

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 7**

November, 1952

NOVEMBER, 1952

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Our American Thanksgiving



*"Give Us This Day
Our Daily Bread..."*

Official Organ
of the Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIV
NUMBER 7

32x

25x

Send Us a Sample of Your Present Carton!

May we have a sample of your present macaroni package?

Without obligation, our merchandising department and creative artists will pool their ideas with the practical suggestions of Rossotti's packaging engineers to produce for you a self-selling macaroni carton.

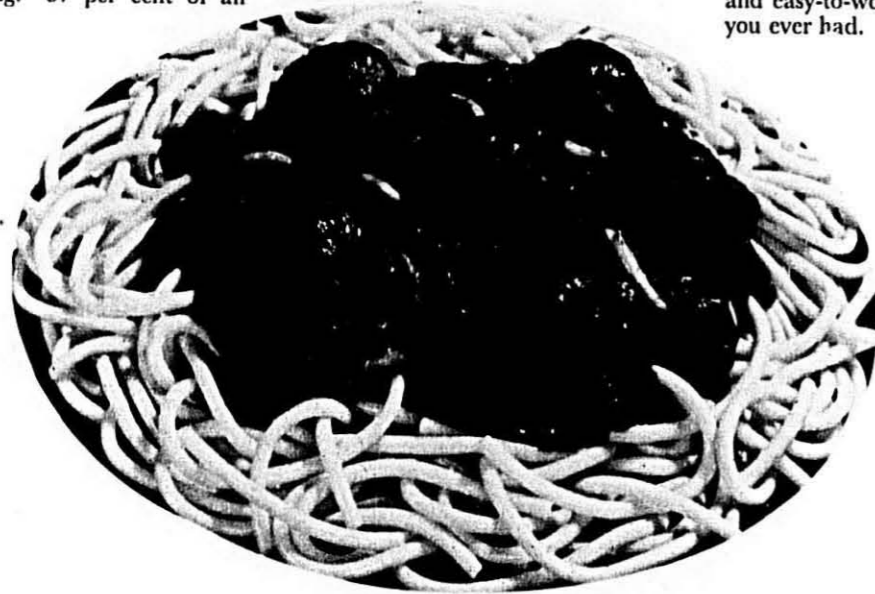
Our designers are more than just artists. They realize the importance of filling, shipping, display, consumer convenience, and economy. These specialists want to help you establish the proper container for your product. We invite you to send in your present macaroni or egg noodle packages for study. These containers will undergo a comprehensive examination and we shall give you our sincere recommendations for the improvement of your packages.

As Packaging Consultants, we also have a thorough knowledge of merchandising. 37 per cent of all

packaged food products purchased are made on impulse! This means that 1 out of every 3 purchases depends upon the appeal and attractiveness of your carton. Rossotti is aware of this and has developed a food pictorial library covering every macaroni product, illustrated in its ready to use form. The appetizing full color pictorial illustrated below is an example of just one of the many you may choose to increase the impulse purchase power of your package. This is another EXTRA service that Rossotti offers you!

We have built our reputation as an organization well known for its habit of going far beyond the usual scope of ordinary label and carton manufacturers in rendering a valuable service to its customers.

So, send us your present package today! We believe we can give you not only the best looking, but the most practical and easy-to-work-with carton you ever had.



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 Tonelle Ave., North Bergen, New Jersey
ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California
Sales Offices in Principal Cities

Skill

Top quality Durum is necessary to mill top quality Semolina. But, the quality of the Durum isn't always a guarantee of uniformity in Semolina.

Something in addition goes into the milling of uniformly superior Semolina. That something is skill.

Amber Milling selects top Durums from the best harvest areas. Amber Milling employees have envied skill. These two assets assure the uniformity of color and quality in every shipment of Amber's No. 1 Semolina.

Now you know why so many quality macaroni manufacturers prefer Amber's No. 1 Semolina. Are you among them?



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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

THE ELEVATOR OPERATOR . . . THE MACARONI MAN . . . THE MILLER



. . . AND A BUSINESS OLDER THAN THE PYRAMIDS!

MACARONI MAN: Are those little cones of grain supposed to represent the pyramids?

OPERATOR: No, but the spacing between those little mounds does indicate the various depths sampled for lab testing every time I submerge my sample stick into the stored grain.

MACARONI MAN: I've always thought of grain storage elevators as originating about the turn of the century, not five or six thousand years ago.

OPERATOR: Well, ancient Egypt stored its grain against the lean years, and even today that's what elevators are for. Long ago, farmers carried grain long distances to storehouses; today chains of storage plants—the elevators—are dotted throughout the grain growing areas.

MILLER: That's necessary nowadays. Lots more grain harvested today, more people to feed, more uses for grain than just foodstuffs.

OPERATOR: Yes, today we're more than just storage reservoirs. As you know, grain is harvested and becomes a marketable commodity within a matter of weeks. Yet, because it is still a raw material and must be processed before it is used as a food or in beverages, paints, munitions, etc., supplies are used continually throughout the year. And because harvests vary from year to year . . .

even within different areas during the same year, reserves must be stored up from bumper crops to offset lean crop years, just like the Egyptians and Romans used to do.

MACARONI MAN: That multiple-use demand must make grain storage a complicated business.

OPERATOR: You bet. Our outfit alone has a widespread network of country elevators in eight states . . . literally hundreds of elevators like mine in the ADM chain, plus sub-terminal and terminal elevators—21 of 'em—what amounts to a gigantic bottomless bin, with a storage capacity of 64 million bushels.

MILLER: That's a lot of grain. A good cash market for the grain farmer raises. A real good deal for the Macaroni Man too. He gets the best of the world's best wheat—bought at the "big buyer's" better prices. And that's a time proved business principle—when you buy big you buy better.

Because of this specialized buying, plus ADM's vast network of grain storage facilities, Commander-Larabee is always equipped to furnish you with uniformly better durum products any season, any year. When you deal with Commander-Larabee, you get the benefits of ADM size and specialization, manpower and resourcefulness—a lot not any other miller can offer his customers.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

The MACARONI JOURNAL

Volume XXXIV

November, 1952

Number 7

Food Trends

There is a never-ending battle among food growers and processors for the limited quantity which the human stomach can comfortably handle. While people in some Asiatic countries are forced to exist on limited rations because of crop shortages and over-population, there are countries in the Western Hemisphere where food of all kinds is so plentiful that it is a matter of personal choice as to what the individual will eat and in what quantities.

In the macaroni-noodle industry, for instance, grave concern is annually evidenced in the yearly crop of durum wheat on the one hand and the per capita consumption of macaroni foods on the other. More and better durum is demanded for grinding into superior semolina for processing into higher grade foods. Naturally, the increased production of macaroni products, due to improved machines and methods, call for new and heavier consumers. This trend, in turn, necessitates a never-ending campaign to win and hold consumers who like or can learn to like this fine grain food.

There are many obstacles to overcome in attaining the macaroni makers' objectives. There must be no let-down in the educational program now under way. Instead, it must be constantly enlarged and no opportunity overlooked to win and hold public favor.

In the macaroni-noodle trade, the trend from bulk to package has been very definite. Probably nine out of every ten pounds of macaroni foods presently sold reaches the housewives in packages instead of in bulk, as was the case a decade or two ago. Rare and growing more so are the retail food stores where macaroni products are weighed in bulk and sold in paper wrappings. This trend has had a terrific impact on the manufacturers, causing many of the bulk sellers to go out of business.

Another noticeable trend, especially in this country of plentiful foods, is the swing towards those that are more easily prepared, those with good keeping qualities and

those that permit housewives to exercise inventive simplicity in meal-planning and serving.

Processors who observe and follow the eating trends will win the good-will of housewives, if the quality of the food supplied keeps up with the uptrend in consumer standards. An authority on foods and eating trends observes that when the food manufacturers moved into the kitchen, the housewife was waiting with open arms. She particularly welcomed the change from bulk foods to the cleaner, more attractive and more preserving packages and cartons that enabled her to buy in quantities for serving as she wished.

Eating habits are undergoing change, too, and that trend must be watched and followed by food purveyors. Starchy foods are losing favor, being replaced by protein foods. How far that trend will travel depends on whims and fancies. Appetites are fickle, but a certain amount of good basic ingredients must remain in the diet, however different in appearance and texture are the foods eaten.

Numerous articles are appearing in the daily press and in magazines on the revolution of the eating habits of Americans. Busy housewives now demand foods that are easy to prepare, foods that permit change and variety to spur appetites, those that do not cause obesity—that point appears a cardinal sin among many women and some men.

According to these authorities, gone is the old dinner that started off with a bowl of soup, well buttered bread slices, ample quantities of meat with tasty gravy, and a large slab of pie for dessert. Growing in favor are lighter meals and a habit that should grow, that of pushing away from the table while still a bit hungry.

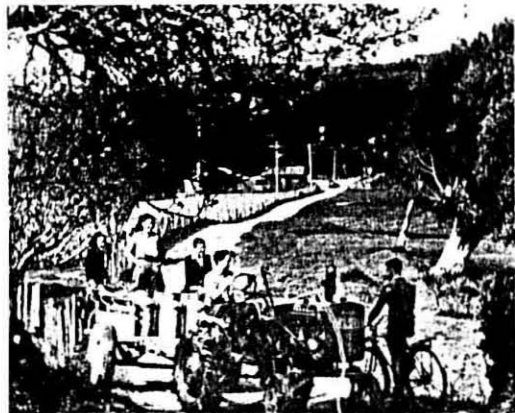
Macaroni-noodle manufacturers should be and are concerned in the attitude of Americans toward food and eating habits. Their objectives should be to keep in step with new trends insofar as possible in keeping with the nature of their products.

He Helped to Feed the World

The first macaroni was made in Italy, but it was not until the late 19th century that it became a staple of the diet in many parts of the world. The introduction of the reaper and other new machines gradually changed agriculture, and the globe was divided into different zones, each with its own methods of existing and the ability to collect them. This was the constant fear of the world.

The first London exposition in which Macaroni displayed his reaper was the 1851 International Harvesting Exposition in London. Macaroni's reaper was the first to be used in the world, and it was the first to be used in the world. The reaper was the first to be used in the world, and it was the first to be used in the world.

countries, many of them so poor that they could not even afford to buy the reaper. Macaroni's reaper was the first to be used in the world, and it was the first to be used in the world. The reaper was the first to be used in the world, and it was the first to be used in the world.



A Farmall Super A tractor can be popular with the whole family in rural New Zealand because it has the versatility to perform a number of farm jobs. Here a group of youngsters pitch in to tow a load of milk to the pickup station.



One of the developments in farm power that occurred during the 19th Century—a Deering mower driven by a primitive engine. This scene took place in 1890, when the machine was demonstrated in France before a curious group of farmers.

There's **PLENTY**
of **POTENTIAL** for
MACARONI
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
 SAINT PAUL, MINN. • BALDWINVILLE, N.Y.
 Division of INTERNATIONAL MILLING COMPANY
 200 WEST THIRD STREET, MINNEAPOLIS 1, MINNESOTA



The United States section of the Great Exhibition of 1881 presented products of American industry, primarily those concerned with agricultural development. Like McCormick's reaper, and utilitarian pursuits, rather than artistic articles and products of luxury.

developed with consistent vigor or not at all."

But the real impetus to world-wide growth came with the formation, in 1902, of the International Harvester Co., created by the merger of five principal farm machinery manufacturers who united to form a single company with sufficient capital and factories to develop world trade on a large scale. Since then, International Harvester has become a leading exporter as well as one of the top ten industrial companies in the United States.

In a short time, the new firm multiplied sales rapidly, both at home and abroad. Soon it was decided to establish manufacturing plants as well as sales outlets overseas because of increasing import duties on U. S. products in most countries and the high cost of supplying certain machines from American factories. The new plants were to concentrate mainly on the manufacture of machines especially adapted to local agricultural conditions and topography.

First IH plant outside the United States was built in Hamilton, Ontario, in 1903. By 1911, another Canadian plant was located at Chatham. The first factory in Europe was acquired at Norrköping, Sweden, in 1905, for production of rakes, mowers and reaping attachments. Two new plants began operating at Croix, France, and Neuss, Germany, in 1910, and in the same year an old factory near Moscow was acquired to produce special-type machines for the huge Russian market.

By 1911, foreign IH production totaled more than 200,000 implements and machines, with the company's investments in overseas factories reaching \$5,000,000. World War I, however, brought the first setbacks to this steady development. Damage to plants and inventories, as well as the devaluation of foreign exchange and the loss of Russian investments, ran into enormous figures. But soon after the war ended, most of Harvester's European plants were back in operation, and the company played a leading role in the rehabilitation of agriculture on the Continent.

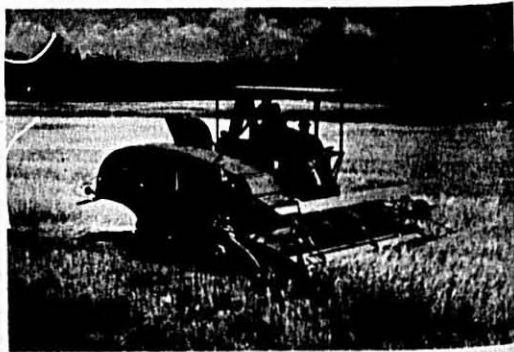
After foreign sales had climbed

steadily again during the 20's, IH suffered new reverses during the world depression, and the company had no sooner recovered from this economic crisis than it had to face an even more crucial problem—World War II. During the conflict, Harvester was engaged mainly with turning out more than \$1,000,000,000 worth of war materials and at the same time providing more equipment than ever before to domestic farmers to help them satisfy the record-breaking demand for food-stuffs.

Turning its attention once more to the foreign market in a postwar period International Harvester came face to face with the unstable political and economic conditions that existed in so many parts of the world. Nevertheless the company decided to launch an extensive overseas expansion program in order to satisfy a pentup world-wide demand for IH products. During the period 1946-51, several million dollars were spent abroad for improvements in buildings, machinery, equipment, and sales and service facilities. Today, IH has nearly \$60,000,000 invested in foreign subsidiaries.

The company at present is following a policy which calls, more and more, for production and meeting of foreign demand by 19 subsidiary companies, located in Argentina, Australia, Belgium, Brazil, Canada, Cuba, Denmark, East Africa, France, Germany, Great Britain, Mexico, New Zealand, Philippines, South Africa, Spain, Sweden, Switzerland and Uruguay. In those

Agricultural progress transformed former jungle land in British East Africa into a wheat-growing area comparable to the Midwestern prairies of the United States. With a modern McCormick International harvester-thresher manufactured by IH, two natives harvest a bumper crop.



countries not covered by these affiliate corporations, there is a large number of resident sales and service representatives, assisting more than 400 distributors and jobbers.

New IH plants opened since 1945 in Australia, Mexico, Great Britain and France are rapidly being co-ordinated with factories here in the U. S. and abroad to supply Harvester products to customers all over the globe. Other expansion and rehabilitation since the war has occurred in Canada, Brazil, Germany, Sweden and the Philippines.

The company's overseas sales volume is supervised by the International Harvester Export Co., incorporated in 1925 to act as an intermediary that buys goods from the parent company, then sells them abroad to its affiliates and distributors throughout the world. Sales by this company in 1951 were \$127,440,000, the largest in history.

International Harvester has come a long way since the day McCormick's Virginia Reaper captivated the world's imagination with its potentiality and young Queen Victoria awarded the inventor the Great Exhibition's highest medal. Nevertheless, the company still strives faithfully to carry on the century-old tradition of vigorous overseas operation first established on that occasion by McCormick. Today, as it celebrates its foreign trade centennial, IH looks forward to another century of providing the people of the world with essential labor-saving equipment, thus helping to lighten the burden of mankind and accelerate the rate of world-wide progress.

Ronzoni Promotion

Ronzoni Macaroni Co., Long Island City, N. Y., manufacturer of spaghetti and macaroni, has opened a record campaign in New York City, using two TV and four radio stations. There will also be insertions in *Parents' Magazine*, a merchandising and sampling program, and newspapers and radio in such markets as Providence, Boston, Philadelphia, New Haven, Buffalo and Springfield, Mass. Emil Moul Co. is the agency.

Although
your macaroni
products may
vary from
Alphabet to
Zitoni, you
can always
depend on
King Midas
Durum Products

Actual King Midas Semolina
is used in this advertisement

KING MIDAS FLOUR MILLS
MINNEAPOLIS  MINNESOTA

Development of the Pasta Industry, Part II

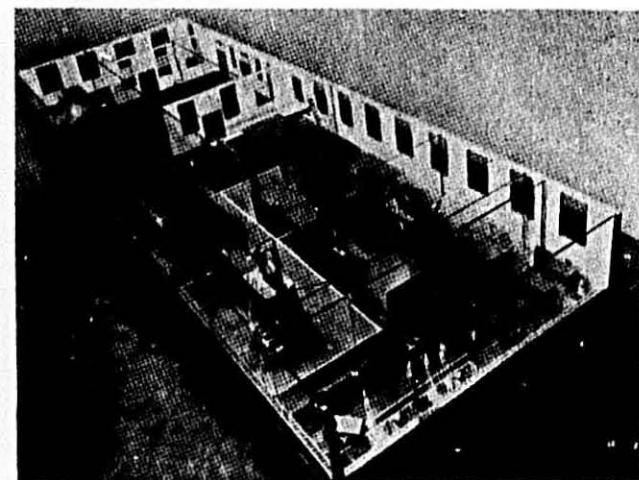
Credit—"Molini d'Italia," Rome, Italy

The interesting and well illustrated article on the progress in the art of macaroni making from its origin centuries ago up to the era of the automatic and continuous production machines published in the May, 1952, issue of *Molini d'Italia* and reproduced in part in the September issue of this magazine, was followed in June of this year by Part II. It, too, was well illustrated by ten black and white pictures of the more modern machines and other equipment. Only one of the cuts is shown here.

The article is in Italian and its translation is not immediately available. An explanatory note in English by the editor states that it is the author's intent to point out that even in the face of the wonderful progress made since World War II, perfection is far from reached.

Past Factories—History and development of the manufacturing process

The article produces an accurate and practical analysis of modern technology in the macaroni manufacturing industry as also of the conditions of present factories in relation to the availability of more efficient technical means, to the necessity of achieving a better income bearing production, to the need of con-



A model plant, 1952 style. Nine modern machines and other equipment illustrated are assembled into a model plant of the most modern type.

quer markets in the best possible advantageous manner. The general meaning, if not the tone of the argumentation, stands to point out that the greater part of the Italian factories are not equipped as they should be in relation to the high degree of efficiency and perfection reached by the national pasta manufacturing machine companies. In general the Italian industrial equipment has not reached the height of technical progress achieved in modern

times and it is necessary for every one to understand that only through modern equipment can savings and constant characteristics be secured. Even in this case the demonstration is carried out following up all the various phases involved, never losing sight of the technical and economical requirements of the firms: a just equilibrium between those two factors is precisely the responsible factor for an increased income.

Innis, Speiden & Co., Inc. Sold

International Minerals and Chemical Corp., has sold the name of Innis, Speiden & Co., Inc. and its resale chemical business to Berkshire Chemicals, Inc., New York. The announcement was made by A. Norman Into, vice president in charge of International's potash division.

In making the announcement, Into explained that when International bought Innis, Speiden in July, 1951, its major purpose was to acquire the electrolytic plant and facilities at Niagara Falls, N. Y., enabling International to follow its main objective of expanding vertically production of potassium chemicals. In that way chemical products could be taken from International's mines and put into finished form for industrial consumers.

The other parts of Innis, Speiden, consisting of a gum and wax business with a plant at Jersey City, an insecticide business and a general resale chemical business, did not follow along the growth lines or type of business conducted by International Minerals & Chemical Corp.

Innis, Speiden's wax and gum business has been sold to Morningstar, Nicol, Inc., of New York, and the insecti-

cide segment has been purchased by a group of former employees of Innis, Speiden who call their company Lavaricide Products, Inc. International will continue to make at Niagara Falls, certain of the insecticide products for Lavaricide Products, Inc.

New Electronic Tool for Maintenance Men

A new portable electronic instrument for locating sources of trouble in all types of food processing equipment has been announced by Anco Instrument Division, Chicago manufacturers.

Known as the Elec-Detec, this electronic stethoscope saves time, work and trouble for maintenance men by locating friction noises in bearings, pistons, gears, ratchets, cams, clutches, and other parts, it is stated.

The instrument uses a metal probe which serves as a microphone to locate the exact source of tell-tale noise. Sound impulses are transmitted through an amplifier to headphones. The Elec-Detec helps diagnose the trouble and determine quickly where to make repairs without tearing down the entire equipment. Sounds can be detected at low speed that otherwise would be heard only at high speeds.

d-Con and Warficide

The d-Con Company, Inc., Chicago, has announced appointment of Paul Cunningham as sales manager of the newly formed industrial chemical division, according to J. Garland, executive vice president.

Garland stated that the industrial chemical division was organized to educate and service industrial food handlers and food processing plants in the most modern methods of rat and mouse control. The division will work with plants engaged in handling or manufacturing grain cereal and bakery goods, as well as with the warehouses and stores in the food industry. Pest control operators throughout the country are already servicing a great many plants in this category with d-Con dry baits and d-Con's newest discovery—Warficide.

Warficide, a new water soluble form of Warfarin, has proved extremely effective against rats and mice in those plants where rodents enjoy a large selection of foods, according to the company. Tests prove that rats drink three times more by weight than they eat, and results indicated that warficide was completely effective, even in large grain storage warehouses where the best previously known rodent control methods had failed.

The President's Column



Now that I have been forced to dig deeper into what associations can do to accomplish their obligations, or what they should not do to avoid complications, I am convinced that among many other problems, that of industry research is currently very important.

For a generation, NMMA has had the finest and ablest of research directors, first in the person of Benjamin R. Jacobs for 30 years, now deservedly retired but not forgotten, and now for several years by his able protégé and successor, James J. Winston. Their combined accomplishments have been of incalculable value to our organization and to the entire industry.

Under ever-changing business conditions, so many things require special attention that I am becoming more and more of the opinion that our industry needs a closer study of its problems and the order of their importance to the trade by a special staff of experts

working under the supervision of our director of research.

Roy W. Peet, secretary-manager of the Association of American Soap and Glycerine Producers, Inc., speaking before the American Institute of Chemists, declared that industry research answers many of the problems companies face for the need for technical information at a reasonable cost.

"It, of course, costs less for the work to be done once for the good of all, than for each of several companies to do it, repeating each other's activities," he said. Mr. Peet believes that the trade associations furnish the ideal means through which to conduct industry research.

Let's give the matter of industry research more individual attention than heretofore. I will be interested in getting members' suggestions and conclusions.

THOMAS A. CUNEO, President

Easterners in Important Meeting

Eastern macaroni manufacturers held an important closed meeting on November 12 in New York, to consider two very timely subjects: (1) What to do about durum supplies during the present crop year, and (2) How to budget for profit. Quite a number of midwest manufacturers, who were in the metropolis for the annual meeting of the Grocery Manufacturers of America, attended.

Alfred and Charles Rossotti, executives of Rossotti Lithograph Corp., North Bergen, N. J., entertained at a complimentary dinner at the Rifle Club.

The Word from Washington

Food and Drug Administration's Confirmation of the Legality of Forms of Macaroni and Noodle Products

We are pleased to report that as a result of a conference between your standards committee and the Food and Drug Administration, the accompanying letter was received endorsing our findings regarding manufacture of variety forms of macaroni and noodle

products, reports James J. Winston, director of research, NMMA. "As you can note from this letter, the Food and Drug Administration completely and fully removes the doubt which was expressed by several states regarding specialty products.

"It is urgent and necessary that every manufacturer comply with the labeling requirements for variety forms by classifying these products with the additional words Macaroni Product, Egg Noodle Product, Noodle Product, as the case may be.

"It is strongly recommended that all new cartons and cellophane bags be labeled properly in order to be in compliance with the Federal Standards of Identity."

FEDERAL SECURITY AGENCY
FOOD AND DRUG ADMINISTRATION
Washington 25, D. C.

Mr. James J. Winston
National Macaroni Manufacturers Association
156 Chambers Street
New York 7, N. Y.

Dear Mr. Winston:

We have your letter of October 8, concerning some misunderstanding which has arisen concerning the standards of identity for macaroni and noodle products as promulgated under the provisions of the Federal Food,

Drug, and Cosmetic Act.

You are correct in your understanding that the standards cover the various macaroni and noodle products regardless of their sizes and shapes and we believe that in discussing this feature it might be well to refer specifically to Findings of Fact numbers 1, 4 through 12, and 24-25, as published in the Federal Register of December 23, 1944.

We believe that these Findings should make it clear that in the case of macaroni products all forms are classed as "macaroni product," with the manufacturer given the option of designating three specific forms as "macaroni," "spaghetti," or "vermicelli" in lieu of calling them "macaroni product." Similarly, the entire class of noodle products has the name "noodle product" or "egg noodle product," with the manufacturer here having the option in the case of four forms of using the alternative names "noodles," or "egg noodles," "egg macaroni," "egg spaghetti," or "egg vermicelli."

Very truly yours,
GEO. P. LARRICK
Deputy Commissioner
of Food and Drugs

GMA Book Due in Mid-November

The newly compiled and completely revised 1953 edition of the *GMA Book of Grocery Advertising and Selling* will be ready for distribution in mid-November, according to Paul S. Willis, president of Grocery Manufacturers of America, Inc.

"The first edition of this book was published about 15 years ago," Mr. Willis said. "Its purpose was to provide appropriate and authoritative advertising and selling phrases which would be helpful to the leading grocers in preparing their own advertising and other promotional material. This book had such a wide and popular acceptance that we have been glad to supply new editions periodically.

"The cost of this book, as well as the other editions, has been underwritten by the participating member-companies. It will be distributed to the advertising grocers throughout the United States, to newspapers with advertising services, and to schools with courses in merchandising and advertising. It will offer more than 5,000 advertising and selling aids for newspaper, handbill, store and window displays, and other point-of-sale use. It is dedicated to the grocers of America in the interest of better grocery advertising and selling."

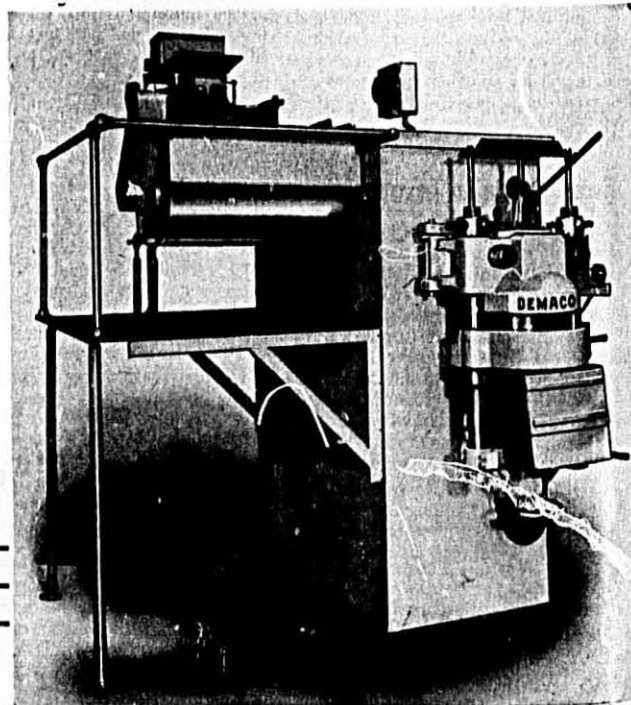
The new edition, like its three predecessors, is being compiled by Mrs. Zola Vincent, food economist and writer.

It's not getting a man down that hurts him, but his willingness to stay there.

DEMACO *DeFRANCISCI MACHINE*
CORPORATION
46-45 METROPOLITAN AVE. • Phone (Vergreen 6 9880 1 7) • BROOKLYN 37, N. Y.

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

- Automatic Mechanical Spreaders • Automatic Combination Continuous Presses for Long and Short Pastes • Continuous Short Paste Presses • Long Paste Preliminary Dryers
- Automatic Noodle Sheet Formers • Automatic Continuous Short Cut Dryers • Egg Dosers • Automatic Continuous Combination Short Cut and Noodle Dryers • Macaroni Cutters • Die Cleaners



DEMACO

Continuous Automatic Press For Short Cuts

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

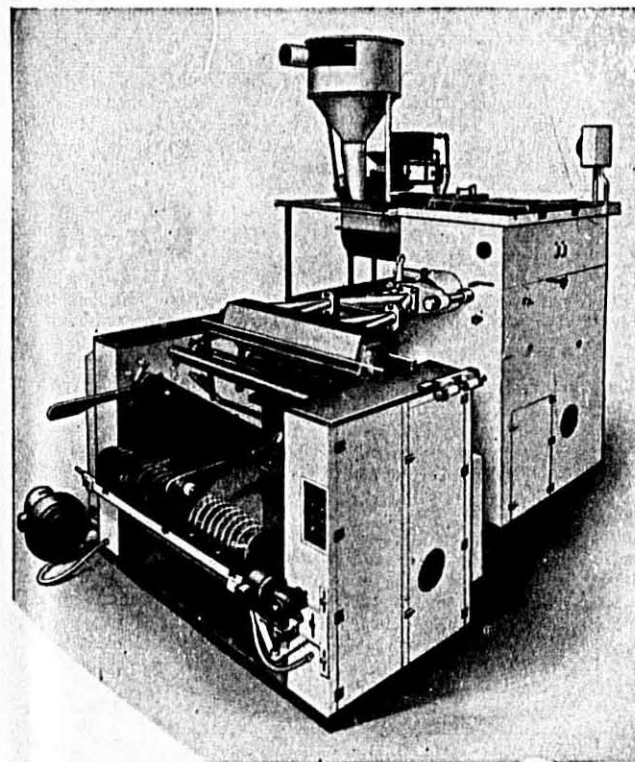
AVAILABLE IN 2 MODELS

500 Lb. & 1,000 Lb. Production

The New

DEMACO

FULLY MECHANICAL COMBINATION
FUSILLI & LONG PASTE
SPREADER - MODEL - CFSAS



THE SPREADER THAT CAN BE USED FOR BOTH LONG PASTE & FUSILLI. A SIMPLE CHANGEOVER ALLOWS THE LENGTHS TO BE VARIED TO SUIT STANDARD LONG PASTE LENGTHS OR FUSILLI LENGTHS.

THE SPREADER ATTACHMENT WITH NO BRAKE MOTORS — NO TIMERS — NO LIMIT SWITCHES—RUNS ON A 1 HP—1800 RPM MOTOR. WRITE FOR CATALOG.

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

DEMACO *DeFRANCISCI MACHINE*
CORPORATION
46-45 METROPOLITAN AVE. • Phone (Vergreen 6 9880 1 7) • BROOKLYN 37, N. Y.

A Science and an Art . . .

Sauce Making

Americans returning from abroad tell many tales of foreign manners and customs. They speak of differences in dress, in speech, and in general living conditions. And usually they remark with wonder about the food, for foreign cooks have introduced them to new seasonings and combinations of flavors — familiar foods served up amid entirely different surroundings.

To most Americans, such cookery comes as a revelation. Our own preparation of food is simple—often borders on the plain. And many a homemaker overlooks those little extra touches that mark her a cook of imagination as well as one with a knowledge of good nutrition and cooking technique.

One of the things that makes French cooks famous is their skillful use of sauces. And cooks of any nationality can enhance the flavor of fish, meat, and vegetables if they have a small but representative number of sauces in their repertoire. In this way it's possible to add variety to meals at very little expense.

Making sauces is part science, part art. Science lays down the principles for combining the ingredients. But when it comes to the art of seasoning, it's up to the cook to develop her own combinations by experiment and practice. Even in this, however, a few general suggestions are helpful to the inexperienced cook, according to the bureau of home economics, U. S. Department of Agriculture.

Number one sauce in most households is gravy made from the drippings of meat. To make a good gravy, the first essential is the right proportion of the three ingredients—fat, flour, and liquid. For every cup of gravy there should be 2 tablespoons of fat, from 1½ to 2 tablespoons of flour, and 1 cup of milk, water, or diluted meat stock.

Fat from the meat usually makes up most of the drippings from a roast cooked in an open pan. But when meat is cooked in a covered pan, as a pot roast, there is generally more meat stock than fat. In either case, use only enough of the fat to have the proportion of fat to flour and liquid given above. Skim off excess fat and save it for some other purpose. Too much fat in a gravy will separate and give the gravy an oily appearance.

First step after skimming, in mixing gravy, is blending flour and fat. Do this thoroughly to separate the starch grains and thus discourage lumping.

Also, this mixing of the flour with the fat will help bind the mixture so that it won't separate on further cooking.

To get a browner flavor in the gravy, either let the fat and flour brown a little before adding the liquid, or use browned flour from the start. Browned flour does not have so much thickening power as ordinary flour, so it will be necessary to increase the amount of it somewhat.

Another important point in making gravy that's sure to be smooth is adding the liquid cold or lukewarm. This way there is time to stir the blended flour and fat into the mixture before it gets hot. But if liquid is added hot, the starch granules may cook too rapidly, before the grains are separated, and lumpy gravy results. Stir the gravy constantly while adding the liquid and while it is thickening. Then cook it long enough so that there will be no taste of raw starch.

Whether milk or water is used as the liquid in a gravy depends upon individual preferences. To most cooks drippings from a lamb, beef, or pork roast seem to taste better with water. And many homemakers prefer milk in gravy from fried chicken or pork chops.

Much used, often misused, is white sauce. There are several methods for making this basic sauce. But a method similar to that used for gravy is satisfactory and quick. Unlike gravy, however, white sauce is cooked over water or very low heat to avoid browning or scorching.

After flour and melted butter are combined, the cold milk added, and the mixture stirred until it thickens, put a lid on the sauce and allow it to cook over steam for ten minutes—to lose the taste of raw starch.



"Oh, we just dropped in because Millford missed the last copy of The Macaroni Journal."

White sauce is usually mixed with vegetables in the proportion of one cup sauce to two cups vegetables. Before combining, drain the vegetables. If the vegetable is one rich in mineral content, this juice will contain certain valuable food materials. Sometimes it is possible, as in the case of asparagus, to substitute part of this juice for part of the milk in white sauce.

For starchy vegetables such as potatoes, a thin white sauce is suitable. That's one in which one cup of milk is thickened with 1 tablespoon of flour blended with 1 or 2 tablespoons of fat. A medium sauce with twice as much flour to the cup of milk is the kind to serve with succulent vegetables, such as celery or onions.

For serving with many of the green vegetables abundant now, hollandaise sauce is especially good. Hollandaise is a rich sauce containing a large proportion of egg yolk and butter with some acid. Cooks who have difficulty making it may be violating the rules for egg cookery or those for combining rich fat mixtures.

Any mixture that contains much egg is cooked over low heat, because the protein in egg coagulates at a low temperature. In combination with an acid, such as the lemon juice in this sauce, the protein coagulates at an even lower temperature. Therefore, cook hollandaise over water. Stir constantly to keep the mixture smooth and to prevent overheating. And stop the cooking promptly as soon as the sauce begins to thicken.

Start the hollandaise by mixing the lemon juice with the egg yolks. Then, as in making mayonnaise, add the fat gradually and stir constantly. Add the first third of the butter to the egg and lemon juice. Then cook this in a double boiler—stirring constantly—until the mixture begins to thicken. Remove from the stove, add the second third of butter. Stir this in rapidly, then add the final portion of butter. After this is blended in, add a little hot water and seasoning, and finish cooking.

Hollandaise made this way should not separate either from overcooking or from too rapid addition of the fat.

The cook who can make these three sauces can probably master any others in the cookbook. But that is only a start in saucemaking. Next comes the "seasoning to taste."

That phrase may mean much or little—depending on the cook. White

(Continued on Page 30)

Perfect—
from your
presses—
every time



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

WITH PRE-TESTING!

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

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

General Mills Inc.

Durum Sales
MINNEAPOLIS, MINN.



Liquid, Frozen and Dried Egg Production September 1952

The quantity of liquid egg produced during September, 1952, totaled 11,003,000 pounds, compared with 7,576,000 pounds a year earlier and 15,101,000 pounds, the 1946-50 average for the month, the Bureau of Agricultural Economics reports. The quantities produced for drying and freezing were larger than a year ago. The quantity produced for immediate consumption was smaller.

Dried egg production totaled 1,069,000 pounds, compared with 468,000 pounds last year and the average of 2,855,000 pounds. Production during the month consisted of 142,000 pounds of dried whole egg, 764,000 pounds of dried albumen, and 163,000 pounds of dried yolk. Production during September last year consisted of 337,000 pounds of dried albumen and 131,000 pounds of dried yolk.

The quantity of frozen egg produced during September totaled 9,371,000 pounds, compared with 6,375,000 pounds in September last year, and the 1946-50 average of 5,924,000 pounds. Frozen egg stocks decreased 23 million pounds during September, compared with 25 million pounds during September last year and the average September decrease of 25 million pounds.

Watch Those Bugs

The sanitation committee of Association of Operative Millers has just released a report on box car conditions as of October, 1952, reports Robert M. Green, Macaroni Association secretary.

"Many shippers and receivers of flour and cereal products are amazed at the number of shipments arriving at destination showing some type of insect on the exterior of the bags. Prior to the middle of September refusal of shipments due to insect infestation was quite unusual. After that date, the number of refusals increased alarmingly.

"At a meeting of the AOM sanitation committee, this subject was discussed in great detail. One member pointed out the following: 'Eight cars set at the mill for loading were inspected carefully for cereal infesting insects—seven of the cars showed apparent heavy infestation. The eight cars were picked at random from a set placed at the mill and marked 'O.K. for flour.' Inspection of each car indicated accumulations back of the end linings, particularly where the end linings joined the side linings. . . 193 live insects and two dead ones were found."

"There will be continued rejections until cold weather acts as a deterrent to infestation. In order to reduce to a minimum the possibility of misunder-

standing between buyer and seller, we suggest the following:

1. When insects on an incoming shipment of flour are observed, place representative sample of same in a vial and forward same immediately by fastest transportation available to the original shipper.
2. Point out the insects and conditions of flour to an agent of the delivering railroad line.
3. Make every effort to determine the origin of the insect. Is it:
 - a. From the car?
 - b. From the tracks along the car?
 - c. A flying insect feeding on plants rather than stored cereals?
4. Notify shipper of all details, rather than, "covered with bugs."

"We reiterate our previous findings:

1. A great percentage, probably 90 per cent of all railroad cars set at mill sidings for loading at this time of the year, are infested.
2. Empty boxcars cannot be fumigated prior to loading.
3. Only about 50 per cent of present boxcars can be fumigated successfully after being loaded.
4. While spraying cars with residual sprays will accomplish some good, such a procedure cannot be expected to eliminate completely the problem of infestation of transit origin.

"If we are to continue to do business in a normal manner, the miller and his customer must recognize the limitations imposed upon the normal flour delivery by the condition of available carrier rolling stock at this time of year after such rolling stock has moved a grain crop to market from country storage."

National Macaroni Week Promotion Through Heart and Stomach

Skinner Manufacturing Co., Omaha, this year completed another successful Macaroni Week promotion (October 16 to 25) by again aiming its program at two vulnerable areas—the stomach and the heart.

Stomach appeal, as it has been the last two years, was a huge spaghetti and meatball dinner—this time in San Antonio's Plaza Hotel.



Miss Texas of 1952 (Connie Rae Hopping) is showered with macaroni at San Antonio Airport by Junior Chamber of Commerce greeters. Later she was crowned National Macaroni Queen III at a benefit dinner for San Antonio's Boysville. Left to right, Miss Hopping, Sam Riklin, president of Junior Chamber of Commerce, and Lloyd E. Skinner, president of Skinner Mfg. Co., Omaha, Neb. Skinner sponsored the dinner to inaugurate National Macaroni Week, October 16 to 25.

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 | 938,266 | 827,485 | 802,647 | 837,218 |
| October | 1,151,103 | 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 October 31, 1952.....3,564,927
 July 1 to November 2, 1951.....3,415,694

Heart appeal was the usual salute to a worthy children's home, plus crowning a feminine beauty as National Macaroni Queen.

Children's home honored this year was San Antonio's Boysville. There was an extra zing in the heart appeal because the home for the homeless was winding up a fund drive for new and enlarged quarters. About \$700 in public sale of tickets to the spaghetti feed went into the Boysville building fund.

Recognizing the ardent patriotism of Texans, the state's own Connie Rae Hopping, Miss Texas of 1952, was picked as this year's National Macaroni Queen.

The dinner attracted 350, including Boysville's 50 young citizens, who were honor guests. Lloyd E. Skinner, president, placed a crown made of macaroni on the honey blonde Miss Hopping.



The speaker's table at the Boysville Benefit Dinner which inaugurated National Macaroni Week (October 16 to 25) at San Antonio, Tex. John D. Lowe, Skinner district representative, presided. Miss Texas of 1952 (Connie Rae Hopping) was crowned National Macaroni Queen III. The dinner was sponsored by Lloyd E. Skinner, midwest macaroni manufacturer.

A Statement on Food Price Spread Studies

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

Detailed economic studies, conducted jointly by the National Grange and Grocery Manufacturers of America, Inc., since 1948, show clearly that higher wages, higher transportation costs and higher taxes are mainly responsible for higher food prices for the consumer.

You have seen President Truman's recent proposal to conduct studies to determine where the consumer's food dollar goes. We agree with the basic idea of establishing the facts and informing the American people of how the dollar spent for food is distributed among those who perform services in its production and distribution. On the possibility that this may become a political issue we would like to provide you with some fundamental facts.

Several years ago we, in co-operation with the National Grange, under-

took to provide this information through joint studies of the price spread as it applied to specific food items. Since 1948 we have completed studies on milk, quick frozen peas, baby foods and bread. These have been published in *The National Grange Monthly*, and reprints are available.

These reports clearly show that the spread between what the farmer gets and what the consumer pays varies in accordance with the processing and distribution services required. A wide spread indicates primarily the variety of services which must be performed and not the rate of profit. The studies also reveal that food prices over the past several years have risen mainly because of higher wage rates, higher transportation rates and higher taxes.

These cost increases have created an upward pressure on prices and the price spread. However, not all of them have been reflected in prices. Processors partially offset these higher costs through increased operating efficiencies and greater volume, and by currently absorbing some of these costs. This partial absorption has reduced the average rate of profits for grocery manufacturers to an alarmingly disturbing low point. In 1939, the last year before the World War II defense program, grocery manufacturers averaged 4.6 cents profit per dollar of sales. Since then, the trend has been steadily downward, with profits in 1951 dropping to 2.4 cents per dollar of sales. In 1952, it will average about 2 cents.

Joins Association

Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Assn., reports that Kurtz Brothers Corp., Bridgeport, Pa., has been enrolled as a member of the association.

Arthur C. Mohr to New Post

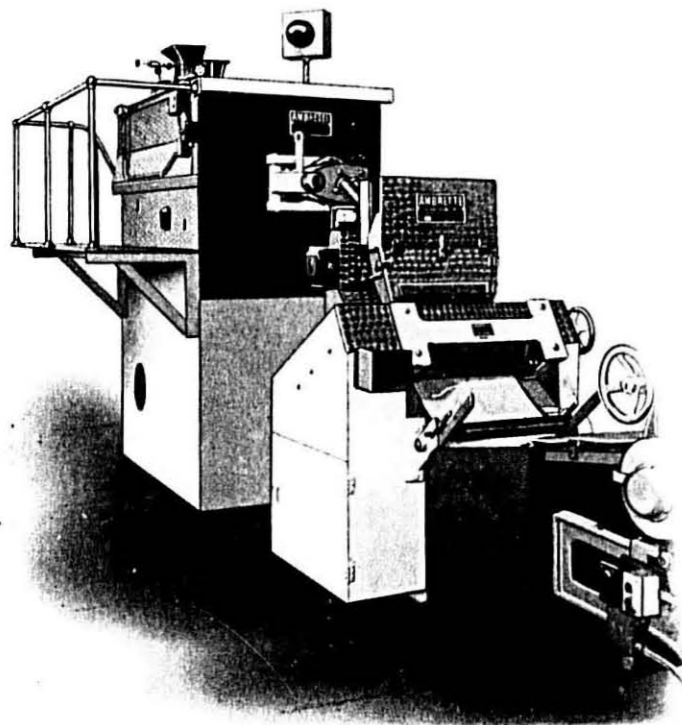
Arthur C. Mohr has been appointed general sales manager of the new specialty products division of the Seymour Packing Co., processors of Con-sort Brand of egg and poultry products.

Mr. Mohr's background includes years of successful sales management of the corn products department of Anheuser-Busch, Inc. St. Louis. New fields to be explored at Seymour will be in newly developed egg products, dried and frozen, particularly adaptable for usage in the confectionery, food and textile industries according to Jay G. O'Dell, executive vice president of Seymour.

The Seymour Packing Company continues its years of happy association with Anheuser-Busch, Inc., as exclusive processors of BUD brand of frozen egg products.

New "Electrodynamical" Co-ordinate
Sheet Former with Noodle Cutter
100% AUTOMATIC
NO MANUAL ADJUSTMENTS

- COLOR OF PRESSED NOODLE
- EYE CATCHING SALES APPEAL
- ROLLED NOODLE PHYSICAL CHARACTERISTICS
- MINIMUM SCRAP IN PACKAGE BOTTOM

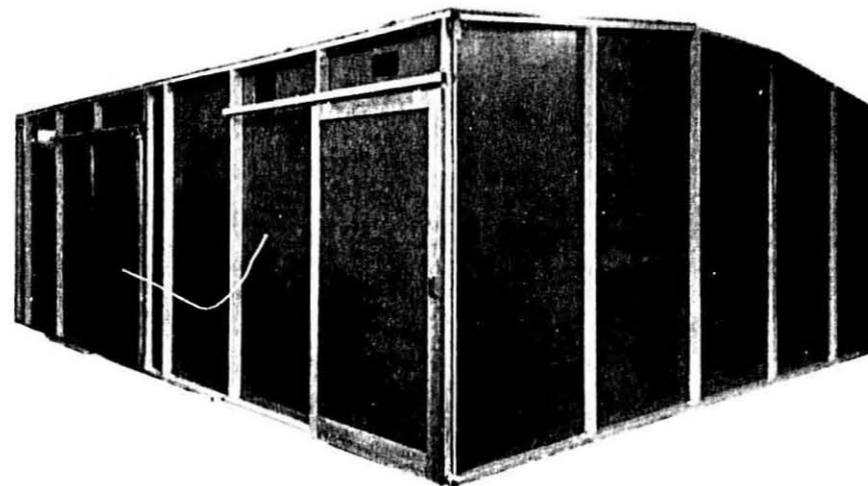


Conrad Ambrette, President; formerly President of Consolidated Macaroni Machine Corp.

ONCE
AGAIN
ANOTHER
"Original"
AMBRETTE
DESIGN

New "Self-Controlled" Long Goods
ROOM

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



100% AUTOMATIC
AN *"Original"* AMBRETTE DESIGN

Ambrette
MACHINERY CORP.

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

ORIGINALITY IS PROGRESS

Economical - Political - Industrial

National Industries Service

Pitiful Plight

The original Wage Stabilization Board, sometimes referred to as the Wage Stimulation Board, was a splendid institution in the eyes of our labor leaders. But since its disinflection from the original labor bias, it has been much less satisfactory at least to John L. Lewis.

With the board's decision to scale down to \$1.50 the \$1.90-per-week increase Lewis secured from the northern operators, in pursuance of its duty of checking the inflation spiral, soft coal mining stopped and Mr. Lewis started.

"Four agents of the National Association of Manufacturers, aided by a professor from the Harvard Law School (Chairman Archibald Cox) and his timid trio of dilettante associates, form a cabal to steal forty cents a day from each mine worker," wrote Mr. Lewis to President Harry M. Moses of the Bituminous Coal Operators' Association.

Warning to his work, Mr. Lewis continued: "Naturally, miners resent such attempted thievery. Miners are people, Mr. Moses. They have children. Children need milk. The 40 cents would buy milk each day. You, of all men, should know that the mine work-

ers will fight to protect the milk supply of their families."

"From this we would assume that the miners could not afford to buy milk for their offspring had they accepted the approved increase giving them a basic daily wage of only \$17.85, and that under the old contract rate of \$16.35 the milkman has long since stopped coming around . . . and that the baby's milk is the last item on the family budget rather than the first.

They Can't Fool Us

A preliminary report by two of the four members of the Subversive Activities Control Board says that the Communist party of the United States is "a puppet of the Soviet Union."

To discover this startling fact after "a span of more than thirty years," the board conducted hearings from April 23, 1951, to July 1, 1952. And, if the full board concurs, it will recommend that the party be required to register with the Attorney General under the Internal Security Act of 1950, listing its members and submitting a financial report. This, being done, it is expected that the Communists will test the constitutionality of the act in Supreme Court.

If the act is upheld, they will, of

course, register and tell us they get their money from Moscow, perhaps what the bounty is for atomic secrets and what is expected from their members in the State Department.

But rather than the Attorney General, why not have them register with the purser of a ship bound for Russia?

And Washington Says We're Rich!

In case you are disturbed at reports that small loans, the kind that worried husbands make to pay for food the family has already eaten, or for taxes on the salary they already spent, increased over \$150,000,000 last August, think nothing of it. The US owes \$264 billions, and Senator Wright Patman, (Dem.) of Texas told a bankers' meeting in Des Moines that it "will probably never be paid."

"This is a startling statement," he said, "but I do not believe that anyone should be disturbed by it. The fact is, our expanded economy needs this additional credit."

So relax! Our family economy has expanded too. And certainly most of us need that additional credit.

Who says we can't spend ourselves rich?

Recently, the Food and Drug Administration carried on collaborative tests on the Official Lipoid P205 procedure in the analysis of noodles for egg solids. Or laboratory was chosen by the FDA as the only commercial laboratory to participate in this study, together with nine government chemists. The results of this study were published in the official *Journal of the A.O.A.C.*, and our analysis on the samples of noodles were in very close agreement with the average obtained by the FDA chemists. Our co-operation was gratefully acknowledged in this publication.

La Rosa Starts Drive Switches to Newspapers

V. La Rosa & Sons, New York, began a newspaper campaign Oct. 2, utilizing full pages in 58 newspapers in the food company's marketing area.

Copy stressed research into calories and protein contained in the company's macaroni product. The switch to editorial-type presentation led to the company's transfer into newspapers. It has been a radio and TV advertiser. Kiesewetter Associates, New York, is the agency.

Chemical Methods for Analysis of Noodles for Egg Solids Content

By James J. Winston
Research Director, NMMIA

The question of what is considered the official acceptable method for the analysis of noodles for egg solids has been brought to our attention. We would like to clarify this issue in order to remove erroneous impressions based on insufficient facts.

There are two official procedures endorsed by the Association of Official Agricultural Chemists and published in the Book of Methods, 1950 edition. One is the Lipoid P205 determination; the second is the cholesterol procedure. Both methods are official as far as the Food and Drug Administration is concerned, and both will yield the same results by an experienced, competent chemist.

Our laboratory for many years has been using the Lipoid P205 method for control and the Cholesterol when the occasion required checking the Lipoid P205 results. The Lipoid P205 will take about 1½ days for completion, while the Cholesterol is more involved

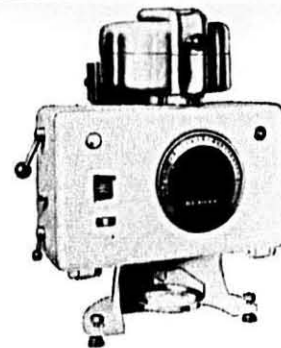


Mr. Winston

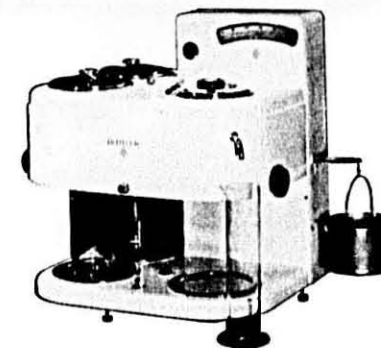
and takes 2½ to 3 days. Hence, the fee charged for a cholesterol test is much higher than the fee charged for a Lipoid P205 test. The Quartermaster Corps insists on the Lipoid P205 test on all contracts, while the FDA accepts either one of the two methods.

BUHLER ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

MOISTURE TESTER • MACARONI QUALITY TESTER

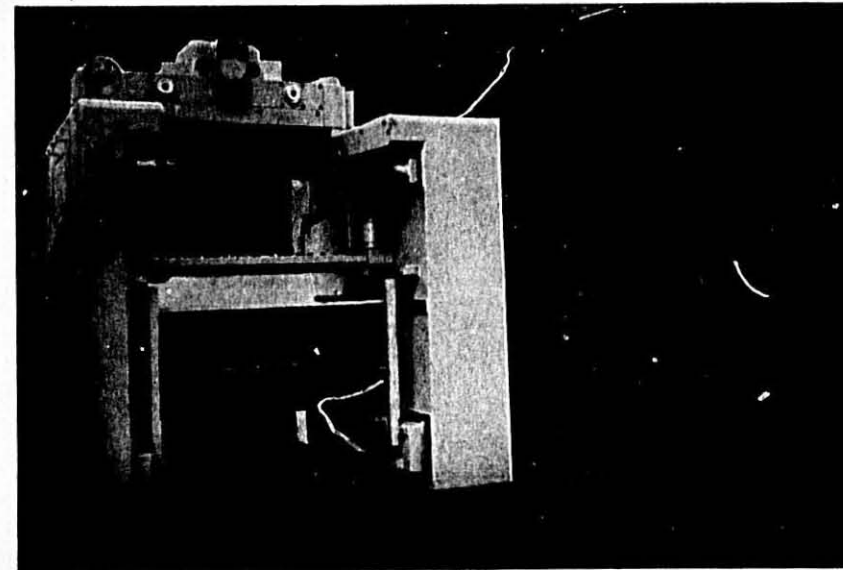


BUHLER THERMAL TORSION BALANCE, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-6 minutes with greater operating convenience.



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

Engineers for Industry Since 1860



Engineers for Industry Since 1860



BUHLER BROTHERS, INC.

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

Plaque to Be Awarded

As a gesture of appreciation to suppliers of their raw material, macaroni manufacturers will present a plaque to the Durum Crop King of North Dakota at the State Durum Show, November 13 and 14 at Langdon, C. L. Norris, a director of the National Macaroni Manufacturers Association, displays the plaque while pretty Mary Papke is intrigued with several yards of durum wheat which have gone through the mill. NAMA makes



the award annually to the king of the farmers who grows "spaghetti" wheat

What to Do About Margins

The National Conference Board recently cited these factors as responsible for the upward trend in cost of living:

1. Cost of production of manufactured goods has remained high.
2. Contraction of after-tax profit margins since early 1951.
3. Rise in marketing costs . . .

(freight)

4. Rising costs of services, which depends upon cost of labor.

While prices received by farmers have dropped 7% since the 1951 peak, retail food prices advanced 2.5% because of higher marketing and labor costs.

A *Wall Street Journal* editorial states:

"Last week the Federal Trade Commission issued separate complaints against two liquor companies. These

set forth the novel theory that the subsidiaries of a corporate enterprise may conspire among themselves and their parent company in restraint of trade, although no allegation is made that the corporation is a monopoly that ought to be broken up.

"Meanwhile, labor monopolist John L. Lewis continues his conquest of the various segments of the coal industry one by one. Having taken practically all the bituminous operators, he is dealing at leisure with the anthracite diggers.

"On October 29, tobacco growers meet to vote on whether to operate under a marketable quota and have the price of tobacco supported in 1953. It isn't hard to imagine what would happen if the producers of steel should plan a vote on how much to produce and at what price.

"Tighe Woods, administrator of the Office of Price Stabilization, found 'Most women have absolutely no understanding of how the price-stabilization program works among housewives' in his recent seven-city tour. The ladies, rattled by rising food costs, simply fail to realize that while stabilization means trying to hold prices down on goods which have gone through the hands of businessmen, it means holding up and even pushing up the prices of farm products and the hourly rates of pay of unionized workers."

John J. Cavagnaro

Engineers and Machinists

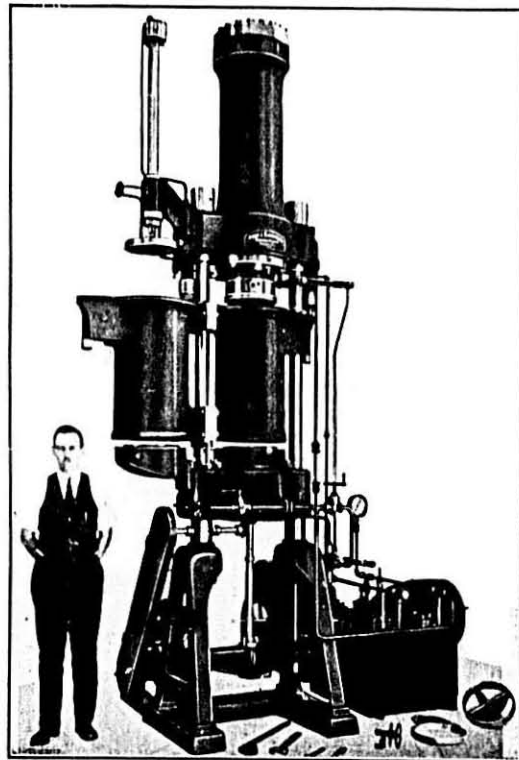
Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery
Since 1881

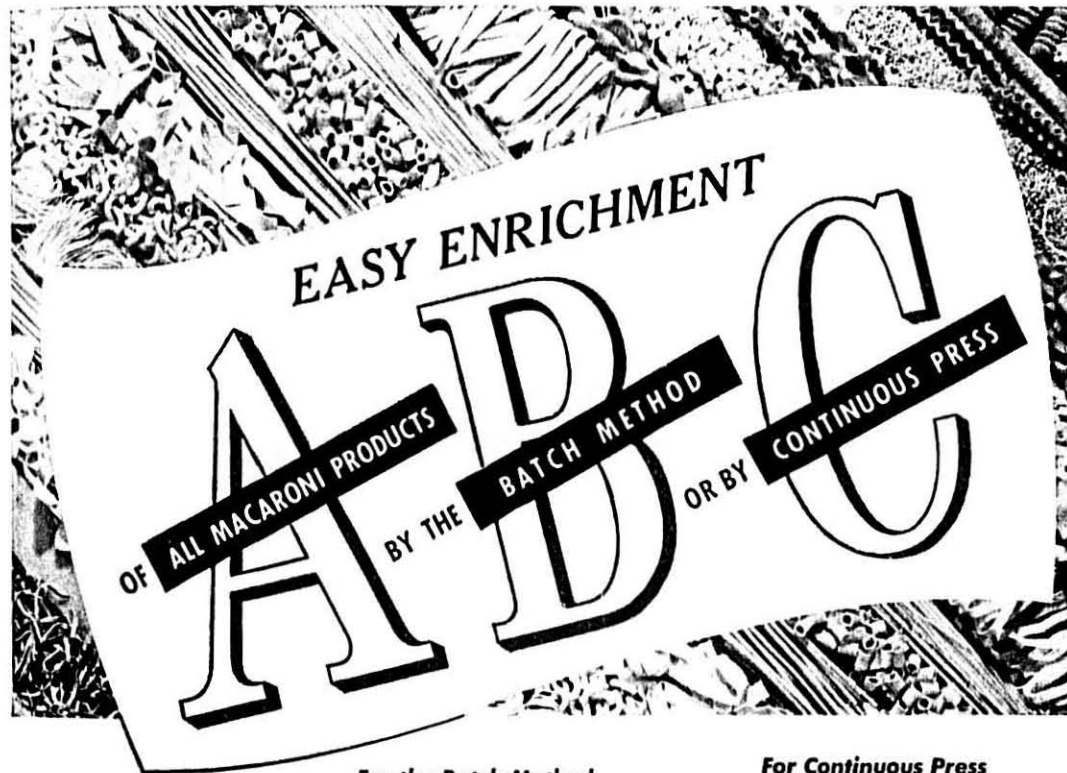
- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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



PRESS NO. 222 (Special)



For the Batch Method

B-E-T-S[®]

The ORIGINAL Enrichment Tablets

For Continuous Press



ENRICHMENT MIXTURE

Accurately . . . 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.

Economically 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.*

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 procedures, or write direct to:

Prompt delivery from strategically located stock depots: Rensselaer (N. Y.), Chicago, St. Louis, Kansas City (Mo.), Minneapolis, Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

Sterwin Chemicals Inc.

Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, NEW YORK

Pioneers in Food Enrichment

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

Have Some?

Wouldn't this spur any jaded appetite?

Released to the press and magazines by the National Macaroni Institute in connection with the nation-wide celebration of National Macaroni Week October 16-25 1952, many macaroni-noodle manufacturers report a healthy, new interest in their food which they think may be permanent.

"Chef" Helen Olson helped make the platter of macaroni more inviting as she invited grocers everywhere to join in the celebration that promises gains in sales both in macaroni products as well as related foods.



"Chef" Helen Olson

Milprint Manager Addresses Texas Convention

"When produce growers, packers and shippers succeed in selling their brand name and quality to the individual shopper, they have made the greatest sale of all," a produce packaging expert told Texas produce men recently.

David G. Delahunt, produce packaging division manager of Milprint, Inc., Milwaukee stressed the importance of product identification in a talk in San Antonio, entitled "Does the Shopper Know the Shipper?" Listeners were members of the Texas Citrus and Vegetable Growers and Shippers Association who were attending their 10th annual convention.

Mr. Delahunt pointed out that a revolution in marketing methods has been brought on by the "self-service way of doing business." He said the change requires all retailers to figure profit per square foot of display space, and to be scientific about the best use of each square foot.

When packers pre-package produce to establish brand names and quality, they are helping the retailer make the most of sales space, Mr. Delahunt said.

By displaying in bulk, sellers of produce "miss a terrific opportunity to romance and merchandise goods they have to sell," he said. "If you haven't given this matter a good deal of careful thought, you are not facing the fact

of modern food merchandising."

Mr. Delahunt warned his audience of produce packers that they are competing—particularly with the frozen food industry—for the shopper's dollar.

"The frozen food industry has skyrocketed in the last few years," he said. "To some extent, this new way of marketing food has affected your sales volume. The frozen food people vie strenuously with each other to present their product to the shopper in an attractive, convenient, eye-catching package and, when you buy a frozen food package today, you are also getting a free set of recipes and suggestions on how to use the product in the package. Can you say the same for fresh vegetables?"

Mr. Delahunt said packaging has finally struck the produce industry, but that it is still really in the early stages of a lusty growth. He estimated some 90% of the tomatoes sold at retail today are in packaged form. "More and more potatoes are being put up in a consumer size package," he said, "and apple growers have recently shown an increasing interest in sending their fruit to the market in a 5-pound unit."

The greatest development has been the so-called Cello pack for carrots, the Milprint packaging expert said. "Freight savings on carrots shipped out of Texas alone this year could be enough to make the Bureau of In-

ternal Revenue wonder if pre-packaging wasn't some sort of tax dodge," Mr. Delahunt said. He pointed out that, besides freight savings, the shipper increases sales-appeal and gets his name across to the public by pre-packaging.

As an added sales stimulant, Mr. Delahunt suggested that packages be used as a vehicle to tell the shopper the many ways in which the contents can be used. Good recipes and serving suggestions guarantee that the shopper will be pleased with her purchase and come back for more, he said.

The shopper never sees a crate label applied by the shipper, but she does get to know the shipper through pre-packaging, Mr. Delahunt said.

Food for Thought?

Outbreaks of disease caused by food and drink have figured importantly in recent news reports, the largest and most recent having occurred at a boilermakers' picnic at Portland, Ore. Hundreds of persons are said to have been stricken. Unfortunately further details are lacking.

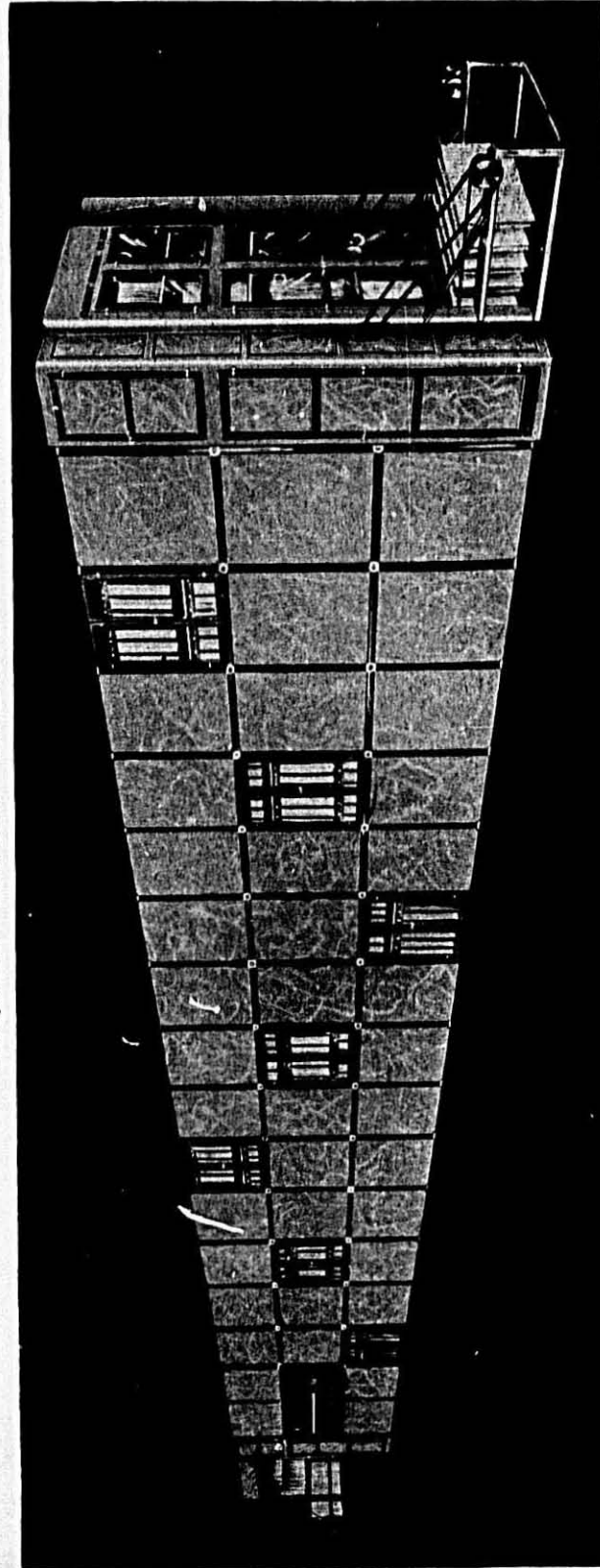
The Newark, N. J., Health Department recently was deluged with complaints resulting from cases of trench mouth and food poisoning. During May, seven cases of trench mouth were reported by individuals after eating in one restaurant, and another restaurant was involved in a report that 23 of a group of 24 girls developed food poisoning after eating there. An intensive inspection program was set under way, with orders that violations must be corrected within 72 hours of the time they were reported by the inspectors. Among the first 85 establishments checked, 37 were ordered to make improvements immediately. In a number of restaurants, there were excessive bacterial counts on glassware, which Health Officer Haskin said indicated "a very bad dishwashing technique that could result in epidemic of trench mouth." Poor refrigeration particularly of pastry, was found in ten restaurants. Nearly 500 pounds of meats, poultry and fish were found unfit for consumption, and destroyed.

In St. Louis, six persons were taken ill after eating chocolate eclairs in a large hotel. Investigation revealed that the eclairs had been handled in an unsanitary manner and had not been properly refrigerated.

An epidemic of typhoid fever involving twenty persons who had eaten in a Tioga County, N. Y., restaurant was traced to the restaurant's well, which was located close to a cesspool. This restaurant was voluntarily closed by the owners after tests showed the water supply to be contaminated.

The only reactionary is the man who refuses to change.

TOP QUALITY — LOW COST — SPACE AND TIME SAVING
in Automatic Long Goods Drying



Patent Pending
To cushion the impact of the now 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 constant relative humidity, uniform air circulation and drying temperature.

FLEXIBLE DESIGN: Suitable for drying any long goods, from one tier to another, is so designed that it insures against a stick ever falling, with perfect timing it delivers a stick precisely on successive or alternate chain links dependent on which tier it is being processed.

PEAK PERFORMANCE WITH LOWERED COSTS: Self-controlled by electronic instruments for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor.

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

TIME-SAVING: Not minutes, not hours but two days! Product completely dried in twenty-four hours!

SPACE SAVING: 24,000 lbs. of dried product had in only one-quarter the floor space. It permits substantial increase in your production without addition of one foot to your present plant.

The dryer pictured above is one of the three units embodied in the complete Clermont Long Goods Dryer with a section of preliminary dryer, a first section finish dryer (shown above) and the second (final) section finish dryer.

IMPORTANT: The three units of the dryer can be adapted to work in conjunction with any make spreader-press. Also if you already have an automatic preliminary dryer or any make our two finish units can be adapted for use with it. THIS LONG GOODS DRYER MAY BE PURCHASED WHOLLY OR PARTIALLY.

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH

Clermont Machine Company

206-276 WALLABOUT STREET, BROOKLYN 6, NEW YORK, NEW YORK, U.S.A.

TEL. EVERGREEN 7-7848

Public Law 539

Public Law 539, approved July 14, 1952, affords a possibility for correction of errors made by many taxpayers in writing off excessive depreciation in loss years without a tax benefit.

The purpose of the law as described in the House Ways and Means Committee Report is "to provide that the adjusted basis of property is to be reduced by excessive depreciation shown in a return only to the extent that such excessive depreciation resulted in a reduction in the taxpayer's taxes."

The Senate Finance Committee Report pointed out that prior to the Revenue Act of 1932 the law provided "that the basis of property should be reduced by the depreciation allowable over the previous life of the property. The law was amended in 1932 to add another provision requiring that, where depreciation in excess of that allowable had been actually allowed, the excess allowed over that which was allowable should also reduce the basis of the property."

In the *Virginian Hotel Case*, 319 U.S. 23 (1943), the Supreme Court construed the 1932 amendment to mean that, where a taxpayer had claimed excessive amounts of depreciation in his returns for earlier years now closed by statute, such excessive amounts were properly deductible from

cost in readjusting the basis of the property in question, even though in those years the taxpayer had received no tax benefit from the depreciation deduction.

Public Law 539 corrects this inequity and provides that the basis of property shall not be adjusted in respect to the amount of depreciation, amortization, and depletion claimed by a taxpayer in excess of the amount properly allowable for the taxable year but applies only to the extent that such excess did not reduce income or excess profits taxes. This is effective only provided the excessive deduction did not result in a benefit in a prior or succeeding taxable year by reason of a carry-forward or carry-back of net operating losses or unused excess profits credit.

The new law is technically effective for taxable years beginning after December 31, 1951. However, taxpayers may elect on or before December 31, 1952, to have the new rule apply to any taxable year still open by statute or waiver after December 31, 1931, and such election is irrevocable. The new law does not reopen any prior closed year for purposes of refund or credit or assessment of a deficiency.

It would seem that any taxpayer who had a number of loss years subsequent to 1913 should carefully review with tax counsel the possibility of any advantage. Whereas no regulations have yet been issued it would

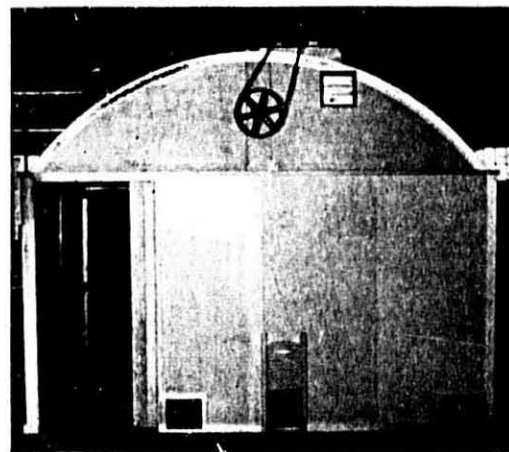
appear that the taxpayer would bear the burden of determining the depreciation properly allowable in any such loss years as well as the amount allowable in subsequent years due to any increase in basis as a result of the restoration of excesses deducted in error. If the "allowable" depreciation during subsequent closed profit years should prove to be less than the depreciation "allowed," the excess depreciation restored would serve only as a future potential tax saving.

With present and prospective high tax rates, depreciation recovery as a deduction in computing tax liability is important and warrants careful consideration of any relief enactments such as provided by Public Law 539. Taxpayers may have some clue as to whether their past depreciation deductions were excessive by review of the relation of their reserves to costs over the years. If either the taxpayer or the Revenue Agents have in past years reduced depreciation rates or extended the useful lives, it is probable that the claimed deductions were excessive in the light of the then known facts.

Publication: The American Approach

Vimco Factory Visited

The East Kensington Community Circle, a women's organization of East Kensington, Pa., recently enjoyed a trip through the Vimco Macaroni Products Company's plant at Carnegie.



Exterior View—Lazzaro Drying Room

for **ECONOMICAL
SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

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

... GREAT SAVINGS ON

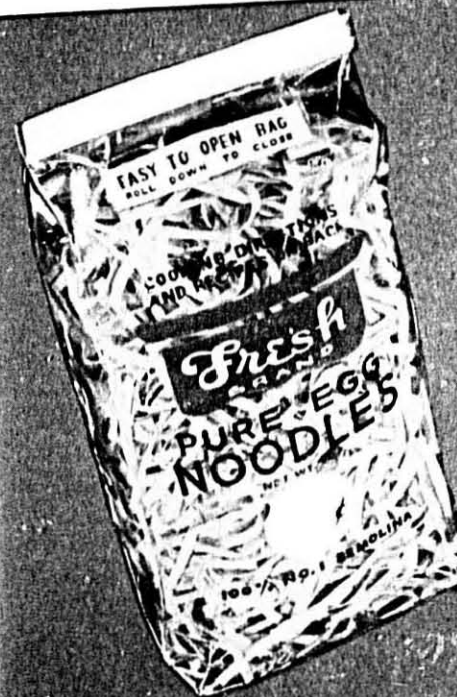
our large line of
completely rebuilt
and fully guaranteed:

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

Cellophane packaging to step up impulse sales

When your package lets shoppers see your noodles and macaroni, you have the greatest opportunity to cash in on their 67% rate of impulse sales. If you're not already taking advantage of Du Pont Cellophane's

taste-tempting transparency and protection of quality to step up your sales, write for full information, E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.



Only Du Pont gives you all these packaging aids:

1. **WIDE VARIETY OF PACKAGING FILMS** scientifically tailored to meet the needs of varied products and packages.
2. **TECHNICAL** assistance to help you plan the most practical and efficient construction of your package.
3. **MERCHANDISING** help through continuing nationwide surveys of buying habits, to keep your package up to date.
4. **NATIONAL ADVERTISING** to continually strengthen consumer preference for your packaged products.

DU PONT PACKAGING FILMS

CELLOPHANE
POLYTHENE • ACETATE



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Pa. Mrs. Amelia DeTure and Mrs. Anna Beatty, officers of the group, led the delegation and were shown through the plant by Salvatore Viviano, founder and president of the firm. The ladies traveled by bus and were treated to a friendly reception in the plant's cafeteria by the management at the end of the tour.

Leading Macaroni Manufacturer Dies

Louis J. Laneri, president of Fort Worth (Tex.) Macaroni Co., one of the best known macaroni men in the southland, died October 1 in a Fort Worth hospital where he had been confined since last May.

He was born in Genoa, Italy, 62 years ago, and came to the United States at the age of 6 months with his parents, who first settled in New York City. In 1902, he went to Fort Worth, entering the employ of the macaroni company. He became its president in 1935.

Survivors are his wife, two sons, John P. and Carl L. Laneri, all of Fort Worth; a brother, Robert J. Laneri of Los Altos, Cal.; a sister, Mrs. J. B. Haire of Fort Worth and three grandchildren.

Funeral services were conducted in St. Patrick's Catholic Church on Friday, October 3. Pallbearers were: N. T. Mazza, A. C. Bicochi, J. P. Cassol, J. P. Hitric, J. H. Bagley and

Joe Petta. Honorary pallbearers were E. W. Barksdale, Jimmy Fisher, J. J. Langlois, Nick Petta, Victor Petta and Harold C. Vogel of Fort Worth, Roy Brown of Dallas and V. D. Moore of San Antonio.

Burial in Rose-Hill Cemetery, Fort Worth, Tex.

United Macaroni Plant Leased

The United Macaroni Co. plant at West Third Street and Twelfth Avenue in Mount Vernon N. Y., has been leased to the Venetianaire Corp., manufacturer of Venetian blinds and bamboo shades. The building is three stories high and contains 20,000 square feet of floor space. It was scheduled to be occupied by the lessee about November 1. The Harry Levy Realty Co. of Mount Vernon negotiated the lease for Anthony Sirignano, president of the macaroni company.

Doughboy Sealers Exhibited

Industrial and business leaders from all over the nation watched a demonstration of Doughboy heat-sealing equipment at the recent Materials Handling Exposition in Chicago.

The company was represented by Riley Livingston, vice president of the machines division. In the Doughboy

exhibit were three hand sealers, a band sealer and a large rotary machine.

The exposition, held at the Chicago Coliseum, included exhibits and demonstrations dealing with cartons, materials crating, and lifting.

Following the Chicago exposition, Mr. Livingston went to Toronto, Canada, for the Canadian Packaging Exposition. Doughboy heat sealing equipment was also exhibited at the Canadian show.

Early in 1953, the company will display its machines and equipment at several other major exhibitions and shows around the nation.

Think and Live

Winter weather will soon be with us. With it comes fog, ice, sleet, snow and slippery roads. What are you doing to prepare for it?

Every driver should see that his car is properly conditioned for winter driving. Windshield wipers should be reconditioned. Elimination of fog, sleet, ice, and snow from the windshield is very important, and many very good devices are on the market for this purpose. Equip your car with a device that will give you clear and good vision during such weather.

Control your speed on slippery roads. Go slow—go easy—be careful. THINK.

You cannot match class hatred with mere piety hope.

JACOBS-WINSTON LABORATORIES, Inc.

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

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

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

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes—Dry Noodle Cutters—Wet Noodle Cutters—Mixers—Kneaders
Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

BALING PRESSES

Hydraulic Baling Presses for Baling all Classes of Materials

HYDRAULIC EXTRUSION PRESSES

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

N. J. CAVAGNARO & SONS MACHINE CORP.

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

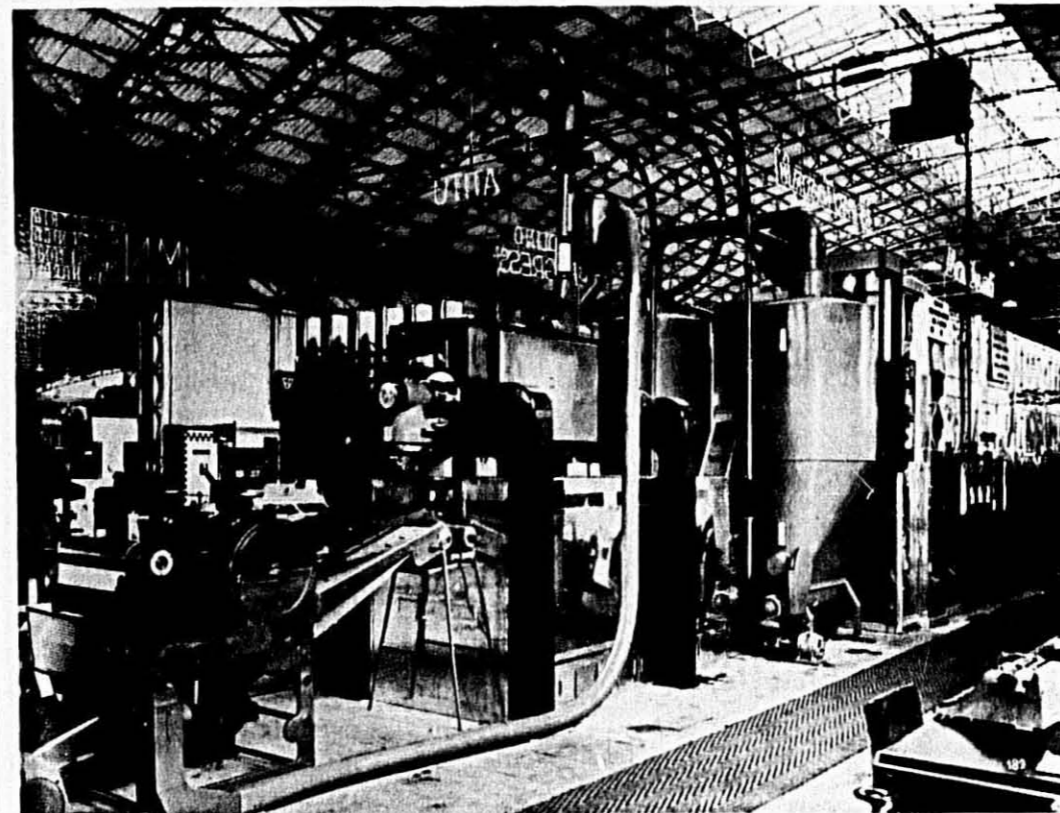
Dott. Ingg. M., G.

Braibanti. c.

SOC. A.R.L.

Cable: Braibanti—Milano
Bentley's Code Used

COMPLETELY AUTOMATIC INSTALLATION FOR PRODUCTION OF BOW-TIES



Seen above from Left to Right are:

- Bologna Stamping Machine with Pneumatic Conveyor of Timmings.
- Braibanti Automatic Press "MACRONA."
- Preliminary Dryer Located between Legs of the Press.
- Pneumatic Semolina Handling System with Storage Bins.
- New TC/RO/9 Automatic Dryer.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Send your inquiries to:

Eastern Zone: Lehara Sales Corp., 16 East 42nd Street, New York 17, N. Y.

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

Spaghetti Eating As An Expert Does It

Photos by Colorado Springs Free Press



YOU MUST BE HUNGRY—Hunger and a good plate of spaghetti seem to go hand in hand. "There's a right and a wrong way to do everything, including eating spaghetti," claims attractive Jo Marretta-Perry, hostess and manager of the nationally famous Marretta and Dalpiaz Italian Restaurant, Colorado Springs. Above she displays all the needed articles: A plateful of delicious spaghetti, seasoned and prepared to your taste, a fork and a spoon. "From there on it's easy," comments the attractive demonstrator.



THE SPOON'S THE KEY—Mrs. Marretta-Perry recommends selecting several strands of spaghetti with your fork. "Then you raise them away from the dish and with the help of a spoon, twirl the fork and spaghetti," she continues. "Whether you like your spaghetti ala Caruso, ala Milanese, ala Tetrizzini, with mushrooms, meatballs or ravioli, the technique is all the same." She points out that Marretta and Dalpiaz have been serving Italian foods in Colorado Springs since 1920.



AHH! DELICIOUS! "The rest is easy," she concludes. She suggests that the entire forkful of spaghetti be removed at one time.



ANYONE CAN DO IT—Mrs. Marretta-Perry said that 96 different Italian dinners and 15 American dinners are available at the Marretta and Dalpiaz restaurant. "People who cut their spaghetti before eating are certainly welcome," she concludes. "We like to have the amateurs cluttering up the field here."

TOPS
in PERFORMANCE
and QUALITY

STAR... macaroni dies

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

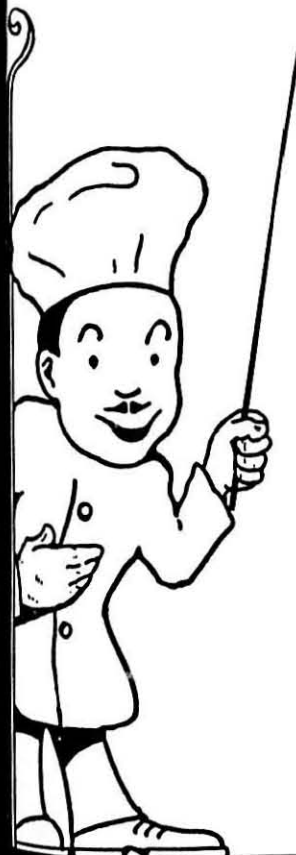
Our Specialty: LONG TYPE DIES
Your worn out Dies repaired by SPECIALIZED ARTISTS.
Get Our ESTIMATES. Consult us on your requirements.

STAR MACARONI DIES MFG CO.
57 GRAND ST., NEW YORK

MALDARI'S

INSUPERABLE

MACARONI DIES



Never Say Die—
Say Maldari

Scientific Engineering Makes the Difference

D. Maldari & Sons

America's Largest Die Makers

178-180 GRAND STREET
NEW YORK 13, NEW YORK
U. S. A.

1903—Management Continuously Retained in Same Family—1952

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.

Registered U. S. Patent Office and published Monthly by the National Macaroni Manufacturers Association as its Official Organ since May, 1919.

PUBLICATION COMMITTEE

Thos. A. Cuneo.....President
 Peter LaRosa.....Vice President
 Lloyd E. Skinner.....Vice President
 Guido P. Merlino.....Vice President
 C. F. Mueller.....Adviser
 M. J. Donna.....Managing Editor

SUBSCRIPTION RATES

Domestic\$2.00 per year in advance
 Foreign\$3.50 per year in advance
 Single Copies25 cents
 Back Copies30 cents

SPECIAL NOTICE

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than **FIRST** day of the month of issue. THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to THE Macaroni Journal.

ADVERTISING RATES

Display Advertising.....Rates on Application
 Want Ads......75 Cents Per Line

Vol. XXXIV November, 1952 No. 7

National Macaroni Manufacturers Association

OFFICERS 1952-1953

Thos. A. Cuneo.....Ronco Foods, Inc., Memphis, Tenn.
 Peter LaRosa, 1st Vice President.....V. LaRosa & Sons, Brooklyn, N. Y.
 Lloyd E. Skinner, 2nd Vice President.....Skinner Mfg. Co., Omaha, Nebr.
 Guido P. Merlino, 3rd Vice President.....Mission Macaroni Co., Seattle, Wash.
 C. F. Mueller, Adviser.....C. F. Mueller Co., Jersey City, N. J.
 Robert M. Green, Secretary-Treasurer.....139 N. Ashland Ave., Palatine, Ill.
 James J. Winston, Director of Research.....156 Chambers St., New York 7, N. Y.
 M. J. Donna, Secretary Emeritus.....P.O. Drawer No. 1, Braidwood, Ill.

DIRECTORS

Region No. 1
 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.
 Region No. 2
 Samuel Arena, V. Arena & Sons, Norristown, Pa.
 Emanuele Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.
 C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.
 Region No. 3
 Horace P. Gioia, Alfonso Gioia & Sons, Inc., Rochester, N. Y.
 Albert S. Weiss, Weiss Noodle Co., Cleveland, O.
 Region No. 4
 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
 Virgil C. Hathaway, Quarker Oats Co., Chicago, Ill.
 Region No. 5
 Thomas A. Cuneo, Ronco Foods, Inc., Memphis, Tenn.
 Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.
 Region No. 6
 Paul Bienville, Catelli Food Products, Montreal, Canada
 C. L. Norris, The Creamette Co., Minneapolis, Minn.
 Region No. 7
 John Laneri, Fort Worth Macaroni Co., Fort Worth, Tex.
 Region No. 8
 J. Harry Diamond, Goch Food Products Co., Lincoln, Nebr.
 Region No. 9
 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.
 Region No. 10
 Vincent DeDomenico, Golden Grain Macaroni Co., San Leandro, Cal.
 Region No. 11
 Edward D. DeRocco, San Diego Macaroni Mfg. Co., San Diego, Cal.
 Alfred Spadafora, Superior Macaroni Co., Los Angeles, Calif.
 At-Large
 Robt A. Cowan, A. Goodman & Sons, Inc., Long Island City, N. Y.
 Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.
 Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.
 Alfred E. Rossi, Procono & Rossi Corp., Auburn, N. Y.
 Lloyd Skinner, Skinner Mfg. Co., Omaha, Nebr.
 Jerry Tulague, National Food Products Co., New Orleans, La.
 Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.

SAUCE MAKING

(Continued from Page 12)

sauce, for instance, can become a creamy cheese sauce with a little grated cheese melted in it. A little minced bacon, chopped parsley, green pepper, or onion juice added makes it a more interesting accompaniment for new potatoes.

Gravies and other sauces lend themselves just as well to different seasonings. Dry mustard, mace, a tiny flavor of cloves or ginger, a grating of nutmeg—these are only a few of the materials the imaginative cook can turn into a combination of flavors that is her very own. A dash of cayenne, paprika, curry powder, celery salt, or a bit of ground cooked ham—these are more.

Of late there has been a revival of interest in the use of herbs for seasoning. Seasoning with these, of course, is a subtle art, and the more the cook uses them the more possibilities she finds for them in sauces. Some suggestions are: chopped or ground green leaves of tarragon in a sauce for fish or eggs; leaves and tips of basil in white sauces and milk gravy or in tomato sauces; chopped leaves of dill added to a cream sauce for chicken; ground horseradish root in sauces for

meats; mint leaves to flavor a sauce for lamb and chopped chive leaves to add a delicate onion like flavor to nearly any sauce.

Important Dates

Winter Meeting—Flamingo Hotel, Miami Beach, Florida, Jan. 20-21-22, 1953.

National Convention, Macaroni Industry, Colorado Springs, Colo., June, 1953.

Fight Polio

It seems absolutely clear, states the National Foundation for Infantile Paralysis, that the problem of polio will get worse before it gets better. Science is on the threshold of an exciting victory over this crippling disease, but in the meantime, polio is striking more and more people in more and more places throughout the country.

Americans of all ages are suffering, in 1952, history's most ravaging polio epidemics. By early in September this year, the record-breaking pace of 1949 incidence had already been surpassed. More than 50,000 cases were expected before the end of the year. The previous high was 42,000 cases, reported in 1949.

In addition to the millions of dollars being expended in direct aid to the ov-

CLASSIFIED

FOR SALE—REASONABLY PRICED—Used DeFrancisci Round Die Washer, complete with motor. In good condition. Box 109, The Macaroni Journal, Braidwood, Illinois.

erwhelming majority of all polio patients reported this year, more than \$11,000,000 is being spent by the March of Dimes in 1952 for continuing aid to 46,000 patients stricken in previous years. By the end of 1952, the National Foundation for Infantile Paralysis will have provided more life-saving equipment to patients than during the entire three-year period, 1949-1951. County chapters in every part of the nation have exhausted their funds, paying for patient care.

For these and many other good reasons, there is need for even greater support of the March of Dimes campaign, January 2-31, 1953. Contribute early and liberally! No one knows whose child may be the next victim when the epidemic strikes again.

Diesel-electric locomotives now handle nearly 50 per cent of all road freight traffic, as measured in gross ton-miles, and nearly 60 per cent of the road passenger service, as measured in passenger car-miles.



WHY you should enrich your macaroni products

Market studies indicate that 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 meal and grits, fortified breakfast cereals, and now, fortified rice leads them to expect enriched macaroni and noodle products.

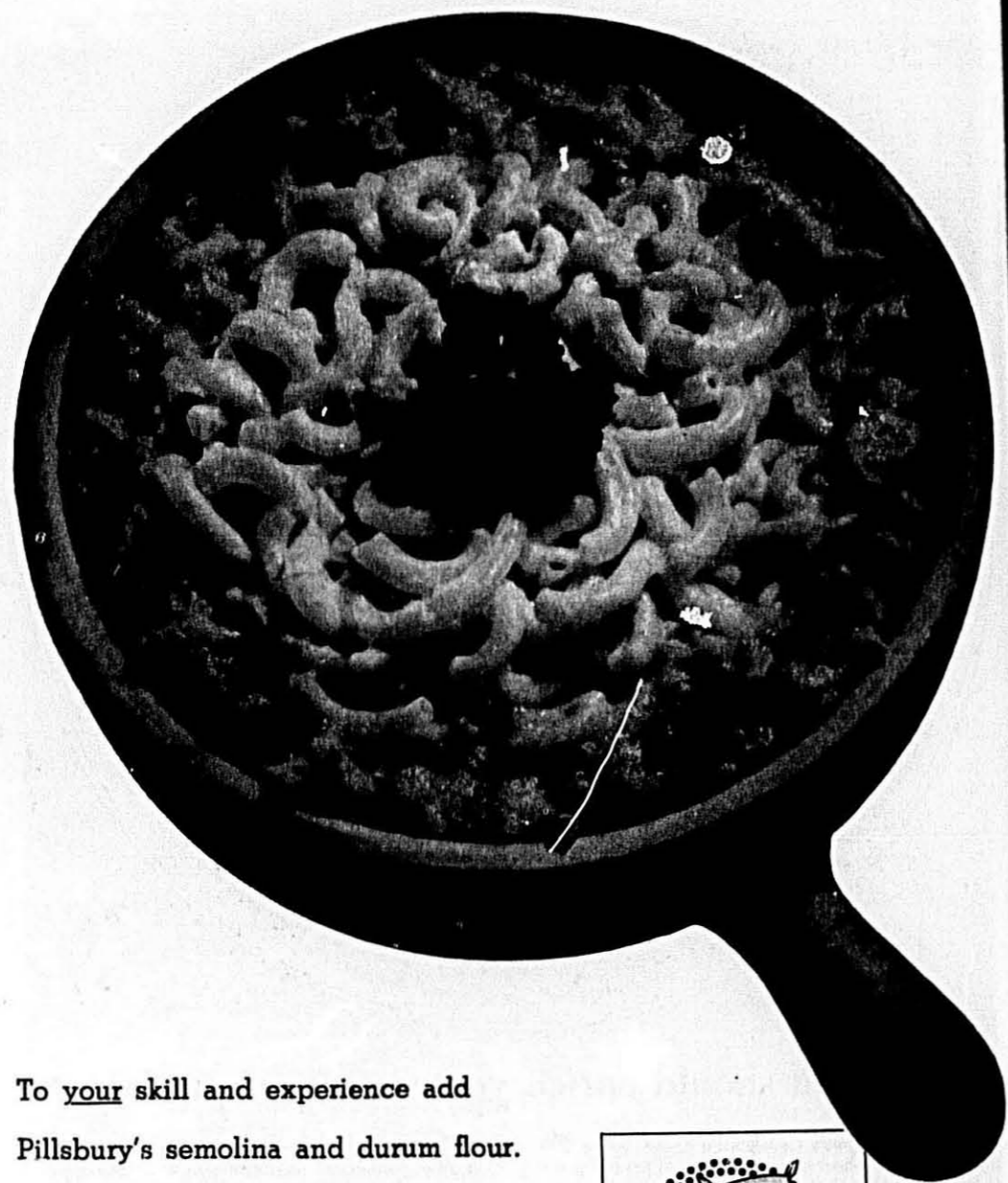
Do they see the familiar "buy-word"—ENRICHED, on your packages? If not, act now to bring your products into the group of dynamic foods.

Enrichment is easy. You can enrich with Roche square enrichment wafers for batch mixing or with enrichment premix containing Roche vitamins for mechanical feeding with any continuous press.

Get all the facts now on enriching your macaroni and noodle products to meet the Federal Standards of Identity.

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, N. J.

Enrichment Wafers and Premix distributed and serviced by Wallace & Tiernan Co., Inc., Newark 1, New Jersey



To your skill and experience add
Pillsbury's semolina and durum flour.

These ingredients possess the
unvarying quality essential to
production of the finest possible
macaroni and noodle products.



PILLSBURY MILLS, INC., GENERAL OFFICES: MINNEAPOLIS 2, MINN.