

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 2**

June, 1952

JUNE, 1952

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

SALUTE!

THE
CITY
OF
MONTREAL



LA
VILLE
DE
MONTREAL

Jo Liston, with the aid of a French-English dictionary, teaches President C. Frederick Mueller of the National Macaroni Manufacturers Association the first points of French pronunciation in preparation for the Macaroni Convention in Montreal, June 25-27.

Official Organ
National Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIV
NUMBER 2

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.
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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's No. 1 Semolina is uniform in color and quality every shipment. Delivery promises are kept. Amber Milling customers find it easier to maintain uniform, high quality standards in their products, and to keep production flowing smoothly.

Ask any Amber Milling customer what he thinks about Amber's No. 1 Semolina.



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Farmers Union Grain Terminal Association

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Craftsmen*

use their **NOODLES** to create
self-selling packages

Your packages need plenty of self-selling power to win and hold good display position in food stores today. That's why the nation's leading manufacturers of noodle and macaroni products turn to the nation's leading producer of self-selling packages—Milprint.

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PACKAGING MATERIALS

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Printed Cellophane, Pliofilm, Polyethylene, Acetate, Glassine, Foils, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material

The MACARONI JOURNAL

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Taxes—and Business' Future

To Americans particularly, taxes are of universal interest. In almost every convention of businessmen, the question of taxes and their influence on the future of business pops up spontaneously, whether officially scheduled or overlooked by the program planners.

The question of present and future taxes will undoubtedly be in the back of the minds of most of the speakers at the 1952 convention of the macaroni industry in Montreal, Canada, this month, even though some may not choose to emphasize the alarming situation . . . but the listeners will be disappointed if the subject is purposely ignored.

Discussions of taxes are almost endless, with the thinking that some limit must soon be set to enable businessmen and individuals to chart their future. Crawford H. Greenewalt, president of Du Pont Co., Wilmington, Del., in an address to the faculty, students and alumni of Girard College, Philadelphia, a school for orphaned boys, on the occasion of the recent observance of the 202nd anniversary of the birth of Stephen Girard, the founder, observed that if the \$7,000,000 donation to found and maintain the college—a huge sum in those days—were projected backward on the basis of modern tax laws, they would have effectively limited accumulation of such a fortune. Instead of seven million dollars, the richest man in the United States at that time would have had left only a few hundred thousands and "Girard College would certainly never have become a reality."

He said further that private educational institutions, as well as art galleries, museums and other cultural attractions, have been made possible largely through gifts of individuals. Funds once available for such purposes are being increasingly drained off in taxes. At the same time, growth and development of business enterprises are being seriously handicapped and the continuation of the trend now in motion will produce grave consequences.

"I find it tragic to think," concludes President Greenewalt, "that the great enterprises the successful Americans founded would have been impossible or at the very least unlikely, if they had to work under the conditions which face America today. Our traditional freedoms are being worn away by a process of slow attrition. The immediate loss to us is perhaps bearable; the loss to future generations is incalculable."

Out of Conferences— GOOD

There are limitless ways in which executives may act to increase sales, to improve the stature of their firm and to build up greater consumer acceptance of their products and services. Some have attained their chosen objective by following any of the many accepted trade practices.

Heading the parade are those firms that have built consumer acceptance by consistently producing the highest quality products under an ever-changing quality of available raw materials. They buy only the best semolina or granular and process it carefully and scientifically through the blending, mixing, kneading, pressing and drying processes, completing the cycle with protective packaging to insure that the finished goods reaches the consumer in the best acceptable state.

Many, even those careful manufacturers referred to, do a fine selling job through judicious advertising and favorable publicity on the theory that a good product deserves good promotion.

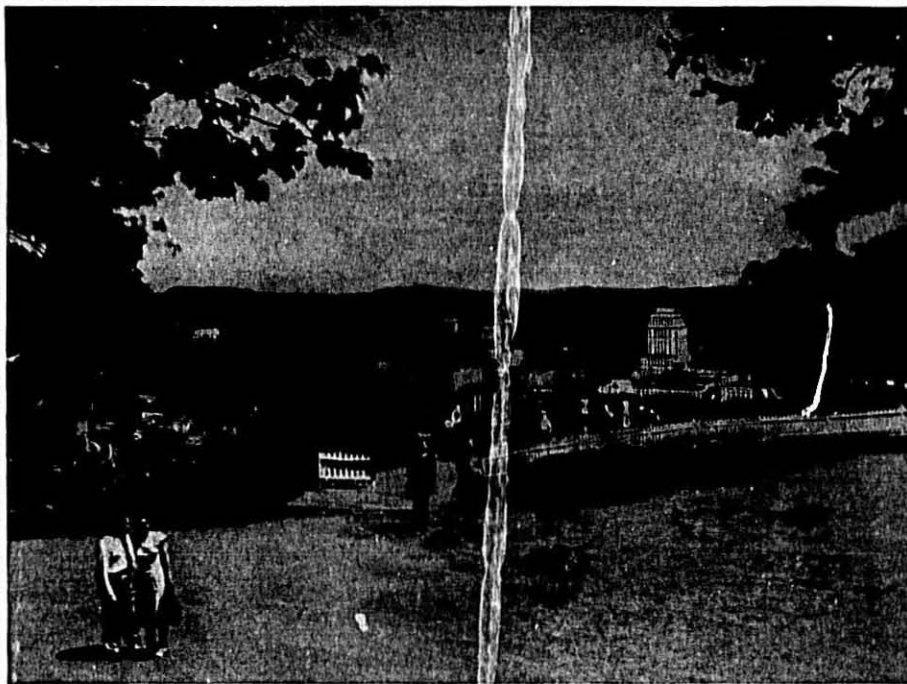
Others aim at consumer acceptance through premiums that spur sales. Some of the best firms in the industry have following this plan at one time or another and some have continued it through the years.

Some feel that service to the retailer is all-important to their business and make good use of store-to-store delivery on the theory that frequent replacements means fresher and more complete stocks with lower investments.

Then there is that group of manufacturers who are inclined to colorful posters and handy shelf-talkers to do their selling job. Others feature special sales, alluring deals and a great variety of good-will building practices.

These are all fine, when properly motivated, but on top of all of these is the all-important need of keeping in friendly touch with the practices of the leaders in the trade. Opportunities for such friendly and beneficial contacts are best at the annual conferences of the industry when everyone seems more sociable and approachable.

Just such an occasion is offered by the 1952 convention of the macaroni-noodle industry in Montreal, Canada, June 25-27. A cordial invitation to attend has been sent to all who are in any way interested. A well-planned program deals with every important phase of the business, but more so are the personal and beneficial contacts that such gatherings always offer. Prove the practicability of this reasoning by attending this year's conference in Montreal, June 25-27.



A view of the Canadian metropolis from Mount Royal

SALUTE TO MONTREAL

THE City of Montreal in the Province of Quebec is the metropolis of Canada. It was founded on May 18, 1642, by Paul de Chomedey de Maisonneuve. He was a young officer in the Army of Royalist France to whom was intrusted the responsibility of "establishing this colony for the Glory of God and of the Kingdom of France." He was ably supported by Jeanne Mance, a young woman who had dedicated her life to the care of the sick, and who in 1644, founded, for this purpose, the Hotel-Dieu.

Historical

Four centuries ago, a venturesome mariner from the little channel port of Saint Malo, in Normandy, France, set sail northwest across the Atlantic Ocean in search of a passage to the Orient. . . .

Several weeks later, Jacques Cartier and his intrepid band of explorers caught their first glimpse of the New World. From the gulf they saw a river larger than they had ever seen, and Cartier named it the St. Lawrence. The group sailed up the river and went ashore at a little Indian village called Stadacona, destined in subsequent years to become the capital of

the Province of Quebec.

Re-embarking, they pushed on until they could go no farther, stopped by the turbulent eddy of angry waters. Thwarted, but still believing that beyond the torrent lay a water-route to the fabulous riches of the East, they named the place China Rapids.

Close by lay a pleasant green island, and over its forest of oak and elm and maple rose a mountain backdrop silhouetted against a Canadian sky. At its foot nestled the stockaded Huron village of Hochelaga. Cartier climbed the mountain and named it Mount Royal. It was the month of September, 1535. Thus marked the beginning of Canada's future metropolis, the modern city of Montreal.

Ville-Marie

The little Indian village of Hochelaga which Jacques Cartier visited in 1535 was soon forgotten. In 1611, when Champlain, in the name of Louis XIII, made a second voyage of discovery up the St. Lawrence, he found almost no trace of the now almost mythical village. It remained for Paul de Chomedey, Sieur de Maisonneuve, 31 years later, on the 18th day of May, 1642, to found the first permanent set-

tlement. The full name of this settlement, Ville Marie de Montreal, soon came to be known by the abbreviated "Ville-Marie."

An Island City

Montreal, like Manhattan, is built on an island. The city proper has an area of 50 square miles, while Montreal Island is 32 miles long by approximately 9 miles at its greatest width. Linking the island with the surrounding mainland, in all directions—east, west, north and south—are eight vehicular bridges in addition to five bridges devoted exclusively to railroad traffic. Victoria Bridge, completed in 1859, marked one of the great engineering achievements of the 19th Century. Originally a tubular bridge, its total length of 9,184 feet has been replaced by one of cantilever design. Arching Montreal's skyline, and one of its most imposing sights, is Jacques Cartier Bridge. Completed in 1930, of cantilever design, it is 8,670 feet in length and is constructed in three sections. The first leads from the Island of Montreal to Ile Ronde, the second from Ile Ronde to St. Helen's Island, from whence it is carried on stone piers to the south shore of the St. Lawrence River.

Birthplace of a Continent

Farthest outreach of 16th Century New World exploration; outpost of French civilization in a forest of Indian savagery; crossroads where missionaries, traders and adventurers laid their plans for the opening of a continent; island bastion over which the flags of three great nations have flown: Montreal is a city high in traditions, basking in the reflected history of many yesterdays.

Every street is a pathway to history. Here is the site of the almost mythical Indian village of Hochelaga. There is the place where, in 1644, Maisonneuve repulsed the Iroquois, saving the colonists of the day from almost certain butchery.

This place was inhabited by a famous explorer, that by an illustrious general. Their names are legion.

Western civilization throughout the United States and Canada traces much of its beginnings to such as these. Through them, Montreal is linked with four centuries of North American exploration, discovery, and development.

Place d'Armes

Today, it is all hustle and bustle, a main junction point for streetcars where office workers, lawyers, steve-

dores and bond salesmen jostle one another as they scurry across the square from one tram to catch another.

Yesterday, it was a pleasant greensward with shade trees where milady sauntered in the afternoon sun and where, on a Sunday after Mass, the townfolk gathered in promenade.

Before that, behind its forest of trees, the Iroquois lurked in the shadow and measured the strength of the little band of colonists within the nearby stockaded outpost of Ville Marie.



Dominion Square, a friendly meeting place.

It is difficult to recapture the past, but here in one small half-acre, we can feel the march of time. Place d'Armes has been the centre of Montreal almost since its beginning. Formerly the focal point of civil, military, religious and social life, it is now the heart of the financial and legal district of a busy metropolis.

Occupying the full south side of the square is one of the great churches of the continent, Notre Dame. Its majestic twin towers are a landmark familiar to all Montrealers and its richly conceived interior a mecca to which visitors of all faiths stream in countless numbers.

Where the Old World Meets the New

When you look into the open faces of the people and hear the rhythmic ripple of their Norman tongue, be it some habitant farmer who has come to market to sell his wares; some lovely creature who seems to have just stepped off the pages of the latest fashion plate; or some business executive who sits behind the desk of a multimillion-dollar industrial establishment, you are reminded that here are the fifth and sixth generations, and more, of an ancestral stock who two, three and four centuries ago carved their homes out of a wilderness and who, pushing onward across this continent, spread western civilization into its outermost limits.

Dominion Square

Dominion Square is the centre of uptown Montreal; the hub of the hotel, theater, shopping and terminal transportation district. It is a crossroad where all the city meets; the front door for most out-of-town visitors to Montreal.

It is a lovely and pleasant square, a place where a person can while an idle hour away feeding pigeons; or examining the several historic monuments which adorn it; or drinking in the riot of color when the tulips are in bloom; or just sitting . . . lazing in the afternoon sun lolling on a park



The central portion of Montreal as seen from the air, with part of the harbor visible in the background.



Exterior view of the Catelli Food Products plant in Montreal, Canada's largest and most modern macaroni factory.

bench and watching the world swing by.

St. Helier's Island

Almost everywhere you turn in Montreal, you rub elbows with history. One of these spots is St. Helier's Island, situated midway in the St. Lawrence River between Montreal and the South Shore. It has played a part in Montreal's history since the early days of French Canada. Its ancient fort has recently been restored and the island itself is now a pleasantly laid-out public park. The rendezvous of many thousands of Montrealers on a warm summer day, it is planned to make use of part of St. Helier's Island as the site for a modern zoological garden and aquarium while other sections will be devoted to bathing and picnic purposes.

Industrial Montreal is known not only for the size and diversity of its products, but also because of its ready adaptation to the ever-changing needs of the times. Varying factors—geographic as well as economic—have contributed to the unique role which metropolitan Montreal plays in the life of the nation. In addition to its leading position as an exporter of the products of Canadian industry, it is one of the principal centres of production for the domestic market. The abundance of hydro-electric power, its vast pool of skilled industrial workers, the fact that it is the hub of the nation's transportation system, and its strategic location in relation not only to the internal market, but to all foreign markets, have been important factors in contributing to its ever-expanding industrial growth and development; a development which now

numbers more than 4,000 industries, with an annual value of output in excess of \$2 billions a year.

Manufacturing activity in Montreal ranges all the way from heavy industries, producing steam locomotives and diesel motors, to vast ship-building yards, oil refineries, aircraft plants, meat packing, metal castings, telephone equipment, chemicals, cigars and cigarettes, boots and shoes, clothing factories and a wide diversity of medium and light industrial operations.

Power

Situated on the shores of Lake St. Louis, less than thirty miles from Montreal, Beauharnois, giant power plant of the Quebec Hydro-Electric Commission, has a capacity of 1,402,000 horsepower. When the third and final unit is built, Beauharnois may well be the largest power plant in the world, with an installed capacity of about 2,000,000 horsepower. This important source of supply, apart from filling the present needs of the Montreal area, amply provides for its future power requirements.

Oil Refineries

The new catalytic cracking units recently installed by the several large oil companies operating in the Montreal area and the vast assembly of oil storage tanks which, almost like a forest, occupy large sections of the waterfront, make Montreal one of the largest and most modern equipped oil refinery centres of the continent, as well



The modern architecture of the University of Montreal combines with a scenic location to give the city one of the most beautiful universities in North America. The school is a center of French culture in Canada.



A general view of Montreal Harbour.



The west district of St. Catherine Street, as seen from an observation streetcar.

Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

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

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

For users of the
BATCH PROCESS

B-E-T-S

The ORIGINAL Food Enrichment Tablets

OFFER THESE ADVANTAGES

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

Stacked for quick delivery:
Rensselaer (N. Y.), Chicago,
St. Louis, Kansas City (Mo.),
Minneapolis, Denver, Los
Angeles, San Francisco, Port-
land (Ore.), Dallas and Atlanta.

Photo Courtesy of
LOOK Magazine

For users of the
CONTINUOUS PROCESS

VEXTRAM

U. S. Pat. # 2,444,214

Brand of Food Enrichment Mixture

OFFERS THESE ADVANTAGES

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

*Also available in double strength

Consult our Technically Trained Representatives for practical assistance with your enrichment procedure, or write direct to:

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.

1450 BROADWAY, NEW YORK 18, N. Y.

Distributors of the products formerly sold by Special Markets-Industrial Division of Winthrop-Stearns, Inc., and Vanillin Division of General Drug Co.

...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...

Winter Thrills

Winter thrills in Montreal...
 ...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...

Montreal's...
 ...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...

Montreal's...
 ...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...

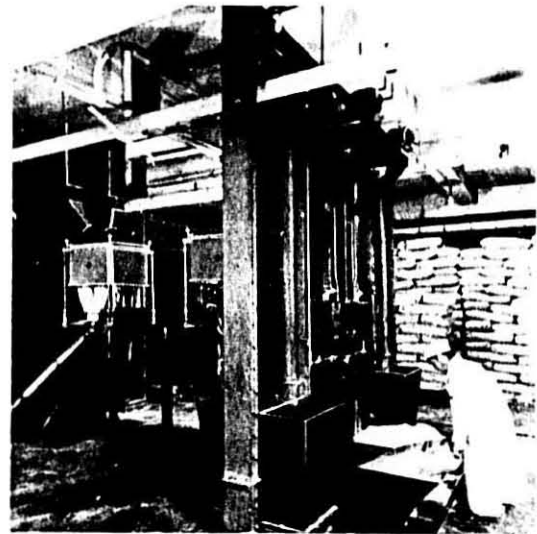
An International Shopping Centre

Montreal's...
 ...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...

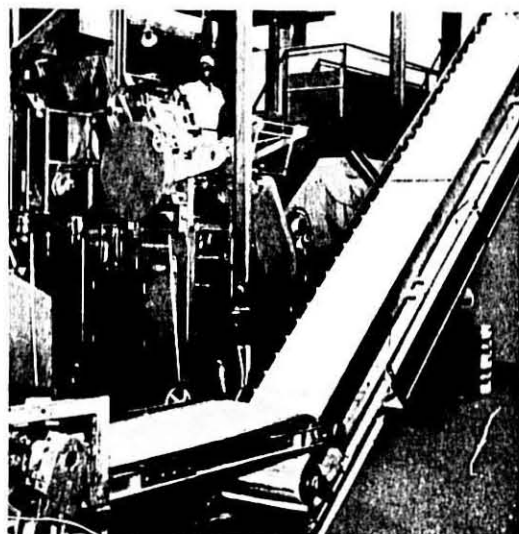
The principal shopping...
 ...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...

Window shopping in Montreal...
 ...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...

The various stages in bringing Catelli products to the consumer are about the same as those followed by all modern plants. Semolina is poured into the sifting machines and distributed mechanically to the mixing equipment, where the other ingredients are blended to make the dough which then proceeds through the various cutting and forming machines where it is formed into many intricate and fancy shapes. Then by



Semolina is sifted ->



... noodles are processed ->

...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...
 ...the 1950s, the... the eastern...

University of Montreal

The University of Montreal, on the northern slope of Mount Royal, is a masterpiece of modern architecture and an active center of French culture. Many of its faculty are distinguished graduates from European and American universities.

The St. Lawrence River

The St. Lawrence River, through its estuary and tributaries and by a series of canals, provides a navigable water route into the heart of a continent as far inland as the head of the Great Lakes. The Ottawa, one of its main northern arteries, flows into the St. Lawrence northwest of the Island of Montreal and, not far distant, a southern tributary, the Richelieu, provides a short water route via Lake Champlain and the Hudson River to New York. Midway between Montreal and Quebec, the St. Maurice joins the St. Lawrence, while below Quebec, the mighty Saguenay flows down from the forest regions of Lake St. John. Quebec's rivers provide one of the world's greatest concentrations of hydroelectric energy which, through gigantic turbines, feed a far-flung net work of power lines carrying nature's energy to the strategic industrial areas of the Province of Quebec.

Luxurious steamers ply steadily back and forth to the world-famed Saguenay River via the historic city of Quebec. It is an exciting and all-absorbing trip.

Modern coastal steamer and motor vessels ply in and out of more distant

Quebec and St. Lawrence. North Shore points even as far as the Magdalen Islands and Newfoundland. Also of interest is the Canadian Nation Steamship fleet, linking Montreal to the British West Indies.

Seeing Montreal from the harbor is a thrill in itself. Throughout its summer months, sturdy little pleasure cruisers leave Victoria Pier, regular periods for a tour of the harbor and waterfront.

The Port of Montreal

The harbor of Montreal is situated on the St. Lawrence River, approximately 100 miles inland from the Atlantic. It is served by two Canadian railways, connected to the harbor front by 60 miles of terminal railway operated by the National Harbours Board. The harbor is open to navigation from about the middle of April to the beginning of December of each year. The board operates six piers, wharves and jetties providing 105 berths, totalling about 10 miles of berthing accommodation, 26 trans-sheds with an aggregate floor area of over 2,000,000 square feet, 4 grain elevators with a total storage capacity of over 15,000,000 bushels, 3 1/2 miles of grain conveyor galleries, and a cold storage warehouse with a capacity of 1,628,000 cubic feet. A 75-ton capacity floating crane and 10 locomotive cranes are available.

For more than a century, its unique natural advantages have been added to and improved by the ingenuity and labour of man. Millions of dollars have been spent in deepening the

conveyors it moves to the automatic dryers which reduce the moisture content and bring the product to the final stage. Again by conveyors, the products travel to automatic packing machines for filling into transparent bags and paper boxes which are then placed into cartons for final distribution. A picture tour of the Catelli plant is presented on succeeding page.

Bright Colored High Solids

Packed in the Corn Belt under Department of Agriculture Inspection

Packer and Distributor

American & Berks Streets
 Philadelphia 22, Pa.
 Telephone-Garfield 5-1700

channel so that large trans-oceanic liners can navigate with safety and dock without any of the common modern pier.

Among the diversified industries that make Montreal the metropolis of Canada, macaroni and noodle making is quite important as noted in the following story.

Catelli's Part in the Development of the Canadian Macaroni Industry

In 1867 a date well known to every Canadian as the year of the birth of Confederation, the name Catelli first became associated with the macaroni industry. In that year, C. H. Catelli, a young Canadian of Italian descent, began to manufacture macaroni in a small plant in the eastern part of the city of Montreal. His production was

very limited and, as far as is known, was largely consumed by Italians living in that part of the city. Within a few years, however, macaroni products began to be more popular with the French-Canadians of Montreal and this, coupled to the normal increase in population of the city, induced Catelli to form a limited company and to build a larger factory in a four-story building at Bellechasse Street.

This development was really the birth of the macaroni industry in Montreal; from then on it grew by leaps and bounds to become one of the most important industries in the city. In 1928, a new company was formed under the name of Catelli Macaroni Products Corp., Ltd., and its management proved its faith in the growing macaroni industry by buying up several other smaller plants in this area. The

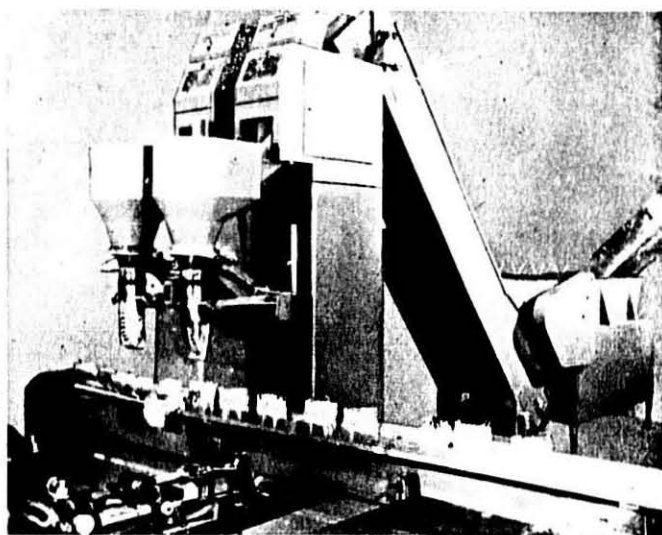
new company took further steps to widen the scope of their activities by establishing three new plants in western Canada in Winnipeg, Lethbridge and Vancouver.

In 1936, a further development came in applying for and receiving of a new federal charter under the name of Catelli Food Products Limited, a name which today, more than ever before, stands for the highest quality and integrity in the Canadian macaroni industry. Considerable progress was made in the following years and the management again showed its foresight when the company's activities were extended to canning certain food products, such as oven-baked beans, cooked spaghetti, and meat and tomato sauces. The continuous expansion of

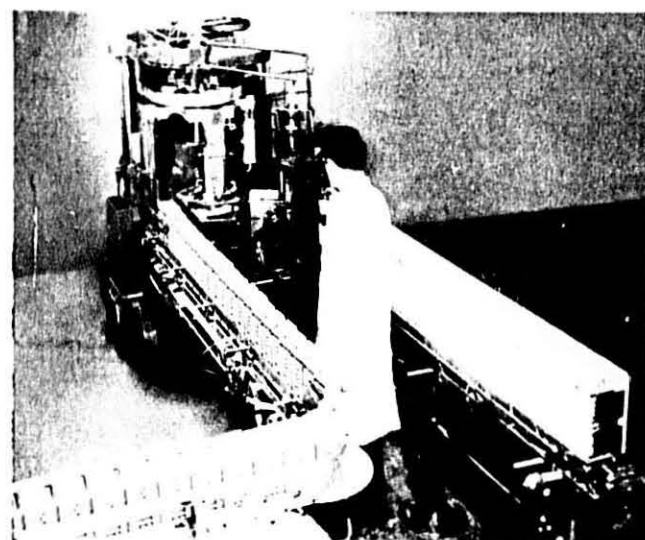
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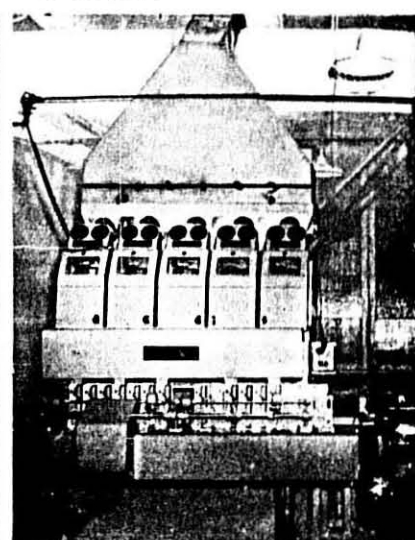
... then dried →



... and packed



... boxes are opened and formed →



... filled and weighed automatically →



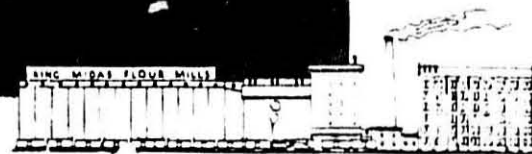
THROUGH THE YEARS ...

the name KING MIDAS has always been associated with "highest quality." Regardless of circumstances or conditions, KING MIDAS is determined to maintain this reputation.

This steadfast devotion to these principles is why KING MIDAS, now as always, leads in quality.



Actual King Midas Semolina is used in this advertisement



KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA

Enforcement & Imports

By James J. Winston
Director of Research NMMA
Annual Report of Food and Drug
Administration on Enforcement of
Federal Food Regulations

The matter of food seizures and sanitation in the food industries are made the important issues in Commissioner Crawford's annual report of the FDA's activities for the year 1951.

A majority of the products seized had been prepared or stored under insanitary conditions and contained evidences of foreign material such as insect or rodent matter. In the aggregate, seizures of unfit foods approximated eight million pounds or an average of 12½ tons for every week day of the year.

The following actions were taken on macaroni and noodle products for the year 1951: Number of seizures, 15; Criminal prosecutions instituted, 3; Import shipments denied entry, 27.

It is to be noted that this year showed an increase over the year 1950, when there were five seizures made.

In the 349 criminal actions terminated during 1951, the fines paid totaled \$171,060. The heaviest fine in a single case was \$9,000. In 56 actions, the fines were \$1,000 or more. Jail sentences were imposed in 21 cases involving 22 individual defendants. The sentences ranged from one day to nine years and averaged 16 months.

It is, therefore, of the utmost importance for each manufacturer to have thorough and continuous surveillance of his plant and product. This will safeguard the company and eliminate any insanitary conditions which may exist and which may result in prosecutions.

Imports of Macaroni-Noodle Products from Italy

Recently, there has been noted an increase in imports of macaroni products from Italy, despite the fact that a high percentage of shipments are being rejected by the Food and Drug Administration. The main reason for rejection by the FDA is that these products are being produced under poor sanitary conditions.

The statistics on imports from Italy as secured from the Bureau of Commerce are as follows:

1951	
Macaroni Products.....	250,664 lbs.
Egg Noodle Products.....	522 lbs.
1952	
January	85,546 lbs. Macaroni
February	74,625 lbs. Macaroni

At the meeting held in New York on May 2, 1952, I was authorized to collect samples of imported macaroni products and analyze them for evidences of foreign matter. This data will then be presented to the board of directors at the June convention for

the purpose of transmitting this information to the Food and Drug Administration. It is felt that the FDA regulations should be applied most effectively to imported macaroni in order to exclude those products manufactured under insanitary conditions.

It is earnestly requested that manufacturers co-operate in this study by sending in samples in duplicate of imported brands in their original containers with information as to date and place of purchase and selling price.

National Macaroni Institute's Shareholders as of June 1, 1952, were:

Amber Milling Division
Farmers Union Grain Terminal Association
St. Paul 8, Minnesota
Capital Flour Mills
Division International Milling Co.
Minneapolis 15, Minn.
Commander-Larabee Milling Co.
Minneapolis, Minn.
Crookston Milling Co.
Crookston, Minn.
Doughboy Industries, Inc.
New Richmond, Wis.
General Mills, Inc.
400 Second Ave. So.
Minneapolis 1, Minn.
H. H. King Flour Mills Co.
Minneapolis, Minn.
King Midas Flour Mills Co.
660 Grain Exchange
Minneapolis 15, Minn.
North Dakota Mill & Elevator
Grand Forks, N. D.
Pillsbury Mills, Inc.
Minneapolis 2, Minn.

The Postal Deficit—2

The postal deficit is now running above \$500,000,000 a year. Both the President and Congress are rightly concerned about this. Ideally the post office should operate on its own revenues. That should be our objective. In this, the second of three editorials, the Milwaukee Journal discusses some of the problems.

One reason our post office department has a huge deficit every year is that it is forced to carry huge quantities of mail free.

Congressmen "frank" their mail. Government departments also have free use of the mails under the "penalty" clause. The word "penalty" here merely means that there is a penalty for private use of envelopes and wrappers intended for public business.

In fiscal 1950 the post office handled 1,230,000,000 pieces of mail weighing 87,500,000 pounds for other branches of government. The Hoover commission has reported that \$150,000,000 a year is involved in this free service.

Nearly everybody in the country receives some of this postage free mail.

The tax blanks which go out each year are mailed free. The many questionnaires of the agriculture department not only go out free but may even have free return envelopes. The home demonstration agent in your county may send out free cards reminding the farm ladies of the next meeting of their club. The millions of regulations and forms which the defense program has spawned also go out in "penalty" envelopes. Nobody has to worry much about duplication or waste in such a situation.

What is the remedy?

Obviously it is to require government mail to carry postage the same as other mail, with each department, agency and member of congress given a fixed postage appropriation. Special "official" stamps are used by many countries for this purpose.

There would be two advantages to this. In the first place, the charge for this mail would go where it belongs—to the user. In the second place there would be a definite limitation on the quantity of mail a department could send out.

The post office would benefit by both these things. It would get actual cash for its services and it would not be burdened with so great a volume of what has sometimes been called "government tripe."

There was one period in our history when the country actually did have official stamps, a different variety for each of several departments. Under present conditions, we certainly would not need more than one variety and, in this day of machine stamping, we might need none at all. Regular postage might serve federal agencies, just as it serves state and local governments.

In our first editorial, we pointed out that modernization of post office methods and equipment might save \$150,000,000. Here is another \$150,000,000 (all a saving to the post office department and part to the taxpayer)—or a total of \$300,000,000 without any change in postal rates at all.

Heads Chinese Importers Association

Anthony Morici of the New York branch of the Chicago Macaroni Co. has been elected as president of the Chinese Importers Association of America. In addition to distributing macaroni products shipped from the Chicago factory, this New York office distributes large quantities of canned tomatoes and tomato paste.

Otto Stern, Schroeder Bros., New York City, has been named first vice president; Albert Locatelli, Locatelli, Inc., cheese manufacturers and importers, second vice president; Gustav Flum, Columbia Cheese Co., treasurer, and Jerome B. Schuman, Arthur Schuman, Inc., secretary.



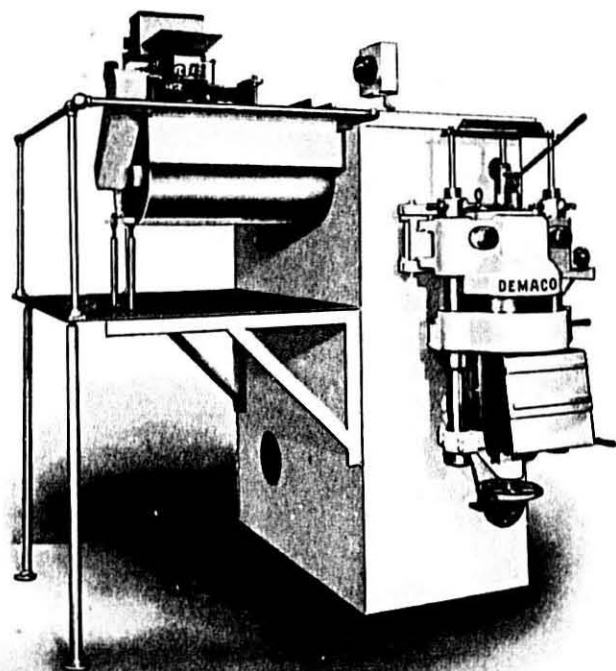
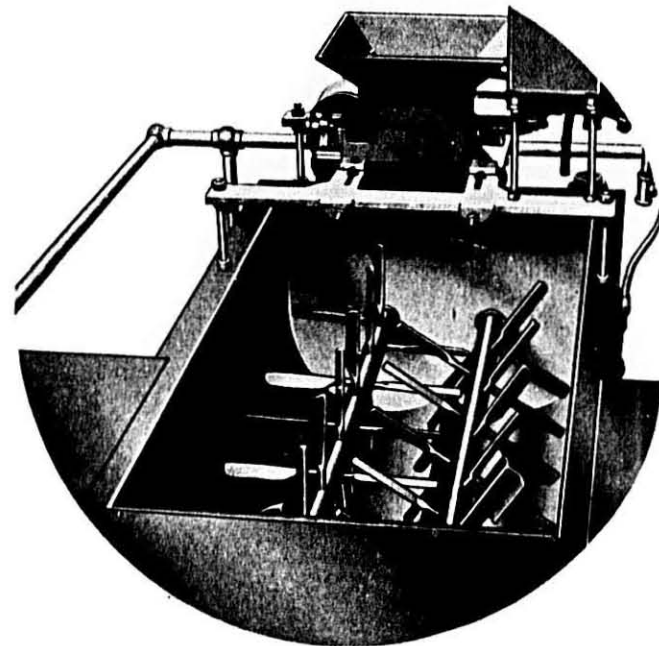
The Macaroni Manufacturers' Convention provides a real opportunity to discuss mutual industry problems. Capital representatives will be on hand to serve you. Be seeing you in Montreal, that beautiful convention capitol of Canada.

CAPITAL FLOUR MILLS

DEMACO
DeFRANCISCI MACHINE CORPORATION
 46-45 METROPOLITAN AVE. • Phone EVergreen 6-9880 1-2 • BROOKLYN 37, N. Y.

JOSEPH DeFRANCISCI, President (Former Secretary and Treasurer Consolidated Macaroni Machine Corp.)

Close-up View
of
2 Shaft Single
Mixer



DEMACO

**Continuous Automatic
Press For Short Cuts**

*with the "trade
accepted" and
proven 2 shaft
single mixer*

AVAILABLE IN 2 MODELS
500 Lb. & 1,000 Lb.
Production

DEMACO

**is developing a lot of new ideas in
MACARONI PRESSES & DRYERS**

AFTER THE
MONTREAL
CONVENTION

*You are cordially invited to visit the DEMACO Machine Shop. A
Machine Shop of which we are proud of and has been designed solely for
the manufacture of macaroni machines and Dryers, and is now open for
your inspection.*

**THE FULLY MECHANICAL
AUTOMATIC SPREADER**

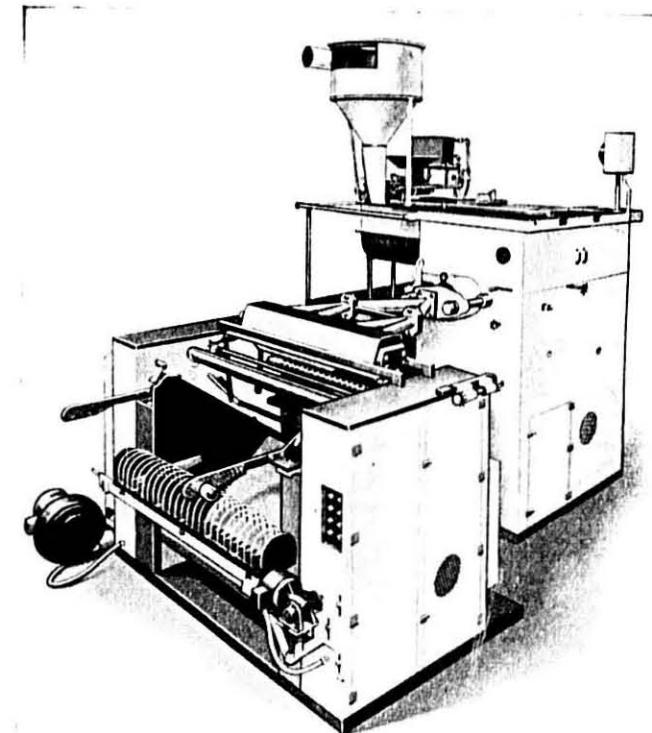
NO ELECTRICAL TIMERS

NO LIMIT SWITCHES

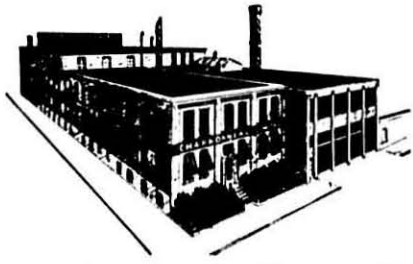
NO BRAKE MOTORS

**NO COMPLICATED
ELECTRICAL CIRCUITS**

**SPREADER ATTACHMENT
RUNS ON STANDARD
1 H.P. MOTOR**



DEMACO
DeFRANCISCI MACHINE CORPORATION
 46-45 METROPOLITAN AVE. • Phone EVergreen 6-9880 1-2 • BROOKLYN 37, N. Y.



The Montreal plant of Charbonneau, Ltd. The company is a member of the National Macaroni Manufacturers Association.

(Continued from Page 12)

the business soon meant that the building on Bellechasse Street had become much too small.

In 1940, the company acquired the present building at 6890 Notre Dame Street East, Montreal, for its new headquarter offices and main factory. This new and spacious plant has a floor space of 170,000 square feet and is said to be the most modern-equipped plant of its kind in Canada or in the United States. A much larger plant was recently erected in Lethbridge, Alberta, and its production capacity is such that it now serves all of the western provinces and replaces the former three small factories.

Under the able management of its president and general manager, Paul Bienvenu, and its board of directors, which is composed of Canadian business men, this company has flourished to a very considerable extent. It now serves Canada from coast to coast and exports its products to many countries in South America, the Far East, Europe and the West Indies. From a one man concern, started in 1867, Catelli Food Products Limited became, by 1952, the largest macaroni producing company in the British Commonwealth.

Charbonneau Limited

Also located in Montreal is Charbonneau Limited, biscuit manufacturers, member of the National Macaroni

Manufacturers Association, which operates a small macaroni plant, equipped with one continuous automatic machine. Its production is packed mostly in bulk, 10 and 20 pound boxes, some of it is being distributed in packages.

As the dominant business center in Canada, Montreal, has become its most popular convention city. Large and small groups are equally welcome by the Economic and Tourist Development Bureau of the City of Montreal which, with leading businesses of every kind, join in welcoming the macaroni-noodle manufacturers of the United States and Canada in their hands-across-the-border conference, June 25-27, 1952.

The American Sanitation Institute Establishing Branch Offices Under Expansion

The American Sanitation Institute, with headquarters at 884 Holladay Ave., St. Louis, which was founded January 2, 1952, as a division of the Hugg Co., Inc., of that city, has announced that branch offices are now to be established in different parts of the country.

Dr. Edward L. Holmes, executive director of the institute, states that two sanitarians are being assigned to oper-

ate out of cities distant from St. Louis to offer the maximum opportunity for food manufacturers to avail themselves of the best technical sanitation advice possible at a minimum cost. Much of the cost of sanitation consultation services arises from excessive travel.

Kenneth E. Roberts, who, before becoming associated with the American Sanitation Institute, served as a supervisory food inspector in the District of Columbia Health Department in Washington, D. C., is now working out of Columbus, Ohio. He assumed his post in that city May 1. His address and that of the institute there will be 346 Virginia Lee Court, Bldg. 31, Columbus, Ohio.

Roberts will specialize in the institute's work in Ohio, Indiana, western Pennsylvania and western New York.

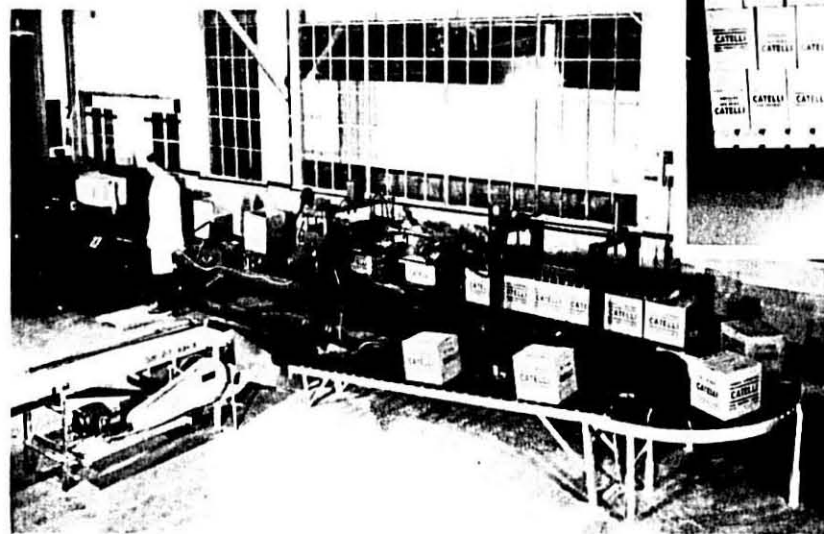
Edwin L. Brunken, who, together with Dr. Holmes, was formerly associated with the American Institute of Baking, will take up residence at Lincoln, Nebraska, as of June 1. Brunken will specialize in work in Nebraska, Iowa, Kansas, and western Missouri.

Enrico's Spaghetti Sauce

Ventre Packing Co., Syracuse, N. Y., has announced that its Enrico's spaghetti sauce, with either mushrooms or meatballs which it declares possesses home-cooked flavor—is slated for national sales. The sauce-maker feels that consumption of spaghetti and other macaroni products will be increased through the use of this commercial sauce, a boon to busy American housewives who feel that the home-making of good spaghetti sauce is rather much of a chore.



... and are placed in cartons, ready for their trip out of the plant and into the shopping bag of Mrs. Housewife.



Perfect— from your presses— every time



You're Sure because General Mills Makes Sure at the Mill—

WITH PRE-TESTING!

Your macaroni products come from the press as you want them . . . full strength, proper color and made to dry and cook properly . . . when you use General Mills Durum Products.

How do we know? By *pressing* samples of all General Mills Durum Products. Every shipment that reaches you has been *proved* in the press.

General Mills Inc.

Durum Sales
MINNEAPOLIS, MINN.



OFFICIAL PROGRAM 1952 INDUSTRY CONFERENCE

48th Annual Convention of the National Macaroni Manufacturers Association

Hotel Mount Royal, Montreal, Canada

Wednesday, Thursday, Friday

June 25, 26 and 27

"For the best time you ever had, with a wealth of ideas
and information to take back to your business."

Tuesday, June 24—Board of Directors Meeting

Wednesday, June 25—

8:30 Registration Breakfast in the Ballroom—Ladies Invited.

Host: Braibanti-Lehara Sales Corporation, New York City.

Greetings from the Canadian Manufacturers—Paul Bienvenu.

Response from President C. F. Mueller.

Response from Visiting French Delegation.

Formal Opening of the Convention in the Brittany Room, President Mueller presiding, Vice President Ryan conducting.

10:00 The President's Message—C. Frederick Mueller. Appointment of Committees for Nominations, Audit, Resolutions.

10:30 The Free Economy of Canada—H. Adrian Gilbert Executive Assistant to Deputy Minister of Trade & Commerce.

11:00 How the Canadian Wheat Board Operates—George H. McIvor, Chief Commissioner of the Canadian Wheat Board.

11:30 How Grain is Marketed—Minneapolis Grain Exchange slides.

12:00 Welcome from Montreal's Mayor Camilian Houde.

12:15 Reception and Cocktails in the Ballroom. Host: Robin Hood Mills, Division of International Milling Co.

12:45 Luncheon in the Ballroom—Ladies Invited.

2:00 Tour of the City of Montreal—Busses provided by General Mills leave at the South Entrance.

7:00 Traditional Spaghetti Buffet in the Sheraton Hall Host: Rossotti Lithograph Corporation, North Bergen, N. J.

Thursday, June 26—

8:30 Early Birds Breakfast in the Ballroom—Ladies Invited.

Hosts: Durum Millers.

Business Session in the Brittany Room, President Mueller presiding, Vice President LaRosa conducting.

10:00 How to Get Marketing Facts for Management—Dilman M. K. Smith, Opinion Research Corporation, Princeton, New Jersey.

10:30 Package Design to Meet Today's Competition—

R. Allan Hickman, Director of Market Research, Dobeckmun Company, Cleveland.

11:00 Work of the Wheat Flour Institute—C. L. Norris.

11:30 A Look at Things to Come—Theodore R. Sills, Public Relations Counsel for the National Macaroni Institute.

12:15 Report of the Nominations Committee—Election of Directors.

12:30 Directors' Organizational Luncheon in Salon C.

3:00 Busses leave South Entrance for Conducted Plant Tour of Catelli Food Products, Ltd. Reception and Cocktails.

Evening free for dining out and seeing the night life.

Friday, June 27—

8:30 Breakfast in the Ballroom—Ladies Invited.

10:00 Business Session in the Brittany Room, President Mueller presiding, Vice President Skinner conducting; Out of the Mouths of Babies—Walter A. Dales, Radioscripts, Ltd.

10:20 Panel Discussion—Why Do People Buy or Fail to Buy Macaroni?

Dorothy L. Walton, Canadian Association of Consumers, Oakville; Jehane Benoit, Food Consultant, Montreal; Kay Savage, Food Editor, Detroit Free Press.

Comments from the audience will be invited.

11:00 Selling Yourself and Your Services—Briant Sando, Publisher and Sales Counsel, Orange, Calif.

11:45 Qualifications and Responsibilities of Present Day Management—Paul S. Willis, Grocery Manufacturers of America, New York City.

12:30 Presentation of 1952-53 Association Officers. Reports of Auditing Committee, Resolutions Committee.

2:00 Closed Session for Macaroni Manufacturers' Problems.

2:00 Boat Trip on the St. Lawrence, busses leave at South Entrance.

6:15 Reception and Cocktails in the Cartier Room Host: Buhler Brothers, Inc., Fort Lee, N. J.

7:15 Association Dinner Party and Entertainment in Sheraton Hall.

Enrichment is a potent Sales Plus...

...It makes a world of difference

at the point of sale



To the American housewife enriched foods are foods of preference at the sales counter. She is showing, every day, through her purchases that she is aware of the benefits of Enrichment to her family.

When you enrich your macaroni, spaghetti, noodles, and pasta with Merck Vitamin Mixtures, you give your product a positive sales advantage. Prepared by Merck—pioneer in the research and production of Vitamins for almost two decades—the following mixtures are available:

1. Merck Vitamin Mixtures for continuous production.
2. Merck Enrichment Wafers for batch production.

Specify Merck when you order your enrichment mixtures or wafers. The Merck Technical Staff and Laboratories always are available to aid you in the application of enrichment.

Merck Vitamin Mixtures and Enrichment Wafers

Research and Production

for the Nation's Health



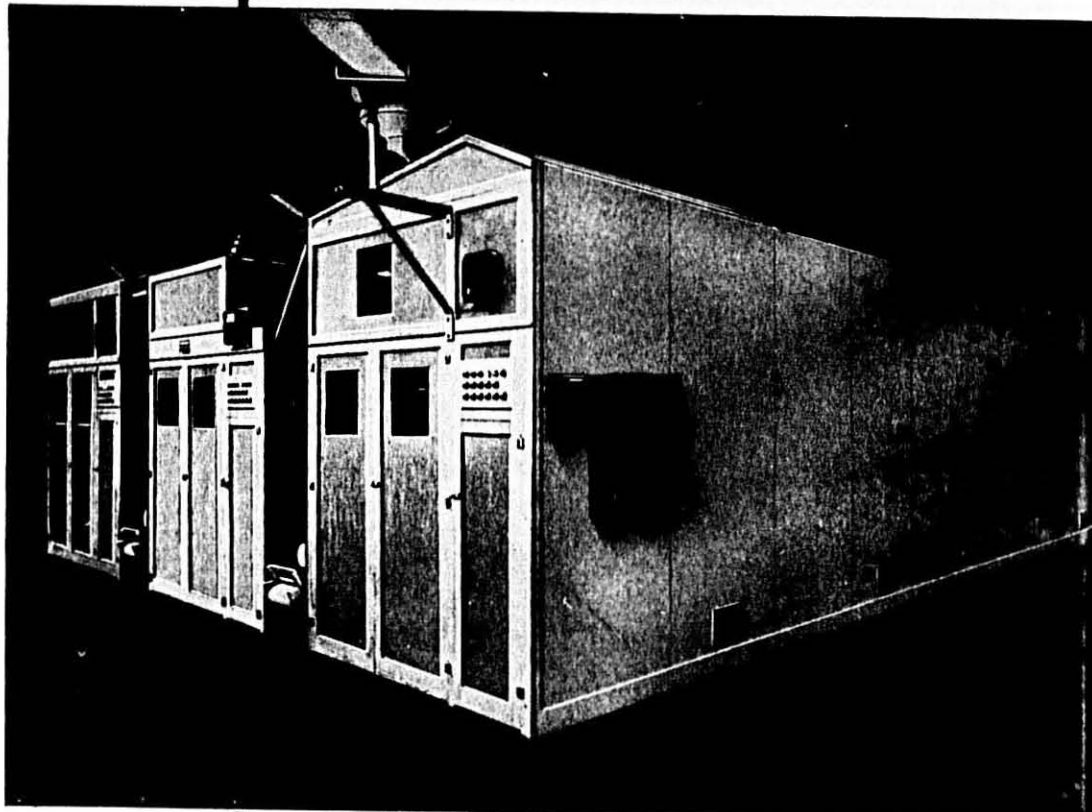
MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY
In Canada: MERCK & CO. Limited—Montreal

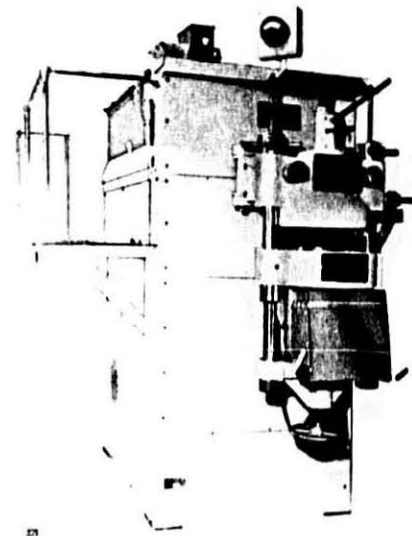
Check Proof Dryer Instrument Controlled Hygienic

Capacity from 600 to 2,000 pounds of cut macaroni or noodles.



Three finish sections of a four-section automatic dryer to dry all types of cut macaroni.

Conrad Ambrette, President — Formerly President of Consolidated Macaroni Machine Corp.



Time Proven Automatic Presses

Continuous Automatic Short Cut Press

MODEL DSCP-950 LBS. PROD.
MODEL SACP-600 LBS. PROD.

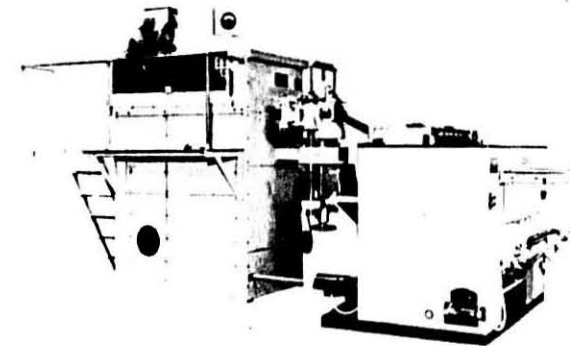
Combination Press

FOR LONG AND SHORT CUT
MACARONI

Patented Model DAFSC-950 Lbs. Prod.

Patented Model SAFSC-600 Lbs. Prod.

The ideal press for macaroni factories with a combined production of approximately 20,000 pounds. Change over from long to short cut in 15 minutes. A practical press to produce all types of short cut or long macaroni.



Automatic Press with Long Goods Spreader • Automatic Short Cut Press • Automatic Combination Press for Long and Short Goods • Automatic Sheet Former • "Quick Change" Noodle Cutter • Bologna Machine • Hydraulic Dry Long Goods Cutter • Pressure Die Cleaner • Automatic Long Goods Preliminary Dryer • Automatic Self-controlled Long Goods Finish Drying Rooms • Automatic Short Cut Preliminary Dryers • Automatic Complete Short Cut Finish Dryers • Automatic Complete Noodle Finish Dryers • Automatic Complete Bologna Finish Dryers

Ambrette

MACHINERY CORP.

156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

International Convention

With supporting members on both sides of the Canadian-United States border, the Board of Directors of the National Macaroni Manufacturers Association wisely decided months ago to hold its 48th convention of the organized macaroni-noodle industry in the metropolis of Canada as an expression of the friendly feeling that exists between manufacturers and the two governments.

The 1952 conference will be held in the Mount Royal Hotel, Montreal, Canada, on June 25-27 in what is predicted to be one of the largest affairs of its kind. Secretary Robert M. Green has arranged an outstanding business and social program, in keeping with the importance of this year's conference, bringing together some of the best-known business leaders on both sides of the border to discuss subjects

of current vital interests to manufacturers and suppliers.

President C. Frederick Mueller, chief executive of the C. F. Mueller Co., Jersey City, N. J., who is completing his second year as president of the NMMA, will preside at all the business sessions and social events. He will be aided by the National Association's three vice presidents: Peter La Rosa of V. La Rosa and Sons, Inc., Brooklyn; Maurice L. Ryan of Quality Macaroni Co., St. Paul, and Lloyd E. Skinner, Skinner Manufacturing Co., Omaha, Neb.

Every important processor of macaroni-noodle products and interested allies have been notified of this year's conference and advised of the importance of closer united action that seems so necessary under conditions that confront the industry on both



President C. Frederick Mueller will preside over the final session of the 1951-1952 Board of Directors of the National Macaroni Manufacturers Association on June 24, 1952, and at the 3-day convention in Montreal, Canada, June 25-27.

sides of the boundary. A complete program of the three-day conference appears elsewhere in this issue. Make convention attendance a business and enjoy the pleasures that are arranged for or naturally develop from personal contacts.

1952 Roster of Members, NMMA

As of the end of May, 1952, Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Association, reports the following as supporting members of the organization.

ACTIVE MEMBERS (Manufacturers)

- American Beauty Macaroni Co. Denver, Salt Lake City
- American Beauty Macaroni Co. St. Louis, Mo.
- American Beauty Macaroni Co. Kansas City, Wichita, Los Angeles
- American Home Foods, Inc. (Chef Boy-ar-dee) Milton, Pa.
- Anthony Macaroni & Confectionery Co. Los Angeles, Calif.
- V. Arena & Sons, Inc. Norristown, Pa.
- California Vulcan Macaroni Co. San Francisco, Calif.
- Carmen-Weber Noodle Co. Bell Gardens, Calif.
- Catelli Food Products, Ltd. Montreal, Canada
- Charbonneau, Ltd. Montreal, Canada
- Colonial Fusilli Manufacturing Co. Brooklyn, N. Y.
- Constant Macaroni Products St. Boniface, Canada
- The Creamette Co. Minneapolis, Minn.
- Creamette Co. of Canada Winnipeg, Canada
- Crescent Macaroni & Cracker Co. Davenport, Ia.
- Cumberland Macaroni Manufacturing Co. Cumberland, Md.
- G. D'Amico Macaroni Co. Steger, Ill.
- Delmonico Foods, Inc. Louisville, Ky.
- DeMartini Macaroni Co. Brooklyn, N. Y.
- Dutch Maid Food Packing Co. Allentown, Pa.
- Fort Worth Macaroni Co. Fort Worth, Texas
- Fresno Macaroni Manufacturing Co., Inc. Fresno, Calif.
- Galioto Bros. Co. Chicago, Ill.
- Alfonso Gioia & Sons, Inc. Rochester, N. Y.
- Globe Mills Los Angeles, Calif.
- Golden Grain Macaroni Co. San Leandro, Calif.
- Gooch Food Products Co. Lincoln, Neb.
- A. Goodman & Sons, Inc. Long Island City, N. Y.
- I. J. Grass Noodle Co., Inc. Chicago, Ill.
- Horowitz Bros. & Margaretten Long Island City, N. Y.
- Ideal Macaroni Co. Cleveland, Ohio
- Italian American Paste Co., Inc. San Francisco, Calif.
- Kellogg Co. Battle Creek, Mich.

(Continued on Page 24)

ALLIED or ASSOCIATES

- Amber Milling Division
- Farmers Union Grain Terminal Assn. St. Paul 8, Minn.
- Ambrette Machinery Co. 156 Sixth St. Brooklyn 15, N. Y.
- Braibanti Co. c/o Lehara Sales Corp. 485 Fifth Ave. New York, N. Y.
- Buhler Brothers, Inc. 2121 State Highway No. 4 Fort Lee, N. J.
- Capital Flour Mills Div. International Milling Co. Minneapolis 15, Minn.
- N. J. Cavagnaro & Sons 400 Third Ave. Brooklyn 15, N. Y.
- Clermont Machine Co., Inc. 270 Wallabout St. Brooklyn 6, N. Y.
- Commander-Larabee Milling Co. Minneapolis, Minn.
- Crookston Milling Co. Crookston, Minn.
- DeFrancisci Machine Corp. 46-45 Metropolitan Ave. Brooklyn 37, N. Y.
- The Dobeckmum Co. P. O. Box 6417 Cleveland 1, Ohio

(Continued on Page 24)



CHAMPION SANITARY FLOUR HANDLING UNITS

AVAILABLE IN TWO TYPES

← STANDARD BUCKET LIFT ELEVATOR



→ CONTINUOUS SCREW LIFT ELEVATOR

CHAMPION can help you increase the efficiency and economy of your floor handling operations with these modern, sanitary all-metal elevator units.

They come in different sizes, and can be installed to suit your plant layout and capacity requirements. They are provided with adequate facilities for easy cleaning.

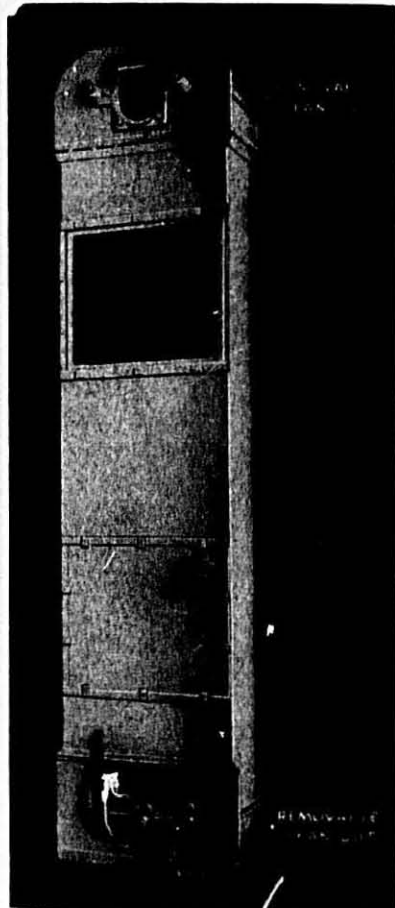
Whatever your problem, Champion engineers will be pleased to work with you in choosing the right Flour Handling Equipment and in planning your production line for the most profitable operation.

Champion consultation service is yours for the asking . . . and it will save you money in modernizing your plant.

CHAMPION MACHINERY CO.

Joliet, Illinois

Makers of Modern Equipment for the Macaroni and Noodle Industry



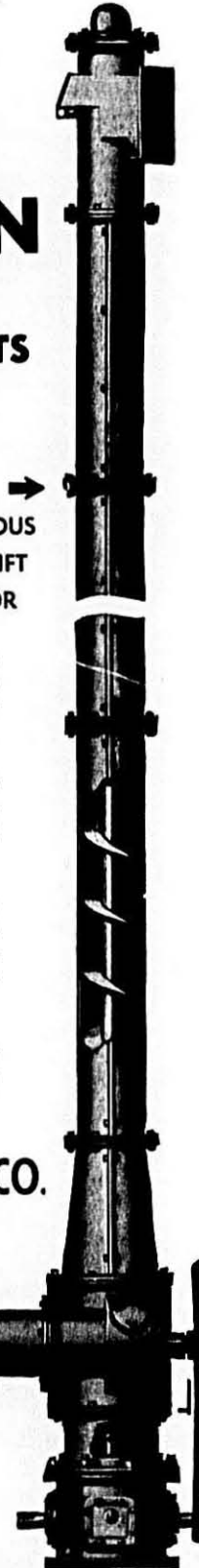
MAIL THIS COUPON FOR FULL DETAILS

Champion Machinery Co., Joliet, Ill.
Please send me information on your Flour Handling Units.

Name

Company

Address



ACTIVE MEMBERS (Manufacturers)
(Continued from Page 22)

- Keystone Macaroni Manufacturing Co., Lebanon, Pa.
Kuerz Food Products Co., Cincinnati, Ohio
LaPremiata Macaroni Corp., Connellsville, Pa.
V. La Rosa & Sons, Inc., Brooklyn, N. Y.
Megs Macaroni Co., Harrisburg, Pa.
Michigan Macaroni Manufacturing Co., Detroit, Mich.
Mill-Brook Macaroni Co., Minneapolis, Minn.
Milwaukee Macaroni Co., Inc., Milwaukee, Wis.
Minnesota Macaroni Co., St. Paul, Minn.
Mission Macaroni Co., Inc., Seattle, Wash.
C. F. Mueller Co., Jersey City, N. J.
National Food Products Co., New Orleans, La.
New Mill Noodle & Macaroni Co., Inc., Chicago, Ill.
Noodly Products Co., Toledo, Ohio
A. Palazzolo & Co., Cincinnati, Ohio
Paramount Macaroni Mfg. Co., Brooklyn, N. Y.
F. Pepe Macaroni Co., Inc., Waterbury, Conn.
Porter-Scarpelli Macaroni Co., Portland, Ore.
Prince Macaroni Manufacturing Co., Lowell, Mass.
Procino-Rossi Corp., Auburn, N. Y.
Quaker Oats Co., Chicago, Ill.
Quality Macaroni Co., Rochester, N. Y.
Quality Macaroni Co., St. Paul, Minn.
Ravarino & Freschi, Inc., St. Louis, Mo.
Refined Macaroni Co., Brooklyn, N. Y.
Roma Macaroni Factory, San Francisco, Calif.
Ronco Foods, Memphis, Tenn.
Ronzoni Macaroni Co., Inc., Long Island City, N. Y.
Peter Rossi & Sons, Braidwood, Ill.
Roth Noodle Co., Pittsburgh, Pa.
A. Russo & Co., Chicago, Ill.
St. Louis Macaroni Manufacturing Co., Inc., St. Louis, Mo.
San Diego Macaroni Manufacturing Co., San Diego, Calif.
Santa Rosa Macaroni Factory, Santa Rosa, Calif.
Schmidt Noodle Manufacturing Co., Detroit, Mich.
Shreveport Macaroni Manufacturing Co., Inc., Shreveport, La.
Skinner Manufacturing Co., Omaha, Neb.
Superior Macaroni Co., Los Angeles, Calif.
Tharinger Macaroni Co., Milwaukee, Wis.
U. S. Macaroni Manufacturing Co., Spokane, Wash.
V. Viviano & Brothers, St. Louis, Mo.
Viviano Brothers Macaroni Co., Detroit, Mich.
Weiss Noodle Co., Cleveland, Ohio
Robert William Foods, Inc., Los Angeles, Calif.
A. Zerega's Sons, Inc., Fair Lawn, N. J.

ALLIED OR ASSOCIATES
(Continued from Page 22)

- E. I. DuPont de Nemours & Co., Wilmington, Dela.
Doughboy Industries, Inc., New Richmond, Wis.
General Mills, Inc., 400 Second Ave. So. Minneapolis 1, Minn.
Hoffmann-LaRoche, Inc., Roche Park Nutley 10, N. J.
Glenn G. Hoskins Co., 125 East Church St. Libertyville, Ill.
H. H. King Flour Mills Co., Minneapolis, Minn.
King Midas Flour Mills Co., 660 Grain Exchange Minneapolis 15, Minn.
Frank Lazzaro Drying Machines, 55 Grand St. New York, N. Y.
D. Maldari & Sons, 178-180 Grand St. New York, N. Y.
Merck & Co., Inc., Rahway, N. J.
Milprint, Inc., 4200 N. Holton St. Milwaukee 1, Wis.
North Dakota Mill & Elevator, Grand Forks, N. D.
Pillsbury Mills, Inc., Minneapolis 2, Minn.
Rossotti Lithograph Corp., 8511 Tonnelle Ave. North Bergen, N. J.
Wallace & Tiernan Co., Inc., 1229 W. Washington Blvd. Chicago 7, Ill.

Salad Week

The period between June 12-21 has been set up as National Salad Week. The National Macaroni Institute plans to feature macaroni salads at the American Home Economics Association meeting in Atlantic City, June 24-27.

It will bear the picnic theme, showing how well these versatile macaroni dishes fit into warm weather menus. Proof of their goodness will be offered by serving samples of a recommended variety of salads to that influential group.

Canada will observe Salad Week during the first week in August.

Journal Given Red Cross Award

THE MACARONI JOURNAL editor and staff was awarded a certificate of appreciation by the American National Red Cross through Louis C. Booch-

ever, director, office of public relations, whose letter dated May 23, 1952, reads:

"In appreciation of the fine support you have given the Red Cross, not only at fund campaign time but throughout the year, we are enclosing an award for you and the members of your staff. The material you have published has been of great value in telling the story of neighbor helping neighbor through the Red Cross." The award, in black and red, is embossed with the following statement:

An AWARD to THE MACARONI JOURNAL by THE AMERICAN NATIONAL RED CROSS in grateful recognition of outstanding service in support of the 1952 Fund Appeal

Maurice L. Ryan Promoted

Maurice L. Ryan, St. Paul, vice president of the National Macaroni Manufacturers Association and on leave from the Quality Macaroni Co. of St. Paul to the Office of Price Stabilization, was recently promoted to the position of chief executive of OPS as announced by Joseph Bobbie, regional director.

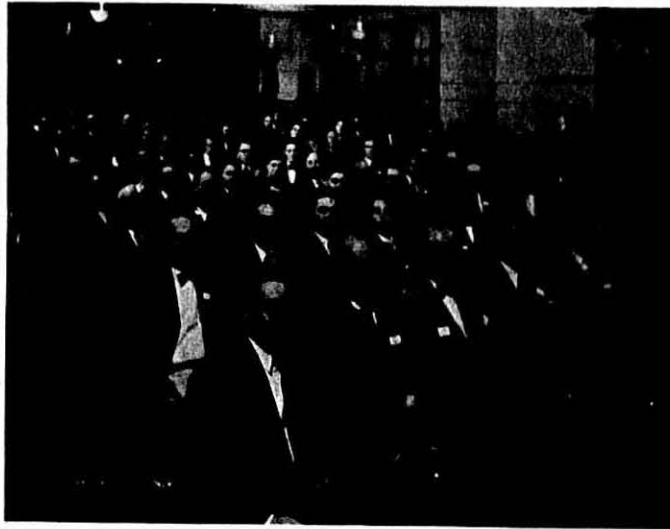
Ryan was formerly district price executive in the St. Paul OPS office but for the past several months has been in the price division in the regional office in Minneapolis. The territory under his supervision includes Minnesota, the Dakotas and Montana. He has been active in the food and grocery field for more than 25 years.

The first requisite of a good citizen in this republic of ours is that he shall be able and willing to pull his own weight. —Theodore Roosevelt

Bang in the basket!



Keystone Macaroni moves from supermarket shelves in a steady flow. In colorfully printed transparent bags by Dobeckmun it gets off to a flying start over other brands. Give your product a flying start with Dobeckmun "Impact Design". Our packaging specialists are ready to serve you from coast to coast. The Dobeckmun Company, Cleveland 1, Ohio • Berkeley 2, California • Bennington, Vermont



Registrants at the Glenn G. Hoskins Company 1952 Plant Operations Forum were left to right:

1st Row—S. F. Brockington, Quaker Oats Research Lab.; T. F. Ronson, Fred D. Pfening Co.; Tom Hugé, The Hugé Co.; Albert Robilio, Robilio & Cuneo; John Curry, C. F. Mueller Co.

2nd Row—V. Giovinco, Prince Macaroni Co.; Lester Swanson, King Midas Flour Mills; E. W. Barksdale, Fort Worth Macaroni Co.; Frank Viola, Jr., Golden Grain Macaroni Co. (San Leandro); Frank Viola, Golden Grain Macaroni Co. (San Leandro); Lloyd Slater, Food Engineering (Publication).

3rd Row—M. J. Donna, "Macaroni Journal"; Earl Hetherington, General Mills, Inc.; Nick Rossi, Procono & Rossi; I. J. Brodell, General Mills, Inc.; Lee Merry, General Mills, Inc.; E. W. Kaylor, Megs Macaroni Co.; Robert Cowen, A. Goodman & Sons, Inc.

4th Row—Robert M. Green, National Macaroni Manufacturers Ass'n; Fred Stageman, Skinner Manufacturing Co.; Bill Hahn, Skinner Manufacturing Co.; Rex Concannon, Crescent Macaroni & Cracker Co.; Arthur Quiggle, H. H. King Flour Mills; C. Edward Finch, Pillsbury-Globe, Inc.; R. C. Benson, Pillsbury Mills (Laboratory); Louis Whittaker, National Foods Products Co.

5th Row—Joseph DeFrancisci, DeFrancisci Machinery Corp.; Ben Hanson, The Creamette Co.; John Linstroth, The Creamette Co.; Leo Rerucha, Gooch Food Products Co.; William Hoskins, Glenn G. Hoskins Co.; Charles Hoskins, Glenn G. Hoskins Co.; Alvin Karlin, I. J. Grass Noodle Co.; Sidney Grass, I. J. Grass Noodle Co.; Bob Raaf, Milwaukee Macaroni Co.

6th Row—Edith S. Linsley, Glenn G. Hoskins Co.; Fred D. Pfening, Jr., Fred D. Pfening Co.; Robert M. Hoskins, Glenn G. Hoskins Co. (Guest); K. B. Higgins, Lillis & Co. Pty. Ltd. (Australia); Fred Ebert, American Beauty Macaroni Co. (St. Louis); Frank Viviano, V. Viviano & Bros. Macaroni Mfg. Co.; Hugo Preis, V. Viviano & Bros. Macaroni Mfg. Co.

7th Row—W. H. Gerhard, Grocery Store Products Co. (West Chester); Elmer Cross, Grocery Store Products Co.; Mayme Rogan, Grocery Store Products Co.; L. Bilodeau, Brantford Oven & Rack Co. (Canada); Robert Feidt, Glenn G. Hoskins Co.; Ralph Maldari, Donato Maldari & Co.; Dr. Robert Larson, Chi-

cago QMC Food & Container Institute; Glenn G. Hoskins, Glenn G. Hoskins Co.

8th Row—P. E. Meilleur, Catelli Food Products Ltd. (Montreal); A. Doll, Catelli Food Products Ltd. (Winnipeg Branch); H. H. Schopmeyer, Capital Mills, Inc.; W. W. Katz, Capital Mills, Inc.; R. J. Bruning, Capital Mills, Inc.; Bill Fieroh, I. J. Grass Noodle Co.; John Babyar, I. J. Grass Noodle Co.; Tony Hylek, Kellogg Co.; Leonard Bergseth, Kellogg Co.

9th Row—George Cavanaugh, Quaker Maid Co.; Paul Ambretti, Ambretti Machinery Corp.; Joseph Gioia, Alfonso

Perpetual Gift to Home for Aged

Joseph Pellegrino, one-time Italian immigrant and now head of a prominent macaroni company, has made a gift in perpetuity to the Don Orione Home for Aged Italians. Pellegrino has promised to supply the staff and guests at the present home, and at the new \$400,000 home when completed, with all macaroni products needed as long as the home is in existence.

The Lowell man, president of the Prince Macaroni Co., and director of

A perpetual gift of all the macaroni needed for the Don Orione Home for Aged Italians as existence was given by Joseph Pellegrino, Andover, president of Prince Macaroni Co., as he unloads the initial batch with aid of Father Philip Ottavi, director of the home, center, and John Volpe, Winchester, general chairman of \$250,000 drive currently being conducted by Mass. Grand Lodge, Sons of Italy, for construction of a new home in East Boston to care for 100 aged Italians.



Gioia Macaroni Co.; C. M. Johnson, Commander-Larabee Mills; George Bogle, Commander-Larabee Mills; Charles McWilliams, Chicago QMC (Food Technologist); Leo Buser, Delmonico Foods, Inc.; Russell Houston, Delmonico Foods, Inc.

10th Row—Robert Freschi, Ravarino & Freschi, Inc.; Henry Rossi, Jr., Peter Rossi & Sons; Domenic Viglia, Peter Rossi & Sons; Victor Bagnas, Minnesota Macaroni Co.; E. J. Villaume, Minnesota Macaroni Co.; Charles Moulton, LeHara Sales Corp. (Braibanti); Thomas Viviano, Delmonico Foods, Inc.

Attending other sessions but not present for the picture: Ed Vagnino, American Beauty Macaroni Co. (Denver); Carl D'Amico, G. D'Amico Macaroni Co.; F. Spinozzi, G. D'Amico Macaroni Co.; J. Jaeger, Grocery Store Products Co.; Mike Volino, Grocery Store Products Co.; Arther Russo, A. Russo & Co.; Louis Skinner, Skinner Manufacturing Co.; Mr. Dobler, Campbell Soup Co.; James Gorman, National Egg Products Assoc.; Gwen Lam, Wheat Flour Institute; R. B. Holmgren, Packaging Parade (Publication).

First Since War

The Progress Grocery Co., New Orleans, La., announces, in advertisements and releases, receipt of the first shipment of macaroni products from Naples, Italy; the first consignment since the end of World War II, "in the South." Besides the famous Bizzarro brand of macaroni, the firm reports imports of Roman Cheese, Cacio Cavallo cheese, olive oil, tomatoes, et cetera.

the National Macaroni Manufacturers Association, recently made a donation of 50,000 pounds of these products to Italian flood disaster victims.

A \$250,000 drive, headed by John Volpe, under the auspices of the Massachusetts Grand Lodge, Order Sons of Italy in America, is under way for the construction of the new home.

The facilities at the present home are woefully inadequate. The drive continued through May. The new home will be erected on the same site on Orient Ave., East Boston.

Father Philip Ottavi is the director.



BILL STERN TELLS ANOTHER SPORTS STORY



a tribute to a miracle

• One day back in 1912, the world was shocked by a great tragedy. It was the sinking of the Titanic! When that luxury ship was hit by an iceberg and sank with a loss of more than two thousand lives . . . out of that great sea disaster, came one of the most inspiring tennis stories of all time. For one of the passengers on that doomed ship was an American tennis player named Norris Williams. He was a rich man's son, and for years had played tennis with careless nonchalance, as he cared very little for fame and glory.

When the Titanic went down, Norris Williams was spilled into the sea, and for hours he swam, fighting to escape a watery grave. At last, when all seemed lost, he was saved . . . more dead than alive. For a while, the doctors debated the wisdom of amputating the tennis player's legs, but Norris Williams pleaded with them not to do it. For he wanted to continue to play tennis and then and there, in the darkest moment of his life, he decided that if he ever came out of his peril untouched, he would win the tennis crown as a tribute to the miracle.

Well, Norris Williams came back to play tennis again. But he now played tennis with a mission. And just a couple of years after he had escaped from a watery grave, he won the United States Tennis Championship. And to add greater glory to his name as a tennis immortal, Norris Williams capped the United States Tennis Title for a second time.

No miracles today? Well, we've seen some, right in our own research laboratories . . . but, these miracles are compounded from millions of dollars in research, milling and storage facilities and expert personnel, all working together constantly to produce finer semolinas and durum flours, scientifically improved and milled to give you unflinching uniformity and constant performance. For durum product performance that's close to miraculous in dependability, uniformity and manufacturing results, check with your Commander-Larabee representative before placing your next semolina or durum flour order. You'll be glad you did.



WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Co.

GENERAL OFFICES MINNEAPOLIS • 2 • MINNESOTA

BUHLER ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

MOISTURE TESTER • MACARONI QUALITY TESTER

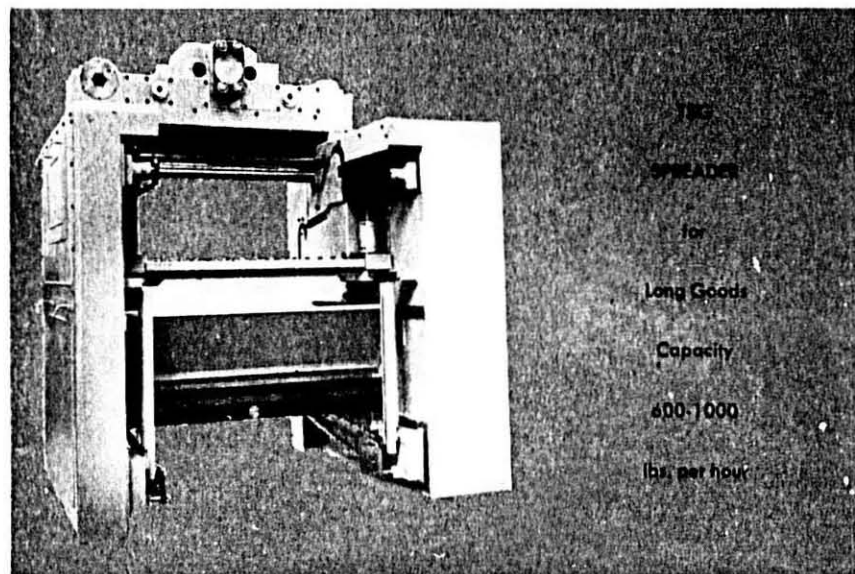


BUHLER THERMAL TORSION BALANCE, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer accuracy in 3-6 minutes with greater operating convenience.



TYPE BL 95. For all types of Paste Goods, Flour and Semolina. Measures: (1) Cooking degree; (2) Volume of dry paste goods; (3) Volume of Cooked Paste Goods; (4) Increase in Volume during cooking process (water absorption); (5) Amount of sludge deposit left in cooking water. Extremely compact laboratory model. Operates electrically; thermostat-controlled.

Engineers for Industry Since 1860



TPG SPREADER
for
Long Goods
Capacity
600-1000
lbs. per hour

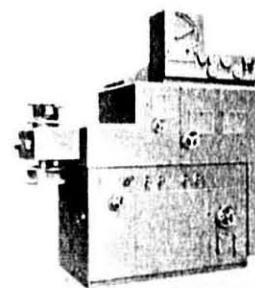
Engineers for Industry Since 1860



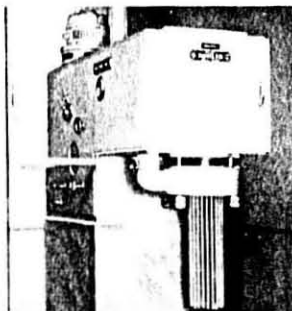
BUHLER BROTHERS, INC.
2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

BUHLER ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

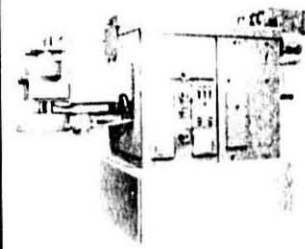
CONTINUOUS-PRODUCTION PRESSES



MODEL TPG Capacity 600 lbs. per hour



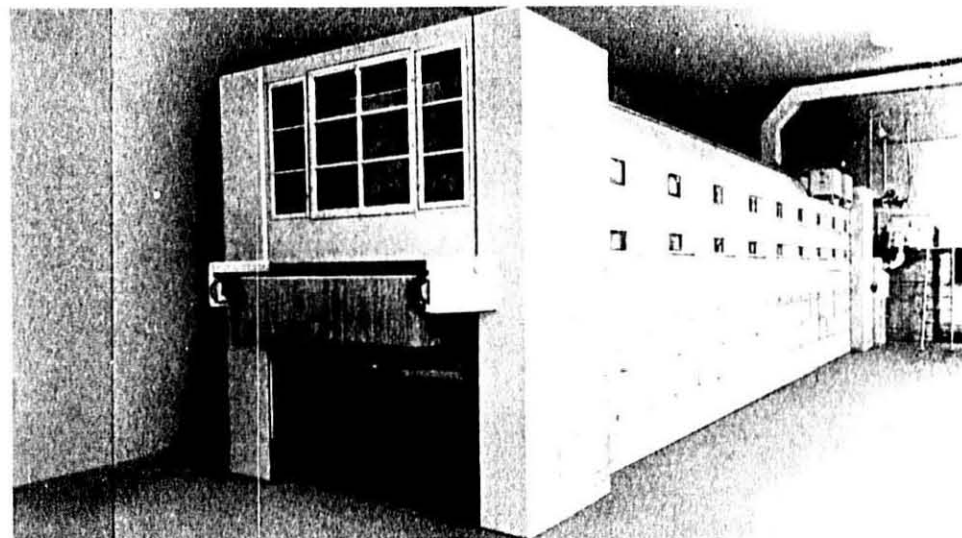
MODEL ATA. Small Continuous Production Press for long and short goods. Capacity 200-240 lbs. per hour.



MODEL TPJ Capacity 1000 lbs. per hour

Engineers for Industry Since 1860

LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



In sizes for capacities to 22,000 lbs. in 24 hours. No handling of drying rods. Dried goods are stripped off rods automatically — rods are returned to spreader automatically.

Engineers for Industry Since 1860



BUHLER BROTHERS, INC.
2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

IMPACT

Illustrated, Factual Report on the National Macaroni Institute's Publicity-Merchandizing Program

The National Macaroni Institute, promotional division of the macaroni triumvirate consisting of the National Macaroni Manufacturers Association, the MACARONI JOURNAL and the NMI, has distributed a 36-page illustrated brochure to its supporters and interested friends as a report of the publicity work done through Theodore R. Sills & Co., publicity counsellor. Accompanying the report, titled "Impact," is a statement by Robert M. Green, chief executive of the NMI, in which he says to the members, "Here's your copy of *Impact!*—a graphic report of the accomplishments of the National Macaroni Institute's publicity-merchandizing program for the past few months. The results should be gratifying to you, to your sales organization and you customers, for the day-to-day efforts of your industry's promotional organization are developing forceful *Impact* on the American consumer. Your support makes the program possible. And with the additional support from supplier shareholders this year, the institute should be equipped to do an even bigger and

better job during the coming months." The cover of the brochure shows the impact of a fighter's gloved fist against a boxer's jaw. That's *impact!* The crash of a sledge on a stake . . . a pneumatic hammer pulverizing concrete . . . the battering-ram action of a pile driver . . . that's *impact!* And then there's *impact* on the public mind . . . the constant pounding, hammering, driving *impact* of millions or hard-hitting sales messages on the public consciousness. That is what the institute's program is doing for macaroni, spaghetti and egg noodles—convincing the consumer that he or she should buy, serve and eat more of this fine wheat food. The result of the *impact* is reflected in the increase of semolina milling of about 9.5 per cent in 1951 over 1950. In the increase in per capita consumption of from 5 to 6.7 pounds per year, during the last year. National magazines with a combined circulation of over 30,000,000 carried the macaroni story last year, hammering home the macaroni message to millions of food shoppers in a variety of

magazines that reached every class and group, some in full-page color and more in black and white articles telling of the food value of the food in recipes and story. These appeared in regular newspapers and Sunday supplements, all of which sent macaroni products sales up. Radio stations and TV did a fine job with monthly releases by the institute to more than 1,000 stations, all doing a hard-hitting sales job. Taking everything into consideration, the publicity work done by the institute was a knockout—a winner every time for everyone interested in production and distribution of macaroni products, a campaign that fully deserves the support of all who have the real interest in the expansion and future attainment of the industry.

A North Dakota Visitor

William Sebens, Grand Forks, N. D., field representative of the Greater North Dakota Association and official photographer of the Durum State Show each year, called on the editor at the JOURNAL's office in Braidwood, Illinois, on May 15, while touring the north central states. He reports that the condition of the 1952 durum crop is most encouraging, with approximately normal planting as to acres seeded. Rain is needed to insure normal growth. Incidentally, William Sebens is the

JACOBS-WINSTON LABORATORIES, Inc.

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

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

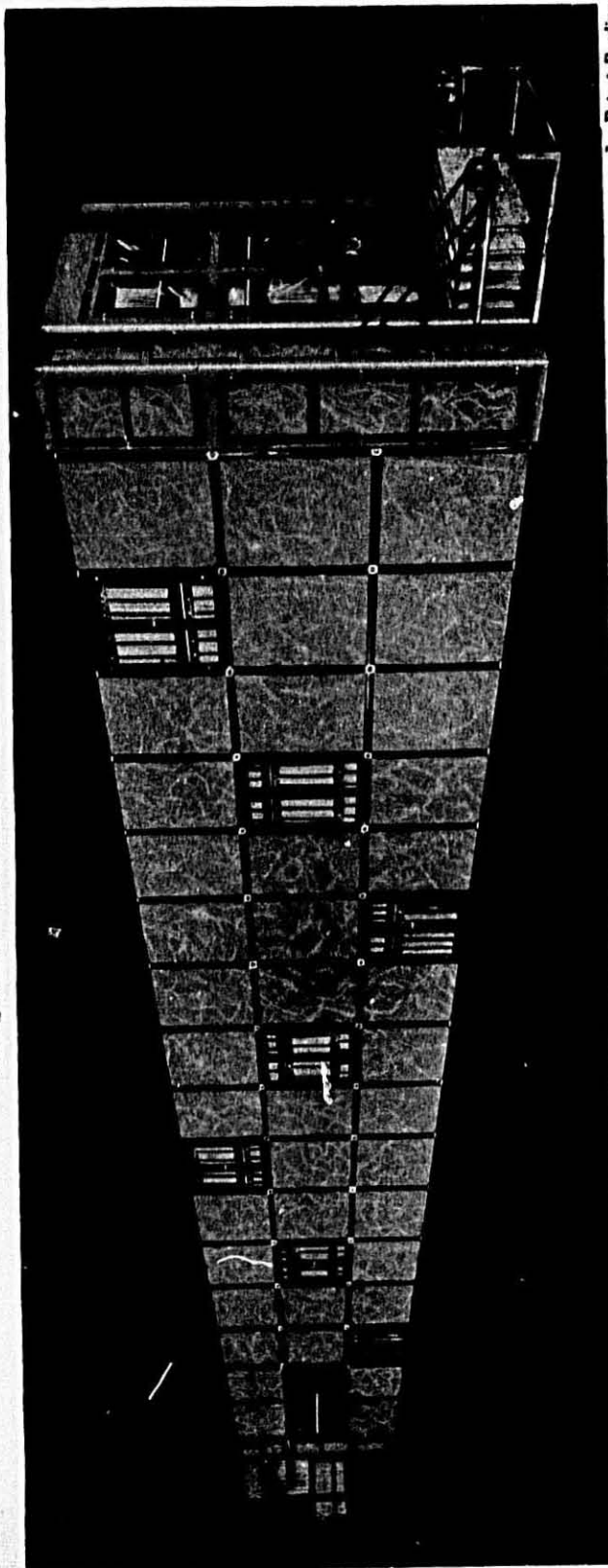
James J. Winston, Director
156 Chambers Street
New York 7, N. Y.



25x

in Automatic Long Goods Drying

TOP QUALITY — LOW COST — SPACE AND TIME SAVING



To cushion the impact of the new highly competitive market and increasingly strict sanitary regulations, it is a MUST for manufacturers to install up-to-date long goods drying equipment that eliminates old, costly methods which additionally

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

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

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments for humidity, temperature and air eliminating the waste and spoilage inherent when conventional methods are used. Atmospheric conditions no longer a factor.

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

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH



286-278 WALLABOUT STREET, BROOKLYN 6, NEW YORK, NEW YORK U.S.A.

TEL. EVERGREEN 7-7246

32x

25x

durum expert who won the first and second trophies offered by the National Macaroni Manufacturers Association, with his brother for winning top honors on durum shown at the state shows in Fargo, N. D., in 1923 and 1924.

Name Official Laboratory

Appointment of Foster D. Snell, Inc., New York firm of consulting chemists and chemical engineers, as official laboratory of the Association

of Food Distributors, Inc., has been announced by T. R. Schoonmaker, executive secretary of the association. The several hundred members of the association include importers, exporters, canners, packers, et cetera, throughout the country.

The Snell organization has associated with it laboratories and samplers in various cities across the country and in Canada to provide such local service as is necessary outside of New York on packaged or canned goods, spices, et cetera.

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			
	1952	1951	1950	1949
January	1,087,057	870,532	691,006	799,208
February	864,909	901,751	829,878	788,358
March	732,491	1,002,384	913,197	913,777
April	693,917	526,488	570,119	589,313
May	845,109	774,911	574,887	549,168
June		666,774	678,792	759,610
July		561,915	654,857	587,453
August		915,988	1,181,294	907,520
September		827,485	802,647	837,218
October		1,197,496	776,259	966,115
November		882,617	700,865	997,030
December		827,986	944,099	648,059

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1951, to May 30, 1952.....9,336,970
 July 1, 1950, to June 2, 1951.....9,080,971

Warn of Infringement

"Spiedini" Die a La Rosa Patent

Joseph Giordano, attorney for V. La Rosa & Sons, Inc., Brooklyn, N. Y., has requested publication of the following notice and warning:

"We note that in the April, 1952, issue of the MACARONI JOURNAL, Page 69, Guido Tanzi, the die manufacturer, has included among the illustrated shapes in his advertisement, our Spiedini macaroni.

"So that the trade will be properly informed and advised, we ask you to call the attention, through the medium of the MACARONI JOURNAL, the following:

1. The design and die for this shape is the exclusive patented design of this company, letters patent having

John J. Cavagnaro

Engineers and Machinists

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

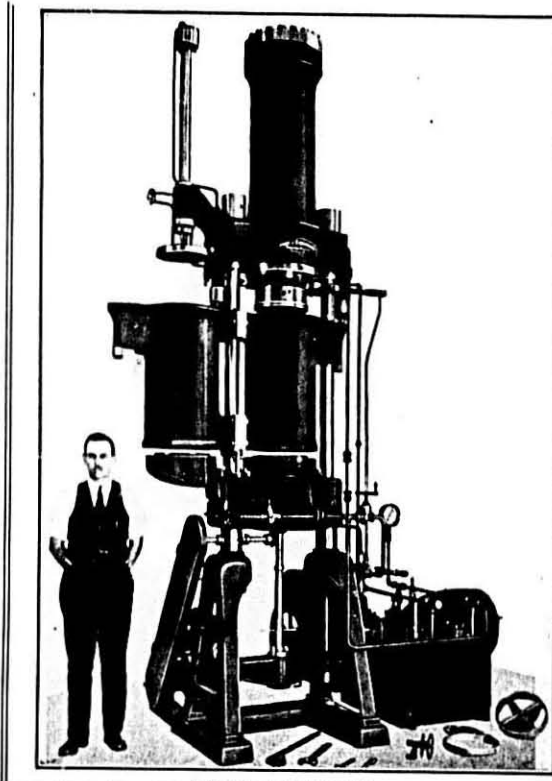
Specialty of
Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

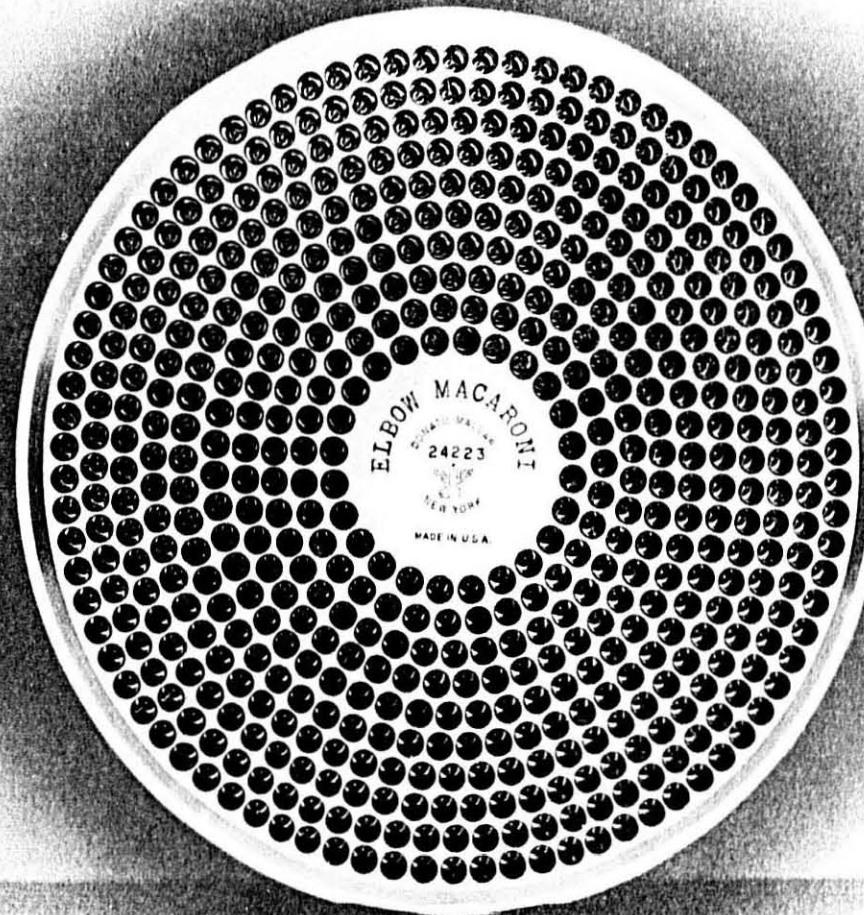
All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St.
 New York City



PRESS NO. 222 (Special)

**Maldari Dies are known for Quality, Workmanship, Precision—
 and Maldari is known for Service, Reliability, and Guarantee**



D. Maldari & Sons

180 GRAND STREET
 NEW YORK 13, NEW YORK
 U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

been granted us by the U. S. Patent Office under design patent No. 161252, dated February 19, 1950.

2. The word "Spiedini" and the words "Special Spiedini No. 144" to identify this macaroni shape is a La Rosa trademark registered on Principal Trademark Register No. 548, 310 and is the exclusive property of this company.

Guido Tanzi has no authority from us to advertise this shape or to imply that dies are available to the trade. We trust that in view of this notice, no one in the trade will be misled to infringe upon our trademark and/or design patent. V. La Rosa & Sons, Inc., by Joseph Giordano.

Sterwin Chemicals Sales Program Outlined at Annual Conference

Sales representatives of Sterwin Chemicals, Inc., a subsidiary of Sterling Drug, Inc., met at the Westchester Country Club, Rye, N. Y., for the firm's annual four-day conference, May 1-4, to discuss sales activities for the coming year.

Climax of the spring meeting was a banquet for the national sales force, attended by all company officials and top Sterling executives. Representing the parent organization were James Hill, Jr., chairman and president, and

The 1952 sales program of Sterwin Chemicals Inc. is discussed by company officials at annual four-day conference held May 1-4 at the Westchester Country Club, Rye, N. Y. From left to right: Kenneth Leggett, assistant technical director; Dr. R. C. Sherwood, technical director, and P. Val Kolb, president of Sterwin.



Dr. J. Mark Hiebert, executive vice president. Also present were Dr. Theodore G. Klumpp and Joseph G. Noh, president and vice president in charge of sales, respectively, of Winthrop-Stearns, Inc.

Keynote of the 1952 Sterwin sales program was sounded by P. Val Kolb, president, as "An Informed Salesman is a Better Salesman." Discussion sessions consequently stressed a refresher course, which reviewed data concerning the firm's products, as well as introducing newly-developed technical sales information.

Sterwin officials who led discussion

panels were, in addition to Kolb: William X. Clark, sales manager; Dr. R. C. Sherwood, technical director; Robert Whiteside, Kenneth Leggett and Warren Keller, assistant technical directors; Edward Hassler and Keith Baldwin, assistant sales managers, and Jack Revord, manager of the Chicago sales office.

Sterwin services a wide variety of industries with food, bread and flour enrichment concentrates; vitamins to fortify feed; vanillin; flour bleaching and maturing agents; certified food colors and sanitizing agents.

The following sales representatives

For A Brighter Future

Year after year the Agricultural Experimental Stations have been developing new varieties of Durum Wheat which are used for milling Semolina and Durum Flours. This work is future assurance to the Macaroni Industries of better quality merchandise.



North Dakota Mill & Elevator, Grand Forks, N. D.

For Better Macaroni Products Use:

- ★ CAVALIER EXTRA FANCY SEMOLINA
- ★ PERFECTO DURUM GRANULAR
- ★ DURKOTA NUMBER 1 SEMOLINA
- ★ EXCELLO DURUM PATENT FLOUR

North Dakota Mill & Elevator

Grand Forks, North Dakota
R. M. STANGLER, General Manager
EVANS J. THOMAS, Mgr., Durum Division, 520 N. Michigan Ave., Chicago, Illinois



Experimental plots of Durum Wheat, Agricultural Experiment Station, Langdon, N. Dak.

Dott. Ingg. M., G.

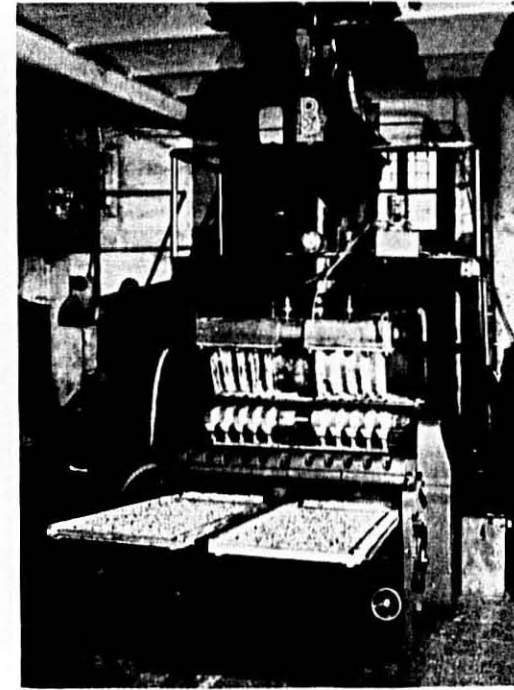
Braibanti. c.

SOC. A. R. L.

Cable: Braibanti—Milano
Bentley's Code Used

MILANO—Via Borgogna 1. (Italy)

Leader Throughout the World in Modern Automatic Machines



Whereas there were SIX.....Now there are NONE

At minimum pay rates for these girls, this New Braibanti Double Type "MATASSONA" machine paid for itself in 1400 hours of operation.

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. Maples Ave., Los Angeles 15, California

attended the conference: Steele Sherratt, Michael Padley, L. R. Patton, Gordon Weed, Dan Smith, Jack Bozman, William Edmonds, Lyle Carmony, Peter Metcalf, N. J. Stromstad, Richard Meyers, L. L. McAnnich, James Doty, Lee Soklich, Paul Callison and Gene Noc.

Off to Perugia (Italy) University

Ten City College of New York students, who left June 2 for Italy for three months study at the University of Perugia, Perugia, were received by Mayor Vincent Impellitteri at a "farewell" gathering at City Hall. The students, recipients of scholarships made possible by Giovanni Buitoni, president of the Buitoni Macaroni Co., in observance of the firm's 125th anniversary, will study at one of Italy's oldest colleges. Mayor Impellitteri, in praising Buitoni for sending these students to Italy, said, "We need more businessmen who think beyond the limits of their own business." The travel scholarships are the first of their kind to be granted to a city college in New York, and were initiated by Buitoni to help cement cultural relations between this country and Italy. Included in the ceremonies were: top row, Professor Vincent Luciani, chairman of the City Col-



lege Buitoni Awards committee; Norman Itskowitz, Manhattan; Lefroy Thompson, Manhattan; Donato Formuto, Manhattan; Bruno Guarino, Bronx; Second row, Paul J. Lalli, Brooklyn; Michael Notarfrancesco, Bronx; Emmanuel Hatzantonis, Manhattan; and Henry Basch, Bronx; Bottom row, Alesandro Savorgnan, Italian

Deputy Consul-General; Mrs. Giovanni Buitoni; Mr. Buitoni; Mayor Impellitteri; Rosemarie Greco, Bronx, and Alice Tepper, Bronx.

Two men can build a bridge a whole nation can walk across.

STAR
from any angle!

Yes... from any angle Star Macaroni Dies have been tops for over 20 years. Our skilled craftsmanship is your assurance of quality and long life.

Long Type Dies a Specialty
Consult us on your requirements.
Send in your worn out Dies for expert repairs—
Get our quotations.

MACARONI DIES MFG. CO.
57 GRAND STREET
NEW YORK, N. Y.

Star

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.

Charles H. Bell Named President of General Mills, Inc.

The board of directors of General Mills has elevated Charles H. Bell, 44, executive vice president, to be president of the corporation effective June 1.

Board Chairman Harry A. Bullis made the announcement. Bell will succeed Leslie N. Perrin, 65, who submitted his resignation after attaining retirement age. Perrin will continue a member of the board.

Bell is the third generation of his family to be president of General Mills or a predecessor company. James S. Bell was Washburn Crosby Co. president from 1889 to 1915. James F. Bell, the founder of General Mills, served as president of Washburn Crosby from 1925 to 1928, and of General Mills to 1934.

Perrin became president January 1, 1948, succeeding Harry A. Bullis, who assumed his present office of chairman of the board.

Biography of Charles H. Bell

Charles H. Bell was born in Minneapolis, September 24, 1907, and attended Blake School in that city, Hotchkiss School at Lakeville, Conn., and Yale University. He joined General Mills in 1930 and was assigned to mill operations. For three years he learned the milling end of the business

first hand, then moved into grain, grain accounting, general accounting, and statistical auditing. He joined the grocery products division in 1934 and served as a salesman in the Sperry division. He became sales promotion manager for grocery products in 1937.

From January to March of 1942, he served as an assistant administrative head in the tools division of the War Production Board.

He enlisted in the Army Air Corps in 1942 and was discharged in 1945 with the rank of major.

In 1946, Bell was appointed research production co-ordinator for General Mills. He is a director of the company and, since October, 1950, has served as executive vice president.

Bell was married in 1930 to Lucy Winton, of Minneapolis. They have two children, David, 21, and Lucy, 18. The family resides at Wayzata.

He is a director of the Winton Lumber Co., the Electro Manganese Corp. and vice president and a director of the Castle Hot Springs Hotel Corp. He is a trustee of the Minneapolis Society of Fine Arts and the Woodhill Country Club.

Liquid, Frozen and Dried Egg Production April 1952

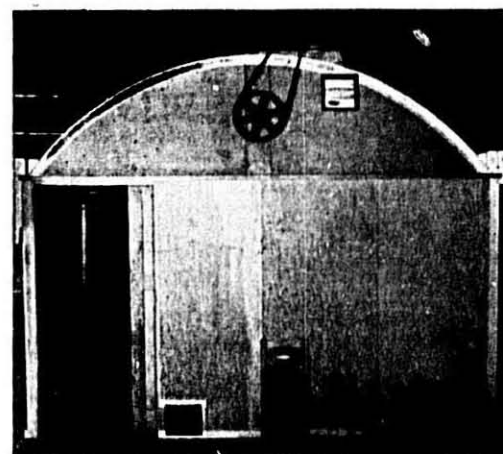
Liquid egg production during April totaled 63,501,000 pounds, compared

with 83,670,000 pounds during April last year and the 1946-50 average of 118,371,000 pounds, the Bureau of Agricultural Economics reports. The quantities frozen, dried and used for immediate consumption were all smaller than a year ago.

Dried egg production during April totaled 2,220,000 pounds, compared with 2,790,000 pounds in April last year and the average of 12,377,000 pounds. Production consisted of 324,000 pounds of dried whole egg, 519,000 pounds of dried albumen and 1,377,000 pounds of dried yolk. Production during April last year consisted of 1,826,000 pounds of dried whole egg, 416,000 pounds of dried albumen and 548,000 pounds of dried yolk.

The quantity of frozen egg produced during April totaled 54,981,000 pounds, compared with 72,823,000 pounds during April last year and 76,491,000 pounds the 1946-50 average. Frozen egg stocks increased 28 million pounds during April, compared with an increase of 47 million pounds during April last year and the average April increase of 45 million pounds.

Because macaroni, spaghetti and egg noodles give heartiness and blend flavors readily, they fit well into any part of the menu from soup to dessert. They are good to eat and good for you.



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

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New Die-Maker

A proud grandpa, Donato Maldari, well-known die-maker in New York City, announces the arrival of a new grandson, Donald Carl Maldari, the 8 pound 4 ounce son of Mr. and Mrs. C. Daniel Maldari, born May 10. Mother and child are doing fine.

Planned Visit Cancelled

After announcing plans to attend this year's convention at Montreal, Canada, June 25-27, Mr. and Mrs. Giuseppe Braibanti, Milano, Italy, find that it will be impossible for them to do so. Both personal and business conditions made it necessary to cancel their planned trip.

**Milprint Wins Honorable
 Mention with Four
 Roses Carton**

A distinctive gift carton for Four Roses whiskey brought an honorable mention to Milprint, Inc., Milwaukee, Wis., in the 1952 carton competition sponsored by the Folding Paper Box Association of America.

The award, made at Chicago, where 2,776 were in competition, is the third cartons honor Milprint has won this year. Philadelphia and Old Classic brand whiskey cartons for the Con-

tinental Distilling Corp. won two out of a possible five places in the carton class of the National Offset-Lithography Awards Competition conducted by the Lithography National Association.

Milprint shares the award for the Four Roses packaging made for Frankfort Distilleries, Inc., of Louisville, Ky., with the Lord Baltimore Press. The Four Roses carton features the four beautiful red blooms which are the famous symbol of the popular blended whiskey. The flowers are reproduced against a white background for a carton of outstanding appearance. Awards in the Folding Paper Box Association were made on the basis of artistic design, printing, construction, and end uses of the cartons.

**The Customer's 1951
 Dollar**

Using an illustrative silver dollar cut into wedges of varying sizes to show where fractions thereof went in business operations in 1951, the *Du Pont Magazine*, April-May, 1952, visualizes the use made by most Americans of their 1951 business dollars. The picture: 3.2 cents, the smallest wedge, shows what business retained for its normal needs.

CLASSIFIED

FOR SALE—223-page book, "MACARONI PRODUCTS," (MANUFACTURE, PROCESSING and PACKAGING) by Dr. Charles Hummel—\$6.20, plus postage. The Macaroni Journal, Braidwood, Ill.

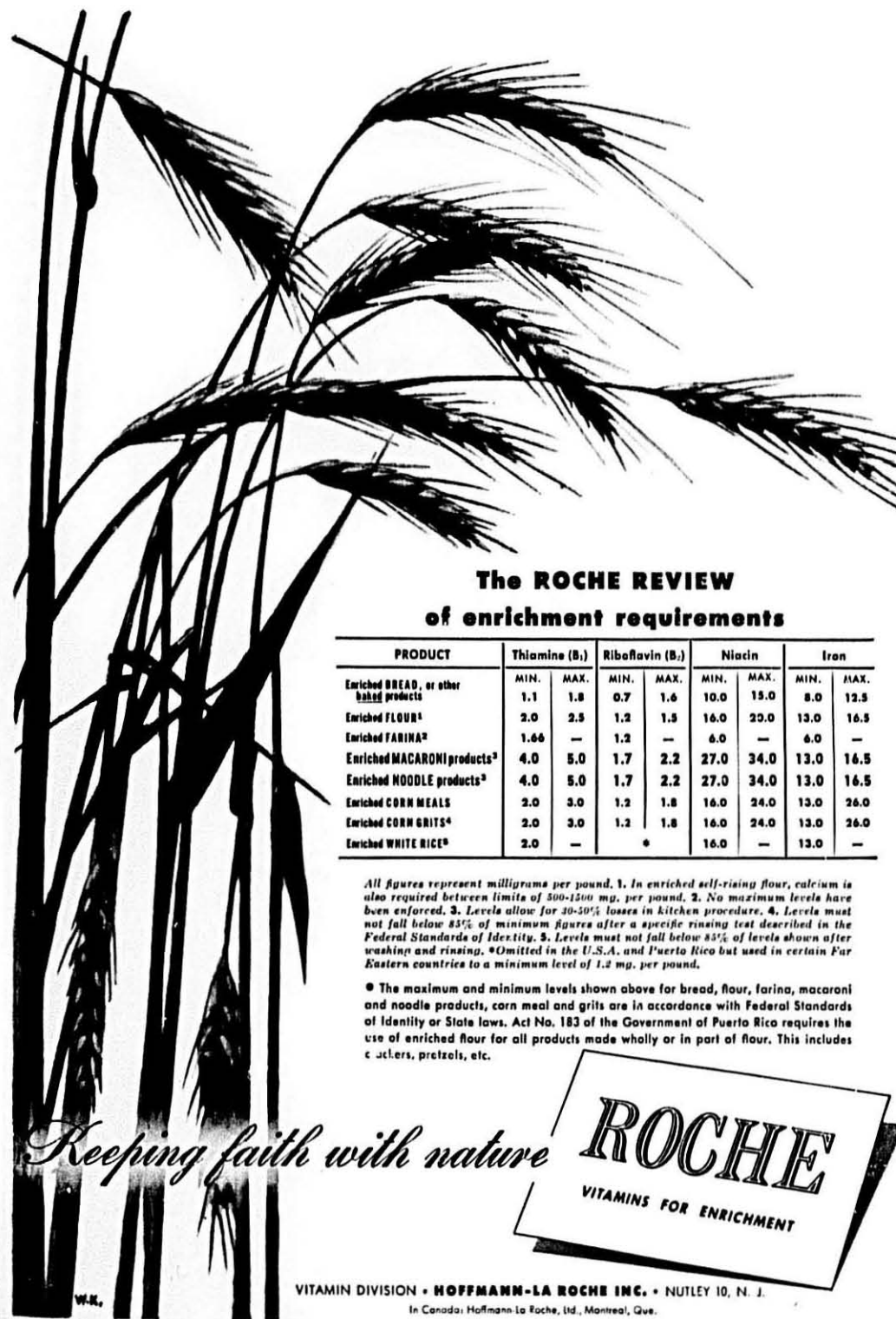
For Sale—10 in. Hydraulic Press 200 lb. Kneader and Mixer. Address Box 108, c/o Macaroni Journal, Braidwood, Ill.

- 5.4 cents for depreciation and obsolescence.
- 5.8 cents for dividends.
- 24.8 cents for taxes and renegotiations.
- 25.4 cents for wages, salaries and bonuses.
- 35.4 cents for materials and services.

O. B. Invites Grocers

Fort Worth Macaroni Co., makers of O. B. macaroni and a number of other spaghetti, noodle and macaroni products, has recently advised that all grocers who visit Fort Worth are cordially invited to come to the plant and see the products being made.

"The manufacture of food being of great interest to all retailers, we suggest you accept the hospitality of J. P. Laneri at the Fort Worth Macaroni Co. and visit this plant the next time you are in that city," editorializes *The Food Merchant*, Waco, Tex.



**The ROCHE REVIEW
 of enrichment requirements**

PRODUCT	Thiamine (B ₁)		Riboflavin (B ₂)		Niacin		Iron	
	MIN.	MAX.	MIN.	MAX.	MIN.	MAX.	MIN.	MAX.
Enriched BREAD, or other baked products	1.1	1.8	0.7	1.6	10.0	15.0	8.0	12.5
Enriched FLOUR ¹	2.0	2.5	1.2	1.5	16.0	20.0	13.0	16.5
Enriched FARINA ²	1.66	—	1.2	—	6.0	—	6.0	—
Enriched MACARONI products ³	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched NOODLE products ³	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched CORN MEALS	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched CORN GRITS ⁴	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched WHITE RICE ⁵	2.0	—	—	—	16.0	—	13.0	—

All figures represent milligrams per pound. 1. In enriched self-rising flour, calcium is also required between limits of 500-1200 mg. per pound. 2. No maximum levels have been enforced. 3. Levels allow for 30-50% losses in kitchen procedure. 4. Levels must not fall below 85% of minimum figures after a specific rinsing test described in the Federal Standards of Identity. 5. Levels must not fall below 85% of levels shown after washing and rinsing. *Omitted in the U.S.A. and Puerto Rico but used in certain Far Eastern countries to a minimum level of 1.2 mg. per pound.

• The maximum and minimum levels shown above for bread, flour, farina, macaroni and noodle products, corn meal and grits are in accordance with Federal Standards of Identity or State laws. Act No. 183 of the Government of Puerto Rico requires the use of enriched flour for all products made wholly or in part of flour. This includes crackers, pretzels, etc.

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