made in numerous ladies', syndical and trade periodicals.

"This campaign has attracted the attention of professional press organs in America and Germany, who have reproduced the principal blocks and have referred to it as a model press campaign on a collective scale."

President Herman Kahn Honored

At a testimonial dinner tendered to A. M. Kahn at the Waldorf Astoria on the occasion of the 35th anniversary of the founding of the company, he was elevated to chairman of the board of the Consolidated Products Co., Inc., 15 Park Row, New York City. Herman Kahn was elected president and M. I. Cowen was elected treasurer.

In his speech of acceptance, A. M. Kahn indicated that the growth of the Consolidated Products Co., Inc., considered the largest company handling used equipment for the chemical and process industries, coincided with the tremendous strides and expansion of the American chemical industries since World War I.

A. M. Kahn recently was elected president of Spear & Co., furniture house. He is also president of Aene Hamilton Rubber Co., Trenton, N. J.

Seven New York Leaders

The New York market leads all others in the Western Continent in consumer sales of macaroni products, and is probably the largest in the world. While there are easily three score and ten different brands on the grocers' shelves, there are a few out-

standing leaders, according to regular surveys made by the *New York World-Telegram* in its New York Market Merchandise inventory. These are pointed out in this great newspaper's survey for the months of October and November, 1951, covering macaroni, spaghetti and noodles (Dry).

Brands and Size	Avg. Units Sold Per Store	Total Units Sold	Percentage of Distribution
Buitoni	81.6	16,328	39.5
Goodman	57.3	11,469	57.0
La Rosa	266.0	53,208	89.5
Mueller	141.7	28,346	80.5
Prince	82.1	16,416	11.5
Ronzoni	248.3	49,668	43.5
Tenderoni	2.7	539	18.5
Total, All Brands	879.9	175,974	

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
In Canada: MERCK & CO. Limited—Montreal

MERCK ENRICHMENT PRODUCTS

GREEN LIGHTS

From "News and Views," by Robert M. Green, Secretary, National Macaroni Manufacturers Association

Price increases, which started in the midwest the middle of November and are now taking place in the eastern market, are probably a factor in holding up the exceptionally good volume of business for macaroni and noodle products. A group of macaroni manufacturers, meeting in Chicago on December 13, felt that the distributors' inventories are lower than usual for this time of the year, so goods on the shelves must be moving out. *Business Week* comments that distributors have

been able to operate on a close inventory this year because there have been neither scarcities nor rumors of scarcities.

A study of food selling and merchandising problems, conducted by the Topics Publishing Co., will be displayed at the Winter Meeting, January 24 and 25, 1952, at the Flamingo Hotel, Miami Beach, Fla. Items include: Information Buyers Want; How Salesmen Spend Their Working Time; The Big City Problem; The Small Town Problem; Making Sales and Profit Figures Stick; Selling Your Consumer Advertising; Why

the Food Trade Ties In; Increased Merchandising Cooperation, and a lot of other good stuff . . . many things that macaroni and noodle manufacturers can learn much from . . . why not plan to see it and take in this year's Winter Meeting?

Net Earnings Reduced

Net profits per dollar sales in both grocery manufacturing and grocery distribution have declined abruptly in the last year because of the rapid rise in corporate income taxes. Income taxes now claim a larger fraction of the grocery industry's sales dollars than net profits. The only other time this has ever occurred was during the heavy taxation of World War II. Back in 1939, 89 representative companies paid 1.1c of their sales dollar in income taxes. They had 4.6c net profit. By the first half of 1951, taxes had jumped to 2.9c and the net was down to 2.4c. Over the same period, income taxes paid by representative food chains rose from .4c to 1.2c of the sales dollar. Net earnings were cut from 1.7c in 1939 to 1.1c in the first half of 1951. These trends will be further accentuated in the last half of 1951 and in 1952.

General Mills, in consumer advertising, says they earned 2.6c last year of each dollar sales. 81.2c of each dollar went to suppliers; employees got 11.7c; taxes claimed 3.8c (about 50 per cent more than their profit); 0.7c went for wear and tear on plants and tools, leaving a 2.6c profit, of which less than half was reinvested in the business and the remainder paid in dividends. "Who made possible this profit? Customers, employees, stockholders, farmers, food store workers, packers and others. Many people worked together and all shared in the rewards. The best is yet to come, if we all keep working together."

From Green's News and Views

Peak Employment in Steel

In May, 1951, the iron and steel industry employed an all-time high of 564,000 production workers. In the first half of this year, steel was produced at a rate of 104.5 million tons, exceeding the industry's rated capacity. During World War II, employment reached its peak in 1942, when an average of 547,000 production workers were employed. The wartime production peak (almost 90 million tons) did not occur until 1944.

The bureau reports that about three-fourths of the workers in the industry are employed in five states: Pennsylvania, Ohio, Indiana, Illinois, and New York. In Pennsylvania alone, nearly one-third of the workers are employed.

Year-End Statement

1951 In Review

As we look back over the months of 1951, we must conclude that it has been a good year on the whole in the food and grocery industry from the standpoint of the farmer, the manufacturer and the consumer. Crops have been abundant, volume has been substantial and there has been a plentiful supply of high quality products readily available to the consumer.

Notwithstanding this generally favorable situation during the past year, there have been a number of factors which have created uncertainties that must be taken into account in any forecast of the year ahead. The prospect of war or peace, the effect of inflation, the trend of taxes and the nature and extent of price controls are uncertainties that will have a very definite bearing on the food industry next year.

Food Supplies

In spite of the Korean conflict and continuation of near-record food consumption in the country, no general food shortage appeared during 1951. Apart from temporary out-of-stock positions that resulted from price control regulations, hoarding and unbalanced inventory positions, the supply of grocery products during the year was abundant. For the year ahead, U.S.D.A. predicts that slightly larger food supplies per person for U. S. civilians are in prospect.

Exports of food from the United States next year may not reach the near record total shipped during the past year, in view of the somewhat larger world supplies of the principal staple foods than in 1951.

In view of the expected increase in disposable incomes of consumers, the domestic demand for food will probably rise somewhat, according to the U. S. Department of Agriculture.

In 1950, consumers spent about \$52½ billion on food, and for 1951 the national food bill should approximate \$56 billion. The breakdown of national food expenditures as between types of consumers which pay the bill shows that about 72% is spent on home consumption, 23% on restaurant, hotel and military consumption and about 5% is for that produced and consumed on farms.

The Year Ahead

This industry is in a good position to do its full share in providing the armed forces and the public with an abundant supply of high quality products during the coming year.

While supplies of food should be ample, the trend of price and earnings will depend on the influence of international conditions, inflation, taxes, price regulations and the cost of production.



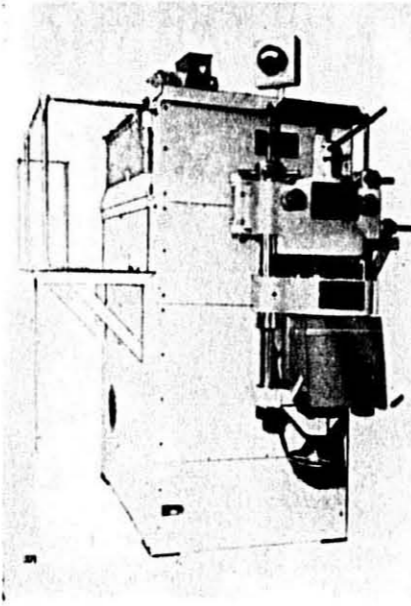
Paul S. Willis, President Grocery Manufacturers of America, Inc.

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.

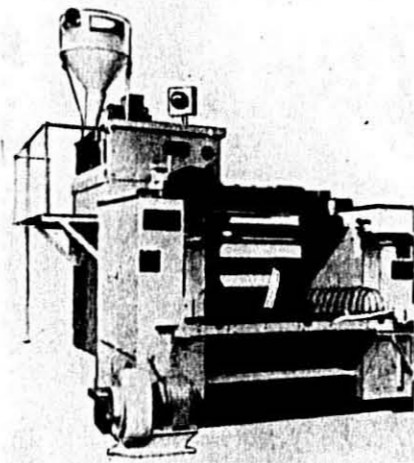
Fully automatic in all respects. Designed for 24 hours production.

Durable—Economical—Best for Quality

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



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

Combination Continuous Automatic Press

FOR LONG AND SHORT PASTES

Patented Model DAFSC—950 Lbs. Production
Patented Model SAFSC—800 Lbs. Production

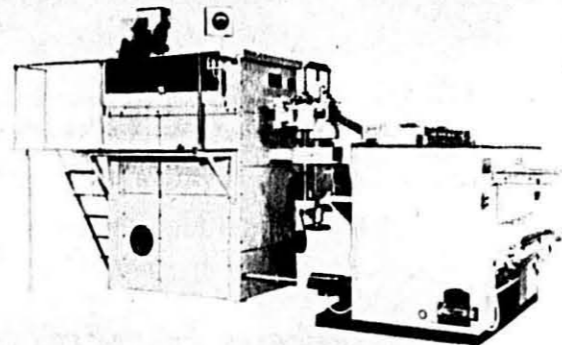
THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes.

Over 150 Automatic Presses
In Operation
In the United States

Consolidated Macaroni Machine Corp.

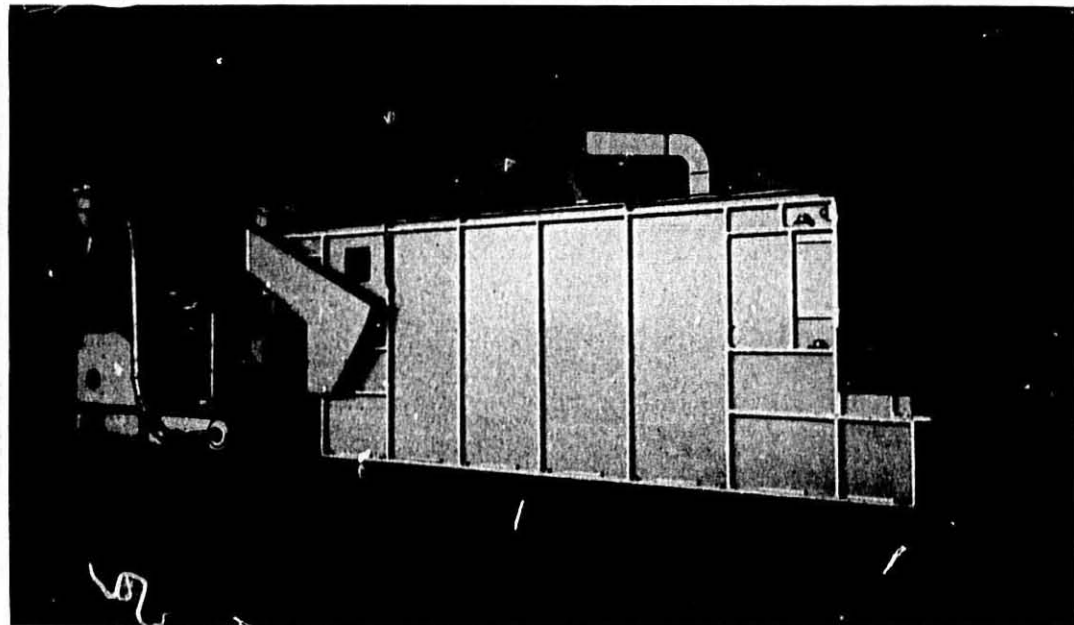
FOUNDED IN 1909

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

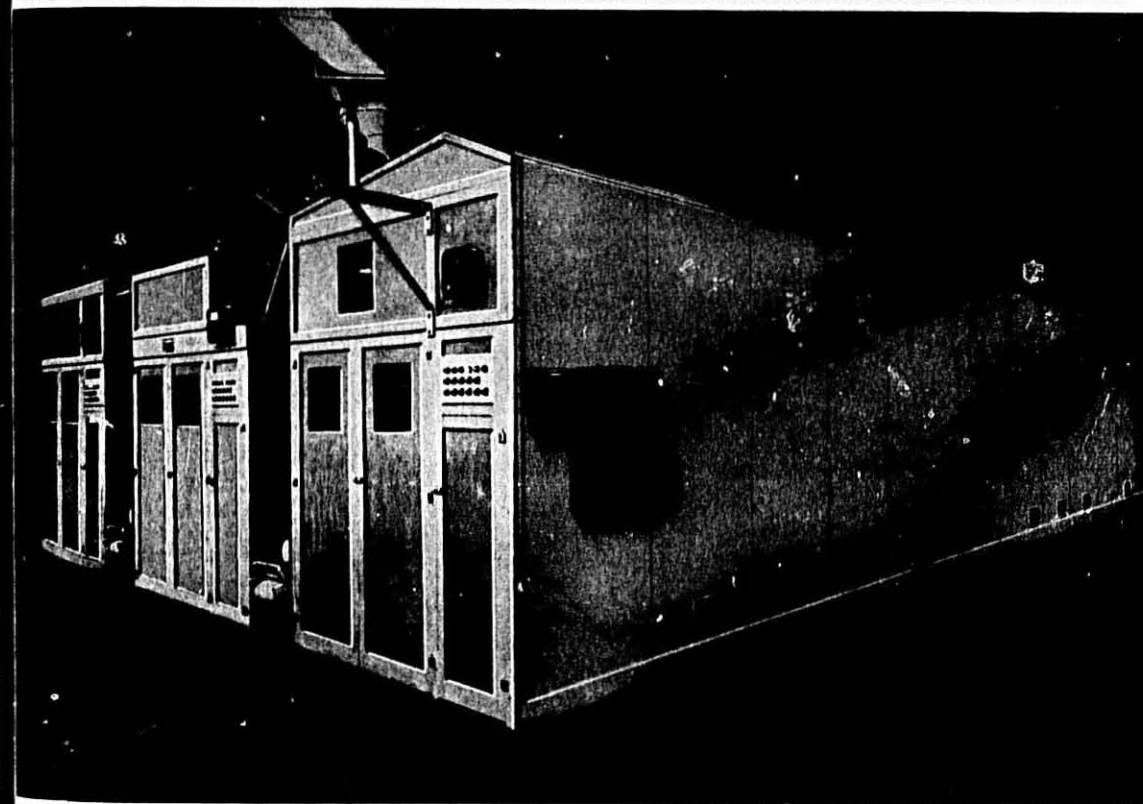
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

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

Sterwin Broadcasts to Millions Benefits of Enrichment Program

A radio promotion program which will drive home to millions of Americans the benefits of flour and bread enrichment has been launched by Sterwin Chemicals, Inc.

Three times every week over 535 broadcasting stations of the Mutual Broadcasting Company, radio messages will tell the American people how flour and bread enrichment over the past ten years has contributed to their health, according to P. Val Kolb, Sterwin president. The messages will come from the radio program, Ladies Fair, which features Tom Moore as master of ceremonies. Sponsor of the program is Sterling Drug, Inc., of which Sterwin is a subsidiary.

Inspired by enrichment's tenth anniversary, Mr. Kolb said, Sterwin's radio promotion in behalf of the products of its customers "will continue for an indefinite period." The program was initiated November 29.

"In cooperating with the industry of which we are proud to be a part," Mr. Kolb said, "we believe that we are performing a service to the American people because a better appreciation of the value of enrichment is essential to continued health progress."

National Brokers' Regional Director

Names of 27 food brokers elected by the members of the National Food Brokers Association to serve as regional directors in 1952 have been announced. Roy C. Ossman, Cleveland, NFBA national chairman, made the announcement.

NFBA regional directors are selected each year by the food brokers in each of the 27 administrative regions set up by the association. Acting as the representatives of the members, these directors also serve to carry out the objects and purposes of the association in their individual regions. In turn, the regional directors appoint lieutenant regional directors to serve in a number of areas within the region.

The 1952 Regional Directors are as follows:

- Region
1. Arthur G. Curren, Jr., Arthur G. Curren Co., Boston
 2. C. King Rabineau, C. King Rabineau Co., Albany
 3. Kenneth L. Sills, Weist & Sills, New York City
 4. I. Berchmans Daily, The H. A. N. Daily Co., Philadelphia
 5. John K. Cannon, Wright & Cannon, Pittsburgh
 6. Edward B. Yonker, Edward B. Yonker Co., Washington, D. C.
 7. W. W. Jackson, Jr., A. D. Jackson & Sons, Richmond

8. Dixon F. Pearce, Consolidated Brokerage Co., Greenville, S. C.
9. J. A. Wehman, Dulin Brokerage Co., Tampa
10. Ernest A. Sander, Baldwin & Squier, Detroit
11. Clifford L. Eustice, Clifford L. Eustice Co., Cincinnati
12. Edward R. Turnbull, The Inman-Turnbull Co., Lexington
13. Russell Graham, Graham Brokerage Co., Birmingham
14. John H. Mitchell, John H. Mitchell Co., Chicago
15. M. K. Evans, H. S. Fulcher & Co., Memphis
16. E. G. Wright, Wright & Company, Inc., Monroe, La.
17. Edward S. Murray, Cross & Murray, Minneapolis
18. Wayne I. Atwater, Omaha Brokerage Co., Omaha
19. Ralph H. Whitmer, McManus-Heyer Brokerage Co., Wichita
20. R. H. McVay, R. H. McVay Co., Oklahoma City
21. A. J. Phillips, Jr., A. J. Phillips Co., Dallas
22. Fred A. Holsclaw, Fries-Holsclaw Brokerage Co., Portland, Ore.
23. Douw Fonda, Douw Fonda Co., Denver
24. William E. Smith, Jr., Smith-Whelan Co., Phoenix, Arizona
25. J. A. Chambers, A. A. Brown Co., San Francisco
26. Arthur Daugherty, Kuhl-Warren Co., Los Angeles
27. A. J. Smale, Donald H. Bain, Ltd., Winnipeg, Manitoba, Canada

Rigoletti No. 88

V. La Rosa & Sons, Inc., Brooklyn, announces the addition of an appetizing new macaroni design—Rigoletti, No. 88. Its coil-like features and



greater surface area hold more sauce, thus insure greater flavor. Rigoletti, the newest member of the La Rosa macaroni family, was designed to meet the growing demand for variety in macaroni shapes and styles among both Italian and non-Italian consumers.

Canadian Manufacturers Meet

The macaroni manufacturers of Canada held a meeting in Montreal, the first week in December, to survey the general condition of the industry in Canada and to make plans for entertaining the members and guests of the U.S. National Macaroni Manufacturers Association in June, 1952. Robert M. Green, secretary-treasurer of the association, was in attendance.

According to reports, business in the Canadian macaroni business is good and the problems there are very much like those of the manufacturers south of the border. Per capita consumption of macaroni products in Canada is even smaller than the small average in the United States, and ranks as one of the major problems of the industry.

Naturally, the conference agreed that the theme of the international convention next June should be that of selling and market development. The Canadian manufacturers are aiming at 100 per cent representation of all factories in the Dominion at next summer's convention in Montreal, and hope to have the pleasure of entertaining from 90 to 100 per cent of the United States' manufacturers at their first international conference.

Macaroni and the Suez Canal

The January, 1952, issue of *National Geographic Magazine* contains an article, "The Spotlight Swings to Suez," by W. Robert Moore, which should be of interest to all macaroni manufacturers.

In dealing with the history of the Suez Canal, the author explains that it was conceived and built by a Frenchman named Ferdinand de Lesseps.

The particular paragraphs of interest, as detected by C. Daniel Maldari of Donato Maldari & Sons, New York City, read as follows:

"De Lesseps' success in finally giving substance to his dream was due in part to horsemanship, marksmanship, and MACARONI! All three had a bearing on his long friendship with Mohammed Said.

"As a youth, Mohammed Said was fat. His father, the sinewy Mohammed Aly, often put him on short rations and strenuous exercise. Hungry, the youth visited his friend De Lesseps, then a consular officer, and filled his stomach's void with good macaroni.

"After Mohammed Said, grown to manhood, had been named Viceroy of Egypt, De Lesseps told him of his ambition to build the canal. His friend immediately pledged support."

This item is particularly appropos at this time, when the Suez Canal is in the spotlight.



More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional value for so small a cost, there is a steady swing toward macaroni products.

Yes, today's market for macaroni products is a growing market. Consumer acceptance of your macaroni products is assured when you depend on Capital quality to give your products real eye and taste appeal. Capital semolina and durum flours will help your sales curve.



CAPITAL FLOUR MILLS



Studying the 1952 Durum Situation

The macaroni manufacturers of the Twin Cities, nearest to the great durum-growing section of the country—particularly the members of the National Macaroni Manufacturers Association there—are studying the situation with respect to the farmers' intent to plant durum in 1952 in the face of two successive bad crops due to unseasonable weather conditions. Headed by Maurice L. Ryan, vice president of the NMMA and chairman of the Durum Growers Public Relations Committee, and C. L. Norris, adviser and immediate past president of the organization, conferences have been held with representatives of the growers, of mills and other interested agencies.

Henry Putnam, executive secretary of the Northwest Crop Improvement Association, Minneapolis, spearheaded a conference the last week in November, following through with several person-to-person chats, for the purpose of agreeing on some means for heading off any reduction in durum acreage next year that may be threatening. The plan most favored is to run factual stories in daily and weekly newspapers having circulation in the durum-growing areas; also in farm weeklies there. Mr. Putnam is to prepare and circulate the releases.

It was also tentatively decided to hold some meetings of growers, elevator men, millers and macaroni men at strategic points such as Devils Lake, Lakota and Langdon, North Dakota. It was felt, according to Adviser Norris, that the results obtained from the Lakota meeting in 1950 were very satisfactory in having influenced some of the larger growers there to stick with durum. This is in addition to the annual advertising campaigns undertaken by the NMMA in the papers in the area. Final plans will be based on a discussion to be held at a joint meeting of macaroni manufacturers and durum mills representatives at the winter meeting of the industry at Miami Beach, January 23, 1952.

Du Pont and Glidden Fight Anti-Trust Charge and Win; Other Firms Entered Pleas and Were Fined

From THE WALL STREET JOURNAL Pittsburgh Bureau

E. I. du Pont de Nemours & Co. and Glidden Co. were acquitted by a jury in federal district court here of charges of violating the Sherman anti-trust laws.

The decision ended litigation started in July, 1948, when the Justice Department obtained indictments against Du Pont, Glidden and 12 other paint

companies and 21 of their officials charging conspiracy to fix paint prices, discounts and allowances.

Twelve firms and 20 of the individuals named in the indictments pleaded "nolo contendere." The 21st individual, an official of Du Pont, fought the indictment and charges against him were dismissed while the trial was in progress.

The twelve companies were fined \$5,000 each while the 20 individuals paid fines ranging from \$1,000 to \$3,500.

Du Pont and Glidden elected to fight the indictments and hearings in the suit started in Pittsburgh last April and won.

In one phase of its case, the Government charged that Du Pont under a patent licensing program which began in 1934 and expired in 1944 maintained the price of its patented lacquers, and continued to do so beyond 1944. Glidden was one of about 300 licensees. In another phase, the Government contended that Du Pont and Glidden conspired to fix prices of unpatented products.

During the 50-day trial, Du Pont contended that it had the right under the law to operate licensing programs and that its schedule of prices was valid.

With Glidden, it declared that no conspiracy was involved, that there was simply an "exchange" of price information among businessmen.

The federal jury took only six hours to agree with the two companies.

Other firms named in the original indictments were Sherwin Williams Co., American Marietta Co., Cook Paint & Varnish Co., Devco & Reynolds Co., General Paint Corp., Interchemical Corp., Pittsburgh Plate Glass Co., Columbus Varnish Co., Grand Rapids Varnish Co., Lilly Co. of High Point, N. C., Lilly Varnish Co., of Indianapolis and Southern Varnish Co.

Special to THE WALL STREET JOURNAL
WILMINGTON—Crawford H. Greenwalt, president of Du Pont, said "it is real satisfaction that the jury upheld the company's contention that it was innocent of violating the anti-trust laws." In a statement to employees of Du Pont's finishing plant and laboratories, the company said this is the second time that Du Pont has been tried before a jury on anti-trust charges and been fully acquitted.

From THE WALL STREET JOURNAL Cleveland Bureau

CLEVELAND—Dwight P. Joyce, Glidden president, said "we could have pleaded nolo contendere and paid a fine just to avoid the problems and expense of a court trial. But our belief in justice prompted us to make the fight. He expressed the hope that the decision would encourage all industry "to bring these cases into the open."

Mr. Joyce estimated attorney fees, which the company must pay, together with the cost of long hours spent by top company executives and others in digging out facts for the defense, will total in excess of \$100,000.

"Had we pleaded nolo contendere," he added, "we would have had to pay only \$5,000." Mr. Joyce then said he felt "it was well worth the \$95,000 to take the stigma off the company's name."

In the original complaint, Glidden and Du Pont were subjected to the same accusations as the companies that pleaded nolo contendere.

Celebrate Golden Anniversary

Mr. and Mrs. Giuseppe Pante of 137 Maple Street, Kearny, N. J., observed their 50th wedding anniversary at a family dinner at the White House in Carlstadt.

Mr. and Mrs. Pante, the parents of seven sons and three daughters, were married in 1901 at Agira, Sicily, and came to the United States 47 years ago. The couple settled in Newark, where they operated a macaroni manufacturing business for 35 years.

In 1941, Mr. and Mrs. Pante moved to Kearny, where they operated a grocery store until their retirement from business last year.

Mr. and Mrs. Pante also have 15 grandchildren and one great-grandchild. Their 10 children, who will attend the family celebration, are Bartholomew, Joseph, Alfred and Anthony Pante of Kearny; Philip, Frank and Dominick Pante of Newark; Mrs. Rose Lordi and Miss Phyllis Pante of Kearny and Mrs. Mary D'Amico of Newark.

One Viviano Firm Sues Other to Bar Its Use of the Name

V. Viviano & Bros. Macaroni Manufacturing Co., Inc., 1022 North Seventh St., St. Louis, Mo., filed suit today against Viviano Foods, Inc., 4160 Geraldine Ave., of the same city, asking that the latter firm be enjoined from using the name "Viviano" in connection with its products and from using packages resembling those of Viviano & Bros.

The two firms are operated by relatives. In the suit, filed in circuit court, Viviano & Bros. said it had promoted the name as a symbol of high quality since its incorporation in 1912.

It called attention to a suit against Viviano Foods, pending before United States District Judge Fred L. Wham in East St. Louis, to condemn 2,358 cases of canned spaghetti, some of which were said to contain maggots and flies. Viviano & Bros. said the suit and attendant publicity damaged its own business.



BILL STERN TELLS ANOTHER SPORTS STORY



• Years ago, a youngster fresh out of the coal mines became a player with a professional basketball team operating in the Pennsylvania coal country. Those were the days when many of the greatest players and roughest pro teams in the game operated in that section. However, young and small as he was, that boy soon proved that he belonged with the best. He was a rugged guard who was always assigned to play against the most brilliant star of the rival team, and no team ever forced him out of action. That little fellow, Bucky Harris, became one of the most feared basketball players in the pro ranks. And that, curiously enough, led to his undoing as a basketball star, for one night, an old basketball fan was so thrilled with the boy's performance that he offered to give him anything he wanted. The player asked for a baseball tryout, for that fan

was Hugh Jennings, then a major league baseball manager. The wish was granted and Harris made good as one of the greatest second basemen in the game. He later became a famous big league baseball manager, too, and winner of several pennants and World Series championships!

Now there was a happy switch! Speaking of switches, a lot of macaroni manufacturers have been made happy, too, by a switch to durum products they can count on . . . Commander-Larabee semolina, granular and durum flours! Uniform durum products make uniform production. Commander-Larabee's vast storage and research facilities together with an extra touch of care and milling experience can produce the right semolina, granular and durum flour for you. Put the Commander-Larabee durum product of your choice on your next order . . . you'll like the results.



WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Co.

GENERAL OFFICES MINNEAPOLIS • 2 • MINNESOTA

Liquid, Frozen and Dried Egg Production November 1951

Liquid egg production during November totaled 3,089,000 pounds, compared with 6,072,000 pounds during November last year and the 1945-49 average of 6,196,000 pounds, the Bureau of Agricultural Economics reports. The quantities used for drying were much smaller than a year ago.

Dried egg production during November totaled 355,000 pounds, compared with 1,366,000 pounds in November last year and the average of 1,104,000 pounds. Production consisted of 170,000 pounds of dried albumen and 185,000 pounds of dried yolk. Dried egg production for the first 11 months of this year totaled 16,716,000 pounds, compared with 92,781,000 pounds during the same period last year.

The quantity of frozen egg produced during November totaled 2,579,000 pounds, compared with 2,388,000 pounds during November last year and 2,340,000 pounds the 1945-49 average. Frozen egg stocks decreased 28 million pounds during November, compared with 29 million pounds in November last year and an average decrease of 29 million pounds.

Vim, Vino and Vitality

Mission Macaroni Company, Seattle, Is Magnificent Host to Grocers

The Mission Macaroni Company's annual party is a social event to which all the leading grocers in the Pacific northwest look forward eagerly, according to the *Pacific Northwest Grocer and Meat Dealer* of Seattle, Wash. Guido P. Merlino, president of the macaroni firm and director of the National Macaroni Manufacturers Association, was the leading spirit in the delightful affair. The *Grocer and Dealer* told of the affair, as follows:

No one can outdo the genial Italian people when it comes to a show of real heartwarming hospitality. This was clearly demonstrated recently when the Mission Macaroni Company played host to a "small" party of 600 grocers at the Casa Italiana in Seattle.

Such profusion of delicious Italian delicacies, such spirited entertainment, such genial expression of real hospitality has never been shown to a group of light hearted grocers before. And topping it all was a generous flow of vim, VINO, and vitality! Did we all have fun?—well, just ask any of the lucky folks who attended!

Credit for a wonderful evening of enjoyment goes to our ubiquitous host, Guido Merlino, and his staff of company officials and salesmen. Every person scurried about ceaselessly to see that each guest was properly served and completely "stuffed" with good food.

Harry Greenleaf, as Master of Ceremonies, did a fine job of introducing prominent guests, many of them from various cities and areas of Western Washington, and regulating the tempo of enthusiasm which constantly rose as the evening progressed. The entertainment which followed the several courses of sumptuous food was excellence itself. Encore after encore of popular songs sung by Allen Hall, followed by Wally Rand, presenting a laughable series of "stunts" (in which our members the Moreheim brothers took part more or less unwillingly), was climaxed by a masterful demon-



Guido P. Merlino

stration of how to play the marimba (with extra contortions thrown in). This last act, presented by Billy Woods (an artistic clown of top rating) and his equally lovable wife, Maurine, left everyone with such a glorious feeling of hilarity that the whole event will be the main topic of discussion for many months.

Members of the Washington State Retail Grocers Assn. will always be grateful to Guido for his fine expression of good will. To him and all his staff: Mrs. Virginia Pesce, Josephine Pesce, Joe Merlino, John Madonna, Joe Forte, Mike Merlino, John Deonigi and Dominic Forte—we extend our grateful appreciation.

Below is the menu served the vast gathering:

GRANCHIO
(Crab Cocktail)
TAGLIARINI ALL 'UOVO
Salsa di polo e funghi
(Egg Noodles with Chicken and Mushroom Sauce)
SCALOPINE ALLA MADERA
CON SALSA DI VINO
BIANCO
(Veal with White Wine Sauce)
PATATE ARROSTITE
(Roast Potatoes)
INSALATA MISTA
(Mixed Green Salad)

GELATI
(Ice Cream)
CAFE
(Coffee)
PANETTE
(Hard Rolls)
BISCOTTI
(Italian Almond Cookies)
GRISSINI
(Bread Sticks)
VINO ROSSO
(No translation necessary)

The chef for this occasion was Mr. John Panatomi of the York Lunch, Seattle.

Meat Production Drops 8 Per Cent

Meat production under Federal inspection for the week ended December 22 was estimated at 371 million pounds, according to the U. S. Department of Agriculture. This was a decrease of eight per cent, compared with the 402 million pounds the previous week, but one per cent above the 367 million pounds a year ago.

Snow and bad roads in much of the corn belt and in some range areas reduced livestock marketings. A less urgent demand for slaughter cattle, as a result of the continued slow trade and easier price trend in most wholesale meat markets, was also a factor in holding down beef production. Pork still accounted for 60 per cent of the total meat supply, but it appears that the peak of slaughter of the spring pig crop has been passed. NEPA Bulletin



On the Job!

Our volunteer speakers are saving thousands of lives today... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

you
cover
the
field



with the 33rd Anniversary Edition of the
MACARONI JOURNAL

official organ of the National Macaroni Manufacturers Association and the National Macaroni Institute

for April, 1952

Space rates and complete information on request to The Macaroni Journal, P.O. Drawer No. 1, Braidwood, Illinois.

Hickman Appointed at Dobeckmun

Ennis P. Whitley, vice president and director of distribution for the Dobeckmun Co., announces the appointment of R. Allan Hickman to the newly created position of director of market research. The appointment is part of



R. Allan Hickman

an expanding program of sales and product development at the Cleveland concern.

Hickman joined the Dobeckmun staff in January, 1946, from his war time post as assistant chief of the packaging branch office of the Chief of Ordnance, in Washington. For the past three and a half years, he has been in the San Francisco district sales manager of Dobeckmun's west coast division. While on the west coast, Hickman was active in the American Marketing Association, serving as vice president of the Northern California Chapter in 1950-51.

Prior to World War II, Hickman had sixteen years' experience in the packaging field, in the Cellophane division of E. I. DuPont de Nemours Co., Inc. He joined DuPont upon graduation from the University of Missouri.

Campbell's "Quick-Meal" Spaghetti Sauce

Campbell's spaghetti sauce was given a deserving boost in the Clementine Paddleford column in the *New York Herald-Tribune* last month, following an introductory luncheon.

Short-Order Sauce—Last week a spaghetti luncheon with the Campbell Soup Company at the Barclay Hotel, the occasion to introduce their new heat-and-eat Franco-American Spaghetti Sauce made with meat—meat enough to see it and all beef, tender beef and red ripe tomatoes and a just-right seasoning. It's yours for a quick

meal: simply pour the hot sauce over the cooked spaghetti and pass the platter for everyone's enjoyment along with a tray of colorful relishes and hot garlic bread. Fruit cup for the ending.

This sauce has been two years in the making. Four months now it has been in test markets in Utica, Binghamton, Elmira, also in Lima, Ohio, and is reported a best seller among sauces in every store where it is stocked. The base of the sauce is tomato puree made of Campbell's fine tomatoes with beef, onions, a vegetable oil, with a little flour but very little, a touch of sugar, a crumble of bacon, a sprinkling of parsley, a hint of garlic.

Before Campbell's started work on the product an extensive study was made regarding the consumption of spaghetti and various sauces. It was learned that eight out of ten families eat spaghetti homemade with its usage tending to peak in the larger cities but with little difference by income classes in the use of homemade over the prepared. The National Macaroni Manufacturers Association reports that 302,000,000 pounds of dry spaghetti were sold in grocery and combination stores in 1950. The northeastern part of the country is the highest consumption area.

Two-thirds of the homes in the country serve homemade spaghetti as a main dish, against about 17 per cent as a side dish. In the cities where the new sauce was sales-tested the women questioned seemed to agree that the eleven and three-fourths-ounce jar that holds one and one-fourth cups is about right to sauce six ounces of the uncooked pasta. The price is around 29 cents.

Heads New England Italian Relief Committee

Joseph Pellegrino, Andover, president of the Prince Macaroni Co. in Lowell, Mass., largest macaroni manufacturer in New England, has been named co-chairman of Italian Flood



Joseph Pellegrino
NMMA Director

Relief Committee in Massachusetts, pledged to raise \$100,000 to aid unfortunate victims of the Po Valley floods in Italy.

Tax deductible contributions may be sent to Italian Flood Relief Committee, 101 Tremont St., Boston. Contributions are given to Italian Red Cross as received.

Dickenson-Skinner Agent

W. T. Dickinson has been appointed manufacturer's representative in Iowa for the Skinner Manufacturing Co., Omaha, Neb., makers of macaroni and spaghetti products and cereals. His headquarters will be in Des Moines.

Canadian Nickel

As in World War II, the defense requirements of Canada, the United Kingdom and the United States are supported by a supply of Canadian nickel which far exceeds the supply believed available to countries behind the Iron Curtain. In fact, it can be said that as a result of what the Canadian nickel industry has done in developing its mines and processes, the free world has overwhelming nickel superiority.

La Rosa Daily TV Hour Scores Greater Audience and Turnover

Early measurement of audience reaction confirms the confidence of V. La Rosa & Sons, Inc., Brooklyn, a leading macaroni products manufacturer, in the effectiveness of daily TV advertising. By presenting five hours of TV a week via the La Rosa Movie Matinee, Monday thru Friday, 3:30 to 4:30 p.m. (WOR-TV), the La Rosa organization advises it has secured excellent audience volume, together with a valuable 3.5 audience turnover. This turnover means that the TV audience for the La Rosa show, while holding a volume peak, is completely changed 2½ times every week. Such a constant flow of new viewers, television authorities believe, is due to the fact that the La Rosa Movie Matinee presents a complete, different, feature motion picture every day.

Since La Rosa macaroni products are made in a wide variety of shapes and sizes, TV's daily use is proving an outstanding way to show frequent and full product display, and recipe demonstration of many different sizes and shapes. And because these products are daily rather than once a week sellers, La Rosa Movie Matinee's daily, varied advertising helps build greater sales volume on every day of the shopping week. This is all part of the continuing plan of the La Rosa company to help grocers make every day a good volume day.

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes—Dry Noodle Cutters—Wet Noodle Cutters—Mixers—Kneaders

Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

BALING PRESSES

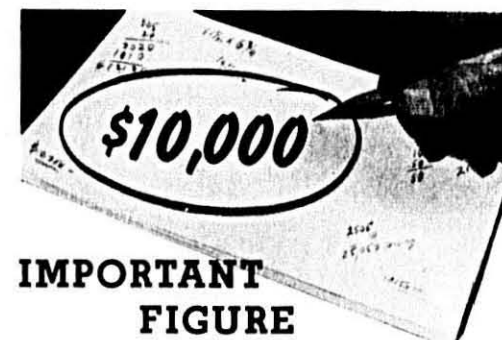
Hydraulic Baling Presses for Baling all Classes of Materials

HYDRAULIC EXTRUSION PRESSES

Over Forty Years Experience in the Designing and Manufacture of all Types of Hydraulic Equipment

N. J. CAVAGNARO & SONS MACHINE CORP.

400 Third Avenue
Brooklyn 15, N. Y., U.S.A.



IMPORTANT FIGURE TO MACARONI MANUFACTURERS

THAT'S what a large midwest macaroni manufacturer saved in time and money in only one year by installing model A-2A Triangle Elec-Tri-Pak weighing and filling machines. Two operators did the work of six—in half the time. And that's only half the story! Production was increased 34%.

These are savings that can be yours. Triangle Elec-Tri-Pak weighers package all dry, free-flowing products into any type container. They are compact, easy to operate machines and occupy less space than other packaging lines having comparable speed and accuracy. Start now to get faster, more accurate packaging the low cost Triangle way. The machine pays for itself in labor savings alone.

With the merger of the Bagby Co. into Triangle Package Machinery Co., Triangle offers you the most complete line of modern high speed packaging machines for all dry or semi-liquid and semi-solid products. From macaroni to dairy products Triangle-Bagby can fill your needs.



TRIANGLE PACKAGE MACHINERY CO.

6633 W. DIVERSEY AVENUE, CHICAGO 35, ILLINOIS

Sales Offices: Atlanta, Dallas, Denver, Jacksonville, New York, Pittsburgh.
Branch Factory: Los Angeles.

TOPS
in PERFORMANCE and QUALITY

STAR... macaroni dies

Yes... every Die from our skilled craftsmen is a "Star" of Beauty, Perfection and Long Life. We guarantee our products—recognized and accepted as "Tops" for over 20 years.

Our Specialty: LONG TYPE DIES
Your worn out Dies repaired by SPECIALIZED ARTISTS.
Get Our ESTIMATES. Consult us on your requirements.

STAR MACARONI DIES MFG CO
57 GRAND ST. NEW YORK

249,000 Miles of Spaghetti

The November 25, 1951, issue of the *Boston Post Magazine* carried a two-page well-illustrated story of macaroni-making in two colors, featuring the production of this food in the plant of the Prince Macaroni Manufacturing Co. in nearby Lowell, whose weekly output, it reports, totals approximately 1,000,000 pounds of 120 different shapes and sizes.

It relates the well known story of the love-making of a Chinese maid and one of Marco Polo's sailors, whose name is given as "Spaghetto" instead of the usual "Spaghetti," in whose honor was named one of the three leading types, called "The Energy Trio"—Spaghetto, Macaroni and Egg Noodles.

Introduced into Italy by the amorous Spaghetto, continues the article, the art of macaroni-making spread rapidly throughout that country. The Italian people perfected its manufacture, perfected sauces to improve the taste and quality of the different types. Soon the fame of this new food spread to France, Germany, England and other countries.

Though spaghetti and macaroni is generally considered an Italian dish, almost as much macaroni per person is consumed in England as in Italy.

For many years most Italian families served spaghetti or macaroni in one form or another every day in the week. That accounts for the many varieties of either product. Both are made of exactly the same ingredients. The only thing that is different is noodle. These have egg yolks added.

Today macaroni and spaghetti are fashioned into 120 different shapes and sizes. The quality is the same but it is so done to relieve the monotony of the same thing day after day.

"There's no secret to cooking spaghetti properly," says Mr. Joseph Pellegrino, president of the Lowell, Mass., concern. "Some folks think that just because spaghetti and macaroni are so closely associated to the Italian people that they know best how to prepare it. It isn't so. Anyone who can boil water can cook spaghetti to perfection."

NARGUS In Miami in June

Six months before opening, nearly three-fourths of all exhibit space at the 1952 convention and exhibition of the National Association of Retail Grocers in Miami, Fla., has been contracted for by leading firms and suppliers in the food industry, according to Mrs. R. M. Kiefer, secretary-manager.

In announcing the rapid sale of exhibit space in Dinner Key Auditorium on Biscayne Bay, which will be the

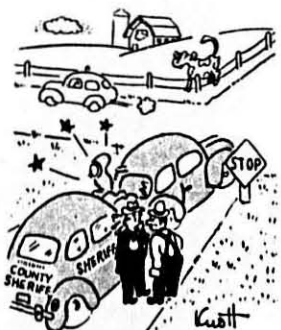
site of the 53rd annual NARGUS convention from June 22 through June 26, Mrs. Kiefer said that there still are a number of desirable spaces available.

"Those suppliers who would like the opportunity to exhibit at the food industry's biggest meeting and exhibition should lose no time in contracting for space," she said. "Arrangements can be made through NARGUS headquarters office, 360 N. Michigan Ave., Chicago 1, Ill."

The 1952 convention sessions will be highlighted by the appearance of outstanding business leaders, industry authorities and government officials.

An important addition to the 1952 program will be a series of small clinic sessions dealing with subjects that are of vital concern to retailers in their present store operations.

More than 15,000 retail food merchants and their suppliers are expected to gather in Miami for the 53rd NARGUS convention and exhibition.



"I didn't think you were going to stop."

A \$25,000,000 Co-op.

Northwest grain farmers have built a regional marketing cooperative worth more than 25 million dollars, delegates to the 14th annual stockholders meeting of the Farmers Union Grain Terminal Association in St. Paul, December 10, 11 and 12, were told by M. W. Thatcher, general manager of the organization, in his annual report.

Some 3,500 grain farmers from Montana, North Dakota, South Dakota, and Minnesota, attended the three-day convention. These were stockholders and delegates of stockholders representing 150,000 grain farms. More than 100 million bushels of grain was handled by the nation's largest grain marketing co-op last year, Mr. Thatcher reported. The total grain volume handled since GTA's founding in 1938 now has topped a billion bushels.

Net worth of the organization was put at \$21,906,821, and net savings to patrons this year totaled \$2,315,625. A jump of 36 per cent in business

volume contributed to this year's increased value of about three million dollars.

A highlight of the meeting was an announcement that the big co-op would pay out, starting this year, 20 per cent of the current year's net savings, in addition to continuing the standing policy of liquidating stock held by those retiring or deceased. The balance of the savings will be used to retire debt and to build reserves for possible future expansion.

Egg Noodles Formulations for Federal Purchasing Agencies

By James J. Winston, Director of Research, NMMA

Federal purchasing agencies, such as the Quartermaster Corps and its affiliates, have been purchasing egg noodles containing either 5.5% or 10% egg solids on a moisture-free basis.

The following table has been prepared for your convenience to assure compliance with the required specifications and at the same time to safeguard your interests economically.

The formulations below are based on the required amount of either yolks or whole eggs to be added to each 100 pounds of semolina or durum flour to produce a noodle with the required egg solids.

Egg Solids Requirements On a Dry Basis	Amount of Yolks (45% Solids)	Amount of Whole Eggs (26% Solids)
5.5%	11 lbs. 2 ozs.	19 lbs. 5 ozs.
10%	21 lbs.	36.5 lbs.

Analysis of your egg ingredients and finished noodles will assure you of compliance with the specifications of the bid.

Charles Casazza

Charles Casazza, 79, founder and retired secretary of the Atlantic Macaroni Co., until recently one of the largest macaroni manufacturing concerns in Greater New York, passed away December 19 at his home at 44 Carmine St. Funeral services were held at 10:30 a.m., Saturday, December 22, 1951, in Our Lady of Pompei Church.

Ronzoni Introduces Smaller Size Cases

A new half-size shipping container, which holds 12 instead of the usual 24 six-ounce packages of pasta, has been introduced by the Ronzoni Macaroni Co., Long Island City, the firm has announced.

The new carton is said to allow split order flexibility, and greater stock control of the concern's carrot, spinach and the basic egg pasta. It is also designed, according to officials, to facilitate displays of the three varieties.

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Here's a carton closing machine that pays for itself in short order! It's versatile and efficient—and features quick adjustability on the job.

On one recent installation, this new Peters Model CCY Closing Machine cut operator time by 1/3, eliminated a wrapping machine and also eliminated the need for critical cellophane. An automatic, fast-sealing-gluing unit helped make these savings possible.

Demand for this new Peters machine is accelerating rapidly. Be sure to learn more about it—and place your order—soon.



The versatile, adjustable Model CCY Peters Carton Closing Machine has many applications. For complete information, write for descriptive folder, or send sample of your carton. Specific recommendations will follow promptly.

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- 5—Sanitary Plant Inspections

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P. M. Petersen Elected Vice President of International Milling

At a meeting of the board of directors of International Milling Co. held January 11, P. M. Petersen, general manager of Capital Flour Mills, division of International Milling Co., was elected a vice president of International Milling Co. Mr. Petersen



Mr. Petersen

has been active in the durum industry for many years and is now in his 26th year with the company. He has been a member of the board of directors of International for two years.

Why the Price Raise

A leading manufacturer of macaroni products in the east found it necessary to raise prices all along the line. It recently advised its customers of the reasons for the step, as follows:

When we filed our price adjustment report with the Office of Price Stabilization, Washington, D. C., pursuant to Ceiling Price Regulation 22, we hoped that we would never have to put them into effect. That hope has proved to be a forlorn one.

Prospects for a bumper durum wheat crop were then excellent and we visualized buying No. 1 Semolina and Durum Fancy Patent Flour at prices appreciably under those prevailing at that time. Then came the rains. Wheat sprouted in the fields and it is not definitely known at this time as to just how much first grade milling wheat will be available.

That situation has, of course, advanced the price of wheat, which advance is reflected in our raw materials.

We also thought that the price of frozen egg yolk that we use in manufacturing our noodles would be lower, but instead they have held firm.

All of us know that the prices on

many packaging supplies have risen, as have freight and truck rates.

This has forced us to advance prices or face losses month after month, and we are sure that none of our good customers would want us to do the latter.

The prices on the price list enclosed are equal to or lower than the prices approved by the Office of Price Stabilization.

While these prices take effect immediately, we will, as has been our custom, accept one normal order for prompt shipment at the prices in effect just previous to this increase.

Important Industry Dates

Winter Meeting
Hotel Flamingo,
Miami Beach, Florida,
January 24-25, 1952

48th Annual Convention
Hotel Royal
Montreal, Canada
June 26-28, 1952

Money for 3 Children in Italy Allowed Bay State Resident

The Massachusetts Supreme Court today ruled that an immigrant's three children in Italy must be considered his dependents, even if he has not contributed to their support.

The decision upheld an appeal by Alfio Rubino of Lawrence, a disabled macaroni factory worker, who was refused dependency compensation for his wife and three children in Biancaville, Italy.

The court decided that the wife's dependency status was unproved, but that a \$2.50 dependency allowance for each child should be added to the \$23 weekly Workman's Disability Compensation paid to Rubino as a result of an injury suffered at work.

"It is presumed that in all civilized countries a parent is obliged to support his minor children," the court's full bench said in an opinion written by Justice Raymond S. Wilkins. It continued:

"The minor children, in the absence



"What's the down payment on two steaks?"

of some reason why the employe was not bound to support them, were conclusively presumed to be dependents under the law. It was of no consequence whether he had contributed to their support since his arrival in this country."

It was testified that Rubino left Biancaville for the United States the day after his third child was born on Christmas Day, 1948. His family stayed behind in a house owned by his wife.

Rubino suffered a serious wrist injury the following May, while working for the Rex Macaroni Products Co. at \$34 a week. The State Industrial Accident Board refused to authorize dependency allowances for his wife and children, on grounds Rubino had sent them no money. A Superior Court upheld the board, but Rubino appealed.

Warehouse Destroyed

A fire on November 29 destroyed a large structure that was partially used by the Cumberland Macaroni Manufacturing Co., located on Lafayette Avenue, Cumberland, Md. Several firemen were injured while fighting the blaze that started in a section of the warehouse used by Shipway Motor Company. The macaroni company was a temporary tenant while remodeling work was being done on its own building. Damage to the latter was light.

Husband-in-Kitchen Day

A new promotion, designed to transform the kitchen-helpless man of the house into an efficient emergency cook, is being undertaken by the National Association of Retail Grocers.

Sunday, January 27, 1952, has been designated by NARGUS as "National Husband In The Kitchen Day," it was announced by Mrs. R. M. Kiefer, secretary-manager.

On this last Sunday in January, it is suggested that the husband take over the cooking duties in order to gain experience and confidence in the culinary department. NARGUS plans to make this an annual event, with the objective that local merchants tie in with this promotion.

"We shouldn't assume that the housewife can be in the kitchen for three sure meals a day, 52 weeks a year," Mrs. Kiefer said. "The man who can sling a handy skillet is never at a disadvantage when his wife makes a trip home to mother, takes to her bed with an attack of migraine or has a night out with her bridge club."

A pamphlet entitled "What Every Man Should Know About Cooking," published by NARGUS, is being distributed free of charge by the association's headquarters office at 360 N. Michigan Ave., Chicago 1, Ill.

Mrs. Kiefer proposes that the

housewife take time out to help her husband learn some simple tasty dishes. Among the things she suggests he learn about cooking are how to broil a chop, fix a juicy, well-browned hamburger or add a little flourish to canned stew.

On "National Husband In The Kitchen Day," NARGUS suggested that the husband be given full charge of the kitchen, even to the cleaning up job.

However, it is emphasized that when his wife is in regular control of the situation, the husband should keep out of the kitchen. "No woman wants a 'straw boss' standing around while she's preparing meals," Mrs. Kiefer said.

Agricultural Teachers Hear How Basic Foods Are Enriched

American food industries have helped to raise the nutritional level of the people by their contributions to the development of the relatively new field of food enrichment during the last twenty years, Dr. R. C. Sherwood, technical director of Stervin Chemicals, Inc., declared to members of the Association of Agricultural Teachers of New York.

Dr. Sherwood spoke on the subject, "Making Good Basic Foods Nutri-

tionally Better," on the occasion of a visit of the association to the Sterling-Winthrop Research Institute here.

"Foods produced by nature," Dr. Sherwood said, "vary widely in their nutritional value. The last twenty years have seen substantial developments by the food industries in enrichment and fortification of the common and basic products. Vitamin and mineral enrichment of white flour, bread, cereals, cornmeal, macaroni and rice; vitamin D fortification of both fluid and evaporated milk, and vitamin A fortification of margarine are but a few outstanding examples of foods improved nutritionally and distributed on a vast scale to consumers.

"Especially significant is that the field is a relatively new one. The irradiation of milk in the late twenties was one of the pioneering efforts. During the last ten years, a high degree of success has been achieved in bread, flour and cereals."

Actual improvement in the health of people consuming enriched foods, Dr. Sherwood continued, has been clearly demonstrated by studies made by nutritionists. In a four-year study in Newfoundland, Canadian and American experts found that many symptoms of vitamin deficiencies had been materially reduced among the people who consumed enriched food products.

Enriched rice was recently distrib-

uted to large segments of the population in the Philippines, Dr. Sherwood said, and it was found that the incidence of beriberi and the number of deaths from the disease had been greatly reduced.

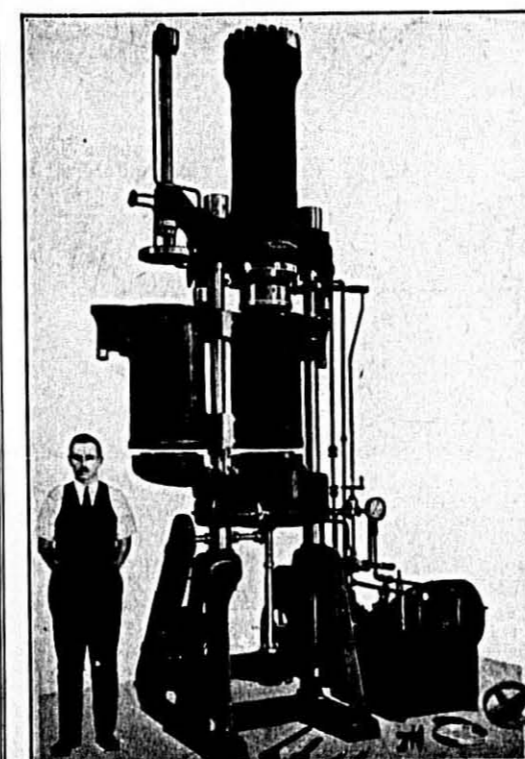
In the United States, he added, reports from experts in areas where pellagra is prevalent indicate a decrease in the incidence of the disease, attributable to consumption of enriched bread and cornmeal.

"Surveys conducted by the Bureau of Home Economics and Nutrition in the Department of Agriculture," Dr. Sherwood said, "showed that fifteen years ago, large numbers of people were receiving diets inadequate from the nutritional standpoint.

"The program carried forward by the food industries has unquestionably raised the nutritional level of the people, and the increasing distribution of enriched foods promises further improvements."

Cooking With Beer

A new use for the working man's champagne turned up in the columns of the *N. Y. Journal of Commerce*, where a home economist contended that beer should be used in cooking. The beverage acts as a tenderizer and, when meat is soaked in it prior to cooking, a tangy, spicy flavor results



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Preventive Sanitation in Food Plants

A supervised operational program to prevent contamination of the product is the essence of preventive sanitation, according to J. Carl Dawson, head of J. Carl Dawson and Associates, St. Louis, Mo., sanitation consultants. Speaking before a recent monthly meeting of the Midwest Section, American Association of Cereal Chemists, Chicago, he told the sixty members and guests that a sanitation program begins with a survey of the plant to find out what is wrong. Sanitation is more than frequent visits of a high-priced exterminator or the use of the perfect fungicide, roenticide, or germicide.

Dawson outlined the two principal sources of contamination: by living things and by non-living things. In the first category come unsanitary practices of man, harborage of warm blooded animals, entry of insects and flying animals, and development of micro-organisms. In the second group he included dust and dirt which blows in with the air, dirt tracked in by foot and with incoming packages, and dirt developed through processing in the plant.

To establish a sanitation program, management must first look to purchasing for sanitary ingredients in packages that will resist contamination. There should be a record of the sanitary condition of incoming packages in the receiving room. Next comes storage in the plant. The storage room

should be free from a hodgepodge of unused items which provide harbor-age for rodents. Keep the storage room cleanable by storing materials away from walls and floor so they can be vacuumed. There should be regular inspection of the storage and a record of such inspections. Next come raw materials, handling equipment and refillable containers. This is the last inspection point of raw materials before processing.

The production area is the place management tries hard to make look clean. Avoid false ceilings and double walled construction. Frequent and thorough cleaning is important, with emphasis on thoroughness rather than frequency. Some common bad practices are nesting the processing containers so that dirt picked up on the bottom of one falls into the other, and plant maintenance such as painting or boring holes over uncovered equipment.

Presence of insects in a food plant is an index of its sanitation program. If a jobber or broker in interstate commerce handles a finished product packed by another manufacturer, he should always procure a guarantee statement from the manufacturer that the product complies with the requirements of the food and drug regulations.

When a food inspector comes to the plant, management should send its sanitarian and another representative of management with him on the inspection to answer questions and so that a record of what the inspector found is available.

Election of GMA Officers and Directors

At a recent meeting of the Grocer Manufacturers of America, Inc., the following men were elected to serve as officers and members of the board of directors:

Paul E. Willis, president; O. J. Jones, vice president; J. H. C. first vice president; George H. Coppers, president, National Biscuit Co., second vice president; Joel Mitchell, president, Standard Brands, Inc., third vice president; Wm. A. Dolan, president, Wilbert Products Co., Inc., secretary; R. E. Snyder, president, R. E. Davis Co., treasurer; Harry Letsche, vice president, H. J. Heinz Co., chairman, finance committee; Austin S. Igleheart, president, General Foods Corp., chairman, public affairs committee; Francis W. Ploymann, vice president, Scott Paper Co., chairman, merchandising committee.

Directors

Donald B. Lauric, president, The Quaker Oats Co., Chicago; Walter R. Barry, vice president, General Mills, Inc., Minneapolis; Robert Smallwood, president, Thomas J. Lipton, Inc., Hoboken; Hanford Main, president, Sunshine Biscuits, Inc., Long Island City; Walter Shafer, vice president, Armon & Co., Chicago; James A. Reilly, vice president, Colgate-Palmolive-Peet Co., Jersey City; H. W. Comfort, executive vice president, The Borden Co., New York City; William J. Hobbs, president, Coca-Cola Co., New York City; Gordon T. Beahm, Jr., president, Faultless Starch Co., Kansas City, Mo.

The Following, Together with the Foregoing, Make up the New Board for the Year

H. Russell Burlank, president, Rockwood & Co., Brooklyn; Fred W. Catterall, Jr., president, Walker's Austex Chili Co., Austin, Tex.; Robert Fairburn, president, The Diamond Match Co., New York City; Paul S. Gerot, executive vice president, Pillsbury Mills, Inc., Minneapolis; Irving Granicher, vice president, California Packing Corp., San Francisco; H. A. Kent, president, P. Lorillard Co., Inc., New York City; H. E. Krimensahl, president, Stokely-Van Camp, Inc., Indianapolis; H. E. Meinhold, president, Duffly-Mott Co., Inc., New York City; John T. Menzies, president, The Crosse & Blackwell Co., Baltimore; G. C. Pound, president, Kraft Food Co., Chicago; Wm. H. Ritter, Jr., president, P. J. Ritter Co., Bridgeton, N. J.; G. W. Sharpe, vice president, Beech Nut Packing Co., Canajoharie, N. Y.; Walter Silbersack, president, American Home Foods, Inc., New York City; Raymond K. Stritzinger, chairman of executive committee, Continental Baking Co., Inc., N. Y.; Mark Upson, general sales manager, The

U.N. Fellows Get Some Medical Secrets



A surgeon and a pretty blond physician, both from Yugoslavia, say the United Nations program of technical assistance is helping their country in its efforts to restore nearly 500,000 disabled persons to as fully a normal life as possible. Dr. Miroslav Zotovic, Belgrade traumatologist and orthopedic surgeon (center), and Dr. Valerija Franjo Pavletic, 29-year-old doctor and lecturer in pathological anatomy (right), get a practical demonstration of the latest methods of rehabilitation of the physically handicapped from a world authority, Dr. Henry H. Kessler, who is a U.N. consultant in this field.

Dexter & Gable Dist. Co., Cincinnati; W. H. Vanderploeg, president, Kellogg Co., Battle Creek, Mich.

Charles W. Dunn was re-appointed general counsel and Frank T. Dierson was re-appointed assistant general counsel.

New Books

Products Liability and The Food Consumer

Macaroni noodle manufacturers who realize in a limited degree their liability to consumers for alleged injuries and discomforts will be interested in the announcement by Little, Brown & Co., publishers, 34 Beacon St., Boston 6, Mass., of a new book on the troublesome subject by Reed Dickerson, just off the press. The publishers claim that it is the only complete and up-to-date book treating the problems of civil liability that are faced by all food sellers, processors, packers, canners, bottlers, restaurants, hotels, food stores, and others.

In the field of defective products, no commodity is in litigation more often than food. Food, food derivatives, canned goods and bottled goods are universally consumed, and the buyer's risks are increased by the fact that food is bought more casually than less frequently purchased commodities.

For the food seller and his attorney the field is complicated by the fact that the rules as to recovery vary in different states. If there is no existing law for a particular jurisdiction, a search must be made for supporting authorities from other jurisdictions.

The injured consumer and his attorney also have to do more than prove a product defective. They must face such problems as causation, the necessity of establishing privity in warranty suits against manufacturers, and the effect of the pure food laws.

No other work offers such comprehensive, practical and up-to-date coverage of these and many other problems facing the food seller and consumer as *products liability and the food consumer*. To the careful research which went into the examination of the authorities for this work, Mr. Dickerson adds five years' experience with the food industry as associate counsel of the food division of the C.F.A.

Dr. Oser Challenges Pure Food Alarmists

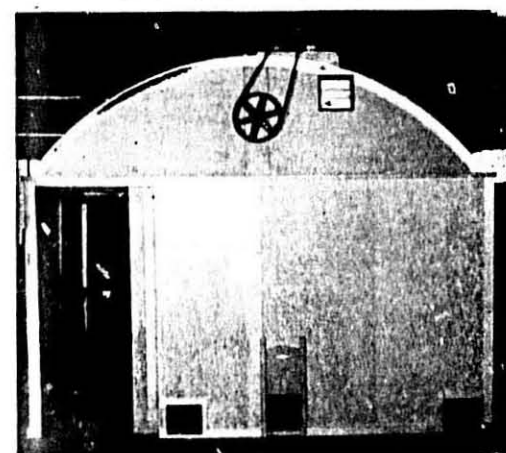
Attaining the highest standards in its history, the food industry is today supplying the nation with food that ranks first in nutritional and sanitary qualities, Dr. Bernard L. Oser, director of Food Research Laboratories, Inc., declared in a recent talk before

the New York Section of the American Association of Cereal Chemists.

"Never before in history has the food of any nation been of such uniformly high, sanitary and nutritional quality, and never before have we had such a low incidence of cases of malnutrition or of food poisoning," Dr. Oser said.

Refuting the tendency of alarmists to create loss of confidence in the purity of food supply, Dr. Oser said that the facts "do not justify implications that the food industry, through carelessness or ignorance, is producing poisoned food or that chemical manufacturers encourage the use of chemicals in reckless disregard of the safety of our food supply."

Current interest in the purity of the nation's food supply has been stimulated by Congressional hearings concerned with legal restrictions on the presence of chemicals in food, either as a result of their use in improving or preserving foods, or as residues from their use as pesticidal agents. "While there is need for plugging gaps in our food laws," Dr. Oser pointed out, "no serious emergency exists. The Federal Food and Drug Administration has the authority to set the limits on the quantity of such chemicals used by the manufacturer, and such agents are used only in quantities established to be free from hazard."



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New Noodle Bag

A colorful, realistic reproduction of a tasty, appetizing noodle dish has effectively increased the sales appeal of



New noodle bag designed for I. J. Grass organization by Milprint, Inc.

the Cellophane package used for Mrs. Grass' Genuine Egg Noodles. Designed and produced by Milprint, Inc., the package is printed in five color rotogravure.

Tests indicate that the new package has high visibility at considerable distance. The firm set this requirement after extensive research that clearly showed that shoppers buy on impulse more readily when attracted by an appetizing illustration of the food product. The incentive to reach out and take the package from the shelf is far greater when the package broad-casts a direct appeal to the appetite.

Recipes on the reverse panel of the bag include instructions for preparing the spotlighted dish, as well as interesting ways for preparing several other excellent noodle dishes. In this way, the package becomes a real service to the home maker, helping to solve the constant problem of meal-planning.

The consensus of opinion within the I. J. Grass organization is that the new package will be a powerful factor in boosting sales.

"Pumping" Brakes

For car or truck driving on slippery roads, ice or snow, there is a right and a wrong way of applying the brakes. Use an intermittent (pumping) brake application. Normal application of brakes on icy or snowy surfaces may lock the wheels and throw the vehicle out of control. For other than emergency stops, therefore, it is very important for drivers to use their brakes sparingly and with a minimum of pressure on the foot pedal. For an ordinary stop on the slippery roadway, brakes should be applied with a slight pressure of the foot until the point of skidding is impending then released and applied again in a like manner.

Marine Corps Proud of Chow

The marine corps says its mess is just as good as Ma's and what's more, you get a balanced diet of a cool 4,000 calories a day and a voice in what you eat.

The marine corps cooks and bakers get their know-how in formal schooling with an occasional "secret weapon" recipe of an old mess sergeant thrown in for good measure. Reports of soldier likes and dislikes are submitted to the quartermaster general, so your gripes may influence future menus.

The marine corps cooks don't wait until the last minute to make up their

minds what kind of chow you're going to get. The master menu is made up at least a month in advance and distributed to all marine corps messes.

Most Sanitary, Most Nutritious Food

Bernard Oser, director of Food Research Laboratories, recently told a meeting of the New York Section of the American Association of Cereal Chemists that the United States now has the most sanitary and nutritious food available to any nation in the history of the world, with the lowest incidence of malnutrition and food poisoning.

WHO Teams of Experts Cover the Globe in War on Disease



The World Health Organization's fight against disease is being carried out on every continent of the world, wherever its services are needed. Above right, a British member of a WHO team in Istanbul instructs a nurse on chest x-ray technique. At left, is shown a child in Malnad, India, with pronounced oedema due probably to dysentery, according to WHO specialists. WHO is one of the Specialized Agencies of the United Nations.

*"I want to see
Americans save..."*



JOHN L. COLLYER
President, The B. F. Goodrich Company

"I want to see Americans save for their own personal security, and I want to see them, as stockholders in our government, urge economy in all phases of our national life in order to provide national security against aggression."

By their rapidly mounting participation in the Payroll Savings Plan, Americans are saving for their personal security, fighting the menace of inflation and making a major contribution to America's defense against aggression. In Mr. Collyer's own company 80% of the 33,000 employees throughout the company have already enrolled in the Plan, with two large divisions still to report.

As Chairman of the Ohio Payroll Savings Advisory Committee, Mr. Collyer knows what is being accomplished by leaders of industry, top management and labor in their joint effort to step up the Payroll Savings Plan. A few recent figures should be interesting to those not so familiar with the national picture:

- In the steel industry campaign, Carnegie-Illinois Steel Corporation (now U. S. Steel Company), recently raised its payroll participation from 18% of 100,000 employees to 77% . . . Columbia Steel Company of California went from 7.9% to 35.2% . . . American Bridge Company signed 92.8% of the workers in the large Ambridge plant . . . 87%

of Allegheny-Ludlum Steel Corporation's 14,000 employees are now on the Payroll Savings Plan . . . Crucible Steel Company of America, reinstating its plan, signed up 65% of its 14,500 employees.

- In the aviation industry, Hughes Aircraft Company went from 36% to 76%; Boeing Aircraft enrolled 10,000 new names before Christmas.

Some dollars and cents figures? In the last quarter of 1950, sales of \$25 E Bonds—the denomination so popular with payroll savers—increased 2.5% by 245,000 bonds more—over the last quarter of 1949.

If you do not have The Plan That Protects the personal security of your employees, the national economy and our country's defense, phone, write or wire to U. S. Treasury Department, Savings Bonds Division, Washington Building, Washington, D. C. Your State Director is ready to help you install a Payroll Savings Plan or step-up your employee participation.

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THE MACARONI JOURNAL



STANDARDIZATION

Standardization of standard... the dimensions are the... the advantages of standard... the disadvantages are the... the advantages of standard... the disadvantages are the...

atmospheric conditions occur at night... Instead of the night crew were... furnished with charts and accompany... ing instructions of the chief pasta... maker they would cause less damage... during the manufacturing process and... avoid, to a great degree, the need for... reworking. I would very much like... to discuss the latter but must of... necessity refer to it in a subsequent... article.

the package would either not con... one pound of macaroni or else it... would be too much space in the p... age, in which case we would have... use packages of different... causing inconveniences to pack... outlets.

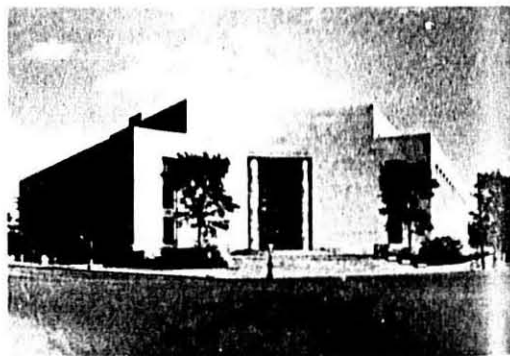
BROOKLYN

and new-type equipment has made... there a leader in the field... Brooklyn is distinguished in other... industries as well. Unrivaled as a... other port, Brooklyn has recently re... placed London as the greatest ship... repair center in the world. Brooklyn is... the nearest the American largest navy... yard where all navy ships are de... signed and where the Big Mo was... built. The world's largest steam gener... ating plant is also in Brooklyn. Num...

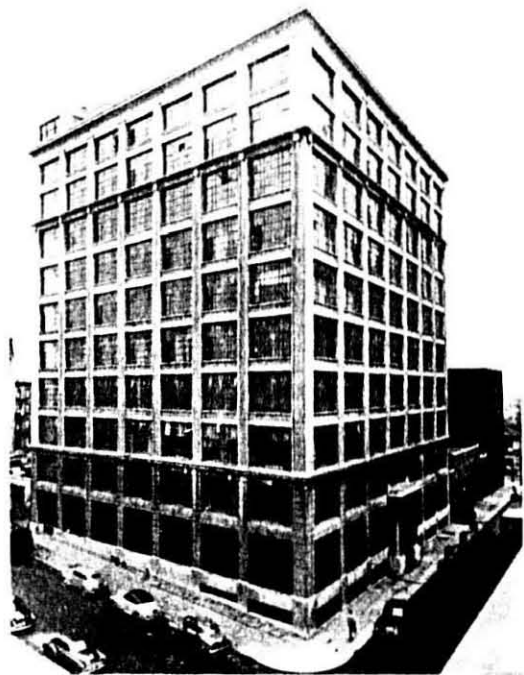
ty eight per cent of the type and type... setting machinery used in the coun... try's vast publishing industry is made... in Brooklyn, which is also the home... of the most important developers and... makers of Ferramycin and other life... saving antibiotics.

label. It appears on the macaroni and... noodle products manufactured at A... La Rosa and Sons, Inc., A Zappa... and Sons, Inc., Ortolani Macar... onni Macaroni Manufacturing Co., Inc.,... Sarnato Macaroni Co., De Mar... tini Macaroni Co., and many others... Also made in Brooklyn are Lily Cup...

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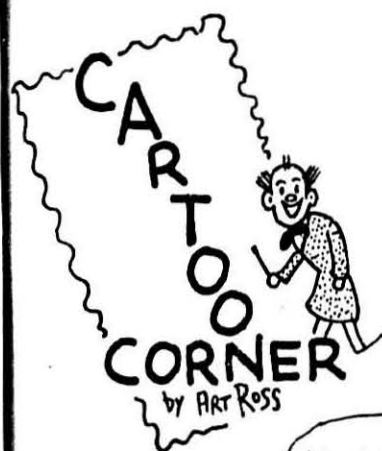


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The birthplace of the macaroni... dustry in America, Brooklyn is... the greatest macaroni manufactur... center in the country, perhaps in... world. A metropolitan city of schools... and churches, of culture and educa... tion, of business and industry, Broo... lyn is a widely loved but little known... community as much small town, in... many ways, as it is big town.



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DR. ALBERT EINSTIEN, PERHAPS THE WORLD'S GREATEST MIND, CAN'T UNDERSTAND WHAT MAKES MACARONI SO DELICIOUS!

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Vol. XXXIII January, 1952 No. 9

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Macaroni Census

Data on macaroni, spaghetti, egg noodles, etc., are collected by the Bureau of Census, industry division, Washington, D. C., once every five years instead of biennially as had been done before.

According to Maxwell R. Conklin, chief industry division, Bureau of Census, the census of macaroni manufacture was taken every second year from 1921 through 1939. No census was taken for 1941, 1943 and 1945. A census was taken in 1948 to cover the year 1947.

However, in 1948, the census law was changed so as to shift the census from a two- to a five-year basis. Instead of taking a complete census every other year as in the period 1921-1939, the law now provides for one to be taken every five years, the next one covering 1953. Sample surveys of manufacture were made for 1949 and 1950. However, no detailed production data were collected in those surveys.

Covering generally industry groups and selected industries, the statistics for 1950 show that:

The value added by manufacture in the United States during 1950 amounted to \$89.7 billion, according to preliminary estimates, based on the 1950 Annual Survey of Manu-

factures, which were released recently by the Bureau of the Census, Department of Commerce. The 1950 value added figure is a 19 per cent increase over the \$75.4 billion reported for 1949. "Value added" approximates the value created in the manufacturing process and is derived by subtracting from the total value of shipments the cost of materials, supplies, containers, fuel, purchased electric energy, and contract work. Total manufacturing employment during 1950 averaged 14.7 million, an increase of about six per cent over the corresponding figure for 1949. The number of production and related workers rose seven per cent from 1949 to 1950 and the total man-hours worked by these employes increased from an annual average of 1,976 to 2,014 man-hours per production worker.

Increases in the total number of employes occurred in 17 of the 20 major industry groups while increases in the value added occurred in 19 of the 20 major industry groups.

Seasonals

It was recently observed that in many lines a great portion of the year's sales are made in December. Some Federal Reserve figures detail this. The FRB finds that 37.6 per cent of toys and games; 30.2 per cent

CLASSIFIED

TO BE SOLD—4 factory Macaroni Products Presses, new. Bühler Model TFG, with guarantee, 250-300 kg. per hour; 1 Macaroni Products Presses, used. Make-Likotsky, Capacity 300-350 kg. per hour. . . . HCH. BURKHARDT, Postfach 93, Ludwigshafen, Germany.

of handkerchiefs; 25.9 per cent of negligees and robes, and 25.8 per cent of men's furnishings are sold this month. Other lines with high percentages, include records, sheet music, fine jewelry, stationery, books, gloves, candy, sporting goods, cameras, radios, phonographs, TV sets and silk and muslin underwear.

Raising Rice

The United States rice farmer prepares his ground in much the same way as for a wheat or barley crop—by plowing, harrowing and making the proper seed bed. However, since rice fields must be kept evenly flooded, the rice farmer must also level his land and prepare it for flooding. In the United States, rice is sown by broadcasting from airplanes or by using mechanical seeding machines. When rice is seeded on dry ground, the plants are usually permitted to grow to a height of six inches before the fields are flooded.

✓ CHECK AND FILE THIS IMPORTANT INFORMATION
FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin 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

ENRICHMENT DATA

PILLSBURY

... a name that has stood for leadership in Durum milling ever since this country started producing durum wheat.



PILLSBURY MILLS, [

Pioneers and Pace-Setters in the Milling of Quality Durum Products

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA