

**THE  
MACARONI  
JOURNAL**

**Volume 36  
No. 6**

**October, 1954**

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because handling will cause further damage.

## IS YOUR PACKAGE DESIGNED FOR SELF-SERVICE?

Great changes in merchandising methods, in consumer self-selection, and indeed in their buying power, have come about in the last few years. Unless your macaroni package has been re-designed in the same recent years it probably is under a tremendous handicap in Self-Service stores, today.

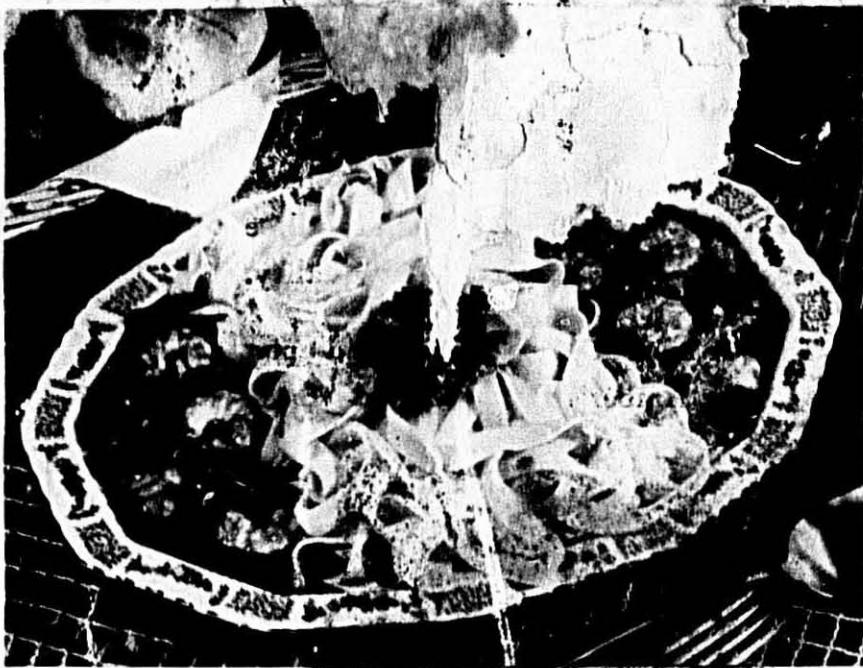
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October, 1954

THE MACARONI JOURNAL

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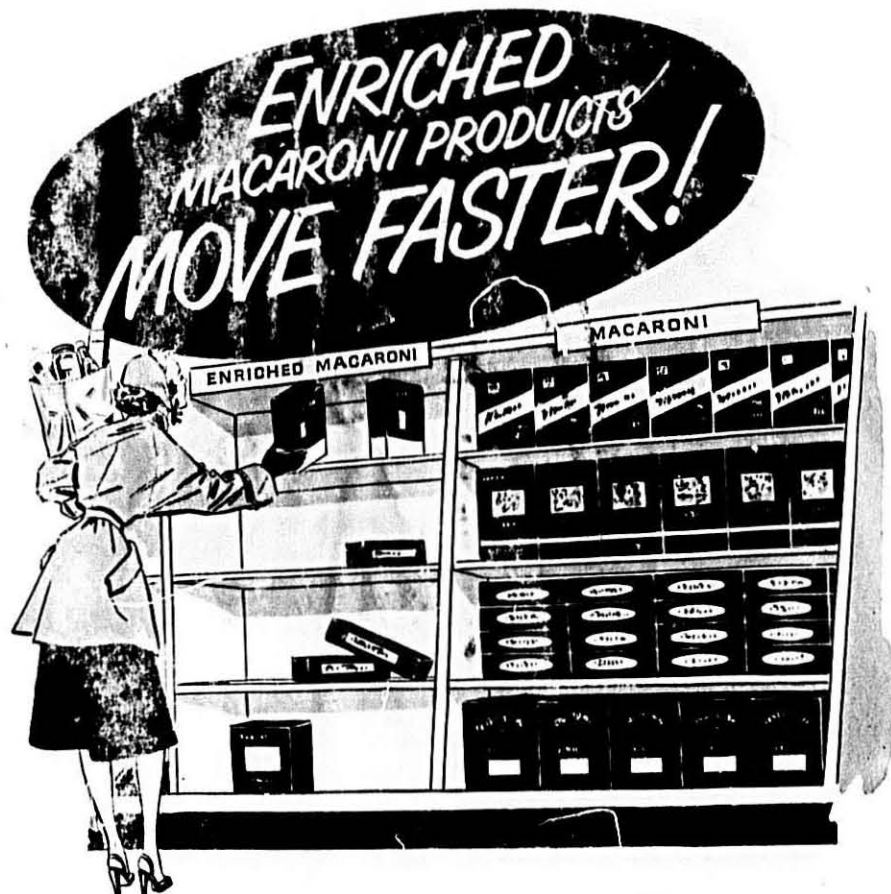


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# The MACARONI JOURNAL

October, 1954

Volume 26, No. 6

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor.

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## You'll Find:

|                                   | On Page |
|-----------------------------------|---------|
| Industry Meets in Durham          | 6       |
| Around the Table at the Meeting   | 8       |
| Mr. Quiggle Reports               | 12      |
| A Grower's Views on Rust          | 13      |
| National Macaroni Week            | 16      |
| Recommended Recipes               | 18      |
| Spaghetti Supper on USS Coral Sea | 26      |
| In the Industry                   | 30      |
| "No Money" Sale                   | 31      |
| In the Plant                      | 31      |
| Flour Pneumatically Handled       | 36      |
| M. J. Donna's Retrospections      | 42      |
| Index to Advertisers              | 42      |

## Cover Photo

Perfect for parties. A big, black cauldron filled with macaroni, cheese-tomato sauce with black olive rings is made to order for Hallowe'en. This particular concoction won honorable mention at the Holiday Chicken Festival sponsored by the Poultry and Egg National Board. Story may be found on page 21.

The Macaroni Journal is registered with U.S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Entered as second class matter October 7, 1953, at the Palatine Post Office, under the act of March 3, 1879.

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## INDUSTRY MEETS

to consider Durum Problem

**T**HE Industry Meeting reporting on the durum situation was attended by more than one hundred representatives of macaroni manufacturers and durum millers in Chicago on August 17. Also in attendance were representatives of the Quartermaster Corps, The Food and Container Institute of the Armed Forces, and the Grain Branch of the U. S. Department of Agriculture.

Arthur Quiggle of the H. H. King Flour Mills Company, Minneapolis, as spokesman for the millers, said that crop estimates are ranging from 6,000,000 bushels to 15,000,000 bushels and with the important durum areas still two to three weeks from harvest, it was impossible at that time to know the extent of the crop and its quality. Using the Government's crop estimate of August 1 of 12,436,000 bushels and July 1 carry-over of 4,861,000, there would be a total supply of 17,297,000 bushels.

He said, "From July 1 to December 31, 1953, 6,795,000 bushels were milled, and from January 1 to June 30, 1954, the grind was 5,120,000 bushels. Roughly, two months, grind of the first six months' period was 100% durum and the remainder of the grind was on a 50/50 basis."

Estimated requirements on a 50/50 basis, based on last year's use, including feed and seed use as well as exports and estimate of carryover on August 31, 1955 would amount to 18,181,000 bushels, with a resultant shortage of 881,000 bushels.

The millers recommend that they continue to operate on a 50/50 basis until the January meeting of the Macaroni Manufacturers in Miami at which time the wheat situation can be reviewed in the light of the then known conditions, as the final Government Crop estimate of December 1 will be available as well as the semi-annual Durum Wheat Supply and Distribution Report for the last half of 1954.

Further, because much of the durum will be of light test weight, the millers recommend that only durum granular blend be milled, with the following advantages:

(1) It will enable the mills to offer a product with the maximum amount of durum in it, so as to give the finished macaroni the best possible eating qualities.

(2) The premium for semolina-farina blend may run much higher than the 50¢ differential which generally prevailed last year.

(3) We have a better chance to main-



Left to right, Phillip Talbot of Washington, D.C., grain marketing specialist, U.S.D.A.; Maurice L. Ryan of St. Paul, Minnesota, chairman of the Durum Growers Relations Committee for NMMA; Peter LaRosa, Brooklyn, New York, president of the National Macaroni Manufacturers Association; and Don A. Stevens, vice-president, General Mills, Minneapolis, Minnesota, who is also a durum farmer.

tain a 50/50 blend throughout the year on granular basis whereas on a semolina-farina basis we may be compelled to go to a blend containing a much lower percentage of durum or run out of durum completely.

(4) We feel the eating quality of the 50/50 granular blend will more nearly equal that of imported macaroni made from 100% foreign semolina.

(5) The lower price of the granular will help to enable manufacturers of the United States to meet the competition of imported macaroni.

(6) For the few that want semolina-farina the mills will make it available. On the possibility of importing durum to supplement short domestic supply, the mills suggest that efforts be started immediately to obtain 1,000,000 or 1,500,000 bushels from Canada.

C. L. Sibbald of the Canadian Durum Institute sponsored by Catelli Food Products of Montreal, stated that 75% of the 600,000 acres of durum were in the undesirable varieties of Pellissier or Golden Ball and present indications are that half of the Canadian crop will be lost to rust. It was also pointed out that Canadian durum is marketed by the Government and they have regular customers.

Theodore Loshkajian, an importer, declared that 400,000 long tons of durum

from three countries in the Mediterranean area were available if U. S. law could be modified to permit its importation. Further, he proposed that an equivalent quantity of soft wheat held by the Commodity Credit Corporation could be taken in exchange with the difference in market value between the wheats made up in dollars. The Government has indicated they would be interested only if they were assured the durum would be used by the mills for products to go to the Macaroni Industry.

The mills will not commit themselves, of course, until they have had samples for milling tests. They also fear there may be a loss of color because of fumigation requirements of the Department of Agriculture's Quarantine Division that all imported products be free of infestation. Loshkajian is to get samples to the mills as soon as possible.

The point was made that it is in the farmers' interest to keep a strong domestic macaroni industry here so they will have a good market for durum when it comes back in good supply. Also noted was the fact that finished macaroni can be imported at a duty of only 1¢ a pound.

A committee of Don Stevens of General Mills, Paul Peterson of Capital

(Continued on page 14)

Dott. Ingg. M., G.

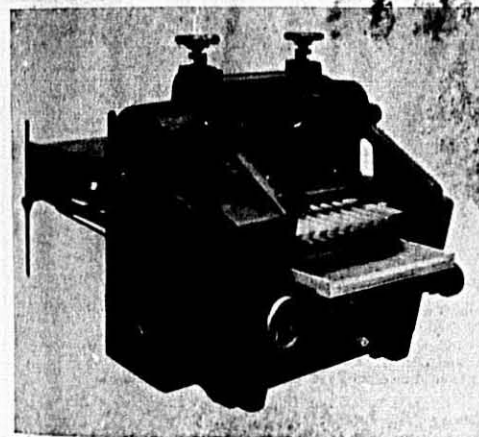
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# AROUND THE TABLE



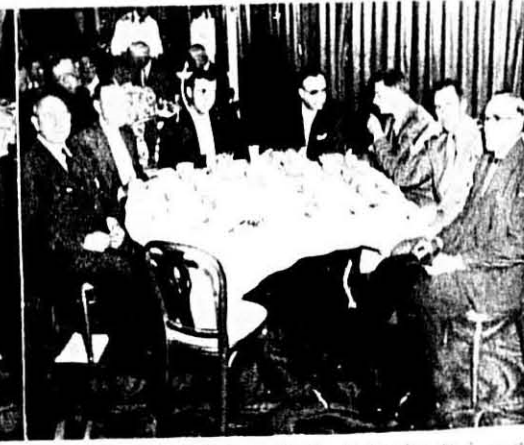
Ken MacDonald, Henry Rossi, Jr., Henry Rossi, Jack Lichring, Ray Wentzel, E. J. Long, Ralph Sarli, Charles Rossotti.



Joseph Pellegrino, Alfred Rossi, B. B. Raaf, Evans Thomas, Raymond Guerris, James Winston, Michael Grimaldi, John Lator.



Charles Hoskins, Eugenie Villalume, Lee Merry, Walter Villalume, Morris Morici, Don Stevens, Harry Bailey, Joseph Scarpaci.



Arthur Quiggle, U. A. Arnold, Ronald Novelen, H. A. ... Henry Loos, A. C. Hoffman, Henry Kuehn.

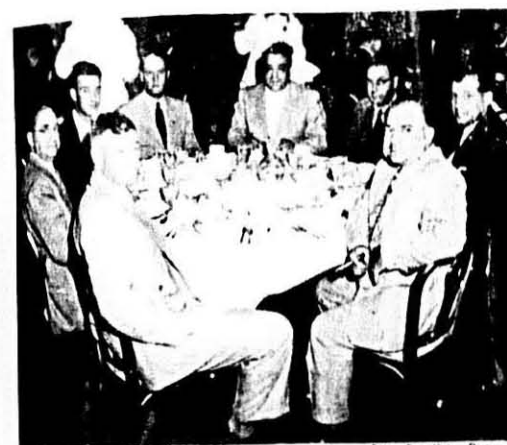


John Bonar, George Faber, Albert Bond, Arthur Russo, Ted Sills, ... Albert Ravarino, Corrado Ambrette.

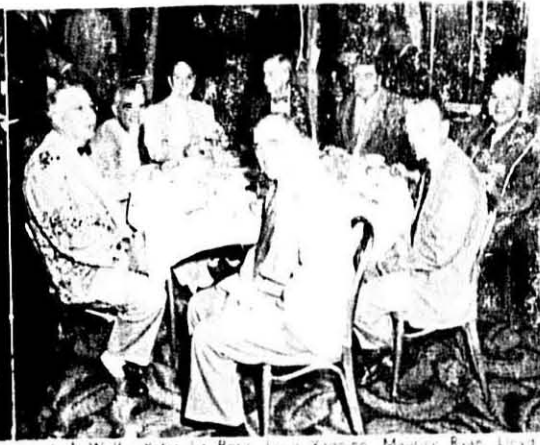


Steve Lumpkin, Frank Herbert, William Freschi, Jim Driscoll, ... Kuhn, John Rome, Jess Cook, Allen Herbert.

# AT THE INDUSTRY MEETING



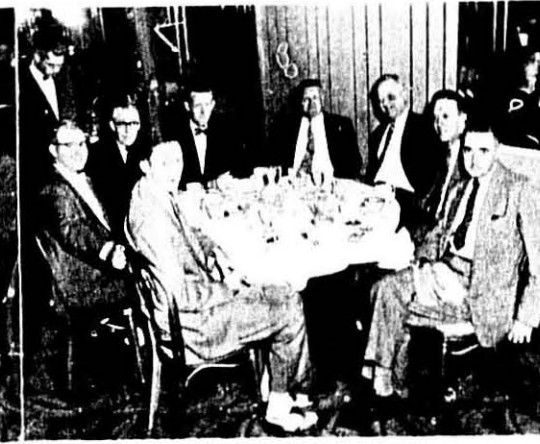
W. L. ... Brockington, Forrest Wilson, Ellis English, Peter ... S. T. Viviano, Cliff Kutz, John Viviano.



Jack Wolf, Peter La Rosa, Louis ... Maurice Ryan, Lloyd ... Tom ... Fred Mueller, Harry ...



Joseph ... Glenn Hoskins, M. J. Donna, Clara Germer, ... Wilson, Joseph Kurtz, Joseph Varco.



Pierce Wheatley, Richard Schmidt, Philip Talbot, William Hoskins, E. J. Burke, Victor Kronmeyer, Joseph De Marco, James Affera, Bill Green standing in rear.



Walter Swanson, Alvin Karlin, Albert Weiss, Sidney Grass, Leo ...



John Jaeger, Gene Wheeler, Stanley ... William ... Michael Volino, George Mackbush, Paul ... Otto ...



ATTENDANCE AT THE INDUSTRY MEETING
HOTEL SHERMAN, CHICAGO, AUGUST 17, 1954

MACARONI MANUFACTURERS

- MACARONI MANUFACTURERS list including: American Beauty Macaroni Co., American Home Foods, Inc., Bay State Macaroni Co., Boshim Company, Campbell Soup Co., etc.

MILLERS

- MILLERS list including: Amber Milling Div. G.T.A., Amber Milling Div. G.T.A., Johnson Herbert & Co., Commander-Larabee Milling Co., etc.

OTHER ALLIES

- OTHER ALLIES list including: Ambrette Machine Corp., Glenn G. Hoskins Co., Rosotti Lithograph Corp., etc.



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You get better Durum Products from General Mills



In macaroni manufacturing problems, a Scandinavian like Don Knudsen could easily be as lost as a fish out of water.

But Don has training. He's at home with customers because he's learned the facts. He's gained practical experience by working—and observing—in a macaroni plant.

And like all General Mills Durum salesmen, Don's had intensive training at our "school" in Minneapolis, including work in grain department, mill, and Products Control laboratory. There he's absorbed facts from oldtimers who know durum from the ground up.

So if you'd like suggestions about durum products to meet your production methods—or ideas about merchandising and advertising—ask Don or any General Mills salesman.

In cooperation with others in our General Mills Durum family, Don welcomes the chance to bring you the best Gold Medal Semoblend possible—to help you manufacture the finest macaroni products.

DURUM SALES
General Mills





## MR. QUIGGLE REPORTS

Spokesman for the Durum Millers  
at the Industry Meeting

WE are met to discuss a problem vital to the macaroni industry, the durum millers and the farmer. I know that our mutual problems can best be solved by bringing all the facts available before us for full consideration and then to arrive at the best possible solution. With this in mind, the question immediately arises, what is the size and quality of the Durum crop.

A meeting was held Friday attended by the millers and their grain buyers, several of whom have covered the durum area in their automobiles. The composite opinion of this group is that a close estimate of the durum crop cannot be made at this time for the reason that important durum areas are still green and 2 or 3 weeks from harvest. The weather the last 2 weeks has been favorable and if it continues thus, late wheat may come through with fairly good test weight and yield. One of the very large grain commission houses feels the Government estimate is low. However, giving weight to contrary opinions, the assembled group of experts felt that the Government report of August 1st was as good an estimate as can be made as of August 13th. This report indicated 1,551,000 acres planted to durum, with an average yield of 8 bushels per acre, or a total Durum crop of 12,436,000 Bu.

The following statistics are taken from the July 1st Durum Wheat Supply and Distribution report of the Department of Agriculture:

Stocks July 1, 1954 are distributed as follows:

|                                 |           |
|---------------------------------|-----------|
| Farm                            | 2,637,000 |
| Interior Mills and Elev.        | 481,000   |
| Commercial Stocks and Terminals | 344,000   |
| Merchant Mills                  | 1,399,000 |

Total Durum Wheat in all positions July 1, 1954 4,861,000  
Estimated 1954 Durum Crop 12,436,000

Total supply 17,297,000

This same report indicated Durum used during the 12 months ending June 30, 1954:

|                              |            |
|------------------------------|------------|
| Feed, Cereal and other users | 1,960,000  |
| Seed                         | 1,948,000  |
| Exports                      | 41,000     |
| Grind                        | 11,915,000 |

Total 15,864,000

From July 1st to December 31, 1953 we ground 6,795,000 Bu. and from Jan. 1 to June 30, 1954 we ground 5,120,000 Bu. Roughly, 2 months' grind of the first 6 months period was 100% durum and the remainder of the grind was on a 50-50 basis.

|   |            |
|---|------------|
| Estimated requirements on a 50-50 basis:    |            |
| Mill grind 2 x 5,120,000                    | 10,240,000 |
| Feed, cereal mfg. and other uses            | 1,960,000  |
| Seed  | 1,948,000  |
| Exports                                     | None       |
| July and Aug. requirement 1/6 of 12,200,000 | 2,033,000  |
| Arbitrary estimate carry over on 8/31/55    | 2,000,000  |
|   | 18,181,000 |

This shows a shortage of 884,000 bu. This estimated shortage is not very large, inasmuch as the size of the crop may vary considerably from the estimate, the Millers recommend that we continue to operate on a 50-50 Blend basis until the January meeting of the Macaroni Manufacturers in Miami at which time the wheat situation can be reviewed in the light of the then known conditions, as the final Government Crop estimate of December 1st will then be available, as well as the semi-annual Durum Wheat Supply and Distribution report of the Department of Agriculture for the last half of 1954.

Much of the durum wheat will be of light test weight and to stretch the durum supply as much as possible, the millers further recommend that we mill only durum granular blend. We feel milling 50-50 granular blend exclusively has several additional advantages—

1. It will enable us to offer a product with the maximum amount of durum in it, so as to give the finished macaroni the best possible eating qualities.
2. The premium for semolina-farina blend may run much higher than the 50¢ per cwt. which generally prevailed last year on account of the small amount of semolina that can be made out of light test weight wheat.
3. We have a better chance to maintain a 50-50 blend throughout the year on a granular basis, whereas on a semolina-farina basis we may be compelled to go to a blend containing a much lower percentage of durum or run out of durum completely.
4. We feel the eating quality of the 50-50 granular blend will more nearly equal that of imported macaroni made from 100% foreign semolina.
5. The lower price of the granular will help to enable manufacturers of the United States to meet the competition of the imported macaroni.
6. However, for the few that want Semolina-Farina, the mills will make



ARTHUR QUIGGLE

it available.  
7. Also, for those that want it, the mills will make available a 25% durum blend.

So much for that.  
Now, what else can be done to protect the macaroni industry until such time as enough durum wheat can be raised to meet their needs, so that the industry will be able to meet competition of imported macaroni and maintain their present volume until such time as rust resistant varieties of durum are available so that when we do raise a large durum crop there will be a large domestic market for it?

First we should consider Canada as a potential source of a million or more bushels of durum wheat. There are several obstacles to be overcome but we don't think they are insurmountable.

(1) Arrangements must be made to permit the importation of a limited amount of durum wheat for this year. Probably one or one and one half million bushels.

(2) Arrangements must be made to induce Canada to sell it to us.

(3) Arrangements must be made which will permit the miller to select satisfactory quality durum wheat, as much of Canada's durum is of the Pelisier or Golden Ball variety which is not equal of most durums raised in the U.S.A. The importation of one to one and one half million bushels of durum wheat from Canada should not hurt the farmers, as the durum wheat for this year will still be in short supply and the macaroni manufacturers will pay a substantial premium to the farmer for all the durum wheat he has to offer. Macaroni products can be imported into the United States in unlimited quantities. The importation of durum wheat from Canada this year will not hurt

(Continued on page 14)

## A GROWER'S VIEW ON RUST

DON STEVENS Speaks Up at the Industry Meeting

I Am a durum farmer, and have been for many years, on a rather large scale at Devils Lake, North Dakota, right in the heart of the durum triangle. In addition to that, I am a durum miller, so we have a lot of problems in common. We have always had rust and always will have rust. Back in the twenties and prior to that, we had periodic rust epidemics. These epidemics came more often and were with us for longer periods than has been the case in recent years.

Rust is a fungus disease that is with us all the time, and the only way to combat it is to breed plants that are resistant to all known strains of rust. In earlier years, as rapidly as a new resistant breed was produced, a new strain of rust developed, and still do, by cross-breeding on the barberry bush. If we could eliminate entirely the barberry bush, we would have no new strains of rust. This, however, is almost impossible. We have eliminated the barberry bush in the wheat belt, but it still exists in many eastern states, so there is no practical way to combat black stem rust except through plant breeding.

By 1935, through the eradication of the barberry bush and plant breeding, all of our bread wheats and durum wheats were resistant to the then known races of rust. From that time on, there was no appreciable loss due to rust damage, and everyone relaxed. All that time, however, there existed in an area in central New York State a trace of 15B rust. We wouldn't be where we are today if we had been alert to that threat and had been breeding wheat to develop varieties resistant to 15B. This lapse was due primarily to lack of sufficient funds. As long as there was no rust damage at that time, the local and federal governments relaxed. All this time the Rust Prevention Association, whose mainstay of support is the milling industry, had been continuing their work of barberry eradication. With their limited budget of \$15,000 to \$18,000 a year, there was very little that could be done in the way of pressing for plant-breeding funds and equipment. Let us not again forget that the trouble we are now in would not have occurred if the work of plant breeding had continued and had we not relaxed.

To show how difficult it is for anyone to predict how extensive rust damage may be, I would like to tell you a story from my own experience. I had, in 1953, three fields of durum wheat. One was planted on Monday, one was planted on Wednesday, and one on Saturday—all in the same week, all the same seed,

all on the same farm, all by the same farmer. Rust 15B hit. The field planted on Monday came through with just modest damage. The fields planted on Wednesday weighed about 52 pounds, and the yield was about 50%, and the field planted on Saturday had to be burned. That is why no one could tell two weeks ago, or even now, just how much durum we are going to have.

The durum area is in a wind tunnel. The prevailing wind is from the South most of the summer. The prevailing wind is from the North in the fall. Rust spores are in the air, and in the fall they are blown down South. They do not winter over in the soil or seed in the durum area, but they do blow back down South to southern Mexico where they winter over on grasses and other plants. In the spring they return with the south wind. Now then, we shall have 15B rust back again next year as surely as we're sitting here.

If we have high south winds for four or five consecutive days, as we did this year and last year, then rust spores will come up very quickly. Following initial infection, it takes from seven to twelve days for that little minute rust spore to ripen into a pustule, open, and turn out hundreds of thousands of additional spores. If that rust comes up early enough, and if weather conditions are such that the generations are about seven days apart, then you have a situation comparable to this year. Should the rust spores arrive a week or two later, and should weather conditions be such that it takes twelve to fourteen days for development, then the wheat gets ahead of the rust. This year was exceptionally bad in all respects. In 1953 rust arrived in one tremendous jump and hit our area rather early, but our secondary and third, fourth and fifth infections came entirely from our own fields. This year the rust infected our Northwest and the northern edge of the winter wheat belt, so we had a tremendous area of infection to the south of us. We not only had the effects of the rust that we were generating in our own fields, but we had the constant infection coming up from the South. I observed durum fields this year showing no rust infection on the lower stems, indicating that that wheat was not infected on the original wave of spores, and still the necks were covered with rust, indicating that there was a secondary wave of infection moving in on us from the South constantly during the growing season.

It is unfortunate for all of us—the farmers, the durum millers, and the macaroni manufacturers—that we have allowed ourselves to fall asleep or that



DON STEVENS

the government has allowed itself to be lulled to sleep in the breeding of rust resistant plants. The fact that something can be done is indicated by the development of Selkirk wheat, which was developed in the Canadian laboratories. This is highly resistant to 15B and is the salvation of the bread spring wheat area. We are far enough along with Selkirk wheat that at the end of next year there will be enough of this variety for all of the spring bread wheat acreage normally facing rust problems. On durums, we have Sentry, which is moderately resistant. It doesn't take the infection so readily. In other words, in a spore shower, one or two wheat plants might become infected instead of 25 or 30. It also has the advantage of being a few days earlier. Until something better comes along, Sentry should be developed and increased as rapidly as possible. However, Sentry is not the answer to our problem. At the North Dakota Experiment Station, Reuben Heermann has crossed several varieties, and there are some new durums that appear to be as resistant to 15B as is Selkirk bread wheat. We must increase these as rapidly as possible.

In order to lick this problem, we must work together. We must push government, both national and state, to provide the necessary funds. The Rust Prevention Association, which has been in existence about thirty years and which has done an effective job in barberry bush eradication, is meeting next week to enlarge our organization in order that, in addition to the barberry eradication, the Association can and shall be the spark plug for this plant breeding and seed-increasing work. Seed stock in limited supply can be sent to Mexico



or California, increased down there, and the seed returned in plenty of time for seeding up North. We can get an increase of about 40 bushels for each bushel of seed. The cost is about \$8.00 to \$10.00 a bushel.

Last year Don Fletcher of the Rust Prevention Association persuaded the State Legislature of North Dakota to appropriate \$10,000 to have rust-resistant bread wheats and durum wheats increased in Mexico and California. I hate to tell you this, but a sizable portion of the money was not spent. Someone was afraid that they might send something down that would turn out not to be as good a wheat as a later selection and that they would be criticized. That's why we need more men like Don Fletcher—we need to broaden the activities of the Rust Prevention Association. Had he had enough help to be out there pounding on the table when he found what was happening—had he been able to send someone out to the State Legislature to tell state representatives and state senators who appropriated that money that it wasn't being used, this situation could have been avoided. If we are going to save durum, this is the way we must go about it. We will have to have a rebirth of the Rust Prevention Association. We must increase its budget, add to its staff so that competent representatives can be in constant touch with the state legislatures in the durum area and with the Federal Congress.

Now there are other rust breeds developing, but so far they are just in trace amounts. We are busy now with the breeding of wheat resistant to 15B. The minute that is done, we must direct our attention to others, or we shall be right back here in this room again in another ten years, talking about exactly the same thing.

That's the story. I am sure that the Rust Prevention Association is going to be around asking your Association for your help and support. Of course, it takes hundreds of thousands of dollars to do the job, and it's the government's job to do it, but somebody has to be standing there with a pitchfork prodding the government, or it will not get done.

#### On Acreage for 1955

I know that there is more acreage of durum wheat than is listed in the official report for North Dakota. I think the acreage is approximately 2,000,000. I don't say this will increase the crop yield, but the acreage is there. Had it not been for black stem rust this year, we would have had enough to supply your needs 100%. The bait that the government threw out to the durum producer last year did work. The same bait won't work again, however, and I'll tell you why. On my farm we have been raising about 380 to 390 acres of all wheat—bread and durum. We were cut last year down to about 300, but when this special concession came

along, Uncle Sam, in effect, said to me: "If you will keep your bread wheat acreage as low as 90 and seed everything else to durum, you can go to 150 acres." We wanted not to pass up this opportunity for the additional acreage, for if the crop was good, the durum was worth real money. So we put in about 350 acres of durum and about 90 acres of bread wheat. One of the fields will produce four or five bushels to the acre, and the other two we will burn. And there stood the finest stand of durum I have ever seen in my life! Next year, under the same plan, my farmer will not be willing to plant the durum, nor will other farmers in the durum area. However, if the Department of Agriculture will allow durum production on the diverted acres, without penalty to bread wheat, I predict that we shall retain most of the durum acreage seeded this year.

Mr. Ryan: If the government lets your renter put in 240 acres of bread wheat, how much durum will he put in?

Mr. Stevens: If the government gives me my acreage allotment of wheat and allows me to put in bread wheat, and then all the additional acreage we want to in durum, I will put in 150 acres. Last year I had to cut back my bread wheat acreage about half to qualify for the durum acreage. If the law and regulations are the same this year, we shall not get much durum because the farmer has taken too bad a licking on it. However, if the farmer is allowed all his acreage allotment in bread wheat and then is authorized to put the idle acres in durum, you will get durum acreage.

#### Industry Meeting —

(Continued from page 6)

Mills, and Jess Cook of Amber Mills was appointed to meet with Maurice Ryan, chairman of the Association's Durum Committee, and other members of that committee in Minneapolis the following week, to follow up the matter of importing durum.

On the matter of encouraging durum planting next year, Don Stevens said a different bait than was used this year would have to be developed to get growers to plant more acreage in 1955.

The durum grower is not likely to increase acreage on durum unless he can increase the proportion on bread wheat as some guarantee of getting a return.

"We have always had rust and always will," said Stevens. Rust is a fungus disease with us all the time . . . the only way to combat it is to breed plants that are resistant to all known strains of rust. The millers, who have been the mainstay of the financial support of the Rust Prevention Association, propose that the Rust Prevention Association be concerned with plant breeding. This will cost money, but it is the only insurance that can be had to keep us

out of the situation in the future in which we find ourselves today.

President Peter LaRosa called upon all macaroni manufacturers to contribute to the work of the Association and Institute to make possible funds to support all essential activities to develop our markets and assure our supply of quality raw materials.

#### Quiggle Report —

(Continued from page 12)

the Durum farmer. The supply is less than 50% of what we need. It is to the farmers interest to keep a strong domestic macaroni industry here so that the farmer will have a good market for his durum wheat when he does raise a large crop.

We feel the Macaroni Industry can best present their case on this. The millers will help all they can.

So much for the 1951 Crop problems. Now, what about the future, especially 1955? We need more acres planted to Durum. How can we do it? Here we feel the millers, together with the Macaroni Manufacturers should begin work at once to make plans that will make it profitable for farmers to plant more acres of Durum wheat. The acreage allotment will be severe next year. For example a farmer planted 310 acres in 1951. His allotment this year is 230 acres. Possibly we could get the Government to permit him to plant this 80 acres to Durum which otherwise would lie fallow.

We suggest at this meeting definite objectives should be determined and basic organization plans set up so that committees can work out the details and effectively press toward the objectives.

I have laid before you the Millers' thinking in general, broad terms and with relatively little detail. No doubt many of you have questions relative to the statistics presented, and on the various phases of our suggestions. As each question is asked, we will endeavor to assign it to one or more of the millers who we feel has special knowledge of the subject.

#### The Ancient Noodle

According to some sources egg noodles have been in existence some 4000 years.

The wife of the proprietor of the local inn in the village of Immenwald in the Bavarian Alps added some eggs by accident to some spaghetti dough that she was preparing. Because business was so bad during that hard winter of 1518 she decided not to throw the spaghetti away but fed it to her husband. He was so well pleased with it that they decided to give it to their customers. They liked it too, and soon its fame had spread far and wide so that tourists in the Alps made this little inn a regular stopping place. This new delicacy was called the nudel.

Insure your Share of the  
for Macaroni Products

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

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



**CAPITAL FLOUR MILLS**





## NATIONAL MACARONI WEEK

*Fifth Annual Promotional Drive  
Planned October 21 - 30, 1954*

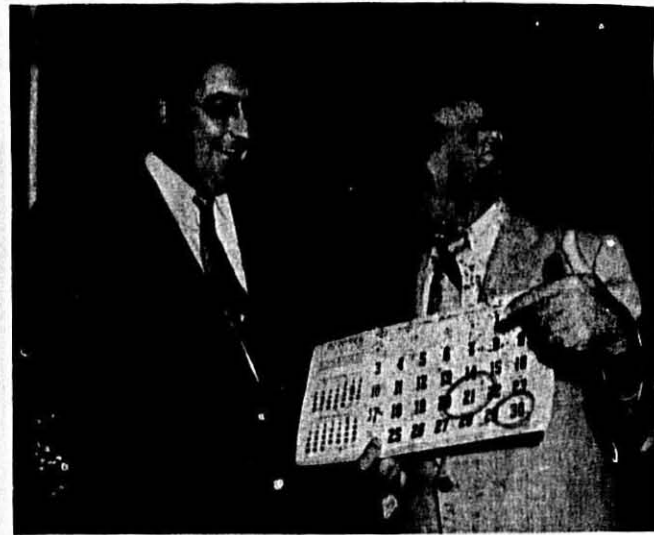
THE National Macaroni Institute has planned its annual publicity push to stimulate fall sales during October. Magazines, syndicates, supplements, weekly and daily newspapers are all receiving special material and releases on macaroni, spaghetti, and egg noodles with recipes and news of National Macaroni Week. Special radio and television scripts have been prepared and placed to gain mention from such performers as Arthur Godfrey, Robert Q. Lewis, Dave Garroway, Bob Hope and Bob Crosby. American Dairy Association will mention macaroni products as tie-ins for the Cheese Festival on the Hope and Crosby shows. Reynolds Aluminum will have Mr. Peepers mention Macaroni Week on a national television hookup.

Promotions planned by the U. S. Department of Agriculture to stimulate beef sales presents a natural tie-in for macaroni products with meat balls, hamburger, and chopped beef being featured in releases and photos for Macaroni Week. The American Meat Institute, National Live Stock and Meat Board will issue cooperative publicity releases. Others cooperating to promote their products along with macaroni products are National Dairy Council, Wine Institute, Maine Sardines, Poultry and Egg Board and National Canners Association.

One good publicity score will be the Goodhousekeeping Magazine Cook Book supplement, a part of the October issue. It will have twelve pages and plenty of color. Two pages entitled "Thirty Minute Marvels" will contain nine recipes for preparing macaroni dishes; two pages "Macaroni Plus" will favor such favorites as Chicken Tetrazzini, Veal Tomato Casserole and real Italian Lasagna.

Other magazines featuring macaroni products with recipes and pictures include Parents, Farm and Ranch, Tempo and Seventeen. All newspaper syndicate writers have received copy, photos and recipes, and special material has gone to feature writers. Television stations in sixty five major viewing areas will be supplied with copy, recipes and photos. 700 radio stations from coast to coast will receive script and recipes at three or four day intervals before and during National Macaroni Week. Many railroads and air lines will feature macaroni products on their bills of fare.

Three photographs and five or six recipes have been earmarked for the



PRESIDENT PETER LA ROSA shows First Vice-President Lloyd Skinner the dates for National Macaroni Week, October 21 through 30, 1954.

special use of over 1800 daily and weekly newspapers throughout the country.

A color photograph of an appetizing main dish will be taken shortly for release to food editors carrying color pages.

A Halloween party photograph with two casserole recipes will reach editors of 25 farm papers and journals for the promotion.

600 labor newspapers with circulation over 1,000,000 will get a special mat story with picture and macaroni recipe.

A mailing will go to food editors of more than 80 negro newspapers throughout the country. Story will have photo and recipes.

Another tie-in that provides macaroni manufacturers with an especially timely opportunity to promote their own products and render a community service at the same time, is the Red Feather Dinner as part of the Community Chest drive in October. The idea of the Red Feather Dinner was conceived by a group of Dayton, Ohio businessmen in 1953. The dinner was comprised of vegetable soup, one pound of spaghetti, tomato sauce, fruit cocktail and gelatin dessert. The package was priced at \$2.50 and the dealer's cost was 78¢. The difference went to the Community Chest. The Red Feather Dinner met

with so much success last year that Dayton is making plans for bigger and better results this year; this is more people participating, more dinners sold and more money for the Community Chest.

This year other cities are taking up the idea and putting on Red Feather Dinners, using the same plan, the same dinner and the same promotion that was so successful in Dayton last year. The plan is being considered in cities of 500,000 and less. The mechanics have been carefully worked out by the Sills Organization to make presentation to the local Community Chest a very simple matter. The whole plan is assembled in a single folder—The Red Feather Kit—which may be had for the asking.

**"Some Like It Hot . . .  
Some Like It Cold"**

The British Macaroni Manufacturers Association plans to prepare recipe leaflets using the recipes and illustrations that appeared in the story on the joint promotion by the National Macaroni Institute and the Tuna Research Foundation called "Some Like It Hot—Some Like It Cold". The story was in the June issue.

## INSURE THE PERFECT COLOR

IN YOUR PRODUCT

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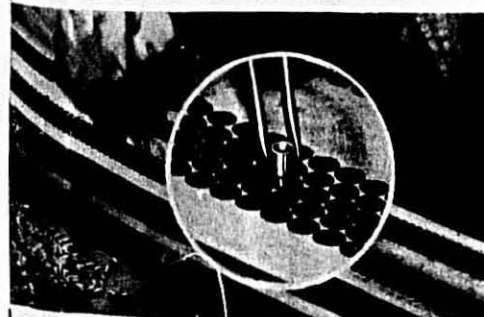
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. . . that I can produce the qualities in your products



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## Recommended Recipes . . . . .

### CURRIED CHICKEN COMBINES WITH MACARONI



Curried Macaroni, Olive and Chicken Dinner  
(Makes 4-6 servings)

1 tablespoon salt  
3 quarts boiling water  
8 ounces elbow macaroni (2 cups)  
¼ cup butter or margarine  
2 tablespoons all-purpose flour  
1 teaspoon curry powder  
Dash ginger  
2 cups milk  
3 cups diced cooked chicken  
¼ cup sliced ripe olives  
2 tablespoons chopped parsley  
1 tablespoon minced onion  
Salt and pepper to taste

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

In a saucepan, melt butter or margarine; blend in flour, curry powder, salt, pepper and ginger. Add milk and cook until thickened and smooth. Add cooked macaroni, chicken, olives, parsley and onion; mix well and heat to serving temperature. Garnish with apple slices and additional olives if desired.

In these high price days, we are especially happy to welcome National Macaroni Week, October 21-30. Macaroni, spaghetti and egg noodles make it possible to have flavorful food at prices that spare the budget from too great a strain.

Here is a hearty recipe that is ideal for fall menus.

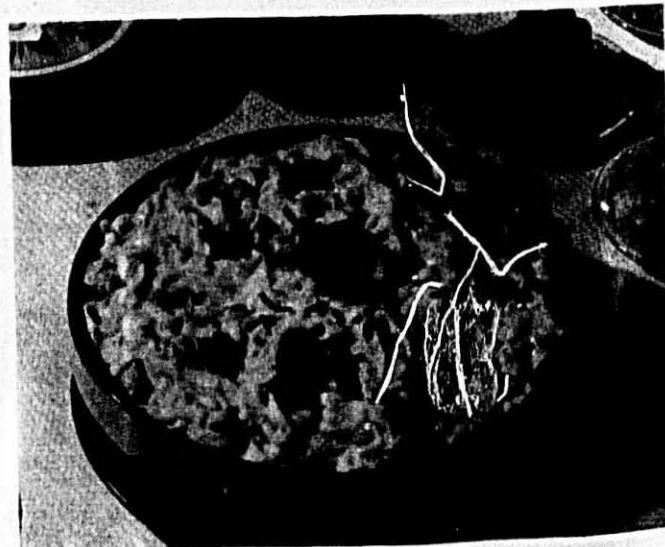
### TUNA TREAT WITH NOODLES

When the homemaker is called to make appetizing meals with a slightly different twist, canned tuna from California and macaroni products are two favorites that can always be relied on. No matter what the temperature plenty of macaroni and tuna dishes will keep everyone happy and well-fed.

Chived Noodle Tuna Casserole  
(Makes 4-6 servings)

1 tablespoon salt  
3 quarts boiling water  
8 ounces medium egg noodles (about 4 cups)  
1 10½-ounce can condensed cream of chicken soup  
1 5-ounce package cream cheese and chives, softened  
2 6½-ounce cans chunk-style tuna, drained  
1 tablespoon prepared mustard  
½ cup milk  
2 tablespoons minced onion

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.



Combine remaining ingredients; mix well. Bring to boiling point over medium heat, stirring constantly. Add cooked noodles; mix lightly. Turn into greased 1-½-quart casserole; cover. Bake in moderate oven (350°) 25 minutes. Sprinkle with additional chopped chives, if desired.

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when you're ready to buy*

# King Midas

You can't buy better Durum Products

Or get a better Value

Or receive better Service

Or be in better hands

**KING MIDAS FLOUR MILLS**

660 GRAIN EXCHANGE  MINNEAPOLIS 15, MINNESOTA



## Recommended Recipes . . . . .

### MACARONI, CHEESE AND TOMATOES TOP TEAM

#### Tomato-Macaroni Casseroles (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces elbow macaroni (2 cups)
- 1 10-1/2-ounce can condensed tomato soup
- 2 1/2 cups grated sharp Cheddar cheese (about pound cheese)
- 1/2 cup milk
- 1 teaspoon onion salt
- 1 teaspoon celery salt
- 1/4 teaspoon pepper
- 1 medium-sized tomato, sliced

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine tomato soup, 2 cups grated cheese and milk; cook, stirring constantly, until cheese is melted. Add onion salt, celery salt, pepper and cooked macaroni; mix well and turn into 4 greased individual casseroles. Top with tomato slices and sprinkle with remaining cheese. Bake in hot oven (400°) 20 minutes, or until heated thoroughly.



At the end of the summer season when appetites frequently flag, you can make outstanding meals with macaroni, spaghetti and egg noodle casseroles. Combined with protein rich cheese, milk

and eggs, they make nutritious main dishes that will more than satisfy your family.

Here's a recipe you'll surely find popular.

### SHELLS ARE SIMPLY SCRUMPTIOUS



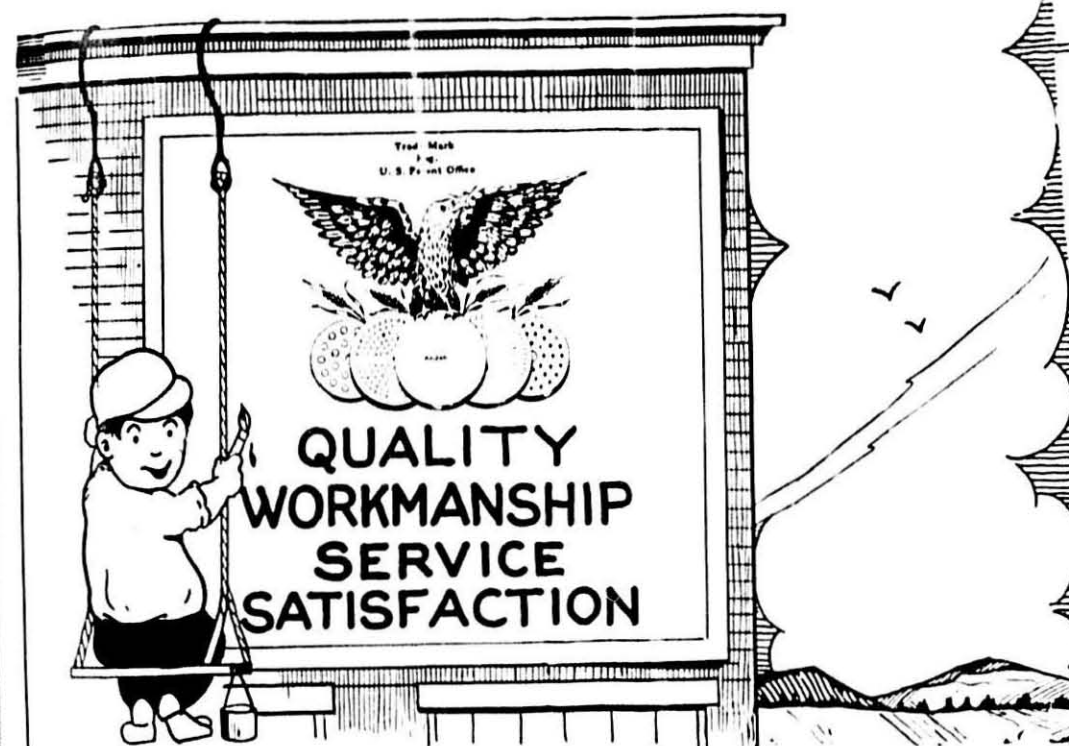
MACARONI SPAGHETTI AND EGG NOODLES team up so well with all kinds of fish that they're a natural. They can be combined in endless ways with shrimp, scallops and sardines. Try this tasty recipe soon.

#### Coronado Shell Casserole (Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces macaroni shell shells
- 1/2 cup butter or margarine
- 1/2 cup all-purpose flour
- 2 1/2 cups tomato juice
- 1 1/4 teaspoon salt
- 1 dash cayenne
- 1 pound shrimp, cooked and deveined
- 1 cup cooked peas
- 1/2 cup grated processed cheese

Add 1 tablespoon salt to rapidly boiling water. Gradually add shells so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter or margarine in a heavy heat; add flour and blend. Gradually add tomato juice and cook until thickened, stirring constantly. Add 1 teaspoon salt, cayenne, shrimp and peas; mix well. Fold in cooked macaroni shells. Turn into greased 2-quart casserole. Top with grated cheese. Bake in moderately hot oven (375°) 25 minutes, or until cheese is melted and golden brown.



## MALDARI'S INSUPERABLE MACARONI DIES

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

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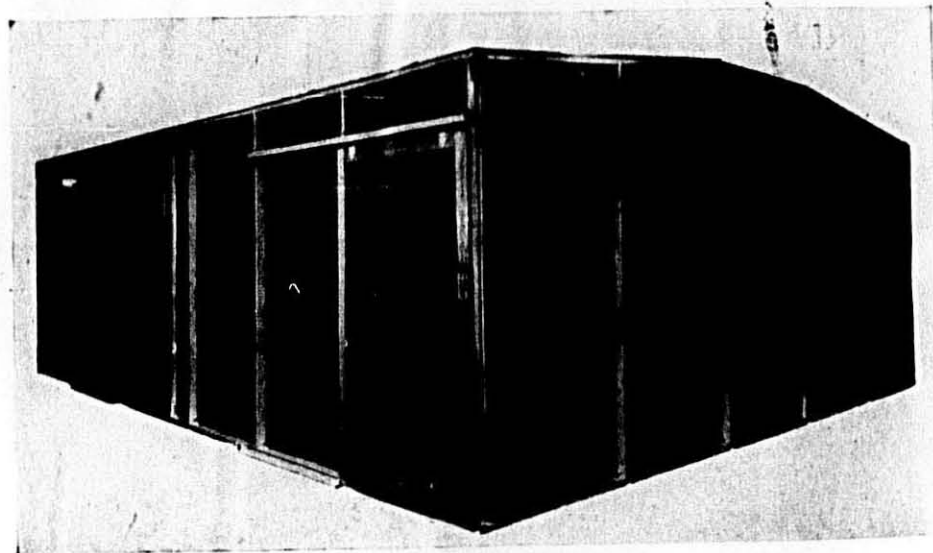
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*Conrad Ambrette, President, formerly President of Consolidated Macaroni Machine Corp.*

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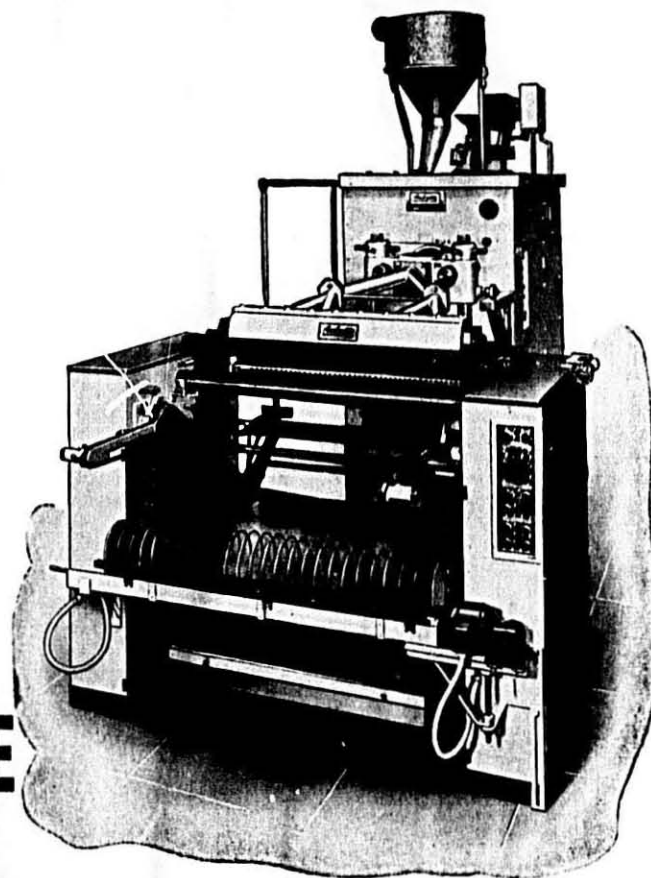
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### Macaroni Coverage in the Pacific Coast Review

The promotion of macaroni products and related items had considerable coverage in the May issue of Pacific Coast Review, both in editorial features and in advertisements placed by local manufacturers.

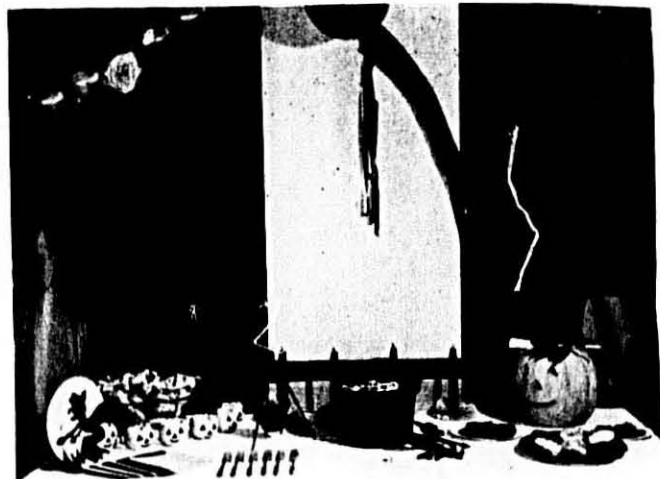
A story on canned tuna by E. L. Morris, Executive Director of the Tuna Research Foundation covered a full-page spread with two pictures, one a tuna macaroni salad and the other a noodle and tuna casserole. Two of the three tuna promotions were combined with macaroni promotion—namely the Lenten period and the recent "Some Like It Hot—Some Like It Cold" campaign.

A feature story on Golden Grain's 1-D packaging was placed opposite their full-page ad, in addition to another feature on their Egg Tagliarini product and a premium sales builder.

A resumé of the National Macaroni Institute program for the year showing estimated sales at \$16,000,000 over 1953 sales is given a page and a half spread including three illustrations.

Roma Macaroni Factory had a full page ad with an attractive NMI photograph illustrating their product.

On the "Food Flashes—Spotlighting Latest Activities" page, another item tells again how two of the country's leading food organizations, the Tuna Research Foundation and National Macaroni Institute, are teaming up to stimulate sales and increase grocers' profits with the "Some Like It Hot—Some Like It Cold" campaign.



Macaroni on display at Holiday Chicken Festival

### Macaroni Display Has Holiday Appeal

The National Macaroni Institute won honorable mention with its display at the Holiday Chicken Festival sponsored by the Poultry and Egg National Board this spring. There were forty-four participating food publicists in the competition including those from American Can Company, General Foods, Hunt Food, Standard Brands, and the National Potato Council.

The menu presented by the Macaroni

Institute consisted of a macaroni Halloween Casserole, served in a black cauldron. The ingredients carried out Halloween colors and included macaroni, cheese-tomato sauce with black olive rings. An apple juice punch was served in hollowed-out oranges decorated with jack o'lantern faces. Chocolate cookies in zodiac shapes and chocolate and white doughnuts for dessert. Napkins were black and orange and to top it all black cut-out witches rode broomsticks made from long ziti and spaghetti. The macaroni products made a great hit.

### Roma Macaroni Plans Billboard Campaign

A tremendous billboard advertising campaign is being undertaken by Roma Macaroni Factory of San Francisco. Supplementing current newspaper, TV and radio schedules, Roma has signed a \$51,000.00 contract for poster, Outdoor Bulletins, 681,000 Bay Area people will view this oversize hand-colored bulletin during the month, which means over 20 million reminders of Roma Quality during the next 12 months. A new one will appear every 120 days for the next 3 years.

The 10x12 ft. bulletins carry over 150 sq. ft. "cut-out" area for 3-D appeal and made their debut in San Francisco and Oakland August 23. The contract runs for a 3 yr. period assuring Roma dealers further consistent promotion of the 71 quality products manufactured by the Roma Company for nearly 50 years.

The first bulletin shows a package of Roma Spaghetti along with an appetizing dish of the cooked product. In the background is a picture of a family group, and the story on the bulletin reads, "Roma Quality feeds so many for so little!"

### REMINDER FOR NATIONAL MACARONI WEEK



A SUPERIOR MACARONI DISPLAY in a Southern California super market features macaroni, tomato sauce and wine.



You'll make extra dollars in the production of Macaroni Products every time with Criterion Semo-Rina . . . a Semolina Farina product milled from a mixture of 50% durum—50% hard wheats. Because of its quality and uniformity, you can rely on Criterion Semo-Rina to give you the best results and increase your consumer acceptance when you use this consistently high quality product. Make Criterion Semo-Rina a MUST on your next order.



## Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

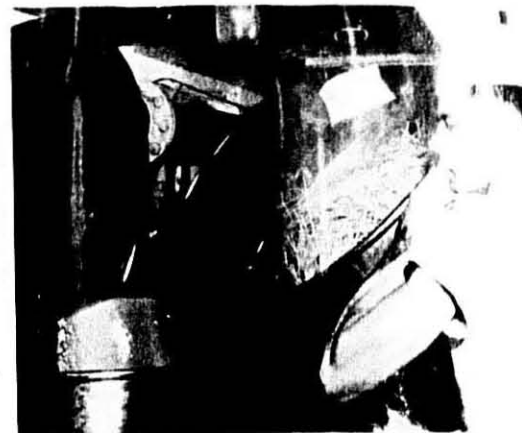
GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

# SPAGHETTI SUPPER

On the U. S. S. Coral Sea

Here is a picture story showing how spaghetti is prepared and served on the United States Navy air-carrier U.S.S. Coral Sea.

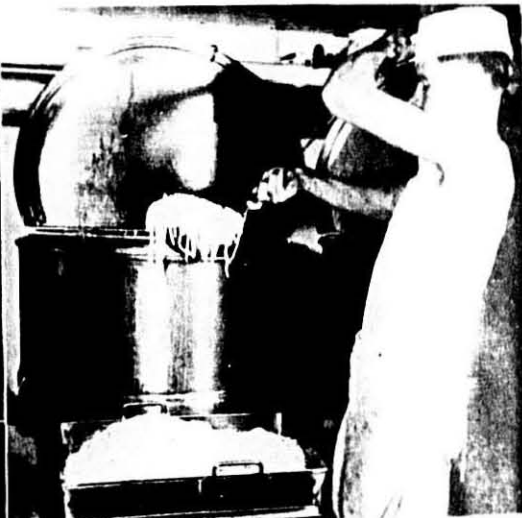
The Navy is noted throughout the Armed Forces for "good chow." Pictures from Office of Information Department of the Navy.



CPL SPARKS pouring 30 gallons of spaghetti broken into lengths into an 80-gallon copper kettle of boiling water with oil and salt added.



SPARKS stirs spaghetti in 80-gallon copper kettle in the galley of the U.S.S. Coral Sea.



CPL SPARKS dips out spaghetti after being cooked in salted water.



JAMES A. BARRON, CS2/c, removing meat balls from oven after being broiled. Meat balls will be placed in baking pans with sauce poured over them and allowed to simmer for approximately 1 hour.



MESSMEN serving spaghetti dinner to men of the U.S.S. Coral Sea.

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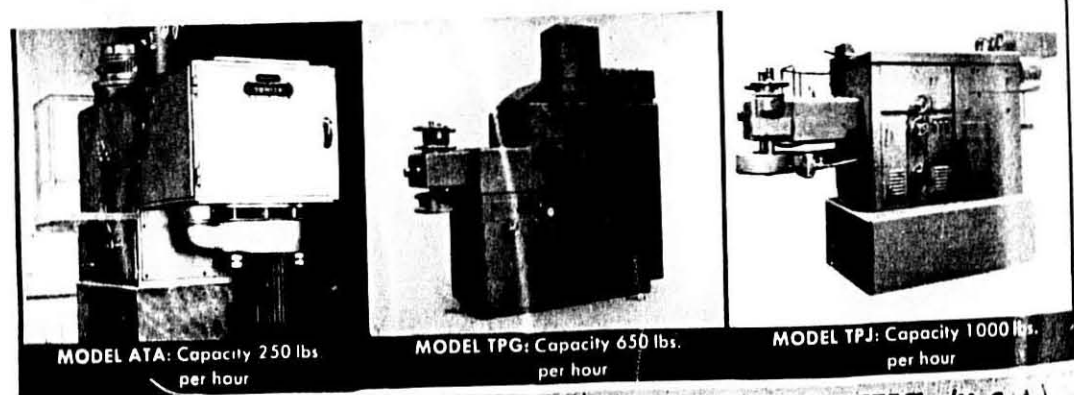
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If you are now using one of the continuous worm-type production presses, you can convert your present installation to one of the two Buhler Vacuum Systems.

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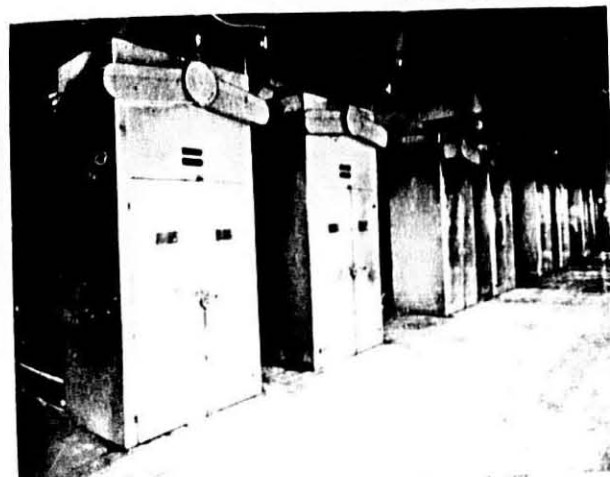
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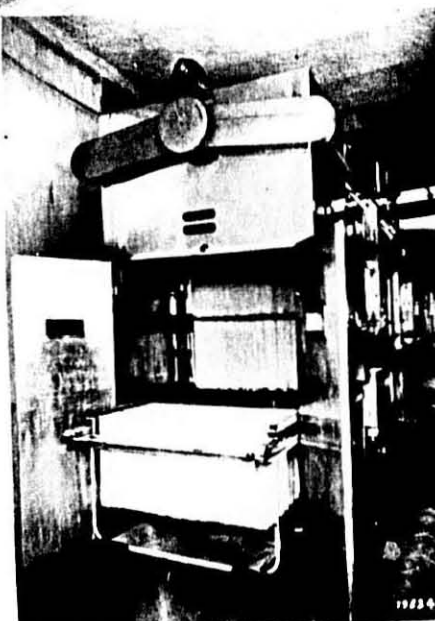


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The loaded sticks circulate automatically in a continuous flow through four levels of travel, in alternate drying and resting cycles.

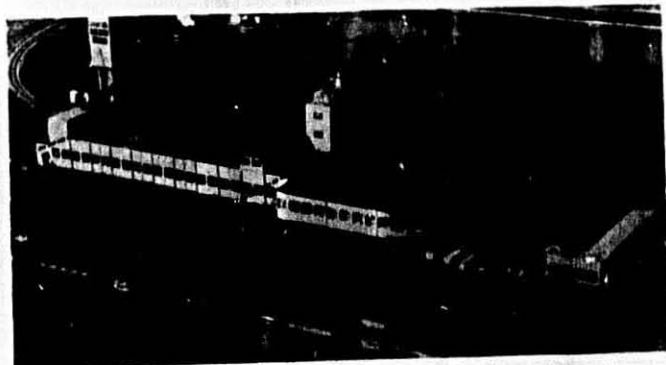


Engineers for



Industry Since 1860

## IN THE INDUSTRY . . .



THIS SAN LEANDRO, CALIFORNIA, plant of the Golden Grain Macaroni Company, was built 3 years ago at a cost of over \$7,000,000. Now a new 27,000 square foot manufacturing plant and warehouse is underway to keep pace with the increasing demand for Golden Grain Products.

### Hoffmann-La Roche Changes Announced by P. J. Cardinal

Appointment of two new members of the field staff and changes in the internal staff of the Hoffmann-LaRoche bulk vitamin division have been announced by Paul J. Cardinal, vice president in charge.

Under the direction of C. C. Robinson, vitamin division sales manager, Fritz J. Hopf and Stanley T. Olds have joined the division's staff of field representatives in the Philadelphia and Chicago areas, respectively. R. Semmes Clarke and John Haase, Jr., recently joined the Nutley administrative staff.

Mr. Hopf has been associated with Hoffmann-LaRoche since 1911. His work with the pharmaceutical specialties division in the Philadelphia area brought a promotion after the retirement of A. C. Biles, who had represented the vitamin division in the Philadelphia area since 1942. Mr. Hopf's territory includes eastern Pennsylvania, southern New Jersey, Maryland, West Virginia and the District of Columbia. He is a graduate of Yale University and a World War II veteran.

Mr. Olds formerly was with Magnus, Mabce & Reynard, Inc. for eight years in the Detroit area. He is a graduate of Mount Saint Mary's College, Maryland, with two years of medical study at Columbia University.

Mr. Clarke was graduated from Columbia College in 1941, majoring in chemistry and supplemental business courses. He was with the Calvert Distilling Co. prior to air force service in World War II. Later he was with Merck & Co. in production planning.

Mr. Haase studied engineering at Stevens Institute of Technology and business administration courses while serving with the Navy in its public relations department during World War

II. He has a background in industrial photography, publicity, advertising and lithographic production and display. Past associations include the Garraway Company and the Osborne Company of Clifton.

### General American Buys Fuller Company

William J. Stebler, president G.A.T.X. recently announced the proposed acquisition of the Fuller Company, Cata-sauqua, Pennsylvania, a designer and manufacturer of pneumatic conveying systems for dry bulk materials handling. 185,000 shares of G.A.T.X. common stock will be exchanged for all of the outstanding stock of Fuller Co.

The Fuller Co. and G.A.T.X. worked in cooperation with each other in developing the "Transflo" and "Airslide" hopper cars which G.A.T.X. leases to shippers for transportation of flour and other pulverized materials.

Fuller will continue its operations under its present management as a separate corporation. It has two fully owned subsidiaries, Hershey Machine & Foundry Co., Manheim, Pa. and Separation Process Co., Cata-sauqua, Pa.

Besides pneumatic handling equipment, Fuller designs, engineers and manufactures cooling and heat recuperation equipment, industrial compressors and vacuum pumps, and iron and alloy castings. It also does close tolerance machine work.

G.A.T.X. is primarily engaged in leasing tank and other specialized freight car equipment. In recent years it has broadened its activities to include plastics moulding, the manufacture of screw fastening devices, and the production of process equipment. The acquisition of Fuller is one more step in its long pull diversification program.

### Flour Enrichment Total Up to 81%

A survey of enrichment in the United States just announced by the Agricultural Marketing Service indicates that 77 to 81% of the total amount of flour sold for commercially baked bread and rolls and for family use was enriched in 1950-53. This calculation, which is based on civilian consumption, reveals about the same percentage as from 1913 to 1916, when flour and bread enrichment was mandatory under War Food Order No. 1.

About one-fifth of the civilian supply of white flour is used in products not ordinarily enriched. It is estimated that 65% of all white flour sold to consumers as flour or in products is enriched.

Twenty-six states with a population of 81,500,000, or 52% of the national total, require enrichment of white bread, rolls and flour.

### General Mills Sets All-Time Record; Net Dips Slightly

General Mills, Inc., has reported an all-time high sales record of \$187,587,179 for the year ended May 31. Net earnings were \$11,188,832, compared with \$11,468,171 for the previous year. Common stock earnings per share were \$4.50. Net earnings per dollar of sales were 2.3¢ compared with 2.1¢ the year previous. Earnings were divided between dividends on preferred and common stocks, totaling \$6,709,116 and reinvestment in the business of \$1,179,737.

Federal income taxes amounted to \$11,423,000. Total direct taxes in support of various local, state and national governments were \$14,819,770—about \$6.69 per common share.

The distribution of sales in 1950-51 again emphasized diversification. Of the \$187,587,179 total, 50% was contributed by flour, 17% by formula feeds, 20% by package foods, and 13% by chemical and mechanical products. In contrast, 1937-38 sales of \$152,673,000 were 74% flour, 17% formula feeds and 9% package foods.

### Personals . . .

Charles Travis of San Giorgio Macaroni Co., after many years of golf, made a hole in one, at the Lebanon Country Club the latter part of July. Congratulations, Charlie!

C. W. Wolfe of Megs Macaroni Co., Harrisburg, has just been made a director of Dolphin Deposit Trust Co., which is the largest bank in Harrisburg.

"Federal Aid: A system of making money taken from the people look like a gift when it's handed back."—Anon.

## "NO MONEY" SALE

### Third Annual Gooch Red Circle Auction



A VIEW of the youthful bidders at the Third Annual Gooch Red Circle "No Money" Auction at Brookville, Kansas on July 24.

FARM boys and girls, age 7 to 20, from nine midwestern states poured onto the famous CK Ranch at Brookville, Kansas, July 24 for one of the most unique auctions in the livestock world. On the block were 35 Hereford, 10 Angus and 5 Shorthorn pure-bred calves plus 50 registered Duroc and Hampshire gilts. These animals could be purchased by the youngsters only with Red Circle premium tags distributed with products of the Gooch Feed Mills. No money changed hands.

Some 3,200 people gathered to watch 300 qualified bidders keep the auction moving at a lively gait. In the morning, authorities from leading Midwest agricultural schools instructed the boys and girls on fitting, showing and judging. Prof. Cliff Aubel, Kansas State College, in charge of swine, conducted the hog fitting and showing demonstration; Dr. Rufus Cox, head of animal husbandry at Kansas State College, conducted the fitting and showing demonstration on cattle; Prof. William W. Derrick, department of animal husbandry at the University of Nebraska, conducted type demonstration and judging instruction

for cattle; Dr. J. C. Hillier, in charge of swine at Oklahoma A.M. College, gave type demonstration and judging instruction for hogs.

With these refresher facts in their minds, these youths were themselves ready for the show line. They consumed some 6,000 hot dogs, not to mention gallons of soft drinks.

Promptly at 1 o'clock they gathered in the auction ring. Dr. A. D. Weber, dean of the college of agriculture at Kansas State College, gave them all words of encouragement.

John J. Vanier, owner of CK Ranch and Gooch Feed Mills, and president of Western Star Mill Co., Salina, urged the youthful bidders to remember these instructions—to make the best buy they could, buy the animal they thought was best, at the lowest possible bid. Mr. Vanier pointed out that their purchase that day might subsequently prove to be the beginning of their own herd of cattle or swine.

The first animal, a purebred Hereford calf, caused little 8-year-old Linda Nelson of Winfield, Kansas, to run the bidding all the way up to her full "bank roll" of 15,000 Red Circle points.

By contrast, the lowest successful bidder was 15-year-old Dennis Utter, who came from Wheatland, Wyo. (some 1,000 miles) to buy a gilt to be used in a feeding project by his Wheatland FFA group. He got his gilt for only 1,270 points.

The Gooch Food Company of Lincoln, Nebraska is an affiliate of the Gooch Feed Mills, manufacturing Gooch's Best macaroni, spaghetti and egg noodles. The division is managed by J. Harry Diamond. Mr. Diamond says, "These auctions are wonderful affairs for young people. It teaches them business funda-



ON THE AUCTION STAND: J. J. Vanier (at right), owner of the C. K. Ranch and of Gooch Mills; and Gene Watson (left) auctioneer.

mentals, gives them an opportunity to participate in trading, to exercise their judgement. Most important, it gives the winners an opportunity to get a fine head of stock to raise themselves."

Red Circle premiums are given on packages of macaroni products as well as on Gooch's feeds. Because the quantity of feed fed to stock might outweigh the amount of Gooch food products consumed by the farm family separate classifications are set up at the auction for feed premiums and food premiums, though both are good in bidding for live stock.

Frequently club groups will sponsor a bidder and all members of the group will pool their premiums in order to bid successfully for an animal the whole group can raise as a project. Dealers are getting behind the idea and are helping interested youngsters.

Happy over the auction, Mr. Vanier said he hopes to make the event a two-day affair next year with somewhere between 150 and 200 head being put on the block.



DAVID WEBB, age 14, of Mt. View, Missouri, displays the Hereford Calf which he bought with 6,900 points.



JOANNE HAWKS, age 15, of Bruning, Nebraska, smiles proudly over the Hereford Calf, which she purchased with 5,500 points.



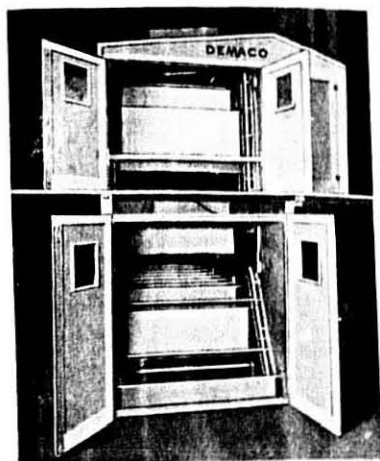
RUSSELL FLOCK, age 12, of Maywood, Nebraska, kneels happily beside the Duroc Gilt which he purchased with 1,800 points.



### TODAY'S ADVANCED-DESIGN DRYERS

# NEW

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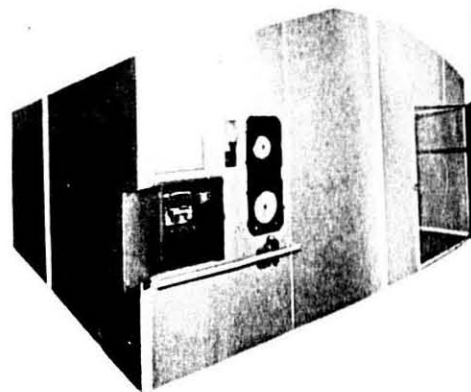
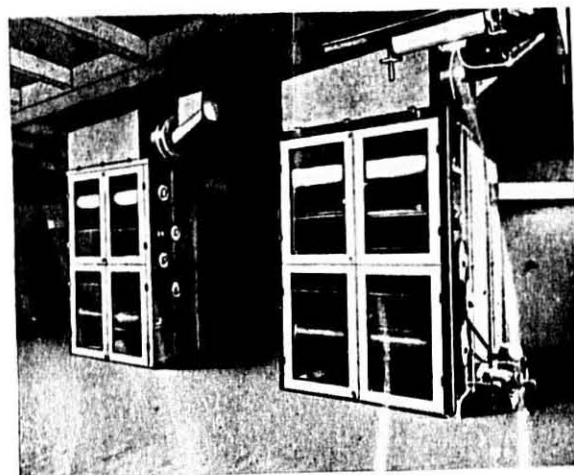


Long Goods Preliminary Dryers with new patented stick pick up and transfer.

Long Goods Finish Dryers.

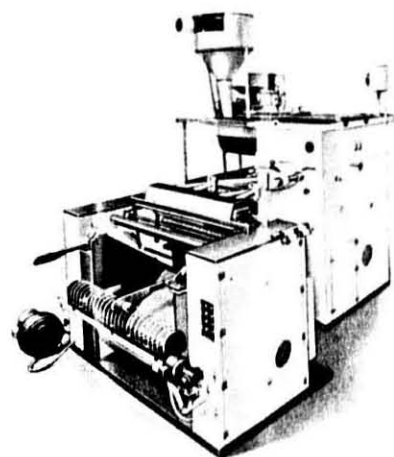
Short Cut Continuous Dryers.

All with Glenn G. Hoskins designed humidity and temperature controls.



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## DEMACO - VACUUM



Now, over 40 DeMaco Vacuum Mixers in operation, producing macaroni and noodles with superior color, texture and cooking qualities. . . .

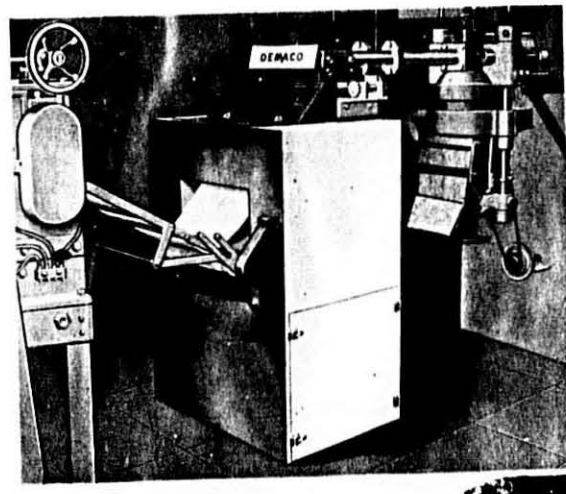
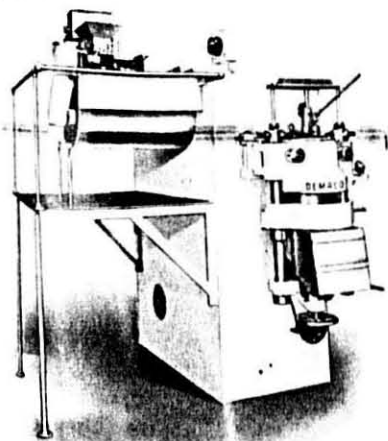
See how easily the DeMaco Vacuum system is installed in your existing spreader and short cut press, producing America's finest macaroni and noodle products. . . . Remember, with DeMaco vacuum there is no change on the "Trade Approved" single mixer. . . . The DeMaco Vacuum System uses vacuum over the entire mixer length.

. . . Thus at the very first blending of water and semolina the mix is under vacuum and re-

mains under vacuum for sixteen minutes. . . .

No complicated extreme high vacuum system and no mixer change is required. . . . DeMaco Vacuum has true simplicity in design. . . .

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## IN THE PLANT . . .



### Neoprene Bumper Protects Truck Loading Docks

also reduces paint damage on trucks.

A new shock-absorbing bumper being introduced by a California firm offers a practical, low-cost solution to the problem of damaged wood facing boards on truck loading platforms. Mounted in continuous strips along the dock, it eliminates scraping and gouging, and prevents cracking from all but the most severe collisions.

The heavy duty protective strip is an outgrowth of a widely acclaimed dock guard for marine use introduced a year ago by the same company. Just as the marine product protects vulnerable topsides of sleek cruisers, the new bumper helps keep trucks looking shipshape. It protects the paint at points of contact and guards against unsightly, rust-inducing dents, thus lowering maintenance for fleet owners.

The bumper is made of neoprene synthetic rubber to assure long life under a broad range of rugged service conditions. Neoprene is highly resistant to abrasion and tear, as well as to the rubber-deteriorating effects of sunlight, weather, oils, greases, acids, and various other chemicals.

Outwardly, the new dock guard resembles a half-round molding on a wide, flat base. The 14-foot sections are actually hollow, however, with longitudinal inner webs that provide the necessary rigidity along with the right amount of "bounce." Diameter of the curved portion is 1-3/4 inches, while the base is about 2-3/4 inches wide to provide half-inch mounting flanges at the sides. Wall thickness averages about a quarter-inch and each section is extruded in a continuous unit with no seams or joints between bumper and base.

Installation is simple. The bumper is applied with ordinary roofing nails spaced about three or four inches apart along the upper and lower flanges. The individual sections are merely abutted to form a strip of any desired length.

Experience in extensive field trials has shown that a single strip the entire length of the dock is adequate where trucks and loads are standardized in normal day-to-day operations. It was found that a double row of bumpers spaced four or five inches apart on an eight or ten-inch wide fascia board should afford long-time protection against any size truck.

O. W. Richard, owner of a large supermarket near Los Angeles, calls the protective strip "a perfect solution to a costly and irritating problem."

"Our loading dock facing had been chewed up so many times that the repair costs were becoming a real factor," he relates. "The new bumper is holding up well, and is taking a terrific beating."

### Aluminum Nest-A-Bin For Bulk Handling

Willys Motors, Inc., wholly-owned subsidiary of Kaiser Motors Corporation, announced that it has purchased the business of Nest-A-Bin Company of Denver and has begun volume production of an improved model of the aluminum bulk shipping container developed by the Colorado firm.

Willys engineers have redesigned and tested the lightweight bin for broadest possible industrial use in shipping, handling and dispensing granulars, powders and pastes. The first production models already have been delivered to several firms throughout the country.

Being marketed nationally by Kaiser as "Nest-A-Bin", the bin is distinguished from other bulk containers by its "nesting", durability and convenience of direct bottom dispensing.

Empty bins may be disassembled and placed one within the other—similar to the nesting of paper cups—thereby occupying an average of only 10 per cent of the usual floor space required in plants or while being transported, with a resulting reduction of storage and freight costs.

The bins are constructed of a high-strength, corrosion-resistant aluminum alloy to withstand severe handling conditions and allow years of use without replacement.

These cost-saving advantages return initial investment quickly and extend the use of bulk materials to even the smaller consumer. The use of Nest-A-Bin also reduces man-hours during loading and unloading containers, filling and discharging contents, and general handling and eliminates product loss through hermetic sealing.

The Kaiser bin is being produced initially in three new standard sizes to hold 63, 70, or 77 cubic feet of dry commodities. It is made up of three nestable components—two tapered rec-

tangular halves to contain material being shipped, and a four-legged base. The bin, measuring 42 by 53 inches at its center, varies in overall height from 5 feet 10 inches to 6 feet 10 inches and weighs from 175 to 195 pounds, depending upon capacity.

A standard 32-foot trailer will hold 14 loaded bins and up to 170 nested empty bins, while 22 loaded bins and up to 308 disassembled may be loaded in a standard freight car.

The Nest-A-Bin is easily handled with a standard fork lift, pallet truck or overhead crane. When empty, the bins may be assembled, disassembled and nested by hand. The bin sections are clamped together by fasteners designed for maximum speed of operation, and safety locking devices prevent accidental opening.

Nest-A-Bins, which fill from the top and empty from the bottom through circular doors, are easily adaptable to standard filling and discharging equipment. These processes may be accomplished in a fraction of the time required by conventional containers.



### Close Tolerance In Weighing

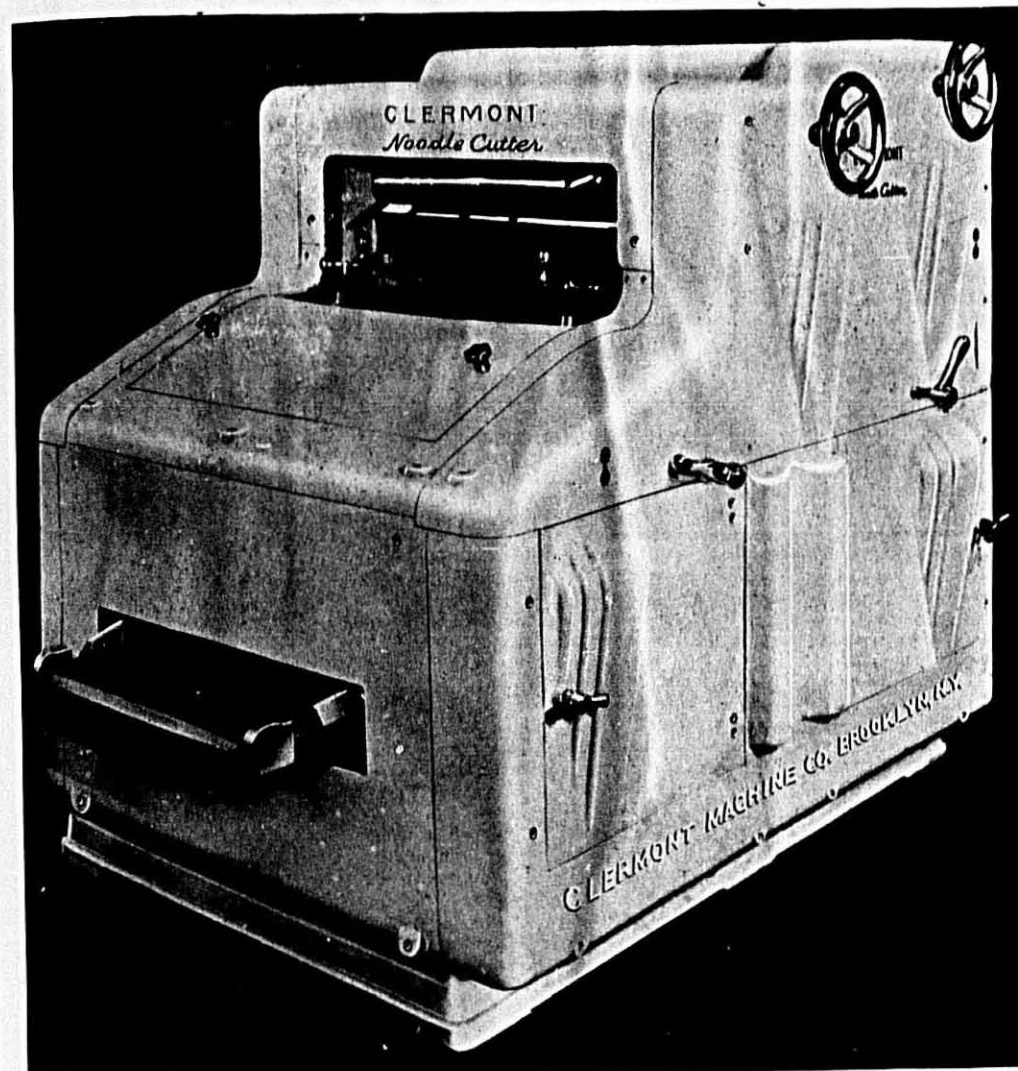
Commonly used in hundreds of food processing plants for checking and weigh-filling in the packaging of everything from string beans to spaghetti, this Exact Weight model 317 industrial scale is used by du Pont company scientists to weigh out pure silicon, worth \$430 per pound.

Extreme accuracy and the scale's ability to maintain its accuracy through years of heavy use are reported by the manufacturer to be responsible for its selection for precision work by du Pont and the nation's food packers, both of whom must be able to rely on their scales for fast, accurate weightings every time.

The silicon, incidentally, is used for transistors, diodes and other such minute but vital electronic equipment. The scale is made by the Exact Weight Scale Company of Columbus, Ohio.

## CLERMONT STREAMLINES ITS LATEST NOODLE CUTTER

### Sanitation Personified



Clermont's years of "KNOW HOW" have gone into the designing and engineering of this superlative machine, the CLERMONT SUPER HIGH SPEED NOODLE CUTTER, TYPE NA-4.

**COMPACT:** Takes less space; lower in height than all other types. Easy to manipulate.

**CLEAN:** All moving parts enclosed; all bearings dust sealed; no grease drip; cover keeps out dirt and dust.

**SIMPLE:** Less gearing mechanism. Revolving cutting roller drum

affords quick change of cutters. Vari-speed rotary knife with cutting range from 1/4" to 5". Central greasing control.

**ECONOMICAL:** Low maintenance cost; cutting rollers and scrapers of stainless steel, long lasting. Both calibrator rollers. Hardened and ground. Ball bearings throughout for long life.

The largest output of any noodle cutter in the world—1600 POUNDS PER HOUR! Can be slowed down to as low as 600 pounds per hour if desired.

TO SEE IT IS TO WANT IT.

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# FLOUR PNEUMATICALLY HANDLED

At the Worlds Largest Bread Bakery

by L. G. WELLER, Manager of Airveyor Division,  
The Fuller Company, Catasauqua, Pa.

All flour and sugar is handled pneumatically—and controlled by one man—at the world's largest automatic bread and cake bakery, the new Overbrook Bakery of the American Stores Company, Philadelphia, Pa.

Flour and sugar arrive in carloads or truckload lots (Fig. 1) and is conveyed pneumatically into 90-foot-high silos for storage. (Fig. 2) When needed, flour or sugar is delivered pneumatically to bakery-floor processing, or "use", bins. (Fig. 3)

Specially designed hopper-bottom cars deliver flour to the bakery. The cars, developed by the General American Transportation Company in conjunction with the Fuller Company, are partitioned into 12 pockets, each with a hopper outlet. Outlets are so designed that a flexible intake hose can be attached quickly to them as shown in Fig. 4.

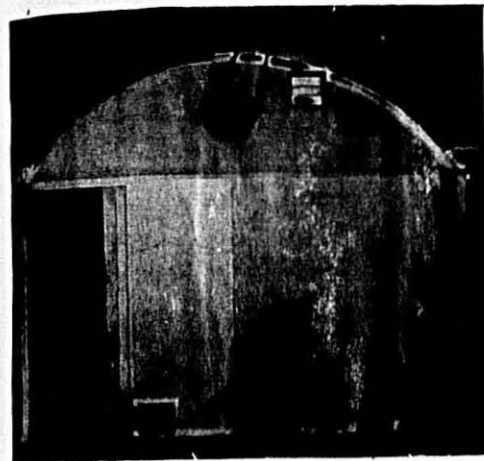
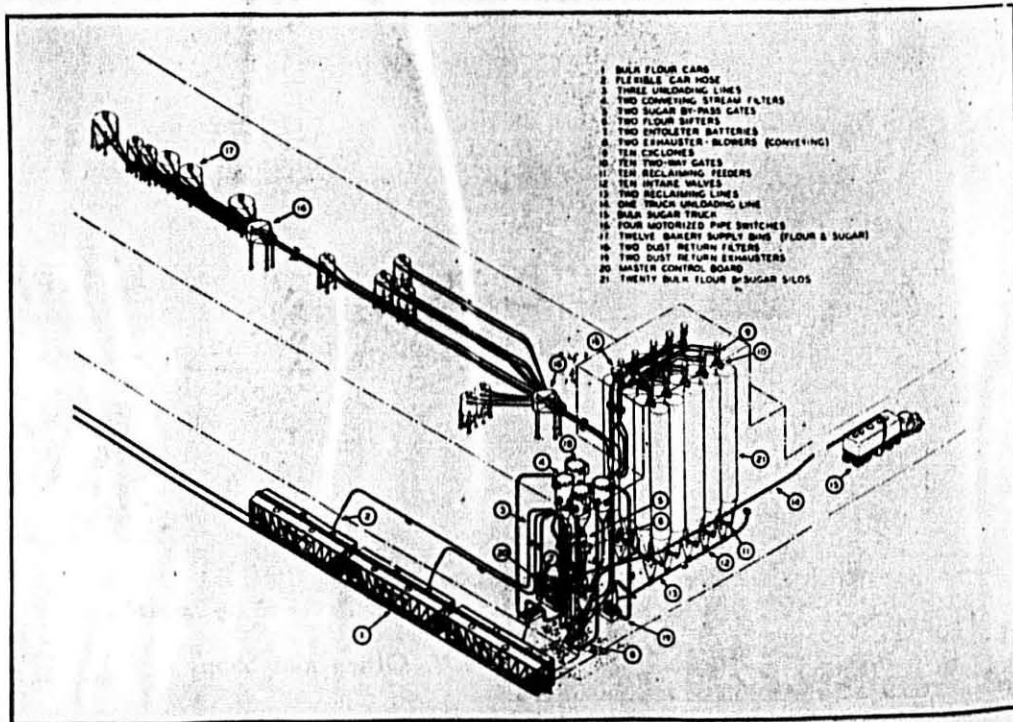
Cars hold about 120,000 lb. each and are unloaded at a rate of 20 tons per hour.

When sufficient quantities of bulk flour cannot be obtained, bagged shipments are supplemented. Bags are emptied immediately into a special bag-dump hopper which also connects with the flexible intake hose as shown in Fig. 5. Comparison of this illustration with Figs. 1 and 4 gives some idea of the savings effected by handling in bulk.

### Receiving-to-Storage

From the receiving platform, flour or sugar is delivered into one of 20 silos by an Airveyor system of the vacuum-pressure type. The vacuum side of the system conveys flour or sugar from the carrier into a receiving filter—one of the three shown in Fig. 6. A positive-pressure type exhaustor-blower (Fig. 7)

creates the powerful flow of air necessary to propel the material through the pipe-lines and into the filter. A rotary airlock discharges material from the filter. The filter is of the continuous fully automatic type, in which solids are taken out of the air stream with 100 per cent visible dust retention. From the filter airlock, flour flows (by gravity) through a sifter and infestation destroyer to a second airlock which discharges into a blower line. Sugar bypasses the sifter and infestation destroyer and flows directly to the blower-line airlock. Air from the pressure side of the system blows the flour or sugar into the desired silo. (Fig. 7 shows the exhaust-blower which furnishes both vacuum and pressure for the system. Fig. 7 also shows (left) the rotary airlock which feeds flour or sugar to the blower line.)



Exterior View—Lazzaro Drying Room

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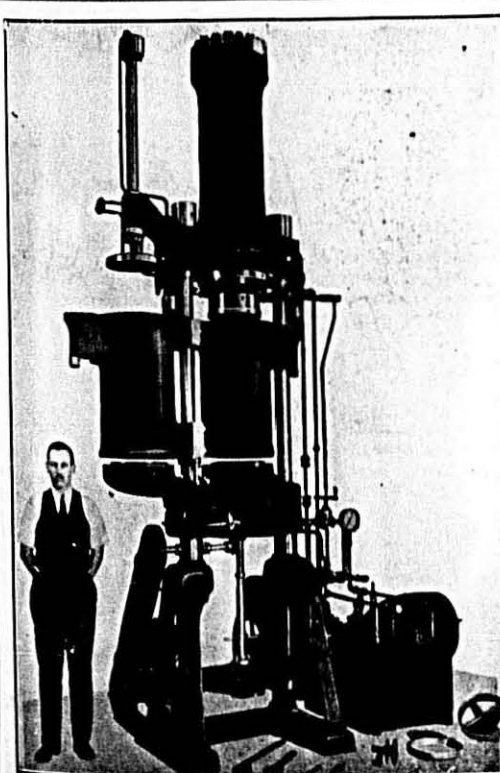
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PRESS No. 222 (Special)



Fig. 1. Truck load of bulk sugar being unloaded at new American Stores bakery in Philadelphia, Pa. in. Attendant connects tube with truck hopper outlet and Fuller pneumatic handling system delivers sugar to storage or processing bins.

Delivery into the silos is accomplished by means of cyclonic separators located above the bins (Fig. 3). Each separator serves two silos, remote-controlled motor valves directing the flow into the proper silo. Also shown in Fig. 3 is the large remote-controlled pipe-switch (center) which directs flour or sugar into the proper separator. Exhaust air from the separator is passed through a secondary Airveyor filter (provided with individual exhaust) which separates any remaining dust from the airstream before the air is exhausted to the atmosphere. Filtered material is returned to the blowing line.

**Storage-to-Processing**

The filters, exhaust-blower, exhauster, and pipe-lines mentioned make up one complete pneumatic system which, as described, is used for delivering flour and sugar to storage silos. A second



Fig. 2. Four of 20 flour and sugar storage silos at world's largest bread bakery. Bins hold 62½ tons each. Contents are pneumatically delivered, pneumatically emptied. (Note Airveyor lines at right)

similar system is used to deliver silo contents to processing bins. From the silo flour or sugar feeds into a vacuum line (Fig. 9) which conveys it to a filter for delivery through a sifter and infestation destroyer (or bypass line), into a blowing line. The blowing line delivers its contents to one of 12 processing bins (Fig. 3) on the bakery floor. A large remote-controlled Airveyor pipe switch, similar to the one in Fig. 1, directs flour or sugar into the proper bin. A twin to the exhaust-blower in Fig. 7 provides the vacuum and pressure for conveying flour or sugar from silo to filter and from blowing-line airlock to "use" bins. Air which feeds "use" bins is passed through a secondary filter (provided with individual exhaust) before being exhausted to the atmosphere. Filtered contents return by gravity to the blowing line.

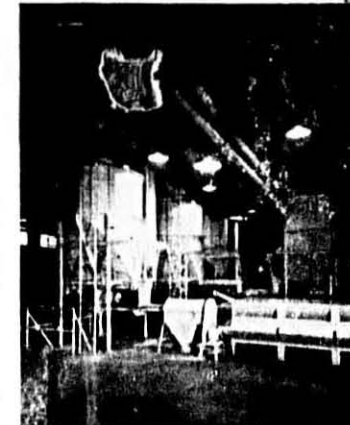


Fig. 3. Use or process bins on bakery floor. Flour or sugar is conveyed by air from storage silos to these bins. Low and high level indicators on system control-panel guide operator in filling bins.

**Systems Designed for Flexible Operation**

Each of the two bulk-handling systems, designed by the Fuller Company, Catasauqua, Penn., can be used to unload flour or sugar, in bulk or in bags, from one truck and three car positions and deliver to two groups of ten storage silos at the rate of 20 tons per hour. Unloading from eight car to storage may be done with both systems simultaneously to obtain a total flow of 40 tons per hour. Each system also can be connected to the truck unloading line, the capacity being 40 tons per hour.

Either system can reclaim flour or sugar from any one of the 20 storage bins and deliver to any one of 12 process bins in the bakery at the rate of 20 tons per hour. This operation can only be carried out with one system at a time. The two systems can be operated to bring flour or sugar direct from carrier to process bins.

To assign either system for any given task, all the attendant must do is make proper pipe-line connections. Fig. 10 shows two flexible lines which



Fig. 4. Bulk flour is delivered in special hopper-bottom cars. Cars are partitioned into 12 sections, each with a hopper outlet. Outlets are designed so flexible tubes can be attached quickly for emptying.

can connect either of the two pneumatic systems for sugar unloading (1 incoming line), flour unloading (2 incoming lines) or silo discharge (2 incoming lines).

**Remote Panel Control**

The entire system is operated by one man. After he makes proper line connections all he has to do is press buttons on the panel shown in Fig. 11 to direct flour and sugar into desired storage or "use" bins. The panel contains 162 indicating lights, 50 push buttons and 5 selector switches. All lights can be turned on at once for test purposes.

The two systems are interlocked to guard against improper operation. Signal devices indicate when an operation is completed. Panel mounted high level indicator for silos and both high and low level indicators for processing bins guide operator in filling bins.



Fig. 5. Bagged flour sometimes must be purchased when sufficient quantities of flour in bulk cannot be obtained or when small quantities of special blends are purchased. Bags are emptied from the freight car into a hopper which is connected with the pneumatic system. This eliminates all future manual handling within the bakery.

# Are You Getting Your Share of Store Decisions?



With so many of today's shoppers making up their minds to buy *after* they get in the store,\* it pays to package your macaroni in sparkling-clear Du Pont Cellophane. Cellophane gives macaroni *extra* eye appeal . . . lets the shopper see how fresh it is . . . tempts her to buy.

Take advantage of the impulse-sales-making power of Du Pont Cellophane when planning a new item or improving a present package. For full information and suggestions based upon years of experience call your Du Pont representative, a converter of Du Pont films or write E. I. du Pont de Nemours & Co. (Inc.), Film Dept., Wilmington 98, Del.



**\*7 out of 10 decisions to buy macaroni are made in the store**

*Du Pont is packaging-film headquarters because . . .*

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 nation-wide surveys of buying habits, to keep your package up to date.
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... THROUGH CHEMISTRY



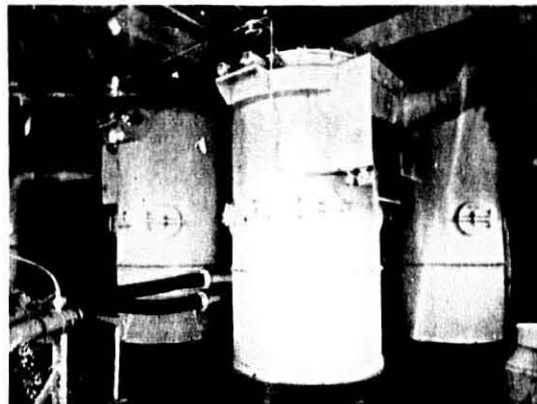


Fig. 6. Three of four Airveyor filters. Each handling system has two, a "primary" and "secondary." Primaries separate flour or sugar from air streams coming from carriers or silos. Secondaries separate flour or sugar from air streams coming from cyclonic separators atop silos or processing bins. Solids are taken out of the air streams with 100 per cent visible dust retention.

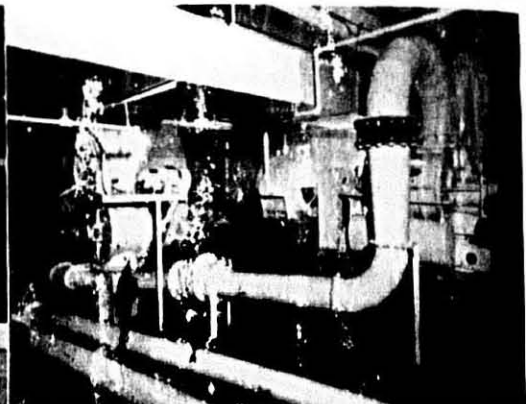


Fig. 7. One of two positive-pressure type exhauster-blowers. This one supplies vacuum for conveying flour or sugar to receiving filter. Also supplies positive pressure for bulk-aging flour or sugar into silos. To left is reverse-trick which delivers flour or sugar to blower line (positive side of system). Duct through ceiling is from vacuum side of system and supplies exhauster-blower intake air—the same air which brought flour to Airveyor filter.

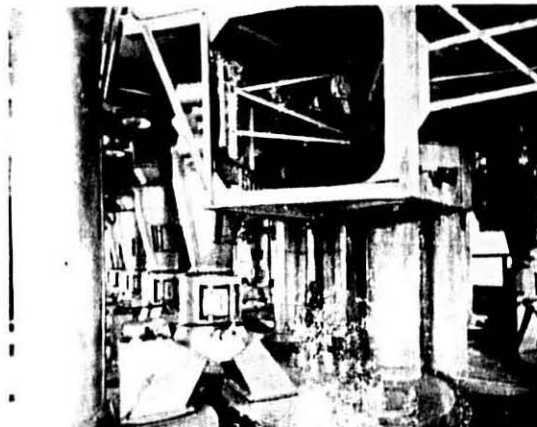


Fig. 8. Tops of storage silos. Motor-driven pipe-switch (top center) automatically is controlled from central control panel to divert flour or sugar into cyclonic separators serving bins. Each separator serves two bins, remote-controlled motor valves directing flour or sugar into desired silo.



Fig. 9. Lower section of silo installation. Silos feed into vacuum lines (2 lines each serving 10 bins) for delivery to process bins. Silos are paired off, each pair feeding into a common hopper which empties into the vacuum lines. Entire reclaiming operation is remotely-controlled from panel.

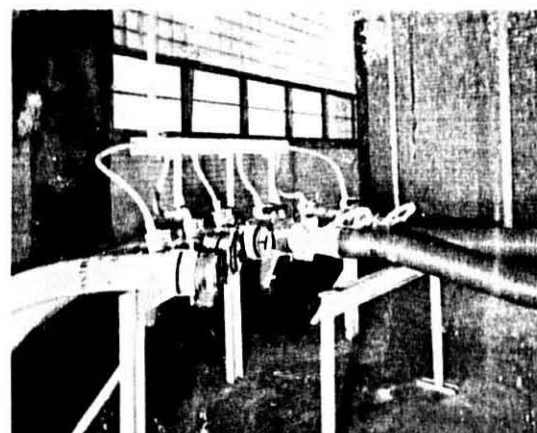


Fig. 10. Either of the two Fuller pneumatic handling systems can be used to unload carriers or for emptying silos. Each system can be connected to freight unloading lines (2), truck unloading line (1) or silo reclaiming lines (2).

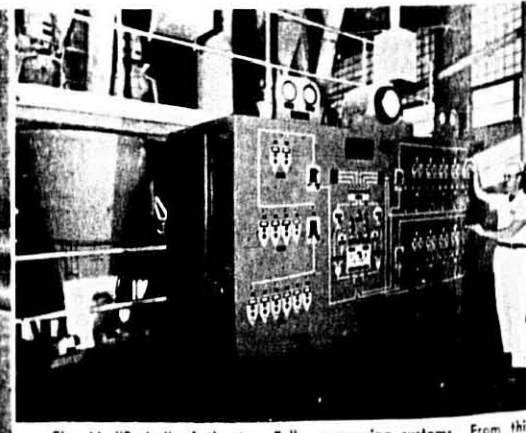


Fig. 11. "Brains" of the two Fuller conveying systems. From this panel-board one man controls the flow of flour and/or sugar through the battery. Center section indicates the flow of flour or sugar from carriers through sifters and infestation destroyers to either storage silos or process bins. Right-hand section includes flow chart pertaining to storage silos. The left-hand section pertains to process bins.

*your product woos 'em*

*and wins 'em*

WITH A **Milprint** PACKAGE

Naturally you'll go for your line of macaroni and spaghetti products when it's dressed up in the best-looking packages on the shelves—Milprint packages! Eye-catching design created by Milprint makes your product's distinctive "crisp, brilliant" Milprint precision printing quickly convince 'em to buy your brand — and you find your products "going steady" with customers.

For packages with the most selling appeal, developed from the nation's most extensive source of packaging materials and printing processes, call your Milprint man — first!

**Milprint** INC  
PACKAGING MATERIALS  
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Printed Cellulose, Plastic, Polyethylene, Paper, Acetate, Glassine, Foil, Folding Cartons, Bags, Lithographed Display Plates, Promotional Materials.

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# PROSPECTIONS

by  
M. J.

## OCTOBER Gleanings and Recollections

### 35 Years Ago

- The lead editorial in The Macaroni Journal states: "The Macaroni Industry and its National Association are just entering in the greatest era of reconstruction in all history. Success or failure depends on you,—the manufacturer".
- Wheat rust concerns the durum farmers. A suggested cure is the treatment of the seed before planting. Despite everything that has been done, the fungus causes heavy losses in seasons when it appears.
- A Swiss mission of agriculturalists and millers are visiting the durum area and all flour and semolina mills.
- "If people will eliminate luxuries and eat more bread", says Julius H. Barnes, Wheat Administrator, at the Bakers' 22nd. convention in Chicago," they will practice true economy.
- "Calories" is the important word in discussing values of foods. They are considered the heat and energy in food. (Later the term was "Vitamins" and currently—1951, it is "Protein"—The Author.)
- Packaged foods becoming more popular. Cartoned goods cut bulk buying.
- Six macaroni-noodle firms and four allies were enrolled as Association Members this fall.

### 25 Years Ago

- Amateur photographer, E. J. Thomas, Capital Flour Mills, Inc. presents a full page of 11 snapshots taken at the recent convention to set up a guessing contest as to the identity of the individuals pictured.
- Fred Becker, president of the Pfaffman Egg Noodle Co., Cleveland, Ohio died September 16, 1929. His house organ, The Journal of the Macaroni and Noodle Manufacturers of America, carried his call for an industry conference in Pittsburgh, Pa. April 18-19, 1901 where the present National Association was organized and of which he served as treasurer for 20 years.
- The durum crop in 1929 totaled 53,032,000 bushels states the September 1 release of the U.S. Department of Agriculture, compared to the five-year average of 59,000,000 bushels and the 92,000,000 bushels in the peak year of 1923.
- New York area manufacturers organized The Macaroni Manufacturers Trade Association at a meeting September 16—"to work hand-in-hand with

the National Association for the benefit of the Macaroni Industry. Patrono of the Independent Co. Mount Vernon, N.Y. was its president.

- The U.S. Department of Agriculture reports that during the crop year ending June 30, 1929, a total of 2,354,737 barrels of semolina were ground in American mills from 15,827,287 bushels of durum.

### 15 Years Ago

- All advertising should have two objectives,—to educate and to remind, says an authority in reporting that a total of \$10,000,000 was spent last year for advertising space in newspapers alone, and that only an infinite small part of this was for macaroni product.
- The 1939 durum crop was only 2,650,000 bushels.
- The Acme Macaroni Company, incorporated in Los Angeles, Calif., 9th.
- A small modern macaroni plant is planned by Albert R. Tully in Home, N.Y. in a building recently purchased for that purpose.
- John E. Brewster, founder of the Doodle Macaroni Company, Leavenworth, Kans., died in Santa Monica, Cal. September 15.
- Barring box-cars damaged the Indiana Macaroni Company plant in Indiana, Pa. last month. John Rezzola is the owner.
- "The Italians eat it", says Agostino Agnesi, Italy's spaghetti king. They consumed over 3,000,000,000 pounds of spaghetti in 1938.
- Roman Macaroni Company, 35-18 Thirty-seventh St. Astoria, L.I. suffered some fire damage September 13.

### 5 Years Ago

- The three West Coast NMMA Directors supervised the Second Pacific area conference in San Francisco, Calif., October 23-25.—Guido P. Merlino, Mission Macaroni Co. Seattle, Wash.; Vincent De Domenico, Golden Grain Macaroni Co., San Francisco, Calif. and Edward D. De Rocco of San Diego Macaroni Co., San Diego, Calif.
- Maurice L. Ryan, Quality Macaroni Co. St. Paul Minn. was named Chairman of the Durum Growers Relations Committee of NMMA.
- "Frozen Spaghetti", cooked and sauced is being offered as a specialty by a Cleveland food distributor.
- "Macaroni Products Sales Have Increased 10%",—Food Topics.



## CLASSIFIED

### ADVERTISING RATES

Display Advertising—Rates on Application  
Want Ad—..... 7¢ per line

Electric Pail  
10 cartons  
used, \$1.  
(48 sticks)  
4¢ each.  
Palatine, Ill.

stationary  
1, one 12"  
cut, com-  
ing motor.  
Also 2-1/2"  
lers, 1 dis-  
All can  
used reasonable.  
Macaroni Journal

on seen  
Address  
Palatine, Ill.

FOR SALE  
Euchot 1  
near \$300.  
Palatine, Ill.

FOR SALE: 2-section Electric Pac  
Weigher & Conveyor, and Amco Cellu-  
lase pac. Excellent condition.  
Complete 500.00. Write No. 104,  
Macaroni Journal, Palatine, Ill.

FOR SALE: Hydraulic press, stationary die  
for long and short goods, com-  
press, pump and motors, all in  
condition. Hydraulic press, 12"  
complete with pipes, pump, and fire  
in first class condition. Write No. 107,  
Macaroni Journal, Palatine, Ill.

## INDEX TO ADVERTISERS

| Advertiser                              | Page      |
|---|-----------|
| Amber Milling Division, G.T.A.          | 1         |
| Ambrette Machinery Corp.                | 22, 23    |
| Braibanti Co., M. & G.                  | 7         |
| Buhler Brothers, Inc.                   | 28, 29    |
| Capital Flour Mills                     | 15        |
| Cavagnaro, John J.                      | 37        |
| Cavagnaro, N. J. & Sons Machinery Corp. | 27        |
| Clermont Machine Company                | 35        |
| Commander-Larabee Milling Co.           | 25        |
| DeFrancisci Machine Corporation         | 32, 33    |
| DuPont, E. I. deNemours & Co.           | 39        |
| General Mills, Inc.                     | 11        |
| Hoffmann-LaRoche, Inc.                  | Cover III |
| Jacobs-Winston Laboratories, Inc.       | 27        |
| King Midas Flour Mills                  | 19        |
| Lazzaro, Frank                          | 37        |
| Maldari, D. & Sons                      | 21        |
| Milprint                                | 41        |
| Oldach, William                         | 27        |
| Rosotti Lithograph Corporation          | Cover II  |
| Sterwin Chemicals, Inc.                 | 4         |
| Tanzi, Guido                            | 17        |

**7 DYNAMIC ENRICHED FOODS**

Enriched White Flour  
Enriched White Rice  
Enriched Macaroni  
Enriched Corn Meal  
Enriched Package Corns  
Enriched Semolina  
Enriched Flour  
Enriched Rice  
Enriched Macaroni

## WHY you should enrich your macaroni products

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

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

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

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

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

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, N. J.  
Enrichment Wafers and Premix distributed and serviced by Wallace & Tiernon Co., Inc., Newark 1, New Jersey.



## BIG PLANS BIG SALES SUPPORT

### 5<sup>TH</sup> ANNUAL NATIONAL MACARONI WEEK

October 21 - 30

- ✓ National Macaroni Week is one of the largest in the country—now in its fifth year.
- ✓ Plenty of publicity placements will be available in newspapers, radio and television, trade press.
- ✓ Related item advertising and publicity will result in a large increase to the number of consumer impressions.
- ✓ Grocers will want to tie in with macaroni products because they yield excellent profit, they build traffic and are fine impulse items.
- ✓ Macaroni, spaghetti and egg noodles lend themselves well to extra merchandising efforts. They go with virtually everything to offer variety, convenience and economy.

### MACARONI WEEK MEANS MORE SALES- DOLLARS FOR YOU IF—

YOU take advantage of the opportunities it presents. Publicity and advertising will make the public conscious of macaroni products and Macaroni Week. It's up to you to cash in on the stimulated interest in macaroni products by identifying yourself, your brand, and your products with Macaroni Week. For details write

#### NATIONAL MACARONI INSTITUTE

139 N. Ashland Avenue—  
PALATINE, ILLINOIS