

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 12**

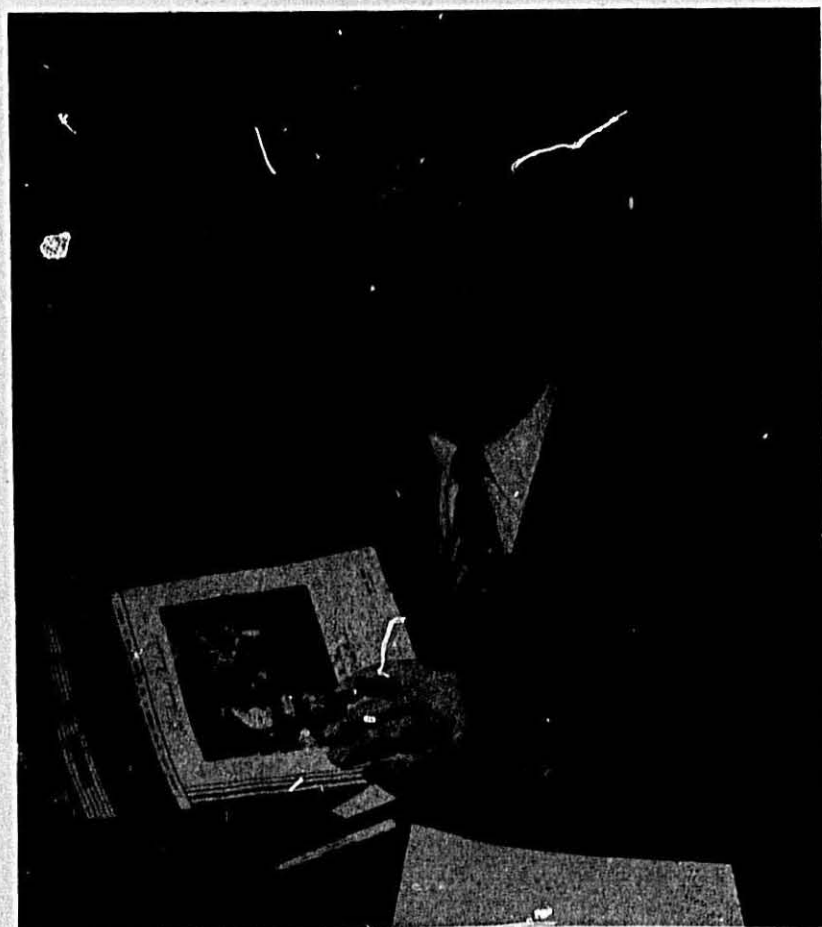
April, 1953

APRIL, 1953

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Thirty-Fourth Anniversary Edition
1919 - 1953



Honoring The Journal's Only Managing Editor To Date

Story on Page 14

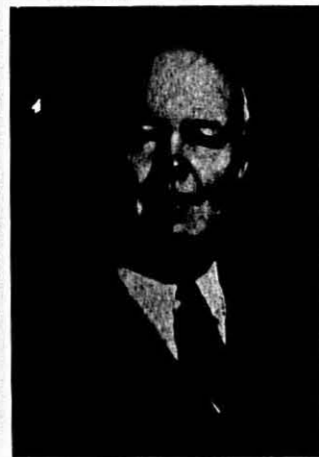
Chicago
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXXIV
NUMBER 12

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A TRIBUTE TO M.J.

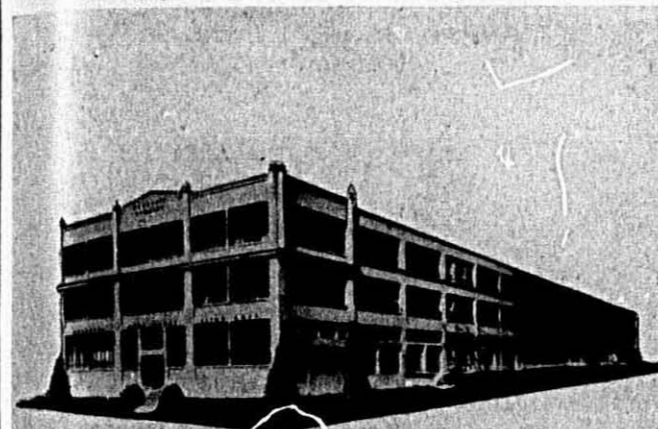
Thirty-four volumes of the Macaroni Journal have now been printed. For M. J. Donna they represent 34 years of outstanding effort in the interest of the macaroni industry. From the first issue of May 15, 1919, M.J. has devoted himself to his work and has deservedly earned the everlasting gratitude of the entire macaroni industry.

We at Rossotti wish to extend our heartiest congratulations to you M.J., and ask that you accept our genuine appreciation for the cooperative service you have rendered in our behalf throughout the years.

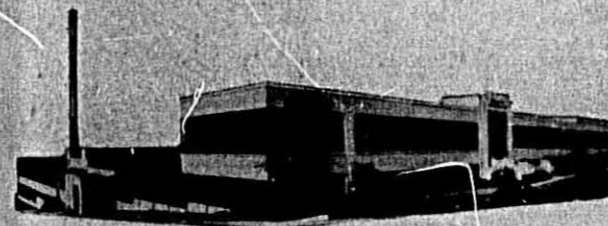
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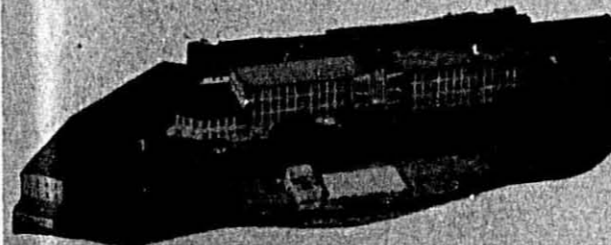
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Rossotti has fulfilled the requirements of its customers for over 54 years with a full measure of responsibility to deliver its very best in quality and service.

Rossotti today comprises a National Packaging Service — four modern manufacturing units and three holding companies, completely integrated to insure the continued confidence of those we serve. More than ever before, we are able to provide adequate services and facilities to meet the packaging needs of our customers under emergency conditions.

With personnel whose combined experience totals several hundred years and with control of its major raw material sources, Rossotti is, today, a self-sufficient organization prepared to serve its old customers and friends as well as some new ones.



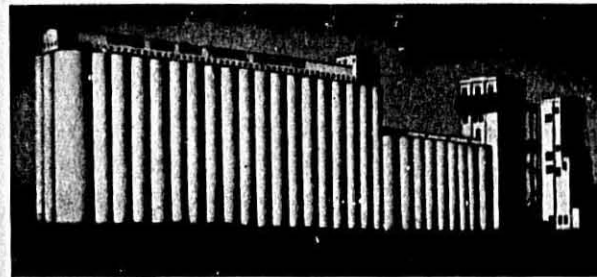
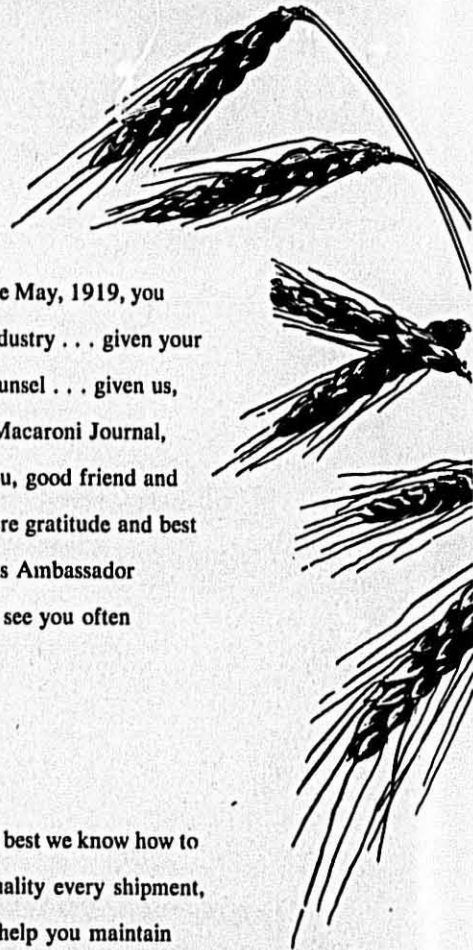
OUR BEST...

TO M. J. DONNA

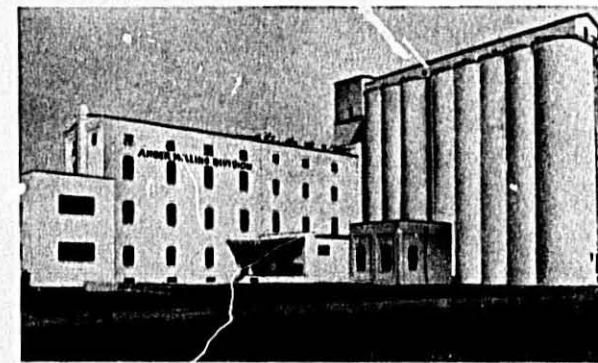
For thirty-four years, ever since May, 1919, you have given your best to our industry . . . given your valued leadership and wise counsel . . . given us, and edited every issue of the Macaroni Journal, our official publication. To you, good friend and energetic gentleman, our sincere gratitude and best wishes for continued success as Ambassador At Large to all of us. May we see you often for many years to come.

TO YOU

Amber's No. 1 Semolina is the best we know how to mill. Uniform in color and quality every shipment, Amber's No. 1 Semolina will help you maintain the enviable quality of your finest macaroni product.



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...from



to "a prince of a fellow"
for a job well done!

We are proud to add our tribute in honor of Mr. M. J. Donna upon his retirement as Managing Editor and express our sincere gratitude for the many years of faithful service.

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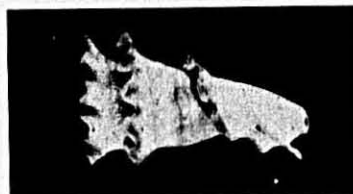
1922



1932



1936



1936



1936



1949

Constantly

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To Meet the Needs of
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ZEREGA and the MACARONI INDUSTRY



ANTOINE ZEREGA
Founder



JOHN P. ZEREGA



FRANK L. ZEREGA

THIS IS THE STORY OF ZEREGA! It is told here because the Zerega history so closely parallels the history of the Macaroni Industry in America.

The Founder, Antoine Zerega, was a pioneer who planned with such imagination and built so sturdily that his sons, grandsons and great grandsons have been able to construct an edifice on his foundation of which they can all be proud. It might be the story of several families in the Industry except that the span of years is greater.

Antoine built his own machinery. His sons, John and Frank, well remember those cold winter mornings before dawn when they scurried down Front Street, Brooklyn, dodging the bowsprits of sailing ships from many seas, to hitch up and drive the horse which powered the machinery. It was a great day when a steam engine was installed.

The old plant in Brooklyn was modern in its day. The new plant in Fairlawn, New Jersey with its hundred thousand square feet of brick and glass set in twenty acres of lawn and trees is in keeping with the spirit of Zerega progress. The first Antoine was proud when the old plant labored to produce 1000 pounds per day. The grandson Antoni can push buttons to start more than one hundred times that amount per day through a modern system of flour handling, pressing, drying and packing equipment equal to any installation in the world of today.

Antoine wanted better quality than could be produced from the product of domestic mills so he imported macaroni from his native France. In 1900 Zerega worked with Carlton to test the value of the durum wheat that Carlton brought to America from Russia. From the early days to now they have cooperated with other pioneers for the progress of the Industry.

Zerega supplied the first President of the National Association. Thomas H. Tooney was elected to that office at Pittsburgh in April 1904. Frank Zerega, son of Antoine, was the Association's eleventh president. The grandsons of Antoine, John Zerega, Jr., and Edward and Antoni Vermylen, ably carry on the tradition of service to the Industry. Paul, son of Antoni and great-grandson of Antoine, is becoming increasingly active in company affairs and is typical of the younger generation which is so capably taking over Industry Activities.

The Macaroni Industry remains one of the few progressive industries in the United States that is made up of a number of small yet strong organizations. This will continue to be true if each new generation follows the Zerega pattern.

A. ZEREGA'S SONS, INC.

Fairlawn, New Jersey

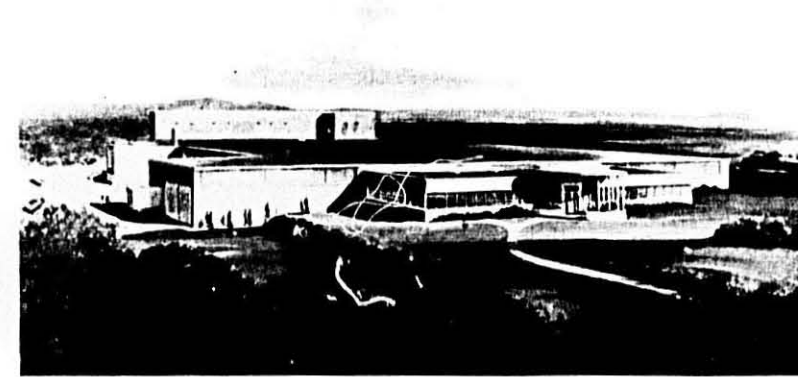
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1848 - 1953



Brooklyn



Fairlawn, New Jersey

GREETINGS TO M. J. DONNA

from the

Pioneers of the Macaroni Industry

in America

As Secretary of the National
Macaroni Manufacturers Association

and

EDITOR OF THE MACARONI JOURNAL

He Has Contributed Largely to the Progress of the Macaroni Industry
with Which We Are Proud to Be Associated

A. ZEREGA'S SONS, INC.

20-01 Broadway, Fairlawn, N. J.

Manufacturers of Quality Macaroni and Noodle Products

Since 1848

TODAY IT'S MONARK . . .

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Finest in FROZEN YOLKS

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Always priced right . . . assurance of finest quality.



These rich, dark hen yolks will give your noodles that golden color and taste appeal. Our hourly color and solids tests made as the eggs are packed assure you of uniformity in every can.

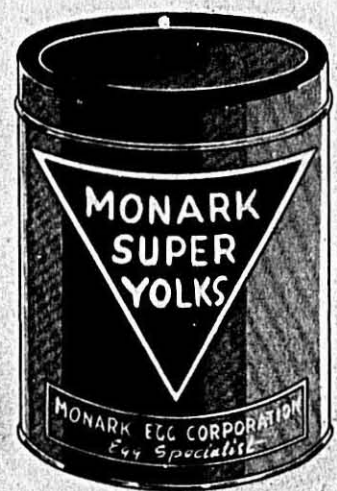
Dark Uniform Color

High Solids Content

Superior Quality in Every Way

Let us tell you about our convenient delivery arrangements and **LOW** prices before you buy. If you have used **MONARK EGGS**, you know.

If you have not used them, you owe it to yourself to try these **SUPER YOLKS**.



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Happy Anniversary!!!

We extend our sincere
congratulations
to Mr. Donna and his staff
on publication of this
34th Anniversary Edition of
THE MACARONI JOURNAL



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1903

-

"Our 50th Year"

-

1953

The MACARONI JOURNAL

Volume XXXIV

April, 1953

Number 12

April—the Macaroni Industry's Birthday Month

THE month of April is quite important in the history of the organized macaroni-noodle industry in the United States, a nation made great by its cosmopolitan structure of people from Europe and other lands.

History has it that millions of people of Germanic origin came to the United States in the first part of the Nineteenth Century and that it was the custom, especially in the spring, for the hausfraus to operate their natural, homely noodle machines—the handy rolling pins—with which they flattened doughs of flour and eggs into thin sheets and later cut them into narrow strips, which were dried and later prepared in devious ways, now called recipes, into delicious dishes which the families truly relished. In that manner was the egg noodle industry introduced in America, for the first time probably in April.

Then came the Irish immigration during the years of and following the potato famine in Ireland in the late 1840s, to be followed by immigrants from Italy with their natural longing for *pasta*, or macaroni products, as this wheat food is now better known in this country. These immigrants had to depend on Italy, their home country, for supplies of spaghetti and other of the many shapes of the food. Imports reached their peak just before Lent for Lenten consumption, probably in April, when the little Italian stores were most heavily stocked in anticipation of heavy sales.

As the Italian colonies along the Atlantic seaboard cities grew with new immigrants and with notoriously large domestic families, the demand for macaroni, spaghetti and other shapes of macaroni food from the home country often exceeded the supply that had to be brought from 3,000 miles away, irregularly, by slow boats.

Just before the Civil War, some venturesome Italians conceived the idea that it would be cheaper, and surely handier, if machinery could be imported for spaghetti-making in this country. It is reliably reported that Presi-

dent Thomas Jefferson, an ardent world traveler, had learned to like spaghetti so well that he bought the first spaghetti press and brought it to this country, probably as a souvenir, because there is no record of its even having been put to use.

Shortly after the Civil War there was opened in Brooklyn, N. Y., a small plant that has been continuously in existence ever since, suffering several periods of growing-pains that necessitated enlargement of its production plant. That pioneer macaroni plant is A. Zerega's Sons, Inc., now located in a spacious, modern plant in Fair Lawn, N. J., the oldest known macaroni plant in the United States.

In the decade following the Columbian Exposition in Chicago in the early 1890s, many spaghetti and noodle plants sprang up throughout the country, so that by 1904 it was found practical to hold the industry's first national convention, also in April, the 19 and 20, 1904, which resulted in formation of the National Association of the Macaroni and Noodle Manufacturers of the United States, predecessor of the current organization whose name was shortened to National Macaroni Manufacturers Association at the convention in St. Louis, June 9-11, 1919.

Then came the First World War, with resultant demand by the government for more information about macaroni food and demand for more active cooperation of the processors of that food in preparing and executing war plans. The result was appointment of the association's first paid secretary, with orders to help launch a trade magazine to be the official organ of the National Association and the recognized spokesman of a rapidly growing industry—a man whose long service is being honored in this anniversary issue. Again it was in April, 1919, that he first undertook his new duties of editing the first issue of THE MACARONI JOURNAL in May, 1919.

All these things substantiate the fact that April is truly a month of importance to the U. S. macaroni-noodle fraternity.

The "Grand Old Man" of
the Macaroni Industry—

THE STORY OF MODESTO JOSEPH DONNA

by Robert M. Green, Secretary, NMMA

THE story of M. J. Donna is a typical American success story.

Modesto Joseph Donna was born June 15, 1879, in the little village of Canischio in the Piedmont Province of northwestern Italy. Canischio is in the foothills of the Alps near the borders of France, Switzerland and Italy.

Soon after the boy was born, his father, Joseph Donna and his mother, Lucia Crosetto Donna, moved to Courgne, county seat of the Piedmont Province. Here Joseph Donna was the agent for distribution of the government monopolies on salt and tobacco and, incidentally, ran an "obergie," which is comparable to an inn or pub. He had still another trade: he was a custom shoemaker. With introduction of mass production of shoes and a change in government administration, Joseph Donna found himself in need of work. He went to Luxembourg in 1882 and sent for the family to join him in Esse, a suburb of the capital. Things weren't much better in Luxembourg, so when he heard of the fabulous coal mines of Braidwood, Ill., this adventurer picked up his family and left for America in November, 1883.

Modesto was four years old at the time, but he remembers landing at the old Battery in New York and riding on the train to Braidwood, where the little family arrived at one o'clock one morning. They were unable to speak English, so a local policeman directed them to a tavern run by an Italian. By strange coincidence the proprietor was a boyhood friend of Joseph Donna.

Braidwood, at that time, was a busy place with great activity in the coal mines. Frenchmen, Belgians, Germans and Italians who migrated to the coal fields made the Donnas feel at home. Joseph Donna tried shoe making for a while and then went to work in the mines.

Young Modesto was active as all children are. At the age of five, while playing in a field he stepped on a broken bowl of a kerosene lamp hidden in the weeds. This cut the tendons in his foot and threw him with such force that his hip was broken.

The doctors concentrated on the cut, failing to note the broken hip. It was the break rather than the cut that gave him the limp which he carries today.

M. J. got his schooling in the Braidwood system after a late start because of his childhood accident, but he caught up quickly and graduated in 1896. Upon graduation he took an examination for teaching and obtained his certificate. He took post-graduate work in education at the University in Valparaiso, Ind.

On November 1, 1896, he started teaching school at the handsome salary of \$33 a month for seven months out of the year. His first charges were 130 pupils in the first, second and third grades. Two years later however, he became principal with responsibility for six teachers and earned a raise to \$47 a month.

The coal veins in Braidwood, which had attracted so many immigrants in the 1870's, started running out at the turn of the century and tax delinquency created a school problem. During the winter of 1902, Mr. Donna resigned as the principal of the school and became the "right-of-way" agent

for a proposed electric line between Bloomington and Joliet. He also served as transit-man for a surveying gang on a power dam project for the Kankakee River. When this project was completed, he went back to school administration in the other section of town at \$60 a month, with three schools and fourteen teachers under his supervision. He stayed at this post until 1910.

Business opportunity knocked at that time, and he took over a retail business in town, selling shoes and men's furnishings. He was a haberdasher until 1917, when war conditions became too difficult for further operations. On July 1 of that year, he was appointed payroll clerk for the State of Illinois and went to Springfield to issue all checks. He doubled in brass during the year 1916, when he served as mayor of Braidwood. He resigned when he got the state job.

It was during the war that the National Macaroni Manufacturers Association, led by President Jim Williams of the Creamette Co., Minneapolis, decided that the volume of work made necessary because of wartime regulations required the services of a full-time secretary. Henry Rossi of Braidwood, who has always been active in the association, was appointed to a committee, along with a Mr. Alexander of the Foulds Milling Co. in Libertyville and Bill Tharinger of the Tharinger Co. in Milwaukee. The committee assignment was to find the man.

Because Henry had been a lifelong friend and acquaintance of M. J. Donna and because he knew of his administrative ability, he recommended him for the job. It might be added that during the time Mr. Donna was in school administration he had been a contributor to several local newspapers which gave him some background for the assignment of putting out a trade journal. He was put on the payroll of the NMMA March 1, 1919. The first issue of the MACARONI JOURNAL appeared in May of that year. This anniversary issue marks the 34th con-

(Continued from Page 116)



M. J. Donna



OUR CONGRATULATIONS to the Macaroni Journal for 34 years of outstanding service to the industry. And our congratulations to Mr. M. J. Donna, the Grand Old Man of the Macaroni Industry, who has served it faithfully while editing the Macaroni Journal for 34 years.

Shoulder to shoulder with Mr. Donna and the Macaroni Journal, we at General Mills

have been working—those same 34 years—for the best interests of the industry, too. By making top quality Semolina, and by helping to expand the market through the advertising of macaroni and noodle products through Betty Crocker, direct to the consumer, we have been your partners in progress for over a quarter of a century. Again, congratulations to Mr. Donna, and to the Macaroni Journal!



A Tribute

TO M. J. Donna

by the macaroni industry and allied fields

STATEMENT BY EXECUTIVE OF NORTHWEST CROP IMPROVEMENT ASSOCIATION, MINNEAPOLIS

M. J. Donna is indeed the "Grand Old Man" of the macaroni industry. He has attended numerous State Durum Shows at Langdon, N. D., and has presented the National Macaroni Association Award to several growers. Many of them know him. He has done much to establish better public relations between the durum producer and processor.

William Sebens, presently the field representative of the Greater North Dakota Association, a former durum grower in partnership with his brother, had the honor of winning the first loving cup presented by Mr. Donna in the name of the macaroni association "to the Durum Kings of 1923," more than 30 years ago.

He has served the National Macaroni Manufacturers' Association well. We hope he will enjoy his retirement and that he may find it possible to accomplish the many things he wanted to do, but could not do while regularly employed by the macaroni industry.

HENRY O. PUTNAM
Executive Secretary

PASSING THOUGHTS OF CEREAL TECHNOLOGIST

I am pleased to write these few words in appreciation of M. J. Donna's contribution to and encouragement of investigations of durum wheat production and quality.

Mr. Donna has always devoted himself primarily to the interests of producing the best macaroni goods. In fact it was a way of life with him. He has been fully aware of the implications of scientific investigations and principles in macaroni quality, and the long-time effects of these upon production.

He was always sympathetic to the problems of the plant breeder and the farmer, and encouraged them in their efforts to grow varieties of improved quality.

Donna's management of the MACARONI JOURNAL was directed to disseminating pertinent information, and he

was always eager to publish the results of scientific and technical research.

On the more personal side, there are others who are better qualified than myself to describe Donna's fine Christian character, his genial personality and friendly approach to all. For myself, I always experienced a lift in meeting with him and looked forward to seeing him in his accustomed capacity at those meetings at which we were both present. I always found him to be most co-operative in publishing reports of durum quality studies from our laboratory. One of the permanent mile posts of progress in the durum industry is thus removed from the active scene by his well-earned retirement.

RAE E. HARRIS
Cereal Technologist
North Dakota Agricultural College

KENYON COLLEGE GAMBIER, OHIO

C. L. Norris, Vice President
The Creamette Company
Minneapolis 1, Minnesota

Dear Mr. Norris:

I appreciate very much the opportunity which you give me to pay tribute to my old friend, M. J. Donna, as he contemplates retirement from his responsibilities to the industry after 34 years of service.

I came into the NMMA, or at least into the industry, 37 years ago in Cincinnati when I purchased a small company already established there, and my period of activity in the association must just about coincide with Mr. Donna's up to the time I retired from business in 1941 and became an officer in Kenyon College, my Alma Mater.

In the late twenties and the early thirties, many of us in the industry felt that we needed a broader market for our products and, observing the success of such co-operative advertising campaigns as the florists, the laundries, the soft drink manufacturers, and others, succeeded in organizing the industry behind a campaign to raise two million dollars which was to be spent very largely in the women's magazines, in food shows, et

cetera. The first year of the campaign was highly successful, but we were then betrayed by our advertising agency and were obliged to cease operations sometime during the second year of what was to be a four-year campaign.

Incidentally, I was never president of the NMMA. I was chairman of the industry committee on co-operative advertising in the early 1930's and, as such, had a great deal to do with Mr. Donna and came to admire him greatly.

From the time I became active in the association, and particularly during the period of that campaign and the troublesome times which followed, and later, I was impressed with M. J. Donna's efficiency as an association secretary, and his single-hearted devotion to his job. He had the happy faculty of being always good-natured, urbane, considerate and tolerant. Those qualities are not always easy to retain when one has a great many bosses.

The association and the JOURNAL went through some pretty tough times within my memory, but the fact that they came through stronger and better than ever, was, I think, very largely due to M. J. Donna.

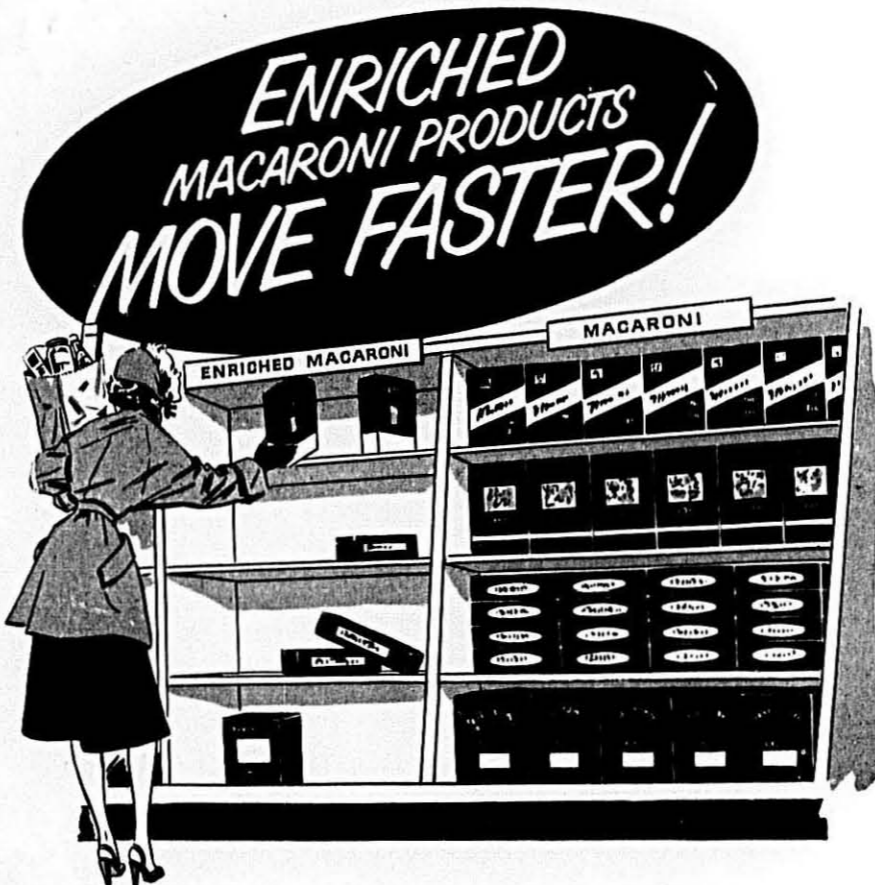
It is a great pleasure as one of his many friends to wish M. J. many years of health and happiness in his retirement, which can be the happiest period of one's life.

Yours sincerely,
ROBERT B. BROWN
Secretary of Kenyon College

TO M. J. DONNA

As I think about the time after the First World War, and the events which happened to and in the macaroni industry during the succeeding 20 years, I find M. J. Donna associated closely with all of the work and promotion.

One trait of M. J.'s comes to mind—his intense interest and feeling in and for the macaroni industry and the individual members. It was more than just loyalty to a job. On the many occasions that I visited with him in Braidwood and elsewhere, discussions about the industry and its individual



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members always brought out his intimate feeling and regard for them.

I pay tribute to M. J. and congratulate him on his well-earned retirement.

Sincerely,
A. J. FISCHER

H. H. KING, FLOUR MILLS CO.
Minneapolis, Minnesota

M. J. Donna
Editor and General Manager
THE MACARONI JOURNAL
Braidwood, Illinois

Dear M. J.:

Being associated with the late James T. Williams of The Creamette Co., Minneapolis, when he, as president of the National Macaroni Association, first appointed you as the first paid Secretary of the organization, and recalling how you both worked together in planning the MACARONI JOURNAL and launching its first issue in May, 1919, under your editorship, I want to express my personal commendation on a fine job, well done for more than 34 years.

I have first-hand knowledge of what you have accomplished for the association, too, when it was very weak and had little or no money . . . how you carried the industry until its association is now a strong and aggressive group of manufacturer and allied firms.

Few of the present members realize the antagonism that prevailed among the various groups in the early years, but which have now been mostly eliminated; also of the great amount of good-will that you have built up for macaroni products when you founded the The National Macaroni Institute about 15 years ago, a side-line which you operated so well with so little money.

In your well-earned retirement, you have earned, I am sure, the best wishes of a host of friends.

Cordially
ARTHUR QUIGGLE,
Vice President

M & G BRAIBANTI & C
Milano, Italy

Mr. M. J. Donna, Mgr. Ed.
THE MACARONI JOURNAL
Braidwood, Illinois

Dear Mr. Donna:

We take this opportunity to express our deep admiration for your long activity devoted to the National Association of Macaroni manufacturers of the United States, and to compliment you sincerely for the splendid results obtained as managing editor of the MACARONI JOURNAL, the position from which you are soon to retire after 34 years—a JOURNAL which we consider as one of the widest spread and most esteemed publication of our sector.

Very truly yours
MARIO BRAIBANTI

NORTH DAKOTA MILL & ELEVATOR
GRAND FORKS, N. D.

Mr. M. J. Donna, Mgn. Editor
THE MACARONI JOURNAL
Braidwood, Ill.

Dear Mr. Donna:

Congratulations on having the 34th Anniversary Edition dedicated to you! I cannot think of anyone who deserves it more. I certainly missed you at the Durum Show in Langdon this year. Does no seem quite the same without seeing your smiling face there. I trust we will be seeing you up in this part of the country again sometime.

Kindest personal regards to you, to Esther and to your other daughter from one who admires a person who, I know, has done a mighty fine job in running the MACARONI JOURNAL.

Cordially yours
(Mrs.) A. R. OEHLE
Advertising manager

FROM BENJAMIN R. JACOBS
605 Dartmouth Ave.
Orlando, Florida
March 18, 1953

Mr. M. J. Donna
Editor, MACARONI JOURNAL
Braidwood, Ill.

Dear M. J.:

Having in mind our conversation in Miami, Fla., last January concerning your coming retirement, I want to congratulate you on the wonderful job that you have done, not only for the macaroni association, but for the whole industry, for the last 34 years.

You and I teamed it for more than a generation, starting in 1920, and I can recall when both of us had to wait sometimes as long as three months at the end of the fiscal year for our salary checks. Thanks to your economical handling of the business affairs, particularly the MACARONI JOURNAL; things are different now.

When you took over as secretary-treasurer of the NMMA and editor of the MACARONI JOURNAL, the most important issue before the industry was the tariff, as foreign macaroni was being imported by the shipload. Whenever a ship came in to New York, New Orleans and San Francisco, the prices of macaroni went down, sometimes as low as 50 cents for a 20-pound box.

The only way to remedy this was to get an import duty on foreign macaroni so that the domestic industry might survive. You, in the JOURNAL, led the way by keeping the subject before, not only the industry, but before the people in Congress, whose job it was to give us the increase. I recall, with some pride, the part I played . . . our team won.

You also kept constantly before the manufacturers the great evil of those days which was the use of artificial color. Almost every issue of the JOURNAL contained some helpful material by you on the subject. In this

I helped, too. The government, in 1926, prohibited artificial coloring of macaroni products, particularly egg noodles. Again teamwork won.

Later, in the code days, you also stimulated in other matters brought up at the meetings, all beneficial to all concerned.

But, I would say that your latest achievement, The National Macaroni Institute, your child, has surely grown to manhood, and it is now the strongest link holding all the industry together. You well deserve all the praise and honor that the industry can bestow on you. And now after July first you can stand on the sidelines and watch the parade go by and feel that it is your industry, and that your friendly and genial personality was and is in a large measure responsible for the great progress that has been made.

Sincerely
BENJAMIN R. JACOBS
Retired Director of Research
and Washington Representative.

SERVIZIO DI DOCUMENTAZIONE
TECNICA

Ing. Dott. Giovanni Coppa-Zuccari
Via Flaminia, 362
Toma (938) Italy

Mr. M. J. Donna,
THE MACARONI JOURNAL
Braidwood, Ill.

Dear Mr. Donna:

Hearing of your plan to discontinue your activity in relation to the MACARONI JOURNAL on June 30, 1953, as you had previously done with those of Secretary-treasurer of the National Association and Managing Director of The Macaroni Institute, two years ago, after over a generation of faithful service, I wish to extend my best wishes for a well-deserved rest, thanking you at the same time for your exceptional kindness to me during the years of our collaboration.

Please give my regards to your successor and inform him that I shall be pleased to continue my contribution.

With renewed thanks, I remain
Faithfully yours
GIOVANNI COPPA-ZUCCARI

FRANK TRAFICANTI WRITES

M. J. Donna, Managing Editor
THE MACARONI JOURNAL
Braidwood, Illinois

Dear "M.J.":

Have just learned of your planned retirement and, having known you as "Mister Macaroni-Noodle" all my business years, I take this opportunity to congratulate you earnestly and sincerely as the industry's mainstay for over a generation.

June, 1924, may mean little or nothing to you, "M.J.," but to me that date remains vividly in my mind as the

(Continued on Page 42)

*There is always a place for craftsmanship
and pride in a job well done*

DEMACO CONGRATULATES MR. M. J. DONNA AND THE 34th
ANNIVERSARY EDITION OF THE MACARONI JOURNAL



Photo of I. DeFrancisci & Son Machine Shop at Morgan Ave., Brooklyn, taken in 1915. A number of the employees are still with us.

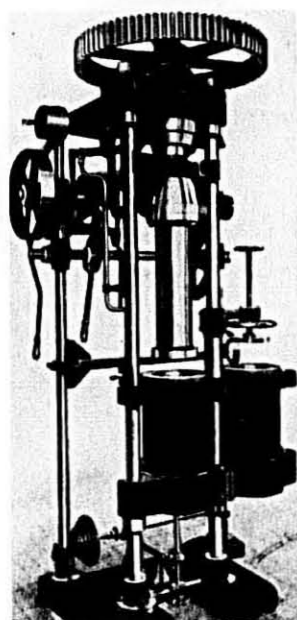


Photo of New Demaco-DeFrancisci Machine Corp.

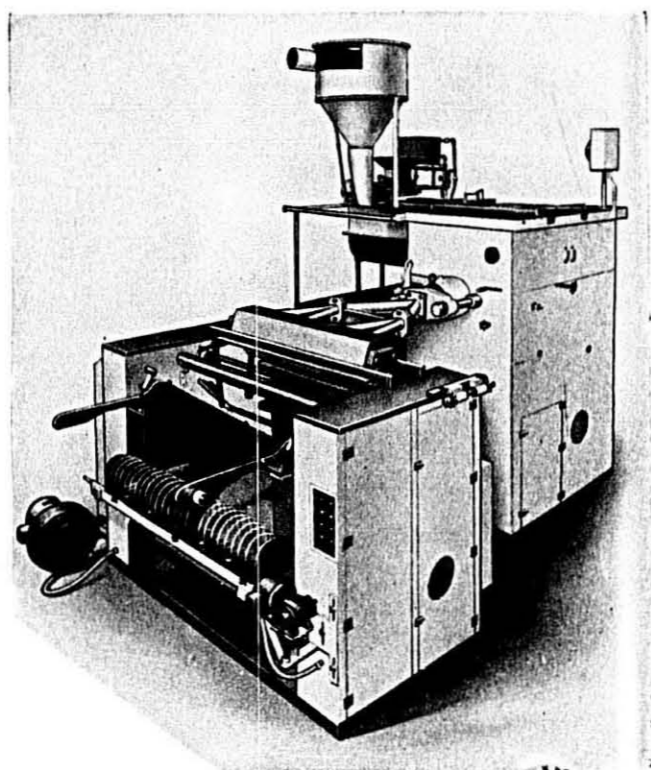
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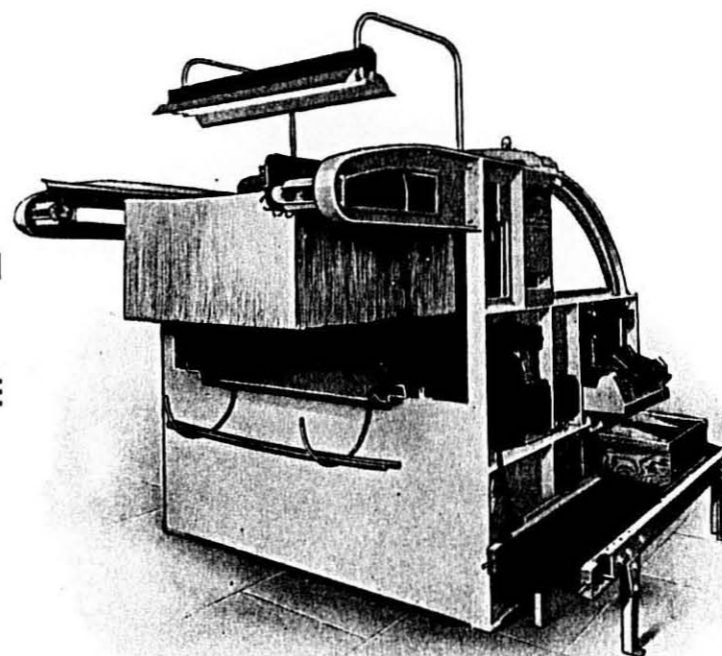
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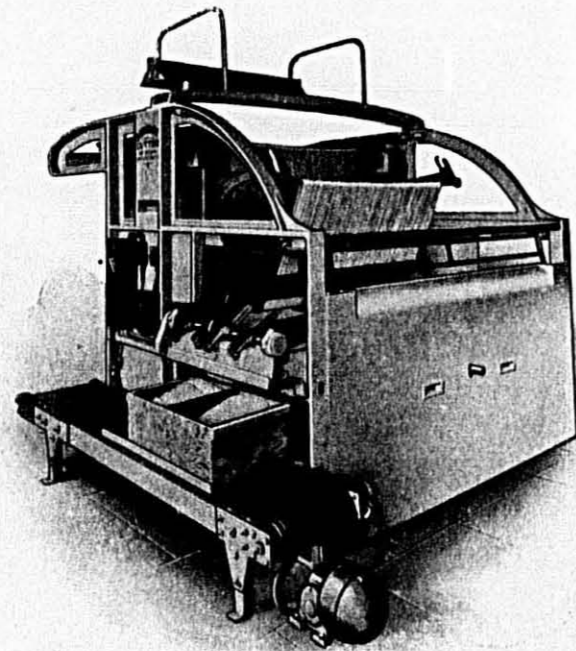
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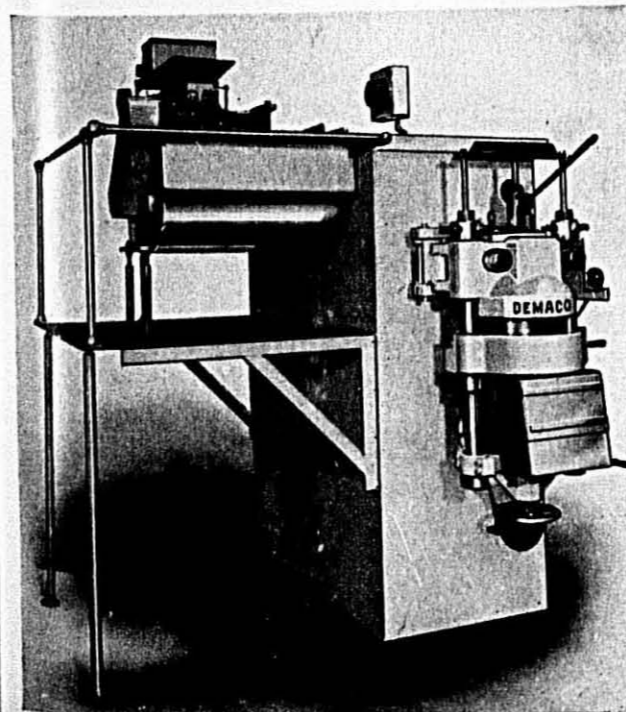
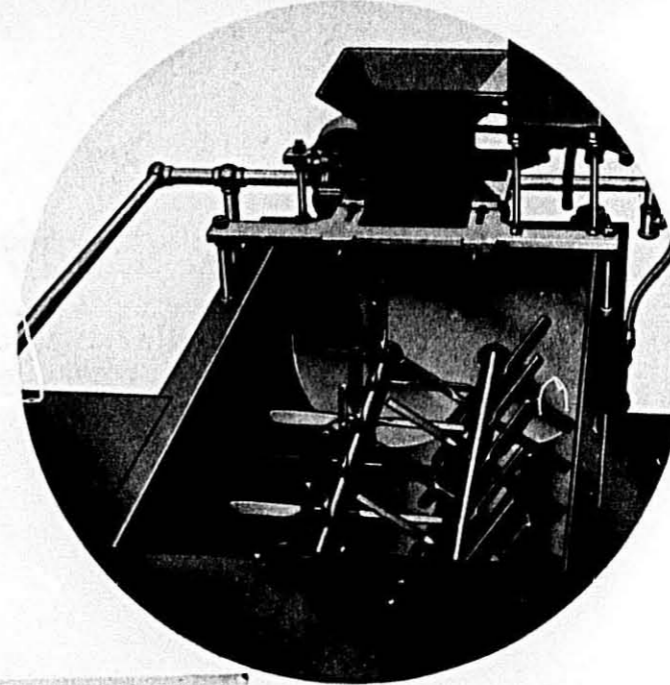
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JOSEPH DeFRANCISCI, President (Former Secretary and Treasurer Consolidated Macaroni Machine Corp.)

HISTORICAL . . .

A Review of the Early Years of the National Macaroni Manufacturers Association

Founder of the Present Journal

While serving as president of the National Macaroni Manufacturers Association, 1917-1921, the World War One era, James T. Williams, head executive of the Creamette Co., Minneapolis, with a fresh knowledge of the arduous duties as the industry's leader, incident to war regulations and government demands on business, conceived the idea of launching a trade magazine for the macaroni industry under the supervision and editorship of a permanent and paid secretary of the National Macaroni Manufacturers Association.

The Minneapolis convention, July 9-10, 1918, authorized him to explore



James T. Williams
(Deceased)

the possibilities of obtaining the services of a full-time secretary, and ways and means for raising the salary money involved. An official magazine with paid advertising appealed to him as being the most expedient and practical way of accomplishing that objective.

He and his executive committee of that day, consisting of William A. Tharinger, Tharinger Macaroni Co., Milwaukee, Chairman, A. M. Alexander, Foulds Milling Co., Libertyville, Ill., and C. F. Mueller, Jr., C. F. Mueller Co., Jersey City, N. J. (all deceased) took the initial step of selecting M. J. Donna, then state pay-roll clerk of Illinois at Springfield, to be the first permanent, full-time secretary of the association March 1, 1919.

One of the new secretary's earliest activities was to co-operate with President Williams in the gigantic task of preparing to launch an industry mag-

azine in keeping with the thinking of the sponsors, one from which there would be financial returns to add to the limited funds of the National Association, which came chiefly from very reasonable annual dues from members.

Mr. Williams was indefatigable in his efforts, with the result that he soon lined up most of the advertisers who were willing to co-operate in promoting a magazine to speak for and to the trade. The new secretary worked equally hard in preparing the editorial matter for the new trade paper that hit the mails on May 15, 1919.

Mr. Williams retained his personal interest in the welfare of THE MACARONI JOURNAL through the years until his sudden, lamented death on March 5, 1951.

The then young managing editor has continued the task of preparing copy and handling advertisements for every issue to date, over 34 years. M. J. Donna, editor-in-chief, plans to retire after publication of the June, 1953, issue.

Association's First Secretary

Edwin C. Forbes (deceased) associated with the Pfaffman Egg Noodle Co., Cleveland, Ohio, which was one of the leading macaroni-egg noodle manufacturing firms at the turn of the century, was the managing editor of the *Macaroni and Egg Noodle Manufacturers Journal*, the house organ of the Pfaffmans. In its editorial columns



Edwin C. Forbes
(Deceased)

through the years, he promoted the idea of a strong organization in the youthful industry to protect the interests of the macaroni and egg noodle makers of America.

His campaign bore fruit. Early in 1904, he was encouraged to call the macaroni industry's first national convention for organizing the infant industry for protection and progress. The convention was held in Pittsburgh, Pa., April 19 and 20, 1904. The national association idea generally prevailed among the score or more of firms represented at the first national convention of the industry, with the result that it was unanimously voted to form the National Association of Macaroni and Noodle Manufacturers of the United States. By-laws were quickly prepared and adopted.

Edwin C. Forbes was unanimously chosen as the organization's first secretary, and his *Journal* was named the official organ of the new group of American businessmen. As his duties as *Journal* editor took up most of his time, his secretarial duties were more in line of a convention secretary and collection of association dues, first at the rate of \$5 a year but soon raised to \$15 and later to \$25.

Mr. Forbes continued to serve as the nucleus of association action for 15 years resigning in 1919 and succeeded by the association's second and its first paid secretary, M. J. Donna, on March 1, 1919.

Association's First Treasurer

As president and owner of the Pfaffman Egg Noodle Co., Cleveland, Ohio, organized in the 80's, Fred Becker was the leading spirit in the unorganized macaroni and noodle industry towards the end of the Nineteenth Century.

To encourage better business practices in the infant industry and to promote a more friendly relation between manufacturers who had recently entered the lucrative (?) business, and also with the allies who had begun to show increasing interest in their customers, Mr. Becker undertook publication of a small official organ that appeared somewhat irregularly, copies of which were sent to competitors to promote better understanding.

This house organ started more in the nature of a news bulletin to the trade, and later accepted a small amount of advertising to establish it as probably



Fred Becker
(Deceased)

the United States macaroni industry's first magazine, stressing egg noodle items as the Pfaffman Egg Noodle Company's output was predominantly egg noodles in the early days.

In its editorial columns, Editor Edwin C. Forbes toyed with the idea of organizing the macaroni industry into a protective group, starting at the turn of the Twentieth Century. The excuse for the contemplative action was to eliminate some of the bad business practices that were causing heavy losses in profits and retarding progress. Through this house organ, titled *The National Journal of the Macaroni and Noodle Industry of America*, sentiment favorable to an industry convention crystallized. A clarion call went out in the house organ and by letter to the leading firms of the country for a general meeting in Pittsburgh, April 19-20, 1904, to which a score or more of the braver executives responded.

The result was the realization of Mr. Becker's dream—formation of the first

national organization in the industry. For his personal interest in and the proposal of a voluntary grouping of the leaders, he was unanimously elected the association's first treasurer, a position which he held for 24 consecutive years. He resigned in June, 1927, and was replaced by Lawrence E. Cuneo of the Connellsville Macaroni Co., Connellsville, Pa., who held it for one year, resigning in 1928 when the office of secretary-treasurer was set up, and filled by M. J. Donna until 1950.

Mr. Becker died September 16, 1929, honored by his comrades in the business but never having realized his life-long ambition of being elected as the president of the association he helped to found.

Lone Surviving Delegate to the Organizing Convention
Frank L. Zerega

The records show that there is living today and still somewhat active in the macaroni business only one of the manufacturers who was a delegate to the first organization meeting of the National Association of the Macaroni and Noodle Manufacturers Association, as the first organization was termed.

He was one of the score or more of the pioneers in the business who responded to the call to a meeting in Pittsburgh in April, 1904, where the first national association in the industry was set up, exactly 49 years ago. He was Mr. Frank L. Zerega of A. Zerega's Sons, Inc., Brooklyn, the oldest firm in the macaroni manufacturing business in America in years of continuous operation.

Because of his early and continued interest in an organization to work for industry betterment through the years,

attending the national convention and sectional meetings with rare regularity until the early 40's, he was for many years elected as a director of the association, and president of it for two terms, 1930-1932.

He is now in semi-retirement at his home in Brooklyn, but recently attended the dedication ceremonies of the firm's new and ultra-modern plant at Fair Lawn, N. J.

The National Macaroni Institute

The National Macaroni Institute, now an important part of the organized activities of the National Macaroni Manufacturers Association, was the personal idea of NMMA Secretary-treasurer M. J. Donna, who envisioned in its establishment a renewal of concern among the advertising-minded manufacturers that sooner or later they must forget the fiasco of 1929-1931, when nearly \$2,000,000 was spent in advertising and publicity that was poorly managed by an agency not sufficiently acquainted with the industry's problems and needs.

Its aims and purposes were ably outlined at the June convention in 1937, and on a "pass-the-hat" basis, the NMI was launched on its noble career in September, 1937. An emblem was adopted and offered for use to all supporting members of the institute (see cut) and many used it on envelopes, letter-heads, invoices, et cetera.

As its name would indicate, its objective was more along the lines of favorable products publicity, and to that end the institute promoted National Macaroni Weeks, National Spaghetti Weeks, National Macaroni-Spaghetti-Egg Noodle Weeks, Lenten Spring, Summer and Fall Weeks, overlooking no opportunity to undertake publicity within its limited finances.

For 13 years, the institute carried out its purpose of re-awakening interest in products promotion, with M. J. Donna as its sole official, and only remotely connected with the macaroni association. When the industry became sufficiently aroused, late in 1949, to raise a continuing fund on a half-cent-a-barrel basis, he voluntarily turned over the institute to the National Macaroni Manufacturers Association in 1950. It has now become one of the most important adjuncts to the organized industry, doing a fine job of products promotion along the lines of the founder's dreams 13 years ago, September, 1937.

The Founding Fathers

Among the pioneer firms that sent personal representatives to the organization meeting at Pittsburgh, April 19-20, 1904, at which time was organized the National Association of the Macaroni and Noodle Manufacturers Association.

(Continued on Page 49)

The Association's Presidents

Name	Date	Company	City
Thomas H. Toomey	(1904-1905)	A. Zerega's Sons, Inc.	Brooklyn, N. Y.
G. F. Artgetsinger	(1905-1908)	L. B. Eddy Co.	Rochester, N. Y.
Edward Driess	(1908-1910)	San Antonio Mac. Factory	San Antonio, Tex.
C. F. Mueller, Jr.	(1910-1916)	C. F. Mueller Co.	Jersey City, N. J.
Wm. A. Tharinger	(1916-1917)	Tharinger Macaroni Co.	Milwaukee, Wis.
James T. Williams	(1917-1921)	The Creamette Co.	Minneapolis, Minn.
C. F. Mueller, Jr.	(1921-6 mos.)	C. F. Mueller Co.	Jersey City, N. J.
B. F. Huestis	(1922-6 mos.)	Huron Milling Co.	Harbor Beach, Mich.
Henry Mueller	(1922-1928)	C. F. Mueller Co.	Jersey City, N. J.
Frank J. Tharinger	(1928-1930)	Tharinger Macaroni Co.	Milwaukee, Wis.
Frank L. Zerega	(1930-1932)	A. Zerega's Sons, Inc.	Brooklyn, N. Y.
Alfonso Gioia	(1932-1933)	Gioia Macaroni Co.	Rochester, N. Y.
Glenn G. Hoskins	(1933-1934)	Foulds Milling Co.	Libertyville, Ill.
Louis S. Vagnino	(1934-1936)	American Beauty Mac. Co.	St. Louis, Mo.
Phil R. Winebrenner	(1936-1939)	A. C. Krumm & Son	Philadelphia, Pa.
J. H. Diamond	(1939-1940)	Gooch Food Products Co.	Lincoln, Nebr.
Joseph J. Cuneo	(1940-1941)	Connellsville Mac. Co.	Connellsville, Pa.
C. W. Wolfe	(1941-1948)	Megs Macaroni Co.	Harrisburg, Pa.
C. L. Norris	(1948-1950)	The Creamette Co.	Minneapolis, Minn.
C. Frederick Mueller	(1950-1952)	C. F. Mueller Co.	Jersey City, N. J.
Thomas A. Cuneo	(1952-....)	Ronco Foods, Inc.	Memphis, Tenn.



You'll make extra dollars in the production of Macaroni Products every time with Comet No. 1 Semolina.

Year after year Comet No. 1 Semolina is judged the standard of quality and uniformity in the Macaroni Industry.

You can rely on Comet No. 1 Semolina to give you the best results and increase your consumer acceptance when you use this consistently high quality product.

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Lowell, Mass.
Region No. 1



Director E. Ronzoni
Long Island City, N. Y.
Region No. 2



Director C. W. Wolfe
Harrisburg, Pa.
Region No. 2



Director A. S. Weiss
Cleveland, Ohio
Region No. 3



Director A. I. Grass
Chicago, Ill.
Region No. 4



Director V. C. Hathaway
Chicago, Ill.
Region No. 4



Director & President T. A. Cuneo
Memphis, Tenn.
Region No. 5



Director P. J. Viviano
Louisville, Ky.
Region No. 5



Director Paul Bienvenu
Montreal, Can.
Region No. 6

CAMERA-SHY DIRECTORS:

Region No. 2—Samuel Arena, Norristown, Pa.
Region No. 3—Horace P. Gioia, Rochester, N. Y.
Region No. 11—Alfred Spadafora, Los Angeles, Calif.
At-Large—Jerry Tulague, New Orleans, La.



Director C. L. Norris
Minneapolis, Minn.
Region No. 6



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Region No. 7



Director J. H. Diamond
Lincoln, Neb.
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3rd Vice President G. P. Merlino
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Director-at-Large Region No. 9



Director C. De Domenico
San Francisco, Calif.
Region No. 10



Director E. D. De Rocco
San Diego, Calif.
Region No. 11



Director R. A. Cowan
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1st Vice President Peter La Rosa
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Director-at-Large



Director A. Ravarino
St. Louis, Mo.
Director-at-Large



2nd Vice President L. E. Skinner
Omaha, Neb.
Director-at-Large



Director L. S. Vagnino
St. Louis, Mo.
Director-at-Large



Advisor C. F. Mueller
Jersey City, N. J.

Members, as of April, 1953—

National Macaroni Institute and National Macaroni Manufacturers Association

- American Beauty Macaroni Co., Denver, Colo.
Porter Macaroni Co., Salt Lake City, Utah
American Beauty Macaroni Co., Kansas City, Mo.
Pacific Macaroni Co., Los Angeles, Calif.
Macaroni Manufacturing Co., Wichita, Kan.
American Beauty Macaroni Co., St. Louis, Mo.
Anthony Macaroni & Confectionery Co., Los Angeles, Calif.
V. Arena & Sons, Inc., Norristown, Pa.
California Paste Co., San Jose, Calif.
California-Vulcan Macaroni Co., San Francisco, Calif.
Carmen Macaroni-Weber Noodle Co., Bell, Calif.
Catelli Food Products, Montreal, Canada
Colonial Fusilli Mfg. Co., Brooklyn, N. Y.
The Creamette Co., Minneapolis, Minn.
Cumberland Macaroni Mfg. Co., Cumberland, Md.
Delmonico Foods, Inc., Louisville, Ky.
DeMartini Macaroni Co., Inc., Brooklyn, N. Y.
Fiehler's Noodles, Long Island City, N. Y.
Favro Macaroni Co., Seattle, Wash.
Florence Macaroni Mfg. Co., Los Angeles, Calif.
Fort Worth Macaroni Co., Ft. Worth, Tex.
Fresno Macaroni Co., Fresno, Calif.
Alfonso Gioia and Sons, Inc., Rochester, N. Y.
Golden Grain Macaroni Co., San Leandro, Calif.
Golden Grain Macaroni Co., Seattle, Wash.
Gooch Food Products, Lincoln, Nebr.
A. Goodman & Sons, Inc., Long Island City, N. Y.
I. J. Grass Noodle Co., Chicago, Ill.
Horowitz & Margareten, Long Island City, N. Y.
Ideal Macaroni Co., Cleveland, Ohio
Italian-American Paste Co., San Francisco, Calif.
Kelley Products, Dayton, Ohio
Kientzel Noodle Company, Inc., St. Louis, Mo.
Kuertz Food Products Co., Cincinnati, Ohio
La Premiata Macaroni Corp., Connellsville, Pa.
V. LaRosa & Sons, Inc., Brooklyn, N. Y.
Megs Macaroni Co., Harrisburg, Pa.
D. Merlino & Sons, Oakland, Calif.
Mill-Brook Macaroni Co., Minneapolis, Minn.
Minnesota Macaroni Co., St. Paul, Minn.
Mission Macaroni Mfg. Co., Seattle, Wash.
Monett's Noodles, Columbus, Ohio
C. F. Mueller Co., Jersey City, N. J.
National Food Products, Inc., New Orleans, La.
National Macaroni Mfg. Co., Passaic, N. J.
Oakland Macaroni Co., Oakland, Calif.
A. Palazzolo & Co., Cincinnati, Ohio
Frank Pepe Macaroni Co., Inc., Waterbury, Conn.
The Pfaffman Co., Cleveland, Ohio
Pillsbury-Globe Mills, Los Angeles, Calif.
Prince Macaroni Mfg. Co., Lowell, Mass.
Procino-Rossi Corp., Auburn, N. Y.
Quaker Oats Co., Chicago, Ill.
Quality Macaroni Co., St. Paul, Minn.
Ravarino & Freschi, Inc., St. Louis, Mo.
Roma Macaroni Factory, San Francisco, Calif.
Ronco Foods, Memphis, Tenn.
Ronzoni Macaroni Co., Long Island City, N. Y.
Peter Rossi & Sons, Braidwood, Ill.
A. Russo Co., Chicago, Ill.
St. Louis Macaroni Mfg. Co., Inc., St. Louis, Mo.
San Diego Macaroni Mfg. Co., San Diego, Calif.
Santa Rosa Macaroni Factory, Santa Rosa, Calif.
G. Santoro & Sons, Inc., Brooklyn, N. Y.
Schmidt Noodle Manufacturing Co., Detroit, Mich.
Shreveport Macaroni Mfg. Co., Inc., Shreveport, La.
Skinner Manufacturing Co., Omaha, Neb.
- Ronco Foods, Memphis, Tenn.
Ronzoni Macaroni Co., Long Island City, N. Y.
A. Russo & Company, Inc., Chicago, Ill.
St. Louis Macaroni Mfg. Co., St. Louis, Mo.
San Diego Macaroni Co., San Diego, Cal.
Schmidt Noodle Co., Detroit, Mich.
Schoneberger & Sons, Chicago, Ill.
Skinner Manufacturing Co., Omaha, Neb.
Superior Macaroni Co., Los Angeles, Calif.
U. S. Macaroni Mfg. Co., Inc., Spokane, Wash.
V. Viviano & Brothers Macaroni Mfg. Co., St. Louis, Mo.
Weiss Noodle Co., Cleveland, Ohio
Robert William Foods, Inc., Los Angeles, Calif.
A. Zerega's Sons, Inc., Fairlawn, N. J.
- NATIONAL MACARONI INSTITUTE
SHARE-HOLDERS**
- Amler Milling Div. G.T.A., St. Paul, Minn.
Brahanti Co.—Perrish Products, Los Angeles, Calif.
Bader Brothers, Inc., Fort Lee, N. J.
C. B. Flour Mills, Minneapolis, Minn.
Comander-Larabee Milling Co., Minneapolis, Minn.
Crookston Milling Co., Crookston, Minn.
Doughboy Industries, New Richmond, Wis.
General Mills, Inc., Minneapolis, Minn.
H. H. King Flour Mills Co., Minneapolis, Minn.
King Midas Flour Mills, Minneapolis, Minn.
North Dakota Mill & Elevator, Grand Forks, N. D.
Pillsbury Mills, Inc., Minneapolis, Minn.
Rossotti Lithograph Corp., North Bergen, N. J.
- Members of National Macaroni
Mfrs. Assn., April, 1953**
- ACTIVE MEMBERS**
- American Beauty Macaroni Co., Denver, Salt Lake City
American Beauty Macaroni Co., St. Louis, Mo.
American Beauty Macaroni Co., Kansas City, Wichita, Los Angeles
American Home Foods, Inc., Milton, Pa.
Anthony Macaroni & Confectionery Co., Los Angeles, Calif.
V. Arena & Sons, Inc., Norristown, Pa.
W. Boehm Co., Pittsburgh, Pa.
California Vulcan Macaroni Co., San Francisco, Calif.
Carmen-Weber Noodle Co., Bell Gardens, Calif.
Catelli Food Products, Ltd., Montreal, Canada
Charbonneau, Ltd., Montreal, Canada
Chicago Macaroni Co., Chicago, Ill.
Colonial Fusilli Manufacturing Co., Brooklyn, N. Y.
Constant Macaroni Products, St. Boniface, Canada
The Creamette Co., Minneapolis, Minn.
Creamette Company of Canada, Winnipeg, Canada
Crescent Macaroni & Cracker Co., Daventry, La.
Cumberland Macaroni Manufacturing Co., Cumberland, Md.
G. D'Amico Macaroni Co., Steger, Ill.
Delmonico Foods, Inc., Louisville, Ky.
DeMartini Macaroni Co., Brooklyn, N. Y.
Dutch Maid Food Packing Co., Allentown, Pa.
Fort Worth Macaroni Co., Fort Worth, Tex.
- Fresno Macaroni Manufacturing Co., Inc., Fresno, Calif.
Gallio Bros., Chicago, Ill.
Alfonso Gioia & Sons, Inc., Rochester, N. Y.
Golden Grain Macaroni Co., San Leandro, Calif.
Gooch Food Products Co., Lincoln, Neb.
A. Goodman & Sons, Inc., Long Island City, N. Y.
I. J. Grass Noodle Co., Inc., Chicago, Ill.
Hamilton Macaroni Co., Hamilton, Canada
R. H. Hammond Co., Hialeah Fla.
Horowitz Bros. & Margareten, Long Island City, N. Y.
Ideal Macaroni Co., Cleveland, Ohio
Italian American Paste Co., Inc., San Francisco, Calif.
Kelllogg Co., Battle Creek, Mich.
David Kerr, Inc., Baltimore, Md.
Keystone Macaroni Manufacturing Co., Lebanon, Pa.
Kuertz Food Products Co., Cincinnati, Ohio
Kurtz Bros. Corp., Bridgeport, Pa.
LaPremiata Macaroni Corp., Connellsville, Pa.
V. LaRosa & Sons, Inc., Brooklyn, N. Y.
Megs Macaroni Co., Harrisburg, Pa.
D. Merlino & Sons, Oakland, Calif.
Michigan Macaroni Manufacturing Co., Detroit, Mich.
Mill-Brook Macaroni Co., Minneapolis, Minn.
Milwaukee Macaroni Co., Inc., Milwaukee, Wis.
Minnesota Macaroni Co., St. Paul, Minn.
Mission Macaroni Co., Inc., Seattle, Wash.
Monett's Noodles, Columbus, Ohio
C. F. Mueller Co., Jersey City, N. J.
National Food Products Co., New Orleans, La.
New Mill Noodle & Macaroni Co., Inc., Chicago, Ill.
Noody Products Co., Toledo, Ohio
A. Palazzolo & Co., Cincinnati, Ohio
Paramount Macaroni Mfg. Co., Brooklyn, N. Y.
The F. Pepe Macaroni Co., Inc., Waterbury, Conn.
Philadelphia Macaroni Co., Philadelphia, Pa.
Pillsbury-Globe Mills, Los Angeles, Calif.
Piscitello Macaroni Co., Rochester, N. Y.
Porter Scarpelli Macaroni Co., Portland, Ore.
Prince Macaroni Manufacturing Co., Lowell, Mass.
Procino-Rossi Corp., Auburn, N. Y.
The Quaker Oats Co., Chicago, Ill.
Quality Macaroni Co., St. Paul, Minn.
Ravarino & Freschi, St. Louis, Mo.
Refined Macaroni Co., Brooklyn, N. Y.
Roma Macaroni Factory, San Francisco, Calif.
Ronco Foods, Memphis, Tenn.
Ronzoni Macaroni Co., Long Island City, N. Y.
Peter Rossi & Sons, Braidwood, Ill.
A. Russo Co., Chicago, Ill.
St. Louis Macaroni Mfg. Co., Inc., St. Louis, Mo.
San Diego Macaroni Mfg. Co., San Diego, Calif.
Santa Rosa Macaroni Factory, Santa Rosa, Calif.
G. Santoro & Sons, Inc., Brooklyn, N. Y.
Schmidt Noodle Manufacturing Co., Detroit, Mich.
Shreveport Macaroni Mfg. Co., Inc., Shreveport, La.
Skinner Manufacturing Co., Omaha, Neb.

To
M. J. DONNA

ON HIS ANNIVERSARY ISSUE
OF THE MACARONI JOURNAL
... AND HIS 34 YEARS OF SERVICE
TO THE MACARONI INDUSTRY

THE I. J. GRASS NOODLE CO.
CHICAGO 21, ILLINOIS

Superior Macaroni Co., Los Angeles, Calif.
 Tharinger Macaroni Co., Milwaukee, Wis.
 U. S. Macaroni Mfg. Co., Spokane, Wash.
 Viviano Bros. Macaroni Co., Detroit, Mich.
 V. Viviano & Bros., St. Louis, Mo.
 Weiss Noodle Co., Cleveland, Ohio
 West Coast Macaroni Mfg. Co., Inc., Oakland, Calif.
 Robert William Foods, Inc., Los Angeles, Calif.
 A. Zerega's Sons, Inc., Fairlawn, N. J.

1953 ROSTER OF ASSOCIATE MEMBERS
 Suppliers of goods and services participating in the activities of the National Macaroni Manufacturers Association

Amber Milling Div., Farmers Union Grain Terminal Assn., St. Paul 8, Minn.
 Ambrette Machinery Co., 156 Sixth St., Brooklyn 15, N. Y.

Braibanti Co., c/o Lebara Sales Corp., 485 Fifth Ave., New York, N. Y.
 Buhler Brothers, Inc., 2121 State Highway No. 4, Fort Lee, N. J.
 Capital Flour Mills, Div. International Milling Co., Minneapolis 15, Minn.
 N. J. Cavagnaro & Sons, 400 Third Ave., Brooklyn 15, N. Y.
 Clermont Machine Co., Inc., 270 Wallabout St., Brooklyn 6, N. Y.
 Commander-Larabee Milling Co., Minneapolis, Minn.
 Crookston Milling Co., Crookston, Minn.
 DeFrancisci Machine Corp., 46-45 Metropolitan Ave., Brooklyn 37, N. Y.
 The Dobeckmun Co., P.O. Box 6417, Cleveland 1, Ohio
 Doughboy Industries, Inc., New Richmond, Wis.
 E. I. DuPont de Nemours & Co., Wilmington, Del.
 General Mills, Inc., 400 Second Ave. S., Minneapolis 1, Minn.

Hoffmann-LaRoche, Inc., Roche Park, Nutley 10, N. J.
 Glenn G. Hoskins Co., 125 East Church St., Libertyville, Ill.
 H. H. King Flour Mills Co., Minneapolis, Minn.
 King Midas Flour Mills Co., 660 Grand Exchange, Minneapolis 15, Minn.
 Frank Lazzaro Drying Machines, 35 Grand St., New York, N. Y.
 D. Maldari & Sons, 178-180 Grand St., New York, N. Y.
 Merck & Co., Inc., Rahway, N. J.
 Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis.
 North Dakota Mill & Elevator, Grand Forks, N. D.
 Pillsbury Mills, Inc., Minneapolis 2, Minn.
 Rossotti Lithograph Corp., 8511 Tonnelle Ave., North Bergen, N. J.
 Wallace & Tiernan Co., Inc., 1229 W. Washington Blvd., Chicago 7, Ill.

1953 National Convention at Colorado Springs

THE macaroni-noodle manufacturers will go to the Rockies in June, the westernmost point ever set for a national convention of this food industry. The dates of the three-day get-together are June 23-24-25, 1953, and the place is the famous Broadmoor Hotel in Colorado Springs, Colo.

While the Rockies have their unbeatable allure in the way of scenery and outstanding mountain attractions, they will be enjoyed by macaroni and noodle manufacturers and their families, but reserving for the former a program of business sessions that is being prepared by Robert M. Green, the popular secretary of the National Macaroni Manufacturers Association.

Several subjects of the utmost interest to these food processors will be the convention themes and some of the outstanding men are to highlight the discussions.

Durum: This type of spring wheat that seems to be the most suitable for macaroni-spaghetti making has not been in plentiful supply during the last few years because of unfavorable planting and harvest conditions that prevailed. Two authorities will be heard that will make the manufacturers realize more fully the problem of the National Association to keep farmers in the natural durum-growing areas more receptive to the plea, increase the durum acreage and improve the quality of durum seed. The speakers will be Henry O. Putman of the Northwest Crop Improvement Association, Minneapolis, and Dr. Glenn Smith, agronomist of the North Dakota Agricultural College, Fargo.

Sales: Even diamonds must be

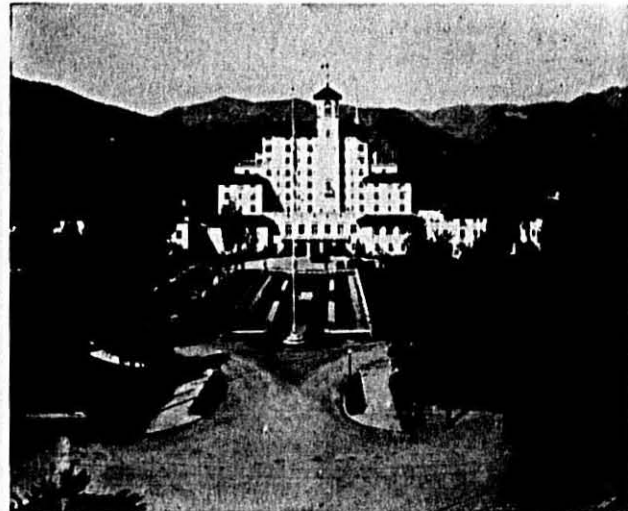
sold. With the trend definitely away from the buyers' market of the last decade, selling is becoming more important as competition increases. Ralph Brubaker, general sales manager of Carnation Milk, will head a group of authorities on the subject.

Profits: How profitable is the macaroni-noodle industry, and how profitable can it be made? No one knows the answer better than the manufacturers themselves, and an outstanding panel of successful men in the trade and from all parts of the country will stage a down-to-earth discussion of this vital matter.

Nutrition: For ages, processors of macaroni foods have probably rightfully claimed that their products are nutritious. Dr. Franklin C. Bing, an authority on food nutrition who is conducting a special survey on macaroni-spaghetti-egg noodle nutrition, will disclose his findings at the Colorado Springs convention. Other authorities will join him in a very interesting and important discussion.

The Woman's View will be aired by a noted home economist yet to be chosen.

Business without pleasure has never



been the aim of the yearly gatherings of the macaroni trade, so provisions are being made for plenty of fun for the manufacturers, the allied representatives and their families in sight-seeing, golfing, swimming and other outdoor sports. There will be social affairs each evening of the conference, spaghetti buffet one evening, a gay fiesta on another evening, and finally the NMMMA dinner party to bring the 1953 get-together to a fitting close.

The Broadmoor is a popular hotel, especially in June, so it is urged that room reservations be made early. The executive assistant manager is holding 200 rooms for the macaroni convention until May 1. It is suggested that reservations be made now, even though one might find it necessary to cancel them if plans change, rather than risk the highly improbable chance that the hotel management can take care of you at the last minute. "Avoid disappointment—reserve rooms now," stresses the announcement.

Rooms may be reserved on either the American or the European plan. On the European plan, the prevailing rates are: Singles, \$10; Doubles, \$15; and Parlor suites, \$25.

**Best Wishes
 to the Grand Old Man
 of the macaroni industry,
 M. J. Donna
 on his 34 years of service**

This is in knowing appreciation of his long and faithful service to the macaroni industry. The progress that has been made has come because "M. J." looked up and not down; looked forward and not back; looked out and not in; and lent a hand.



Quaker Macaroni

Quaker Spaghetti

Quaker Egg Noodles

The Quaker Oats Company

Chicago 54, Illinois

The Durum Millers' Macaroni Products Promotion

The complimentary products promotion activities of the combined semolina millers of the United States is having a most beneficial effect on the nationwide acceptance of macaroni, spaghetti and egg noodles.

Their special year-round promotion, placed through the durum division of the Wheat Flour Institute of the Flour Millers Federation, is directed at home economists, school cafeterias, and homemakers' organizations. Here are samples of the messages they broadcast, as prepared by Gwen Lam, editor of *Durum Wheat Notes*:

JANUARY

Increasing Appetite Appeal of School Lunches

A small boy was looking through the doorway into the cafeteria and was heard to remark, "Boy, that looks good." He wasn't close enough to see what the food was, but he could see a lot of color—red and green. We wouldn't be amiss to keep that lad's remark in mind as we plan school lunches.

Children are attracted to bright colors. Foods must be appetizing and appealing to them. For even though a menu meets nutritional requirements, foods must be eaten before nutrients are utilized by the body. At a recent professional meeting, a wise speaker reminded us that we must remember, "The whole child goes into the lunchroom, not just his stomach."

* * *

FEBRUARY

Order in Food Budgeting

Probably one of the most urgent of the homemakers food problem is restoring some order to the food budget following the excessive demands made by holiday meals. Then too, it takes a lot of ingenuity to make meals appetizing and interesting after the glamour foods have been in the spotlight. Many homemakers have the seasonal consideration of planning meals for Lent's frequent no-meat days. Add to all these qualifications, that of providing for the families nutritional needs, and we know that the homemaker needs to be part magician to do her job.

The macaroni food family most obligingly comes to the rescue and performs real menu magic.

Smart homemakers long ago learned



the thrift value of durum wheat foods. Not only do they cost but a few cents themselves, but they are wonderful extenders for more costly foods. For example, you may often find that you can use less than half as much meat when you combine it with macaroni, than would otherwise be needed. The mild bland flavor of these foods makes them go well with all kinds of meats, sea foods, cheese, eggs and vegetables. Macaroni, spaghetti or noodles happily "take on" left-overs.

* * *

MARCH

Non-Fattening in Themselves

Although the idea is not as prevalent as it once was, macaroni dishes still have a misleading label, "starchy foods." For many years we made the mistake of considering these wheat products as well as certain other foods out of context. We thought of them in their role as energy suppliers forgetting that macaroni products are always companion foods.

Actually, the number of calories in a serving of macaroni, spaghetti or noodles is not high. One ounce provides slightly over 100 calories. Of course, nutritionists are quick to point out that all foods contain calories—and to say that any one product is particularly fattening is wrong. We know that it is the total number of calories that we consume which determines whether we gain or lose weight.

* * *

APRIL

Consumption on Increase

"Per capita consumption of macaroni up" announce the headlines of a newspaper article. The fact that there has been a steady increase in the amount of macaroni foods eaten over the years is not too surprising when you stop to think about it.

Everyday there are new customers

for this popular food trio, both in homes and in restaurants. Children, as well as adults, like this mild, bland wheat family. And homemakers like serving it. Most all dishes which use macaroni, noodles or spaghetti as a base are easy, never-fail recipes.

Gone are the days when macaroni and cheese or spaghetti and meat sauce were the only two recipes in the cook's repertoire which used a durum wheat food. Homemakers have learned that there are hundreds of recipes from which to choose. Often they even make up their own creations using foods they happen to have on hand. The macaroni clan is one of the most adaptable on the kitchen shelf. Magazines, newspapers, radio and TV regularly announce flavorful new dishes starring these wheat foods. Meats of all kinds, sea foods, cheese, vegetables, poultry, and eggs may be other ingredients in the dishes. The macaroni products may appear in hot soups or main dishes or in hearty salads or desserts.

Macaroni manufacturers themselves are in large part responsible for increased use of their product. These men regularly buy select durum wheat so the resulting noodles, spaghetti or macaroni will hold its firm shape when cooked and will keep its pleasing chewiness. When you shop, look for the words "made from durum wheat" or "made from semolina" on the label. The macaroni makers also provide us with more and more interesting shapes to add variety to durum dishes. The different shapes may be used interchangeably in recipes.

Another important reason for the growing popularity of macaroni products is the fact that they retain a mighty appealing price-tag. More expensive foods are made to "go further" when used along with one of the durum foods. And homemakers know they are giving families hearty nourishment as they keep a firm grip on the food pocketbook.

Congratulations on 34 years of Service to the Macaroni Industry



Forty one years ago, in the year 1912, King Midas milled its first barrel of Semolina. Just a few years later, in 1919, the first copy of "THE MACARONI JOURNAL" came off the press. And in the ensuing 34 years the tremendous growth and progress of the Macaroni Industry have been a matter of pride to all its members.

Today the Macaroni industry is an important part of the nation's food picture.

We are proud to have been associated with the growth of the Macaroni industry in these past many years. Our hats are off, too, to "The Macaroni Journal" and to M. J. Donna for their faithful leadership.

M. J. DONNA . . . The Grand Old Man of the Macaroni Industry . . . King Midas Flour Mills is pleased to dedicate this space to Mr. Donna's long and continuous service through 34 years of faithful promotion of the interests of the industry.

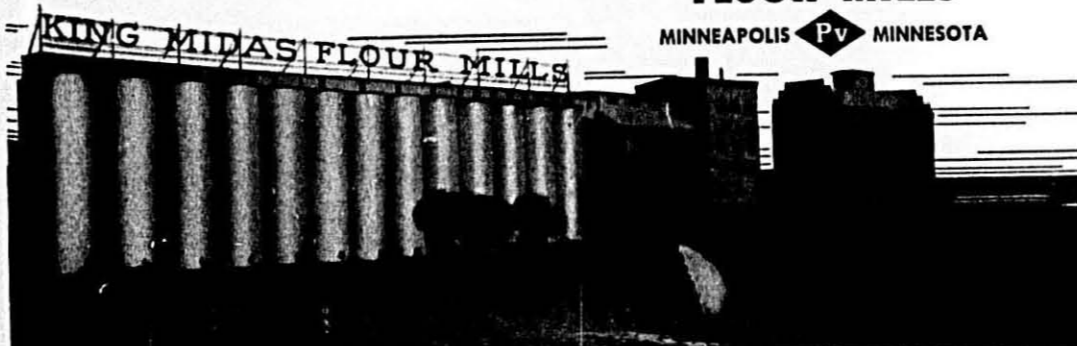
Mr. Donna was appointed the first permanent and paid secretary of the National Macaroni Manufacturers Association on March 1, 1919 to promote the interests of the industry and edit and manage the Macaroni Journal. He edited the first issue May 15, 1919 and has edited every issue since.

King Midas Flour Mills extends the heartiest of congratulations for a job well done and wishes Mr. Donna the very best on his retirement in June.

Milled with Skill that
is Traditional

King Midas FLOUR MILLS

MINNEAPOLIS  MINNESOTA



Packaging's "Hall of Fame"*

Nomination thereto won by Mueller's Macaroni Products through low-cost packaging, expert labeling and progressive advertising methods.

Reproduced from the February, 1953, issue of Modern Packaging. Copyright 1953, Modern Packaging Corporation, 575 Madison Ave., New York 22, N. Y.

ALMOST single-handed the C. F. Mueller Co. established macaroni products as a basic staple of the everyday American diet. In the process the Mueller name and the familiar red-white-and-blue packages were established as virtually universal symbols for this type of food product among native-born Americans.

Entering the field when most macaroni products were either imports or were, when packaged at all, usually packaged to resemble imports as closely as possible, Mueller from the first insisted that its products were as American as the Wisconsin cheddar which so often accompanies them to the family dinner table.

When other macaroni manufacturers were hand rolling their product in paper wrappers similar to those then used for imports, Mueller was the first to break out of the traditional pattern to adopt the machine-formed-and-closed "cracker box," almost as soon as complete machinery for this then-revolutionary package became available.

While other manufacturers in the field relied heavily on a multiplicity of brands and much private label work, Mueller was the first to concentrate solely on its own brand name and a single package design.

At a time when macaroni makers in common with the majority of food product producers, were local businesses relying on the economies of short-haul distribution to keep them competitive, Mueller was the first to realize that the economies of large-scale mechanized packaging would help a company in its field to break the traditional pattern of local distribution and thus to grow.

Mueller's break with traditions in its industry came in 1907, when these decisions about packaging and distribution were made. Since then and until the present, the company has dominated the macaroni-products industry in sales and in the public mind.

The company ran the first advertising campaign in its industry, starting with car cards in 1919, and by 1927 had become one of the most consistent advertisers in the grocery field. Media have changed through the years, but Mueller's advertising and promotional efforts have never slackened. Emphasis was switched gradually to radio, beginning in the days when broadcasting was young and the other macaroni advertising on the air was that heard on a few foreign-language programs. When TV came along, Mueller was again first in its field as one of the very first commercial sponsors of scheduled television.

Throughout all these years, the familiar package has been represented "without exception" in all Mueller advertising, although descriptions had to suffice during the radio period. And because the original package design was clean-cut, distinctive and colorful, its color scheme and basic format have been preserved almost without change, lending a special force to Mueller's cumulative advertising impact because millions of Americans have known that package throughout their entire lifetimes.

The scope of Mueller's distribution outdistanced the field early in the company's post-World War I history and is still the broadest in its industry today, taking in approximately 60% of the country's population. Leadership has not come by default, either. There were, at the beginning of 1952, a total of 379 different brands of macaroni products to be found on retail store shelves, but Mueller's familiar red-white-and-blue packages were on the shelves of 33% of all food stores throughout the country. The nearest competitor's brand appeared in only 19% of the stores. A "home shelf inventory," made at this same time, found Mueller packages in 50% more homes than those of the nearest competitor.

The Mueller brand's original rise to dominance and its continued leadership have been to a large extent the result of a series of farsighted packaging decisions made under the guidance

of a family management which has come down in unbroken succession through some 85 years to the grandson and namesake of the founder. Unlike many present-day food industry leaders, the Mueller brand has not achieved and held its top position through combinations or mergers with local brand leaders, nor has the company sought profit reinforcement by applying the name to a broadened line of foods. Growth has been from within, through concentration on a single brand name and product type.

The leadership in packaging efficiency, established in its industry in 1907, has never been allowed to slip from the Mueller grasp. The original "cracker-box" type of package was replaced by automatically filled and weighed upright window cartons for noodles and short macaroni types as part of a thorough-going program of machine and package modernization begun immediately after World War II. One outcome of this postwar program has been establishment of a unit packaging labor cost estimated to be as much as 50% less than that of the most efficient competitor on some items although Mueller absorbed substantial hourly wage increases during the period.

This packaging leadership, based on machine modernization and company-inspired engineering advances, has backed up consistent sales increases which regularly surpass the growth of the industry as a whole. For example, while macaroni-products industry sales rose by a little less than 100% in the 1937-1951 period, Mueller's sales increased 200% in the same period.

The Beginning

Somewhat paradoxically, this company which has done most to establish the originally Italian spaghetti and macaroni as staple items of the everyday American diet was originally formed to make a German specialty—egg noodles. The founder, Christian Frederick Mueller, had been trained as a baker in the old country and shortly after arriving in the United States set up a bakery in the kitchen of the family's home in Newark, N. J. This was in 1867. When Mr. Mueller found that his egg noodles were arousing the

*Registered Trademark of Modern Packaging Magazine.

*According to an independent study made for the National Macaroni Mfg. Assn., by the A. C. Nielsen Co., Dec., 1951.

WITH BEST WISHES
TO

M. J. Donna

On the 34th Anniversary of his service
to the paste-goods industry.

BUHLER BROTHERS
UZWIL, SWITZERLAND

BUHLER BROTHERS, INC.
U. S. A.



Engineers for Industry



Since 1860



BUHLER BROTHERS, INC.

2121 STATE HIGHWAY #4 • FORT LEE, NEW JERSEY

most enthusiastic response among the growing German-born population of the area, he soon decided to concentrate entirely on this item.

The first packaging consisted of paper bags holding 1/2- and 1-lb. quantities of noodles, sold house to house in a wicker basket. As the noodle business prospered, the home kitchen gave way to a series of ever-larger quarters and a small fleet of three-wheeled pushcarts to deliver the noodles.

By 1885 a rather sizable steam-powered plant had been erected in Newark N. J., and in addition to the doorstep trade Mueller began supplying many of the popular German restaurants of that era in New Jersey and nearby New York City. The noodles, in 20-lb. boxes, were delivered by horse-drawn wagons and Mueller's picked teams were a source of great company pride as they vied for honors with the famous brewery horses of that period.

In 1890 the Newark factory was outgrown and the business was moved to Jersey City.

In 1893 Mueller noodles were beginning to go into grocery-store distribution. Mueller realized that in the cracker-barrel stores of that day his noodles would lose the personal sales contact formerly supplied by the company's routemen and he refused to supply bulk noodles. Instead, the company adopted an early style of hand-glued upright carton. A design of barrels of flour, a sheaf of wheat, hens and eggs served to emphasize the wholesome ingredients and to substitute in part for the routeman's spiel. Shortly thereafter it was realized that the generous use of fresh shell eggs was the key selling point and the noodles were renamed Mueller's "White Leghorn Egg Noodles." The package was made dark blue to give good contrast to the white lettering—a clean-looking color combination that has now become identified with Mueller.

Macaroni and Spaghetti

By 1894 Italian immigration to this country was in full swing and many Americans were getting acquainted with macaroni and spaghetti. Mueller realized that just as noodles had ceased being a specifically German dish and had become widely accepted by American housewives, the new Italian products could be popularized if their foreign origin, the mystery of their manufacture and the uncertainty about their use could be overcome. Consequently, Mueller started to make and market "Flag Brand" American macaroni and spaghetti, "a wholesome food made in a clean American factory from the purest ingredients." Simple cooking directions and recipes on the label made it plain that the product was intended for the average American home kitchen.

Mueller started packaging macaroni and spaghetti in the same type of hand-rolled light-blue paper wrapper then



DAILY TASTE TEST, a family tradition, is carried out today by C. F. Mueller, executive vice president, grandson and namesake of the founder, Christian Frederick Mueller.

used by importers of Italian macaroni and American imitators. Soon, however, Mueller switched to a dark-blue paper wrapper establishing a family resemblance to the Mueller egg-noodle carton.

The earlier packages bore a full-color representation of an American flag. When patriotic organizations objected to the widespread practice of portraying the flag in commercial displays and trademarks, Mueller quickly responded to the new concept of flag etiquette with a simple white flag in a circle on a red background.

The Break with Tradition

Pride in a good product made in clean surroundings of superior ingredients led Mueller to want his product under the Mueller name. He had discovered that his colorfully packaged American products could compete successfully with the cheaper bulk domestic product and with imported goods.

It is easy to understand therefore, why Mueller was excited by the truly revolutionary "cracker box" in which Uneda Biscuits appeared around the turn of the century.† Here was a superior package—a paperboard carton with an interfolded wax paper liner and an endglued printed paper overwrap—cheap enough to use as a package for a nickel's worth of crackers because it could be machine produced. Mueller watched the reception of the new package in the grocery stores. Like the cracker manufacturer, he was himself a packager in competition with bulk goods. He realized fully the economic significance of machine production for widening markets.

The macaroni-products industry at that time, C. F. Mueller Co. included, was a group of strictly local producers, each relying heavily on the economy of short-haul distribution to keep prices competitive. Mueller was the first in

†See "Uneda Biscuit," *Modern Packaging*, Feb., 1949, p. 82.

his industry to see that the economy of the short haul could be replaced by large-scale packaging. He adopted a policy of single-minded concentration on one brand which could be efficiently packaged, distributed and promoted not only in the original small market area, but in a widening circle of distribution.

This drastic break with tradition took some close figuring on Mueller's part. He had to make a decision largely on intuition and faith, because the machinery for complete mechanical forming, closing and overwrapping had been available for only three years when Mueller obtained it in 1907. He purchased it in spite of the fact that macaroni products do not require the crisp of moisture protection needed for crisp soda crackers. Mueller wanted the machinery for its efficiency and speed. Even if the cracker package for his product constituted wasteful overpackaging, to use the modern term, he reasoned that customers would be favorably impressed by the pronounced improvement over the packages of others. The Uneda package had set a new standard and Mueller wanted no package that could be considered less effective.

Reward for Being Right

Mueller's plunge put his brand out front almost immediately. By 1907 grocers were outgrowing their resistance to packaged versus bulk foods and discovering the advantages of the package in eliminating waste and spoilage. Consumer agitation for pure foods also played into the packager's hands. Mueller salesmen, charged with moving the largest volume of a branded macaroni product ever produced at that time, were soon on the way to achieving blanket distribution in the New York metropolitan and New Jersey areas, and started to move upstate and into the Philadelphia area.

The Mueller plant was soon out-

(Continued on Page 92)

34th Anniversary Orchids...

to M. J. Donna
and
The Macaroni Journal

Capital Flour Mills takes pleasure in extending its congratulations to The Macaroni Journal and to the man who has over the past 34 years done so much to make of the great publication that it is today. The macaroni industry has come far under the able guidance of men such as Mr. Donna. Capital is proud to have also served, for these many years, the ever growing macaroni industry and pledges its continuing support in the years to come.



BALDWINVILLE, NEW YORK



SAINT PAUL, MINNESOTA

CAPITAL FLOUR MILLS

The Macaroni Industry Needs More Durum

by Henry O. Putnam, Secretary, Northwest Crop Improvement Association, Minneapolis

The per capita consumption of durum products has been gradually increasing over the past 50 years. Consumption per person in 1920 was approximately 3.7 pounds, while in 1951 it reached 6.7 pounds, which requires about 25.5 million bushels of quality durum wheat to meet the consumer's demand for macaroni products. In addition, the puffing industry uses more than a million bushels of durum annually. Because the macaroni manufacturers, as well as the durum millers, have an aggressive program to better acquaint the public with many ways of using macaroni products in their daily diet, a further gradual increase of durum products can be expected provided enough durum is available. There would appear to be therefore, a continued and increasing market demand for good quality durum.



Mr. Putnam

Durum Outlook

Like the bread wheat grower, the durum producer faces the possibility of stem rust losses from Race 15B, although durum producers actually face a greater risk of loss from stem rust because the common varieties of durum mature from seven to ten days later than bread wheats. Hard red spring wheat, which competes with hard red winter wheat, can easily become a surplus crop with the limited demand for export and a large reserve supply. There is an actual shortage of durum wheat in the United States, creating the most serious supply situation since 1936. Durum has little immediate possibility of becoming a surplus crop.

The per capita consumption of durum products has been steadily increasing, while consumption of other wheat products has been decreasing. The increasing population of the United States is likely to further increase the demand for durum products. The 1952 crop of 21.4 million bushels of durum (this includes red durum, a feed wheat) is not enough to meet the immediate domestic needs. The 1952 carry-over 17.7 million bushels is of inferior quality. This is the smallest carry-over since 1936. A considerable quantity of this was unfit for milling or use in macaroni products. The above situation leaves little or no carry-over to keep durum mills in operation in the summer of 1953.

A 35 to 40 million bushel crop in 1953 would only meet the immediate requirements for macaroni products, seed, feed, and provide a small carry-

over to assure durum mills and macaroni processors of sufficient supplies until the 1954 crop is available. The old law of supply and demand has been effective in 1952-53. Scarce or short supplies of quality durum have resulted in a strong demand and a price advantage of 50c to 60c per bushel over hard red spring wheat for the past several months. Future prices can seldom be accurately predicted but the price outlook for durum wheat should continue favorable in 1953-54. However, one must remember that macaroni products must compete with other food products, such as rice, potatoes, beans, et cetera, for a place on the consumer's table.

Future outlook includes export possibilities for durum wheat. Europeans recently purchased durum for export this year at top Minneapolis prices. Canada has exported some durum in the past, but Canadian acreage has been decreasing, because under the present marketing system the Canadian grower receives no premium for durum over that received for bread wheat.

Durum Production

North Dakota normally produces about 90 per cent of the U. S. durum crop. It is a specialty crop. North Dakota grown durum is the world's best. Durum millers and processors depend entirely upon the durum growers. They provide an excellent market for this crop. Together with the North Dakota farmer, they furnish the consumer a valuable food and use-

ful employment for labor and industry. Two reasons account for the decline in North Dakota durum acreage in recent years—stem rust in 1950 and the unfavorable harvest season in 1951. To what extent either of these may occur in 1953 is not known. The unfavorable harvest season in 1951 was somewhat unusual and should hardly be expected to occur in the same manner again. Here the experience over the longer period would be a better measure of the kind of harvest weather to expect.

The stem rust situation and its hazards are more difficult to predict. Durums being later to head and ripen than bread wheat are more vulnerable to Race 15B of stem rust. Durums have capacity for higher yields than the hard red spring wheats in the durum area. Over a period of years, when race 15B was not a factor, the two leading varieties of durum, Mindum and Stewart, grown at Langdon in the durum area, have averaged about 10 per cent higher yield. The durums have shown a similar yield for the durums at Minot. The advantage in yield for the durums at Fargo has been about seven per cent and at Edgely two per cent over the hard red spring varieties.

Yield comparisons of leading durum and hard red spring varieties when grown at Langdon in non-rust years and in 1950—a rust year.

	(Non-Rust Years 1941-49 and 51)	(A Rust Year) 1950
Mida	36.8	43.8
Rival	36.9	44.2
Mindum	39.8	35.7
Stewart	41.5	37.5

The advantage in yield as shown in the non-rust years could not be expected in case of an epidemic of 15B stem rust. The disadvantage of late maturity where varieties lack rust resistance, can be seen in the yield comparisons obtained in 1950 when this rust was a large factor influencing the two yields, especially at Fargo and Langdon. Compared with a 10 per cent average yield advantage for durums over the two hard red spring varieties in non-rust years there was a 17 per cent disadvantage in 1950.

In deciding which type of wheat to

(Continued on Page 127)

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

The Challenge to the Macaroni, Spaghetti, Egg Noodle Industry

MACARONI business has been good. Volume has been climbing steadily for the last several years. The challenge is to hold these gains and to continue to expand the consumer acceptance that has been developed through our industry program and our own individual efforts.

During the hard selling days ahead, we must do all we can to make the American consumer aware that macaroni and noodle products are good to eat, good for health, and one of the best buys in the grocery store.

Distributors must be sold on the facts that macaroni, spaghetti, and egg noodles put money in his pocket and move other items for him.

The grower must be sold that we are building an expanding market for him by manufacturing high quality food, attractively packaged, and effectively sold. We will need more and better raw materials from the grower to satisfy increasing demands of the consumer.

Both the National Macaroni Manufacturers Association and the National Macaroni Institute are expanding serv-

ices and their ability to help you in your business. This is being done by members of the staff, competent counsel, and by the manufacturers themselves, working through committees.

At the moment, the durum relations committee is seeing to it that our message to the growers is being carried in advertising throughout the durum area. Bob Green has been up to North Dakota to talk to growers, county agents, and people in the extension service of the State Agricultural College.

The NMI committee is supervising preparation of a mailing piece to go to distributors throughout the country, showing how macaroni explodes profits into the cash register by creating sales throughout the store.

The President's Column



Dr. Franklin C. Bing is working on a survey that will aid us in taking our story to the professional medical field.

The standards committee and the traffic committee have been very active this year.

We are supporting the work of the Northwest Crop Improvement Association, Rust Prevention Association, and the Chamber of Commerce of the United States through membership in those organizations.

Perhaps as important, if not more important, is the fact that there are many association members willing to fill the breach if and when they are needed in our relations with suppliers, the government and consumers.

TRIBUTE TO M. J.

(Continued from Page 18)

time I was first introduced to you. It was really an occasion, since it marks the time you first sold me on the idea of belonging to and supporting the Macaroni-Noodle Association.

I have never known one who has worked so hard and sacrificed so much of his personal time and ability for the advancement of the industry. Anything that the members of the National Association, of the National Macaroni Institute which you founded over a dozen years ago and later deeded to the National Association with your best wishes, and readers of THE MACARONI JOURNAL whose every issue to date you have so carefully edited—anything, I repeat, that any or all of them can do for you will, in my estimation, never be too much.

At conventions and between meetings you have been an inspiration that made macaroni-noodle manufacturers and their allies determined that there must always be an industry organization with its many adjuncts—that THE MACARONI JOURNAL should always be the industry's spokesman . . . and how fearlessly and consistently it has always spoken through your pen.

On this, your shadowy side of life, may all your many valuable services be your glory. With the sunshine of the smiles of your many good well-

wishers pleasantly lighting the way, may your enjoyment be the fullest in health and happiness.

Cordially yours,
FRANK TRAFICANTI

CHAMPION MACHINERY CO.
Joliet, Illinois

MACARONI JOURNAL
Braidwood, Ill.
Attn: Mr. M. J. Donna

Dear M. J.:

We have all come a long way since both of us first became associated with the Macaroni Industry so many years ago.

Improvements within the Industry have been thick and fast—many can be traced to your able management of the Association. It must be a great sense of satisfaction to you to now be able to take things a little easier and watch further developments of those matters that you originated and their benefit to the Industry.

Your activity will be missed very much, but all in the Industry who have worked with you for these many years feel that you have well earned your rest and future enjoyment.

All of us here at "Champion" extend to you, our best wishes.

Sincerely,
FRANK A. MOTTA
Secretary

AMBRETTE MACHINERY CORP.
156 Sixth St.
Brooklyn 15, New York

Mr. M. J. Donna
Braidwood, Ill.

Dear Mr. Donna:

I am happy to hear of your retirement as of July 1, 1953 as Editor of the MACARONI JOURNAL.

I know that you have earned this retirement after all these years of hard work during which you successfully brought into being a sound Association which the industry can well be proud of.

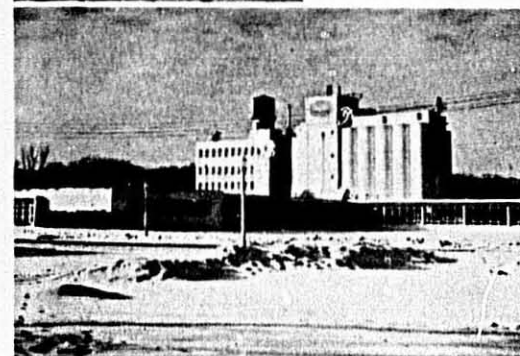
During this period, you founded and published the MACARONI JOURNAL which is the authoritative spokesman for this industry. You also founded the National Macaroni Institute, which gets more mileage per dollar spent in institutional advertising than any other similar organization.

I know that the Association, JOURNAL and Institute will lose much without your active guidance. I also know that if it were not for your strong will throughout all these years that these instruments would lack the strength that they have today.

I wish you a pleasant leisure and, to you and your family, continuous good health and prosperity. Kindly accept this small gift as a token of my appreciation for all that you have done for me these many years. I remain

Cordially yours,
CONRAD AMBRETTE

"Say Doughboy for Flour that makes better, tastier noodles!"



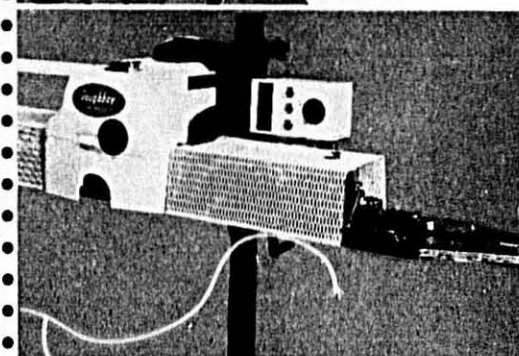
DOUGHBOY DURUM PATENT FLOUR is milled from only selected carloads of the Northwest's finest durum wheat. Made in one of America's most up-to-the-minute flour mills, every order of Doughboy Durum Flour is tested before shipment for uniform high quality. You're always sure with Doughboy.



DOUGHBOY INDUSTRIES, INC.
New Richmond, Wisconsin

Let us send you complete information on Doughboy Durum Flour for noodles. Just drop us a line today —Doughboy Industries, Inc., Department MJ-453, New Richmond, Wis.

"Say Doughboy For Heat Sealers that do the job faster!"



DOUGHBOY'S NEW "AT-C" HEAT SEALER runs through jobs fast! Maintains high speeds up to 900 inches per minute during continuous production. Offers code-dating and hole punching devices, pre-heaters and bag folding unit. Super speed, versatility make the "AT-C" the ideal machine for quantity output.



DOUGHBOY INDUSTRIES, INC.
New Richmond, Wisconsin

For full details on a Doughboy Heat Sealer to meet your packaging needs, just write Doughboy Industries, Inc., Department MJ-453, New Richmond, Wis. No obligation, of course.



Mario Braibanti

Braibanti Officer Addresses American-Italy Society Members

have much to learn. In this connection I recall that a couple of years ago, I visited a country in North Africa where they were making a pasta that was really terrible—hardly fit to eat; and even in that unhappy place, I learned one or two things that have been of help to me in our work.

I must apologize for my lack of knowledge of English, and for being obliged to speak to you in Italian. If I at least knew how to sing, like our friend Giovanni Buitoni, then I could express myself by singing to you. It is often said that music is an international language; for example, you all know the immortal song "Quanno sponta la luna a Marechiaro." So if I could sing, I would be able to sing the praises of pasta, and what most often goes with it, to that tune, as follows:

Then last year, I visited Pakistan, India, Thailand, Indonesia, Hong Kong and other places, with a very definite purpose—namely, to get first-hand information on manufacturing two special kinds of pasta which are made in those countries; one entirely from rice and the other entirely from beans. I need not remind you that the Chinese claim to have been the originators of pasta; on the other hand, students of the subject have found that the Romans also had a kind of dry pasta which we find described in Pliny—something like lasagne bolognese or parmesa. Very likely the Chinese did invent the macaroni and spaghetti forms; when first we hear of it, our pasta was flat like lasagne and tagliatelle. Thus, when Marco Polo tasted dry pasta at the court of the Emperor of Cathay, he said that "it was very good, and had the savor of our lasagne." It seems fitting to me that the controversy on priority of invention should remain open, and that both of the countries that boast the two oldest civilizations in the world should have invented pasta, or rather received the revelation of this divine food from heaven. As a matter of fact, Professor Prezzolini tells me that the word "maccherone" is derived from the Greek "makar," meaning "happy, blessed, divine . . ." the epithet applied to the gods. And others say that the celebrated ambrosia, the only

food of the gods on Olympus, was none other than pasta, seasoned with the golden apples from the Garden of Hesperides.

To get back to the pasta of the East, I have with me a small sample of pasta made from beans, which I am happy to show you. This pasta is produced by completely primitive methods, which require an enormous amount of labor.

But the pasta I tasted at the home of a family in Bangkok, where I had been invited to dinner, was very good indeed, and had one admirable quality: it is not impaired by cooking.

The other sample I am showing you is pasta manufactured by us, exclusively of rice. I have brought it for comparison with that made in the Orient. In appearance, our product is superior, and has been further improved in later experiments; but I must admit that it does not possess the characteristic feature of the other, the Oriental, of remaining loose and "standing up under cooking." We are at this moment continuing our research, and I trust we shall solve the problem, difficult though it is.

Another problem, which almost exclusively concerns the United States, has already been solved—that of canned pasta. The canned pasta industry is growing by leaps and bounds in the United States, where the housewife has neither time nor inclination for cooking. However, successful sale of canned pasta has been hindered by the fact that in canning, the cans of pasta are placed in autoclaves at high temperature, with the result that it "scorches," as they call it. This problem, as I can testify, has been brilliantly

(Continued on Page 115)

On February 4, I had the occasion to attend a luncheon in honor of Dr. Mario Braibanti of M & G Braibanti Co. Milano, Italy, who has been on a tour of the U. S. and recently attended the Winter Meeting of the National Macaroni Manufacturers' Association in Miami Beach, Fla., January 20-22, 1953. The luncheon was tendered Mr. Braibanti on the event of his departure for Italy, February 8, by the America-Italy Society, Inc., 630 Fifth Ave., New York City, whose object is to promote by educational, cultural and other lawful means, international friend-

ship between the Republic of Italy and the United States.

I am a member of this society and, as a friend of Dr. Braibanti, I attended the luncheon and I'm pleased to submit a copy of his interesting address delivered during the social hour. He spoke in Italian and at the conclusion of his talk, he presented his lovely daughter, Nicoletta, who translated part of his talk into English.

Charles C. Rossotti
Executive Vice President
Rossotti Lithograph Corp.

Dott. Ingg. M., G.

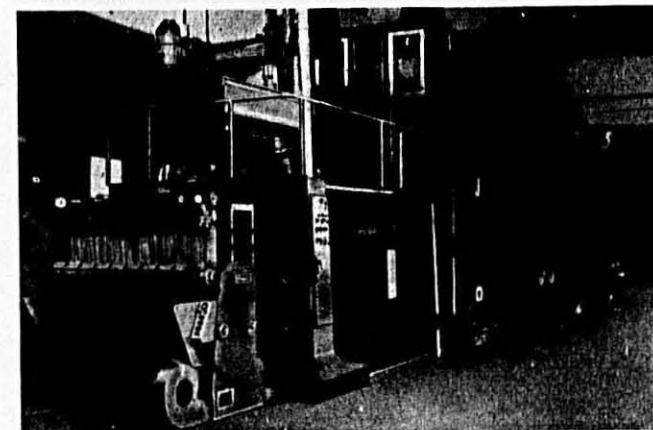
Braibanti. e c.

SOC. A.R.L.

Cable: Braibanti—Milano
Bentley's Code Used

MILANO—Via Borgogna 1, (Italy)

SEVENTY PERCENT OF THE WORLD'S MACARONI MANUFACTURERS USE BRAIBANTI EQUIPMENT



Top: Battery of Series #VI Presses (individual production 1000/1200 pounds per hour) at Rivoire & Carre's Factory, Lyon, France.

Bottom: Completely Automatic Installation for the Production of Long Goods at the Barilla Factory, Italy.

Send your inquiries to:

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

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

Dott. Ingg. M.G.

Braibanti_{e.c.}

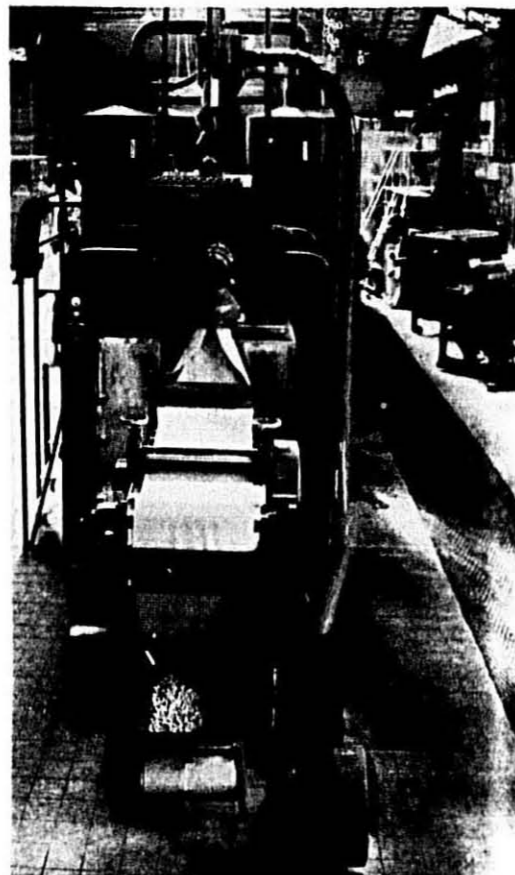
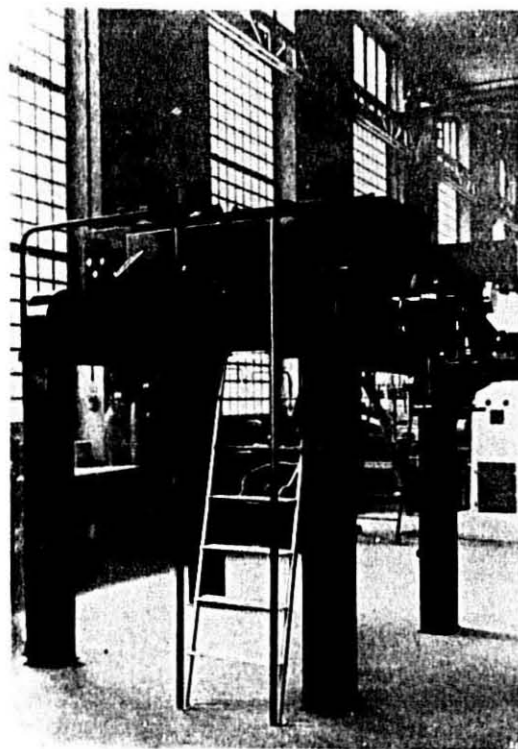
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Cables Braibanti—Milano
Bentley's Code Used.

MILANO—Via Borgogna 1, (Italy)

TODAY'S MOST DESIRED MACHINE ... THE BRAIBANTI MACRON PRESS

Producing 550/600 Pounds Per Hour of Long & Short Goods



The above pictures illustrate side and end views of the new Braibanti Macron Press which has received wide acclaim for its ability to produce goods of a rich golden color and translucent appearance. This machine is specially suitable for the manufacture of noodles & specialty products. Dimensions: Length 8'4"; width 5'2"; height 10'. Diameter of dies 10 3/4".

Send your inquiries to:

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

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

Dott. Ingg. M.G.

Braibanti_{e.c.}

SOC. A.R.L.

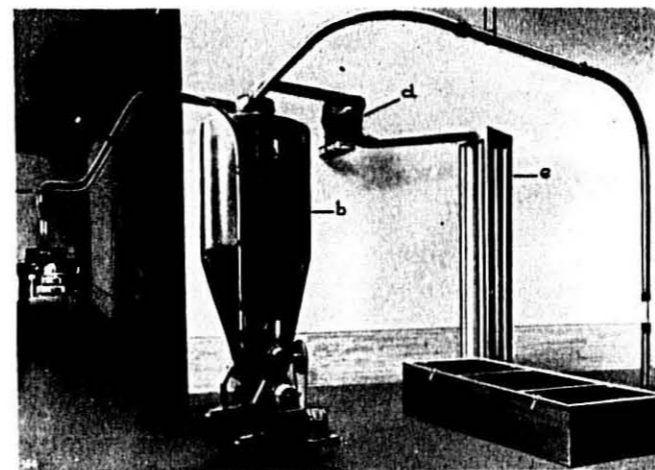
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MILANO—Via Borgogna 1, (Italy)

ALL METAL

PNEUMATIC SEMOLINA & FLOUR HANDLING SYSTEM

Cleanliness — Efficient — Economy



- A. Hopper with blending partitions and sifter
- B. Storage Bin with Sifter
- C. Cyclone with Automatic Pressostat to regulate flow into the mixing basin of the press.
- D. Exhauster
- E. Filter

Send your inquiries to:

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

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

Dott. Ingg. M., G.

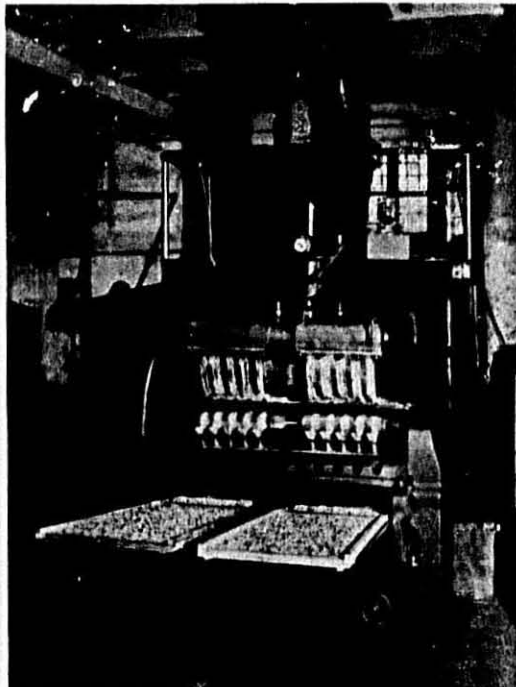
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Cable: Braibanti—Milano
Bentley's Code Used

MILANO—Via Borgogna 1. (Italy)

THIS NEW MATASSONA MACHINE SPELLS - - \$ ECONOMY



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

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

U.S.A. Representatives:

Eastern Zone: LEHARA SALES CORPORATION—16 E. 42nd St., New York 17, New York

Western Zone: PERRISH STEEL PRODUCTS, INC.—1206 S. Maples Ave., Los Angeles 15, California

HISTORY OF NMMA

(Continued from Page 26)

roni and Noodle Manufacturers of America, were:

Firm	City	Delegates
Allegheny Macaroni Co.	Allegheny, Pa.	L. Lazzari
Chardon Macaroni Co.	Chardon, Ohio	J. D. Bobb
Crescent Macaroni & Cracker Co.	Davenport Ia.	Oswald Schmidt
The Delectessen Co.	Cleveland, Ohio	G. I. Gehlbach
Delmargro & Mazzarano	Spring Valley, Ill.	Martin Delmargro
L. B. Eddy Co.	Rochester, N. Y.	C. F. Argetsinger
Michigan Macaroni Co.	Detroit, Mich.	Oscar W. Springer
The Marvelli Co.	Harbor Beach, Mich.	George J. Jenks
Maul Brothers	St. Louis, Mo.	Charles Maul
C. F. Mueller Co.	Jersey City, N. J.	C. F. Mueller, Jr.
National Macaroni Co.	Libertyville, Ill.	H. A. Taylor
The Pfaffman Egg Noodle Co.	Cleveland, Ohio	Fred Becker and Edwin C. Forbes
B. Piccardo	Pittsburgh, Pa.	John A. S. Piccardo
Pittsburgh Macaroni Factory	Pittsburgh, Pa.	U. V. Fontana
Peter Rossi & Sons	Braidwood, Ill.	Peter Rossi, Sr.
United States Macaroni Factory	Carnegie, Pa.	Ernest Bisi
Youngstown Macaroni Co.	Youngstown, Ohio	E. M. Muldoon
A. Zerega's Sons, Inc.	Brooklyn, N. Y.	Frank L. Zerega and Thomas H. Toomey

Thomas H. Toomey, representing A. Zerega's Sons, Inc., was unanimously elected the first president of the new association. He was active in the macaroni business until his death about two years ago. Edwin C. Forbes, editor of the *Journal of the Pfaffman Egg Noodle Co.*, was elected as secretary and served in that capacity until succeeded by M. J. Donna in 1919.



Thomas H. Toomey (Deceased)

On adjournment of the founding convention, the charter was thrown open to accommodate as charter members a number of firms that either hesitated to send representatives to the first convention in 1904 or were unable to do so for good reasons. Among the firms that attained charter member status later in the year were:

Anger-Brohel, New York, N. Y.; Eugene Bonavoglia, Sparksburg, Pa.; John B. Canepa & Co., Chicago, Ill.; M. Capodilupo, Boston, Mass.; Caisimo Catalano, Cleveland, Ohio; Charles Cristadore, St. Paul, Minn.; Vic V.

Macaroni Industry Convention

It was at Pittsburgh that the first organization meeting of the National Macaroni Manufacturers Association was held on April 19 and 20, 1904—just 49 years ago.

The eastern and the north central states have entertained the macaroni makers regularly and almost alternately, with but one exception, when the convention was held farthest south—at Memphis, Tenn., May 11 and 12, 1909. Oddly enough the convention of the National Association has never been held at Washington, D. C. Here are dates and places of annual gatherings from 1904 to date:

Conventions	Places	Dates
1904	Pittsburgh	April 19 and 20.
1905	New York	May 9 and 10.
1906	Chicago	May 8 and 9.
1907	Cleveland	May 14 and 15.
1908	Niagara Falls	June 16 and 17.
1909	Memphis	May 11 and 12.
1910	St. Louis	May 17.
1911	Detroit	June 13 and 14.
1912	Atlantic City	June 11 and 12.
1913	Milwaukee	June 10 and 11.
1914	Chicago	June 16 and 17.
1915	Minneapolis	June 8 and 9.
1916	New York	June 13 and 14.
1917	Cleveland	June 14 and 15.
1918	Minneapolis	July 8 and 10.
1919	St. Louis	June 10 and 12.
1920	Niagara Falls	June 22 and 23.
1921	Detroit	June 9 and 10.
1922	Niagara Falls	June 22 and 24.
1923	Cedar Point	June 12 and 14.
1924	Niagara Falls	July 8 and 10.
1925	Atlantic City	July 7 and 9.
1926	Chicago	June 8 and 10.
1927	Minneapolis	June 13 and 14.
1928	Chicago	June 19 and 21.
1929	New York	June 18 and 20.
1930	Niagara Falls	June 24 and 26.
1931	Chicago	June 16 and 18.
1932	Niagara Falls	June 14 and 16.
1933	Chicago	June 19 and 21.
1934	Chicago	June 12 and 14.
1935	Brooklyn	June 17 and 19.
1936	Chicago	June 15 and 16.
1937	Cleveland	June 28 and 29.
1938	Chicago	June 20 and 22.
1939	New York	June 26 and 27.
1940	Chicago	June 24 and 25.
1941	Pittsburgh	June 23 and 24.
1942	Chicago	June 22 and 23.
1943	Chicago	June 25 and 26.
1944	New York	June 15 and 16.
1945	None held.	
1946	Minneapolis	July 17 and 19.
1947	French Lick Springs	June 23 and 24.
1948	Chicago	June 10 and 11.
1949	Chicago	June 27 and 28.
1950	Chicago	June 19 and 20.
1951	Chicago	June 28 and 29.
1952	Montreal	June 25 and 27.
1953	Colorado Springs	June 23 and 25.

Greco, New Orleans, La.; Imperial Macaroni Co., New Castle, Pa.; Imperial Macaroni Mfg. Co., Butte, Mont.; Lorenz Bros. Macaroni Co., Milwaukee Wis.; Minnesota Macaroni Co., St. Paul, Minn.; F. Romeo & Co., New York, N. Y.; San Antonio Macaroni Factory, San Antonio, Tex.; and S. R. Smith & Co., Grantham, Pa.

Four allied or supply firms were also enrolled as charter members: Devon Lumber Co., Columbus, Ohio; W. C. Douglas, Pittsburgh, Pa.; P. M. Walton Mfg. Co., Philadelphia, Pa.; and Werner and Pfeiderer Co., Saginaw, Mich.

Of the 36 original charter member firms that composed the original association nearly a half century ago, only five remain as members under their original name. They are:

Crescent Macaroni & Cracker Co., Davenport, Ia.; Minnesota Macaroni Co., St. Paul, Minn.; C. F. Mueller Co., Jersey City, N. J.; Peter Rossi & Sons, Braidwood, Ill., and A. Zerega's Sons, Inc., Brooklyn, N. Y. (now of Fair Lawn, N. J.).

Several successors to the charter member firms are still on the association membership roll under other names, through purchases and name-changing. They are: Maul Brothers, now part of The American Beauty Macaroni Co., St. Louis, Mo.

The Pfaffman Egg Noodle Co., now The Pfaffman Co., Cleveland, O. Lorenz Brothers Macaroni Co., now the Tharinger Macaroni Co., Milwaukee, Wis.

An Italian shopkeeper received a Black Hand letter, reading: "Leave \$500 in cigar box at back door before Sunday night or we will steal your wife."

He placed a cigar box at his back door containing a note which stated: "No gotta \$500 but I like-a your propashish."

An Irishman, inviting a friend to his wedding anniversary, explained how to find him in the apartment where he lived. "Come to the seventh floor," he said, "and where you see the letter 'D' on the door, push the button with your elbow and when the door opens put your foot against it." "Why do I have to use my elbow and my foot?" asked his friend. "Well, for heaven's sake!" exclaimed the Irishman. "You're not coming empty handed, are you?"

1952 National Macaroni Institute

PUBLIC RELATIONS PROGRAM**Follow-Through Plans for 1953**

1952 was a year of ever-widening scope for the National Macaroni Institute. Not a month, week or day passed without a reminder to the American homemaker that macaroni, spaghetti and egg noodles were foods she should serve to her family several times a week. Magazine, newspaper, radio and television food editors all emphasized the advantages of macaroni products—their economy, versatility, popularity. Their nutritive value was not overlooked, either.

Throughout the year, the nation's daily and weekly newspapers carried nearly 9,000,000 lines of publicity on macaroni products in their food and news columns.

Approximately 50 of the top consumer magazines which help shape the eating habits of American families carried pictures and recipes of macaroni, spaghetti and egg noodles during 1952. Many magazines felt the value to their readers was so great they did two and three stories.

Radio and television also aided our drive to create a greater demand for macaroni products. They used our material to remind their huge listening and viewing audiences of macaroni, spaghetti and egg noodles and told homemakers how to prepare them easily and appetizingly. Women's program directors of television stations have used our black and white photographs of macaroni products to best advantage. Sharp photographs of bubbling casseroles and big platters of spaghetti inspired many homemakers to serve one of the macaroni products at their next meal.

To give you an idea of how far-reaching our program was, here are some of the high points of the year's activities:

Newspaper Publicity

Throughout 1952, macaroni, spaghetti and egg noodles were brought to the attention of homemakers all over the country through food columns in metropolitan newspapers, small town dailies, rural weeklies and house organs. Food editors of these publications used material prepared by Theodore R. Sills & Co. All these releases were designed to attract the interest of the homemaker and to encourage her to serve macaroni products frequently.

Nationwide attention was focused on macaroni products during the Lenten

period. Newspapers, magazines, radio and television all played up the advantages of macaroni products for meatless meals. Our releases showed homemakers how they could achieve nutritious and appetizing meals for their families at a budget price—meals that were not just "Friday fare" but something special.

The potato shortage gave us plenty of opportunity to offer American homemakers endless new ways to serve macaroni products. We capitalized on the shortage and pointed up the economical and nutritious aspects and included hints on cooking macaroni products with our recipes. For those whose Sunday-night supper is not complete without potato salad, we suggested a delicious macaroni salad and gave several recipes. The flow of releases from our home economics department went to all media and the overwhelming response in the form of clippings and radio and television reply cards proved they were enthusiastically received.

Our summer schedule for macaroni publicity emphasized summer salads, but we didn't forget the families who insist on a hot meal no matter what the temperature. For them we developed tempting one-dish casserole recipes that could be prepared early in the day and then put in the oven to bake just before serving time.

A tremendous amount of publicity for macaroni products was produced through placements made with food columns of the huge syndicates which supply material to hundreds of newspapers and reach readers running into the millions.

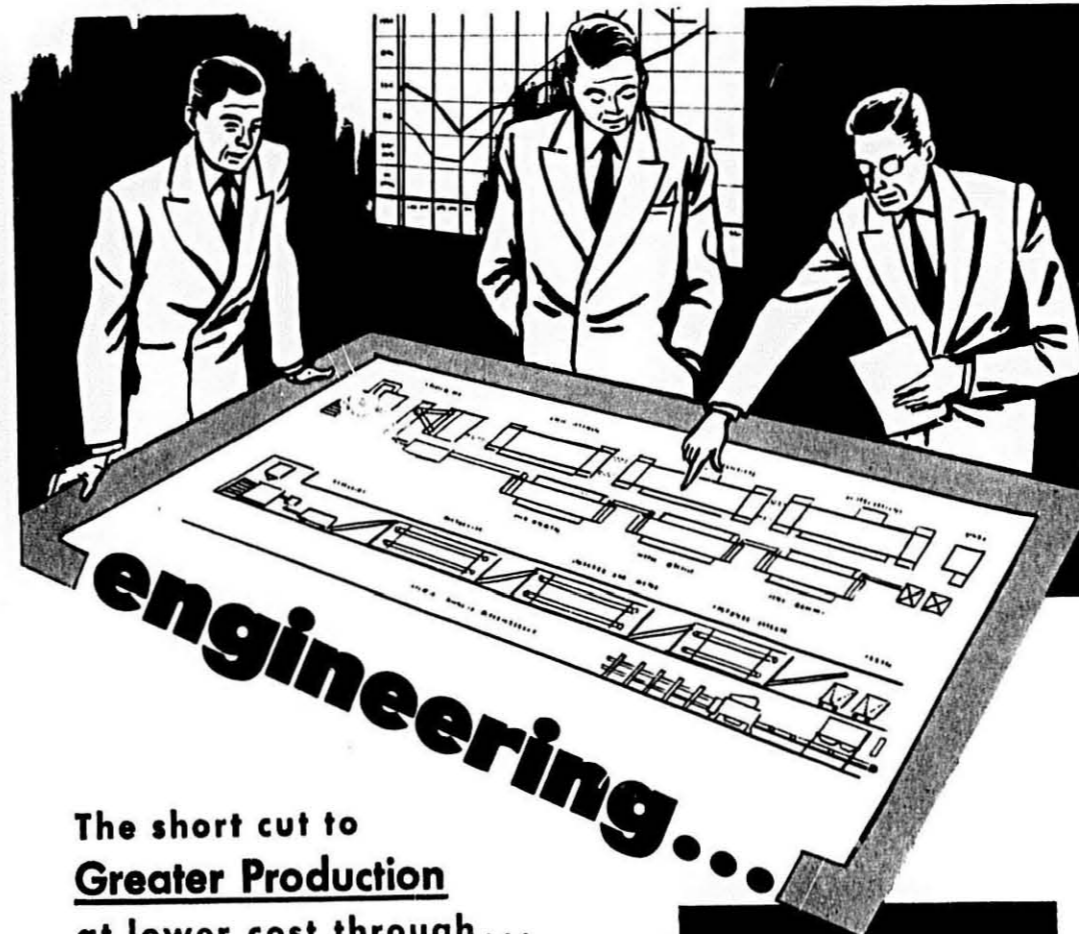
Among the top syndicates reaching thousands of newspapers, which gave headline treatment to macaroni, spaghetti and egg noodles many times during the 12-month period were NEA, Associated Press, United Press, Western Newspaper Union, King Features, Zola Vincent Syndicate, Chicago Tribune Syndicate, General Features, and George Matthew Adams.

Sunday newspaper magazine supplements also helped to carry the story of macaroni products and their advantages to millions of homemakers. In March, *American Weekly* ran our color picture, story and half a dozen of our recipes on macaroni products. *American Weekly* has 10,000,000 circulation and is an important magazine

supplement. Among the papers carrying this story were: *Albany Times-Union*, *Atlanta Constitution*, *Baltimore American*, *Boston Advertiser*, *Buffalo Courier-Express*, *Chicago Herald-American*, *Cincinnati Enquirer*, *Cleveland Plain Dealer*, *Detroit Times*, *Los Angeles Examiner*, *Miami Herald*, *Milwaukee Sentinel*, *New Orleans Item*, *New York Journal American*, *Philadelphia Bulletin*, *Pittsburgh Sun-Telegraph*, *Portland Oregonian*, *San Antonio Light*, *San Francisco Examiner*, *Seattle Post-Intelligencer*, *Syracuse Herald-American*, *Washington, D. C. Times-Herald*.

Parade, the Sunday picture magazine distributed with 34 newspapers having a circulation of 5,192,440, featured macaroni products several times during the year. These papers carry *Parade*: *Akron Beacon Journal*, *Boston Sunday Post*, *Bridgeport Sunday Post*, *Chicago Sun-Times*, *Corpus Christi Caller-Times*, *Denver Rocky Mt. News*, *Detroit Free Press*, *El Paso Times*, *Eric Dispatch*, *Ft. Wayne Journal-Gazette*, *Greenville, S. Carolina News*, *Harrisburg Sunday Patriot News*, *Hartford Courant*, *Houston Post*, *Indianapolis Times*, *Jacksonville, Florida, Times-Union*, *Jamaica, L. I. Sunday Press*, *Little Rock, Arkansas, Gazette*, *Long Beach Press-Telegram*, *Madison, Wisconsin, State Journal*, *New Bedford Standard-Times*, *Newark Sunday Star-Ledger*, *Norfolk Virginian Pilot*, *Oakland Tribune*, *Peoria Journal-Star*, *Portland, Me., Sunday Telegram*, *St. Louis Post-Dispatch*, *Salt Lake City Tribune*, *San Diego Union*, *Scranton Scrantonian*, *Syracuse Herald-American*, *Washington, D. C. Post*, *Wichita Sunday Eagle*, and *Youngstown Vindicator*.

Another important outlet for the macaroni message in 1952 was *This Week Magazine*, the Sunday supplement carried by these papers: *Baltimore Sun*, *Birmingham News*, *Boston Herald*, *Chicago Daily News*, *Cincinnati Enquirer*, *Cleveland Plain Dealer*, *Dallas News*, *Des Moines Register*, *Detroit News*, *Houston Post*, *Indianapolis Star*, *Jacksonville Florida Times-Union*, *Los Angeles Times*, *Memphis Commercial Appeal*, *Miami News*, *Milwaukee Journal*, *Minneapolis Tribune*, *New Orleans Times-Picayune*, *New York Herald Tribune*, *Philadelphia Bulletin*, *Phoenix Republic*, *Pittsburgh Press*, *Portland Oregon Journal*,



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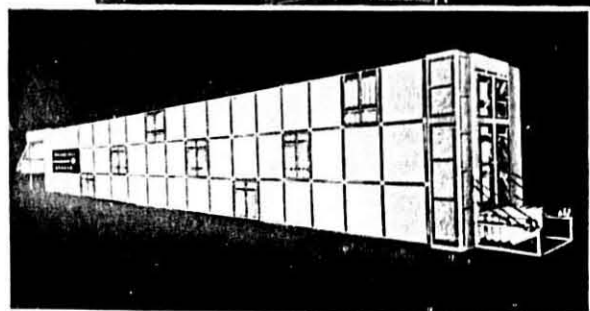
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Front view of Long Goods Tunnel taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

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mont dryers have long since stood so completely apart in the way they look, in the way they perform and in the prestige they bestow upon their own-

ers, that macaroni and noodle manufacturers have reserved a special place for them when they speak of their distinguished line of dryers. And this new year of 1953 is best evidence to see Clermont's measure of leadership.

and strengthened in every detail. During 1950 Clermont added to their distinguished line of dryers the complete automatic long goods dryer consisting of three units.

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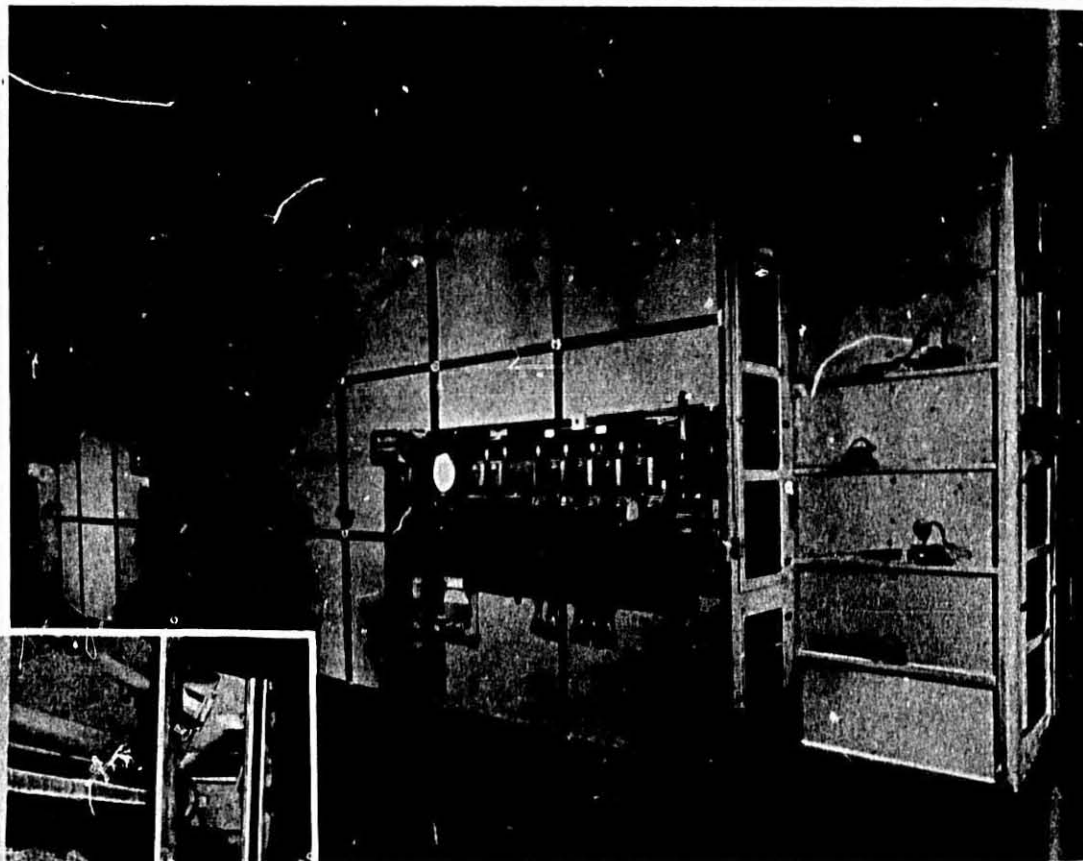
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Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont's noodle and short cut dryers are the only dryers that have conveyor screens that interlock with stainless steel side guides.

Also only Clermont dryers are enclosed with 3/4" thick heat resistant panel boards that never need painting, retain their fine appearance year in and year out, never blister, never crack. Many other features are incorporated that are solely Clermont's.

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April, 1953

THE MACARONI JOURNAL

51

TWIN ANNIVERSARIES

MODESTO JOSEPH DONNA

Managing Editor, The Macaroni Journal

1919-1953

CLERMONT MACHINE COMPANY, Inc.

Equipment Supplier to the Macaroni Industry

1919-1953

*To the Retiring Editor — Congratulations
To the Ambassador-at-Large — A Pledge*

None better than our founder, can testify to your unfailing and unstinting devotion to making The Macaroni Journal the handbook of the Macaroni Industry.

None more than we, pays greater homage to your thirty-four years of splendid achievements.

Editors will come; editors will go. The Macaroni Journal is here to stay. You built it on rock and its continuing success will be a living tribute to you who brought the infant to manhood.

We take pride in the part we shared in your past with the Journal; we take pleasure in pledging you our support in the future.

*To You, Our Friend
May Long and Happy Years Lie Ahead for You*

Clermont Machine Company Inc.

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CARMINE SURICO
President

JOHN AMATO
Vice President & General Manager

Providence Journal, Rochester Democrat & Chronicle, San Francisco Chronicle, St. Louis Globe-Democrat, Salt Lake City Tribune, Spokane Spokesman-Review and Washington Star. The total circulation of these 30 newspapers is 10,149,177.

Through news releases and stories placed with the news and business editors of the newspapers, the American public was kept informed of news and events affecting macaroni manufacturers. Such material served not only to enhance the prestige of the entire industry, but also contributed to the over-all effort to keep macaroni, spaghetti and egg noodles continually in the minds of the consumer.

Magazine Publicity

The nation's magazines further brought macaroni products into the foreground with many stories, pictures and recipes throughout the entire year. It was hard for a homemaker to be unaware of these durum-wheat foods when she read her favorite magazine. This constant and impressive presentation of our products helped to sell more of them to women who follow these food pages closely.

The February 4th issue of *Life* magazine carried a terrific picture story on macaroni products with numerous photographs, recipes and story material which really sold the advantages of macaroni, spaghetti and egg noodles. This story, which was the result of almost three months hard work by our organization with *Life* editors, reporters, and photographers, presented macaroni products favorably and with a flourish to the magazine's 5,000,000 plus circulation.

In the March issue of *Seventeen*, which has a great following among teenagers, food editor Beryl Walter saluted macaroni products in a colorful double spread showing a variety of dishes prepared from them. *McCall's* also paid tribute to the big three that month with another story which stressed their glamour in color photographs.

August *True Confessions* starred a color picture and recipe for macaroni salad in their story, "Let's Have a Picnic." Summer and Winter issues of *Secrets Magazine* also underlined the role of macaroni, spaghetti and egg noodles in menus.

In September, *American Home* did a magnificent story entitled "Take a Package of Macaroni," with photographs in full color.

Woman's Home Companion ran a color picture and recipe for Savory Veal Rolls and Egg Noodles in September.

In October macaroni, spaghetti and egg noodles really took to color in a big way in top publications.

The cover of *Good Housekeeping's* Casserole Cook Book had a colorful and most appetizing closeup of Susan's Macaroni, Tomato and Cheese Casserole. This same cook book featured



T. R. Sills

recipes for Quick Bacon-Noodle Casserole, Tomato Crab Bake with Spaghetti, Martha's Company Casserole consisting of beef, noodles and cheese, Columbus Casserole calling for elbow macaroni and liver, Lasagna Turkey Buffet Casserole, with Noodles, Ham-and-Noodle Casserole, Susan's Turkeys, Zesty Pork Chop Bake with Macaroni and finally Elena's Macaroni Bake. The cook book also gave directions for freezing macaroni casseroles for future use.

McCall's responded to our National Macaroni Week promotion with a recipe and photograph for Hamburger-Noodle Patties.

Better Homes & Gardens did two stories with pictures and recipes for Chicken-Tuna Bake with Spaghetti, Red Ribbon Casserole with Macaroni, Meat Balls with Spaghetti and Lasagne Casserole.

An eye-catching dish of Parsley Spaghetti was the center of interest of the buffet supper pictured in *Better Living*.

A mouth-watering Creamy Macaroni and Cheese Casserole got a big play in *Family Circle's* food pages.

Macaroni and Cheese was given a prominent place in *Everywoman's* color spread.

Woman's Day followed the macaroni products parade in the grocery-distributed magazine group and featured Spaghetti Parmesan.

True Story readers were reminded of the appetite appeal of Macaroni and Cheese with a color photo and recipe.

Home economists read about the origin and history of macaroni products and facts about their manufacture in *Forecast*, the leading publication in the home economics field. This article written by Emily Berckmann of the Sills staff also gave three lessons on cooking macaroni products. According to the editors of *Forecast*, these lessons were used with great success by home economics teachers in their food laboratories.

Radio and Television

Hundreds of returned keyed reply cards sent regularly with scripts and stories to almost 1,000 radio and television stations are proof of the excellent acceptance of our material in all parts of the country. Each of our scripts contained two recipes especially developed for radio and television delivery with a minimum of ingredients so the homemaker will be able to jot down the directions quickly. All scripts were geared to the season—winter, Lent, summer, holidays, et cetera.

Timely material also worked out by our staff was used by the radio syndicates, such as United Press, Associated Press and International News Service, and reached hundreds of additional radio and television stations.

National Macaroni Week Results

The National Macaroni Institute's annual promotion National Macaroni Week soared to new heights in 1952. We received an overwhelming amount of publicity in the magazines and newspapers, over radio and television and through co-operative advertising and publicity by manufacturers of other foods which combine well with macaroni, spaghetti and egg noodles.

The spotlight was on macaroni products in the nation's magazines during National Macaroni Week. All groups of homemakers were reached. All four of the grocery-distributed magazines—*Woman's Day*, *Family Circle*, *Better Living* and *Everywoman's* with a combined circulation of over 10,500,000—carried the macaroni story to their readers. *McCall's*, *Woman's Home Companion*, *Better Homes & Gardens* and *American Home* featured macaroni products as did *True Story* and *Secrets* magazine.

An article on macaroni products tailored for home economists was written by Emily Berckmann for *Forecast*, one of the leading publications in the home economics field. It goes to 45,000 home economists and this influential group in turn molds the minds of 6,000,000 homemakers and students.

National Macaroni Week newspaper publicity totaled over 2,000,000 lines. A special National Macaroni Week release with photographs, mats, stories and recipes went to every one of the 1,824 daily newspapers in the country. We played up the glamour angle of macaroni products and chose an around-the-world theme which appealed to the imagination and ingenuity of both the food editors and their readers. The foreign cookery theme was a good talking point, too, for the versatility of macaroni, spaghetti and egg noodles.

Clementine Paddleford, food editor of the *New York Herald Tribune*, did a special story heralding National Macaroni Week and used three of our

(Continued on Page 90)



Best Salesmen in the Crowd YOUR Milprint PACKAGES

Look over the line-up of macaroni and spaghetti products that fill the average dealer's shelves . . . and put yourself in the customer's place. You'll head for the product that's Milprint-packaged, too!



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The Biggest Pasta Yet

Tufoli is a giant-sized macaroni and our recipe, roundabout from Italy, stuffs the dough with meat to provide a dish of many uses

by Cissy Gregg, Home Consultant, Louisville Courier Journal

Story reproduced by permission of the Courier-Journal, omitting a page-size cut in colors, showing the attractive casserole of tufoli flanked by a colorful salad of assorted fruit sherberts with strawberry-jucupple topping, goblets of wine and cups of Italian coffee.

WHEN one works in a world of food and recipes, one believes the streets of heaven surely are paved with new, interesting, economical and easy ways to serve food. Having a cup of coffee with Vita Viviano of St. Louis when we were both in New York led me to a small corner of heaven. That is how we got our recipe for the dish of the day, tufoli, made according to a recipe her mother brought with her from Italy. At the same time, we added to our general knowledge of the large pasta family.

All pasta is made from the same basic dough. The choicest is made of semolina, a product of hard durum wheat. But in shapes and sizes, macaroni varies as widely as the towns and hamlets of Italy. We find the dough cut wire thin in *capelline d'angelo*, which has the delightful translation of "angel hair," or as the giant manicotti or "muffs," tufoli and others. In between these two extremes are our always popular and familiar macaroni and spaghetti.

For the time being, our interest centers on the big boys. We found a number of the large boys by different names. For your convenience, we found out that rufollete, cannelloni (big pipes), conchiglie (large shells), manicotti (muffs) and the other large tubular-cut macaroni can be substituted for the tufoli in this recipe. And by the way, tufoli is pronounced TOO-fo-lee.

Tufoli is certainly the biggest specimen of the pasta family we have ever seen.

The dish is a three-part affair, but it moves along quite easily.

BAKED STUFFED TUFOLI Makes Six Portions

Part 1. Meat Balls

- 1½ pounds ground beef chuck
- ½ pound ground pork
- ½ cup chopped onion
- ¼ cup minced parsley
- ¼ cup grated Parmesan cheese
- 2 tablespoons bread crumbs



Mrs. Josephine Viviano, who provided Cissy with her tufoli recipe from Italy.

- 2 tablespoons oil (olive oil preferred, or salad oil)
- 2 eggs
- 1 clove garlic, minced
- 2 teaspoons salt
- ¼ teaspoon pepper

Olive oil for browning the meat balls

Mix all the ingredients together and form into medium-sized balls. Brown balls in olive oil. Cook in tomato sauce.

Part 2. Tomato Sauce

- ¼ cup olive oil
- ¼ cup chopped onion
- ¼ cup chopped green pepper
- 1 clove garlic, minced

- 1 6-ounce can broiled mushrooms
- 4 6-ounce cans tomato paste
- 1 No. 2½ can Italian plum tomatoes
- 1 teaspoon sugar
- 2 teaspoons salt
- ¼ teaspoon pepper

Heat oil. Add onion, green pepper, garlic, mushrooms (drained and halved) and saute until golden. Stir in tomato paste and cook 4 minutes. Press plum tomatoes through a strainer or food mill. Add an equal amount of water. Combine with tomato-paste mixture and add sugar, salt and pepper. Bring to a boil, add meat balls and cook over low heat 1½ hours, or until the sauce slightly thickens. Remove the meat balls and set aside.

Part 3. Building The Casserole

- 1 pound tufoli (large tube macaroni)
- Meat balls
- 1 No. 2 can spinach
- 1 teaspoon salt
- ¼ cup grated Parmesan cheese
- 1 egg
- Sauce

Cook tufoli in 6 quarts of boiling salted water 12 to 15 minutes or until almost tender. Mash the meat balls all up in a bowl. (We did this with our hands and it worked very easily. If you are too finicky to attack the problem this way, use a potato masher.)

Add spinach which has been well drained and chopped fine. (The first

(Continued on Page 112)



Here's the giant tufoli vs. the ordinary macaroni, and believe us, tufoli is the biggest pasta we've seen. The hands belong to Dorothy Dwane.

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Continuous Drying of Short Pasta

For a long time, the economic advantages have been felt of adopting a system to automatically and continuously dry the short edible pasta in order to avoid the heavy maintenance and manpower costs required to charge, mix up and discharge the frames contained in the drying units of the cell or the tunnel type.

The problem can be solved by recourse to units of different types which can be combined according to various schemes and which utilize different conveying systems to feed the product. Among such systems are:

Screw conveyors of the continuous type or of the degenerated spiral type (the spiral being composed of a series of segments) or else of the cell (rotary) type.

Continuous wire steel nettings. Turnable frames, the lower end of which is composed of a wire netting or of a pierced sheet.

Flat, tilting frames or tilting bins in which sloping planes are incorporated.

Rotary Units

Most of the rotary apparatuses which are presently in use are derived, except for some detail, from the driers of the Butner or the Förster type, which have been employed for many decades in Italy and abroad, for drying several different products.

Such machines consist of a rotary conveying member which gives a gradual feeding motion of the product from the loading to the discharge hopper. The principle adopted for the feeding motion is that of a chute, and in most of the cases worm conveyors are employed, both of the continuous and the degenerated type.

The type of construction which presents the maximum of ingenuity and of functionalism in respect to the task involved appears to be that of the cell type; in these units, the rotating member is composed of different small cells, provided with chutes in such way that, at every turn of the rotating unit, the pasta contained in each cell is transferred to the subsequent cell and so on, until the pasta has gone through the entire drier.

Continuous Netting Units

For such machines, the conveying system is composed of several contin-

uous wire nettings, superposing each other, which are arranged and moved in such way that the pasta, through simple chute, passes from the top-level netting to the lowest netting, from which it is discharged outside of the drier.

Each continuous netting is driven by a driving roll, while the tension is secured by a stretching roll; it is easy to vary the speed of each of the continuous nettings, so that the level of the layer of pasta on each netting can be conveniently regulated.

Turnable Frame Units

In such devices, several supporting planes are arranged on which the pasta to be dried is placed; each plane is composed of several frames, the bottom of which is made of a wire netting or a pierced sheet, the frames being pivoted to continuous chains and being turnable around a longitudinal axis.

The different members which compose the planes supporting the pasta are arranged and connected in such way that, when they reach one of the ends of each horizontal plane they rotate around their pivots, so automatically discharging the pasta on the lower plane.

Tilting Units

Essentially, these units can be of two different types:

Swinging bin type: the main member is a chassis to which a swinging bin is suspended through intervention of steel or elastic wood springs: in the inner bin are placed some frames jointly moving with the bin and arranged according to a zig-zag line.

A free oscillation mechanism impresses to the bin a reciprocating motion which, jointly with the slope of the frames, causes the advancement motion of the pasta from the first to the last of the frames.

Swinging frame type: the unit is composed of a set of flat frames, which are alternately inter-connected so that two groups of frames are obtained, one of which is composed of the odd number frames, the other of the even number frames; each of two groups being mounted on springs or

pivots and being driven through a cam gear.

Usually, the two eccentrics are mounted in opposed relation each to the other on the same spindle, so that the shocks are compensated.

According to a modification of the suspension system, employment of cross journals instead of springs or pivots is provided: such development is very interesting from the technical standpoint but, at present, needs to be further improved.

The Drying Diagram

A rational and consistent drying diagram for edible pasta must allow removal of the moisture excess within the shortest time to preserve the product from any possible alteration (deformation, acidity, mold, twist, crack).

The speed at which the drying action can take place is limited by the maximum temperature to which the product can be subjected without causing any alteration in its most valuable nutritional components; another limiting factor is represented by the velocity at which, at the limit-temperature, the water transfer from the inner to the surface layer takes place.

Incidentally, it is to be remembered that both the starch and the gluten are colloidal substances which strongly retain the constitution water, which behaves differently from the free water, for which the evaporation law of Dalton is observed.

As a consequence, the diffusion velocity of the water from the inner layers to the external surface decreases as soon as the drying action progresses and, eventually, the diffusion can be delayed or even stopped from hardening of the external surface, due to a too-quick drying action.

On principle, therefore, until a quasi-complete drying is reached, the temperature of the product has to be gradually increased, so that the transfer of the moisture is speeded and, in the same time the evaporation rate has to be decreased in order to avoid an excessive hardening of the external surface.

However, the complicated technological requirements connected with the

by Dr. Paolo Barducci

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different phases of the drying process don't allow considering such rule in any case; for instance, when the drying process is in the initial phase, the pasta is easily subjected to deformation, whereas the smaller size pasta shows a trend to conglomerate.

In order to avoid such disadvantages, it will be convenient to effect first of all, a quick hardening of the external surface, subjecting the pasta to a strong action of surface evaporation. A short phase of recovery will follow and finally, a phase of intense deep evaporation will take place.

After such treatment, the pasta will appear to be strongly hardened (i.e., "planished" or "papered") and will need a suitable period of recovery before evaporation of the residual moisture can be attempted.

After the recovery, the wet-hot drying treatment will take place, such treatment being effected, as aforementioned, at an increasing temperature and a decreasing evaporation rate of the product, so that the moisture will be distributed in a uniform way along the whole thickness of the product.

It will be remembered that, while use of modern meters allows, at the present, the quick evaluation of the approximate moisture percentage contained in the pasta in every moment of the drying process, it is still the touch only that allows the evaluation of an homogeneous distribution of the moisture.

It is therefore advisable to provide, when the wet-hot treatment is complete, a recovery region in which the pasta will be allowed to remain during a period variable according to the needs, so that along the entire thickness the pasta will safely reach the hygrometric equilibrium.

When the quasi-complete drying of the pasta has been reached, the product will have to be cooled to a temperature somewhat superior to that of the room in which it will be stored and, furthermore, it will be subjected to a stabilization process, effected at a prefixed moisture content.

The cooling action is obtained subjecting the pasta to an air draft having a suitable temperature and a high moisture content; cooling always involves a light drying because the air which flows through the pasta gets heated, although saturated, and therefore it is in condition to cause a certain amount of drying.

When the pasta has reached a temperature very close to the end temperature and its water content is slightly superior to the prefixed percentage, it is subjected to the stabilization process, which ventilates the pasta with suitable conditioned air. The evaporation continues, at an always decreasing rate, until a tension equilibrium is reached between the moisture content of the air and that of the product. When such equilibrium is obtained, the ex-

change of moisture stops and the pasta appears to be stabilized.

In order to realize the beforementioned drying diagram, it is necessary to ventilate the pasta by means of conditioned air having varying characteristics of temperature and moisture percentage.

Theoretically, such characteristics should present a continuous variation along the path effected by the product in the drier, so that such characteristics be in agreement with the requirements of the process, varying with the progress of the drying action.

In the practice, the most satisfactory results are obtained subdividing the drying machine in the highest possible number of sections, which are each insulated from the other in the best possible way.

A number of such sections or cells will be provided with ventilating and heating members which will cause an efficient circulation of suitably conditioned air, while other cells will not be equipped for ventilation and will provide to the "recovery."

Papering and Drying Units: a Comparison

It will be interesting to establish a comparison between the various types of driers, using different kinds of conveying members which have appeared in the market in the recent years.

Tilting Units. Employment of such units has been limited, by this time, to the first ventilation of the pasta coming out of the dies of the automatic presses, and its scope is to avoid agglomeration of the small size pasta and squashing the larger size pasta: the scope is reached effecting a quick surface hardening.

When the pasta has been so treated, it is possible to forward it without inconveniences to the conveying, lifting and distributing sections of the proper papering units.

Rotary Units. Among the various units of that type, those which have satisfactorily passed the test of the time are only those which are built according to the cell system, whereas almost all the other types have fallen in desuetude or are used, in the best of cases, for light pasta drying only.

The rotary driers of the cellular system, on the contrary, allow, if properly built, to effect the best papering, since it has been demonstrated that the pasta, until it contains a high moisture percentage, can be conveyed by suitable rotating members without being subjected to any damage, except in the case of some special sizes or forms of pasta.

As far as the ultimate drying is concerned, the rotating units of the cellular system are apt to effect the complete treatment of the small size pasta and of the medium size (cylindrical or quasi spherical) forms, which are not subjected to an excessive rubbing or dusting effect.

On the contrary, not fully satisfac-

tory results have been reached in the case of the ultimate drying of large size, lined ("rigata") pasta of some large sizes of "printed" pasta. For such forms it is not advisable the employment of rotating units.

Continuous Netting Units

Research work in other directions led to the development of continuous netting units, already known and appreciated in connection with the drying of many other products: the characteristics of that type of apparatus, as far as the conveying means are concerned, consists in that the pasta remains still on the netting until it is discharged on the underlying netting, so being mixed up; it is, therefore, possible the treatment of any size.

It would be wrong, however, to believe that such conveying means represent the solution of the complex problems connected with the development of a rational and gradual drying process; therefore, such apparatuses have to be built with special care, so that each continuous netting receives a suitable ventilation in accord with the drying phase that this particular netting has to provide. Furthermore, to the ventilated nettings other nettings have to be alternated, in which no ventilation is provided and which are intended to perform the required recovery phases.

The nettings must have a very rugged construction, so that disadvantageous depressions are avoided; some attempt to substitute the steel wire netting by synthetic fiber materials (nylon, for instance) failed to obtain satisfactory results.

Furthermore, it is to be remembered that an apparatus of the continuous netting type, built in a rugged and rational way, having an entirely metallic structure, has the advantage of a longer life than the rotary driers; which are usually wood built; furthermore, they allow to effect the control of the drying conditions of the pasta in any region of any particular continuous netting, and they facilitate the performing of periodical and radical cleaning operations.

The continuous netting driers, if conveniently built, are equally apt both to the papering and to the drying of the short pasta of any size; however a trend is observed to limit their employment to the papering action, while the ultimate drying is reserved to the turntable frame driers.

Turntable Frame Units for Ultimate Drying

In comparison with the continuous netting units, these driers have the advantage that, the size of the units being equal, the effective surface available for drying the pasta is redoubled.

According to the best principles of the art, these units are composed of several standard superposed elements, each element being provided with ven-

(Continued on Page 114)



Way back when
the current Macaroni Journal
was started in May, 1919 . . .



We're proud to say that

James T. Williams

founder of The Creamette Company

was a prime mover, not only in

the National Macaroni Manufacturers

Association, but also in starting

the macaroni industry's current

Journal on its 34 years of con-

tinuous and successful publication.



Congratulations to M. J. Donna

on his fine record in the publica-

tion of this magazine, devoted

entirely to the interests of

everyone who makes and sells

macaroni products!

THE CREAMETTE COMPANY
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**You need them—
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TRADE ASSOCIATIONS

Reproduced with credit from an article in "Florist Exchange and Horticultural Trade World," by Valteau C. Curtis, Curtis Nurseries, Callicoon, N. Y., and loaned to the macaroni, spaghetti and egg noodle manufacturers of the United States.

—The Editor.

No progressive businessman, today, can ignore the necessity of active participation in his trade organization. In this day of pressure-group legislation, his industry faces a fight for existence. Trade organization provides the most effective means of carrying on this fight.

That is how I look upon my trade organization—the American Association of Nurserymen.

This association is a well-seasoned one. It has flourished, declined, re-organized and prospered again. It represents the experience, the ideas and the dreams of many individuals. It would not, today, in its 75th anniversary year, stand at a record high level of membership—nor would hard-bitten nurserymen, through all these years, have paid their own money into its coffers—if it were not for a profound conviction that it is a vital part of the nursery business.

Well-Defined

What do we mean by "trade organization?" Of several definitions I have heard, this seems to me the best:

"A trade association is an organization voluntarily created by men confronted with common economic problems, for the purpose of developing collective thought through group action and maximum co-operation toward the solution of the problems in their respective fields. Through co-operative endeavor the industry is able to strive for the fullest degree of efficiency of service to the industry and at the same time for the greatest benefit to the public generally."

This definition well describes the aims of organization; but to go a bit further, and really "lay it on the line"—aren't the requirements of commercial life too difficult to be grappled with effectively by individual firms, however courageous and self-confident? Joint action is necessary. Mass attacks move mountains.

Powerful

When Herbert Hoover was Secretary of Commerce, he said of trade organizations: "They are the safeguards

of small business and thus prevent the extinction of competition. With wisdom and devotion their voluntary forces can accomplish more for our country than any spread of the hand of government."

This puts the responsibility where it belongs—on our own shoulders as fellow nurserymen. If we wish to maintain our American way of life, we must exert the strength of determined co-operative effort. We must back it to the hilt; do our share of work within the framework of its structure; help keep its house in order, and see that it continues to be an association for the benefit of all.

Our AAN comprises a diversity of enterprises: wholesale, retail, landscape, mail-order, etc. It must find common grounds upon which to advance the interests of all.

Here are some of the objectives that our association aims toward on a national level:

1. Act as a watchdog over legislation related to the nursery business.
2. Provide liaison with governmental departments with which we have business.
3. Keep in close touch with technical research in our field through universities, schools and experimental stations.

4. Keep all its members actively informed of all matters affecting the interests of the nursery business.

5. Keep the divisions or chapters of the organization properly organized and represented in the general meetings of the association.

6. Provide maximum opportunity for the chapters to inform themselves of business pending in the association, so that they may authorize their representatives to act for them in an orderly manner in the annual meetings.

7. Provide a means for the exchange of thought among members throughout the country and throughout the year.

8. Carry on an active promotional program for the use of nursery products.

Let's not kid ourselves. To maintain the position of our nursery business, in a local, state or nationwide way, we must be as well organized as other industries. We have an advantage in that we sell the most beautiful things in all the world. Let's not drag along on that advantage, but make the most of it by effective organization. And I don't mean "we, nurserymen," in any vague sort of way—I mean you and I.

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			
	1953	1952	1951	1950
January	880,847	1,087,057	870,532	691,006
February	820,133	864,909	901,751	829,878
March	857,892	732,491	1,002,384	913,197
April		693,917	526,488	570,119
May		845,109	774,911	574,887
June		866,612	666,774	678,792
July		726,694	561,915	654,857
August		748,864	915,988	1,181,294
September		938,266	827,485	802,647
October		1,151,103	1,197,496	776,259
November		873,325	882,617	700,865
December		873,509	827,986	944,099

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1952, to April 3, 1953.....7,870,633
 July 1, 1951, to April 4, 1952.....7,943,475

PETER ROSSI & SONS

INCORPORATED

Rossi Brand Macaroni
IN PACKAGE AND BULK

Rossi BRAND MACARONI AND EGG NOODLES

Rossi Brand Egg Noodles
IN CELLOPHANE AND BULK

BRAIDWOOD, ILL.



Mr. Rossi

Well Done, M. J.

Back in 1919 I had the honor of recommending and introducing you as an applicant for the position as Secretary of the Association. In the last 34 years, M. J., you have given untiring devotion to the problems of the Association in times of prosperity, depression and war; as founding Editor of the Macaroni Journal you have created a profitable organ of the macaroni industry with international acceptance; and as originator of the Macaroni Institute you have demonstrated your ability to early foresee the necessity for public relations for the future consumption of macaroni products.

Your record of accomplishments for the macaroni industry spells *Well Done*. I know that in your new position as Ambassador-at-Large you will give the industry the same devoted service.

Henry D. Rossi, Sr.
 PETER ROSSI & SONS
 BRAIDWOOD, ILLINOIS

ORDERS ACCEPTED CONTINGENT UPON STRIKES, FIRES, ACCIDENTS OR OTHER CAUSES BEYOND OUR CONTROL. QUOTATIONS ARE FOR PROMPT ACCEPTANCE ONLY.

Business Should Get Its Intentions Known

an article reproduced from Editor and Publisher of February 16, 1952

The first half of this century saw the rise and fall of the American businessman as the idol of the world.

He deserved the rise. He deserved the fall.

During the first quarter of the century, the businessman reached the peak of public admiration and influence. Management had succeeded proudly, spectacularly, in the fields of engineering, manufacturing, marketing and finance. This bread-and-butter type of management accomplished wonders in carrying the nation up to an unprecedented level of material well-being.

Then came the crash. Employees and public quickly gained the impression that the businessman was inadequate in the situation, that he didn't deserve either the power or the confidence he had enjoyed.

He was obviously confused as to what had happened, uncertain as to what—if anything—should be done. Too many people got the idea, from his silence and apparent inactivity, that he thought *nothing* could or should be done.

Central Planning

A coalition of political and union leaders took over. Big government, big direct taxes, still bigger indirect taxes of inflation, and regimentation of the individual in and out of business began their startling growth.

The incentives and competition of the free market in goods and services rapidly gave way to central planning and central management of the company as though it were just a vast give-away program at home and abroad—with presumably no one ever coming around to take away.

There are still people—even in high places—who are right now claiming that we cannot only maintain but raise the level of living of the families of the 65 million members of the work force (obviously just about all of us) just at the time this new annual total of \$85 to \$100 billion worth of our out-

put is being taken away from consumers for defense and other governmental uses not productive of civilian goods or services.

The bankruptcy of such ideas—and the contrasting desirability of better arithmetic all around and of more individual incentives and justice—are now becoming evident to many who were formerly misled.

In the process, better informed and more publicly vocal managements are regaining some of the former recognition of their sound productiveness and their general usefulness.

But management has, so far on the whole, worked its way still only a notch or two back up from the bottom of the public appreciation and approval scale.

Lack of Respect

Too many of our employes and too many of their friends and representatives—in unions, government, among educators and even among the clergy—in short, too many of business' real bosses among the public, neither respect nor like businessmen.

Too many people don't think that the jobs we provide are what they ought to be. They don't think that the economic and social consequences of our activities, and the system back of our activities, are what they ought to be for the good of each community and of the nation.

They don't even credit business with good intentions toward them, with being on their side. They doubt our honesty and competence in the broader economic and social field.

Hence our participation is not sought—nor tolerated—in important public affairs. On the contrary, it has become popular, and therefore politically expedient, to heap injustices upon businessmen, and even to limit our carrying out what people want us to do for them.

Thus the public—which is the beneficiary from the goods and other serv-

ices of business—is continuing to let itself be misled into preventing business from giving as good values to customers, as good jobs to employes, as good orders to vendors, as good taxes back to the public, and as good other economic, moral and social consequences of business operations as would be easily possible if business itself—and the free system back of it—were understood and publicly approved.

But, although bold and imaginative in dealing with any misrepresentations of commercial competitors, businessmen still too often appear cowardly and remain silent in public when confronted with union and other economic and political doctrines that misrepresent the businessmen's intentions, functions, and contributions to the public good.

Too many businessmen are unthinkingly continuing to devote themselves to the program that has historically failed them: that of concentrating on marketing, engineering, manufacturing, and finance while leaving to others the economic and political explanation and interpretation of business and of the free system of incentives and competition within which business produces its gains for the public.

That has got to be changed, and quick.

Else there will be no free businesses where the managements want to—and are permitted to—work in the balanced best interests of free employes, free customers, free vendors, and free savers with an opportunity and incentive to risk their savings on pleasing the public better.

Else, also, there will be no free publishers. The publisher is a businessman like the others. But he has one additional hazard in the propensity or necessity of collectivist governments to kill a free press—beginning with the allocation of newsprint on a political basis. The writer was for a time re-

(Continued on Page 65)

A LETTER TO THE EDITOR

TO: M. J. Donna, Editor of The Macaroni Journal
FROM: Glenn G. Hoskins
SUBJECT: Donna's Contribution to the Macaroni Industry.

We, who have worked with you these many years, know what your service has meant to the Macaroni Industry. Exactly when we first learned about you isn't important because it seems you have always been there when you were needed. In our minds we cannot separate your work as editor of The Macaroni Journal and as Secretary of the National Association. In both capacities you have had the toil and sometimes suffered the abuse. Maybe, sometimes you were discouraged, but you were always sustained by the satisfaction that comes to those who serve well.

You have sweat out the descent to the valleys of lethargy and industry turmoil. You have survived the climb to peaks of activity and industry organization in the Million Dollar Advertising Bubble, NRA, OPA and OPS. Competitive organizations have flourished and died. You, M. J., have always been there to pick up the pieces and start building again.

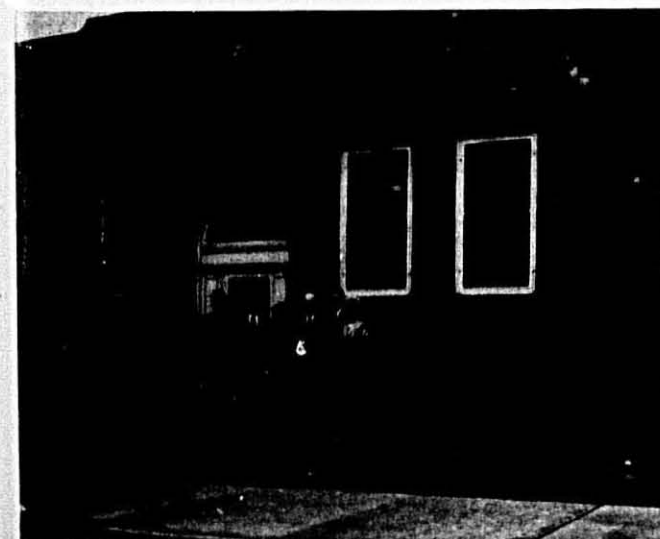
Our own venture in specialized service for manufacturers of macaroni and noodle products owes much to what you have done. Our files of The Macaroni Journal are valuable sources of information which are not elsewhere available. You have been the recording historian of the history you helped to make.

And so my staff joins me in this word of appreciation for what you have done for us and for the Industry. You can approach your many years of easier living with the knowledge that the whole Industry endorses what we have tried to say here.

Sincerely yours,

Glenn G. Hoskins Company
Industrial Consultants
Libertyville, Illinois

G. G. Hoskins
G. G. Hoskins



Write for a copy of THE HOSKINS SERVICE, a booklet describing the special service available to manufacturers of macaroni and noodle products.

Glenn G. Hoskins Company
125 E. Church Street
Libertyville, Illinois

Most Packaged Foods Held Not Self-Selling

More than half of the thousands of jars, cans, and packages lining food store shelves today fail to do the selling job required by self-service conditions.

That is the opinion of four outstanding package designers—Egmont Arens, Alan Berni, Edward Gustave Jacobson, and Jim Nash—who have created many of the country's most popular food containers.

They point out that a package must either "sell itself" in a self-service store, or remain unsold. Inasmuch as food merchants, operating on tiny profit margins, are forced to discard products that do not have rapid turnover, the packaging problem becomes a matter of "bloom or bust."

Manufacturers are increasingly accepting this fact, but a considerable number of companies—notably those controlled by older men—are resisting the trend. They shy away from re-designing for reasons that range from inertia to "expense" to "tradition."

Should Spot Package

In the opinion of designers, such reticence is suicidal. "Remember that a customer may spend only 30 minutes in a food store," Mr. Arens says. "She is faced with 3,000 or more different products, and makes her selection to a large extent on impulse. Obviously a package that attracts her eye has a better chance of being selected than a drab-looking competitor."

Mr. Jacobson adds, "A housewife should not be made to hunt for a product. She should be able to spot it immediately."

What are the qualities of a good package? The fundamentals are that it attracts attention and stimulates the appetite. This is accomplished by the judicious use of color, superior handling of the lettering and trade mark, and tempting use of illustrations.

It must also prominently identify the product, include concise selling copy, and provide helpful information on what is inside, what the product will do for the user, and how it should be prepared.

Frequently his package is the only thing a manufacturer has working for him at the point of sale. "That's why it is vital for him to make intelligent use of all available space," Mr. Nash points out. "A picture of the contents alone is not enough. There must also be recipes, instructions, and other data. The customer insists on knowing exactly what she is getting for her money."

In addition to doing a selling job in the store, a good package must lend

Design deficiencies spell doom in self-service stores, four authorities declare. "Traditional" manufacturers warned on resisting trend.

itself well to general advertising, Mr. Nash says. "It must be easy to depict in printed ads, and it should have a simple, strong characteristic that will serve to identify it in the consumer's mind.

"You can call it a trade mark, or birthmark, or 'handle.' But it must be closely tied to the product so that an announcer can say 'Look for the little yellow dog' rather than 'Look for the red-white-and-blue package.'"

Stressing the name of the manufacturer is not overriding importance, according to Mr. Berni. "If it is a nationally advertised brand of course, the package should follow through.

"Housewives do not seem to be primarily interested in brands, however," he says. "Often they are simply conscious of the nature of the item they want."

Loyalty to Brands

Along the same lines Mr. Arens notes that "Kid loyalty is practically the only brand loyalty left in cereals." Accordingly, the men who design these packages concentrate on loading them with built-in premiums and other material of interest to younger consumers.

This practice of heaping on more copy is one of the outstanding recent developments in food packaging. "The old time poster effect has given way to the magazine-type of package," Mr. Arens asserts. "Pictures and text are used to induce readership.

"We encourage customer interest by providing entertainment. But entertainment must constantly be changed, so the multiple-face label is coming into greater use. This means that the same product appears on the shelf in a variety of different packages.

"Cereal boxes have different cut-outs on the back, and cake mix containers feature different recipes."

Another trend, described by Mr. Jacobson, is toward packaging a product in a container or dispenser that can be used in the home. Housewives have

By ED WALZER in Journal of
Commerce, New York

shown a great liking for packages that have this kind of "liveability," he says.

The first requirement of a package, all the designers agree, is that it must stand out in comparison with its competitors. They never work in a vacuum, but always with an eye on the cans or boxes that will flang theirs on the shelf.

Color naturally is a major factor in attracting attention, but choice of a hue involves a great number of considerations. It is not true, for example, that certain colors are "right" or "wrong" for a given product even though a coffee manufacturer may consider brown the only logical shade.

Sunlight Colors Best

Colors are chosen for the impression they will make on the shopper's eye and for their relation to competing lines. Generally speaking, those that contain the most "sunlight"—orange-red and orange-yellow—are considered desirable.

But the fact that most modern food stores use fluorescent lighting also influences the choices. Thus, according to Mr. Arens there are strong reasons for using "high vibrations" colors which show up well under these conditions.

One result of the need for "eye appeal" is that packages will generally tend to become brighter and brighter, Mr. Berni observes.

Technical Advances

Designers are being helped by many technical advances. "Paper and inks are better than in the past," Mr. Nash points out, "and much finer reproduction is now possible at a cost that is no longer prohibitive."

Mr. Jacobson is greatly impressed with the potentialities of a relatively new material, metal foil. "Especially gold foil. The woman's eye just can't pass it. True, foil costs more, but it is the magic formula. Don't forget, the housewife doesn't think every purchase through. She reacts subconsciously, and she will reach for gold every time."

Women also respond favorably to the illusion of size. A package that "looks" bigger than its neighbor will

move incomparably better, all other things being equal. In actual experience, a squat jar of jam was completely ignored in favor of a traditional tall jar, although both labels clearly specified that the weight was identical.

Showmanship Gets Results

Mr. Arens vouches for the fact that the "quality" look does not pay off in super market selling. Deluxe design, consequently, is dwindling, and is being replaced by attention-getting techniques. "Beauty is not the criterion today," he says. "Showmanship is what gets results."

The trend toward dynamic, rather than static packages means that manufacturers will have to reconcile themselves to constant redesigning. This is already evident in several lines, notably cereals.

In a not inconsiderable number of firms management still chokes over the expense this entails. Package designers answer that the cost should properly be charged off to point-of-purchase advertising, because that is what the new packages supply.

Traditionally, the acquisition of labels was a responsibility of the purchasing department, and they were bought on the basis of cheapness. Similarly, Mr. Berni notes, manufacturers avail themselves of the "free" design service offered by packaging suppliers.

Seminars on Packaging

Three workshop seminars for executives in the packaging field will be sponsored by the American Management Association, May 6-8 (Wednesday through Friday), at the association's headquarters at 330 West 42nd Street, New York.

These sessions are part of AMA's national program of seminars, intensive small-group discussions of specific management problems. More than 200 are being held this year in various fields of business management. Each seminar is composed of not more than fifteen executives, meeting for three full days under the guidance of one or more discussion leaders to explore a single area of management thought and practice.

Topics of the packaging seminars are methods to increase efficiency of the packaging production line, organization and administration of the industrial goods packaging operation, and organization and administration of the consumer goods packaging operation.

The first is directed to manufacturers of consumer goods items who require a high-speed packaging operation. Aspects of the subject likely to be discussed include election of equipment, corrective and preventive maintenance, selection and training of packaging production line personnel, setting

up a specifications program for purchase of materials, establishing and using production line standards, considerations in laying out the line, minimizing material and manpower losses, and providing equipment and facilities in accordance with agreed package standards.

The second of these seminars is for industrial goods manufacturers. Participants will take up functions and responsibilities of the packaging section, development of new packages, package testing, materials, production line considerations, relationship of packaging and materials handling, loading and unloading of trucks and railroads, personnel needs and training, purchasing, co-operation with other divisions, planning, scheduling, controlling, reducing operating costs, care of machinery and equipment, and good housekeeping.

Representatives of companies that package products for sale through retail stores, and whose packages thus require eye appeal, will attend the third seminar. They will talk about such questions as the packaging section's relation to the new product department and to other company departments, considerations in designing the package, laboratory and market testing of packages, purchasing of materials and use of specifications, and selection of machinery for packaging.

BUSINESS INTENTIONS

(Continued from Page 62)

responsible for distribution of the newspaper supply in this country and still shivers at the thought of how such power could be prostituted by a man or a movement reaching for dictatorial power with the aid of a gradual silencing of any press opposition.

Two Ways to Do Their Duty

How are businessmen to do their duty—their duty to themselves as well as their fellow citizens?

By doing two things: first, getting the intentions of business known. Then second, getting the facts of business known.

As to our intentions, we must be sure it is a fact—and then that employees, customers, vendors, share owners, and the public know—that we put the human considerations first . . . and that we do so because of valid promptings from both head and heart.

We are going to be telling them a lot of things to clear up present misinformation and misunderstanding—things too often contrary to beliefs and statements by their leaders outside of business. They have got to believe that we are on their side—are giving them unpleasant or controversial informa-

tion in their interests—if we are to do any good in what we are trying to accomplish.

To do this we have got to get into actual two-way communication on a genuine man-to-man basis with our employees, customers, vendors, share owners, neighbors, and general public. The mainstay of this is personal contact, of course. But we need to pave the way for the personal contact, we need to put down on paper what is going to be said and done during the individual contact, and we need to confirm and remind as to what was said and done.

In no other field of selling do we depend on the salesman alone. We supplement and multiply the salesman's work by advertising. This selling of the economic moral and social consequences of business—and the good intentions of business—is a mass marketing job. Publishers, advertising agencies and the industrial and public relations counsellors should be urging their clients to use the same methods in management selling as they do in product selling.

As to getting the facts of business known, we have an even greater obligation to use all the methods, including advertising, which we have used in getting the facts of products known. The writer doesn't believe that good pay, good prices, good conduct as to the humanities, and being a good neighbor and taxpayer will of themselves alone solve the employe and community relations problem of business. Employees and public must also be able to know what is right—through their own education and information about our business system in general—if they are to be convinced they are being treated fairly by a given business or by the business system as a whole.

A constantly expanding education in economics at all levels is needed.

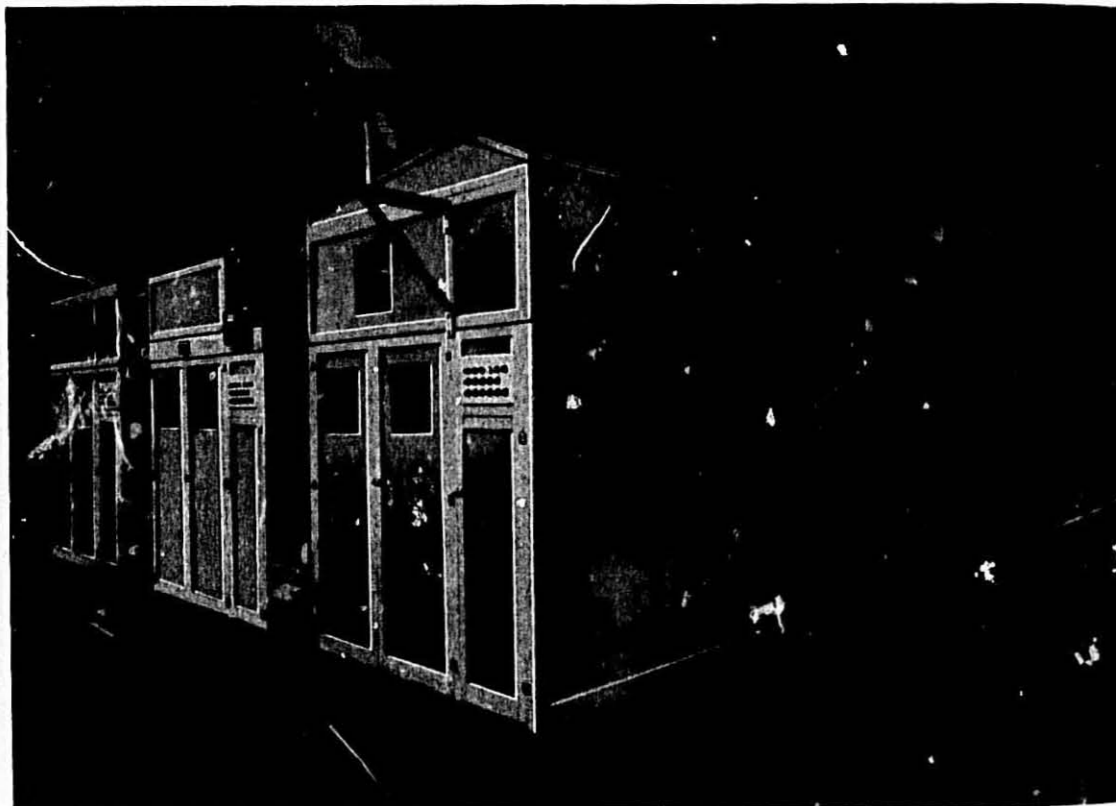
Economics will help our employes and neighbors know where jobs come from, how to keep them steady, how to earn more money that is real money, and how to get security for old age.

This economic education—of management as well as of employes and neighbors—needs to be carried on in discussion groups in and out of business and professional offices and factories—and especially where citizens come together to try to do a better job of being good citizens.

But national—and especially local—advertising has an important and far too little utilized place in economic education about given businesses and about the business system in general. Publishers, advertising agencies, and industrial and public relations counsellors can be serving the interests of both duty and profit by urging and helping their customers and clients multiply their economic messages and related good citizenship education through the advertising pages of the press.

Check Proof Dryer Instrument Controlled Hygienic

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



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

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

Ambrette

MACHINERY CORP.

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

LOOK for Yourself!

Then - You too - will go "Ambrette" for trouble free spreaders

- Because Ambrette Long Goods Spreaders are designed to give a minimum in trimmings to be returned and reworked in mixers. This means better Long Goods Quality and higher continuous production Output.
- Because Ambrette Spreaders utilize a self-equalizing dough pressure over the dies no artificial means such as choker bushings in tubes and die block are needed. These artificial devices are a detriment to Quality and make cleaning of Spreader difficult.

PROVEN "Electrodynamical" SPREADER

"A Modern Progressive Electrically Co-ordinated System in Keeping with the Technology of Our Times"

SIMPLICITY

Just a few moving parts operating approximately 15 seconds in every minute. Brake motors and limit switches synchronized with easy to operate electric timer. This is a solid, simple assembly.

Has no gear box with ratchet, clutches, tension springs, and V-belts which must work continually while spreader is in operation.

MINIMUM WASTE

Approximately
5%

MAINTENANCE

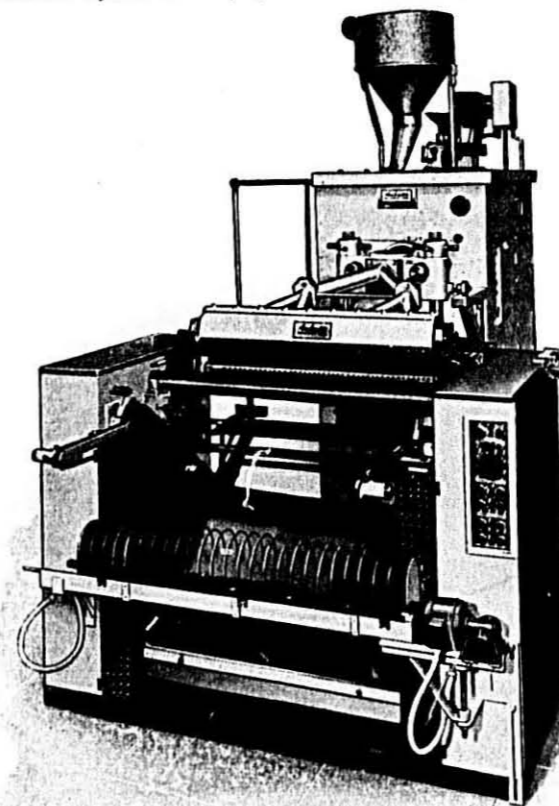
Average over 7 years has proven amazingly low.

This is understandable when you consider that you have only a few moving parts operating for only a short period of time.

Model DAFS—Long Goods Spreader

Model DAFSC—Combination Long and Short Goods

Model DAFSX—Combination Standard Long Goods, Fusilli, Short Goods.



Eat and Stay Slim—New Italian
Home-Style Spaghetti Sauce Introduced at

La Rosa Press Luncheon

FOOD editors from newspapers and magazines ate heartily and without fear for their waistlines at a special press luncheon, held February 16 at New York's Waldorf-Astoria Hotel. Host at this unique low calorie luncheon was V. La Rosa and Sons, makers of spaghetti, macaroni and egg noodle products. Purpose of the luncheon was to dramatize to the food press the versatility of low calorie La Rosa macaroni products as the basis for palate tempting and nutritious dishes. The food served dramatically demonstrated that La Rosa macaroni or spaghetti, in addition to other low calorie foods, provides a complete and satisfying meal. It suggested possible full-course home dinners of less than 300 calories with a main dish of La Rosa spaghetti or macaroni.

La Rosa used the occasion of the luncheon also to launch a new product—the very first La Rosa Spaghetti Sauce—a traditional Italian home-style sauce. This flavorful, pre-cooked sauce served as a base sauce for all three of the macaroni and spaghetti dishes which the editors sampled.

All Foods Served Marked for Calories

To point up its low calorie theme, every serving of food and drink at the luncheon was accurately marked for calories. Thus during the cocktail hour which preceded the regular luncheon, trays of drinks as well as hot and cold canapes and hors d'oeuvres bore warning signs pointing out the number of calories in each. Editors thus ate and drank well aware of the calories consumed. For example, a smoked salmon canape contained about 34 calories, a tiny hot sizzling meat ball about 43 calories, a white fish canape about 37 calories and so on. Among the popular cocktails served, a Manhattan contained 95 calories, a Daiquiri 110 calories, a Dry Martini 90 calories.

When the luncheon was served, each dish was brought to the table accompanied by an announcement of its calorie content. The first course was a superb soup—a rich consommé with La Rosa Pastina—hearty, full-flavored and nourishing. A 4-ounce portion of this internationally popular soup, contained only 45 calories!

Next came the entrees. La Rosa served three main dishes to dramatize simple yet sumptuous foods—each one of which can provide a substantial

main dish for any meal. The serving of three main dishes was to demonstrate three fine recipes, certainly not to suggest that anyone serve three main dishes at one meal in the home.

The first entree consisted simply of low-calorie La Rosa Spaghetti smothered under a generous outpouring of La Rosa Spaghetti Sauce just as it comes from the can—heated and served. This extremely simple dish was served for two reasons—to reveal the low calorie count of such a dish and to demonstrate the flavor of the new sauce by itself, allowing the guests to savor the traditional Italian-home flavor. Calories for a generous four-ounce portion were a low 101!

The second entree consisted of jewel-like low-calorie La Rosa Shell Macaroni served with a succulent sauce of lobster and shrimp coarsely chopped and mixed with the new and delicious La Rosa Spaghetti Sauce. A 4-ounce portion of this complete dish—including the La Rosa Macaroni Shells—contained only 111 calories! Finally came low-calorie La Rosa Spiedini, twisted golden spiral shaped macaroni

with a hollow center for cradling sauces. It was served with a tempting meat sauce made of ground beef, veal and pork sauteed and blended into the new La Rosa Spaghetti Sauce. A 4-ounce portion—the complete dish including macaroni, meat, and sauce—contained only 158 calories!

The main dishes at the luncheon were followed by a typical Continental tossed green salad with an oil and vinegar dressing. Total calories for each 4-ounce portion (dressing included) added up to 80, although very little oil was used. Extra olive oil was available at each table for those fortunate souls who do not have to worry about their waistlines.

Dessert, in keeping with the low calorie theme, consisted of fresh fruits and assorted cheeses and crackers, followed by Italian style demi-tasse. While the cheeses and crackers were available to everyone it was pointed out that these delicacies were not to be included in the typical calorie-counters meal. Those with a real concern for waistline and weight were advised to

(Continued on Page 122)



MODERN CAN-CANI This happy new can of La Rosa Spaghetti Sauce is about to dance with joy because of the enthusiastic reception given to it by the nation's most important food editors attending the 4th annual La Rosa Luncheon. Introduced to the press on February 16 at New York's Waldorf-Astoria Hotel, experts commended this "first genuine Italian home-style sauce." Here guarding the giant-size shapely package are members of the third generation of the La Rosa family, left to right, Phillip P. La Rosa, Joseph S. La Rosa, Vincent S. La Rosa, Vincent F. La Rosa, Vincent P. La Rosa, all of V. S. La Rosa & Sons, Inc., Brooklyn.

Our Congratulations



to M. J. Donna and The
Macaroni Journal

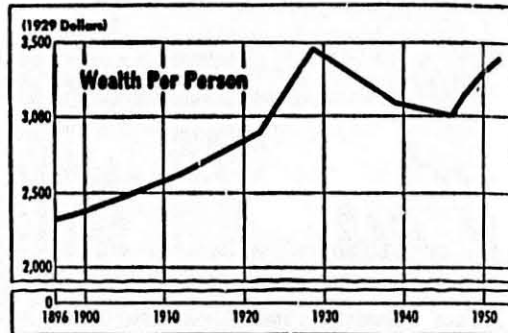
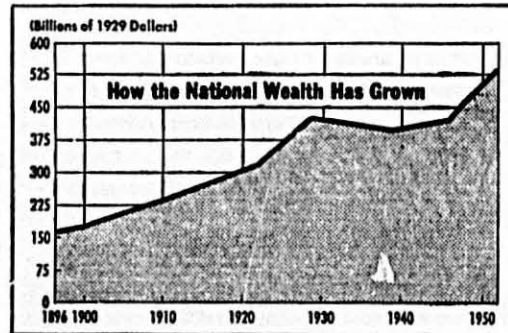
It has been our pleasure to work with M. J. during his 34 years as Managing Editor. The first copy of The Macaroni Journal came off our presses in May, 1919 . . . and we have printed every issue since that date.

Our best wishes go with you, M. J.!

THE BRUCE PUBLISHING COMPANY, 2642 University Ave., St. Paul 14, Minn.

Complete Printing & Production
Facilities—Letterpress, Offset

Business & Professional
Publications Since 1912



Prosperity in the U.S.A.

How Wealthy Are We?

A GAIN, how prosperous are the people of the United States?

This is the third of a series of messages devoted to this crucially important and much-debated question. The first two messages dealt with what has been happening to our national income, both in terms of its growth and how it is divided among individuals.

This third message deals with what has been happening to the resources—factories, farms, mines, and equipment of all kinds—out of which income is created. It deals with what economists call our wealth.

It is possible for a nation to enjoy apparent prosperity for a time by rapidly exhausting its resources. But to sustain prosperity over the long pull a nation must see that its wealth is not dissipated. Hence what is happening to our wealth now is a harbinger of what is going to happen to our prosperity later on.

How Wealth Is Measured

It is often asserted that the most vital element in a nation's wealth is its people. There is a lot in this idea. For example, the full value of a country's hospital and surgical equipment depends on its physicians and their skill in handling the equipment.

However, no one has ever devised a satisfactory way to put a value on human beings. So people are omitted from calculations of national wealth. So, too, is military equipment. It is regarded as basically destructive and hence not a real addition to wealth. Otherwise, the wealth of a nation is calculated in terms of the dollar value of its physical resources.

The following chart shows the wealth of the U.S.A. at various intervals during the past 50 years. For the period through 1948 the figures come from a pioneering study by Raymond Goldsmith of the National

Bureau of Economic Research, which is widely regarded as the foremost organization in its field. The figures since 1948 are estimated. To remove the effect of price changes, all of the wealth figures are calculated in 1929 prices.

From this chart one fact stands out clearly. It is that since 1929 our national wealth has not been increasing as steadily as it did during earlier periods. Indeed, in 1946 our total national wealth was actually less than it was in 1929. Only in the last six years have we been able to make any consistent additions.

Even these gains are less impressive when the growth in our population is taken into account, as illustrated by the following chart.

This chart makes it clear that when the nation's wealth is divided by the population, we are slightly worse off per person today than we were in 1929. This is the case in spite of the large additions to our national wealth since 1946.

Depression and war are the two principal reasons we have made no progress in increasing our wealth per person since the 1920s. The depression brought mass unemployment and greatly reduced production which ruled out any increase in wealth. During World War II and again during the post-Korean mobilization program, U.S. production has reached new peaks. But a considerable portion of this record-breaking output has been in the form of military equipment, which is not included in an accounting of national wealth. Consequently, we have been unable to regain the level of wealth per person which we had in 1929.

A Brake of Prosperity

What does this failure to raise our wealth per person mean? It means that we have fewer resources with

which to create income for each individual. It means that we have made no progress in the crucial task of assuring future increases in prosperity.

As has been demonstrated, we have gone so far in equalizing individual incomes that "the possibilities of increasing the income of the rest of the people by 'soaking the rich' have largely disappeared." From now on the only promising way to increase our individual incomes is to increase our national earning power.

During the past four years it has taken about \$3.60 of national wealth to yield \$1 of income after taxes. This is a low figure for the wealth needed. Prior to World War II there were long periods when it took at least \$5 of national wealth to produce \$1 of national income. The experts in this field are by no means certain that it will not again take \$5 rather than \$3.60 of wealth to increase income by \$1.

But let us assume that \$3.60 of wealth will suffice to provide \$1 of income in the years ahead. If by 1960 seven years from now—the income of the average American is to be increased from about \$1,490, where it stands at present, to \$2,000, we must add \$310 billion to the national wealth. This is nearly three times as much as we have added to our wealth since the end of World War II, seven years ago.

Because we have made large additions to our productive equipment in recent years, fears are frequently expressed that we shall soon be plagued by an excess of such equipment. But the facts about our national wealth do not support this conclusion. They indicate that we still have ahead of us a tremendous job of increasing our resources if the American standard of living is again to resume the steady climb which was interrupted by depression and war.

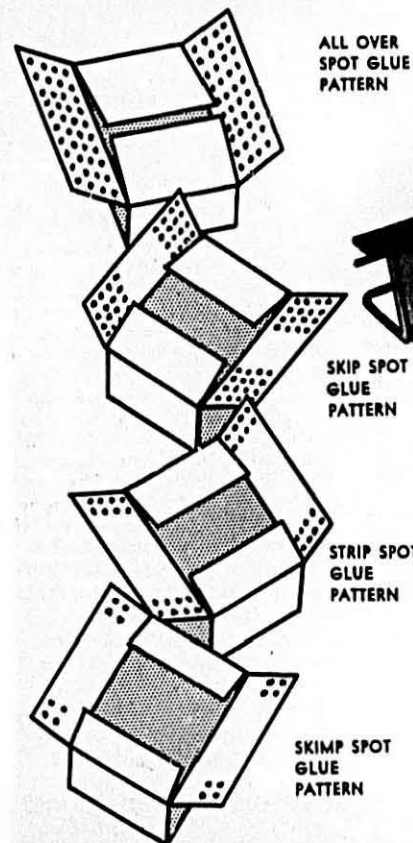
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Announcing the PACKOMATIC PACKER-GLUER

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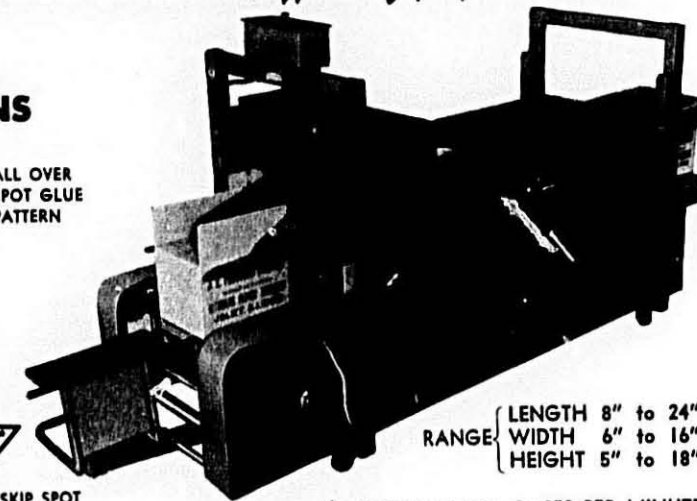


ALL OVER
SPOT GLUE
PATTERN

SKIP SPOT
GLUE
PATTERN

STRIP SPOT
GLUE
PATTERN

SKIP SPOT
GLUE
PATTERN



RANGE { LENGTH 8" to 24"
WIDTH 6" to 16"
HEIGHT 5" to 18"

SPEED { 8 12-INCH-LONG CASES PER MINUTE
4 24-INCH-LONG CASES PER MINUTE

The Packomatic Packer-Gluer is intermittent in operation. The operator packs the case on a packing table and moves it slightly forward, where it contacts a starting trip. All other operations are automatic.

Glue applying system is ALL NEW. By applying glue to the outer case flaps in spots at $\frac{3}{4}$ " centers each spot has the advantage of being aerated around its entire circumference, allowing the glue to spread and become absorbed much faster than when it is applied in an all-over design where the roll applying method is used. Spot application of glue makes a faster, tighter adhesion.

The Packomatic Packer-Gluer occupies less than 30 square feet of floor space; has fewer moving parts than any sealing equipment on the market.

Applies glue to inner surface of outer flaps while flaps are in a vertical position

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The Famous Milano Fair

Exhibitors from 46 Countries at 31st Milan
Samples Fair. Impressive new buildings

IF IN a survey dedicated to the Lombard metropolis one were to forget, by chance, to mention the Milan Samples Fair, it would be like forgetting the Cathedral. Because if the Cathedral is Milan's Number one historical sight, the Fair is the most living and significant expression of the city's existence based on work. Whoever has had the chance, even only once, of being in Milan toward the second fortnight of April, knows how exact this assertion is.

It is no cause for surprise, therefore, if the Samples Fair takes a particularly outstanding place in the thoughts of businessmen not only in Milan, but throughout Italy. It is also in the thoughts of thousands and thousands of foreign industrialists and dealers as well, who habitually make the Milan Samples Fair their spring rendezvous. The results of these meetings and the personal publicity by those concerned is such that it goes side by side with that propagated by the organizers throughout the countries of the world—thanks to their fine network of organization, which enables them to reach in person the most outstanding figures of international economic life—that year after year the Milan Fair sees the numbers of its foreign buyer-visitors almost doubled. The statistics bear witness to this: 12,345 foreign visitors in 1949; 19,483 in 1950; 41,247 in 1951; 71,312 in 1952.

On the subject of these 71,312 foreign buyer-visitors registered in 1952, it is of interest to point out that they came from 99 different countries: to be exact, 81.56% from European countries; 18.44% from non-European countries, of whom 56% were Americans, 36.22% of whom came from the United States. Out of the total, the following are the percentages of continents of origin: Europe, 81.56%;

Americas, 10.33%; Africa, 4.29%; Asia, 3.25%; Australasia, 0.57%.

Examining further the statistical results of the year 1952: total number of exhibitors, 10,393, of whom 3,570 were foreign with a relative increase over 1951 of 13.3% and 17.28; nations and countries officially represented, 26 out of the 45 which were present at the Fair; visitors, 4,030,000.

As far as the 31st fair this year is concerned, it can already be foreseen that foreign participation—both official and unofficial—will be about 45 or 46 nations and countries of every continent. By February 10, the following official exhibits had been arranged for: Austria, Belgium, Brazil, Bulgaria, Canada, Columbia, Costa Rica, Czechoslovakia, Denmark, France, Germany, Great Britain, Greece, Guatemala, Haiti, Holland, Honduras, Hungary, Indonesia, Iraq, Yugoslavia, Luxembourg, Mexico, Monaco, Norway, Somaliland, Sweden, Switzerland.

It can thus be said that the distinctly international character of the Milan Fair has no equal in any other exhibition of its kind, which puts it, even from this particular viewpoint, at the first place among the world's samples fairs.

The 1953 program envisages numerous new features. First of all the date: April 12 to 26, with the addition of two days, the 27th and 28th, reserved for buyers directly invited by an exhibitor. The Milan Fair will therefore open on a Sunday and close on a Sunday; on the supplementary days mentioned, the gates will be closed to the public, exception being made for any foreign visitors.

There will be various new buildings and expansions. Among others the following will be constructed: (1) on the area occupied by Pavilion 21, a new

building consisting of basement and three stories, with a total of 8,400 square meters available for exhibits.

This building will house the sections: office machinery, furniture and equipment and paper and cardboards; (2) on the area occupied by Pavilion 26, a new building of two floors above ground level, on a level with the floors of the semicircular pavilion. The surface area available for exhibits will be increased to 2,500 square meters and will house the vast range of plastics, machinery for their production, and plastic products; (3) on the area of Pavilion 24, a new construction of three floors above ground level, on a level with the floors of the semicircular pavilion. This building will treble the exhibition surface area, which will be of a total of 3,800 square meters. It will house industrial chemicals, pharmaceuticals, medical and dentist section; (4) on the area occupied by Pavilion 33, a vast building which will in part be of three floors on a level with the three upper floors of the Sport Palace. The part that is on the side overlooking Viale del Commercio will take the form of a large gallery in reinforced concrete, supplied with 20-ton traveling cranes. The surface area available for exhibits will be doubled, bringing it to 9,150 square meters, and it will be possible to meet the application from exhibitors in numerous product groups especially in the very wide electro-technical and radio sections.

Figures on the total number of those taking part at the coming 31st International Milan Fair are not yet available as arrangements for foreign firms are still being completed (these last, because of distance, do not have the 15th of July of each year as last entry date for applications as is the rule for firms

(Continued on Page 108)



THE SIGN OF
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Research-Starting Point of Farm Progress

Part I of an address given March 17 at the 7th Annual Farm Forum, arranged by the Agricultural Committee of the Minneapolis Chamber of Commerce

by Dr. William E. Gordon, Assistant Director of Sales, Grasselli Chemicals Dept., E. I. DuPont de Nemours & Co.

WE hear a lot these days about the "fifth plate"—for that extra person who will be sitting at every American table for four by 1975. People are asking the question: "Where is the food coming from to fill this fifth plate?" If the population forecasters are right, our agricultural production will have to increase 20 per cent to feed the next generation as well as we are eating now. But the forecasters may be wrong. About 150 years ago an Englishman named Malthus calculated that by now the world would have begun to overpopulate itself into starvation. In the early thirties, another forecast indicated that the United States population was leveling off. We already have more people in the United States than that mathematician figured we would have in 1980!

Let's assume for a moment that the present high birth rate will continue—till 1975 and into the years beyond that. It means a big demand for food.

In the past, big demands for food have led to drastic changes in the lives of many people. For example, when the Irish potato crop failed in 1845, hundreds of thousands left their native country to find homes and abundance in the New World. As eastern population increased, people moved west, opening new land and advancing the frontier.

In World War I, American farmers expanded their production by putting vast acreages of land into cash crops—and you all know the years of distress that followed when the wartime market collapsed.

When a second World War again demanded the utmost of farmers, they increased production by nearly one-third, which was about the limit of our production capacity at that time.

If we have to raise our sights to feed a permanently expanding population, where shall we turn this time? There are no new frontiers of first-rate land to be opened up. Drastic adjustment can again be made—it's true. Only a little more than one-fifth of our land area is now being used for crops. Millions more acres could be put into cultivation—but the investment for

irrigation alone would be staggering.

Or we might change our eating habits. Our present diet with its high proportion of meat, milk and eggs, requires a lot of land per person for hay, pasture and feed grains for our herds and flocks. The same land in staple crops would feed a larger population on a simpler diet.

Another answer might be to put more hands to till the soil. Such countries as Japan, India, Holland, Denmark, and even England and Wales utilize proportionally much more farm labor than the United States—and get higher production per acre than we do, in spite of our widespread use of farm machinery.

Such radical changes in our methods of agricultural production would cause a big change in our way of living, increase the public debt, upset our economic structure, and probably take the management of farms almost completely out of the hands of farmers.

And there would be no end to it. Once committed to a course of trying to foresee everything, we would have to continue with more planning, to adjust for the miscalculations of today's prophets, and to provide for the needs forecast for the next century.

In this country, each farmer now raises enough to feed himself and about 15 others. And there are 7,000 new babies to be fed in the United States every morning of the year. New farmers and new farms can't be created fast enough to keep the ratio unchanged.

I, for one, do not believe we can set our sights on a lower standard of living. We must reject any solution that is based on a less abundant diet for the American people. Our goal must continue to be better food for more people. The challenge that faces us all is to find ways to increase the productivity of the individual farmer.

At the same time we must avoid putting farmers at a disadvantage in the total national economy. Parity prices for farm products and parity incomes for farm people give farmers the freedom to operate efficiently, adjusting their production to changing demands for their products.

In other words, government programs alone won't do the job. We also need a steady level of prices, high employment and production and increasing output per worker in agriculture and in business and industry as well.

We must bring research and education to bear not only on the production of farm products, but on processing, marketing and the end uses of farm products—and on the problems of rural living which result from changes in farm practices.

Through more application of science to agriculture, I believe we can meet the unknown food requirements of to-morrow's uncounted children without committing ourselves to any drastic and upsetting master plans. Our problem is to find new ways to apply research to agricultural production and teach approximately the present number of farmers to use new scientific knowledge on approximately the present area of cropland.

Looking beyond the borders of our own nation, advances in farm technology may free millions of people from the life of the serf and the peasant and the coolie—making their herds and flocks and fields so productive that proportionately fewer people will be required to produce the necessities of life, and proportionately more will be available for producing those goods which we ordinarily term comforts and luxuries instead of necessities.

That has been our course in the United States, and it is the course that has led to our high standard of living. In 1820, about 72 per cent of the people employed in the United States were engaged in agricultural pursuits. We were a poor country then, and all other pursuits—manufacturing, professional, service, and the like—were taken care of by the remaining 28 per cent. By 1952, however, only 12 per cent of the people employed were required in agriculture, while 88 per cent were engaged in non-agricultural pursuits. This was because individual productivity had been greatly increased. There were more goods to go around. The individual farmer produced more,



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The lid you see on the Emulsol can of yolks represents important factors—both tangible and intangible—of specific interest to you.



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Tell us what you need—and at no obligation we will be glad to show you the best Emulsol plan to fit your program...



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and there were more manufactured goods to be exchanged for the increased fruits of his labors.

Since 1920, our cropland area in the United States has remained almost exactly 400 million acres. But output is nearly half again what it was then. About a third of the increase has been achieved by mechanization and the release of huge acreages that once produced feed for farm work animals. The remaining two-thirds of the increase in farm output has been due largely to the application of biological and chemical research to agriculture.

Many branches of science have been applied to agriculture—chemistry, engineering, genetics of plants and animals, agronomy, meteorology, veterinary medicine, economics.

Farm boys talk in familiar terms of subjects that were only laboratory curiosities a generation ago. Good roads take them to modern schools. Newspapers, radio, television, books and magazines bring new ideas into farm homes almost immediately—which means that new knowledge spreads faster than it used to.

Since I am a chemist, and represent a chemical company, I want to review a few of the recent achievements in chemical technology and give you some idea of where our research is leading us—as we apply new chemicals to the life processes of plants and animals—and to the soil itself.

There are dozens of manufacturers of agricultural chemicals, and they are now producing about fifty basic chemicals for agriculture which were not in commercial existence before World War II. These include insecticides, fungicides, weed killers, seed disinfectants, fertilizer materials, feed ingredients and soil conditioners.

Some of these new chemicals simply improve on a job already being done by chemicals. Naturally we expect to make better insecticides and better fungicides as we learn more about the problems of pest control.

But chemicals are also bringing new concepts into some phases of agriculture. For instance, spraying cows in the dairy barn used to be a night and morning job. Now a harmless deposit of new-type insecticides will control flies on cows or in the barn for days or weeks.

Specifically, we might review some of the more recent developments of chemical research which seem to have had the most dramatic effects.

Here in the upper midwest, you are especially familiar with chemical weed killers. When 2,4-D first came into use, it seemed impossible that a chemical sprayed on a field of growing wheat or oats could kill weeds without harming the crop. Now, with other compounds, this same principle is being extended to sugar beets, alfalfa, and even to vegetables.

Before the war, when blight appeared in the Red River Valley, the

potato grower usually had to choose between letting the disease run its course or using caustic fungicides that might do even more damage than the disease. Now he can use mild, protective fungicides that prevent the diseases from getting established, and save the full strength of the growing plant for producing the crop.

We're especially proud of our research with chemicals for treating wheat seed. A few years ago, the Farmers' Elevator Co. in Kerkhoven, out in the western part of Minnesota, figured that its seed-treating operations brought into the community more than \$330,000 in one year. This company treated over one hundred thousand bushels of seed—wheat, oats, barley and flax. As a result, farmers in the vicinity harvested up to 10 per cent bigger crops than they would without treating. And many of you know the satisfaction of getting the full price for your wheat—without any dockage for smut.

Along with our pest control research we are getting more deeply into the study of chemicals that nourish plants and animals, regulate their growth, and give them resistance or immunity to infection. Vitamins and antibiotics have captured a good deal of public interest in this field. Amino acids, the building blocks of protein, are perhaps even more fundamental. Chemical factories are now synthesizing amino acids on a commercial scale for poultry feeds. Before the war, they were too expensive for anything but experiments in well-endowed laboratories.

One of these amino acids is methionine—which is being used in poultry feeds. In a ration where the protein is perfectly balanced, mathematically, methionine improves the utilization of feed so that birds require less feed per pound of gain. If proper amounts—a pound or so—of methionine were added to every ton of turkey, broiler, and starter mash now used in the country, enough feed would be saved to produce over 375 million more pounds of poultry meat per year. If similar results can be produced with any materials in hog and cattle feeds, think what it will mean in terms of more effective utilization of grain, hay and pasture, and in the production of meat and livestock products in the future.

With current emphasis on grassland farming and the production of such legumes as alfalfa and clover we are finding that they too respond to chemicals. Hayfields and pasture are no longer the wasteland of the farm—they are sometimes the most productive cropland. In over 200 tests on farms throughout the country, we have found that treating the seeds of grasses and legumes makes a tremendous difference in production of forage and hay or silage. I can give you the names of nine Minnesota farmers who got in-

creases averaging 31 per cent in their alfalfa stands last year, just by treating the seed with Arasan seed disinfectant—at the rate of eight ounces of chemical to 100 pounds of seed!

And spraying insecticides on alfalfa and clover may become as common as it is on potatoes, as we learn how much insects in our hayfields and pastures are costing us. Those little masses of froth that you see in the fields early in the spring—on leaves and stems—hide insects called spittlebugs, which may cut yields as much as half a ton or more to the acre. And perhaps you've seen clouds of leafhoppers fly up in front of the cutter bar as you drive your mowing machine through the hayfield. They too feed on the crop that rightfully belongs to your cattle. With new insecticides, you can spray the field without hazard to people or the animals—and without danger that any toxic residues will show up in meat or milk.

These few illustrations may give you an inkling of what chemicals are beginning to accomplish in agriculture. And the research is only beginning.

Looking into the future, we can visualize a new and boundless frontier for agriculture. The geographical frontier of preceding generations are largely vanished. In its place has come the new frontier of science, which we have only begun to explore, and which is limited only by the capacity of the mind of man.

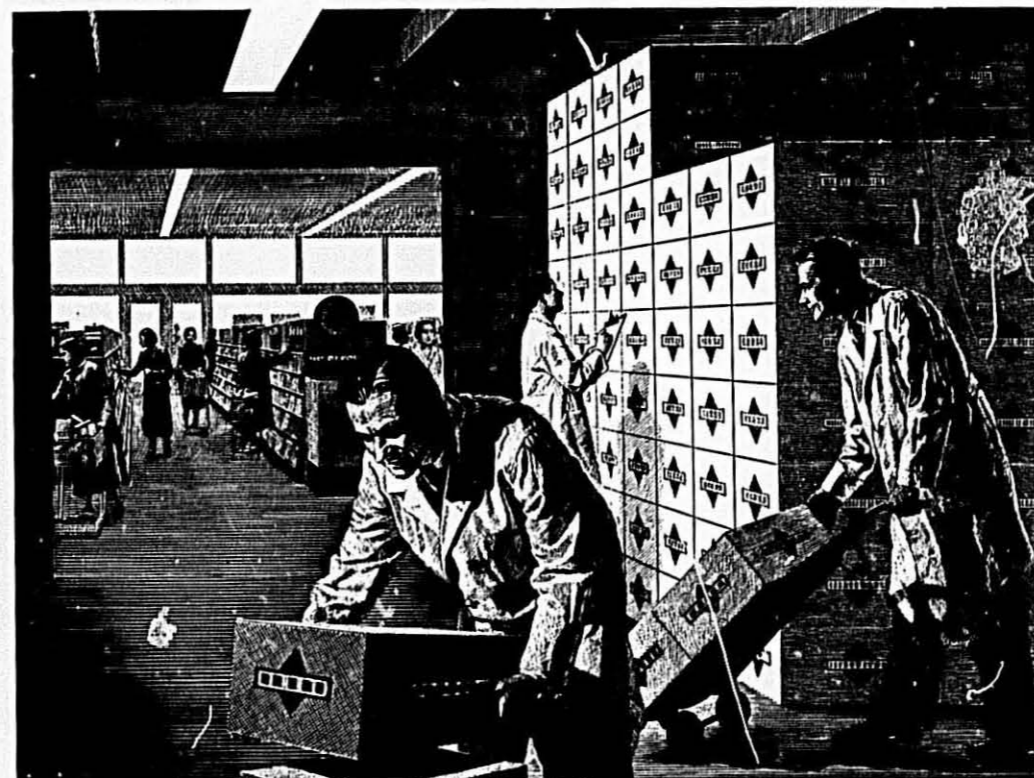
(Part 2 in May)

New "Wheaties" Promotion

What shapes up to be a whirlwind fad among youngsters and adults alike, and one of the liveliest premium promotions in years, was uncovered March 15 when General Mills launched a new nation-wide advertising campaign for Wheaties. Full-color ads featuring the new premium appeared March 15 in *Puck* and other Sunday comics. Others are scheduled to follow.

The premium is a set of miniature metal auto license plates, one-sixth actual size. In color and style, the plates are exact duplicates of state auto plates. A box top and 25 cents will get the kids a set of 12 regional plates, or, for a dollar plus four box tops, they can have all 48, plus a bonus plate for the District of Columbia.

Started a month ago, the promotion began in grocery stores with millions of Wheaties packages featuring a sample miniature plate glued to the package face. According to R. L. Sturgis, in charge of cereal advertising for General Mills, the miniature plates deal "looks, from all indications, like one of the biggest premium promotion successes in General Mills history. Mailing returns are exceeding expectations."



Your Product is Well-Dressed and "Sell-Dressed" in a Gaylord Container



Their unseen quality gives you an extra margin of safety.

Strikingly printed Gaylord shipping containers keep on selling your name and product wherever they go. This effective and economical medium is a natural to increase the impact of your advertising and other promotions.

Your nearby Gaylord sales representative will be happy to tell you more about these "traveling billboards." You will find him listed under Boxes (Gaylord) in the classified pages of your phone book.

GAYLORD CONTAINER CORPORATION

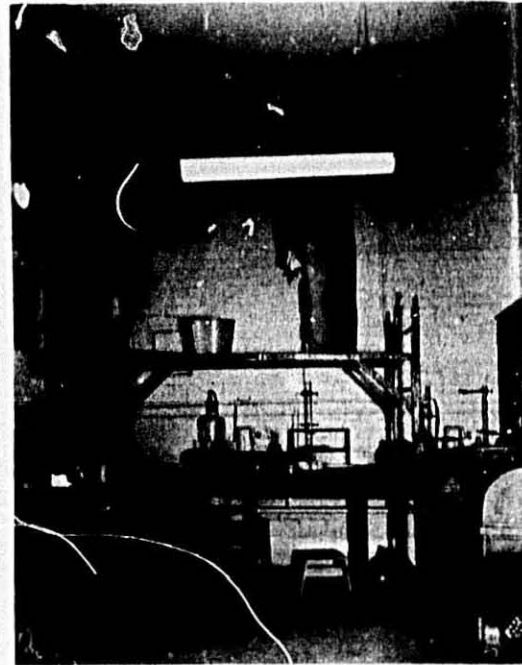
General Office: ST. LOUIS • Sales Offices Coast-to-Coast



CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT BAGS AND SACKS • KRAFT PAPER AND SPECIALTIES

Improved Methods Speed Work, Reduce Maintenance Hazards in Food Plants

by E. J. Clary



WHAT percentage of your personnel accident rate occurs in performing the necessary functions of your maintenance work?

Are measures against your hazards made an integral part of your company safety program?

More and more, the maintenance accident rate—with its costly results in time loss and suffering—mounts with each increase in the size of food plants, with the growing complications of construction, and the greater need for protection and care.

For years, the high accident rate involved in off-floor work has resulted largely from (a) tendency of workers to be careless, and (b) utilizing makeshift apparatus; that is, using unsuitable or wobbly ladders, makeshift scaffolding, et cetera.

Today, many leading food plants have organized maintenance work for safety, which also means greater efficiency, and in this step have adopted the use of improved scaffolding. Among them are such firms as Campbell Soup Co., College Inn Plants, Durke Famous Foods, Evans Milling Co., General Food and A & P plants, H. J. Heinz Co., Kraft Cheese; Oscar Mayer & VCI & Co., Stokley Foods; Weil & Co.; Kingan Foods; et cetera.

Consider the facts which reveal the seriousness of accidents in food plant maintenance alone. Out of every 100 building accidents, 75 are the direct result of makeshift scaffolding, or scaffolding that fails to protect the worker—often in spite of carefulness. The balance are due primarily to carelessness on the part of the worker, such as:

Taking unsafe position: Standing under scaffolds on which men were working or which were being torn down; standing on overhanging boards; improper stance when using leverage tools; shortcutting, climbing up or down, without using ladders, and over-reaching.

Unsafe movements: Stepping without looking; climbing without looking.

Overloading.

Besides the safety factor and the effects of this accident rate in the program, management must also consider this whole scaffolding problem from the standpoint of cost. Not only do accidents result in time loss, but inadequate rules and methods governing the construction program slow up the work and increase cost. Much of this increased cost is the result of using makeshift apparatus, according to safety engineers, who also say that the matter of proper interior scaffolding has been much neglected both by superintendents and employees themselves.

Food plant management is well aware of the steadily rising costs due largely to the size of modern buildings, better construction, modern touches, and the rising cost of labor. The matter of modern lighting alone (especially fluorescent lighting) makes great inroads on costs, although the result in better lighting largely offsets this rise.

Since the apparatus used to reach construction points is the key factor in the safety program, the features of the newest types of scaffolding are worth study, not only because of their contribution to safety, but also because of their efficiency features which

quicken the job, save on its cost and which also enable the worker to do better work.

"In designing the modern type of scaffolding, safety was the primary objective," says David Baker, of the Baker-Roos, Inc., engineering staff, who worked out the principles involved.

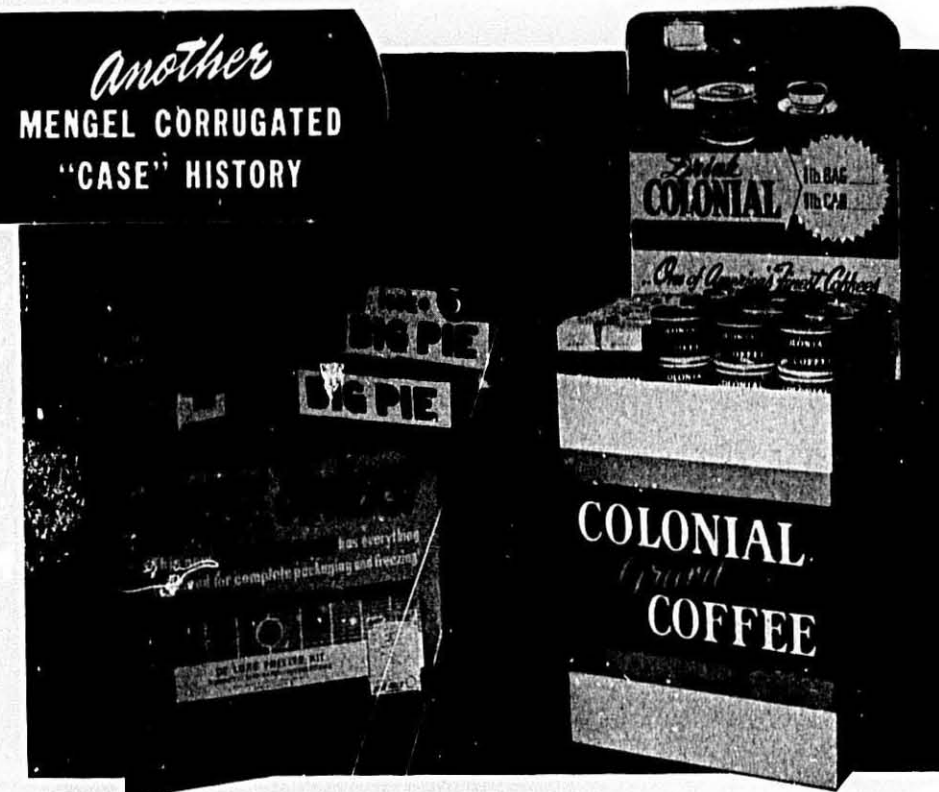
"The primary feature is the self-locking trusses which are the heart of the construction. These truss locks are equipped with safety lugs which lock into slots in ladder sections, giving added security. The platform support trusses therefore cannot be sprung loose, even if the scaffolding be tilted or rocked. This feature also insures that the scaffolding platform will be always level, which is an added safety factor in certain maintenance jobs.

"These platforms are adjustable every three inches. This means added ease, speed, safety and economy of labor," said Baker, "and is especially important when the off-floor maintenance people are working on a staggered or uneven floor surface; for instance, over a stairway.

"Then, there are no X-braces. This means you can use these units anywhere without moving desks, or furniture or machinery or other set equipment or facilities. For instance, ceilings may be cleaned over stock piles or furniture and installed machinery, with a minimum of disturbance or displacement.

"The working platform of 2'4" by 5'11" is large enough to do any job required. Baker scaffolding units come in five parts for assembly: (a) ladders (b) platform support trusses, and

Another
MENGEL CORRUGATED
"CASE" HISTORY



MENGEL CORRUGATED DISPLAYS— SILENT SALESMEN THAT ALMOST YELL!

As effective retail salesmanship becomes scarcer and scarcer, and with the fast-growing trend to self-service, Mengel corrugated displays are proving to be powerful sales tools. Some typical Mengel displays are shown above—"silent salesmen" that are now selling root beer . . . pies . . . coffee . . . frozen-food kits.

There's practically no limit to the types of eye-catching floor and counter displays that Mengel designers can produce. These displays are available in rigid corrugated paperboard—in natural kraft

or other attractive colors—with the sales message printed in contrasting colors. They can be die-cut in many unusual designs and shapes. They can be made to give striking three-dimensional effects. And they often serve as sturdy shipping containers as well!

These displays should be very effective for macaroni, spaghetti and egg noodles. Why not let us design one for you? Write the Corrugated Box Division, The Mengel Company, at any of the cities below.

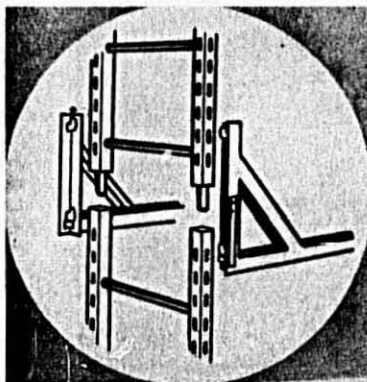
MENGEL
Corrugated
PRODUCTS

PLANTS:
LOUISVILLE
NEW BRUNSWICK
WINSTON-SALEM
FULTON, N. Y.
NASHVILLE



(c) platform which is of metal-bound plywood. Loose parts have been eliminated (such as bolts and nuts). Upright ladder sections are a part of each scaffold and are used at each end. Platform support trusses are also interchangeable, and the platform will support up to 800 pounds in all positions."

Larger platform areas are supplied where the management prefers them. Casters make the scaffolding flexible in use and give a valuable mobility. The casters are double locked, once in the swivel and again at the wheel which makes them always steady and safe.



The new type scaffolds can be easily built up, unit for unit, to reach high places. Each unit locks to the other, providing a safe, sturdy scaffold on which several men may work at the same time. Men may also work at different levels of the stack or scaffolds. After assembling the first unit, placing the following units is simple. With slotted ends of the ladder sections on the outside, and with dowel ends upward, subsequent ladder sections are placed over the dowels in the top of the assembled ladder sections. Platform support trusses should be assembled so that they overlap the joints of the two ladder sections.

When stacking three units high or more, additional stacks of scaffolds are needed. Stacks are tied together with tying trusses. For work that requires a large working area, such as painting, plastering and wall washing, the new scaffolds may be assembled side by side, and units up to 10 feet in length are available.

All units are j-g-tested for fit of parts, which means added safety. Paint bucket holders are also supplied where wanted.

Factors Causing Durum Decline

An editorial from the *Devil's Lake (N. D.) Daily Journal*, dated March 2, sent by County Agent Wayne Owens, reads:

In the last two years, there has been a considerable drop in durum acreage and consequently in production. Two

factors account for the decline—stem rust in 1950 and the unfavorable harvest season in 1951.

While there is little reason to believe another unfavorable harvest season is in prospect for 1953, it is hard to predict the stem rust situation and its hazards.

Here are some reasons given for increasing the planting of durum in 1953:

- Per capita consumption of durum products is on the rise.
- The carry-over is small.
- There is a strong price advantage.
- Export potentialities are great.
- Hard spring wheat, an alternate crop, is in a position where it can easily become a surplus crop.

In conclusion, it is hoped that farmers will rise to the challenge and continue to produce quality durum that has made North Dakota world famous. But it is up to the individual farmer to decide. The end result will be interesting.

Fabers on European Tour

Mr. and Mrs. George Faber, Chicago, are on a tour of Europe, and nearly all of the western European countries will be visited before their return. Mrs. Faber (Naomi) landed in Lisbon the morning of March 17,

and her husband joined her at Nice, France, on Easter Sunday.

Mr. Faber is the Chicago representative of King Midas Flour Mills and plans to visit some of the leading macaroni manufacturing plants in Portugal, Spain, Italy, England, France, Switzerland, Germany, Belgium and Holland, making the trip in a Mercedes car.

Their itinerary calls for their return to the United States in May.

Low Sodium Diet Sauce

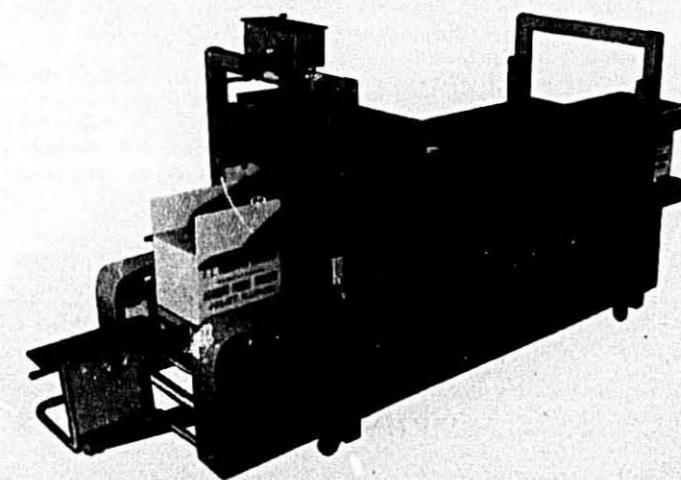
Latest addition to spark the limited food choices of low sodium diet patients is a low sodium marinara sauce which Buitoni Foods has just announced.

The eight-ounce can of sauce contains approximately 8.5 milligrams of sodium per 100 grams about three milligrams an ounce. Since the average serving of sauce is two ounces, the sodium content would be six milligrams.

Marinara is made of selected sweet plum tomatoes, light Italian olive oil imported from Lago Trasimeno, vitamin-packed wheat germ, and a special blend of seasonings. The marinara sauce is suggested for such uses as sauce with spaghetti, omelettes, sauce for fish, soups, chops, roasts, chicken and casserole dishes.

New Packomatic Packer-Gluer

Something new and ultra-modern will be exhibited by the J. L. Ferguson Co., Joliet, Ill., at the National Packaging Exposition on Navy Pier, Chicago, April 20-23, 1953. It is the improved Packomatic Packer-Gluer, the only all new short case sealer that applies glue and seals all types of paper cases, embodying a number of engineering features not found in other sealing machines.



It applies glue in spot patterns for fast drying, skimpy spots, strip spots, skip spots or all-over spot glue patterns.

It is small and compact in size, occupying less than 30 square feet of floor space, weighs only 1,150 pounds and can be mounted on casters, making it portable, if desired. It is low in cost and economical to operate. Spot glue saves at least one-third of glue normally used.

A four-page brochure in color may be obtained from the manufacturer on request.

Portrait
of
Visibility

MUNSON
CELLOPHANE BAGS

PROTECT... DISPLAY AND
SELL YOUR PRODUCTS!



Extreme Visibility

of cellophane provides your product with visual selling identity. It is the right combination of display, visibility and protection that make MUNSON cellophane bags the outstanding packaging medium for food product handling and selling.

MUNSON offers complete packaging design facilities to provide your products with individualized charm, style, dignity and the EXTRA eye-

appealing characteristics of primary importance in point-of-sale merchandising. The sanitary freshness of MUNSON cellophane bags will increase consumer sales acceptance.

Your questions concerning types of bags, sizes, designs, and production and delivery will receive a cordial reception at The Munson Bag Company. A highly-skilled group of experienced men is prepared to discuss your packaging problems and to make recommendations.



THE MUNSON BAG COMPANY

1368 WEST 117TH STREET • CLEVELAND 7, OHIO

SALES OFFICES LOCATED IN BOSTON, CHICAGO, DETROIT, KANSAS CITY AND SEATTLE

Sanitation Index and Compliance with Governmental Regulations



By James J. Winston, Director of Research, NMMA

In the recent U. S. Supreme Court Decision—in the Cardiff case—the court held that a manufacturer was legally not required to permit any agent of the Food and Drug Administration to enter his plant for the purpose of making an inspection. Undoubtedly, the Food and Drug Administration will ask the new Congress to amend the Food Drug and Cosmetic Law making inspections mandatory when an inspector visits a plant.

It is of the utmost importance to maintain your plant in a sanitary condition for compliance with federal, state and local regulations. In addition, microscopic examinations of your raw materials and corresponding finished products should be a must on a regular periodic basis. This will serve as a sanitation index and will indicate whether any foreign matter has been picked up during the processing. It is incumbent upon the manufacturer to maintain a file on microscopic analyses of his food products in order to protect himself on interstate shipments.

We shall be glad to give you prompt and efficient service on all matters pertaining to sanitation including the analysis of your products.

Pioneer Chicago Businesswoman Dies

Mrs. I. J. Grass, 74, pioneer Chicago businesswoman, died Friday morning, March 13, at St. Luke's Hospital. Her death followed a stroke suffered earlier in the year.

She and her late husband were founders of the I. J. Grass Noodle Co., 6027 S. Wentworth Ave., manufacturers of the dry soup mixes and

packaged egg noodles which bear her name.

Born in 1878 near Baden, Germany, Mrs. Grass came to this country as a young girl. In 1898, she moved to Chicago and in 1900 married I. J. Grass. One year later, they opened a small delicatessen store on Chicago's south side.

One of the products sold in the store was egg noodles which Mrs. Grass made in the kitchen of her home for Friday night dinners in the neighborhood. Demand for her home-made egg noodles led to the founding of the company in 1915. In 1925, three weeks after the company moved to its present location, her husband died, leaving her and their two sons, A. Irving and Sydney, in complete charge of the business. Under their direction, the company achieved national recognition in 1939, when it introduced the country's first packaged noodle soup mix. She was active in the business until last year, spending two or three days a week at the plant.

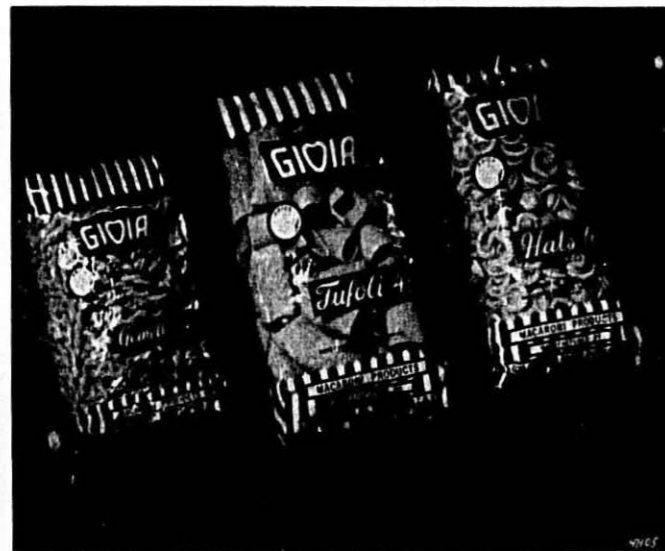
In her later years, she became well known in the midwest for her charity work devoting the majority of her time to crippled, spastic children and polio victims. She was a founder of the Ruth Lodge for Crippled Children.

Survivors include her two sons, four grandchildren and two great-grandchildren. Also surviving are her sister, Miss Celia Dreifus and one brother,

Stripes Give Distinctive Appearance to New Gioia Macaroni Packages

Canopy stripes add a festive touch to new packaging designed and produced by Milprint, Inc., of Milwaukee, Wis., for Gioia macaroni products.

Cellophane provides excellent product visibility for such Gioia items as



Morris Dreifus, both residents of the Flamingo Hotel.

Funeral Monday afternoon, March 16, from the Furth Chapel at 936 E. 47th St., with services in Temple Isaiah Israel, 51st and Greenwood Ave. Burial in B'nai B'rith Cemetery.

Swiss Macaroni Association

Gebrueder Buhler, Abteilung Reklame, Uzwil, Switzerland, through Buhler Brothers, Inc., Fort Lee, N. J., its American branch, advises that there is but one national association of macaroni-noodle manufacturers in Switzerland. It is an organization of approximately 60 of the leading manufacturers with offices in Bern. Its title is Verband Schweiz—Teigwarenfabrikanten, and its objectives are quite similar to those of the National Macaroni Manufacturers Association in the United States. Its secretary is Mr. Blattner, with offices at Aegertenstrasse 6, Bern, Switzerland.

O. R. Schmalzer, vice president and manager of Buhler Brothers in this country, advises that the Swiss organization does not hold annual meetings or conventions in the sense of those held by the NMMA in America. The Swiss association is built up of subsections, which handle general problems which interest all members as well as those which concern only certain districts.

Gemelli 43, Tufoli 48, and Hats 69, which rely on unusual shapes for extra sales appeal. Printing in red, yellow, white and two shades of blue makes the bags powerful sales-getters on retail display shelves.

Cooking instructions and tested recipes appear on the back of each package to stimulate repeat sales and encourage new users of the Italian style products.

To
M. J. DONNA
Congratulations
on a
Job Well Done
and
With Every Sincere Wish
For Your Continued
Good Health
and
Prosperity
JOHN B. CANEPA COMPANY

Death of Paul Sather

The death of Paul L. Sather, assistant general sales manager of King Midas Flour Mills, brought shock with it as it became known last month to his hundreds of friends and associates in the milling business as well as his co-workers in the F. H. Peavey-Van Dusen Harrington companies.

Mr. Sather died March 19 at a Minneapolis hospital, following three weeks' hospitalization there for an appendectomy which was followed by complications. He was 52 years old.



Mr. Sather

Employed by King Midas Flour Mills since 1918, Mr. Sather had advanced from a clerkship to become one of the top sales executives in the flour milling organization.

He is survived by his wife Edna. Funeral services were held March 21 at the Bethlehem Lutheran Church in Minneapolis, with interment in the Crystal Lake Cemetery.

Rossotti's Pictorial Brochure

A picturesque brochure, showing the scenes at the Winter Meeting of the macaroni industry in Miami Beach, Fla., January, 1953, has been distributed to the trade by the Rossotti Lithograph Corp., North Bergen, N. J., a leading supplier of cartons and labels to the macaroni-noodle industry and the perennial host at parties at the organized industry's meetings. Charles C. Rossotti, executive vice president of the firm, spearheaded the delightful social function.

It contains 30 photos of the firm's dinner guests at the traditional spaghetti supper at the Flamingo Hotel, January 20, 1953, with some scenes of extracurricular activities around the pool and the spacious hotel grounds bordering on the beautiful Biscayne Bay, all with captions giving names of the guests.

The whole industry has learned to look forward to these delightful practices by the genial hosts, Charles and



Charles Rossotti

Ralph Rossotti, and their staff of trained officials. The next such function is scheduled for June 24, 1953, at the beautiful Broadmoor Hotel, Colorado Springs, Colo., where the annual convention of the macaroni industry will be held June 23-25.

Is Difference Noticeable?

Feldman, Lefler, Inc., Rochester (N. Y.) advertising agency, submits the following quotation from the *Progressive Grocer*, February, 1953:

"Q. What is the difference between macaroni labeled 'Semolina' macaroni and that labeled 'Farina' macaroni?"

"A. 'Semolina' macaroni is made exclusively from semolina while 'Farina' macaroni is made exclusively from farina. Both are high-grade products, the best manufactured. If there is any difference in quality between the two, it is so slight as to be unnoticeable."

Question: In the opinion of the National Macaroni Institute, or of the authority like that of the research director of the National Macaroni Manufacturers Association, is it true that the difference in quality between semolina macaroni and farina macaroni is "so slight as to be unnoticeable"?

Noodle-Albacore Tuna Dinner

The Mission Macaroni Co., Seattle, Wash., has begun marketing a new food product in which more than ordinary interest is shown by consumers along the Pacific coast. It is an egg noodle-albacore tuna dinner, put up by Horgan Packing Co., using albacore tuna landed in Astoria, Ore., and the finest of egg noodles manufactured by the Mission Macaroni Co., of which Guido P. Merlino is the chief executive. Mr. Merlino is a member of the board of directors of the National Macaroni Manufacturers Association in the Pacific northwest region.

Doughboy Appoints Mexico Distributor

The mechanical division of Doughboy Industries, Inc., New Richmond, Wis., announces appointment of Agencia Commercial Anahuac, S. A. at Mexico City as its new distributor for Mexico and Central America.

The Mexican firm is headed by Hugo Schoener, general manager; Hugo Schoener, Jr., and Harold Schoener, and will handle all types of the Doughboy heat sealing machines.

The new Doughboy PHS-C power hand band sealer has found a ready acceptance in Mexico as a moderately priced unit that fits in readily with the increased use of polyethylene in Latin America, according to Harold Weatherhead, Doughboy machines sales manager.

Donald Grass Joins Family Firm

Donald Grass has joined the I. J. Grass Noodle Co., Chicago, as advertising manager, it has been announced by A. Irving Grass, company president.

The new advertising manager is the grandson of Mrs. I. J. Grass, founder



Donald Grass, newly appointed advertising manager of the I. J. Grass Noodle Co., Chicago.

of the company which manufactures the soup mixes and packaged egg noodles that bear her name.

He was recently graduated with honors from the University of Illinois, where he received a bachelor of science degree in business management and marketing. While in college, he was a member of Phi Epsilon Pi social fraternity, the Marketing Club, and Sigma Iota Epsilon, honorary management fraternity.

In the new post, Grass will plan merchandising programs, advertising campaigns, and contact retailers and distributors where the company's products are distributed.

NATIONAL FOOD PRODUCTS, Inc.

New Orleans, Louisiana

April 19, 1953

Mr. M. J. Donna, Managing Editor
The Macaroni Journal
Braidwood, Illinois

Dear M.J.,

We are happy with you upon the conclusion of your many years of devoted service to the interest of the Macaroni Industry, and, particularly, to the publishing of the Macaroni Journal.

As you may know, our business was founded here in 1910 as a proprietorship owned by my father,—Leon G. Tujague. It was he who had the contact with other members of the Association in its early years and I am told that he and the late Lloyd Skinner pepped up quite a few meetings. As a matter of fact he is still possessed of the same drive and energy as he seems to have had all his life, and is the young man of the family.

When I joined the Company I can remember his telling me of his high regard for you and for the work that you were doing. Since I have been in the business it seems to me that your work in editing and publishing the Macaroni Journal has been of ever-increasing value year to year.

I know that you must be most happy in the knowledge of a job well done, and my father and I, and the rest of the members of our Company, extend to you our sincerest congratulations and best wishes for many, many more years of useful association with this industry which owes so much to you.

Sincerely,

J. L. TUJAGUE, President
National Food Products, Inc.

THE MACARONI INDUSTRY TRIUMVIRATE

SERVING YOU

Every manufacturer in the Macaroni-Spaghetti-Egg Noodle Industry . . .
 All suppliers of the trade's diversified needs . . .
 Derive good from the activities of the National Macaroni Manufacturers Association organized April 19, 1904.
 It merits the full support of all the progressive firms in the business.
 Join and Benefit!

THRU THE YEAR

Each and every month throughout the year since its launching May, 1919, THE MACARONI JOURNAL has carried messages of good will, much interesting and useful information in its editorials and advertisements.
 It has been an integral part of a sound industry-building program.
 Help make it an even better Industry Spokesman.
 Deserves continual support!

ROUND THE CLOCK

Regularly since its establishment in September, 1937, The National Macaroni Institute has worked tirelessly in its consumer-education program promoting better living in a safer healthier and happier America.
 It merits the commendation and support of both processors of macaroni products and consumers.
 Get fully behind a going activity.
 Don't overlook this!

Statuettes for 1953 National Macaroni Week, October 15-24

Plans for the National Macaroni Week promotion (October 15-25, 1953) are well on their way to early completion, according to an official announcement made by Robert M. Green, managing director of the National Macaroni Institute.
 They will recommend mass displays of all types of macaroni, spaghetti and egg noodles in all food markets and

stores, arranged around life-size Statuettes to attract attention to such counter and floor displays. There will also be an attractive poster for winter or counter use.
 Orders are now being taken for the life-size figures on 75 point board, standing or seated, and for posters of 100 pound stock. Orders should be sent early to the National Macaroni

Institute, 139 North Ashland Ave., Palatine, Ill.
 The standing figure is size 28" by 72"; the seated figure is 25" by 60", and the posters 17 1/2" by 31 1/4". Their cost depends on the number purchased. For instance, 1,000 will cost \$4.57 each for the standing figure, \$4.01 each for the seated figure and 3 1/4 cents each for the display posters.



E S T A B L I S H E D 1 8 6 7

C. F. MUELLER CO.

MACARONI " SPAGHETTI " EGG NOODLES
 180 BALDWIN AVENUE JERSEY CITY 6, NEW JERSEY

March 10, 1953.

Mr. M. J. Donna,
 The Macaroni Journal,
 P. O. Drawer No. 1,
 Braidwood, Illinois

Dear M. J.:

Your coming retirement on June 30th from active participation in the affairs of the Association and The Macaroni Journal must surely have influenced you to reflect upon the substantial contribution you have made to the Macaroni Industry.

We, here at Mueller's, are particularly conscious of your important contribution years ago when the Association was small and the need was great. We are mindful, too, of your farsightedness in establishing and maintaining The Macaroni Institute so that it could be the springboard to the expanded Publicity Program we have today.

But, perhaps, our fondest recollections come from the fact that three members of our Company have been associated with you in the affairs of the Association as President. First Fred Mueller, Jr., then Henry Mueller and more recently myself.

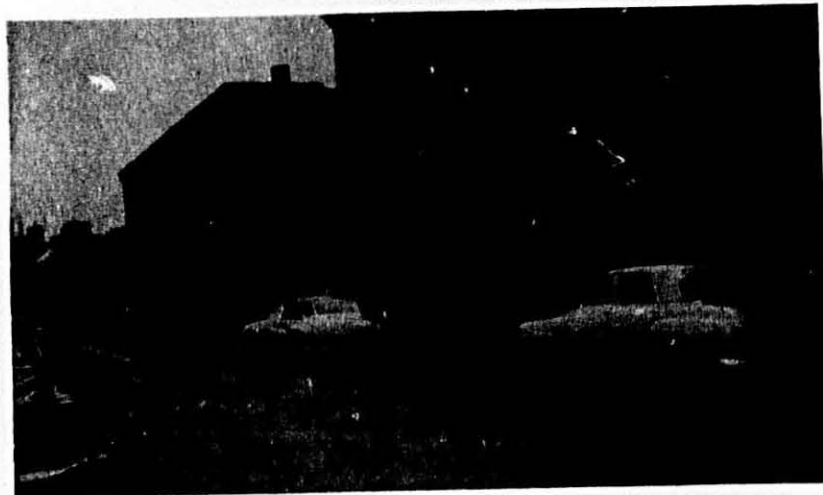
Please accept our best wishes for a long and healthy retirement.

Sincerely,

C. Frederick Mueller
 Executive Vice President



CFM.MOR



Contiguous property at left has been purchased for plant expansion.

Land Purchased for Planned Expansion

CLERMONT Machine Co., Inc., announces its third expansion within 10 years through purchase of properties contiguous to its present quarters which will add another 150 feet frontage by 100 foot depth to its existing 150 foot frontage by 200 foot depth on Wallabout Street, Brooklyn, N. Y. Clermont's present quarters run through to Flushing Ave., on which side there is a four-story building on a 75-foot frontage. With acquisition of the further properties, Clermont owns 300 feet frontage on Wallabout St. and plans are already under way for demolition of the structures on the newly acquired plottage and construction of a modern building to afford 15,000 square feet of plant space on its first floor and 5,000 square feet of office and engineering space on the second floor. The additional 20,000 square feet will bring to 70,000 square feet the space contained by Clermont's operations.

John Amato, vice president and general manager, explains that the expansion is necessitated to avoid prolonged delivery dates in the future with the constantly increasing demand for Clermont Dryers, fabrication of which utilizes considerable space. When the new building is completed, all dryer fabrications will be housed in it. The added space will speed up building of long goods dryers which have already proved themselves in the field to be one of the most revolutionary developments devised in recent years for macaroni processing. Clermont will have facilities to meet all the drying equipment needs of the macaroni and noodle industry.

In addition to expanded office quarters, the second floor of the new building will contain another and new engineering department which will be set up for research and development of improvements to existing types of machines, and devising new equipment for the macaroni and noodle manufacturing industry. One important project planned with the new engineering department is research into electronics, with the aim of increasing use of electronic devices in Clermont dryers to enhance the automatism of the drying procedures and temperature and humidity controls. Research will also take place into the feasibility and practicability of employing infra-red heating in drying procedures. The entire new engineering department, which will function additionally to Cler-



Mr. Amato

mont's present engineering staff, will be devoted to experimentation and development to the end that Clermont will be able to serve its customers with ever better equipment for their operations, equipment that will keep pace with the times and the developments of the times.

Retail Grocers, June 14-18

The 1953 annual convention and exhibition of the National Association of Retail Grocers in Chicago will mark the 60th anniversary of NARGUS in the city of its birth.

From June 14 through 18, in mammoth Navy Pier extending a mile into Lake Michigan, NARGUS will celebrate its birthday with a convention program and gigantic exhibition planned to be the largest and most important in its history.

The program has been designed to assist the retailer in increasing volume and profits. Retailers themselves will dominate all sessions, thereby increasing the opportunities for an exchange of ideas and successful experience in solutions of today's vital problems in the food business.

Workshop clinics, panel discussions and seminar sessions will consider all kinds of problems relating to efficient food store operation. Because the relationships between people is the number one opportunity for improving operations, the 1953 NARGUS convention will devote several sessions of its program to the subject of human relations as it applies to food industry employes, with emphasis on selection and training of personnel.

Congratulations

to

M. J. Donna

for

His Faithful & Devoted Service

to the

National Macaroni Association

LA PREMIATA MACARONI CORPORATION

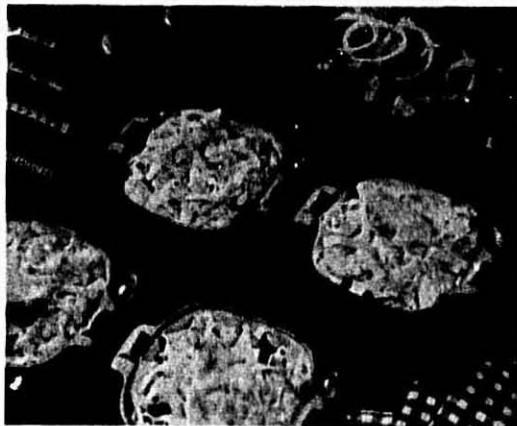
CONNELLSVILLE, PENNSYLVANIA

V. J. CUNEO, President

J. F. BLAIR, Vice President

Noodle Shrimp Casserole

A new idea for a tasty, any-season casserole has been announced through newspapers and magazines by Theodore R. Sills Co., publicity counsellors for the National Macaroni Institute. Its basic ingredients are egg noodles and shrimp—they are a top-ranking team. A sliced orange and onion ring salad contributes a pleasant contrast in flavours. It met with instant approval in many households.



Durum Slump May Force Change in Spaghetti Industry

By Gordon R. Peterson
Fargo, N. D., Evening Forum
Associated Press Writer

A chameleon-like spore—traveling under the name of Race 15B—threatens to force a basic change in the macaroni and spaghetti industry. This stem rust variety plus a couple of late planting and harvesting seasons, has cut acreage of durum wheat, basic ingredient in both products, by nearly 50 per cent in North Dakota in the last three years.

North Dakota annually grows more than 80 per cent of the nation's durum wheat. The remainder comes chiefly from Minnesota and South Dakota.

Agricultural scientists say that to date they've been unable to control the newest strain of rust.

A spokesman for the Creamette Co., Minneapolis, large producer of macaroni and spaghetti, said continued decline in the durum supply will either force the industry to revert to less desirable recipes or find a substitute for durum. Little success has been had to date in finding a substitute.

Combinations of adverse weather and rust the past three years have reduced the acreage of durum, which matures a week to 10 days later than other spring wheat.

"It's a case of jitters and a fear of being stung too often," said C. J. Heltemes, chief statistician of the Bureau of Agricultural Economics at Fargo. Most "durum triangle" county extension agents at their annual meeting in Fargo said they expect little or no increase in durum planting this year.

C. J. Norris, vice president of the Creamette Co. and chairman of the durum relations committee of the National Macaroni Manufacturers'

Association, hopes the 25 per cent premiums paid for durum in 1952 will induce farmers to increase acreage. Last year durum premiums reached a high of approximately 74 cents per bushel.

In the event of another crop failure this year, Norris adds, "We will be forced to go to varieties of hard winter and spring wheat."

This prospect is not looked upon with favor by Norris, who attributes an increase in per capita consumption of macaroni products of from 4 pounds before World War II to 7 pounds last year to the better color and cooking qualities of durum products over other wheat types.

The question arises: Why don't farmers in other areas grow durum?

A definite answer is hard to give, except that climatic and soil conditions in parts of North Dakota are considered more suitable to growing durum. The 10 major durum growing counties in this state—in the north-eastern section—annually produce roughly 60 per cent of the nation's total production.

PUBLIC RELATIONS

(Continued from Page 52)

pictures and four of our recipes in a most impressive spread.

Similar eye-catching stories appeared in the *Chicago Tribune*, *New York Daily News*, *New York World Telegram*, *Chicago Herald-American* and *Miami Daily News* as well as many other metropolitan newspapers. The *San Francisco Chronicle* did a splendid food supplement on macaroni products as did the *Dallas Times-Herald* and the *Mobile Press-Register*.

Leading picture syndicates used our photograph of a model with a platter of spaghetti. News stories on the promotion, macaroni consumption figures and other newsworthy items were run in papers all over the country.

Top syndicate food editors featured our National Macaroni Week stories, pictures and recipes in their

columns. The foreign theme was again used and with excellent response. Among the syndicates using our material were:

NEA's Gaynor Maddox with 800 daily and 400 weekly newspapers with a circulation of 25,000,000. He used a photograph of Chili Beef Noodles and two recipes and then a second story with two more recipes.

Cecily Brownstone, food editor of *Associated Press*, used photographs of Special Spaghetti and Meat Balls and Spaghetti aux Fruits de Mer with recipes in her column which runs in 600 daily newspapers with a circulation of 28,000,000.

Western Newspaper Union, which goes to 4,000 papers with 8,000,000 circulation ran our Macaroni-Frankfurter Bake picture and recipe.

King Features' Maidie Alexander, whose column runs in 400 daily papers with 6,000,000 circulation, advised her readers to use a quick noodle ring with a variety of fillings for parties. The story carried four pictures and four recipes.

Edith Barber, whose General Features syndicated column has a circulation of 4,000,000, used our story and photographs for Tomato-topped Macaroni and Cheese Casseroles and Brazilian Spaghetti.

Hoyt Alden, George Matthew Adams Syndicate, gave directions for cooking spaghetti and sauce recipes for his masculine readers in his column "To the King's Taste."

King Features' Alice Denhoff featured soups made with macaroni products in her column which runs in 400 papers with a circulation of 6,000,000.

The Chicago Tribune Syndicate editor, Mary Meade, whose column has a circulation of 6,000,000, used our Spaghetti Chow Mein picture and recipe.

Zola Vincent Syndicate, which goes to 42 papers in California and Oregon with more than 700,000 circulation, ran a photograph and recipe for Spaghetti with Basic Tomato Sauce and gave our five variations for the sauce recipe.

Morrison Wood, in his Chicago Tribune Syndicate column which reaches 20 papers with 5,000,000 circulation, wrote the praises of macaroni products in his column.

In her syndicated Associated Press column, "What's Cooking," Cecily Brownstone played up noodles twice during National Macaroni Week by giving two of our recipes—Tomato Noodles and Tuna-Noodle Bake.

The Sunday supplements also supported National Macaroni Week by centering attention on macaroni, spaghetti and egg noodles during that period.

Parade, distributed by 34 metropolitan newspapers having a combined circulation of 5,192,440, highlighted Meat 'n' Noodle Nest.

American Weekly, 22 papers with 9,430,349 circulation, did a story entitled "Winter Weather Calls for Spaghetti," and gave a recipe for Veal Paprika with Noodles in another story.

Special recipes and scripts featuring macaroni products and National Macaroni Week were used by women's program directors on 900 of the leading radio stations. The radio syndicate food editors which service hundreds of radio stations also sent out our National Macaroni Week material.

A macaroni week queen was crowned on Mutual's "Queen for a Day," which is heard over 550 radio stations.

NBC's "Double or Nothing" announced macaroni as king during the week October 16-25, and declared Walter O'Keefe, MC of the show, as king's jester.

Mary Margaret McBride (American Broadcasting Co.) announced National Macaroni Week and told her listeners about the gift she had received from the National Macaroni Institute. This Macaroni Week gift was a special dish for serving spaghetti, plus a recipe for Spaghetti Parmesan and all the ingredients for preparing it, and went to comedians and stars on TV and radio.

Art Linkletter's House Party, (CBS-TV) plugged National Macaroni Week as did:

Sally Smart's Kitchen (Mutual); Beulah Karney, WENR-TV, Chicago;

WTMJ-TV, Milwaukee; WBS-TV, Atlanta; WJAR-TV, Providence; WNAC-TV, Boston; WLWT, Cincinnati; WHEN-TV, Syracuse; WSPD, Toledo; WTAR-TV, Norfolk; WBNF, Binghamton; WHNC-TV, New Haven; WDSU-TV, New Orleans; KSTP, Minneapolis; WMBR-TV, Jacksonville.

Many other organizations furnished radio program directors and food editors of newspapers, magazines and public utility publications with interesting, useful material that pointed up NMW: Co-operating firms included American Meat Institute, Kraft, Campbell Soup Co., National Dairy Council, Wine Advisory Board, U. S. Brewers' Foundation, National Cranberry Ass'n., National Canner Ass'n., National Poultry and Egg Board, Evaporated Milk Ass'n., National Apple Institute, Ac'cent, Pan American Coffee Bureau, Tea Bureau, Associated Pimiento Growers, Fisheries Council, Spice Trade Ass'n., Shrimp Ass'n., and many others.

Prior to National Macaroni Week, the grocery and related industries were kept informed of the progress of plans for the week. As in the case of previous macaroni weeks, manufacturers of related foods again spent thousands of dollars for national advertising tie-in in their products with macaroni, spaghetti and egg noodles.

Our Macaroni-of-the-Month Club

concluded another successful year which resulted in many bonus lines of newspaper and magazine copy for the National Macaroni Institute. Last year, more than 200 of the most influential newspaper, magazine and syndicate food editors received a monthly gift package of macaroni products with a related food.

The macaroni for the gift packages to the editors was donated by individual manufacturers who volunteered to handle the gift for one month as a good-will service for the entire industry. We arranged with producers of other food items which combine well with macaroni products to provide us with a sufficient supply of their products to make an attractive and generous addition to each month's package. Co-operating food manufacturers included Campbell Soup Co., Westgate Sun-Harbor Co., Thos. E. Wilson Co., Tabasco Sauce, Can Manufacturers Institute with Blue Lake Green Beans and Tuna for Winner Dinner promotion, Ac'cent, Kraft, and Associated Pimiento Growers. Three macaroni manufacturers also included their own sauce with their packages.

Each gift package was accompanied by recipes developed and kitchen-tested by the Sills home economists to fit the specific products included in the package.

The club has acquainted the food

Why this seal



means packaging that sells

This Puritan seal stands for more than 20 years of successful experience in packaging that sells. We are equipped with the latest, most modern factory and equipment to provide you with the highest quality packaging and printing. Our new multi-color presses assure you of striking eye-catching color on all types of transparent packaging materials—bags, rolls, sheets and double edge sheeting.

Our long list of satisfied, nationally known customers are proof that our packaging makes customers want-to-buy.

You'll find it's good business to do business with Puritan. Why not learn more about our packaging service. Write or call Puritan Products Corp., 2319 S. 6th Street, Columbus, Ohio.

Puritan Products

KANSAS CITY, MO. • COLUMBUS, OHIO • HOBOKEN, N. J.

editors of the nation with the endless variety of macaroni products available and has given them worthwhile material for their columns. In addition to using all our recipes, many of the food editors have gone on from there and developed their own. In other words, the Macaroni-of-the-Month Club served as a spark to produce more and more macaroni copy. Like all good things it had to come to an end, so we concluded the membership after two successful years. We hope and expect to come up with another idea that will even top the Macaroni-of-the-Month Club as a macaroni-selling device.

Nutritional Research of Macaroni Products

Dr. Franklin C. Bing, food consultant, formerly with the American Medical Association and the Food and Drug Administration, is doing a survey for the National Macaroni Institute on the nutrition story of macaroni products. As soon as this survey is completed we shall follow it up with appropriate stories to all media.

Large Quantity Recipes

Throughout the past year, our home economists have made trips to Ithaca, New York, and have worked directly with the staff of Statler Hall, operated as a practice laboratory by the School of Hotel Administration of Cornell University. Statler Hall has large-quantity tested many of our macaroni, spaghetti and egg noodle recipes and has used them successfully in their dining rooms.

These recipes are being placed with restaurant publications to show restaurant owners new ways to serve old favorites.

Stories incorporating these recipes will be especially written for newspaper food editors who are besieged with the request "What shall I serve?" from readers who are active in civic, church and social groups and find themselves heading up a luncheon or dinner committee.

Home Economists Conference

Macaroni salads were in the limelight at the National Macaroni Institute's exhibit at the 43rd annual meeting of the American Home Economics Association in Atlantic City, June 24-27, which was attended by 4,276 professional home economists from the various branches of the profession, such as teachers, dietitians, extension specialists, country home demonstration agents, food editors, radio and television editors, advertising and public relations executives as well as home economists engaged in food, equipment and utility work.

Our exhibit featured a picnic theme and background and showed how versatile macaroni salads fit into warm-weather menus. Proof of their goodness was demonstrated by the enthusiastic response they received when we served samples to this authoritative group.

Cook Books

During the year we have supplied Dell Publications and several freelance writers and home economics consultants with recipes and photographs for use in cook books. This is an excellent way to increase the usage of macaroni products in American homes.

Trade Publications

Releases to trade publications which serve the food, grocery, advertising, restaurant and milling fields kept those industries fully informed about the activities and events related to the macaroni manufacturers.

Among the trade and farm papers which made regular use of macaroni industry news were: *Food Field Reporter*, *Chain Store Age*, *American Grocer*, *Super Market News*, *Pacific Coast Review*, *National Grocers Bulletin*, *Grocers Spotlight*, *Food Topics*, *Food Industries*, *Grocers Digest*, *Tide*, *Printer's Ink*, *Business Week*, *Restaurateur*, *North-Western Miller*, *Macaroni Journal*, *Southwestern Miller*, *The Western Farm Leader*, *Northwestern Farm News*, *American Miller*, and other ranking publications in their respective fields.

Trade news about the macaroni industry also was carried regularly in the business columns of leading daily newspapers such as the *New York Times*, *New York Herald Tribune*, *New York World Telegram and Sun*, *Wall Street Journal*, *Chicago Tribune*, *Chicago Daily News*, and *Journal of Commerce*.

Durum Growers

The National Macaroni Institute continued its efforts to convince durum growers that it is advantageous for them to grow more durum wheat. Special stories were released to daily and weekly newspapers in the durum-growing areas. Farm publications also received material which showed the importance of the macaroni industry and its growth in recent years. All releases stressed the expanding markets for durum and the excellent profit prospects for farmers who grow it.

Ted Sills spoke at the annual North Dakota Durum Show in Langdon and stories on the show were placed with publications in the field.

Tie-in Advertising

Throughout the year in newspapers, magazines, radio-TV and the trade press the macaroni industry had advertising support from many manufacturers of related foods. This co-operative advertising played a big part in illustrating to the various publics that macaroni products are natural go-togethers with an endless number of other foods. Some of the companies that boosted macaroni, spaghetti, and egg noodles in their advertising were: The Borden Cheese Co., Campbell's, Olive Advisory Board, Pet Milk Co., Westgate-Sun Harbor Co., and Wine Advisory Board.

In 1953, the National Macaroni Institute's public relations program will continue in its effort to stoke up the public's appetite for macaroni, spaghetti and egg noodles.

Our publicity will be geared to keeping the public aware of the place of macaroni products in meals throughout the year. This will be accomplished through personal contact and timely releases with stories, photographs and recipes. Our work with co-operative publicists, advertising agencies and food companies will be extended to gain further coverage of macaroni, spaghetti and egg noodles in the nation's press, radio and television.

All attention will be focussed on expanding the consumer demand for macaroni, spaghetti and egg noodles.

HALL OF FAME

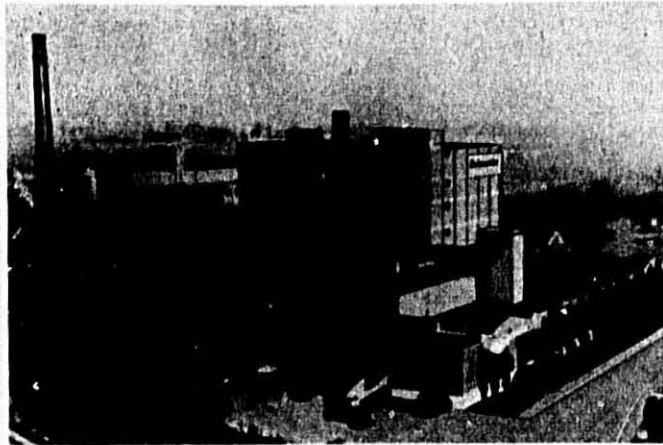
(Continued from Page 38)

grown and in 1915, just eight years after installing the machines, C. F. Mueller Co. opened what was then the world's largest and most modern macaroni plant on a four-acre Jersey City, N. J., site still occupied by the company. This new plant was widely publicized and became a showplace through which visitors were escorted in a constant procession to see the fascinating machines and the groups of white-aproned, white-capped girls filling the packages as they moved from the automatic package-forming machines to the automatic closers and overwrappers along continuous conveyors.

World War I, which cut off imports of macaroni products from Italy, found Mueller equipped to expand production and distribution. Production was pushed to the limit of the big new plant's capacity. By the end of the war Mueller had solidly established the brand along the northeastern seacoast and distribution was extending as far inland as the city of Buffalo.

Pattern of Promotion

The backbone of Mueller advertising in these days was the company's colorful car cards. During World War I the public became accustomed to poster advertising for promoting bond drives, recruiting, scrap salvage, etc. Immediately after the war the Mueller Co. turned to this new poster art as a means of holding its postwar position against the inroads of renewed imports and domestic competition. By 1920 the car cards began to follow the formula which the company has held to ever since for advertising and point-of-sale printed material: every poster without exception had to show the package prominently and every poster featured an appetizing prepared dish or meal made with a Mueller product. Mueller car cards continued in use for years. By following transportation routes the company was able to concen-



Mr. Donna,
You
Helped Build
This Plant
in
Louisville, Ky.

Open letter to Mr. Donna on his retirement after
34 years service to the Macaroni Industry

Yes, Mr. Donna:

Your good council throughout the years has been a large factor in our progress.

Your many years as Secretary of the Macaroni Manufacturers Association and as Editor of the Macaroni Journal have been outstanding in service to the entire Macaroni Industry. The faith in the various members of the Association as evidenced by your advice and counsel to all members has brought our association through most difficult times.

If the Macaroni Association continues to thrive and serve its purpose (and we, of course, believe it will), it will forever be indebted to the man who guided the Industry through its infancy and contributed so much to its maturity.

Joseph Viviano, President

Peter Viviano, Secretary

Thomas Viviano, Treasurer

DELMONICO FOODS, INC.

Louisville, Kentucky

trate on population centers. Overnight, by their use, Mueller could obtain a high degree of impact on a new market area.

The demand for new ideas created by the car-card campaign soon led Mueller to set up one of the earliest test kitchens where cooks co-operated with trained home economists to develop tasty, appetizing-looking dishes. Always carefully planned to include only the ingredients available in the average American home kitchen, new recipes were timed to appear on the packages with the appearance of each new series of car cards. The same technique is applied today to Mueller point-of-sale posters, which urge the customer in the store to pick up a package and look for the recipe of the dish so glamorously portrayed.

Mueller advertising was soon broadened to include newspapers and outdoor display. Results were so successful that the company's name became almost synonymous with macaroni, spaghetti and egg noodles in the grocery trade during the twenties and early thirties. Practically no brand competition of more than a local nature developed until well into the '20s and it was not until about 1940 that other brands began to adopt similar policies.

Radio and TV

Mueller was an early user of radio and by 1937 was putting the biggest slice of its advertising dollar into this medium. Daytime network programs were used such as ABC's "Morning Market Basket" and CB's "Bill and Ginger." Then, early in 1941, to obtain the flexibility and economy of spot programming Mueller switched to highly rated news programs. The emphasis of newscasts placed Mueller in a strong position in radio since interest in newscasts heightened during and after World War II.

The schedule of Mueller's current morning television program features "live" commercials enacted in a special studio kitchen presenting the preparation of a dish using one of the company's macaroni products. The package is prominently seen. The company uses the new medium economically as Mueller's distribution is conveniently grouped within available split-network coverage.

Mueller distribution in the between-the-wars period grew to include the entire East Coast, from Florida through New England, and westward to take in Pennsylvania, Indiana, Ohio and Michigan.

Package Evolution

A Rip Van Winkle familiar only with the original 1907 Mueller package would be sure to recognize the company's current package at once. The clean, simple design has been changed very little. According to company legend the basic design originated quite informally when someone wrapped a piece of plain white office paper around one of the dark-blue-wrapped macaroni

packages that had been in use since 1894. About one-fifth of the blue area was left exposed at each end. Bold, blue-bordered red block lettering for the Mueller name and product, a narrow red stripe close to the edges of the white area, and neat red and blue lettering for recipe and promotional copy completed the design.

There were minor changes from time to time. In 1923 the small red spot carrying the white flag and the "Flag Brand" trademark was dropped. The main logotype panel was repeated on the bottom of the box for better display. Package dimensions were changed several times before 1930 to save paperboard wax paper and wrapping stock, to provide an easier-filling shape and to permit standardization of shipping-case sizes among the various products. In 1930 the one-piece printed overwrap was replaced by a three-piece wrap in which two glued rectangular end labels effected the end seal. This substantially improved machine speed at the final packaging stage, allowing the company to adopt improved filling techniques at earlier stages along the line.

Papers and inks underwent many improvements during the years. Better clay coatings were adopted as they became available. The company wanted the whitest stock obtainable to symbolize purity and to provide contrast with the lettering. Scientific methods and equipment to establish color standards for exact shades of printing inks were adopted with such success that "Mueller Red" and "Mueller Blue" are reported to have become informal color references among packagers in the grocery trade. The most recent redesign of the old-style package was a 1945 clean-up in which the blue border of the logotype lettering disappeared along with traditional copy about the "... clean American factory."

Mueller's "Master Plans"

As the war neared its close, the Mueller management realized that ordinary war-deferred machine replacement and expansion plans would have to be combined with something more far reaching and dramatic to meet postwar competition.

In 1945 Mueller embarked on the first of what it called "master plans," which have since resulted in an almost complete turnover of equipment, a complete re-arrangement of the factory, new package designs and continued dominance of the market. The "master plans" were carefully formulated goals each covering a separate phase of the company's operation which could be "broken off" from the overall picture and studied.

Target dates of one to four years were set for a group of plans which, taken all together, described the total effort felt necessary. The date and scope of each plan was informally and flexibly variable, but psychologically the system made it easier for the ex-

ecutives and engineers to focus their thought on one thing at a time.

Production "master plans" called for a thorough modernization of techniques in continuous, straight-line output capable of immediate and future expansion. Packaging "master plans" called for: (1) capacity to handle the planned-for production increases and (2) a complete study of packages from the point-of-sale point of view.

First "master plan" in Mueller packaging involved the "short-cut" item, elbow macaroni. Elbows had originally been the portion of the macaroni which curved around the rolls on which the long pieces were draped to dry. In the early days it was reground into the mix by most macaroni makers, but Mueller had offered the shape from the beginning as it appealed to many non-Italians because it was easier to eat. Later, special machines were devised specifically to make elbows.

Mueller and other large makers had come to promote elbows more and more, largely because it was free flowing and could be easily machine filled. Its popularity was on the upturn in 1945. Therefore, one of the first decisions related to the short-cut packaging plan was to add three new varieties of short goods: a larger short-cut to be called "Ready-Cut"; a fluted, slightly curved version in the same larger size to be called "Rib-A-Roni," and a realistic ocean mollusk shell shape called "Sea Shells."

An upright window-package style was selected for elbow and the new short cuts. The 8- and 16-ozs. sizes were selected because market tests had already proved customer preference for these sizes. Completely transparent flexible packages, considered briefly by Mueller before the war, were studied again but rejected. Inadequate product protection against breakage and loss of the recognizable Mueller package style were the reasons. Transparent windows in an upright carton provided all of the product visibility required tests showed.

The new equipment installed for packaging the enlarged assortment of short goods was fairly straightforward. The products are durable and free flowing and can be handled on some of the most rapid weighing and filling equipment available for dry products. Between the beginning of the short-cut master plan late in 1945 and April, 1952 Mueller sales in this product category increased approximately 77%. Unit-packaging labor costs were lowered 24.7% in spite of yearly wage increases over the period.

Noodle Technique

The egg-noodle packaging program was a much tougher row to hoe. Noodles are more fragile than macaroni short-cuts and have always been considered one of the most difficult products in this field to package because they tend to clump, jam and

M. J. DONNA

HE GAVE AN INDUSTRY ITS VOICE

The value of a companion of 34 years is not easily defined. Companion...consultant...confidant... that has been the role of **The Macaroni Journal** to all in the macaroni industry. Those who see but an occasional issue may be impressed by the soundness of its content and the inspiration of its messages. But all who have been associated with the Journal since its founding in 1919 see on every page the reflection of the heart and mind of the man who gave this industry its voice... M. J. Donna who for 34 years has superbly met a never-ending series of deadlines. To him we express our grateful thanks for both the quality and quantity of his services... and say, "Well Done!"

SKINNER MANUFACTURING CO. OMAHA, NEBR.

Lloyd E. Skinner
President and Treasurer

Paul F. Skinner
Executive Vice President

John T. Jeffrey
Vice President
Sales and Advertising

Louis W. Skinner
Secretary

cluster instead of flow. Between breakage and clogging, it is difficult to get a uniform weight fill to occupy a uniform volume in a package.

Noodles, traditionally made in a long, folded shape, formerly had to be carefully hand packed. As packaging efficiency became increasingly important to manufacturers, Mueller and other efficient producers simplified the shape and reduced the length of individual noodle pieces in an effort to make them tractable.

However, even with the improved noodle shape, 32 packages per minute was the maximum speed of the best weighing and filling equipment on the market. To attain scheduled future production with 32-per-minute fillers would have required at least two machines. A single machine producing 60 packages per minute, if it could be developed, promised a 75% saving in labor cost and seemed well worth considering even if development exceeded the cost of two standard units.

Mueller engineers engaged in intensive research of the problem while one machine supplier made a complete study in his laboratory. Finally, after many false starts, a Mueller-patented method was evolved. This method, in conjunction with a new six-scale filler weigher, handles the worst actor, fine egg noodles, at 78 packages per minute and hits a consistent 90 per minute with the slightly free-flowing wide egg noodles.

The company estimates its packaging labor cost on these important products is "... at least 50% less than that of the most efficient competitor." Specifically, packaging unit labor cost on noodles was lowered 61%, although the hourly wage increased greatly in the same period.

Long-goods Problem

The last stronghold of manual operation in the Mueller plant is the "long-goods" section—macaroni, spaghetti and thin spaghetti. Forming and closing of the package is automatic, but nobody has yet found an economical or accurate mechanical way to put a pound of spaghetti into a box. Needless to say, one of Mueller's "master plans" is to lick this problem.

In the meantime, the long-goods package remains the same familiar triple-sealed carton, recognizably a direct descendant of the 1907 model.

Interest in the long-goods "master plan," however, has not kept Mueller from refining and streamlining the present manual stage in this line. Seemingly minor improvements in the way the product is brought to the packers to eliminate non-productive lifting, bending and reaching, and refinements in carton-forming machines and conveyors have added up to steady production increases. Since 1948 packaging-unit labor cost on

long goods has been reduced 28% in spite of substantial hourly wage increases.

Mueller is big enough to afford major machine investments and a crew of able engineers and researchers, yet small enough so that its people can view it as a coherent whole and work in the relaxed atmosphere in which experimentation and imagination can flourish.

Future Mueller "master plans" being set up today recognize that sta-

tistical controls are one of the basic elements in production and refined mathematical techniques will receive attention equal to that given advanced machine design. Behind the Mueller package, still familiar even in terms of the company's 1907 design, there is a growing, fresh, new spirit. As exemplified by the Mueller package, it is the kind of spirit that spells continued leadership to keep a successful business a step or two or three ahead of competition.

Durum Production Promotion

The durum public relations committee, according to Chairman C. L. Norris of the Creamette Co., Minneapolis, reports to the board of directors that the advertisement reproduced below has been sent to 32 county seat newspapers in North and South Dakota, adding: "While reports reaching us indicate that high premiums on durum will have a good effect on increased acreage, we are taking nothing for granted but are continuing in this manner to influence farmers to grow more and better durum."

**NOW
IS THE TIME TO GROW
DURUM!**

The macaroni production industry needs 35-40 million bushels of durum this year . . . just to meet immediate requirements.

Durum millers and processors rely on North Dakota farmers for more than 80% of the macaroni products made in this country. About 99% of the macaroni made today is made from durum.

✓ The aggressive program sponsored by our association has doubled United States consumption of macaroni products since 1931. The per capita average is now nearly 7 pounds . . . and our national population is rapidly increasing. This constant increase in the use of macaroni, and the present short supply of quality durum have resulted in a price advantage for durum that should continue through 1953-1954 at least:

Top quality durum wheat is essential to the continued increase in macaroni consumption. If a lack of durum necessitates the admixture of bread wheat farina, quality will suffer . . . people will eat less spaghetti, macaroni and egg noodles . . . and the market for durum will decrease. We realize that your durum-growing problems are serious. Unusual conditions of stem rust, unfavorable harvest seasons, have resulted this spring in the smallest carry-over since 1936.

Over a 10-year span, however, durum averages out very favorably as compared to bread wheat crops, as to yield and price. We sincerely hope you will grow durum this year so that we can continue to increase your market for durum . . . not only this year, but in the years to come.

CONGRATULATIONS

M. J. Donna

For A Job Well Done!

The American Beauty Macaroni Company would like to join the Industry in taking this opportunity to congratulate you on your retirement after 34 successful years of service as Secretary of the National Macaroni Manufacturers Association. We would especially like to congratulate you on the outstanding job you have done as Editor of The Macaroni Journal.

Also, at this time, we would like to offer our best wishes on your 75th birthday. We sincerely hope you will long remember the many pleasant years you have been associated with the Industry . . . WE WILL.

The American Beauty Macaroni Co.

Manufacturing Plants at

Denver—Kansas City—St. Louis—Wichita—Salt Lake City—Los Angeles

Macaroni Data and Literature Survey

Dr. Franklin C. Bing, Ph.D., food consultant, Chicago, is preparing "A survey of the literature and a study of available data to determine what is known about macaroni dishes, and to define with reasonable exactness how these foods can legitimately be used in reducing and other diets." The report, to be ready about April 1, will follow the outline below:

- I. *Introduction, Purpose of Report, Plan of Presentation.* The present report is a study of the available information about macaroni products, from the nutritional point of view—that is, from the viewpoint of the health values of these foods to consumers.
- II. *The scientific and technical literature on macaroni products.* Results of a survey made at the John Crerar Library, Chicago.
- III. *Available data on the composition of macaroni products.*
 1. Discussion of the Food and Drug Administration Definitions and Standards of Identity, and what they mean.
 2. Data in literature on composition of macaroni products.
 3. The three nutritional features of macaroni products:
 - a. Their food values, alone
 - and in combination with foods.
 - b. The great variety of combination dishes possible, their economy and food values.
 - c. The social attributes of macaroni products.
- IV. *Reports on the use of macaroni products in normal diets, in the home and in institutions.* The attitude of professional people towards macaroni products. Reasons why macaroni products have been neglected by nutritionists when "grain foods" or "cereal foods" are discussed.
- V. *Reports of the use of macaroni products in therapeutic diets.*
 1. For gaining weight.
 2. In low-sodium diets.
 3. In so-called soft diets.
 4. In diets for infectious hepatitis.
- VI. *Discussion of how macaroni products can be used in reducing diets.*
- VII. *Summary and conclusions.*

Dr. Bing formerly was with the American Medical Association. In making his survey, he said that he was

surprised how little information on these foods is in current literature. Grains are recognized as good foods but frequently the impression is given that many writers do not know that macaroni products are made from grain.

Dr. Bing also said he was surprised that macaroni and noodle products contributed as much as they do in nutritive value. He will have a complete report for us in a few more weeks on his survey of literature. Then he proposes to make computations and possibly supplement these figures with laboratory analyses to give us additional information on the values of finished combination dishes with macaroni and noodle products. With this information, we can go to the Department of Agriculture to have it included in their handbook on the composition of foods and disseminate this information generally to the professional field and to others who are working on diet guides. Until we do this work, we can expect macaroni, spaghetti and egg noodles to be neglected or underrated by those who do not know their true nutritive values.

His survey will be a milestone on our program of consumer education.

ROBERT M. GREEN
Secretary NMMA

CENTRAL FIBRE IS
At Your Service
IN 14 CONVENIENT CITIES

Paperboard Materials
Corrugated Shipping Containers
Folding and Set-Up Boxes
Produce House Supplies

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Marshalltown Container Co., Marshalltown, Iowa
Pumroy Manufacturing Co., Vincennes, Indiana
Quincy Container Division, Quincy, Illinois
Western Paper Products Co., Salt Lake City, Utah

FOLDING AND SET-UP BOXES

American Folding Box Co., St. Louis, Missouri
Brace Carton Company, Memphis, Tennessee
Continental Paper Products Co., Denver, Colorado
Eggers O'Flannery, Omaha, Nebraska
Western Paper Products Co., Salt Lake City, Utah

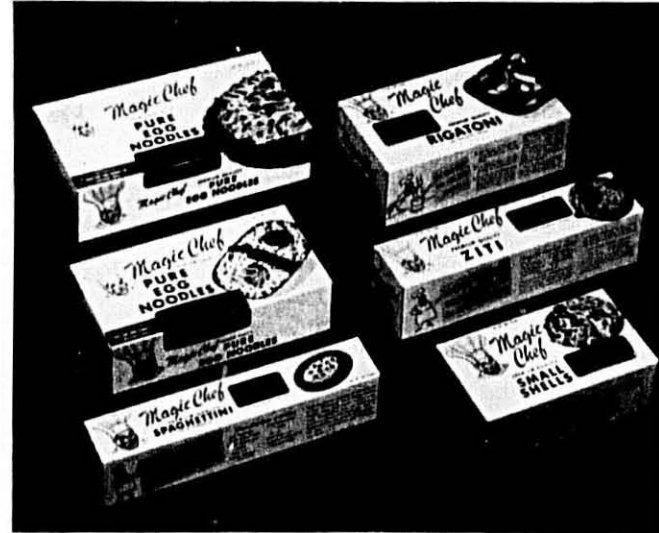
CONGRATULATIONS

M. J. DONNA

on your contributions to the Macaroni Industry. We congratulate the Industry on its new position in the American Economy. Mr. Donna devoted his business life to making this condition possible.

Now that he is retiring, it is our sincere wish that the leisurely days of retirement may be many and pleasant.

Tharinger Macaroni Company
MILWAUKEE, WISCONSIN



Sutherland Redesigned Macaroni Packages

Magic Chef Food Products Co., Bridgeport, Pa., in conjunction with its advertising agency, Ernest William Greenfield, Inc., and Sutherland Paper Co. of Kalamazoo, Mich., has redesigned its line of packages for macaroni, spaghetti and noodle products.

The new, sparkling white cartons are printed in full color and varnished. There are six different size packages

and they have been planned so that with copy changes some may be used for more than one product.

All the cartons have windows for clear visibility of the contents, but the windows have been so designed as to prevent possibility of damage from handling by customers in food markets.

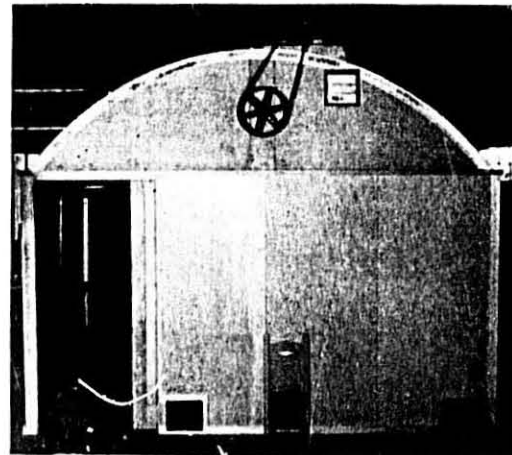
Prominently displayed in color on the front of each package is an appetizing dish made of the contents. These dishes are prepared by one of the most

famous home economists and food experts in the business, Miss Mabel Love. Miss Love was head of the cooking schools of the *Philadelphia Daily News* and *Philadelphia Inquirer*. Impulse buying is stimulated by these colorful illustrations. In addition, the back panels of these packages contain recipes, which add to the general appeal for the consumer.

Revision of this line of packages was brought about largely by the fact that supermarkets welcome an integrated, easily identified line of cartons. With this re-designing, Magic Chef Food Products Co. now has an attractive, completely co-ordinated line of family packages of which Sutherland Paper Co., the Greenfield Advertising Agency and Magic Chef Food Products can be justly proud.

Golden Grain Honors Viano

Thirty-five years of sales efforts by John Viano, veteran Golden Grain Macaroni Co. representative, were honored by the firm at its recent annual sales meeting and luncheon in San Leandro, Calif., home of the plant. Vincent De Domenico, co-owner of the company, presented Mr. Viano with a diamond-studded wrist watch in recognition of his three and a half decades of convincing retailers there is no other macaroni line in the west than Golden Grain. Mr. Viano covers the San Joaquin Valley area.



Exterior View—Lazzaro Drying Room

for **ECONOMICAL
SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

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... **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**

To M. J.

Best Wishes
to a most loyal friend
of the Industry.

May Your Future Be Full Of
Health and Joy.

V. LA ROSA & SONS, Inc.

Liquid, Frozen and Dried Egg Production

February 1953

Liquid egg production during February totaled 45,291,000 pounds, compared with 48,166,000 pounds in February last year and the 1947-51 average of 51,976,000 pounds, the Bureau of Agricultural Economics reports. The quantity produced for drying was less than a year ago and accounts for all the decrease in total production from a year ago.

* Dried egg production during February totaled 1,168,000 pounds, compared with 1,916,000 pounds last year and the average of 5,925,000 pounds. Production consisted of 199,000 pounds of dried whole egg, 243,000 pounds of dried albumen and 726,000 pounds of dried yolk. Production during February last year consisted of 149,000 pounds of dried whole egg, 824,000 pounds of dried albumen and 943,000 pounds of dried yolk.

The quantity of frozen egg produced during February totaled 38,441,000 pounds, compared with 38,117,000 pounds in February last year and the 1947-51 average of 29,979,000 pounds. Frozen egg stocks increased 7 million pounds during February compared with 8 million pounds last year and the average increase of 2 million pounds.

Harmonizing Trio



Three living trademarks. Aunt Jemima (Quaker Oats); Prince of Song (Prince Macaroni Co.); and Daisy Meadows (Whiting's Milk Co.), joined in an appeal for the Heart Fund during the three-day Heart Fund Food Festival sponsored jointly by chambers of commerce of five Greater Boston cities—Medford, Melrose, Malden, Everett and Somerville—for the Lenten season. Events included live radio broadcasts from school assemblies, pancake race, cake decorating contest, spaghetti-eating competition, dances, veteran hospital, store and supermarket visitations.

1919...1953

CONGRATULATIONS to our friend M. J. Donna on 34 years of wonderful service.

It was 1919 when you became secretary of the Macaroni Manufacturers Association and editor of this publication. In that year, Alcock and Brown, the British aviators, flew the Atlantic nonstop from Newfoundland to Ireland. Jack Dempsey became the heavyweight champion by knocking out Jess Willard. Bobby Jones was an obscure 17-year-old golfer. President Wilson laid the Treaty of Versailles before the Senate and Cal Coolidge started his national political career by quelling the police strike in Boston.

In 1919 the Minnesota Macaroni Company had already been macaroni manufacturers for 27 years and hailed with a great deal of pleasure the organization of this Association and Mr. Donna's acceptance of the post of secretary.

Since that year many changes have certainly occurred but through them all M. J. Donna has done a sincere and conspicuously successful job of developing our Association and this publication. Congratulations and best wishes from a continuous and lifetime member of the Association.

1892 **Minnesota Macaroni Co.** 1953

St. Paul 1, Minnesota

COMPLIMENTS

of

Stone & Forsyth Company

To The Macaroni Journal and To

M. J. DONNA

On His Fine 34-Years Record

As Its Managing Editor.

Manufacturers

of

FOLDING PAPER BOXES

OF ALL DESCRIPTIONS

EVERETT • MASSACHUSETTS

Predict Change in Business Trend

In a special survey on "What's Ahead for Business," Prentice Hall, Ill., a noted business analysis firm, finds a coming change in the business trend in the months ahead, a fact that will come as a shock to businessmen who are still going on a business outlook that is already three to six months behind the true state of affairs.

The new facts and figures for 1953 just uncovered by this up-to-date survey have made dangerously obsolete the previous estimates of coming conditions that most firms are still following. These new facts and figures conclusively show the trend, and the following facts are given to prove it:

(1) that prices have been kept artificially high by false stimulants that now are rapidly losing force;

(2) that for the first time in history, the law of supply and demand has been deliberately suspended, so that while many items are actually in *oversupply*, the price on them is being kept falsely high;

(3) that the bursting of this swollen bubble—now dangerously overdue—will spring a 1953 price-drop that will be as sudden as it will be severe;

(4) that because they're unaware of this development that's shaping up beneath the surface, many firms are

stepping right into the trap on their new 1953 commitments;

(5) why these firms are shortly due for a rude awakening;

(6) and finally, the new survey also shows why the coming *abolition of controls* (already announced and some in effect, currently) will have an effect on business *exactly opposite* to that many have been led to believe.

It is the belief of the author that businessmen who are fortified by the new facts and figures will be in a position to know what to watch for, what action to take for his own protection, and above all be prepared for the sharp changes in the 1953 conditions that will affect prices and inventories, markets and materials.

Effective Sanitation Program and Safeguards at Federal Hearing

By James J. Winston, NMMA
Director of Research

Recently, a major macaroni company and its principal officer were fined a total of \$10,000 by a federal judge, and the president of this firm was placed on a three-year probationary period. The charges involved were based on insect infestation in the plant and also finding insect matter in interstate shipments.

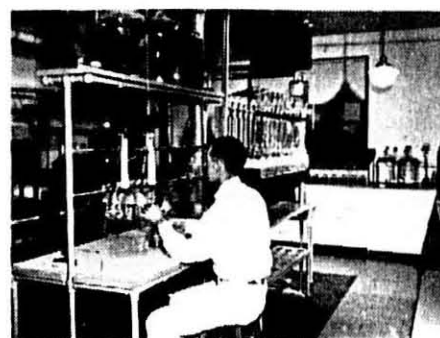
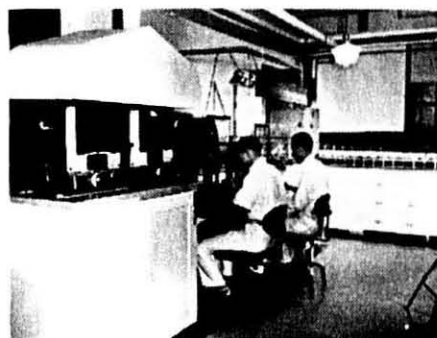
This matter is of grave importance since the resultant publicity causes

harm not only to the company involved but to the industry at large. I wish to emphasize the necessity for a complete sanitation program to safeguard the interests both of companies and our industry. Each company should have the services of a sanitation consultant who will periodically inspect the plant and give recommendations for complete compliance with the Law. Management must make an effort to co-operate with the recommendations and thereby avoid conflict with the regulatory officials. In addition, microscopic analysis of raw materials and finished goods should be a must on a regular basis. This will constitute a sanitation index and will show whether products are being processed in a sanitary manner. Your research director and the laboratory of the association are always available to guide you in your sanitation practices and selection of farinaceous materials.

Hearings are of prime importance before the Food and Drug Administration and should not be taken lightly, since the result of a hearing will decide whether the government will prosecute the manufacturer and turn the matter over to the Department of Justice, or dismiss the charges. A manufacturer should attend a hearing fully prepared with an attorney, technical witnesses, exhibits of analysis and reports.

"An Ounce of Prevention is Worth a Pound of Cure."

The North Dakota Mill & Elevator Control Laboratory Assures Uniformity in Macaroni Products!



- ★ Careful Selection of Choice Durum Wheat
- ★ Each car of wheat is binned & milled according to quality
- ★ Macaroni & color discs made of finished product
- ★ Chemical Analysis

Our modern control laboratory is your assurance of a complete check on all Durum products shipped from this mill. Remember, we are located in the front yard of the finest durum wheat in the world!

North Dakota Mill & Elevator

R. M. STANGLER, Gen. Mgr., Grand Forks, N. Dak.
EVAN J. THOMAS, Mgr., Durum Div., 520 No. Mich. Ave., Chicago, Ill.

San Giorgio

Joins in paying tribute to

◆ M. J. DONNA ◆

As members of the macaroni industry, the makers of San Giorgio Macaroni, Spaghetti, Egg Noodles and Spaghetti Sauce are proud to add their praises to those which hundreds are tendering Mr. M. J. Donna, distinguished Managing Editor of The Macaroni Journal.

For 34 years, Mr. Donna has devoted himself with unswerving zeal to promoting and publicizing the great industry in which we all are engaged.

His loyal service and aggressive leadership have been of incalculable value in building the prestige and profits which macaroni products enjoy today.

On the occasion of his 34th anniversary as leader of the Macaroni Journal, we sincerely say, "Thanks, Mr. Donna, for a job well done."

(signed)


Geo. B. Johnson
Pres. & Gen'l Mgr.


Raymond J. Guerrisi
Vice President


Chas. J. Travis
Sec'y & Treas.

KEYSTONE MACARONI MFG. CO.

Second International Congress of Food Distributors

Ostend, Belgium, June 22-26, 1953

Albert Ravarino of Ravarino & Freschi, Inc., St. Louis, director of the National Macaroni Manufacturers Association, has been appointed a member of the American committee for the second International Congress on Food Distribution in Ostend, Belgium, June 22-26, 1953, and is planning to attend as a representative of the United States macaroni industry.

For the information of others who may wish to go, the promoters report that the Prime Minister of Belgium and other officials of that country will participate in the program and the congress has been granted the "High Patronage of the King of the Belgians" to help make the affair of the greatest help to food distribution.

The program will include group discussions of a wide range of specialized and practical topics of interest to European and American food distributors and processors. It is expected that from 2,000 to 3,000 food distributors from 22 countries will attend. The ladies will be welcome and a special program will be arranged for them during the congress. Numerous receptions, dinners, and sight-seeing

trips are also being planned for delegates and ladies.

For the American delegation that may wish to go on a tour in connection with attending the conference, an interesting package itinerary has been developed, with hotel accommodations guaranteed in Ostend. The party will leave New York, June 2, returning July 11, the trip to include Spain, the Riviera, Italy, Switzerland, Germany, Holland, Belgium, Paris and London. The all-inclusive cost of the tour will be just under \$2,000 per person.

Charles L. Barr New President of F. B. Redington Co.

The F. B. Redington Co., Chicago manufacturers of automatic cartoning and other packaging machinery, has appointed its second president in its 50-year history. Charles L. Barr, who succeeds the company's founder, Frank B. Redington, has been with the company since 1920, when he assumed sales department responsibilities as an assistant to the vice president. In 1928, he became sales manager; since 1937, he has been vice president of the company and charged with its general management, and a member of the board of directors.

Mr. Barr has been prominent in many phases of the packaging indus-

try, having served terms as president both of the Packaging Institute and Packaging Machinery Manufacturers Institute. Among other activities, he is also chairman of the board of Du Page Trust Co. in suburban Chicago.

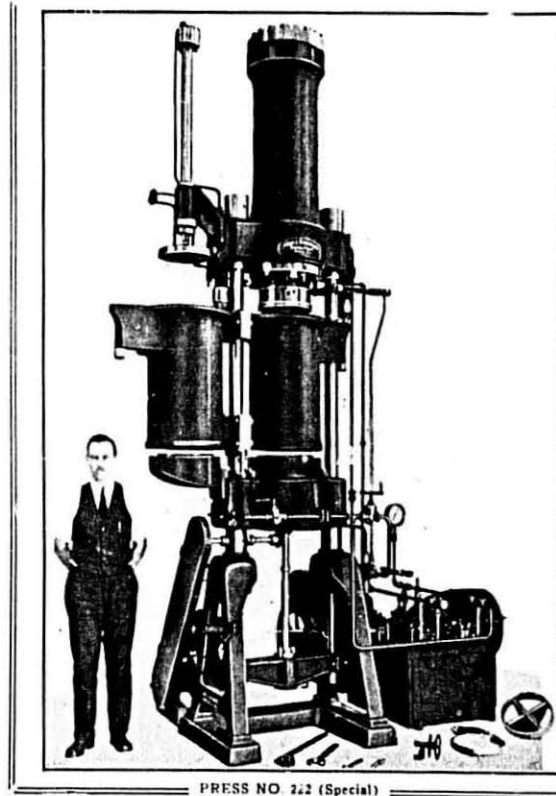


Mr. Barr

Ellyn, where Mr. and Mrs. Barr make their home and where the three Barr children (a daughter and two sons, one now in service) grew up. He holds the same office for the Duncan department of the YMCA of Chicago. He belongs to the Union League Club and Glen Oak Country Club.

M. J.

Thanks and Best Wishes



PRESS NO. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

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- Kneaders
- Mixers
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- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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RAVARINO-FRESCHI, Inc.

St. Louis, Mo.

Houlihan a Director

Robert C. Houlihan, independent retail grocer of Fort Worth, Tex., has been appointed a director of the



Mr. Houlihan

National Association of Retail Grocers, it was announced recently by Vincent L. Browner, Des Moines, president of NARGUS.

Houlihan will fill the unexpired term of Rufus Starnes, Abilene, Tex., who recently resigned from the board of

directors. Houlihan will occupy the position of director until June, when election of directors will be held during the 54th annual convention of NARGUS (June 14-18, 1953) at Navy Pier, Chicago.

An independent retail grocer in Fort Worth since 1932, Houlihan is a past president of the Fort Worth Grocers Association (1938) and the Texas Retail Grocers Association (1950).

Prospective Durum Planting

As of March 20, 1953, the United States Department of Agriculture, bureau of agricultural economics, North Fargo branch, estimates the wheat planting intentions of the farmers of the northwest as follows:

The prospective acreage of all wheat to be seeded this year is placed at 10,312,000 acres. This represents a decrease of about 3 per cent from the 10,650,000 acres seeded last year but is 5 per cent more than the 10-year average of 9,791,000 acres. Present intentions are to reduce the durum acreage about 4 per cent and the hard wheat acreage about 3 per cent from last year. For hard wheat decreases are intended generally over the state while for durum the main areas expect to hold the same acreage or increase slightly, but

the fringe areas are reducing. If present planting intentions materialize the acreage of durum will be 1,858,000 acres, the smallest since 1945, and nearly 20 per cent below the 10-year average. The intended acreage of hard wheat is placed at 8,454,000 acres, 13 per cent above the 10-year average and, in the last decade exceeded only in 1951 and 1952.

MILAN FAIR

(Continued from Page 72)

at home). In any case, it can be said even now that the total number of exhibitors will in 1953 be around the record figure of eleven thousand.

Mario Braibanti, who recently returned from a trip to the United States, advised that there was an increased interest in the Milan Fair, but we are not able to give you the complete information about the macaroni machinery in the 1953 exhibit. As he states, exhibitors in the macaroni machinery sector keep their plans very secretive and do not make them known until they are ready to erect their exhibits. While the Ente Fiera, our very efficient organization which is supported by the commercial commissioners in charge of the macaroni exhibit in Pavilion 18, is making every preparation for the most

To M. J.

Our Best

from

Gooch's Best

GOOCH FOOD PRODUCTS COMPANY

510 South St.

Lincoln 1, Nebraska

extensive exhibit of macaroni machinery, the only layout of such machines received to date is that submitted by the M. & G. Braibanti & Company of Milano, Italy. This we are not in a position to release prior to opening of the Fair the last half of April, and is submitted not with any idea of showing preference to exhibitors, but to give the readers some idea of the extensiveness of the exhibit of macaroni equipment this year.

Dott. Ingg. Mario, Giuseppe Braibanti & C. All lett. Mr. Donna. 20/3/53, from List of Machines to Be Exhibited at Milan Fair 1953

Operating Equipment:

The operating equipment consists of two quite distinct units for manufacture of long extruded goods and of extruded and rolled coils.

Long Goods Unit:

(a) Automatic Press Macron (with 2-speed gear and new patented device for vacuum manufacture) having an open basement for installation of:

(b) Automatic Spreader Simple Type, for 64½" sticks, coupled to:
(c) Preliminary Drying Tunnel Garbuio, 9 mts. long, with special anterior section for coupling to Automatic Spreader.

(d) 2 Drying Cabinets Garbuio Esisel type, special construction for 64½" sticks (new type with hydrogenation).

(e) Automatic Device for pulling off dry products from sticks and cutting them in the length (new patented device).

Twisted Goods Unit:

(a) Automatic Press Macri (with 3-speed gear and new patented device for vacuum manufacture) having an open basement for installation of:

(b) Twisting machine Plurimas (new type 1953) for manufacturing coils from both extruded or rolled dough, spread on 1.20 x 0.60 mt. trays;
(c) Preliminary Dryer Garbuio, automatically coupled to Twisting machine.

(d) Drying Cabinet Garbuio Esiotoc holding 8 tray-carrying trucks (new type with hydrogenation).

1 Flour Feeder installation, with special blending and dosing hopper with vibrating sieve and pneumatic conveying system.

Non-Operating Equipment

This consists of several machines manufactured by various of our works.

(a) Automatic Ravioli Machine (new type for coupling to automatic press).

(b) Automatic Tortellini Machine, with 6 stamping dies.

(c) Matassona Twisting Machine, for extruded goods.

(d) Velo Stamping Machine, for 600 mm. wide doughsheets.

(e) Impress for manufacture of small quantities of macaroni products.

(f) Special Band-Predryer (new type 1953).

(g) Special device for spreading long goods on sticks.

(h) Automatic Spreader Double Type.

(i) Larger Diewasher for square and round dies (new type 1953).

(j) Small Diewasher.

(k) Aqua Part control instrument for humidity in cereals.

(l) Mill for macaroni scraps.

(m) Ovomatic Egg-Doser (new type).

(New features 1953 are enclosed in brackets.)

Golden Grain Awards Prizes

Vincent De Domenico, co-owner of Golden Grain Macaroni Co., San Leandro, Calif., has announced the winners of the firm's label-saving contest in Fresno, Tulare, Madera and King's counties. First prize of \$150 was won by the Fresno County Federation of Women's Clubs; \$100 second prize was awarded to the American Legion Auxiliary, Unit No. 4, Fresno; and \$75 third prize was garnered by the National Association of Letter Carriers, Branch 231, Ladies Auxiliary 378, Fresno.

PACKAGES
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CARRY THIS
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Specialized Packaging for
the Macaroni Industry

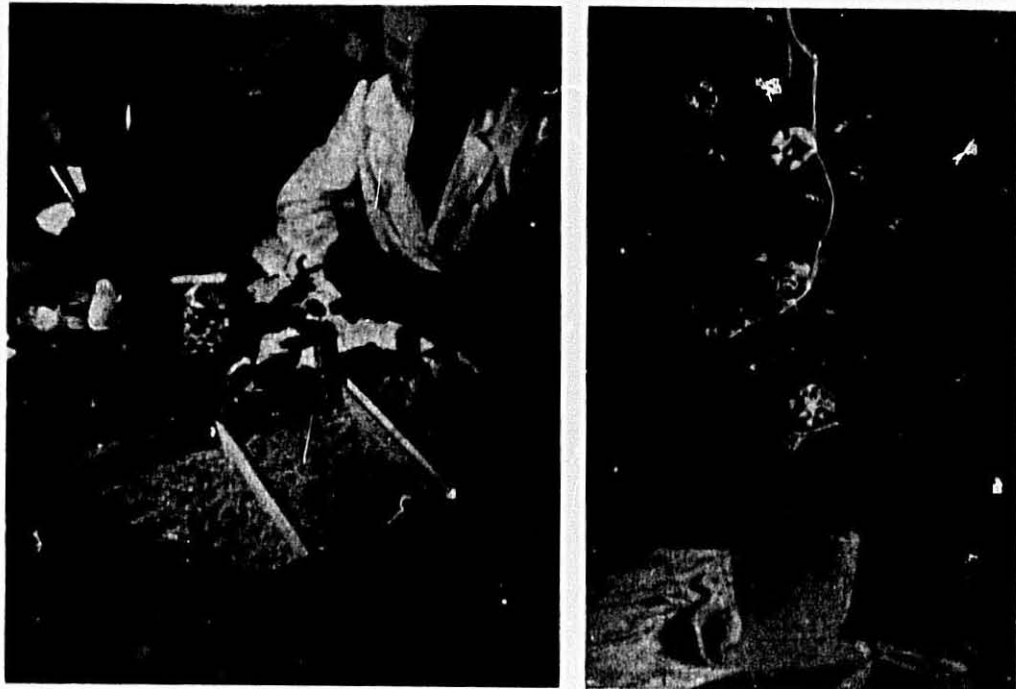
Unsurpassed versatility of equipment is one reason why so many important factors in the macaroni industry rely on Sutherland for their packaging needs. Long, short, tall, squat, square, round—whatever type package you want—this completely integrated packaging center has the facilities to produce it.

An experienced staff of creative artists is ready to help you develop new salesmaking designs. The finest of package printing craftsmen will add new sparkle and brilliance to your consumer products.



SUTHERLAND PAPER CO., Kalamazoo, Mich.

An Ingenious Pastime



Mr. Valentine Weller, who was ill and is under medical care, spends her time making necklaces, rings, and decorative objects from macaroni products . . . a novel but very popular and interesting use of some of many shapes of this fine food. Courtesy "Blanc et Noir" (White and Black), Paris, France.

Enterprise

N. J. LAmbert 5-0444
N. Y. LOngacre 5-0877

ENTERPRISE CORRUGATED CONTAINER CORP.

MANUFACTURERS OF

CORRUGATED SHIPPING CONTAINERS

99 FIFTH AVENUE, PATERSON 4, N. J.

LANZIT CORRUGATED BOX CO.

2445 SOUTH ROCKWELL STREET

CHICAGO 8, ILLINOIS

Chicago's Oldest Manufacturer of Corrugated Boxes

Congratulates Editor M. J. Donna

On His 34 Years of Faithful Service to The Macaroni-Noodle Industry.

Thanks, M. J.

For your ever loyal service

and

Affection For All Of Us.

Jack Wolfe

MEGS MACARONI COMPANY

Macaroni Is Big Business

According to figures released by the National Macaroni Institute, the United States macaroni industry is now a \$225-million-a-year industry.

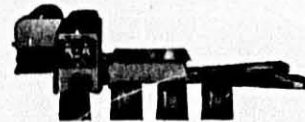
Estimated production of all types, shapes and sizes of macaroni—spaghetti—egg noodles in 1952 exceeded 1,051,019,000 pounds.

In addition, 14,000,000 pounds of this food was supplied the armed forces overseas in 1952, and other huge amounts—as great or greater—went to feed servicemen stationed at camps and bases throughout the United States.

Dual Feed Heat Sealing Machine

A new rotary, continuous heat sealer designed for dual feed—that is, auto feed and manual feed—is announced by Pack-Rite Machines of Milwaukee. This is known as Model DF and is especially applicable where sealing operations are such that some bags are adapted to automatic feeding and some bags are bulky or odd shaped and must be hand fed. Change from one method of feeding to the other only

requires a change of the stainless steel sheet metal protective conveying chain guards at the feed-in end. This is done in less than a minute by removing four screws. Where both methods of feeding are employed, both can now be done on a single machine at a considerable saving in machine investment.



In addition to adaptability to dual feeding operations, another feature is accessibility to preheater and folding device if the latter is used for fold over of bag top. The preheater consists of $\frac{7}{8}$ " x $\frac{3}{8}$ " square section brass bars bored for their entire length to receive the brass sheathed, cartridge type heating elements. The preheater is so located that heat is effectively transferred over the surface of the bag where the seal is made. The folding device when used is attached to the preheater in a manner which permits of quick insertion or removal. When folder is removed for cleaning, no settings of the preheater are disturbed.

This sealer is applicable for sealing cellophane, glassine, foil and the heavier kraft-backed and scrim-backed

laminates widely used for military packaging. The efficient heating action of the preheater provides ample heat for softening and fusing these heavier laminated materials. This sealer is designed for use in food-processing plants, military depots, and industrial plants engaged in military packaging.

It is furnished with a lift and lowering stand for table mounting or on an adjustable floor base readily adapting it to the packaging line. Two types of drive are available, fixed and variable speed over a wide range of speeds. The approximate weight without lifting device is 135 pounds.

BIGGEST PASTA

(Continued from Page 54)

time we used the canned spinach and the second time we used fresh cooked spinach. The taste didn't seem different; the color was at first, although in the end you wouldn't know it. For the fresh use $1\frac{1}{2}$ cups of cooked, chopped spinach.)

Then add the salt, 2 tablespoons of the cheese and egg. Mix well. Here the fun begins!

Stuff the cooked tufoli with this mixture—using the tender touch with the stuffing. If a few break don't worry.

Cover the bottom of a large casserole

STAR Performance

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STAR MACARONI DIES MFG CO
57 GRAND ST. NEW YORK

13, N. Y. ★

A. GOODMAN & SONS, INC.

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Herewith Sends

GREETINGS

To

M. J. DONNA

In Appreciation Of His Many Services
and Kindnesses These Many Years Past.

THANKS and CONGRATULATIONS

ANTONIO PALAZZOLO & CO., makers of quality Macaroni Products through the years says:

THANKS to Mr. M. J. Donna, Association Secretary, Institute Founder and Journal Editor for faithful service to the Macaroni-Noodle Industry for over a generation.

He fully deserves our Compliments and Congratulations for his untiring efforts towards keeping our industry alive and continuously progressive.

ANTONIO PALAZZOLO & COMPANY

2045-55 Gilbert Street

Cincinnati 2, Ohio

with one-half inch of sauce and arrange alternate layers of stuffed tufoli and sauce, sprinkling each layer with cheese. Finish with sauce on top. Cover dish and bake in a moderate oven, 350°, for 30 minutes. Serve with extra sauce and extra Parmesan cheese. We just heated the sauce that was left and used that.

There was more excitement the first time we made tufoli in our kitchen than there has been for many a day. We hope you try it, and then you won't have to take my word for its deliciousness. An ideal family or party dish. • After our first taste experience, it was so good just eaten alone, we wondered what to serve with it. We got Vita by phone. All that is needed, she said, was a mixed green salad—or some light salad of that kind, and a simple fruit dessert.

That was easy, and we were glad to follow. The salad was a bowl mixture of curly and Belgian endive and Bibb lettuce with a couple of canned artichokes tucked amongst the greens as small surprises. The dressing must also be kept simple—olive oil, plain or wine vinegar, lemon juice, salt and pepper mixed with sharpness.

And for dessert there are balls of different flavors of sherberts—pine-apple orange and lime, with a topping of fresh cut-up strawberries and pineapple.

We loved this one. It seems to be

a find to fill an important niche in a salad-plate luncheon where a wee extra touch completes the picture.

STUFFED SUPER SHELLS

These are large shells

1 cup flaked, chilled tuna fish, salmon or crab meat
 ½ cup finely chopped celery
 4 hard-cooked eggs, chopped fine
 ¼ cup finely chopped sweet pickles
 ⅓ to ½ cup mayonnaise
 Salt, pepper to taste and a little sugar
 ½ or an 8-ounce package super shells, cooked until tender and chilled

Flake and chop canned fish fine. Combine with all ingredients and season to taste. Put mixture into cooked, cooled macaroni shells. Sprinkle lightly with paprika and serve on curly endive, accompanied by peach or pear half stuffed with cottage or cream cheese.

CONTINUOUS DRYING

(Continued from Page 58)

tilating and heating means which make it independent from the preceding and the following elements.

It is therefore possible to vary, for every couple of turnable flat frames, the conveying speed and the character-

istics of the circulating air, so attaining the best practical results and the best utilization of the available room. In effect, both in the recovery regions and in the last drying phases, the pasta can be distributed in thick layers without any inconvenience.

Also, for these types of driers the remarks beforementioned for the continuous netting units are still valid.

Conclusions

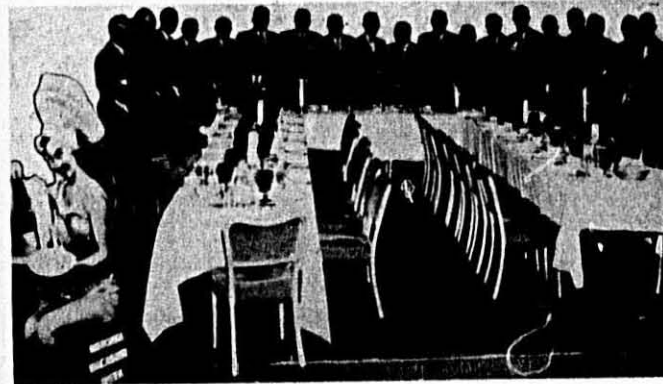
We may safely affirm that the automatic and continuous drying of the short edible pasta makes presently its way toward a stable and definite settlement, which can be approximately schematized according to the following lines:

Short pasta drying: tilting units;

Medium and large size short-pasta: Series: tilting unit—papering rotary unit—turnable frame drier; or: tilting unit—continuous netting papering unit—turnable frame drier;

Special-form pasta drying: Series: tilting unit—continuous netting unit—turnable frame drier; or: tilting unit—continuous netting unit; or: tilting unit—turnable frame drier.

In the case that the same cascade of units has to provide the drying of all the possible sizes and forms, it will be advisable to adopt continuous netting units for the planishing action and turnable frame driers for the successive phases.



Macaroni Men and Suppliers Got Together for Dinner

February 24 in Chicago during the Cannery & Brokers Conventions

Seated at the table, left to right: J. D. Maranelli, Motta Products, New York City; Louis P. Camisa, J. Ossola Co., New York City; Hector Principe, Buitoni Foods Corp., So. Hackensack, N. J.; Thomas Sanicola, Rossotti Litho Corp., North Bergen, N. J.; J. F. Mitchell, the Creamette Co., Cleveland, Ohio; Ted Sills, public relations, Chicago; Al Ravarino, Ravarino & Freschi, St. Louis; M. J. Donna, MACARONI JOURNAL, Braidwood, Ill.; NMMA President Tom Cunco, Ronco Foods, Memphis; Lloyd Skinner, Skinner Manufacturing Co., Omaha; Vincent F. La Rosa, V. La Rosa & Sons, Brooklyn; Peter Ross Viviano, Viviano Bros., St. Louis; Arthur Russo, A. Russo & Co., Chicago; Joe Giordano, V. La Rosa & Sons, Brooklyn; Clete Haney, Bozell & Jacobs, Omaha; and Bill Hoskins, Hoskins Co., Libertyville Ill.

Standing, left to right: Joe Antognoli, Jos. Antognoli & Co., Chicago; Vincent Landice, Jos. Antognoli & Co., Chicago; Jim Williams, the Creamette Co., Minneapolis; Ken MacDonald, Rossotti Litho Corp., Chicago; John Westerberg, the Creamette, Minneapolis; C. F. Myer, the Creamette Co., Chicago; O. A. Derickson, the Creamette Co., Minneapolis; Evans Thomas, North Dakota Mill & Elevator Chicago; Charley Rossotti, Rossotti Litho Corp., North Bergen, N. J.; Bob Green, National Macaroni

Manufacturers Ass'n., Palatine, Ill.; Henry D. Rossi, Peter Rossi & Sons, Braidwood Ill.; Glenn Hoskins, Hoskins Co., Libertyville, Ill.; S. E. McCarthy, General Mills, Chicago; Irwin Greenberg, Rossotti Litho Corp., North Bergen, N. J.; John Knight, Sills, Inc., Chicago; George L. Faber, King Mills Mills, Chicago; Charles Hoskins, Hoskins Co., Libertyville, Ill.; Steve F. Lumpp, Kraft Foods, Chicago; George Hackbush, Capital Flour Mills, Chicago; Henry Rossi, Jr., Peter Rossi & Sons, Braidwood, Ill.

The gal in the corner is a cut-out for National Macaroni Week.

Camera-shy: Martin Morici, Chicago Macaroni Co., Chicago.

The gay wall-paper in this Bismarck Hotel parlor was a pattern of wheat fields appropriately enough.

Menu for the evening featured Yankee Pot Roast and Buttered Noodles.

Shellmar Acquires Caldwell Firm

The assets of the Caldwell Tape and Ribbon Co., Atlanta, Ga. were acquired by Standard Printing Co., of Columbus, Ga., according to officers of the Shellmar Products Corp.

Standard Printing Co. is a wholly-owned subsidiary of Shellmar.

The Caldwell Co. produces tear tape and similar narrow slit material.

BRAIBANTI ADDRESS

(Continued from Page 44)

solved by an inventive genius who has succeeded in turning out a product free from this defect, and at the same time satisfying the most discriminating taste.

Now I should like to say that ever since we started, we have felt that it was time to convert the pasta industry—which was strictly a craft affair—into an industry in the true sense of the word, and that continuous processes should be introduced, as was already being done in the flour mills.

However, the problem was greatly complicated by the fact that while the mills grind one material, namely grain, which is always about the same, into a few products, flour or meal, the pasta mill makes use of these few products, but must fabricate them into hundreds of forms very different from each other.

The first step in this direction, after extensive research, was invention of an automatic machine. We began our experiments in 1930, and in 1934, at the Milan Exposition, to the general astonishment of the industry, we exhibited the first automatic pasta machine in the world, which was to revolutionize the industry.

Invention of the automatic machine made it possible to attack the problem of the stretcher, and that of the continuous and automatic drying of long and short pasta; this problem has now been very satisfactorily solved, and we may say that we are definitely in the lead in this respect also. The present need of installation of these costly automatic systems in pasta mills, added to the fact that, in the United States today, pasta is sold almost exclusively in one-half and one-pound packages (requiring extremely expensive packing machinery), has transformed the industry almost beyond recognition.

Until 1939-1940 the industry had chiefly a craft character, and was in the hands of Italians or Italian-Americans.



Wherever it appears

this trademark identifies

Quality Cartons and Containers

by

WALDORF PAPER PRODUCTS CO.

SAINT PAUL, MINNESOTA



Gereke-Allen Carton Co.

SPECIALISTS IN FINE COLOR PRINTING CORRECTLY DESIGNED FOR

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Today, almost all of these small enterprises have disappeared, or have grown into great businesses like La Rosa, Ronzoni, Prince, et cetera—Americans of Italian origin—and others such as Mueller, American Beauty, Golden Grain, belonging to Americans of German or English origin, and so forth.

Now that I have bored you with these technical details, I should like, in conclusion, to defend pasta against the charge of being fattening. Years ago in Italy, there was a debate in the newspapers on this subject, between the poet Marinetti, who came out against pasta because he said it was fattening "unheroic," and blunted the understanding; and the author-journalist Paolo Monelli, who brilliantly proved that the Neapolitans, who are among the most intelligent people in the world, owe this quality to the fact that pasta is frequently their only food. For my part, I am of the opinion that a steak, very fatty as it is generally eaten in the United States, is more fattening than a big plate of spaghetti if seasoned with olive oil and fresh tomato. The best proof of my contention is to be found in the provinces of the south of Italy, where the worker and the farmer eat almost nothing but pasta, in quantities of as much as if not more than a pound a day, but remain lean and active.

It seems to me that you are looking at me rather intently, and perhaps you

are thinking that I am not a very good example of what I am saying. Well, in the first place, I have come to a time of life when one needs a certain amount of "en bon point," as they say in French; in my travels to the Orient, I heard a saying of the immortal Confucius, when the sage regarded the amplitude of his girth: "Great belly, great man." However that may be, I am one of those people with a peculiarly "retentive" constitution, as my doctor tells me (weighing in excess of 250 pounds). Two years ago I tried doing entirely without bread and pasta in my diet, and the result was that I didn't lose a single pound. Now, every once in a while, I eat a large helping of pasta, but seasoned with nothing but natural olive oil and a sauce made with oil and fresh tomato. On the other hand, I have altogether cut out fat meats and butter. Since July, I have lost more than six pounds.

I maintain that all of us, especially after we have passed the half-century mark, should cut down on the number of calories; but that a good dish of pasta is good for young and old.

And now that I have spoken to you in Italian, may I introduce—profiting by the example of your illustrious ex-President Truman—may I introduce my daughter Nicoletta, who is the greatest joy of my life, and who will have the pleasure of translating my remarks into English.

M. J. DONNA

(Continued from Page 14)

secutive year that Modesto Joseph Donna has put together the MACARONI JOURNAL.

Henry Rossi says today: "M. J. has intestinal fortitude. He and Jacobs carried the association through the depression and hard times when someone else might have let it fail."

Annual conventions and monthly publication of the JOURNAL were the essential activities of the association until a co-operative advertising campaign was established in 1929 and 1930. Sponsored by Bob Brown, who was associated with Foulds at Libertyville, Illinois, at the time, a fund of more than \$2,000,000 was raised in pledges for a three-year advertising campaign. This was to be carried on by the Millis Advertising Agency of Indianapolis, Ind. The campaign came crashing down in 1930, when there were wholesale defaults on the notes of acceptance which were financing the campaign. A contributing factor was the weakness of the advertising agency which folded, too.

Despite the handicaps imposed by this fiasco, Donna worked on publicity releases which he sent out from time to time. In 1937, he brought his

H. H. KING FLOUR MILLS CO.

Minneapolis, Minn.

Dear M. J.:

Congratulations on a job well done, and with best wishes for peace of mind and much joy in the days ahead.

I personally am glad that your struggles under adversity and financial stress from the day you became Secretary-Treasurer under President James T. Williams to the present day of President Tom Cuneo, are recognized and appreciated by the rank and file of the industry, who realize you have been an important factor in bringing an industry from infancy to manhood.

Again, that your well-earned relief from the toil and cares of the day may give you great joy is my wish for your future.

Arthur W. Quiggle

Vice President
H. H. King Flour Mills Co.

Sincere thanks

to M. J. Donna for a job very well done during many years

devoted to the best interests of the Macaroni

and Egg Noodle industry.

With every good wish from,

ALFONSO GIOIA & SONS, INC.

BRAVO Macaroni Products

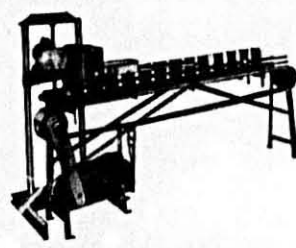
FOR BETTER HEAT SEALED BAGS—FOR LOWER SEALING COSTS
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The Ideal Rotary Sealer for Macaroni and Noodle Bags

From the extensive line of PACK-RITE SPEEDSEALERS it is possible to select the heat sealing machine that will best meet the requirements of your bag closing operations. These sealers were designed for high speed, low cost production—to make seals which improve the appearance of your bags—seals that are air tight and have maximum strength.

There is a wide variety of models adaptable to any packaging requirement. These range from simple, inexpensive models to those suitable for maximum production.



An Efficient Combination for Sealing and Conveying

Here is a PACK-RITE combination of SPEEDSEALER, FLOOR BASE and CONVEYOR that streamlines, simplifies and speeds-up the bag sealing operation.

With these three component parts designed to form a single working unit, better performance and satisfactory service is assured. Then there is also the advantage of undivided responsibility.

These synchronizing belt conveyors designed for the packaging line are available in four models and in a wide range of lengths. Investigate the merits of this combination when considering modernization of your packaging operation.



Where a Jaw Type Sealer is Applicable

The latest addition to jaw-type heat sealers offered by PACK-RITE is the THERMO-JAW. This is a sturdily made, quality constructed, foot pedal operated machine for sealing cellophane, glassine, foil and similar heat-sealing bag materials. If your operations warrant a sealer of this jaw type, here is a design that stands up under the most severe usage, produces seals that meet the most exacting demands and available at a price that is remarkably low considering quality and performance.

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Please send us detailed information on PACK-RITE equipment for the macaroni, noodle and spaghetti fields.

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Firm _____
Address _____
City _____ State _____

PACK-RITE MACHINES
407 E. MICHIGAN ST. • MILWAUKEE 1, WIS.

idea of a National Macaroni Institute before the NMMA Board of Directors. Jack Wolfe is quoted as saying, "M. J., you've got something there bigger than the association." The first National Macaroni Week was observed in the period October 10-16, 1937. The event was successful enough to repeat again in 1938 and 1939. Voluntary contributions were solicited for a spring Lenten promotion in 1939, and passing the hat became the custom each spring and fall. These monies made possible such material as the booklet, *Americanized Macaroni Products* in 1941, a Spaghetti Eating School in 1947, and an Egg Noodle Recipe Contest in 1948. Both of these latter promotions were handled by the publicist, Bert Nevins. In 1948, the Cent-A-Bag Plan was launched and carried to successful completion before the present director of the National Macaroni Institute, Robert M. Green, took over. With Green as a full time employe in the fall of 1948 to handle NMI work, the organization was incorporated and memberships were obtained from some 85 manufacturers pledged to contribute a cent-a-bag on every sack of flour or semolina converted into macaroni and noodle products for product promotion. With this program launched, Mr. Donna saw his initial efforts blossom into full bloom. He says, "Today you are doing with dollars what I tried to do with pennies."

M. J. has always been an organization man. In 1906 he was made Grand Secretary in the State of Illinois for the Foresters of America, a fraternal and benevolent group organized for mutual aid in sick and death benefits. He was made Supreme Past Chief Ranger in 1947 and has served this organization continuously as its Grand or State for 47 years.

He is a charter member of the American Trade Association Executives, as one who attended its organizational meeting at Lennox, Mass., in 1920. A few years later, he also joined the Chicago Forum of Trade Association Executives, and continues his membership in both of these organizations today.

In addition to being a school administrator and mayor, he served Braidwood for six years as city attorney, even though he had no legal training. He was a member of a citizens committee for homecomings after the first World War. World War II memorials were planned and erected with his help.

He is a member of Rotary and takes a leading part in a rehabilitation program in Braidwood to convert the scars of strip mining into an attractive park area. A bathing beach, picnic grounds and plantings have already given the spot a resort effect.

Mr. Donna is a good family man. He married a Braidwood girl, Esther

Sheridan Donna, on Thanksgiving Day, 1904. Mrs. Donna passed away in July, 1945. His daughter, Esther (Mrs. Leo B. King) lives in Chicago and daughter, Lucille (Mrs. John Krahulec) lives in Berwyn. Both have served as registration clerks at Macaroni conventions for nearly 25 years and are well known to most industry members. Both have two children and M. J. is in Chicago frequently to see his grandchildren.

Several of his sisters and brothers live in the Chicago area: Nellie (Mrs. John Cairns) lives in Wilmington, Ill.; Josephine (Mrs. Charles Stolp) lives in Chicago; Rose (Mrs. James Riva) lives in Spring Valley, Ill., and Catherine (Mrs. William Constantine) lives in Tucson, Ariz. M. J.'s two brothers both live in Braidwood. Guido J. Donna works for the Alton Railroad as chief railway mail clerk, and Secundo V. Donna is a foreman at the Joliet Arsenal.

As secretary emeritus of the NMMA, M. J. will keep up his interest and lifetime contacts with his many friends in the macaroni-noodle industry. While he goes on retirement July 1 of this year, he will be called upon to be a regular contributor to the publication which has prospered under his constant care and attention for the last 34 years. The community of Braidwood will continue to receive his unceasing civic efforts.

Best Wishes To

The Macaroni Journal

and To

M. J. Donna, its Managing Editor

From

V. ARENA & SONS, INC.

Norristown, Pa.

Conte Luna Macaroni Products

Greetings to
M. J. DONNA

We join in the well-deserved tribute on your

34th Anniversary

You have done a great job and the Distributors have had in you a Good Friend, indeed.

May you have many more
Anniversaries.

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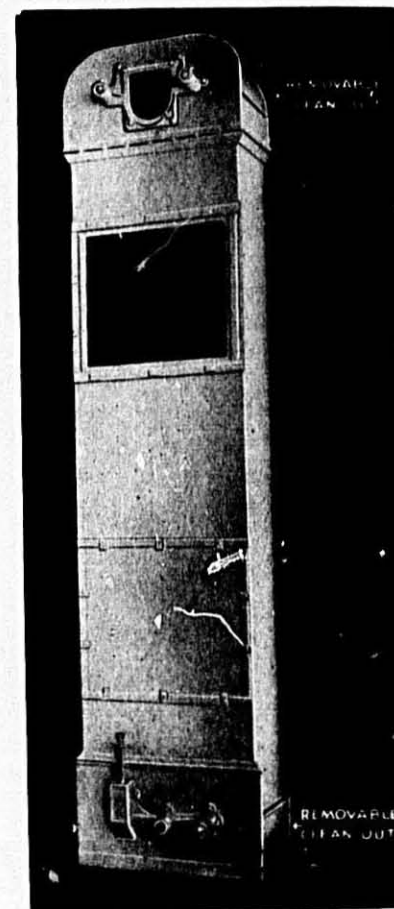
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The New Solid Type Elevator Legs with removable cleaning panels provide easy means for sanitation and cleaning.

They are easily removed and replaced, adequately spaced to provide access to all parts of the elevator.

Both the Head and Boot of the elevator are provided with cleanout ports, both front and back, as a further means of cleaning.

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This type of elevator leg can be used with any size dump or storage bin. Length of elevator leg can be made to suit building requirements. Conveyor screw casings in any length as required.

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JOLIET, ILLINOIS

Makers of Fine Equipment for the Macaroni and Noodle Industry (1888-1953)

Woman of the Space Age



Armed with ray gun as defense against enemies from outer space, Tomi Thurston, feminine lead of network radio show for youngsters, "Space Adventures of Souper Noodle," illustrates how women of future will look. Plot of show takes place in year 2453 A.D. Heard over CBS Saturday mornings, the show is sponsored by the I. J. Grass Noodle Co., Chicago.

Recommend Grocers Paper Bags Simplification

A proposed revision of Simplified Practice Recommendation R42-43, Grocers Paper Bags, has been submitted to producers, distributors, and users for review and acceptance, according to the commodity standards division of the U. S. Department of Commerce.

This recommendation was first issued in 1925, and revised in 1943. It first covered the size numbers and cubic capacity for self-opening, square, and flat bags, and the standard size emblem, the letters SS in an oval, was for identifying bags which conformed to the standard. As revised in 1943, the recommendation was enlarged in scope to conform to a limitation order of the War Production Board.

The current revision was developed in co-operation with the standards committee of the Paper Bag Institute, and the paper section of the National Bureau of Standards, and has been reviewed by the industry standing committee and manufacturers of bags, and adjusted to include constructive comments submitted by them.

As revised, the recommendation will cover three types, self-opening, square, and satchel-bottom bags, the flat bag having been eliminated. For these, the recommendation gives for each size the number, the capacity in cubic inches, and the basis weight of paper used in

their manufacture. The approximate dimensions in inches for each size of bag is included as supplementary information only because the dimensions of bags produced by different manufacturers vary somewhat. The bursting strength and tearing resistance of bag paper are also included as supplementary information for those who make or require paper bags in accordance with federal specifications. A method of measuring each type of bag and computing their cubic capacity is included for checking.

The recommendation also provides for marking bags with the bag size or number, the original standard size emblem, and a new standard size and standard weight emblem. The proposed revision will be in substantial agreement with the Federal specification for these bags, and because of this, producers, distributors, and users will obtain the benefits inherent in the revised simplified line.

Du Pont at Packaging Show

The Du Pont film department's exhibit at the National Packaging Exposition in Chicago (April 20-23) will feature the latest packaging applications for cellophane, acetate, and polyethylene films and Cel-O-Seal cellulose bands.

Film department representatives planning to attend the exposition in-

GREEN BAY BOX COMPANY

Manufacturers of

- CORRUGATED SHIPPING CONTAINERS
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- CORRUGATING BOARD
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Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
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PRATER MACARONI MILL

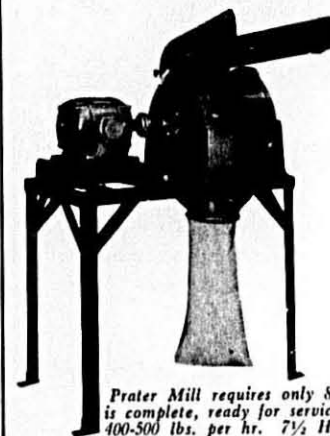
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- NO COLOR CHANGE in grind
- LOW COST

What is it you want most in a new Macaroni Mill? Dependability? . . . simple, trouble-free design? . . . economy? . . . cleanliness? You'll find them all in a Prater Macaroni Mill—that and much more!

For example: The Prater Macaroni Mill is clean, dust-tight, effectively sealed against any leakage. Of the three screens furnished, two produce a granular product most similar to Semolina, the other may be fine for producing flour. One man quickly, easily, dumps broken macaroni, sacks grind. The Prater Mill is economical—30¢ per 100 pounds should cover labor and power.

On any basis, from any angle . . . Prater is the mill that gives you the most! A Macaroni Mill with a future built-in from a past that goes back 24 experienced years.

But the only way to really convince yourself is to get all the facts. You can do that by simply mailing the coupon below, today. Do it now.



Prater Mill requires only 8 sq. ft. floor space. Unit is complete, ready for service. 5 H.P. motor produces 400-500 lbs. per hr. 7½ H.P. delivers 700 lbs.

Our congratulations to M. J. Donna on his 34 years of service as Managing Editor of The Macaroni Journal.

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Please send complete details about the Prater Macaroni Mill.

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M. J.

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clude D. F. Carpenter, J. E. Dean, R. R. Smith, H. C. Broems, E. C. Lake, E. A. Wight, W. J. Harte, A. F. Wendler, T. W. Holland, L. B. Steele, B. C. Robbins, J. S. Taylor, R. M. MacDonald, J. H. Houser, and district sales managers. Headquarters in the Palmer House, Chicago.

LA ROSA LUNCHEON

(Continued from Page 68)

confine their dessert eating simply to the fruit which averaged about 55 calories for a 4-ounce portion. Italian Chianti and Orvieto wines were served with the meal. These averaged about 99 calories for a 4-ounce glass. Brandy and liqueurs followed the meal. Here again, as in the case of the pre-luncheon liquors, all of the alcoholic beverages were clearly marked with calorie warning signs. A 4-ounce glass of brandy averaged about 402 calories!

During the luncheon, Vincent S. La Rosa, vice president of the company that bears his name, and Joseph Giordano, director of public relations, addressed the group on the significance of low calorie macaroni products. They pointed out the frequency of medical and insurance company current warnings to the American people on the dangers of overweight. Overweight, as we have all come to realize, has a direct bearing on heart trouble

and other illnesses, on life expectancy itself. Consequently, the American homemaker is faced with the challenging task of providing her family with good and economical meals that will maintain health and energy without encouraging dangerous excess weight. This means that an assortment of foods must be chosen which contain all of the vital food elements, yet at the same time are generally adequate but not excessive in calorie content. It was pointed out that La Rosa macaroni and spaghetti products were an inexpensive source of natural wheat protein—providing many essential vitamins and minerals. Yet, ounce for ounce, a serving of La Rosa macaroni and spaghetti has less calories than many other important daily foods.

Made of high-protein semolina from the heart of pure durum wheat, La Rosa products are vitamin enriched. They contain an abundance of wheat protein which, when combined with meat, fish, cheese, et cetera, supply a complete protein for healthy growing and adult bodies. As a matter of fact, a one-pound package of La Rosa contains 58.1 grams of protein. The meaning of this figure can only be appreciated when you realize that the protein content of milk is 15.9 grams per pound, loin lamb chops 51.4 grams per pound, and white bread 38.6 grams per pound. Knowing the costs of these various foods, it is readily apparent

that a combination of La Rosa Macaroni with meat or fish or dairy products produces a highly desirable, complete protein dish at great savings.

To dramatize the low calorie content of La Rosa products, Mr. Giordano compared a 4-ounce serving of La Rosa spaghetti or macaroni, which contains 103 calories, with a number of other popular, so-called low calorie foods. In contrast, he stated a 4-ounce portion of roast chicken contains 210 calories, of cottage cheese 141 calories, of baked potato 140 calories and of plain boiled eggs, 180 calories.

On the subject of macaroni's versatility, Vincent La Rosa emphasized that in addition to the nutritional value of La Rosa products, a wide variety of eye-appealing shapes lend themselves to the preparation of an endless list of delicious meals. Over 50 different shapes and varieties of La Rosa macaroni products are available. All are rich in nutritional values, all are low in calories, yet because of their distinctive physical appearance, each shape imparts an entirely separate and distinctive flavor sensation. In addition, La Rosa macaroni products are economical, bringing the serving of highly beneficial dishes well within the budget means of every income level. For example, the same entrees served at the La Rosa press luncheon could easily be duplicated at home at a cost as low as 12½¢ a serving! The most elaborate



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ACCEPTANCE INSURANCE

We take pride in our success over a period of years in the developing and designing of packages for the Macaroni Products Industry.

Your problem is our problem

With no obligation to you, let us counsel with you for increased consumer acceptance of your products.

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Dark colored yolks especially desirable for macaroni-noodle manufacturers, prepared under the most sanitary plant conditions and quickly frozen.

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Your long Macaroni Dryers — LAZZARO or BAROZZI systems, and the uncontroverted value of this modern and scientific proof system, require very little adjustment to reach the maximum of perfection.

The drying process could be obtained within about 35 or 40 hours, reducing the drying process from one-half to two-thirds of the time, without interrupting your regular production.

This new discovery will save time and money, and will be guaranteed 100%. To better help you, I need information about your present drying installation.

Any of your working difficulties will be solved with guaranteed success by us.

J. D. ZANI

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CONGRATULATIONS

to the

MACARONI JOURNAL

and to

M. J. DONNA

on this

34th ANNIVERSARY!

AMERICAN COATING MILLS



ACM Corlons Clay Coated Boxboard
Division of Robert Gair, Inc.
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We Proudly Congratulate

M. J. DONNA

On his 34 years of faithful Service to our industry. . . And Wish Him Years of Happiness in his planned retirement.

Nunzio Russo, President

A. RUSSO & CO.

460-468 W. Chicago Ave., Chicago, Ill.

dish served would cost, at home, only 31c for a generous portion.

La Rosa Spaghetti Sauce—True Italian Home Style

Added boon to the preparation of macaroni and spaghetti dishes, of course, is the new La Rosa Spaghetti Sauce. Unannounced at first, the sauce made its luncheon debut with the first entrée. Then, as editors buzzed with excitement about the glorious taste sensation of La Rosa Thin Spaghetti and a new and different sauce, an animated giant sauce can atop a pair of stunning female legs walked into the room. This gave Vincent S. La Rosa his cue for telling for the very first time, the story behind the exciting new La Rosa Spaghetti Sauce.

This wonderful basic sauce, which took the company some five years to perfect, is delicious when served plain without meat, or any other garnish—just as it comes out of the can. If you wish, you can add an infinite variety of meats, fishes, vegetables and spices. It outmodes the time-consuming home cooking of sauces—does away with the tedious sauteing of garlic and onions, the long simmering of tomatoes and spices—the lengthy processes generally associated with the creation of truly fine Italian-home sauces. For La Rosa has done all of this work in advance in its immaculate new sauce kitchens. There, only the choicest of tomatoes are combined with imported olive oil, onions, and spices (plus mushrooms

for the mushroom sauce), and other first quality ingredients. Then it's simmered slowly over an even heat for many hours. When the sauce has reached the right consistency, when the flavor is at its peak, the sauce is sealed into cans immediately. Thus all of the flavors of this rich sauce are captured and held for your enjoyment. Unlike other sauces, the delicate flavors cannot escape while the sauce is cooling. La Rosa Spaghetti Sauce will soon be available at your favorite stores. A big 10½-ounce can costs far less than it would cost you to make your own sauce at home, using the same high quality ingredients.

Luncheon Points the Way

The wide variety of low calorie foods served at the luncheon may well serve as inspiration for low calorie fullcourse dinners at home. By eliminating the fancy frills—the cocktails, canapes, wines and liquors and the high calorie cheeses which added to the festive delights of the luncheon—a homemaker can serve her family a fine dinner totaling under 300 calories per person. All she need do is select a number of the dishes served at the luncheon and use them as the basis for her meal. An example of such a meal with average size portions indicated follows:

Typical La Rosa Main-Meal Calorie Count
Soup (Consomme with La Rosa Pastina) 45 Calories per 4 oz.

La Rosa Shell Macaroni with Lobster-Shrimp Sauce 111 Calories per 4 oz.
Grated Cheese on Macaroni 10 Calories per tsp.
Salad—tossed greens with oil and vinegar 40 Calories per 2 oz.
1 Raw Apple (average size) 90 Calories
Coffee (no cream, no sugar) 0 Calories

Total 296 Calories

It must be pointed out that while this meal is highly nutritious and contains many of the essential elements of a well-balanced meal, it is not recommended that it be followed in the strictest sense. Obviously, no one meal need contain every food element in just the right proportion. By serving a variety of foods, this balance is achieved automatically over a period of time. Thus the meal here suggested is designed to be incorporated into the weekly menu containing other foods which should be added according to the specific diet needs of the individual family.

If a reducing diet is indicated, it is absolutely necessary that a physician be consulted. Let him prescribe the diet. This La Rosa low-calorie luncheon was intended only to demonstrate the ease and economy with which a low calorie, highly nutritious meal can be created with a La Rosa spaghetti or macaroni product for the main dish.

Our Sincerest
CONGRATULATIONS

To A Good Friend

M. J. DONNA



Vita, Frank, Peter Viviano
St. Louis, Mo.

Specializing In
DARK EGG YOLKS

We Have Served The
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For
Thirty-Nine Years

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It is fitting that in this
34th Anniversary Edition

we should thank

Mr. M. J. Donna

for his untiring efforts in behalf
of our industry

The Cumberland Macaroni Mfg. Co.

—Makers of Alpine Eagle Products—

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WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

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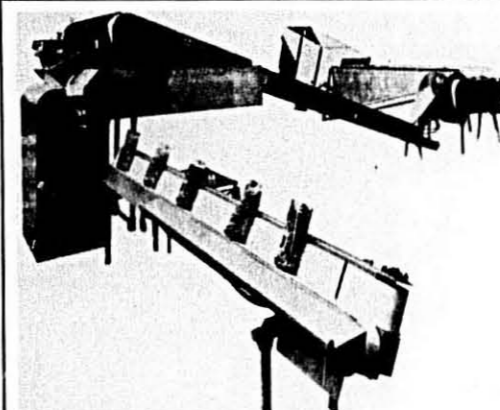
We join the entire industry
in expressing our sincere

Best Wishes
TO
M. J. Donna

Macaroni Journal Editor and
Ambassador of Good Will
for 34 Years

Quality Macaroni Co.
ST. PAUL, MINNESOTA

Maurice L. Ryan
Vice President



The C-K

Noodle and Cut Goods Packaging Line

A COMPLETE COMBINATION PACKAGING SYSTEM
with the famous C-K FLOW CONTROL and
NET WEIGHT SCALE.

This is a Packaging Line that handles noodles WITHOUT
BREAKAGE from the floor to the finished bag or carton,
ready for closing. Each Line is custom-built to conform
with the available floor space and production requirements
of the purchaser.

THE C-K NOODLE AND CUT GOODS PACKAGING LINES
are in operation in some of the largest Macaroni Plants
in the country. Repeat orders from users of C-K Lines are
evidence of customers' complete satisfaction.

CODIE-KAY CO. inc.
1136 San Julian St. Los Angeles 15, California

Things To Remember

→ Annual Convention June 23-25, 1953
Broadmoor Hotel • Colorado Springs, Colorado

→ Winter Meeting January, 1954
The Fleming Hotel • Miami Beach, Florida

→ National Macaroni Week October 15 to 24, 1953

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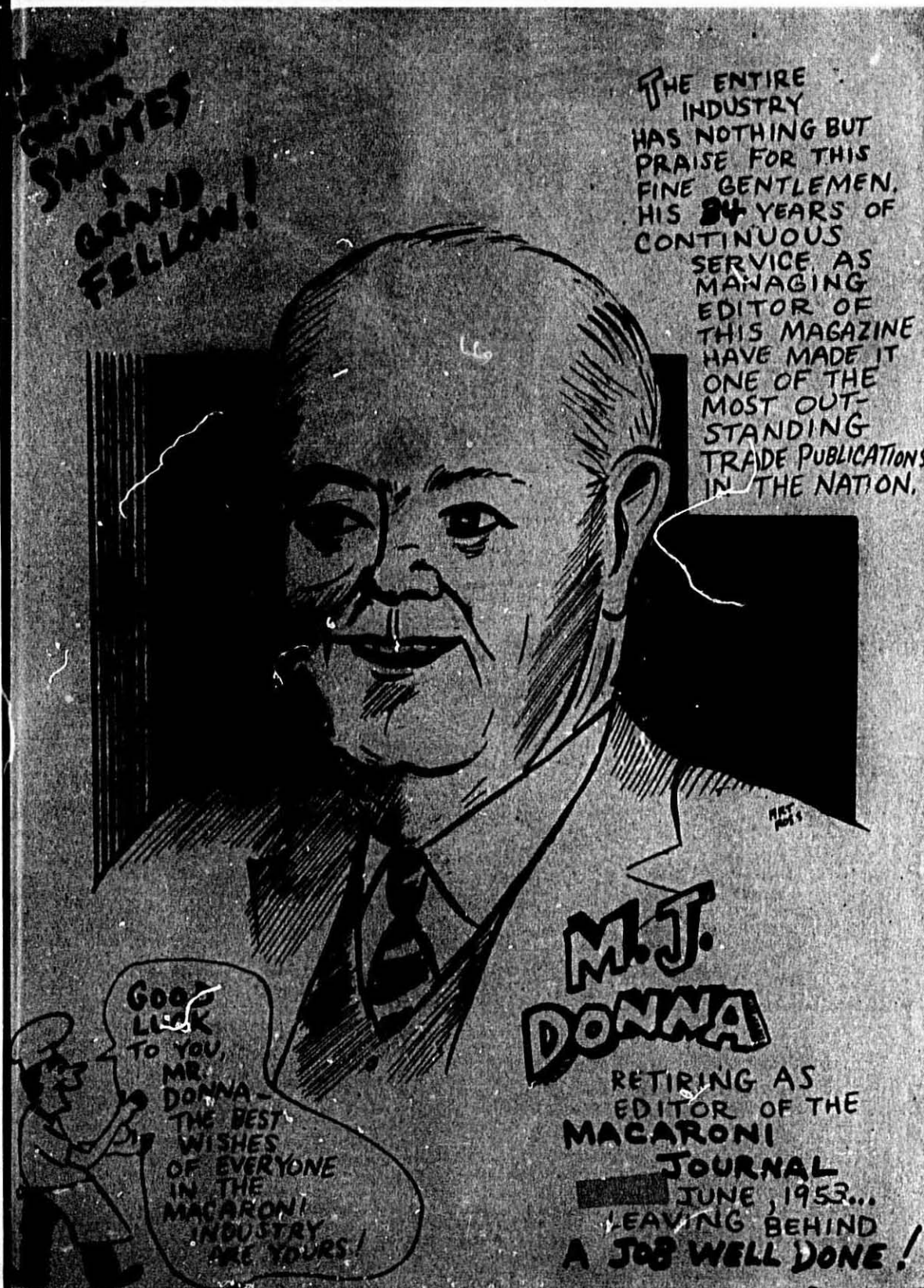
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Braidwood, Illinois, U.S.A.



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.

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

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National Macaroni Manufacturers Association

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Tax Facts

By Chamber of Commerce of United States

In 1953 you won't start working for yourself until April 22.

That's right . . . taxes will equal all wages, salaries, rents, interests and dividends received by the American people from January 1 through April 22, 1953.

In 1953, total federal, state, and local taxes will be about \$90 billion, or 30 per cent of the national income.*

Taxes can be lowered, if government spending is wise and efficient. Government economy begins with you, the taxpayer.

You can have more if the government spends less.

*Estimate based on latest available information from U. S. Treasury and Department of Commerce.

Extravagance in Shipping Containers

Macaroni-noodle manufacturers who are joined in objecting to the \$1.50 surcharge proposal by shippers will be interested in knowing that the Central Shippers Council reports that more than 80 shipper witnesses were heard in Chicago during the recent hearings on the proposal, and that the hearings reconvened April 7 in Washington, D. C., for cross examination.

Here's a packaging tip given all its supporters by the Central Shippers Council:

"Do you know that an article shipped in a corrugated shipping container, if the container and the article weigh less than 20 pounds, may be shipped in 125 test board? Whereas if the article and the container weigh as much as 65 pounds, a 200 pound test board must be used. This is in accordance with the provisions of Rule 41 of the Rail Classification Tariff, and similar provisions exist in the Motor Carrier Tariff. In other words, these containers must meet these tests in order to be acceptable for transportation."

100,000 Funny Faces

Art Ross, cartoonist for the MACARONI JOURNAL, has published a cartoon set which teaches anyone how to draw more than 100,000 funny faces. The simple, step-by-step instructions are easy to follow, and no special talent is needed to be a comic artist. The set is now on sale at art and toy stores throughout the country. If your dealer can't supply you just drop 25c directly to Art Ross, 111-14 76th Ave., Forest Hills 75, New York. Mention the MACARONI JOURNAL and Art will include a bonus gift.

CLASSIFIED

WANTED by foreign manufacturer: Automatic Press and Automatic Drier. Box 109, c/o Macaroni Journal, Braidwood, Ill.

Merits of Robinson-Patman Act

There is no important segment in the food industry today that has not profited from the Robinson-Patman Act and its prohibitions of unfair price discrimination. Watson Rogers declared at Fort Worth, Tex., recently. "And that includes the most important part of any industry—the consuming public," he said. The president of the National Food Brokers Association spoke at the convention session of the Texas Wholesale Grocers Association.

"I emphasize this point because there apparently are those who would divide the industry on this important legislation—pitting one group against another. And this kind of approach would seem to be the only kind that they could try before they could hope to achieve success. Remember, it was almost complete unity in the industry, and in the United States Congress, that finally resulted in the enactment of this vital improvement to our antitrust laws."

INSIDE SCIENCE

The Vital Story of MACARONI* ENRICHMENT

by Science Writer

This is the fourth article in a series devoted to the story of cereal enrichment



word of the great benefits which result from enrichment.

For years, some forward-looking manufacturers of macaroni and noodle products have used enrichment to make their good foods better. They know that enrichment restores important vitamin and mineral values which are unavoidably lost in milling, and they recognize their responsibility to provide the greatest health-building benefits for the public.

Enrichment is really a simple process. It adds the following essential elements to the food during manufacture.

Thiamine—also called vitamin B₁. This vitamin helps to build physical and mental health. It is essential for normal appetite, intestinal activity and sound nerves.

Riboflavin—also called vitamin B₂. This vitamin helps to keep body tissues healthy and to maintain proper function of the eyes. It is essential for growth.

Niacin—another "B" vitamin, is needed for healthy body tissues. Its use in the American diet has done much to make a serious disease called pellagra disappear.

Iron—is a mineral used in all enrichment. It is essential for making good, red blood and preventing nutritional anemia.

Products made from semolina may be enriched by two methods. One uses small square wafers which contain all the vitamins and iron necessary to enrich 100 lbs. The wafers break up in a small amount of water which is then added to the paste. For manufacturers who use the continuous press method, a powdered concentrate of the vitamins and iron, called a premix, is available. This is added by a mechanical feeding device.



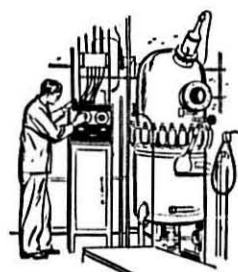
*Macaroni is used here in the generic sense. It includes all alimentary pastas: macaroni, spaghetti, pasta, noodles.

These are the minimum and maximum levels, in milligrams per pound, required by the Federal Definitions and Standards of Identity for enriched alimentary pastes.

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

NOTE: These levels allow for 30% to 50% losses in kitchen procedures.

Nowadays scientists are able to "build" duplicates of many of Nature's essential complexes in the laboratory. This has happened with many vitamins. First the chemical composition is learned and the pure substance is isolated. Then a "duplicate" is made which is identical chemically and biologically with Nature's product. A vitamin is a vitamin regardless of its source just as salt is salt whether it comes from a mine or is evaporated from the sea. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.



The Hoffmann-La Roche people, who produce a good percent of the vitamins used in enrichment, use amazingly complex processes with scientific production controls. This requires modern, special equipment filling whole buildings, each one a city block square and many stories high.

The combination of scientific research, thorough know-how and mammoth manufacturing processes—plus the far-sightedness of leaders in the macaroni industry—is helping vitally to make good macaroni products better.

This article, reprints of which are available without charge, is published as a service to the macaroni industry by the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec.

At Pillsbury we
TEST, TEST, TEST, TEST
 TO BRING YOU BETTER FLOUR



TEST 1—SELECTION TESTING FOR BEST-OF-CROP. Each year at harvest, Pillsbury sends its expert durum buyers to key country stations to test and select the finest. Samples are then expressed to Pillsbury's experimental mills for...



TEST 2—MILL TESTING FOR MILLING PERFORMANCE. Here each sample is ground and sifted to make sure the crop meets Pillsbury's milling standards. This test is applied hourly to samples from the regular mill run. Next, the samples move to...



TEST 3—LAB TESTING FOR PROOF OF QUALITY. Only perfection satisfies Pillsbury's technicians in the Pekar test (above) for appearance and color, in controlled ash and protein tests, plus a battery of others. The samples are then sent to...



TEST 4—PLANT TESTING FOR PROOF OF PRODUCTION. In Pillsbury's miniature spaghetti plant, samples are made into regular finished products. The finished product is again tested for color, wall strength, checking and eating qualities before the mill run is released.

These are the painstaking tests Pillsbury applies to every durum mill run. These are the reasons why you can be sure *beforehand* of complete success

when you base *your* plant production on Pillsbury's pre-tested semolina and durum flours. Be proud of the product that bears your label. Use...

Pillsbury "plant-tested"
 SEMOLINA AND DURUM FLOURS

