

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 5**

September, 1952

SEPTEMBER, 1952

the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

NATIONAL MACARONI WEEK
OCTOBER 16-25, 1952



These Shelf-Talkers Speak the Pure Macaroni-Products Language. Make Them Speak for Your Brand During the Industry's Greatest Annual Sales Period.

Official Organ
National Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIV
NUMBER 5

**HOW YOU CAN MAKE
THE SHOPPER BUY MORE
OF YOUR MACARONI**

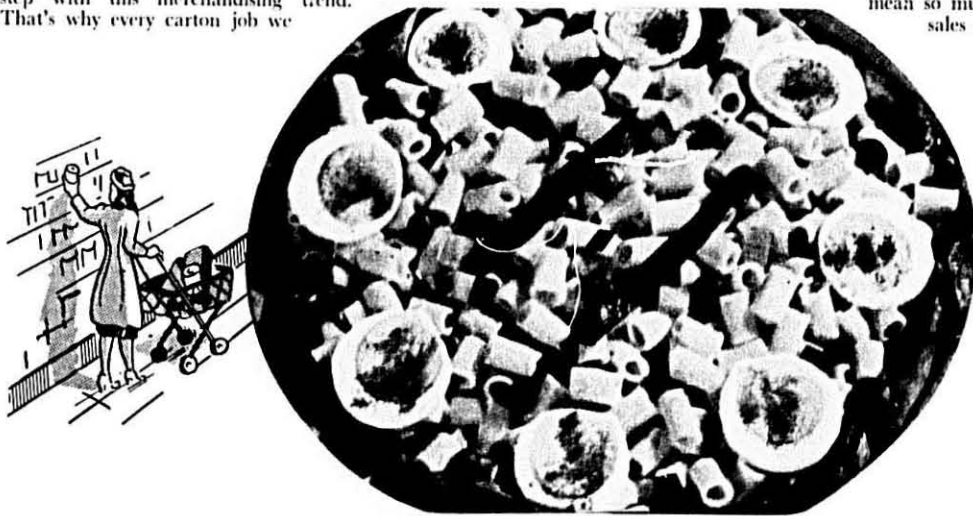
This is the second in a series of advertisements designed to introduce you to Rossotti's 4-color packaging system.

The appetizing food pictorial illustrated below, is just one of the many services Rossotti offers macaroni manufacturers in producing up-to-date and directly sales appealing cartons. Our library of food pictorials cover practically every type of macaroni product prepared in every conceivable manner. Depending upon the style of macaroni you are going to package, you may choose any one of a number of food pictorials, which will be lithographed on your carton.

The Rossotti organization has kept right in step with this merchandising trend. That's why every carton job we

tackle starts . . . not on the artists' easel, but practically on the open market . . . with a thorough survey and a comprehensive analysis of the point-of-sale problems. We build your package for self-service, not shelf-service. It is designed with dignity to compete successfully against all comers. Often we discover new serving suggestions in the Rossotti Kitchen . . . or nutritional values that may be emphasized to increase consumer acceptance—Bring wider use—and up sales.

Do as so many other successful macaroni manufacturers are doing. Call us in on your packaging problems. Get the benefit of our EXTRA services that mean so much to your sales and profit.



Why not cut out this food pictorial and paste it on your present package? See the difference?

Rossotti packaging consultants and manufacturers since 1898.

ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonnelle Ave., North Bergen, New Jersey
ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
3700 Third Street, San Francisco 24, California
Sales Offices in Principal Cities

**STEP INTO THE
*Spotlight***

The week of October 16th through the 25th is yours. The grocers of America will spotlight your industry . . . your products . . . during National Macaroni Week.

Housewives everywhere will be reminded that macaroni products are the basis for a great variety of nourishing, appetizing meals. That's why you want your *top brands* to get prominent display and vigorous promotion during National Macaroni Week.

Make the most of your week. Be sure your quality is right. And if assurance of uniformly superior No. 1 Semolina will help you to better control your quality, join other leading macaroni manufacturers who regularly use Amber's No. 1 Semolina.



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 8, MINNESOTA

Dott. Ingg. M., G.

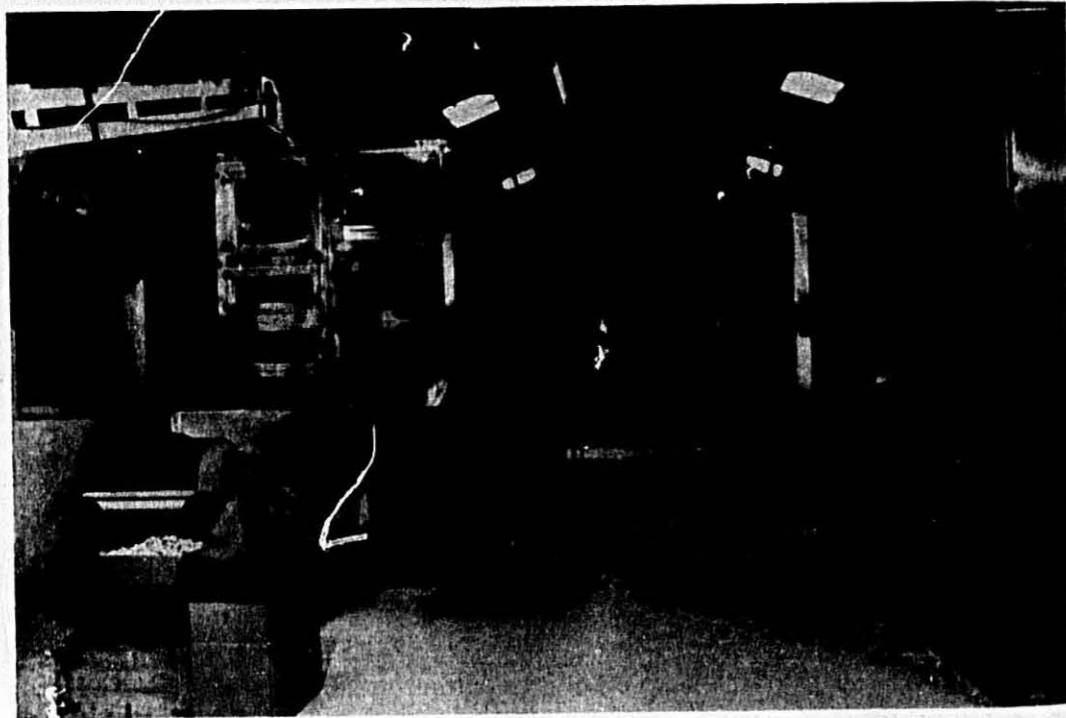
Braibanti. c.

SOC. A.R.L.

Cable: Braibanti—Milano
Bentley's Code Used

MILANO—Via Borgogna 1, (Italy)

CONTINUOUS DRYERS WITH MOVABLE TRAYS FOR SHORT CUTS



After successful tests over period of one year, Barilla Factory, Parma, ordered seven of these machines.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

This apparatus ensures the final drying of large and medium sized shapes which have previously been submitted to pre-drying in our rotary drums.

U.S.A. REPRESENTATIVES:

Eastern Zone: Lehara Sales Corpn., 485 Fifth Avenue, New York 17, N. Y.

Western Zone: Perrish Steel Products Inc., 1206 S. Maple Avenue, Los Angeles 15, Calif.

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October is popular "Weeks" Month

During no other similar period throughout the year are there so many "Weeks" and "Months" observed as during the month of October. Among the popular "Weeks" is the period from October 16 to 25, which has been designated as National Macaroni Week, 1952.

Since the 1937-1938 season, macaroni-noodle manufacturers have made almost annual attempts in October to gain the attention of the housewives of the nation through organized campaigns calling to mind the nutritious, economical, easy-to-prepare qualities of spaghetti, macaroni, egg noodles and other shapes of this wheat food.

Because macaroni food is of Italian origin, it was but natural that October, the month of the discovery of America by Christoforo Colombo, be chosen for celebration of Macaroni Week, the week or 10 day period which included Columbus Day, October 12. Currently, the celebration of National Macaroni Week was started by the infant National Macaroni Institute in October, 1938, and has been observed spasmodically and with more and less success since.

Probably the month of October was chosen for an annual promotion period because it is the time of the year when macaroni products consumption emerges from the summer doldrums and enters the heavier consuming months of fall and winter.

During the industry's first big national advertising campaign in 1929-31, when a million and more dollars was spent to popularize the food during those heavy overproduction years, an attempt was made to celebrate National Macaroni Week in February, hoping to increase the sales of this food during the Lenten season that followed, already and always a heavy consuming period. Its success was only mediocre, with the result that the industry soon reverted to October as the best month and time for such united promotion of interest in and sales of all types of macaroni food.

In recent years, October has continued to be the month for National Macaroni Week promotion. The first of the present series was in October, 1938, supported by a hat-passing drive for voluntary contributions and by profits from sales of posters and other promotional materials, such as recipe folders, developed for use by friendly manufacturers and their co-operating retailers.

While never too successful in any year because of lack of money to do a needed promotional job, its observance even in a small way served to keep alive the idea of a yearly Macaroni Week, and October was retained as the best month for its celebration. Macaroni Week in October thus became a fixture, a period when forward-looking manufacturers concentrated their thinking on increased sales and the friendly retailers counted on enlarged profits.

This year, macaroni week will be nationally observed during the period October 16 to 25, inclusive. Most of the leading manufacturers have purchased their supplies of posters, shelf-talkers, stories and scripts from the NMI and have arranged with their wholesalers, jobbers and retailers to put all the promotional material to its proper use before and during the week.

This is the one industry promotion that merits the unstinted support of every processor and distributor, whether prompted by selfish or industry interest. Its benefits cannot be restricted to its promoters and supporters. Everyone connected with the business will benefit from the aroused interest of consumers.

October is also Wine Discovery Month, when \$400,000 will be spent this year in popularizing "The Pleasures of Wine." National Wine Week will be observed October 11-18. Other weeks that may be mentioned are: "Cosco Utility Tables and Carts," and "Maine Sardines." National Cranberry Week ended October 4.

Promotions by Millers

Excerpts from Durum Wheat Notes, distributed monthly to food economists, food editors and other authorities by Durum Wheat Products division, Wheat Flour Institute. Gwen Lam, editor.

JUNE

The beginning of summer is a good time to check the household for potential cooks.

The wife who's watched her husband master one or two dishes knows how smug and proud he is of his accomplishment. Perhaps the first clean-up operation was a bit hard, but gradually he learns to create his masterpieces with fewer utensils. And soon he's able to relieve you of kitchen duty . . . even take over on occasion when guests are expected.

If you're tutoring an amateur chef, one of the easiest and most satisfactory beginning dishes is spaghetti with meat sauce. A spaghetti supper is simple to manage. And with the right ingredients in a long slowly-simmered sauce, the chances are excellent for extra-good results. While the sauce is cooking, the new chef can cook lots of spaghetti—just until tender. If the spaghetti cools too much, it can quickly be run under hot water.

Doubtless the temporary kitchen monarch will want to complete the rest of the meal himself. A tossed green salad (with a hint of garlic), plenty of enriched hard rolls with butter or margarine and lots of steaming coffee to finish the meal with a flourish. A mammoth bowl of fresh fruit serves as dessert.

As the husband-chef becomes more experienced, he'll want to widen his repertoire of specialties. Keep in mind that the durum wheat family is an ideal group with which to experiment. One can almost always be assured of good results—even though measurements and timing may fluctuate. Furthermore, since macaroni foods are so well liked, a pleasing reception is usually certain. And, luckily, there is very little strain on the food budget.

So, if you're a homemaker who hasn't let Dad take over in the kitchen yet, do so soon. It'll be fun for him as well as the rest of the family.

JULY

Recently, macaroni foods have begun to rank high with homemakers as "picnickers."

Nourishing macaroni and spaghetti salads provide a pleasing, satisfying addition to the outdoor menu. The salad may be made several hours in advance and stored in the refrigerator until time for travel.

Since macaroni foods have such a bland, wheaty flavor, they pick up fla-

vors of all other foods easily. Therefore, you may let the rest of the menu determine what ingredients you use with the durum wheat product.

If the sandwiches carry fillings of lettuce and tomato or cheese, a fish and macaroni salad would be good. Tuna, salmon and shrimp all work equally well. Or you might use cubes of table-ready meat with slices of crisp celery and sour pickles.

With more substantial sandwiches, choose a vegetable-macaroni salad. Tomato wedges, cooked tiny peas and thin radish and cucumber slices make ideal companions to spaghetti elbows. You may blend them all together with French dressing.

The small shapes such as the elbows, shells, bows and rings are best for salads. Just be sure that the label reads "Made from durum wheat." Then you can be sure you're getting the high quality, high protein product. Durum wheat makes macaroni foods which hold their shape and which have a pleasing, chewy texture when cooked.

Although salads are the preferred picnic guests, hot spaghetti and macaroni platter suppers are favorites for at-home picnics. Enjoy your backyard or porch for informal get-togethers during warm summer evenings. Any one of the durum clan—noodles, spaghetti or macaroni—makes an excellent foundation for easy-to-serve meat sauces. The macaroni product may be cooked ahead of time, then freshened and heated simultaneously by running boiling water through it.

Individual macaroni casseroles also lend themselves to outdoor dining. They can be transported from the oven still bubbling just at serving time. Such meals call for accompaniments of a tossed green salad and enriched hard rolls or French bread. Usually adults will want hot coffee. Keep dessert simple—serve melon wedges and perhaps a big platter of assorted cookies and cupcakes from the bake shop.

AUGUST

Let's look at the emphasis on food nutrients. With so much misinformation about foods current in these times, I ask myself whether sometimes I'm not a little guilty of compounding the error. A discussion of food nutrients provided the thought.

For example, we hear meat represented as a "protein" food; milk as a "calcium" food; macaroni as an "energy" food. While these foods are ex-

cellent specific sources of single nutrients, each of the three also contains other essential food values. Perhaps we need to re-examine the emphasis we place on individual foods—and consider more thoroughly the total food picture.

Homemaking teachers have long taught menu-planning on a three-meal a day, seven-day basis. All of us know such a plan is sound and more meaningful to students.

The same point of view holds true in the discussion of nutrients. Consider the picture from the standpoint of three meals. It may often be the case that three or four foods eaten during the day will together meet the daily recommended allowance for a specific nutrient. For example, let's consider riboflavin, an important member of the B-vitamin group. The amount recommended for adults is from 1.5 to 1.8 mg. each day. There are many combinations of food which supply this amount. We can meet our daily recommended allowance for this vitamin during the day from:

Food	Riboflavin (mg.)
1 egg	.14
¼ pound ground beef	.22
2 glasses milk	.84
6 slices enriched or whole grain bread	.24
½ cup peas	.11
	1.55

Variety, then, seems to be the key. Not only do practically all foods contain more than one nutrient, but there are certain foods which are traditionally served in combination—and might be more properly so considered. Macaroni products are a good example.

Macaroni foods, made from durum wheat, are a good source of plant protein as well as food energy. What is equally important is the fact that these wheat foods always go to the table in the company of meat, cheese, eggs, fish, vegetables or other foods. A simple tomato-topped macaroni and cheese casserole, then, becomes a source of all of the nutrients found in cheese, milk, tomatoes and macaroni. Nutritionists know that the casserole containing macaroni, cheese, milk and tomatoes is not only a good source of calories but also supplies good quality protein (has all "essential" amino acids), considerable amounts of calcium and other minerals as well as the B-vitamins.

There's
of POTENTIAL for
PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products. The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

Capital Flour Mills can help you to greater sales by offering only uniformly perfect semolina, both in color and quality. You can be sure with Capital Semolina that your macaroni products will pass Mrs. Homemaker's most exacting tests with plenty of eye and taste appeal.

CAPITAL FLOUR MILLS

Italian Bread and Pasta Industry.....

as observed at the recent Milan Fair by Ing. Dott. Giovanni Coppa-Zuccari, special Italian correspondent for The Macaroni Journal, Rome.

THE 30th edition of the famous Sample Fair at Milan was a formidable affair covering nearly 400,000 square meters, at which 10,000 firms representing 45 countries displayed their wares, ranging from needles to giant and intricate engines.

It goes without saying that the all-important sector of machinery for flour mills, bakeries, pastry-makers, and macaroni factories was very well covered by the best products of many countries.

In fact, they were so numerous that it would be quite impossible to even mention them all on these pages.

Braibanti Co. of Milan exhibited a machine for continuous automatic drying of pasta as it is cut, and a gallery for rapid drying of pasta in skeins. Paolo Meneghini Factory of Milan presented a continuous automatic press for short pasta, equipped with an auto-



Brushing machine for grain (Golfetto Factory).

matic quick-acting drier. Another type of Skeiner was presented by Gaetano Ricciarelli Factory of Pistoia. Finally, we should mention a drying silo with automatic loading of pasta, produced by N. M. Pavan Factory of Galleria Veneta.

As regards baking ovens, Tibiletti factory of Milan presented a steam type that can be run on coal, wood, saw-dust, naphtha, or methane gas. It is partly dismantled and equipped with thick glass windows. Imef Factory of Brescia exhibited a device for steam ovens which allows the same precise regulation of temperature as in electric types.

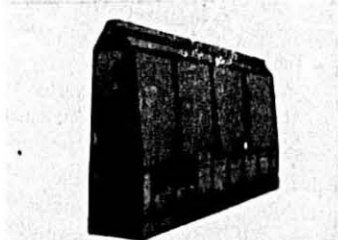
Barkins Perkins, Ltd., of Peterborough, Eng., displayed a high-speed mixing machine for preparation of dough for biscuits and bread. It handles nearly half a ton of dough at one time,

is fully automatic, and is equipped with every safety device necessary to protect its operator.

Some Italian firms are now tending to specialize in particular problems of macaroni manufacture. Such is the case of Braibanti Factory of Milan, which has been done considerable research into drying phase of this manufacture. This phase is particularly difficult to mechanize, since any purely technical progress in this direction must also insure uniformly good quality in the resulting product. At the same time, complete automatic in this phase would spell a great saving in costs.

As early as 1949, Braibanti Factory produced a fully automatic plant for long pasta, which was followed in 1951 by a similar plant for short and flat pasta. This plant, however, was suitable only for factories with a very heavy output of short pasta. As small macaroni factories in Italy are numerous enough to represent an important bulk of custom, this large model has now been followed by a smaller one.

One of the most difficult problems that technicians have had to struggle



Automatic dryer for short pasta (Pavan Factory).

with is production of skeins right onto movable frames. Skeins are usually transferred by hand from the press to drying machines, with a subsequent waste of time and consequent extra costs. A machine has now been made that requires only one single manual handling of skeins.

There are now many machines on the market that fold skeins automatically. Unfortunately, the angles of folding which such machines produce are not as efficient as those made by hand. Braibanti's new "Matassona" (skeiner) now has eliminated this drawback,

producing skeins that present a strong resistance to breakages.

Another interesting skeining machine was presented by Giacomo Torsani Factory of Milan. This machine is continuous in action and three types of skeins can be turned out. Its output amounts to 200 kg. per hour.

Pavan Factory of Galleria Veneta (Padua) displayed a complete plant for producing long pasta. It can turn out 180 kg. (dry weight) of pasta an hour, and the temperature and moisture conditions in its drying sections can be regulated at will.

The same factory also presented a drier for short pasta. The interesting feature of this drier is that various types of pasta can be loaded into it simultaneously. It is also equipped with temperature and moisture regulators. Samples of pasta can be taken out at any moment to check on the processing.

Among the exhibits in flour mill sector, we noticed an interesting peeler brush for wheat, a pneumatic cleaner, and a turbo-fan-detacher exhibited by Golfetto Bros. of Padua and Milan. Daverio Co. exhibited a pneumatic heater for sacks, while Librauwerk, Pelz & Nagel of Braunschweig presented an interesting electric device for weighing machines which is equipped with a remote indicator and is capable



A complete plant for production of long pasta (Pavan Factory).

of clocking the machine when a desired weight of wheat or flour has been reached.

Golfetto cleaner consists of two chambers. In the upper chamber the grain is deprived of its outer thin covering, and in the lower it is actually brushed. Indeed inside here there is a special rotating brush which polishes

Bibliographical Material Wanted

Dr. Giovanni Coppa-Zuccari, the Rome (Italy) correspondent for THE MACARONI JOURNAL, owns and manages an interesting technical documentation service which supplies bibliographical material to Italian technicians and factory owners who wish to keep posted in their fields in other countries, and especially in the United States.

He is frequently requested to supply bibliographical material of both old and ancient things. For example, he was asked to unearth an article published in 1798. From abroad came a request for photographs of the 13th century manuscripts preserved in Italian libraries.

To run that unique business successfully, he depends on co-operation from macaroni and other manufacturers—in fact, persons in every line of business. Since this bibliographical service is given free of charge, Dr. Coppa-Zuccari could not afford to buy them all and must depend on the co-operation of editors and interested friends everywhere in the world.

Believing that many macaroni men are in possession of periodicals of a technical nature which they no longer need, Dr. G. Coppa-Zuccari would be most grateful if such periodicals and documents were sent direct to him at No. 362 Via Flaminia, Rome, Italy.

Any periodical, as long as it covers a technical subject, will do. The date is of no concern. Nothing is too old for bibliographical research.

7 Musts in Macaroni Week Promotion

Here is a Check-List of Things to do for Bigger Sales of Macaroni Products During National Macaroni Week, October 16-25

1. Have National Macaroni Week proclaimed by the mayor, governor and/or other dignitaries. Suggested proclamation form attached. Get coverage from local newspapers or send them photos.

2. Get civic groups, service clubs, school lunch rooms to feature macaroni, spaghetti and egg noodles during the special event, or get them to plan a special event either for fund-raising or pure publicity. A local Queen of the Week will help.

3. All advertising during the period October 16-25 should mention National Macaroni Week: newspaper, magazine, car card, bill board, or trade paper advertising.

Radio and/or television spots should mention the week.

Manufacturers who are not regular advertisers will get magnified results by purchasing time or space during this special period.

4. Tie-in advertising (especially on the two Thursdays, Oct. 16, 23) can

be a three-way deal with yourself, some related food manufacturer and the store or chain participating. A special recipe for National Macaroni Week will give you the vehicle for co-operation.

5. Store-displays should be the main feature during the period. Use point-of-sale pieces at the meat counter, in mass case displays, in windows, on shelves, in combination displays with other foods, at the check-out counter. Macaroni, spaghetti and egg noodles are strong impulse items: sales are made where the buyer picks the merchandise up.

Obviously, greater advertising co-operation with related food manufacturers can be obtained if there is merchandising followup, and you will be expected to take the lead.

6. Radio and Television scripts are being prepared by Sills & Co. for women's program directors to interview local macaroni manufacturers. If you have special contacts or wish to make your own placements, please let us know so we are co-ordinated.

7. Use the information coming from the National Macaroni Institute to keep your sales representatives informed and enthused. Confidence is what makes sales and you can be confident that this will be the best National Macaroni Week ever.

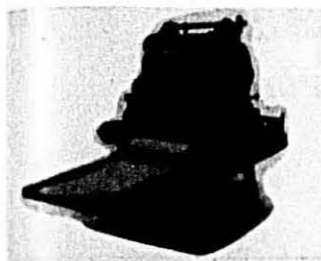
7 come 11. Use your own local appeal and angles wherever possible. Your own ingenuity with knowledge of your markets is bound to pay off.

Importation of Canadian Durum

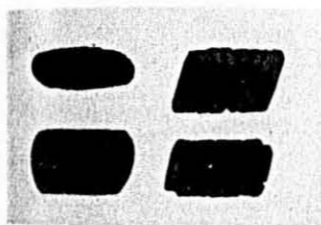
According to the most recent available figures, Canada is currently expecting a record wheat crop, all types, of 656,000,000 bushels, of which 635,299,000 bushels is spring wheat, including durum. The crop is about 70 per cent above the 10-year average.

Officers of the National Macaroni Manufacturers Association who went to Washington to inquire about the possibility of importing Canadian durum in the event of a shortage of that type, preferred by macaroni manufacturers, were advised unofficially that some help along that line may be forthcoming in the event that conditions warrant that being done. The feeling was that the United States macaroni manufacturers should continue using durum just as if this type was in plentiful supply. If and when it appeared that the supply was going to run short during the crop year, the CCC could then go to the President asking for an emergency declaration and make efforts to get Canadian durum, which would only be available under emergency conditions.

A political race is nothing but a hop, skip and jump affair—hop on the band wagon, skip the facts and jump on the opposition. Pathfinder.



A skeining machine (Torsani Factory).



Samples of Skeins produced by Torsani skeliner.



Impress-Braibanti, a special press for experimenting with doughs. It takes some 10 kilograms of dough and produces pasta of various sizes and shapes. Test mixtures are made into a small quantity of pasta, which goes into dryers with the standard output of the plant. Comparisons can be made at the end of processing. Machine has output of about 40 kilograms and can thus be used for routine production in small plants.

the grains to a shiny finish. All refuse is removed by special pipes. The flour made from grain treated in this manner is perfectly white.

Producing a perfectly white flour is not, however, the only problem that confronts flour-making. Another most important problem in this field is protecting grain from the attacks of numerous parasites. Professor Remo Grandori of the agrarian faculty of the University of Milan has found an excellent remedy in Bentonite, with which he has been experimenting now for six years. Bentonite is absolutely harmless to man or animals and, unlike various gases used for such purposes, it does not diminish the vitality of grains. If anything, it improves it, and thus it is suitable also for wheat preserved for sowing.

The action of Bentonite is very powerful and, as it is not hygroscopic, it represents a stable protection.

Black Stem Rust and Field Inspection Trip

By Donald G. Fletcher, Executive Secretary, Rust Prevention Association

The margin by which the wheat crops of the spring wheat area, both in the United States and Canada, escaped a very destructive stem rust epidemic in 1952 was very narrow. Slight changes of one or two factors might have resulted in damage equalling the losses of 1935. Either heavier showers or rust spores at earlier dates, or a later crop, could have produced a situation ruinous for many farmers.

The early drought condition may well have been a blessing in disguise, for it was the fields of durum in areas of plentiful moisture that suffered most. Bread wheat in the heaviest rust areas of North Dakota and South Dakota did not escape injury. Some fields were observed in which the yields were cut in half and the test weight reduced to near 50 pounds.

The durum in the United States suffered the most damage. I believe about 30 per cent of the durum acreage suffered material loss, averaging at least 20 to 25 per cent. Test weight was lost, with minor pinching on another 20 per cent of the crop. Some durum fields were not even harvested and these were usually the heaviest stands. The remaining durum is plump 60 to 64 pound test weight, and much of it has good color.

Usually, the lighter kernels in fields where considerable rust loss occurred never reach the market. The yields have been reduced, but the test weight of many samples may be 57 to 59 pounds and not reflect the damage. These lighter kernels are either blown out with the chaff in harvesting, or blended with that weighing over 60 pounds.

The yield of durum generally, in spite of the rust and early drought, has exceeded my earlier expectations. Harvesting records indicate yields averaging slightly more than 10 bushels. Final figures on acres harvested will not be available for some time, but the present returns are more encouraging than a month ago. The durum acreage slipped after the rust year of 1950. Heavy sprouting of durum in 1951 caused more loss of acreage. There is considerable evidence that a further shift away from durum will occur next year, especially in the areas of heavy rust loss. A survey of the situation is being made and the results will be sent to you at a later date.

The Canadian amber durum, most

of which is grown in southern Manitoba, with a small acreage in southeastern Saskatchewan, was severely damaged. In more than a third of the acreage, the losses were estimated to run between 25 and 50 per cent. A considerable portion of the remaining crop lost from one to several pounds in test weight, so that the percentage loss to the amber durums was rather high, although their total acreage is of minor importance in Canada. Officials at the Dominion Rust Laboratory in Winnipeg concurred in these estimates.

It is hard to tell how much of the Canadian durum can be used for production of macaroni products, for there is a large acreage of Pelissier durum in western Saskatchewan. This variety of durum is generally considered undesirable for production of

semolina. Most of this grain goes into feed or is used by the puffed wheat manufacturers. Only a trace of rust was found on this grain. It has a solid stem and is quite resistant to sawfly damage.

Leaf rust, both in Canada and the United States, was very heavy this year. Losses in yield to bread wheat in Canada were much greater from leaf rust than stem rust this year. However, it is hard to convince a grower that leaf rust is very important when he produces 25 bushels per acre of 60 to 63 pound wheat. Perhaps this same man would have produced 40 to 50 bushels if control of diseases and insects were effected. Maximum potential production by our crops needs study to determine what we should expect and what our losses really are.

Five-Year Tabulation of U. S. Durum

Durum Wheat: U. S. Supplies (U.S.D.A.)
July 1 Stocks (1000 bushels)

Crop Year Start July 1	Inter Mills and Farm Eleva.		Com-mer-cial	Mer-chant Mills	Pro-duc-tion	Total Domes. Supply	Im-ports	Total Sup-ply
	Farm	Eleva.						
1948-49	5,894	2,212	533	1,660	10,299	45,829	56,128	56,128
1949-50	5,610	6,016	5,213	1,197	18,036	39,503	57,539	57,539
1950-51	6,837	5,361	10,142	2,618	24,958	37,948	62,906	65 62,971
1951-52	7,244	3,775	8,287	4,318	23,624	36,572	60,196	1,834† 62,030
1952-53	6,245	4,594	2,842	4,029	17,710	23,366*	41,076*	..

*Aug. 1 Estimate
†Reported by Canada, etc.

Durum Wheat: U. S. Distribution

Crop Year Start July 1	Mill Grind	Feed and Other Use	Total Domes. Use	Export (Grain Only)	Total	Ending Stocks	
						June	Seeded Acres
1948-49	21,684	8,606	5,265	35,555	2,537	38,092	18,036
1949-50	21,630	5,741	4,085	31,456	1,125	32,581	24,958
1950-51	23,336	2,781	3,610	29,727	9,620	39,347	23,624
1951-52	25,533	837	3,414	29,784	14,536	44,320	17,710
1952-53

Exports—Products

Crop Year Start July 1	Macaroni Semolina (1000 Pounds)		Wheat Equivalent (1000 bus.)		Total
	Macaroni	Semolina	Macaroni	Semolina	
1948	40,060	3,434	933	79	1,012
1949	11,150	5,591	260	129	389
1950	8,488	4,951	198	115	313
1951	5,370	6,750	125	156	281

†1951-52 imports from Canada as shipped to U.S. This includes feed wheat (unfit for human consumption), wheat for milling in bond or for re-export to other countries. May include a small but unknown amount for milling in U.S. within the 800,000 bushel import quota.



Every sack of King Midas Semolina is milled to the Quality Standard macaroni manufacturers demand

Actual King Midas Semolina is used in this advertisement.

Watch Artificial Grain Drying

by Rae H. Harris and L. D. Sibbitt

Reprinted from the Bi-Monthly Bulletin
N. D. Agricultural Experiment Station,
Fargo, North Dakota

THE wet harvest season of 1951 brought the problem of grain drying to public attention, particularly in western Canada, where about 60 million bushels of tough and damp grain were in farm storage as of February, 1952. An effort has been made by Canadian authorities to move the grain to Duluth for drying at the rate of 200 cars a day, rather than to use farm drying.

As previously reported, durum and other wheats can be dried artificially without damage to milling and baking quality, provided that the drying temperature is maintained below 180 degrees F, and the moisture content of the dried wheat was not too low. Wheat above 18 per cent moisture content can be safely dried. Direct drying with flue gases passed over the grain did not damage quality, even when using coke containing 0.56 per cent of sulphur as fuel.

Types of Driers

There are three types of drying which have been studied very recently, as shown in Table I. The batch type, represented by the Habco, has proved satisfactory if carefully operated. It is made by the Habco Manufacturing Co., Columbus, Nebr., and has an approximate capacity of 250 bushels per batch. Maximum safe air and grain temperatures for seed grain, malting barley, and milling wheat are shown in Table I. After heating, the grain temperature should be reduced to 70°F.

The continuous type of drier, as constructed by the Kolman Manufacturing Co., Sioux Falls, S. D., is much more liable to damage grain quality. This drier can handle 140 bushels per hour, using air temperatures as high as 600-700° F. The heated grain is then cooled to about 160° F. The heating drum is 25 feet long and the drying air is heated by an oil burner. This drier is designed for feed grains and corn, and should be quite satisfactory for them. In appearance, the dried kernels are undamaged, but germination and baking quality are very severely injured. Safe maximum air temperatures entering the grain are given in the table, followed by recommended grain temperatures. Note that seed grain and malting barley should be dried at a lower temperature than milling wheat. The safe air tempera-

TABLE I.—METHODS OF DRYING GRAIN

Types of Drying	Maximum temperature	Grain temperature
Batch Type; Habco		
Seed grain and malting barley.....	110°F.	70°F. (final)
Milling grades of wheat.....	120°F.	70°F. (final)
Continuous-Flow; Kolman		
Seed grain and malting barley.....	110°F.	110°F.
Milling grades of wheat.....	140°F. (above 18%) 120°F. 170°F. (under 18%) 120°F.	
Bin Bulk Drying.....	10 to 20° above outside air	

tures in the Kolman usually removes 6% to 7% of moisture, but is not economical when safe drying temperatures are used.

Sharply reduced temperatures are necessary for bulk drying in bins, and the operation should be carried out when the outside temperature is above freezing. The unit should be used continuously to minimize the danger of condensation in the upper layers.

Effect of Drying on Baking Quality

Figure 1 shows loaves baked from flour milled from the same lot of damp wheat with a moisture content of approximately 19 per cent. The wheat for the loaf at the left was dried by spreading it on a table in a warm room. The wheat for the loaf at the right was dried in a portable farm drier. The effect of improper drying is self-evident, showing the extremely injurious effects of the drying operation on baking quality. The loaves from the dried wheat flour were entirely unfit for human consumption, had a very poor appearance and a coarse, dark interior.

Figure 2 provides information on dough mixing properties of these flours. The upper curve or mixogram shows normal mixing reaction with correct dough development, as the height of the curve increases with mixing resistance in the mixer. The lower curve shows no evidence of gluten development, as the curve has no initial rise but remains level throughout. This confirms the picture presented by the baking results.

Figure 3 records the extensibility of the doughs after mixing, as found with an extensograph, an instrument widely used in cereal laboratories for examining the physical properties of doughs. The curve for the undried wheat shows good extensibility (23

units) as compared with 9 units for the dried. The resistance of the dough to extension is 6.5 for the undried, which is usually the resistance of satisfactory quality doughs. For the wheat treated in the drier, however, the resistance increased to 13.7 units which is an extremely high value. Thus, drying the wheat without regard to safe temperature limits damages the gluten quality to such an extent that a dough with very poor extensibility and elasticity, and with high resistance to extension, was produced. Such a dough is incapable of stretching and retaining the gas formed during fermentation, and an unsatisfactory loaf of inferior size is produced.

Summary

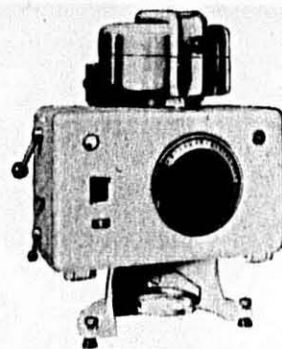
Grain, including milling quality wheat, can be dried without injuring germination or quality, but use of improper drying conditions, particularly too high temperatures, will render the grain unfit for seed or milling purposes. Damage to the wheat protein or gluten through coagulation is responsible for the poor baking quality of the improperly dried wheat flour. Dangers in farm drying are overheating, addition of moisture, overdrying, drying too quickly, and uneven distribution of warm air. Mixing damp and dry wheat will reduce the moisture content of the damp grain after several days. The grain should be mixed or transferred to another bin to facilitate moisture transfer.

Acknowledgment

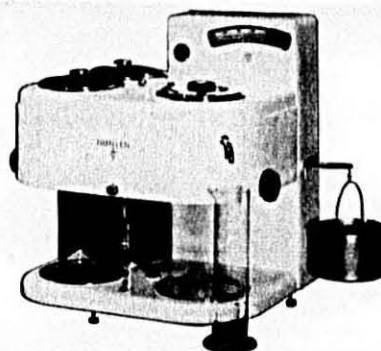
The authors wish to acknowledge the courteous assistance of Dr. J. A. Anderson, chief chemist, Grain Research Laboratory, Winnipeg, Canada, in supplying drying and quality data for this report, and for a sample of flour milled from the dried wheat.

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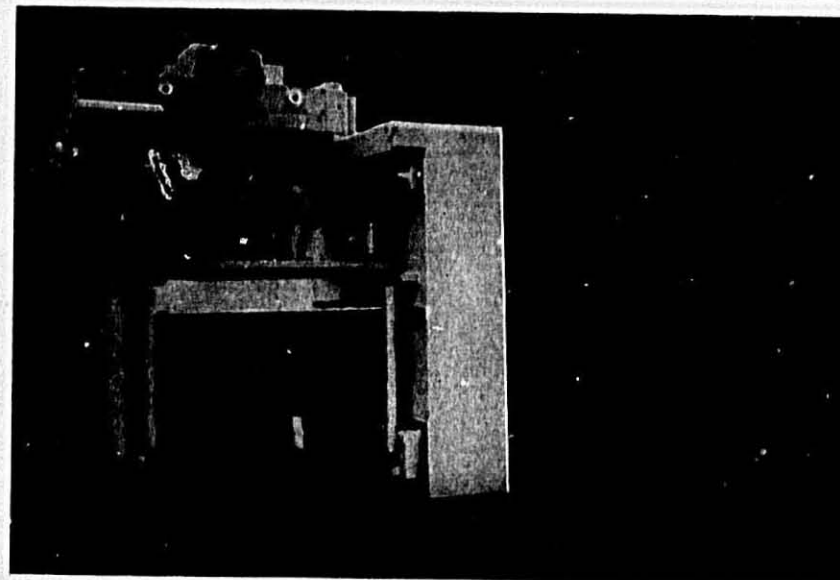


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Enjoying St. Lawrence River Sights

These pictures were taken aboard the SS Island King during a tour of the Montreal harbor and St. Lawrence River points on the afternoon of June 27, following adjournment of the 1952 macaroni-noodle manufacturers' convention. Photos courtesy of Lester S. Swanson, King Midas Flour Mills.

Left to right:

- 1—Joseph and Guido Merlino.
- 2—M. J. Donna, in cap; Wm. M. Steinke; C. L. (Bud) Norris; Irving Grass; Wm. Ewe; L. S. Vagnino and Robt. M. Green.
- 3—Thos. A. Cuneo; C. W. (Jack) Wolfe; Wm. Steinke; Lester Thurston; George Faber. (Seated) John Linstroth and Otto Koenig.
- 4—Thos. A. Cuneo (president elect); Otto Koenig and John Linstroth.
- 5—(The Pacific Highbinders?) Thomas DeDomenico; Fred Spadaforo; Vincent DeDomenico; Paskay DeDomenico and Joseph Santii.
- 6—Mr. and Mrs. Louis S. Vagnino.
- 7—Mr. and Mrs. Jerry Tujague and her mother, Mrs. A. O. Fox.
- 8—Mr. and Mrs. L. A. Bergseth and daughter.
- 9—Emanuele Ronzoni and Erich Cohn.
- 10—Lester S. Swanson (photographer) and David Wilson.

No Embargo on Durum Exports

Despite the fact that durum wheat exports hit an all-time high last year of 14,536,000 bushels and the expressed wishes of the macaroni industry to have some sort of embargo set up to greatly decrease the shipment of U. S. Durum abroad because of unfavorable crop conditions, the U. S. Department of Agriculture feels that there are two important reasons for not limiting exports of this grain at



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10.

this time.

(1) That with the huge surplus of wheat that the U. S. has on hand, it would appear in a ridiculous position before the other members of the International Wheat Agreement if an embargo was placed on any type of wheat. Closely following this reasoning, officials point out that Congressmen and farm representatives from the wheat districts would descend on the Department of Agriculture en masse if prices were not at high levels and an embargo was declared.

(2) Agriculture officials do not believe that there will be any durum to export. They point out that hard northern spring wheat is about 20c a bushel under durum, and that it is impossible for buyers to export durum with that differential. Last year, when quantities of durum were exported, this was not the case, and despite the fact that the volume moved was of record proportions, most of the grain was unmillable. They add that durum was moved only through tie-in sales; that nobody really wanted it.

Postal Deficit—3

This is the last of three editorials by the Milwaukee Journal on the problem of how to reduce the postal deficit, which is now running in excess of \$500,000,000 a year.

In the first of these editorials, we proposed that post office costs be cut by greater efficiency in the department itself.

In the second, we suggested that revenues might be raised, and the postal load at the same time lessened, by requiring government agencies and congressmen to pay regular postage on their mailings out of specific, limited appropriations.

There are three other minor matters often discussed in connection with the deficit, but of little actual present importance. There is the matter of the subsidy to air lines, which is decreasing but which should, of course, not be a charge against the post office department. There are also the matters of "free in county" newspapers and of free mail for the blind. These involve relatively little real cost to the department, so a change would make relatively little difference.

The third major adjustment, then, must be in the charges which the post office makes for its normal services. The total of such charges must be enough to balance out the rest of the deficit.

The first place losses should be eliminated is in the subsidiary services—money orders, insurance, special handling and the like. These services surely should pay their own way.

Then the charges for handling of the regular mail should be considered. Here the total should be enough to meet the total costs. That does not mean, however, that each division in each of the mail classes need pay exactly its own way.

We have four classes of mail. First class covers sealed written matter and post cards. Second class is for periodical publications. Fourth class is parcel post. Third class covers what does not belong in any of the other three.

We have these four classes of mail for a variety of reasons. First class mail gets first attention; it should and does pay the highest rate. Perhaps it should pay a substantial profit. In any event, it will have to, if we want to come out even, while at the same time (for social or educational reasons) undercharging on some other items.

We cannot consider rates without also considering the purposes back of our present classification. There is no reason for four classes, if all are to be handled alike and charged for alike. Furthermore, it is almost impossible to fix the exact cost of one class compared with another, since all classes are handled by the same personnel. The post office, too, would have to

exist, and would find its major costs much the same, if it had only first class mail.

The practical thing, therefore, is to fix rates as equitably as possible, all things considered, at such varying levels that the total will be adequate to meet full cost.

In setting up a system of differentials, we should only seek to be sure that any preferential treatment does not result in giving advantages to users quite able to pay for the service given.

National Macaroni Week

October 16-25, 1952

The modern day Yankee Doodle has no need to stick a feather in his hat to create "macaroni." So Americanized have macaroni, egg noodles, and spaghetti become that a week in their honor will be celebrating its third birthday this year, October 16-25. In view of the importance these products have assumed in the diet of the American public, a 10-day celebration is not too lengthy. It also gives the meal planner an extra week-end to stock up on these products and all the related items that go with them.

Grocerymen get multiple opportunities to increase sales in every department. Sale of macaroni products boosts sales in the canned and fresh meat, spices, canned and fresh vegetables, and canned and fresh fish departments.

During October 16-25, the public will learn of National Macaroni Week and the products it honors through newspapers, magazines, radio, television, the trade press, and public utility publications. A tie-in with this all out publicity on macaroni can mean additional sales for the grocery-men who desire them.

Merchandising and advertising-wise, the week will get heavy support from the individual macaroni manufacturers as well as the manufacturers of related food items. Record from the past two Macaroni Weeks show that the manufacturers—both macaroni and related foods—who actively participated in the week realized an increase from two to 26 per cent in their sales during the campaign.

The National Macaroni Institute

Cleared of Unfair Labor Charge

An unfair labor practice charge lodged against the C. F. Mueller Co., spaghetti manufacturers of 180 Baldwin Ave., Jersey City, N. J., has been dismissed by Charles T. Davis, regional director of the National Labor Relations Board, as reported by the *Union City (N. J.) Hudson Dispatch*. Local 256, Bakers and Confectionery Workers, International Union, AFL, had charged the company had refused

to negotiate on modifications in the contract and refused to inform the union of changes in employees' status and layoffs.

A New Stab at Spaghetti

The invention of new eating equipment has a human interest that is always recognized. Recently, the press carried a story of the invention of a new gadget that supposedly makes it easier to eat spaghetti and similar foods. Among other newspapers, the *St. Louis Post-Dispatch* editorialized as follows:

"Where the obviously hopeless difficulties of life are concerned, men continue to be incurable optimists. Take, for example, the eating of spaghetti. There is no satisfactory solution of this gastronomical engineering problem.

"Of course, various techniques have been improvised. There is the roll-around-a-fork attack, and it has a number of refinements. The fork may be used alone or in conjunction with a spoon. But whatever the method, the result generally is a slurp or a stain on the shirt front, or both.

"Now comes Phillippe Piche of Quebec with a modern approach to the problem. He puts his trust in a gadget, a specially designed fork for which he has just been granted United States Patent 2,602,996. This fork has a wheel in the handle which, when rubbed with the thumb, twirls the fork's tines. Rotation of the tines is to be continued until the morsel is safely in the mouth.

"Regretfully, we take a dim view of the innovation. It represents no more than the old twirling fork method with an added complication. Few thumbs have the dexterity demanded by this invention. Some may acquire the skill; but the more proficient they become, the greater will be the centrifugal hazards. Mr. Piche probably did not even think of those.

"He had better join us in our pessimism, solaced by the thought that no matter how difficult the task, it will always be undertaken because a good dish of spaghetti is deliciously irresistible."

Albert Ravarino of Ravarino & Freschi, St. Louis, a director of the National Macaroni Manufacturers Association, thoughtfully complimented the editor in a brief note that appeared in the voice of the readers in a later issue and which reads as follows: *To the Editor of the Post-Dispatch:*

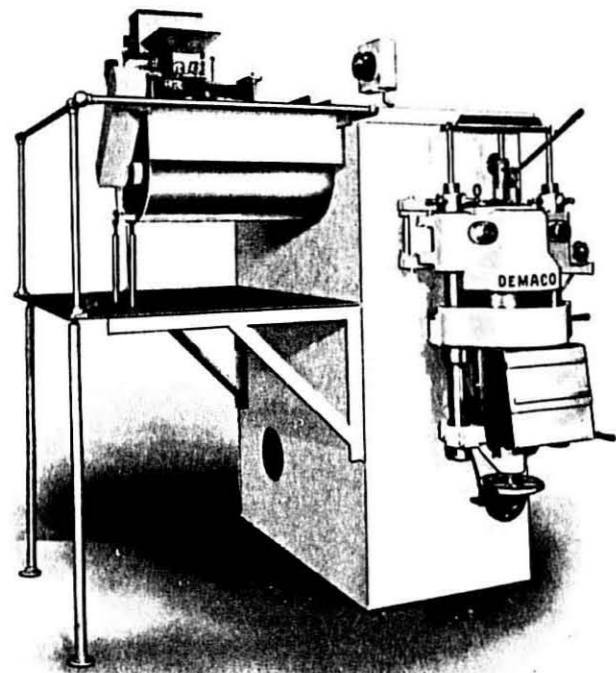
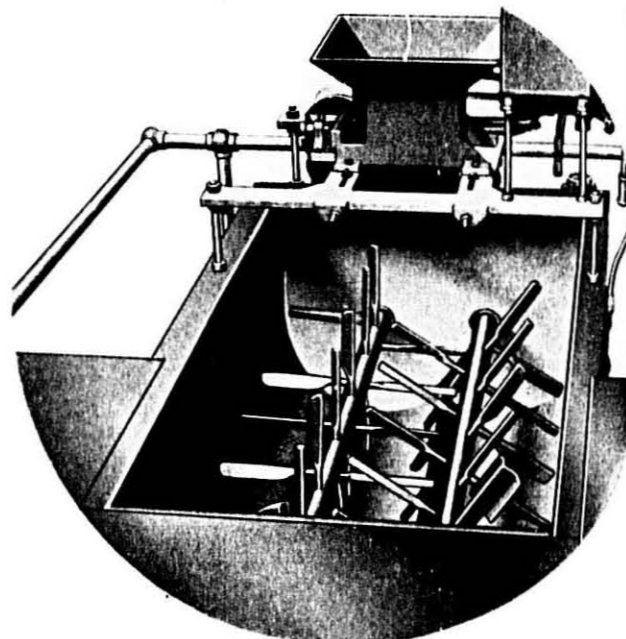
In a survey made several years ago, it was found that spaghetti and meatballs was the third most popular dish of the American people. Complimentary articles regarding spaghetti, such as you recently printed, will certainly help to gain the prominent position here that it has in the East.

AL RAVARINO

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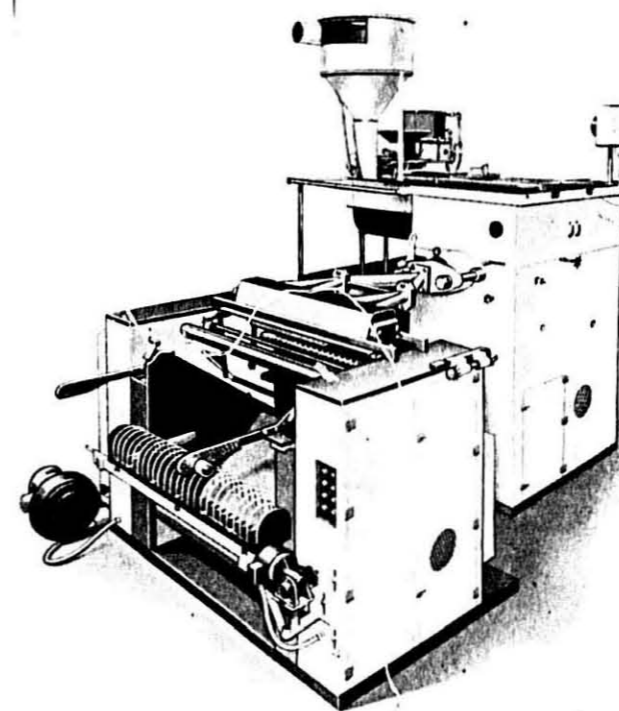
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33 Simple Safeguards Against Electrical Fires

October is Fire Prevention Month, but every month—every day—calls for every possible precaution by macaroni-noodle manufacturers and everybody to prevent fires from any of the many causes.

by Ernest W. Fair

MANY a plant fire has started with the electric wiring, the switches, the fixtures or outlets. Even when no fire breaks out, electrical failures always cause much inconvenience and loss of time. There is no such thing as an inexpensive electrical disorder; they are always costly.

Moreover, electrical equipment is usually neglected in checking in the office, storage rooms and in the plant. Periodic checking, at least every six months, with painstaking attention to the points listed below, will eliminate 90 per cent of these fire risks and service interruptions. These suggestions are based on good current commercial practice and on the advice of experienced safety and insurance experts.

- Conductors on open wiring must be rubber covered or have waterproof, slow burning or asbestos covered insulation.

- Open wiring should always be supported by insulators, usually of porcelain, though glass or several composition materials can be used. Make sure no wires are just strung anywhere in the building.

- Armored cable should be employed for concealed wiring in buildings of wood frame construction, and for exposed wiring as well.

- Rigid metal tubing can be used for concealed wiring in buildings of fireproof construction, or for exposed wiring in locations where one must guard against injuries.

- All final connections to motors mounted on belt-tightening bases should be made with flexible metal tubing. Check motors on small equipment units in particular for this point.

- Armored cable should be secured at intervals not exceeding 4½ feet, and within a foot of every outlet box; the latter is extremely important.

- Exposed wiring should follow closely the surface of the building finish or woodwork.

- A fitting should always be provided where armored cable ends.

- Rubber sheathed cable wiring should be installed in locations subject to vapor, fumes or too much dampness.

- Extensions should not be run outside the room in which they originate or through floors or partitions. Extensions are made for only temporary or emergency usage; not for regular service.

- Flexible metal tubing should never be used in wet locations unless the conductors are lead covered, or of an approved type.

- At every inspection, check the tightness of the couplings and connections used with tubing; they should be water-tight, particularly around masonry or concrete when installed in wet places.

- No round outlet boxes should be used where tubing or connectors requiring the use of lock nuts or bushings are to be joined to the sides of the box.

- Unused openings in boxes, fittings and cabinets should always be closed tightly.

- Boxes and fittings in wet locations should be so placed as to prevent moisture from entering or accumulating within them.

- Switches should be enclosed in metal boxes unless they are mounted on switchboards.

- Fixtures should be securely supported. A loose fixture may not only fall and shatter; it may also result in a broken wire or even a fire.

- All fixtures should be installed over standard outlets.

- Splices and taps on fixtures should be secure and well soldered. If there are any makeshift tie-ins anywhere, have them replaced at once, for this one practice causes more fires than any other mistake made in the use of electricity in the plant.

- Fixtures should always be wired so that connections between their conductors and those of the circuit are not easily accessible.

- Combustible wall or ceiling finishes exposed between the edge of a fixture canopy and an outlet box should be covered with non-inflammable material.

- Ungrounded fixtures should never be installed near plumbing lines, steam piping or other grounded metal objects.

- Fixtures installed in damp or wet locations should be vapor tight.

- Only specified fixtures should be installed in recessed cavities in walls and ceilings because of the high temperatures short circuits can create there.

- There should be ample air space between a lamp and its shade or any enclosure of flammable material.

- No externally wired fixture, other than that of the chain type, should be installed in offices.

- Exposed live parts above 150 volts on switches should be located only where they are under competent supervision.

- Switchboards should be so located that they will not be exposed to moisture.

- Switchboards should be kept away from easily ignitable building materials.

- Switchboards should never be built up to a non-fireproof ceiling. They should be at least three feet away unless a fireproof shield is provided.

- A clear space of at least 18 inches should be left between the board and the wall.

- Frames and supporting structures should always be grounded.

- Rubber mats or similar floor insulation should be placed under heavy boards.

Labor Force

In 1951, the United States had a civilian labor force of 63 million, compared with 54 million in 1944.

Durum Show—November 13-14

Victor Sturlaugson, president of the North Dakota State Durum Show where samples of the 1952 crop will be shown to select the 1952 Durum King, announces that the dates of this year's show at Langdon, N. D., will be November 13 and 14.

He expects a large number of exhibits by growers of durum wheat, with the cream of the crop to test the judges, and he hopes that many of the leading macaroni manufacturers and association officials make plans to attend this year's exhibit.

General Mills salutes macaroni week



America's First Lady of Food, Betty Crocker, will give National Macaroni Week a country-wide boost on her radio program, "Time for Betty Crocker," Thursday, October 16. She will feature an appetite-appealing recipe, *Macaroni Saute*.

This broadcast on October 16, the start of Macaroni Week, will be heard by millions of homemakers across the nation, over the stations of the ABC network.

**BOOST MACARONI WEEK
OCTOBER 16 THROUGH 25**

"Betty Crocker" is a registered trade mark of General Mills.

General Mills Inc.

Durum Sales
MINNEAPOLIS, MINN.



Official "Taster" Returns



Mrs. Giovanni Buitoni, director of Buitoni Foods, Inc., who has been in Italy and France to visit the several plants of the concern in those countries, returned here August 8. Previously an Italian opera star of note, Mrs. Buitoni is now official "taster" for the company, creates new products, and is head of the American Perugina candy division.

Illinois Consumer Survey 1952

Macaroni & Spaghetti Consumer Brand Preferences in 32 Illinois Cities

Illinois Daily Newspaper Market, Inc., recently released its 7th annual survey of macaroni and spaghetti sales in retail stores in downstate Illinois, exclusive of Chicago and Cook county. The 1952 Illinois Consumer Analysis was made to assist marketers in doing the most effective jobs possible in Illinois, impliedly using the local daily newspapers in the cities surveyed.

Home surveys were made by special interviewers in calls prorated by sections of each city in proportion to population, so as to secure consumer information. Independent stores and chain store distribution information was obtained by store checks.

All interviews were conducted simultaneously in all cities during the last week in March, and a composite report released last month. The results of this survey should be interpreted solely on the basis of brand preference. No attempt should be made, says the report, to analyze the results in terms of sales volume, as retailers were not asked quantitative questions on frequency or amount of purchases.

Forty-five brands were reported on sales in the stores surveyed in the 32 cities. There are many factors which have caused their being listed in the 1952 position; high position, medium or low. Many are well known, while some were found only by intense additional searching.

Among the brands reported on by retailers and markets, with figures following in parenthesis indicating the number of cities in which they are being sold, are:

A & P (31); American Beauty (19); American Lady (8); Blue Ribbon (6); Bracy's (1); C & W (1); Chef Boyardee (13); Clover Farm (4); Farmers' Pride (2); Faust (1); Food Club (2); Foulds (14); Gold Medal (8); Golden Crest (3); Gooch's (3); Grand Prize (2); Happy Hour (3); I.G.A. (9); Jack Sprat (2); Jewel Tea (32); Kraft Dinners (31); Kroger (28); La Rosa (4); Mama Mia (8); Monarck (16); National Tea (12); Pleezing (1); Quaker (6); R & F (10); Red Cross (32); Red & White (3); Richelieu (11); Rossi (11); Russo (8); Tenderoni (23); Topmost (7); University (4) and Viviano (16).

Liquid, Frozen and Dried Egg Production July 1952

The quantity of liquid egg produced during July totaled 21,751,000 pounds, compared with 22,546,000 pounds during July last year and 53,861,000 pounds, the 1946-50 average for the month, the Bureau of Agricultural Economics reports. The quantity produced for drying was larger than last year. The quantities produced for freezing and immediate consumption were smaller.

Dried egg production during July totaled 1,571,000 pounds, compared

with 668,000 pounds last year, and the average of 9,959,000 pounds. Production consisted of 392,000 pounds of dried whole, 532,000 pounds of dried albumen, and 647,000 pounds of dried yolk. Production during July last year consisted of 62,000 pounds of dried whole, 323,000 pounds of dried albumen, and 283,000 pounds of dried yolk.

The quantity of frozen egg produced during July totaled 16,595,000 pounds, compared with 19,523,000 pounds in July last year, and the 1946-50 average of 18,929,000 pounds.

Frozen egg stocks decreased by 3 million pounds during July, compared with an increase of 0.8 million pounds during July last year, and the average July decrease of 3 million pounds.

Less Worry Among Durum Growers

"Up in Cavalier County, North Dakota, where the state's experimental station is located and which is probably the heaviest durum wheat producing county in the nation, the yield of durum in 1952 is as good or even better than the yield of bread wheat, and this differential of around 50 cents or more per bushel will check the talk of the past year about reducing durum acreage and growing of more bread wheat."

Tour of G.M.I. Contest Winners

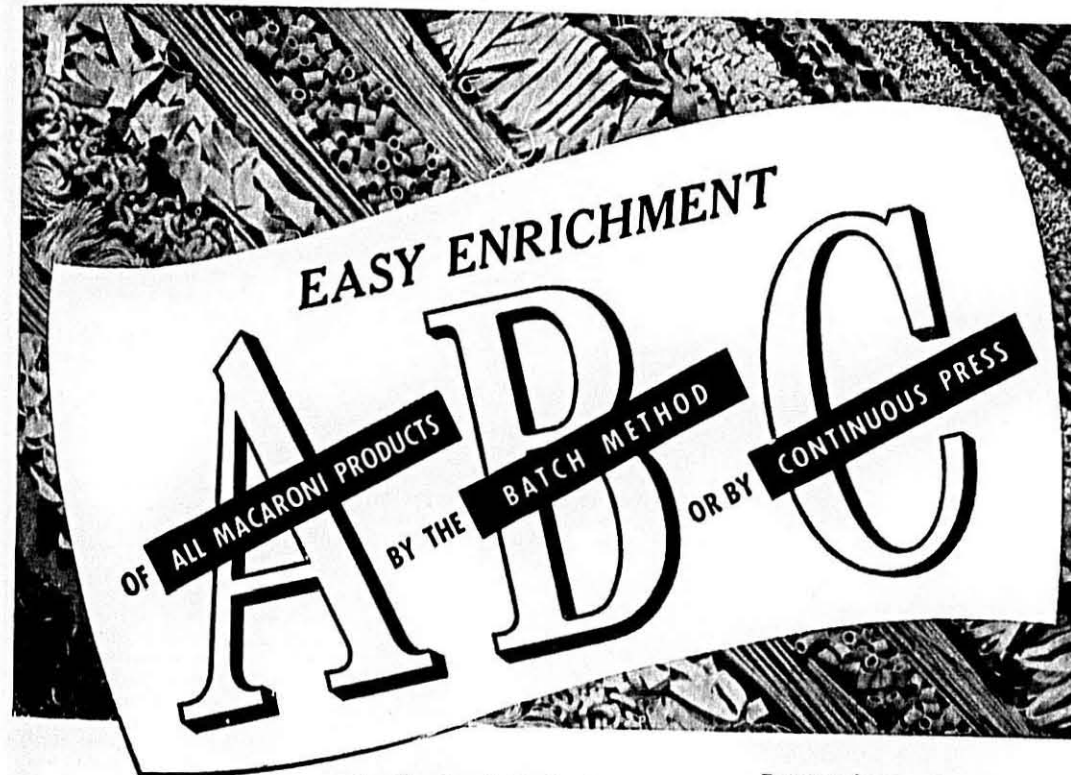
More than 100 persons who figured in a contest on "Why America Is Great," will begin flights soon to shrines and cities which played an important part in American history.

They will be guests of General Mills, sponsor of the contest, and American Airlines on a tour of seven cities from coast to coast. Ceremonies at each city and visits with government officials will pay tribute to 25 first place winners.

Chief guest will be Blythe Anne Johnson, 15, of Litchfield, Minn., who was grand prize winner. Her entry on "America Is Great Because . . ." was acclaimed tops among hundreds of thousands in the country.

She wrote: "America is Great Because—we drag our faults out into the open for all to see and criticize and help correct—we do not hush-hush and pretend all is well, to look beautiful outwardly while rotting from the inside—this makes America noisy and our faults public, but it is clean and healthy."

Accompanying the group will be a teacher, grocer and parent picked by each of the 25 winners. The trip has been divided into three sections—each group flying in an American Airlines DC-6 aircraft. Blythe Anne Johnson will present leather folders of her picture and winning essay to mayors in each city visited.



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Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.

The original starch base carrier—freer flowing—better feeding—better dispersion.

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No need for measuring—no danger of wasting precious enrichment ingredients.

Minimum vitamin potency loss due to Vextram's pH control.

Easily

Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.*

*Also available in double strength.

Keep your macaroni and noodle products in step with the growing national demand for enriched cereal products. And give your brand added sales appeal by enriching with Sterwin vitamin concentrates, the choice of manufacturers of leading national brands.

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

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

Hydraulic Speed Governor applied to Costa continuous automatic presses

by U. Salterini

Translation from "Tecnica Molitoria" by Dr. G. Coppa-Zuccari, Rome correspondent for The Macaroni Journal

THE patented hydraulic speed governor "Fanova" was reported by the Office of Inventions and Novelties of Milan Fair in its *Bulletin No. 49* of machinery for flour mills, pastry-makers and bakers.

This hydraulic speed governor has been applied to the cutter for short pasta installed on continuous automatic presses built by Francesco Costa Factory in Bologna. It represents a great step forward in comparison with any other similar mechanical appliance and contributes a noteworthy improvement to the important sector of machinery for pastrymakers and flour mills.

The new governor is the result of long studies and of many practical tests on presses.

These tests have given positive and reliable results and have contributed, especially in the line of *pastime* (tiny cut pasta for soups) to speed up production. At present, a number of such governors are operating at the establishments of several customers who are fully satisfied with their smooth and easily controlled functioning, which permits cutting at any speed and thus utilizes every machine to its utmost.

Hydraulic mechanisms present extensive possibilities in the industry of pasta and flour. Apart from their application to presses, other low-speed governors have been evolved for use with gears of drying chambers and for synchronization of several machines or several processes. Many problems can be solved by means of hydraulic speed governors designed specifically to meet requirements of manufacturers who, owing to the present strong competition, must constantly study ways and means of speeding up their production and making the best possible products with a minimum of processing time.

D.F.C. Automatic Continuous Presses equipped with the Fanova speed governor, which are produced by Francesco Costa Factory in Bologna, are the result of an extensive experience in the field of macaroni-making. They help to produce pasta of the finest quality which fully retains its nutritive properties and, at the same time, displays all the essential outward char-

acteristics: proper straw color and nearly transparent glossy finish, as well as proper resistance in boiling.

The structure of these governors is simple and strong, and they work with any flour (hard wheat, soft wheat, or mixtures).

All D.F.C. models are equipped with a very strong cast-iron cylinder containing a chamber for circulation of water.

The large capacity dough-mixer is equipped with blades of such a shape that all danger of lumps is eliminated and thus the dough is mixed thoroughly by the time it is introduced into the cylinder through special adjustable shutters.

This operation is accomplished with dosage which can be adjusted to a fine point to ensure exactly the kind of dough that is desired for a particular product.

The dough-mixer is equipped with a grille cover which is connected with the controls; thus, the moment the cover is lifted, the driving shaft is de-clutched and the machine stops. It will not start again unless the cover is replaced. This eliminates any serious danger to the operator.

The screw-formed piston is made of fine tested steel, and it is designed in such a manner that the dough receives the ultimate smoothing touches and acquires perfect uniformity and fine amber color. Its extremity pushes the dough onto the extruder plate with uniformly distributed pressure.

The water-doser functions at a constant level and thus the water comes out at a constant rate, no matter what variations there may be in the pressure inside the water mains that service it. The doser is adjustable by means of an indicator sliding along a graduated dial.

The flour doser is equipped with a special shaker which eliminates all clogging. This doser is also adjustable. Both dosers can be adjusted to a very fine point.

The moving parts are driven by helicoidal, highly-finished gears, running perfectly silent in oil-bath. A large number of precision ball-bearings is incorporated.

The form-bearing table is made of high-class steel, and it can be maneuvered quickly and easily by means of a single hand-wheel.

The continuous Costa presses produce thin, perfectly smooth strips of

uniform thickness; thus no thinning cylinder is necessary for coupling with cutting-folding machines that produce Bologna types of pasta.

Francesco Costa Factory exhibited three of its most recent models at Milan Fair.

Magnus, 2nd Series: output, 280 to 320 Kg. an hour (first flour).

Medius: output, 180 to 200 Kg. an hour (first flour).

Mignon: output, 80 to 100 Kg. (first flour).

In presenting this selection, the Costa Factory intended to introduce a range of very modern machines suitable both for large producers and for small concerns. For these latter, Mignon is an ideal machine; it is equipped with mill-hopper funnel and shaker, and it will take from 25 to 30 Kg. of handloaded flour at one time. It can be used without a special plant for automatic feed, but such a plant can be quickly added without introducing any substantial modifications into the machine.

It has been intended to show in this condensed review that Costa Factory has succeeded in drawing on its long experience for newly-designed machinery that would guarantee long continuous functioning and production of pasta that combines high intrinsic value with fine commercial characteristics.

Secretary Green Drafted

President Rose Marie Kiefer of the Trade Association Executives Forum of Chicago announces that she has drafted Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Association, to be a leading member of the important program committee of the organization. Mr. Green has been quite active in the forum for several years.

M. J. Donna, secretary emeritus of the National Macaroni Manufacturers Association, is still a member of the Chicago forum and of the national ATAE, having helped to organize the latter in 1920, and is now one of the oldest living members of the forum.

The *Forum News*, which carries the announcement of Mr. Green's appointment, also carries an item of interest about association secretaries, as follows:

"Few positions in the vast scheme of things which is the United States of America are of greater importance

Meet Mrs. Average Shopper

The better you know her . . . the better you can sell her.*

She marries younger than ever before.

She is about 39 years old.

She has a family of four.

She lives in a small apartment or small house.

She might be among the annual 1,700,000 new brides unfamiliar with many products.

She is accustomed to a higher standard of living than her forbears.

She is particularly conscious of sanitation, cleanliness, nutrition.

She may be one of 9,000,000 homemakers who holds down full-time jobs.

She shops in a supermarket three to four times a week and spends \$20.

She is eager to please her family's tastes and to provide them nutritional, inexpensive meals.

She has a husband and children who are having more to say all the time about what they eat.

She has a husband who shops for her occasionally and tends to spend more than she does.

She seldom uses a shopping list—she shops with her eyes.

She makes up her mind in the store about two out of every three purchases.

Daily life offers few diversions for the homemaker, so she looks for objects of interest in the framework of her day-to-day activity.

Food stores can make her shopping exciting with:

Store decorations paced with the seasons or tied in with special promotions.

Displays that suggest related items or a meal idea.

Displays of bright, attractive pack-

ages.

Her decisions to buy are shaped by two major influences:

1. Pre-store—advertising, including radio, television, newspapers, magazines, her neighbor's opinion, her past personal experience.

2. In-store—the merchandising ingenuity of the store management and the manufacturer of packaged products as expressed in interest-getting displays and self-selling packages.

There are 36,000,000 "Mrs. Average Shopper" spending \$30,000,000,000 a year in food stores from coast to coast. Know her well; she is the boss.

(From "Packaging & People"—E. I. Du Pont de Nemours & Co., Vol. 1-1, Spring, 1952.)

Foods Ample: Prices Higher

There is plenty of food for everyone again this year, according to a statement issued jointly by the National Association of Retail Grocers, National Association of Food Chains, Super Market Institute, Inc., and Co-operative Food Distributors of America.

The United States Department of Agriculture report issued recently confirms the food industry's observation that the over-all food supply this year will be slightly larger than 1951. The bumper grain crop should assure a large meat supply. Vegetable crops generally have already been harvested in areas where the rains have been below normal. In other commercial vegetable producing areas, the crops are reported in good condition and canners are packing to capacity.

It should be kept in mind that this is an election year. Statements issued by some Washington officials might reflect a desire to influence votes in November. The United States Department of Agriculture's factual and unemotional appraisal of the food supply situation might well be examined in contrast to statements issued by some government officials.

Prices may properly be expected to reflect increased costs—raw materials, wages, transportation and others. These higher costs obviously could not be absorbed by food distributors whose profits under favorable conditions are only about 1c on a dollar of sales—and in many cases are now substantially below normal.

Congress, after careful consideration, removed economic controls on a portion of the food business because it is in the public interest to do so. It is natural that those who favor a government controlled economy are not pleased by this action and will try to get controls reinstated to protect their jobs.

Adequate food supplies and the good judgment of homemakers in their daily food buying are the best assurances of stable prices.

than that of being a trade association secretary. Standing as he does at the very heart of the industry which he represents, he knows its every pulse beat; witnesses the travail through which policies come into being, and senses the drive and urge which makes an industry alive, energetic and dynamic.

"The secretary is in a position to give leadership whenever and wherever necessary, to stay in the background as he gives a hand here and there in the work which his group is carrying forward; to give a word of good counsel; to act as a mediator in bringing the best ideals of the industry to the fore when divergent forces get into tangles; to quietly and persuasively keep high ideals in the fierce competition of every day before all his members; and to help each one to feel that in the long run the good of the whole will promote the best interests of the individual.

"The trade association secretary stands in a unique position within his industry. His shoulders must be broad for the little men and big may cry upon them now and then. He must receive the most closely held secrets and listen carefully to the stories varying from romance to tragedy which are poured into his ears, yet never by so much as a hint allow his knowledge or even his possession of it to become known.

"The trade association secretary fills a unique spot also in national affairs. His industry, whatever it may be, is important to national well-being. In a thousand ways from day to day he has opportunities for service which are unparalleled.

"Quite an individual this secretary—or can be."

Touring the World

When Dr. Franco Nacci, magazine publisher from Palermo, Sicily, left, on an auto tour of the world, stopped in Lowell, Mass., recently to view manufacture of spaghetti in the Prince Macaroni Co., his speedometer showed 52,000 miles since he started his jaunt in March, 1951, and latter in 1920, and is now one of the oldest living members of the forum.

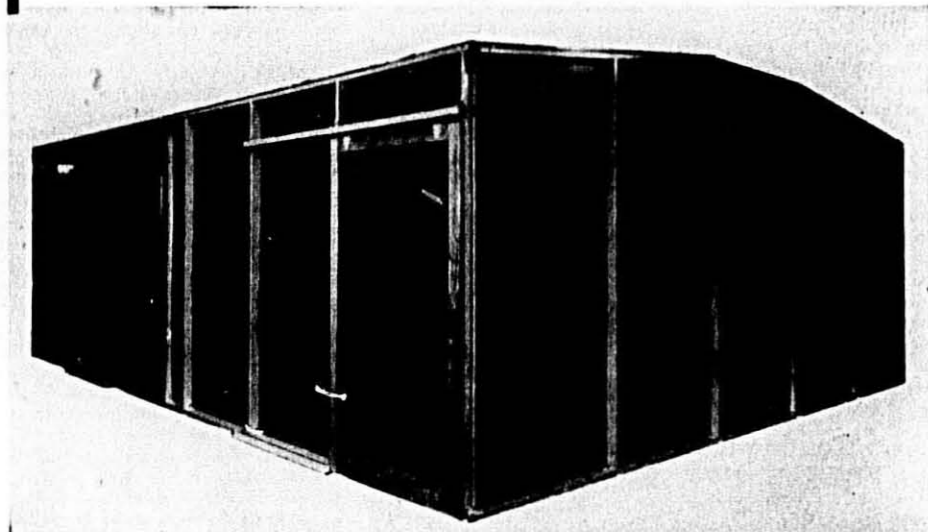
The *Forum News*, which carries the announcement of Mr. Green's appointment, also carries an item of interest about association secretaries, as follows:



and visited 25 states. His worst ordeal was in the Iran desert, where he was trapped for 16 hours in quicksand and had to drink water from his radiator in the 130 degree heat.

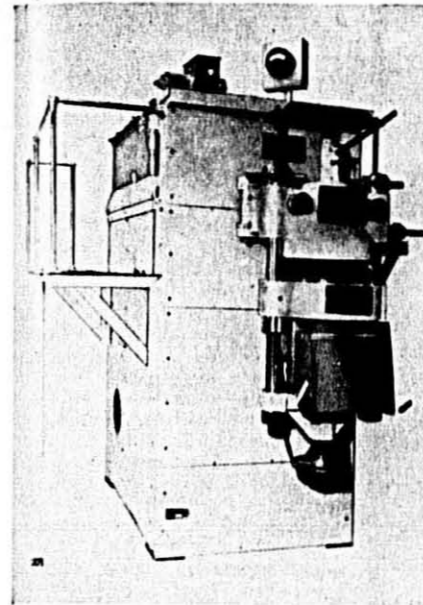
New "Self-Controlled" Room FOR LONG GOODS

- QUICK POSITIVE DRYING
 - REDUCES DRYING SPACE
- STRAIGHT FIRM DRYING
 - LESS PACKING WASTE
- HYGIENIC CONSTRUCTION
 - EASY TO KEEP CLEAN



100% AUTOMATIC
AN *"Original"*
AMBRETTE
DESIGN

ORIGINALITY IS PROGRESS



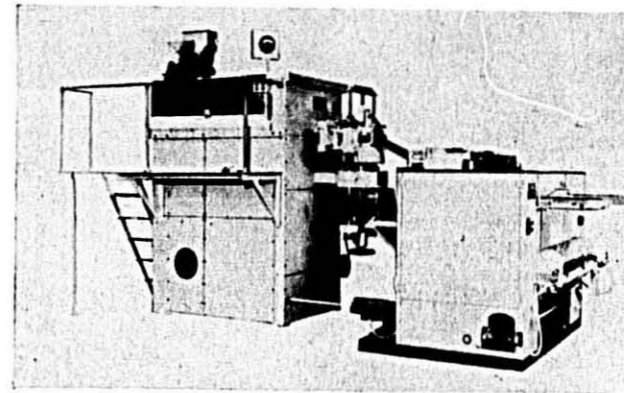
Time Proven Automatic Presses

Continuous Automatic Short Cut Press

*"Has Two Mixers to Stop
Unmixed Semolina from
Dropping into Extrusion Screw"*

MODEL DSCP-1000 LBS. PROD.
MODEL SACP- 550 LBS. PROD.

Three-Way Combination Press FUSILLI LONG GOODS SHORT GOODS



SIMPLE
PRACTICAL
CHANGEOVER
MECHANISM

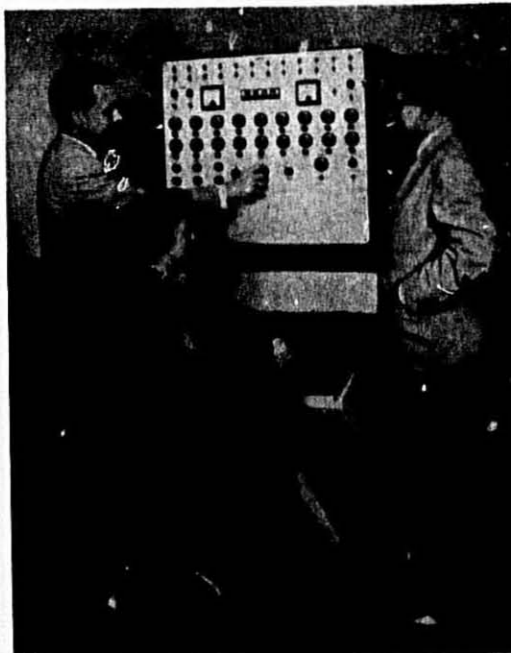
Automatic Press with Long Goods Spreader • Automatic Short Cut Press • Automatic Combination Press for Long and Short Goods • Automatic Sheet Former • "Quick Change" Noodle Cutter • Bologna Machine • Hydraulic Dry Long Goods Cutter • Pressure Die Cleaner • Automatic Long Goods Preliminary Dryer • Automatic 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.

New Electronic Brain

The paper, packaging and plastics industries stand to gain from development of a new electronic "brain" by Goodyear Aircraft Corp., that is not only capable of coming up with the answers to machine inefficiency but can also predict, to an accurate degree, the breaking point of paper, plastics and other materials.

Shown setting up such a problem in the machine, called the L3 GEDA (Goodyear Electronic Differential Analyzer), are Dr. H. R. Hegbar, left, assistant manager of the Goodyear Aircraft aerophysics department, Computist Jean Cain, center, and Robert Mayne, right, manager of the department.



How Old Is "Old?"

By Graham Patterson, Publisher
Pathfinder News Magazine

Several months ago, Temple University in Philadelphia and the Pennsylvania State Department of Labor and Industry held a two-day public conference on "The Problem of Making a Living While Growing Old." It is a problem that is increasingly more serious as medical advances lengthen the average worker's life span.

Years ago, 60 or 65 seemed to be the generally accepted retirement age, but nowadays it is difficult for a man of 50 to find a market for his abilities, and a glance at the help wanted ads will reveal that in many cases, applicants must be no older than 45 or even 40. This lowering of the age limit for prospective employees is a problem that is bringing concerted effort by various civic-minded organizations throughout the country. One, for instance, is the Forty Plus Club an organization of public-spirited Philadelphians who recognize the unfairness of the discrimination against older workers and are engaged in aggressive efforts to find suitable employment for older men and women. (Most of their applicants are well over 50). A group of over-age executives in Wilmington, Del., have organized themselves under the name of Consulting and Advisory Services, Inc., and are offering their skills, experience and mature judgment to business organiza-

tions on a part-time basis. They not only perform a useful service but are warding off the futility and frustration that enforced idleness would mean to men too active mentally to retire.

The Institute of Life Insurance points out that more than 10 per cent of the people in six northern states are now 65 years old and older. New York State alone now has more than one million persons 65 and over.

Even the medical profession has taken recognition of the problem. Last year at the annual conference of the American Association of Industrial Physicians and Surgeons, Dr. Louis B. Laplace, president of the Philadelphia County Medical Society, stated "A large percentage of elderly persons, although unfitted for hard labor, are superior to young persons in the more skilled and specialized jobs. Their arbitrary retirement is wasteful, inefficient, inhuman and unjust." And Dr. Edward J. Stieglitz, of Washington, criticized the use of age as the only measure of a worker's ability, because it often discards "live wood" too soon.

One of the principal contributing factors in this unhappy situation is the fact that firms with retirement plans are required by law to include all employees, regardless of age, in the retirement benefits. An employer with a retirement plan which specifies 65 as the age limit would obviously hesitate to hire a man or woman over 60, for their services would be available for only a few years. Furthermore, this would mean a serious drain on the

company's retirement fund that would be unfair to the other employees as well as economically unsound. In many cases, older workers, in order to obtain a position, would gladly exempt themselves from retirement benefits to make a living now, but such action is not permitted under the law as now set up. It is ironic that legislation originally designed to aid older workers actually is their most serious handicap.

Frequently a vigorous individual, with nothing to do because he is denied the chance to lead a useful life, deteriorates mentally and physically, and too often becomes a hospital case.

During World War II, when a short labor supply brought many older people back to work, employers found them on the whole more reliable, more careful, less inclined to absenteeism than their younger associates. When a man or woman has accumulated a lifetime of experience, it just doesn't make sense to have to discard that experience at any given age. This is something our law makers could well think about.

Daughter Born

Announcement has been made of the birth of a daughter to Mr. and Mrs. Thomas Rao of Rao Brothers, New Orleans, La., manufacturers of Royal Prince macaroni. The child was born May 6, 1952, and bears the name of Maria Catherine Rao.

Maria Catherine is naturally a most welcome addition to the Rao household, a fine little companion of Thomas Joseph Rao II, age 16 months.

Dr. Fred C. Blanck to Retire

Dr. Fred C. Blanck will retire on October 1 as administrative fellow in charge of the Multiple Fellowship on Food Varieties sustained at Mellon Institute, Pittsburgh, Pa., by H. J. Heinz Co. In making this announcement, Mellon Institute's president, Dr. E. R. Weidlein, pointed out that Dr. Blanck has had 40 years of continuous experience in food research and technology and in control of foods at municipal, state and federal levels, that he is a past president of the Association of Official Agricultural Chemists as well as the Institute of Food Technologists, and also a past chairman of the Agricultural and Food Division of the American Chemical Society and of the Food and Nutrition Section of the American Public Health Association. Dr. Blanck is a fellow of the American Public Health Association and of the American Association for the Advancement of Science, and was the first recipient of the Babcock Award of the Institute of Food Technologists sponsored by the Nutrition Foundation for distinguished service in the food field.

... and the little pig
never
that went to market

MACARONI MAN: A zoo in the macaroni business? That certainly is a new one to me.

BIO-CHEMIST: This little critter works for you, all right, and so do his neighbors... guinea pig, white mice, chickens, turkeys, mink. They're all in the Research Laboratories of Archer-Daniels-Midland.

MACARONI MAN: Regular Noah's Ark. Tell us more.

BIO-CHEMIST: Well, the ADM Research Laboratories occupy a building covering a city block. That is the home of "crop chemistry."

MILLER: Creating new values from America's harvests—prying into the private lives of such products as flax, soybeans, wheat, barley.

MACARONI MAN: Quite a banquet for a guinea pig.

BIO-CHEMIST: These little animals and fowls are used to measure the nutritive value of grains, oils and live stock feeds of all kinds. I wish I could take you on a trip through that laboratory. Test tubes, flasks, retorts, condensers... why, right there we can give you any kind of weather you want! And it's not just one laboratory. We have our own oil research laboratories. A cereal research lab—a model bakery. Poultry growing rooms—a metabolism lab. Problems from all over the country are brought to us. Sometimes we find it best, after making our own tests, to go out and check those tests in the field—right where the question is raised. We are not paid to make guesses; it's our business to find out.

MACARONI MAN: So that's how you know so much about crops. The durum wheats, for example, that make Commander-Larabee durum products.

MILLER: They do the same scientific searching into products in all ADM divisions. You see, this Research Division doesn't have a thing to sell—it doesn't even make anything, except ideas and information. But it does enable ADM to add many millions of dollars to the value of agricultural products. It brings to Commander-Larabee the knowledge gained in so many other fields—a lot not every miller can offer his customers.

From scouting of durum wheat to actual milling, Commander-Larabee does benefit in a big way by the leadership of ADM in so many other fields. For that reason Commander-Larabee and its customers have definite advantages.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

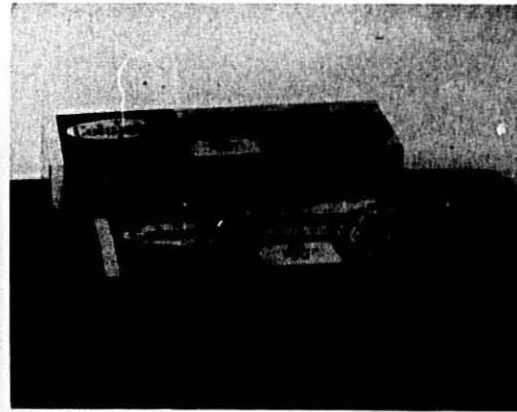
GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

Two New Macaroni Cartons by A. Zerega's Sons, Inc.

Introduction of two new macaroni cartons under the Columbia Brand, by A. Zerega's Sons, Inc., Fair Lawn, N. J., are additions to the firm's line of packaged macaroni products.

The new cartons were designed and produced in four colors by Rossotti Lithograph Corp., North Bergen, N. J., and the following features are to be noted.

1. The red, white and blue Columbia trademark is prominently displayed for easier brand identification.
2. Appetite appeal and merchandise value is created at the point of sale, by the use of a realistic full color food pictorial, illustrating the product in use.
3. Through the use of the window treatment, quality is not only seen but protected, and remains useful on the pantry shelf until the entire contents are consumed.
4. Breakage and costly returned goods are reduced to a minimum.
5. The new cartons are distinguished by their gay and colorful treatment. The basic color scheme is dark blue and red on a white back-



ground with the words "Macaroni" and "Spaghetti" in yellow.

A unique feature of these cartons are the dual purpose flaps which will permit distribution in the United States and also South America. Printing appears on both flaps on each end. One flap is printed in English and the other in Spanish. When the cartons are to be exported, the flap printed in Spanish covers the one in English. When used for domestic distribution, the English covers the Spanish. Both cartons hold one pound of macaroni. However, the sizes vary, since one package contains spaghetti and the other long shape macaroni, as illustrated by the pictorial on each individual carton.

Macaroni Plaque on Premium List

Among the hundreds of premiums offered exhibitors at the 1952 International Grain and Hay Show to be held at the Amphitheatre in Chicago November 29-December 6, is reported a new one being offered this year by the National Macaroni Manufacturers Association. It is officially described as follows:

Reserve Champion Wheat

At the annual convention of the National Macaroni Manufacturers Association held in Montreal, Canada, June, 1952, members approved the awarding of an appropriate plaque to the grower of the championship sample of durum at the International Grain and Hay Show, Chicago, Illinois, at the 1952 and subsequent shows.

The suggestion grew out of a conference during the 1951 International Grain and Hay Show in Chicago attended by M. J. Donna, secretary emeritus of the National Macaroni Manufacturers Association, B. E. Groom, and William Sebens of Grand Forks, N. D., board chairman and

field representative, respectively, of Greater North Dakota Association.

The two latter are in charge of the North Dakota grain exhibit at the Chicago event. They will have charge of the ceremony of presenting, to the winner, a very suitable plaque which is being planned by Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Association.

The ultimate objective of this annual award is to encourage production of more and better durum wheat for semolina milling, and the manufacture of high grade macaroni products.

Wants "Quality Control" Help

In our laboratory, writes G. R. F. Barilla of Parma, Italy, we use several instruments for raw materials quality control; we still miss an instrument for color control. Therefore we should like to receive some explanation, or still better, an offer from the firm manufacturing the disc colorimetry mentioned in your article (February 1952). We beg you also to let us know what do you mean by color

score 11, or yolk with a color score of 76 equivalent to a NEPA color of 5.

We need to classify, by color, the semolina we receive from our suppliers, the macaroni foods (of semolina only) and egg noodles we produce in different shapes.

Among the analyses we accomplish in our laboratory, we make also a sifting test in order to determine the percentages of semolina in the different granulations and, especially, the percentage of flour contained, for this has a clearer color, and ashes are in a higher percentage than in products having a coarse and uniform granulation. It should be very useful if we could know how these tests are accomplished by you and what mesh you use to divide products having different granulation. We also request your figures on the greatest percentages of a good semolina suitable to macaroni manufacturing.

In semolina, we note also some small grains quite white and little black particles which can easily be seen at a glance and appear in the dried macaroni goods. Please let us know whether there's on the market an instrument suitable for this test.

In our laboratory, we make moisture test with a "Brabender oven and with a little instrument for fast moisture determination which, however, gives no guarantee. Also, we should like to know what are the so-called moisture meters that many manufacturers have employed. We also desire to check macaroni moisture during the successive steps of drying.

In our egg noodles manufacturing, we must employ five eggs (whole eggs yolk and white) per kilo of semolina. As the controls on the right quantity are difficult, we want to know if there are instruments or meters to be applied on macaroni producing machines.

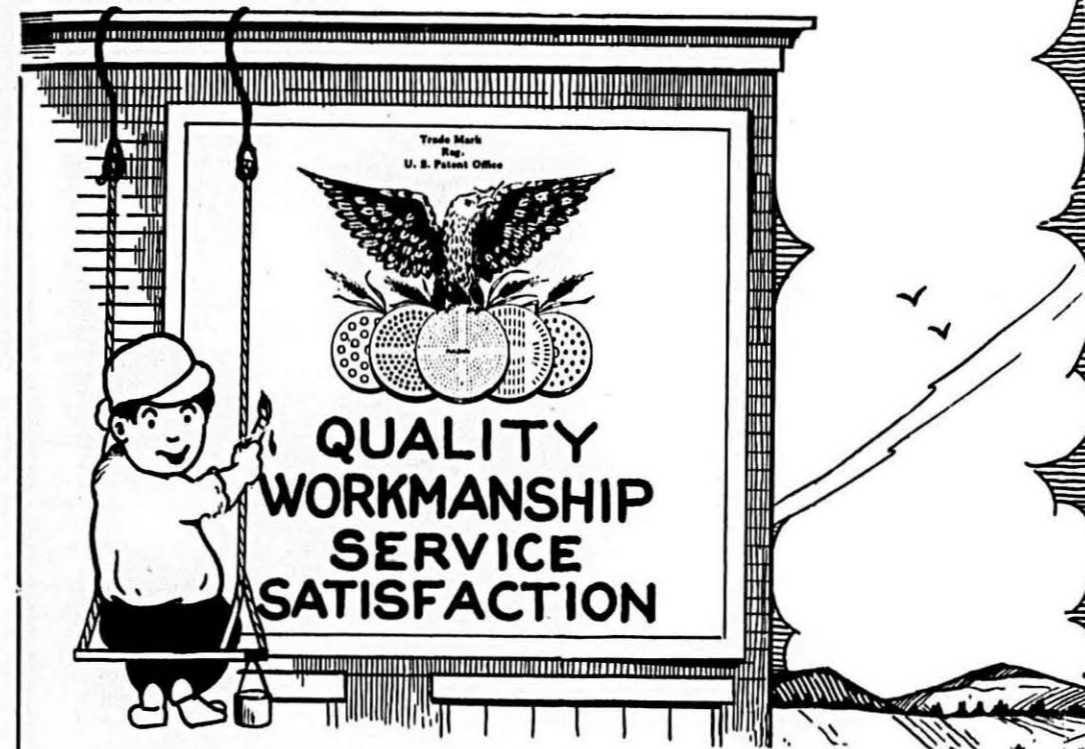
Milprint to Exhibit at American Meat Institute Convention

Milprint, Inc., Milwaukee, printing and packaging firm, will exhibit blue-ribbon packaging produced for the meat industry at the American Meat Institute convention, Palmer House, Chicago, October 3-7.

Booths 95, 96, 97 will be occupied at the show and the hospitality room will be No. 881.

Representing Milprint will be William Heller, Sr., Roland Ewens, Arthur Snapper, Roy E. Hanson, Bert Hefter, Shy Rosen, Lester Zimmerman, C. K. (Bob) Billeb, Paul Hulkrans, Hugo Heller, Jr., Daryl Houshshell, Harry Homer, Cliff Williams, Jack Sevic, Art Grafstrom, Harry Jones and Ray Du Plessis.

Soviet athletes at Helsinki were naturally expected to do well. Most people leaving Russia break a lot of speed records.—*Pathfinder*.



MALDARI'S INSUPERABLE MACARONI DIES

Bronze Alloys Stainless Steel Copper



D. MALDARI & SONS

178-180 Grand Street, New York City

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

Re: Law Enforcement Activity on Imported Macaroni Products

By James J. Winston
Director of Research, NMMA

In May, 1952, I was authorized to investigate imported macaroni products and analyze them for compliance with the sanitary requirements of the Food and Drug Administration.

This was a result of the increased amounts of imported products which were entering the eastern states and competing with domestic brands. A bulletin was sent to the trade asking for co-operation in this study and the response was good.

Twelve different imported brands were examined microscopically for evidences of infestation. Seven of the brands showed a high degree of infestation; i.e., insect and larvae fragments. Some of the imports were also packaged in deceptive yellow wrappers. The results of this study, together with the name of the brands and importers, have been reported to the Food and Drug Administration, asking them to exclude from entry those products which are in violation of their regulations. A letter has been received from the FDA acknowledging our report and stating that more extensive coverage is now being given to imported macaroni products, and that the brands reported to them will be investigated.

Thomas W. Koch Dies

Thomas W. Koch, director of advertising and sales promotion for Shellmar Products Corp., died August 18 at the age of 61.

In 1929, Mr. Koch became associ-



Mr. Koch

ated with the firm as a salesman, was made director of sales of the western division with headquarters in Chicago in 1937, and in 1939 was appointed to the sales development division at

Mount Vernon, Ohio. In 1946, he was appointed Shellmar's director of advertising and public relations and continued in that capacity until his death.

An eminent speaker, Mr. Koch was listed as a member of the speakers' bureau of the American Federation of Advertising, and in this connection has spoken before advertising clubs in various cities and on several college campuses.

As a writer, Tom Koch's name appeared on a by-line many times. He was a regular contributor to a great many business papers, particularly *Modern Packaging* and *Packaging Parade*, and also contributed articles to such publications as *Graphic Arts Production Yearbook* and other journals in the graphic arts field.

U. S. Army Seeks Aid of Retail Food Outlets

The military personnel procurement division, Adjutant General's Office, Department of the Army, is planning a promotion campaign to motivate young men and women to seek voluntary service in the United States Army.

At a series of meetings held with national trade group representatives of both wholesale and retail food distributors, it was explained that many young men are needed for the regular Army in order to maintain this segment of the armed forces at effective strength. This "hard core" of the United States Army is necessary because in times of expansion, well-trained, long-term enlistees are needed to form cadres for new units, to train new recruits, and to act as leaders for the non-career personnel who come on active duty.

It was further explained that without these volunteers who normally enlist for a period of from three to six years, the need for men to be brought in through Selective Service channels would be much greater. Since men entering the Army through Selective Service serve for a period of two years compared to the three to six-year period for volunteers, it can be readily seen that more productivity can be obtained by the Army for the same initial training costs. Re-enlistment percentages are also greater among the volunteers who are more apt to select the Army as a career. These re-enlistments reduce the number of new personnel who would have to come into the military service and thereby eliminate processing, training, and many other costs.

Women, of course, can be obtained only by the voluntary method. With many women taking over non-combatant duties formerly performed by soldiers, a great need exists for young, high-caliber women of good character and good moral background. The leading women's business and professional

organizations throughout the United States are taking an active part in helping the armed forces procure young women for all the Services.

The promotion campaign is scheduled for the period of November 15-22, 1952. These dates were selected so as not to interfere with the normal Thanksgiving promotion campaigns of retail food outlets.

The theme for the campaign is "We Share Freedom—Help Share the Defense of Freedom."

Among the associations who have indicated their co-operation are: the National Association of Chain Grocers; the National Association of Retail Grocers; Supermarket Institute, Inc.; Red and White, Inc.; the Independent Grocers Alliance, Inc.; the Corporation of Food Distributors of America; and the U. S. Wholesale Grocers Association.

It is anticipated that, in the near future, many more organizations will join in this endeavor to bring messages to the public about the needs of the United States Army.

Since the success or failure of this effort rests upon the spirit of co-operation on the part of personnel who operate retail food outlets, it is hoped that this patriotic endeavor will receive wholehearted support.

Do You Use Steam-and-Water to Clean?

Many plants still use a steam-and-water hose for sanitation purposes (although the trend is to hot water) and there have been many painful steam burns because the proper sequence of operation was not followed, warns the *Food Section Bulletin*, The National Safety Council, referring, perhaps, to the old hand-cleaning method of cleansing dies and machine parts.

Here are a few "don'ts," plus a positive instruction list that will help make the use of steam-and-water hose safer.

1. Don't turn on an unknown valve. (Valves should be plainly marked "steam" and "water.")

2. Don't turn on steam first—always first turn on water.

3. Don't turn on any valve without first getting a good grip on the hose.

To take a positive view, pound home these job instructions with all personnel using steam hose:

1. Get a good grip on the hose. Point it away from you and towards the floor.

2. Turn on the water.

3. Turn on the steam.

4. When finished hosing, turn off the steam.

5. Turn off the water.

6. Hang up the hose.

Steam burns are painful and long in healing. The hose can whip around like a snake. Be alert and remember—Steam on last and off first.

Newest And Finest Elevating Conveyor For Gentle Handling Of Cut Macaroni



The ROBO-LIFT



The photographs above and at the left show but two of the many applications of the ROBO-LIFT Elevating Conveyor in some of the most modern macaroni plants in the country. Above a ROBO-LIFT is taking cut macaroni from a shaker screen (direct from the extruder) and elevating it to the first drier. At left a ROBO-LIFT is taking product from one drier and is elevating to the next. We will be happy to discuss these and any other possible applications in your plant. Please write for a copy of our descriptive brochure.

Counsel MACHINE COMPANY, INC.

8 HATHAWAY STREET, WALLINGTON, N. J.

Boston Isn't Beantown Anymore!

Reasoning that the more favorable publicity given macaroni products anywhere, the more of this food will be sold by the entire macaroni industry, President Joseph Pellegrino of Prince Macaroni Manufacturing Co., Lowell and Boston, Mass., has overlooked no opportunity to stress the merits of macaroni food. Recently, when a survey showed that the consumption of spaghetti in the City of Beans, Boston, Mass., he enlisted the support of the editor of the *Boston Sunday Advertiser* which ran a full-page, well-illustrated story on the report.

Three black and white pictures illustrate the story, with intriguing cut-lines. The first shows a trio inspecting traysful of finished spaghetti; "In a survey of American production techniques, Dr. Guido Pruner inspects Prince Macaroni Co., plant in Lowell, under the guidance of Joseph Pellegrino, and former Lowell Mayor George C. Elaidis. Spaghetti now in lead in Beantown."

The second shows Lolande Betze, Miss America of 1951. "If lovely Lolande Betze had visited staid Boston in days gone by, she certainly would have posed with a traditional beanpot. But times have changed and she is shown unraveling a forkful of spaghetti, which has passed bean and cod as a Boston food staple."

The third illustration is of two members of the Charlestown Boys' Club on a tour of the factory, watching dough being formed into sheets for later cutting into noodles. The story follows:

Boston Isn't Beantown Anymore

"Here's to the City of Boston the home of the bean and the cod"

Those famous lines may have rung true in the old days, but it isn't quite so any more. The once-lowly spaghetti has usurped both the bean and the cod as a favorite Boston dish. What would the Pilgrim Fathers say!

Today's Bostonians twirl far more spaghetti around their forks than partake of historic baked beans and codfish. Authority for this precedent-shattering declaration is Italian-born Joseph Pellegrino, who has made it his business to find out. Pellegrino, in fact, has contributed quite a bit toward the breaking of the old Yankee tradition, since he happens to be president of the Prince Macaroni Co., of Lowell.

Last year, according to statistics uncovered by the New England spaghetti king, Hub folk consumed more than 60,000 tons of spaghetti, three times the amount of baked beans. In the last 10 years, the average spaghetti-eater has jumped consumption up 40 per cent, an annual average of seven pounds a person. As for the cod, most sources agree that the per capita consumption of cod in Boston and New

England is not more than one pound per year.

Commenting on Boston's ancient tradition of the Saturday night baked bean supper, Pellegrino points out:

"You can tour restaurant after restaurant, check in at such swank hostilities as the Somerset and Ritz Carlton, and find nary a bean on the menu."

"It's absolutely amazing. Tourists travel thousands of miles to swallow Boston's tasty baked beans, but can't find a restaurant to serve it."

"It's not good for the reputation of the city and makes mockery of its historic tradition," he adds, with a feeling that there's plenty of room in a big city like Boston for both spaghetti and beans.

Pellegrino's Lowell factory, a huge 100,000-square-foot emporium, turns out 10,400 miles of spaghetti an hour, a total of 249,600 miles in a 24-hour shift, greater than the distance between you and the moon.

Measurement of Acidity in Pasta

By M. B. Drevon and G. Oternaud in Molini d'Italia

A very interesting article on the measurement of acidity in macaroni products, a factor of the most important concern to the macaroni makers of Italy, appeared recently in *Molini d'Italia* of Rome. It is a critical study of official methods and new proposals for a new technique. The article is in Italian; the translation is not presently available. However, a foreword by the editor of the Italian magazine explains the aim and intent of the article:

Notes on the Measurement of Acidity in Pasta—A critical study of the official method—Proposals for a new technique—by M. B. Drevon and G. Oternaud.

The article has been written with a view to identifying and enumerating the most flagrant causes of mistake in the official chemical techniques on the subject of acidity grading in pasta, as also to substituting the present imperfect technique with a more simple, im-

Tasty Dishes—Two aspirants for "Mrs. Massachusetts" title. Mrs. Gloria Housman, Winthrop; and Mrs. Joan Bentley, Arlington, have their culinary skill at preparing spaghetti sauce judged by Miss Susan Mack, home service director, Boston Gas Co., center; Joseph Pellegrino, president, Prince Macaroni Co.; and Louis Turco, Hotel Somerset chef. More than 50 housewives participated in the cooking phase of the contest.



mediate and, it is hoped, more exact determination. Some of the most apparent causes of imperfection are: the different degrees of thickness in the ground materials to be examined, the nature of the solvent and, in the case of alcohol, the titration of the same. However even varying only one of these elements also the results of the tests will vary, without counting the influence of the number of shakings, the period of rest, the shape of the container, etc.

A new method might be that of the corrected pH titration, achieved through a new operating technique of which the article supplies a wide description.

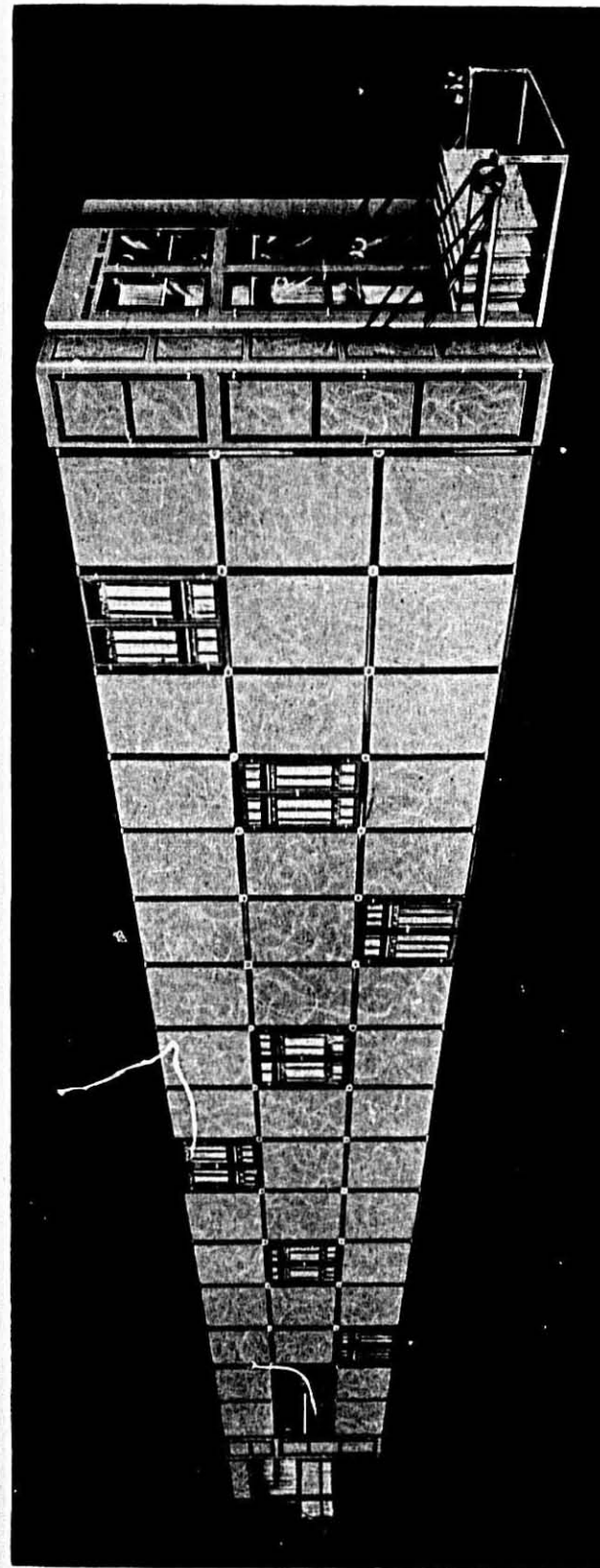
Eisenhower or Stevenson, Which?

General Eisenhower and Governor Stevenson have been nominated, and from now until November the only certainty will be the uncertainties of a presidential campaign—the arguments for and against candidates, platforms, political philosophies and anything else the two great contending parties choose to discuss as campaign issues. As the tempo is stepped up, like all good Americans, you, too, will have your personal and increasing share in the effort to elect the party that you think will be best for America.

But the uncertainties will not end in November. New questions will be raised about the ability of the President-elect in action. And when the new Congress is seated in January, 1953, it may solve old problems—and it will definitely raise new ones.

Certain questions are before us now, and when they are answered there will be new questions. On the surface there are always uncertainties—and this is normal.

The big question in the minds of all political leaders and of the public generally is—How many Americans will exercise their privilege of helping to choose their next President? The answer rests in the number of eligible voters who will do their duty in November.



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 are dust collectors and an invitation to infestation.

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

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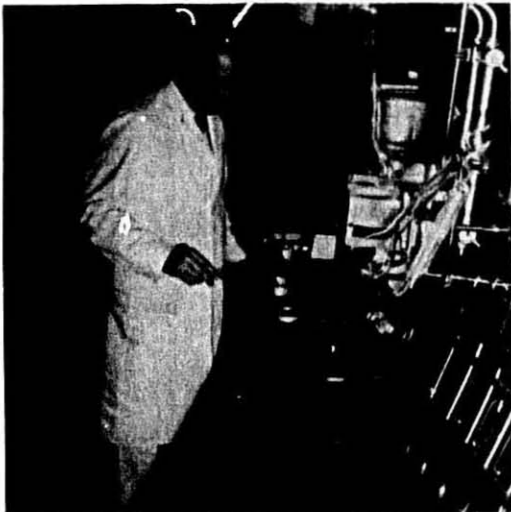
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Heads Buitoni's Research Laboratory



Dr. Joseph Eger, whose work in the field of food nutrition is well-known abroad, has been named head of the research laboratory of the Buitoni Macaroni Corp., according to an announcement by Giovanni Buitoni, president of the company.

Dr. Eger, who has until recently been working with the Buitoni plants in Sansepolcro and Rome, Italy, is a

food chemist with degrees from the Food Research Institute of Prague, the University of Prague and the Kaiser Wilhelm Institute in Berlin. He worked in the field of macaroni, white bread and flour in both Prague and Paris.

Dr. Eger will head the laboratory being opened in the new \$2,000,000 Buitoni plant in South Hackensack, N. J.

Tour Carnegie Plant

Court Bellevue, Catholic Daughters of America, visited the Vimco Macaroni Products plant at Carnegie, Pa., last month to see for themselves just how this fine food is manufactured in that modern plant. President Salvatore Viviano personally took charge of the tour, explaining every process and pointing out the improvements that have been made since he first operated a plant several decades ago.

A dinner followed the tour, which was under the direction of Mrs. Evelyn Leherr and Mrs. Virginia Kress.

Safety Council's 40th Birthday

One of the biggest birthday parties to be held anywhere this year—12,000 guests in five hotels—will be the 40th annual National Safety Congress in Chicago, October 20-24.

The congress is the annual convention of members of the National Safety Council, including many macaroni-noodle manufacturers. The council is planning to make the one this year something special, in celebration of 40 years of steady development in accident prevention.

It was in October of 1912 that a group of safety engineers for various steel companies met at the Hotel Pfis-

ter in Milwaukee in the first Co-operative Safety Congress. They were few in number and were regarded with a touch of bewilderment by their colleagues in the steel plants, but they were determined to put a stop to the accidents that were happening too often in the steel mills.

Out of their discussions in that six-day meeting came the National Industrial Safety Council. The council soon shed the word "industrial" and became the National Safety Council, the clearing house and major-domo of organized safety today.

When the 40th annual congress convenes this fall, it will take five big hotels to hold the convention. More than 12,000 safety people from all over the world will attend. More than 600 speakers will appear at 200 sessions, covering every conceivable phase of safety. In addition, the congress exposition will contain about 250 exhibits covering all types of safety aids.

Throughout the congress, emphasis will be placed on the progress that has been made in accident prevention in the four decades that have followed the first congress in Milwaukee. But no effort will be made to minimize the size of the accident toll today and the huge problem it presents.

The National Safety Council estimates that 500,000 lives have been saved through the combined efforts of

thousands of safety people since the organized effort to cut the accident toll began 40 years ago. This figure is based on the accidental death rate in 1913 and the rates for succeeding years.

Fire Prevention

During Fire Prevention Week in October, the public's attention will be called to the many usual precautions that should be taken to prevent destruction of homes and factories that annually cause losses totaling many millions. Such a reminder is both timely and necessary, too often so in cases where cautions are only thought of after disaster has taken its toll.

The two hundred or more macaroni-noodle plants have a total dollar value amounting to millions, but they have an unestimable value of many times their building worth in potentialities that are destroyed by preventable fires, such as loss of work to employees and loss of goods which customers have learned to want. The wise manager will make a special check of his plant during the special week when the whole country is made fire conscious, but the same executive would show his wisdom in the matter if he would practice caution every week in the year.

Speaking of fires, there is one that is more of a national than a personal nature—forest fires. In 1942, at the behest of the United States Forest Service, the Advertising Council of the Trade Association Activities added forest fire prevention to its list of worthy promotions.

Clint Davis, director, Forest Fire Prevention of the U. S. Forest Service, writes as follows: "Forest fires can be prevented, too! Progress made during the last 10 years of our cooperative forest fire prevention campaign has been remarkable and most encouraging. For a five-year period, prior to the start of this campaign in 1942, we were experiencing an average of 210,000 forest fires per year. These fires burned over an average of 31 million acres per year. During the last five years, the number of fires has been reduced by 20,000 per year to a fire average of 190,000 fires. Acreage loss has been reduced by 10 million per year to an average of 21 million. This accomplishment has been made in spite of an estimated increase of 50 per cent in public use of outdoor areas for recreation uses."

Macaroni-noodle factory owners have a stake in reducing and preventing losses directly concerning them, but all Americans should also be interested in reducing the annual billion-dollar fire cost. By the use of personal care and by united action, we can do just that.

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WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

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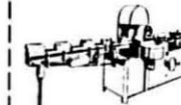
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Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 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

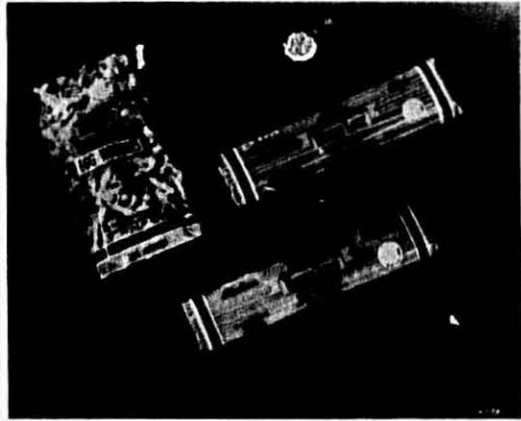
James J. Winston, Director
156 Chambers Street
New York 7, N. Y.

Dixie Lily Products Packaged in Cellophane

A complete line of packaging has been designed and made for Dixie Lily

pasta products under the Dixie Lily label.

The packages are Cellophane, printed in four colors and designed to permit great product visibility. Colors are



macaroni products by Milprint, Inc., Milwaukee. The packaging is for the R. H. Hammond Co., which recently acquired the Fiesta Macaroni Co., Miami, Fla., and packages all of its

red, blue, yellow and white. Six different items are members of the Dixie Lily family. These include a long spaghetti for which Milprint makes a 20-inch Cellophane bag.

Roma Names Agency

The Roma Macaroni Co., San Francisco, has named the Ley and Livingston agency of that city to direct its advertising of macaroni, spaghetti-egg noodle products. Point of purchase merchandising with public address system in supermarkets is scheduled for the Roma Co. throughout northern California.

Buitoni Buys More Ground

Purchase of an additional 55,000 square feet of ground adjoining the Buitoni Food Co., property in South Hackensack, N. J., was announced recently by Giovanni Buitoni, president of the concern.

The plot of ground, adjacent to the concern's present site on four acres on Huyler St., near Teterboro Airport, was purchased with an eye toward the concern's expansion in the near future, Mr. Buitoni reported.

"Although our new \$2,000,000 plant is not yet complete, we already realize that additional space will be necessary in the near future," he commented. "A doubling of sales thus far this year over business a year ago necessitates further consideration for the future."

The almost-completed Buitoni plant is a one-story truck level building, with air-conditioned offices, recreational rooms, cafeteria, refrigeration rooms for the concern's Perugina candy, facilities for frozen food storage, and an up-to-date laboratory for nutrition research. Both executive offices and manufacturing divisions, previously located in Manhattan, Brooklyn and

Jersey City, were consolidated in the new plant. The concern's other offices are located in Sansepolero, Perugia and Rome, Italy, and Paris, France.

New Office Equipment

The newest development in modern office equipment is a machine which takes dictation by telephone, permits the user to play-back to hear what he had said earlier in his dictation, and allows for correction of material previously dictated. It's an invention of a company which originated telephone pay stations.

Shellmar Sales Up

Net sales of \$19,194,890 for the six months ending June 30, 1952, have been reported by Shellmar Products Corp. The figure exceeds sales for the same period of any previous year except 1951.

After provision for federal income taxes, net earnings were \$727,536. Payment of dividends on 100,000 shares of 4 1/2% preferred stock left a balance of \$616,047 available for dividends on common stock. This is equivalent to \$1.31 per share.

Decreases in sales and earnings from all-time highs achieved in 1951 are ascribed by corporation officials to the accumulation of excess inventories in users' hands. Recent upturn in demand indicates that liquidation of inventories is largely completed, it is reported, with sales since June 30 running ahead of the same period a year ago. New products added to the corporation's line since the beginning of

the year have already produced substantial sales. These, together with the resumption of normal demand for established products are expected to effect material improvement in operating results for the remainder of the year.

American Beauty Wins 1952 Ad-of-the-year Award

An acknowledged leader in its particular division of the food-processing industry, Denver's American Beauty Macaroni Co. won further honors recently, receiving a 1952 Ad-of-the-Year award from the Advertising Club of Denver. Sharing in this recognition was the firm's advertising agency, Curt Freiberger & Co.

The Advertising Club of Denver, whose membership includes personnel from leading advertising agencies of the mile-high city, makes annual awards for high-calibre advertising. Several awards are made each year, based on differing media and also on varying business categories of the advertisers. Winning ads are chosen on the basis of sales appeal, effectiveness, quality of writing and layout and originality.

American Beauty's award for the best food or beverage advertising of 1,000 lines or less was earned by a series of six three-column-by-six-inch display ads. The winning ads were built around various tasty macaroni or spaghetti dishes, such as egg noodles and pork chops, spaghetti and meatballs, macaroni and ground beef casseroles and the like. A combination photo and cartoon style ad was used, with a picture of the dish, the package and a macaroni-like trio in chefs caps. Also included in each ad were recipes for the featured dish. These winning ads, prepared by the Freiberger agency, appeared in the *Denver Post*, the *Rocky Mountain News* and in many other Colorado, Texas and Wyoming daily newspapers.

The award marks one more milestone in American Beauty's story of progress. The firm was born in 1909, the brainchild of the Vagnino family. The Vagninos were prosperous importers of macaroni products from Italy; they felt, however, that they could supply American dinner tables with superior quality macaroni made in the United States.

Since the first American Beauty Macaroni factory opened in Denver in 1909, growth of the firm has been rapid. The one Denver plant has multiplied into numerous branches, located in Kansas City, St. Louis, Los Angeles, Salt Lake City and Wichita. The firm's quality macaroni and spaghetti products, once distributed only in the mountain region, now reach dinner tables in 38 of the 48 states.

The latest addition to plant facilities is a new, ultra-modern plant in Denver with more than 40,000 feet of floor space. The new plant went into operation last year. The Denver plant alone has a capacity of 50,000 pounds of packaged macaroni-spaghetti products daily.

Three of the four Vagnino sons who, with their father, founded American Beauty are still active in the family concern. President is P. S. Vagnino, who also manages the Kansas City branch; L. S. Vagnino of St. Louis is secretary, and Anthony S. Vagnino, vice president of American Beauty, is manager of the new Denver "Dream factory."

Cooking Instructions of Interest to Manufac- turers, Too!

Cecily Brownstone, food editor of the Associated Press, is doing a story on Little, Brown and Company's new cookbook, *Paris Cuisine*, by James A. Beard and Alexander Watt. One of the recipes is for Spaghetti aux Fruits de Mer, and hints on cooking macaroni products are supplied to work into the story. These may be of interest to you.

1. To cook 8 ounces of spaghetti, macaroni or egg noodles, use 3 quarts of rapidly boiling water, then add 1 tablespoon salt.

2. Cook spaghetti uncovered in rapidly boiling water, stirring occasionally, so that spaghetti is kept in constant motion. This prevents sticking. Test spaghetti for doneness by pressing a strand against the edge of the pan with a spoon. If it cuts cleanly and evenly, it's done.

3. To cook long strands of thin spaghetti, dip them slowly into a large kettle of briskly boiling water. As they soften, turn them to follow the curve of the pan until the spaghetti is entirely submerged.

4. Cook spaghetti only until tender. Overcooked spaghetti becomes soft and shapeless.

5. Drain spaghetti quickly and thoroughly in a colander or large sieve. Then proceed immediately with your favorite recipe. Well-drained spaghetti retains its shape and holds the rich sauce; poorly drained spaghetti becomes limp and makes the sauce watery.

6. It isn't necessary to rinse spaghetti after cooking.

Nation's Youngsters Name 10 Most Popular Hobbies

The ten most popular hobbies of the nation's children between the ages of 8 and 16 years have been announced by the American Hobby Federation after a one-year national study was

made among the 8,414 hobby clubs of children in the U.S.A. The 10 top collective and creative hobbies are:

1. Seals and labels (Collective)
2. Autographs (Collective)
3. Model plane making (Creative)
4. Woodcraft (Creative)
5. Insect collecting (Collective)
6. Stamps (Collective)
7. Painting (Creative)
8. Dolls (Collective)
9. Photography (Creative)
10. Model railroading (Collective)

The number one hobby, collecting seals and labels, dethroned stamp collecting as the youngster's favorite. Collecting autographs is the second most popular hobby, and model airplane construction is third.

Creameries See Half of the "Handwriting"

The National Creameries association favors elimination of state taxes on oleomargarine, which is a sensible recognition of the facts of life, editorializes the *Des Moines Register*.

The 5-cent tax in Iowa has done little to curb margarine consumption and protect butter. It has only been an added burden on the consumer. If it has had any effect upon the competitive situation, it has only been to create antagonism against the butter producers.

But, after recommending that the

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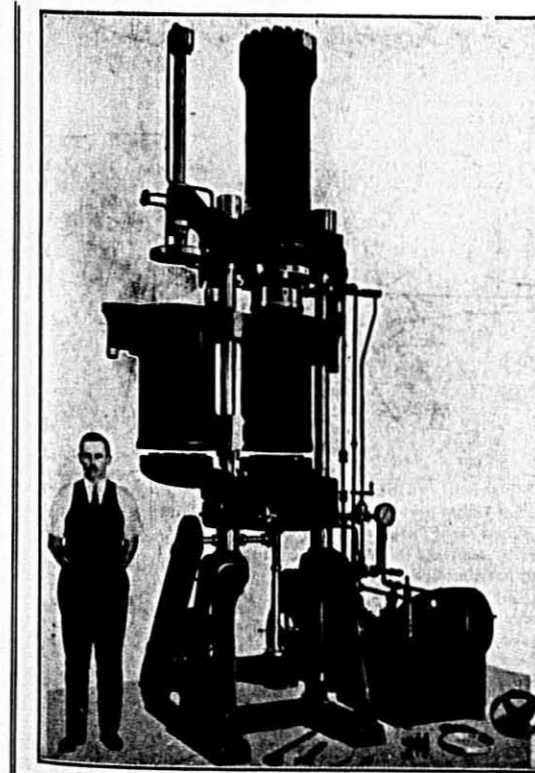
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PRESS NO. 222 (Special)

tax be removed, the creameries association reverted to traditional protectionism by insisting that margarine be denied the use of "butter's trademark" yellow coloring. This is amusing.

The creamery people have about as much chance of preventing the coloring of margarine as they do the coloring of well, butter!

In the last few years, the federal government and many of the states have removed all restrictions on sale of colored margarine. In the states which still prevent such sale, including Iowa, consumers have to knead in the coloring matter themselves. Each time they do this, it calls their attention to the silly restriction imposed by the butter-makers!

The trend of our times is unmistakable and irresistible. People are going to have margarine; they are going to have it colored yellow; and they are going to have it without restrictive taxes.

It is just a question of time. Why can't the butter people face up to this intelligently, and get busy on positive and progressive programs to improve the sales of their product?

Why doesn't the dairy industry put some attention on other outlets for milk, instead of harping away on this constant (and futile) effort to shield the butter market from competition?

100 Years in Bread Baking

The American baking industry has grown into a three and one-half billion dollar industry during the past 100 years as one of the greatest changes in human living that has ever occurred swept across the nation according to *Bakers' Helper*, a leading bakery trade magazine. With its April 12 issue, *Bakers' Helper* achieved its 65th anniversary and changed its name to *Baking Industry*.

As housewives throughout the country put away their bread pans and stopped using Friday or Saturday to bake for the weekend, the baking in-



Macaroni Salad Bowl: These are the makings of a salad bowl supreme for any season. Combine cooled macaroni with strips of American cheese and luncheon meat with crisp, diced celery, green onions and green pepper.

"Mrs. Simpson, your son certainly is a cute little rascal."
"Yes, he takes after his father."
"Oh, is he cute, too?"
"No, but he's a rascal."

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	866,612	666,774	678,792	759,610
July	726,694	561,915	654,857	587,453
August	748,864	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 to August 29, 1952	1,475,558
July 1 to August 31, 1951	1,531,945

dustry began to mushroom. Commercial bread baking in the United States has increased 265 fold in the last century, a rate of growth that can be equaled by few American industries.

Figures gathered from the United States census of business as far back as 1849 show that, in that year, bread and other bakery products produced commercially amounted to only \$13,290,000. In 1950, the total volume of bread and other bakery products—biscuits, crackers and pretzels—and retail bakeries with baking on the premises soared to a total of about \$3,500,000,000. Today, retail bakeries ranging in size from the very small neighborhood stores to the huge retail chains number more than 20,000.

Employment in the food industries has increased over the last 50 years, but the increase has not been as great as the proportionate increase in total United States population. This means, according to *Baking Industry*, that

food processing has become increasingly more efficient or "capital intensive" and that this increase in efficiency is reflected in the fact that fewer people are required to bake a given quantity of bread than in the past.

The total number of employees in 1947 in bread and other bakery products numbered 233,310, while those in biscuits and crackers totaled 46,058. Total employees in all food industries that year amounted to 1,441,847.

At the present time, more than 187,000 actual production workers make the nation's bread and biscuits, excluding some 68,000 retail bakers' employees. Large though this figure is, there has been a drop in employment in the baking industry since 1939. The magazine attributes this decline to the fact that bakers' bread products are getting a smaller share of the food dollar today and also that there have been changes in the way that bread is made—more machinery and fewer men doing the work.

Looking at wages paid bakery workers, *Baking Industry* finds they get a larger share of the food industry paycheck than is proportionate to their number. The same sharp drop-off has occurred in payroll for baking relative to food industry totals, although the actual payroll has jumped from \$236,576,000 in 1939 to \$351,126,000 in 1947 for industrial bread production.

Orkin Institute of Industrial Sanitation

Organization of the Orkin Institute of Industrial Sanitation, specializing in elimination of hazards to health, and waste and spoilage stemming from insanitary conditions and procedures in food manufacturing and other industries, has been announced in Atlanta, Ga.

The institute, said to be the first organization of its kind operating on a nationwide scale, is headed by Keith A. Fitch, formerly with the U. S. Food and Drug Administration, as executive director. National headquarters will be maintained in Atlanta.

The institute offers consultation and inspection services and an educational program on sanitation and health problems to business, industry, hospital and allied institutions.

Industry in the nation sustains losses amounting to millions of dollars a year as a result of insanitary conditions which lead to destructive waste of products, spoilage and, in many instances, pose a threat to the health of the public, Fitch pointed out. This loss can be cut sharply, he said, and in numerous cases eliminated altogether, through analysis of the sanitation problems involved and remedial action to overcome them.

The Orkin Institute of Industrial Sanitation will engage in only inspectional consultative sanitation work.

It will, however, analyze sanitation problems, develop remedial working programs, advise on sanitizing materials and methods, on the handling and storage of raw materials, problems of water supply and industrial wastes, recommend methods for quality control of products and prepare sanitation training programs for employees of individual businesses or institutions.

The institute also will offer advice on construction or modification of industrial plants designed to assure the maximum in sanitary conditions and facilities and thereby help eliminate the cost that might otherwise be involved in corrective measures later. Health inspectors, it is pointed out, have many times brought to light instances of plants so poorly designed and constructed that the cost of combatting sanitation problems is far in excess of what it should be. The Orkin service would deal with actual and potential sanitary problems when plans are in the blueprint stage and prior to the purchase of equipment and supplies.

Relatively few industries, Fitch asserted, feel they can afford to maintain either sanitation departments or services of a full-time trained sanitarian. It was observed, consequently, that there existed a widespread need for such services on a consultation basis, he said, particularly in view of federal regulations promulgated by the

Federal Food, Drug and Cosmetic Act of 1938 and other federal, state and local health and sanitation laws, the enforcement of which is becoming increasingly stringent.

Reports from the New York City Health Department indicate that, in 1950 in the City of New York alone, approximately 78,000 violations were charged to about 14,000 food wholesale and manufacturing plants. The total cost of remedying the conditions which led to the violations amounted to hundreds of thousands of dollars. The Orkin Institute proposes to help eliminate these conditions by outlining a practical program for overcoming them before violations result.

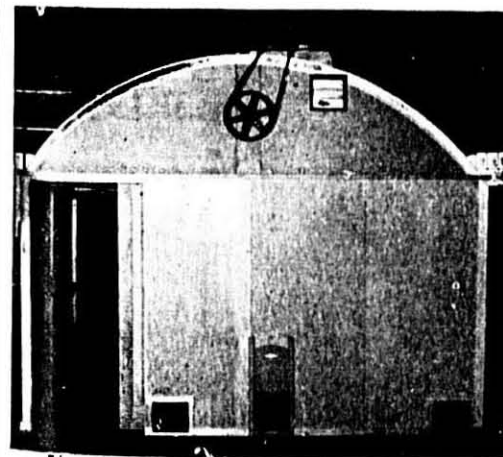
Through the specialized knowledge of members of its staff, the institute proposes to demonstrate how planning and integration of plant operations within the principles of sanitary science can yield maximum returns from sanitation dollars spent.

Coal

Since 1931, West Virginia has held the lead in production of bituminous coal.

Pennsylvania's bituminous coal mines employed more than 90,000 coal miners in 1951.

It matters little whether we have a post-humous November, all voters are interested in it having a good winner! *Pittsburgh*



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New Pack-Rite Poly-Jaw Heat Sealer

As the name implies, the new Poly-Jaw, made by Pack-Rite Machines, Milwaukee, is a jaw type heat sealer developed primarily for sealing bags and similar enclosures made of polyethylene but is equally applicable for phtofilm, vinyls and other plastic bag materials. Satisfactory seals can be made with polyethylene of from 1 to over 10 mils in thickness. It is only necessary to vary the pressure, heat and length of dwell to seal varying thicknesses.

Heretofore, sealing polyethylene has presented a difficult problem of finding a means whereby the material, as it is softened to make the seal, would not stick to the bars. This was overcome in the Poly-Jaw by covering the bars with a specially developed non-sticking substance and between which the seal is made.

This sealer is for table mounting and foot pedal operation, the leverage being such as to require little effort on the part of the operator. The foot pedal is of substantial all-metal construction, the tie-rod having a turnbuckle for adjusting to various table heights. It is only necessary to insert the end of the bag between the bars, the upper one of which is heated and then a slight foot pressure is given to the pedal which closes the jaws and makes the seal. Seals can be made as fast as the operator can insert the end of the bag between the bars and depress the pedal. The depth of the throat is 1", thus permitting the seal to be made a maximum of 1" from end of bag if desired.

The frame and movable jaw are



aluminum castings, heavily ribbed for strength and assurance of maintenance of bar alignment. The movable jaw fulcrums on renewable, oilite bronze bushings. The sealing bars are brass. The heating element in the upper bar is of the heavy duty, brass sheathed type, the heat being controlled by an adjustable thermostat having a range up to 550° F. A heat indicator continuously registers the heat of the bar.

The Poly-Jaw has an over-all width equal to the bar length, a depth of 8½" and a height of 4". Sealing bars are available in lengths of 8, 10, 12 and 15 inches. Shipping weight of sealer with 8 inch bars is approximately 13 pounds.

Two types of mounting are available; flat, with sealing bar faces in the horizontal plane or with an inclined base which brings the faces in a 30 degree plane. The inclined base is furnished as extra equipment.

"Insured" Under Social Security

The business man who came under social security for the first time last year is now "insured" under social security. "Insured," that is, if he has had at least \$400 net from his business last year and so far again this year. Why? Because he now has the minimum of "six quarters of coverage" to be insured. Usually, a self-employed person who has \$400 or more net in a calendar year will have four quarters of coverage.

This does not mean that you qualify for benefits at age 65 unless you will be 65 before July 1, 1954. It means that your family is protected in case of your death. Neither does it mean that your benefits will be \$80 per month—the highest payable. Maximum benefits are payable only after at least two years of coverage and the \$300 month-

ly average. They are based on the average monthly income up to the year you retire (at 65 or later) or die. The minimum divisor is 18.

Suppose John Q. Businessman was 65 in July, 1952. He was in a business covered by the law and paid the self-employment income tax on the maximum of \$3,600 for 1951. He has had more than \$400 net from the business so far in 1952. He retired in July and sold his business. He has the required six quarters of coverage and is insured. If he applied for benefits in July, his benefit will be \$65 per month. The \$3,600 income for 1951 is divided by 18 to get a \$200 monthly average. If he had more than \$1,200 net from his business in 1952, it may be to his advantage to wait until January, 1953, to apply. The 1951 and 1952 earnings combined will be divided by 24 to get his average income. If the 1952 net income is \$3,600, then he will get \$80

per month by applying in January. Benefits will be paid for any months back to July in which he was actually retired.

Accident Facts

You could work five days a week for the next million years and not make up the time lost as a result of 1951's work accidents! The 280,000,000 man-days of lost labor represent only one aspect of the economic loss from work accidents, according to *Accident Facts*, the National Safety Council's statistical annual. Just off the press, the 1952 edition points out that the total cost in dollars of occupational injuries in 1951 reached the staggering total of \$2,650,000,000.

Twenty-one pages of the 96-page book are devoted exclusively to occupational accidents, and provide the factual background necessary to give an industrial safety program direction. Commonest sources of injury, part of the body most frequently injured, off-the-job problems, women in industry and many other subjects are included. Single copies of the book may be obtained from the National Safety Council, 425 North Michigan Ave., Chicago 11, Ill., at 75 cents each. Prices are reduced for quantities.

Daylight Time

In 1907, William Willett of England started the countrymen by suggesting that clocks be turned back during the summer to overcome the waste of daylight.

The "Perfect Steak"

Maurice C. Dreicer, author, world traveler, lecturer and well-known gourmet, has been made supervisory gourmet consultant to the Buitoni Macaroni Corp., according to an announcement by Giovanni Buitoni, president of the concern.

Dreicer's advisory capacity includes origination of new products for the macaroni concern. His experience in the gourmet field include his present posts as supervising gourmet consultant to the Fred B. Prophet Industrial Cafeterias; Sulgrave Hotel; Dinkler Hotel Chain, including the Ansley in Atlanta, the St. Charles in New Orleans, as well as the new \$2,000,000 Western Hills Hotel in Ft. Worth, Tex.

Dreicer is presently on the "Time Capsule" radio show, in which he, with other authorities, reveals the trends of mid-20th century. He left July 3 for Europe, where he will present awards to both the Swiss government and the Italian Tourist Commission.

A search for "the perfect steak" has taken Dreicer to every state in the Union, as well as to several foreign countries.

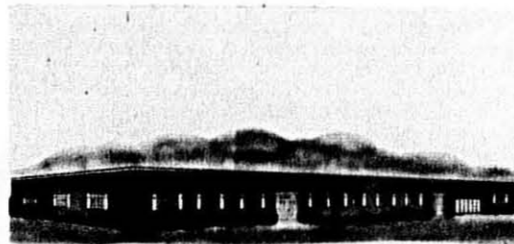
PEBCO Expanding

Perry Envelope & Bag Co., Inc., better known in the trade as PEBCO, converter of flexible packaging films, has again expanded its operations.

To bring to the market the finest in printed cellophane, polyethylene, phtofilm, and glassine, PEBCO has erected a modern factory at 3639 Dyre Ave.,

window areas providing maximum natural light, to the spacious air conditioned offices.

Equipped with the latest in printing and bag making machinery, PEBCO is producing efficiently so as to promptly meet the requirements of its ever increasing list of customers in the food, textile, produce, candy, toy, chemical,



New York 66, N. Y. Blending the gracious beauty of colonial architecture with a utilitarian production center, the building itself is a fine example of well planned efficiency. Every detail of construction was given careful consideration, ranging from enormous

produce, and other lines too numerous to mention.

PEBCO's new headquarters provide the facilities to service the trade on a nation wide basis. With active representation already established in many of our principal cities, additional sales

offices are being opened to keep pace with the growing eminence enjoyed by this company in the packaging industry.

Card-o-Matic Punch

The Card-o-Matic Punch, a new machine for punching tabulating cards, has been introduced by Remington Rand. Teamed with the Conve-Filer, a mechanized continuous Tub file, the Card-o-Matic Punch offers new economies in time and money in many punched-card accounting procedures, such as billing and sales analysis, payroll, order writing, preparation of shipping tags and many others. This new combination provides for almost completely automatic location of the proper master card in the motorized file, transfer, selection and punching of the desired information into a new tabulating card, and the opportunity to enter variable data as required—all from a single keyboard located at the operator's fingertips.

The heart of the Card-o-Matic is a remote control sensing unit which permits a synchronized operating control between the master card file and the Card-o-Matic Punch. In one operating sequence the operator is able to select the proper master tabulating card containing repetitive data, insert it in the sensing unit of the punch, select the desired information in the master card,



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add variable data, punch a new detail card and re-insert the master card in the original file location. This mechanization speeds the punched-card selection and punching operations, increases accuracy and reduces operating costs.

NARGUS' Trade Practice Rules

The new set of trade practice rules for the grocery industry which went into effect on April 18, 1952, as the result of three years of preparation in which the National Association of Retail Grocers spearheaded the effort to obtain a code which is of practical value to the industry.

At the request of NARGUS, the Federal Trade Commission called a Grocery Trade Practice Conference in Washington, D. C., February 3, 1950, at which time NARGUS submitted a draft of proposed rules which had been prepared after months of study and consideration by many members of the association.

According to Mrs. R. M. Kiefer, secretary-manager of NARGUS, the proposed draft stood up well under exhaustive examination and the 22 rules promulgated by the Federal Trade Commission on March 18, 1952, are closely patterned after those suggested by NARGUS for the revision and extension of trade practice rules adopted in 1932 for the grocery industry.

The new Federal Trade Commission rules "are directed to the prevention and elimination of unfair trade practices to the end that the industry, the trade and the public may be protected from the harmful effects of such competitive methods and that the conduct of business throughout the industry may be effectively maintained on a high plane of free and fair competition."

The revised code, accepted unambiguously by the industry, prohibits discrimination in price; prohibits brokerage and commissions for other than services rendered in connection with the sale or purchase of goods, wares,

or merchandise; prohibits discrimination in advertising or promotional allowances, as well as in services or facilities.

Inducing or receiving discrimination in price is prohibited along with wrongful selling below cost and false use of the term "bargain."

The other rules define as unfair trade practices the following: fictitious price use of false or misleading terms of sale and invoice; misrepresentation of available product supply and misrepresentation in general; use of any misleading or deceptive selling method; defamation of competitor, enticing of competitor's employe, substitution of competitor's product and interference with competitor's contract; coercing purchases with one product as a prerequisite to the purchase of other products; use of lottery schemes; combination or coercion to fix prices, suppress competition or restrain trade; use of unfair exclusive deals and aiding or abetting use of unfair trade practices.

Formula to Reduce Crashes

How can we reduce highway accidents?

The answer to the question is a two-pronged one, according to Joseph H. Braun, Chicago Motor Club general counsel. It involves voluntary observance of traffic laws and the exercise of rules of common courtesy.

"Motorists must acquire, develop and maintain a deep-seated conviction that law enforcement officials know the law and are fairly administering it. Police officers and magistrates must act with good faith, honesty, and without harassment or discrimination," the legal study adds.

"We urge that drivers who operate their cars recklessly and with utter disregard for the rights of others be weeded out, prosecuted within the framework of the law, and in proper cases have their license suspended."

"But enforcement officers must remember that the purpose of traffic regulations is to assist in efficient traffic control, to prevent the commission of offenses rather than to punish the offender after they have occurred."

Patrol in Open

"Fair and sane enforcement methods breed respect for motor laws. The proper place for a traffic officer is in uniform, operating a well-marked police car, patrolling highways, regulating traffic and giving aid and guidance to motorists."

"The presence of police upon the highways constitutes one of the best deterrents to excessive speed. Wide open traffic patrolling results in a more universal observance by motorists of the rules of the road than does concealment of officers on side roads or behind barriers. Speed traps should always be condemned."

CARTOON CORNER
by ART ROSS



While the political parties have platforms with many planks that are ever-changing, the Macaroni-Noodle Party has—or should have—a never-changing platform with only three planks . . . make more, sell more, and have people eat more macaroni; ditto spaghetti; ditto egg noodles.

The MACARONI JOURNAL

P. O. Drawer No. 1, Braidwood, Ill.
 Successor to the Old Journal—Founded by Fred Hecker of Cleveland, Ohio, in 1903
 A Publication to Advance the Macaroni Industry.

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FINAL OFFER—223-page book—"Macaroni Products" by Dr. Charles Hummel (in English). History and development of the industry, with illustrations. \$8.20, plus postage. Macaroni Journal, Braidwood, Ill.

FOR SALE: Semi Automatic Long Macaroni Press; Ceco Carton Sealer with 6 intake and 12" Compression unit Round Die Washer 1 1/2 bbl. Mixer and 1 1/2 bbl. Kneader. All in excellent condition. Sencori Co., 254 Central Ave., Brooklyn 21, N. Y.

and extravagance brought on the French Revolution.

It is sometimes better to tolerate a sting on the nose than to bring a kingdom down on your neck.

Very wisely yours,
 Ollie the Owl

Cut with the Wind

In Barbados, West Indies, sugar is king. Cane stalks ripple in the winds over four-fifths of the island's area. Cane cutters, harvesting from January till June, prefer to cut with the wind because the fields are oven-hot and tall cane blocks the breeze.

A lot of candidates for the Presidential nomination now realize the difference between having their followers "buttoned" up and sewed up!—Pathfinder.



Ollie the Owl

In the reign of Louis XV, there was a gal called Madame Pompadour who was the King's favorite, and it is reported that her influence with His Royal Highness was due largely to the use of honey as a cosmetic. She mixed it with almond cream.

The king kept a hive in back of the palace and filled the garden with beautiful flowers from which the bees could extract the nectar and carry it back to the hive to produce honey. One day as Madame Pompadour was strolling in

the garden with her honeyed face and her lady-in-waiting, she stopped to smell a lovely flower that attracted her attention. A little bee was busy working inside the flower and he resented the lady sticking her nose in his business, so he stung her on the snuzzle.

The king's gal was furious. She ordered her lady-in-waiting to call Louis and when she told him what had happened, he was mad all over too. "Get all the bees into the hive," he ordered his Royal Beekeeper, "and kill everyone of them that can sting." The beekeeper got the Queen Bee to call in all the working bees and then he honey-combed the hive, separating the stinging bees from the stingless bees. He killed the stinging bees and left the stingless drones who were born never to work, who never produced a drop of honey in their lives.

The next week Madame Pompadour's supply of honey ran out and she asked the king to get her some more. The king called his beekeeper and the beekeeper told the king that there was no honey in the hive, that the male drones just hung around all day buzzing the queen.

"There's no more honey, honey," said Louis to the lady. A short time later, finding Madame Pompadour no longer sweet, he replaced her with Madame du Barry, whose corruption



Already a "BUY"-word

Market studies indicate that already many of the homemakers and mothers buying macaroni products are looking for the word "Enriched" on the label before they buy.

These customers of yours know how enrichment is making processed foods nutritionally more valuable. Their experience with enriched flour, enriched farina, enriched corn grits, enriched corn meal, fortified breakfast cereals, and now, fortified rice leads them to expect enriched macaroni and noodle products.

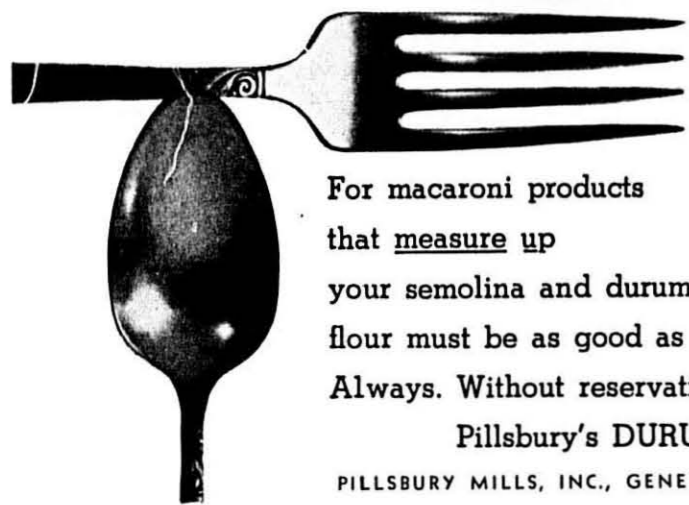
Do they see the familiar "BUY"-word, "ENRICHED," on your packages? If not, act now to bring your products up to date.

Write today for all facts on enriching your macaroni and noodle products to meet the Federal Standards of Identity.

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