

THE MACARONI JOURNAL

**Volume 36
No. 10**

February, 1955

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We are now entering our Fifty-Sixth year as Lithographers. Over the years we have grown from small beginnings to our present position as the only truly National, self-contained firm of Packaging Consultants, Designers and Manufacturers of fine Food Packages.

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THE MACARONI JOURNAL

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The MACARONI JOURNAL

February, 1955
Volume 36, No. 10

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Cover Photo

The fabulous Flamingo, site of the past seven Winter Meetings of the National Macaroni Manufacturers Association. An ideal spot for winter relaxation and business discussions, located on beautiful Biscayne Bay in Miami Beach, Florida.

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THE FABULOUS FLAMINGO

Site of the N.M.M.A. Winter Meeting

MID-YEAR meetings of the National Macaroni Manufacturers Association started out as adjuncts to the Canners and Brokers Convention. Because of the size to which the Canners meeting grew and the confusion that was created by all of the food trade meetings that coincided with it, it became unwieldy and unsatisfactory.

Furthermore, as the macaroni industry matured, it became important that national meetings be held not only in June, but in January as well.

The Flamingo Hotel and Club on beautiful Biscayne Bay of Miami Beach, Florida, has been the site of the winter meetings of the National Macaroni Manufacturers Association since 1919.

In that memorable year the newly hired publicity director for the National Macaroni Institute, Robert M. Green, reported to the meeting that more than 75% of the production represented by Association membership had agreed to underwrite a product promotional campaign with contributions of a cent a bar for the raw materials converted into macaroni and noodle products.

At the same meeting the appointment of Theodore R. Sills & Company as public relations counselors for the National Macaroni Institute was confirmed.

Last year with the problem of durum devastation caused by rust, the Association along with the durum mill-



THE ENTRANCE to the fabulous Flamingo Hotel and Club.

ers underwrote a three-year program proposed by Donald Fletcher, executive secretary of the Rust Prevention Association. This program enlisted the cooperation of the Rockefeller Foundation in Mexico and the Mexican Department of Agriculture along with the Agricultural Departments of the United States and Canada on plant breeding and testing research.

This program has stepped up an otherwise slow and tedious process, and will assure the development of rust-resistant durum in a much shorter time

than would be possible in any other way.

As the industry meets again in winter session, durum again is a prime problem, because rust damage cut the crop to a fraction of normal needs.

The setting at the fabulous Flamingo is an inviting one, not only for business discussions but for a winter vacation for the family.

The Flamingo Hotel has thirteen acres of walled privacy. Its beautiful surroundings, superb cuisine and dancing under the stars lend glamour to the social programs planned for convention entertainment.

Luncheons each day of the convention are held out of doors on the terrace overlooking the beautiful grounds.

The Spaghetti Buffet sponsored by the Rossotti Lithograph Corporation on the opening night of the convention has become traditional as has the Banquet held by the Association on the final night.

A sight-seeing tour by boat on Biscayne Bay to see the luxurious homes of Miami Beach is another convention feature, sponsored by the Delancey Machine Corporation.

The Flamingo pool is a favorite spot for relaxation and conversation in the afternoon. It is a sparkling setting for a refreshing dip or simply sunning in a delightful tropic atmosphere.

These Florida meetings have provided a setting and atmosphere most conducive to concentrated business discussions and an opportunity for relaxation and enjoyable social contacts. The conventioners return home informed, inspired, and invigorated to renew their attack on business problems.



MEETING PLACE for fun in the sun. The salt water pool of the Flamingo is a favorite spot for real relaxation.

GREETINGS FROM THE PRESIDENT

Opening Remarks by Peter LaRosa
President of the National Macaroni Manufacturers Association

WELCOME to the Annual Winter Meeting of the National Macaroni Manufacturers Association. We are here to discuss the problems and opportunities facing our industry in 1955.

In the past year the problems of supplies, sales, and competition have tided us all and there is little likelihood that the size or importance of these problems will diminish during the coming year.

You all know of the industry's efforts through the Association to do something about the catastrophe to durum. The members of the Association's Durum Committee have been faithful and entering in their efforts to represent industry views before growers, trade groups and the Government.

During the course of this convention you will hear from our Durum Relations Committee. You will also hear from Philip Talbot of the Grain Branch of the Department of Agriculture, who will tell you what the prospects are for legislation to permit durum growers to use idle acres in 1955 and get some kind of crop insurance.

Ruben Heermann will tell you about rust and durum breeding, while Don Fletcher of the Rust Prevention Association will report on the international efforts of Canada, the United States and Mexico to lick this problem of 15B stem rust.

But despite our problems of raw materials, we will have the job of selling our products made with the best material available.

We are all view with pride the fact that per capita consumption of macaroni and noodle products in 1954 held its own with 1953. No small part of the credit goes to the National Macaroni

Institute's program of consumer education and to the efforts of individual firms to advertise and merchandise their products aggressively.

Very fortunately macaroni has been the companion piece to several other foods in highly successful campaigns during the past year. For example, the Salmon-Macaroni Dinner campaign was sponsored during Lent by the Can Manufacturers Institute and the salmon canners. The American Dairy Association enlisted the support of the cheese processors to combine with macaroni during Lent also.

In the summer months the Tuna Research Foundation joined hands with the National Macaroni Institute to promote both hot and cold combinations of these fine foods in a campaign appropriately called "Some Like It Hot, Some Like It Cold".

In the fall National Macaroni Week gained the attention of the entire food field and the advertising support of many related items.

It is good that we get this support because we face still competition for our fair share of the consumer's dollar from many other foods. Meat, which has been in plentiful supply and moderately priced throughout the past year, could work for us or against us. During the beef drive in October the Meat Institute teamed up with us.

Potatoes and rice are in plentiful supply, and the prospects of rice becoming stiffer competition looms in the face of their loss of the export market and surplus supplies going into Government hands.

The supply situation with its problems of sharply rising costs has created



THE FABULOUS FLAMINGO of Miami Beach from Biscayne Bay. The hotel boasts of one of the finest docks in the area.



PETER LA ROSA

internal industry problems, with dangers of substitutions and unfair competitive practices. Our Director of Research James J. Winston has served us well in keeping close tabs on the situation, checking samples sent him by manufacturers from all over the country. Questionable products analyzed have included not only domestic items but those coming into this country from abroad. We are well aware that our high standards of sanitation and our costs of producing wholesome products with well-paid employees might very well put us at a competitive disadvantage with foreign products.

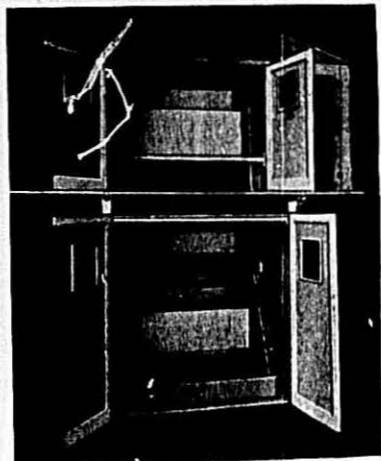
In the past year the industry has been given a good decision that will clarify the use of the term "macaroni products" as defined by the Standards of Identity, and we are confident that any product that purports to be similar to macaroni must meet the Federal Standards of Identity for these products.

I want to stress again the need of the industry to work together through the Institute and the Association. These two organizations can be of tremendous benefit to you and you to them. The Association is constantly striving for a better industry, and it is to each member's advantage to keep this in mind. The Institute is working every day to gain and hold consumer favor for our products, and there can be no more vital activity than this to us.

I look forward to 1955 as the year of important challenges, and I am confident we will rise and meet them.

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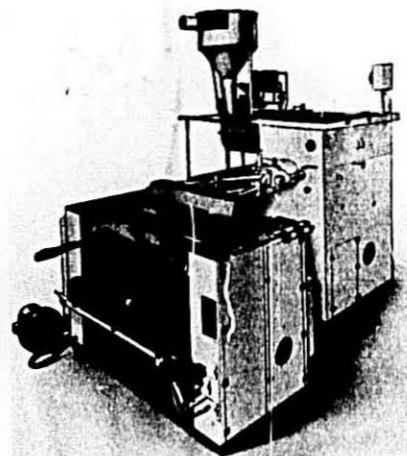
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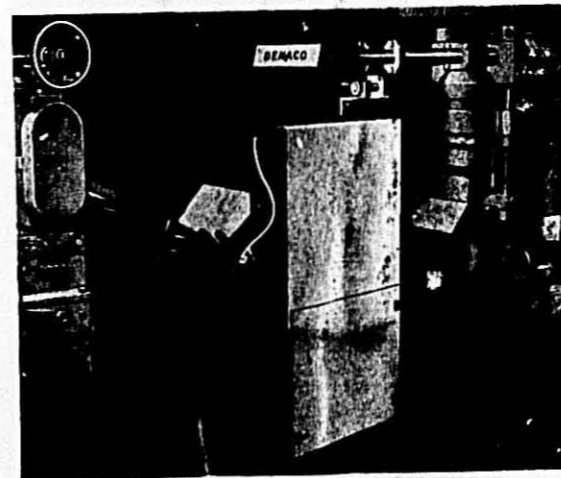
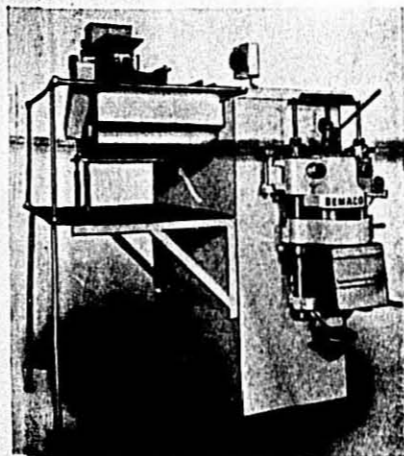


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IT'S EVERYBODY'S BUSINESS

U. S. Chamber of Commerce Film Explains Business Principles on Opening Day of N.M.M.A. Winter Meeting

OUR economic system is such a complicated, dynamic, delicate, yet durable, machine that we are at a disadvantage when trying to describe it with words. Capturing the magic, the motion, the essence of our free enterprise economy demands more than mere words.

"It's Everybody's Business," an animated, Technicolor sound film representing one of the greatest efforts ever made by business to tell the story of the American competitive enterprise system, was shown at the Winter Meeting of the National Macaroni Manufacturers Association.

The film was produced for the Chamber of Commerce of the U. S. in cooperation with the E. I. du Pont de Nemours & Co., Inc., and was written and produced by John Sutherland.

The opening portion of the film traces the career of Jonathan, an immigrant hat maker, from his arrival in Colonial America to the time he is a successful businessman—thanks to the opportunities in this new nation's free economy. In operating his own business—which is financed partly by his own capital and partly by the investments of his friends and neighbors—Jonathan learns that to meet competition he must solve the problem of constantly improving his hats. He also finds that he must advertise his product in order to make the public aware of its quality and availability. Finally, he learns that he must give a fair return to the people who invested their savings in his business.

The film then shows how the system of free enterprise, financed by the savings dollars invested by individual Americans, has made American business the most productive in the world. The path of these savings dollars that are invested in business is traced through their roles in advertising, research and product improvement. Special reference is made to the practice of "plowing back" part of the profits into the business for the purpose of expansion and the use of another portion of the profits to pay dividends to those who have invested money in the business.

The film outlines the services provided by the taxes we pay, and emphasizes the need to keep our economy free from unnecessary tax burdens. It points out that while during war and other emergencies the American people allow the government to impose certain



SCENE FROM "IT'S EVERYBODY'S BUSINESS". Papa still brings home the bacon which Mama manages to distribute for food, shelter, clothes and many modern appliances to make her work easier. Papa doesn't work as hard or as long as his father did but his productivity is greater. The American competitive system has given us all a higher standard of living.

restraints on the business system, our citizens have an obligation to see that the freedoms necessary to the development of our economic system are restored when the emergency has passed.

In closing, the film redefines the need for keeping the "basic blocks" of the American business system strong and sturdy, and stresses the right of today's young people to the opportunity to achieve success and to build a better life for themselves and their fellow men.

The following points are made in the film:

1. Personal, political and economic freedoms are interdependent.
2. A person must have ability and enterprise to succeed in business.
3. To attract consumers, a business has to advertise and demonstrate that its product can meet competition in style, quality and price.
4. In order to expand and improve, business requires a constant flow of savings dollars (from individuals, insurance, savings accounts, stocks, bonds).
5. Competition is the cornerstone of America's economic system.
6. Management must develop new

tools and more efficient methods to meet consumer demands for better goods at lowest possible prices.

7. Improvement in tools enables business to increase production.
8. Greater production has resulted in more goods for more people and has thus raised the standard of living—without sacrificing the spiritual side of life which means so much to the American family.
9. Under our free enterprise system, working conditions have improved, working hours have gone down, pay has gone up. Also, the employee has an opportunity to invest his own money in business—become a stockholder.
10. All people pay taxes, and all people benefit from the services taxes provide.
11. Too great a tax burden will weaken our economy and endanger our way of life.
12. The youth of tomorrow deserve the same opportunity we have enjoyed to work under the American free enterprise system and to receive its benefits.

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RUBEN M. HEERMANN

Ruben M. Heermann, is an agronomist, Field Crops Research Branch, Agricultural Research Service, United States Department of Agriculture, working in cooperation with North Dakota Agricultural Experiment Station.

An understanding of the method of identifying races of rust is necessary to help explain the complexity of the stem rust problem in durum wheat. A race of rust is identified on the basis of the reactions it produces on a standard group of twelve wheat varieties. Each of these twelve varieties is inoculated with the spores from a collection to determine the race number. After the rust develops on these varieties the type of reaction on each variety is observed and recorded. From this information the race number is determined. For example, a collection which produced a susceptible reaction on nine of the varieties and a resistant reaction on the varieties, Reliance, Vernal emmer, and Khapli emmer, would be called Race 17. A collection which produced a susceptible reaction on eleven of the varieties and a resistant reaction on Khapli emmer would be called Race 15.

The most prevalent race in the durum area at present is Race 15B. The letter B has a special significance. All collections of Race 15B show the reactions of Race 15 on twelve standard varieties. When an additional variety, Lee, is used some collections of Race 15 produce susceptible reactions and some produce resistant reactions on it. Those collections of Race 15 which produce susceptible reactions on Lee are designated Race 15B.

Before 1950 Race 17 was one of the more important races of rust as far as durum wheat was concerned. Through the efforts of Dr. Glenn S. Smith (Principle Plant Breeder at North Dakota Agricultural Experiment Station, formerly Agronomist, U.S. Dept. of Agric.) resistance to Race 17 was transferred from Vernal emmer to several desirable durum varieties. Two of these varieties, Carleton and Stewart, were released to the durum growers in 1943 and a third, Vernum, was released in

STEM RUST AND DURUM WHEAT

Presented by Ruben M. Heermann, Agronomist,
at the N.M.M.A. Winter Meeting

1917. By 1949 over half of the durum acreage was seeded with varieties having the Vernal emmer type of resistance to Race 17.

The existence of Race 15B was demonstrated in greenhouse tests soon after 1910. All of the commercial durum varieties were found to be susceptible to it. During the forties Race 15B was found only in the vicinity of barberry bushes in the eastern states. In 1950 it made its first appearance in the commercial durum growing area. Dr. Smith made several crosses between acceptable durum varieties and Khapli emmer for the purpose of developing varieties with resistance to this race. He selected several third generation progenies from Khapli emmer crosses which were uniform for resistance to Race 15B in greenhouse tests in 1946. Several descendants from these selections proved to be resistant in the field in the 1950 stem rust epidemic.

The experience of 1950 emphasized the importance of obtaining good quality durum varieties with resistance to Race 15B as soon as possible. In the same year from the world collection maintained by the U. S. Dept. of Agric., two unnamed foreign varieties, one from Palestine and one from Tunis, were found to have resistance to Race 15B. These varieties and the resistant selections from the Khapli emmer crosses were crossed with good quality durum varieties in the fall greenhouse crop of 1950. The offspring from these crosses was then advanced at the rate of three generations per year. Two consecutive crops were grown in greenhouses during the fall and winter months in addition to one crop in the field during the summer. Between the fall of 1950 and the fall of 1952 six consecutive crops of durum wheat leading toward the development of 15B resistant durum varieties were planted and harvested.

Over 200 selections were made in the summer crop of 1952. Each selection could potentially become a variety, but only those with the most desirable traits in number and degree were considered for use as commercial varieties. Thirty-two of these selections were grown at Brawley, Calif., for a seed increase during the winter of 1952-53. The five most promising lines were again increased during the winter of 1953-54. The supply of seed on the four most promising selections was increased from

1 ounce in 1952 to 60 or 75 bushels in 1954. With a reasonable amount of favorable weather and continued use of winter increase crops the present seed supply of 15B resistant durum varieties can be increased enough to plant the major portion of the durum acreage in 1957.

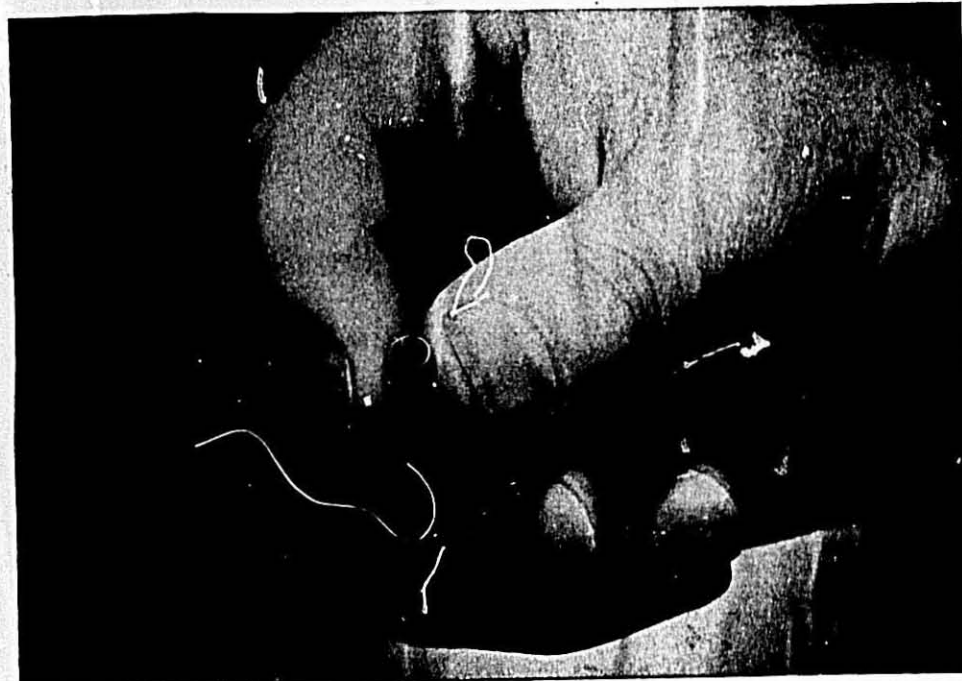
Two of the four varieties being increased have stem rust resistance from Khapli emmer and the other two have resistance from the Palestine durum variety. The more genes for resistance available in commercial varieties, the better are the chances of having a commercial variety resistant to a new race of rust, should such appear. Before 1950 only one source of resistance was being used. After Race 15B appeared all of the available durum varieties were inadequate for protection against stem rust.

International rust tests are proving to be very valuable in evaluating varieties for rust resistance. Many new sources of resistance for use in the durum breeding program have been found in these tests. Much has been learned about the rust resistance in the new durum varieties. In North Dakota since 1950 the rust inoculum has been almost entirely of Race 15B and the tests have only shown which varieties have resistance to it. The Palestine variety which is resistant to 15B was found to be susceptible to rust in tests in Mexico and Texas where several other races including Race 17 were present to cause the infection. Two of the new durum varieties are from crosses involving the Vernal emmer source of resistance to Race 17 and the Palestine source of resistance to Race 15B. The North Dakota tests showed these new varieties were resistant to Race 15B whereas the tests in Mexico showed that these same varieties were resistant to Race 17 and a number of other races. The results from testing in different areas showed that the Vernal emmer and the Palestine types of resistance could be combined successfully in one variety with resistance to more races than either of its parents has by itself. If this were not possible, then varieties from this cross would be of little value because a variety without resistance to Race 17 is no more useful than a variety without resistance to Race 15B.

The relation between durum wheat and stem rust is complex. Continuous

(Continued on page 26)

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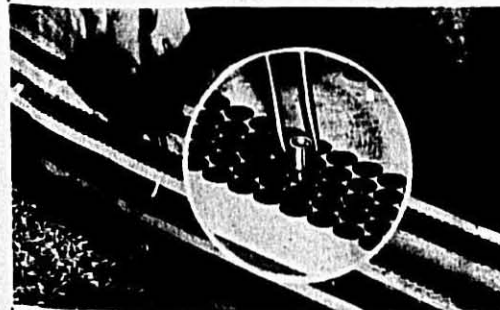
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WINTER INCREASE FOR RUST-RESISTANT DURUM

FIFTY bushels each of four promising rust resistant varieties of durum left the Langdon sub-station by truck in early November for Yuma, Arizona, for increase during the winter months.

The four new strains which had been produced last summer in the experimental plots at the sub-station, yielded 46 to 50 bushels to the acre. It is hoped that 7,000 bushels will be realized from the Arizona planting, the seed to be returned for replanting in seed-increase plots in North Dakota next spring.

The seed will be made available to growers at an estimated cost of \$7 to \$10 per bushel, depending upon yield and figured on a non-profit basis.

North Dakota Governor Norman Brunsdale and his emergency commission made available \$65,000 for the project. The durum milling industry, deeply concerned over the durum situation, has agreed to share half the loss with the commission in case the crop in the southwest is destroyed by frost, hail or some other hazard.

Last year the strains were increased in Brawley, California, where breeders realized nearly a bushel of the grain for every pound of seed planted. The strains will be made available to growers after only four years of development, in contrast to the 10 to 12 years usually required, indicating the urgency of the need for rust resistant varieties.

The four selections are known as LD 364, LD 369, LD 370 and LD 372. The "LD" indicates "Langdon durum."

Five to ten pounds of each strain were produced in the nursery at the sub-station a year ago and sent to Brawley; four to seven bushels of each variety were shipped back last spring for planting in the experimental plots. The increase growing in the Yuma vicinity this winter will be done with the co-



LOADING 200 BUSHELS of new durum varieties in North Dakota for a trip to Arizona. (Left to right) Ruben Heermann of Fargo, USDA durum specialist at NDAC; Ervin Swenson, employee, and Victor Sturlaugson, superintendent, both of the Langdon substation; and Ralph Metcalf of Fargo, driver for Hart Motor Express, to whom the transportation of the valuable cargo was entrusted. Photo by Heimbecker Studio, Langdon, N.D.

operation of Arizona agricultural authorities.

Estimated yields by each variety are LD 364, 46 bushels to the acre; LD 369, 48 bushels; LD 370, 43 bushels and LD 372, 50 bushels. These yields compare with the following for the established varieties grown at the substation during the 1954 crop season: Sentry 30, Venum 21, Mindum 7½ and Stewart, which has been known for its high yield capacity but was badly damaged by 15-B rust, only 3½.

REPORT ON DURUM IN CANADA

By C. L. Sibbald, Director of Catell Durum Institute, Winnipeg, Manitoba

DURUM for spring seeding is being distributed quite rapidly, particularly in the western parts of the prairies where this crop is becoming more popular. Prices range from \$3.00 for commercial seed, to about \$5.00 per bushel for registered. Persistent rumors are cropping up which indicate that a quantity of Golden Ball durum is being exported to the United States. This variety will be as unwelcome to the American macaroni industry as it is in Canada, because of its low quality.

Due to the prevalence of stem rust, no durum varieties are recommended for Manitoba this year. Farmers seed-

ing durum are urged by the Institute to follow last year's recommendations, which are: (1) seed early; (2) use a phosphate fertilizer such as 11-48-0; (3) sow Stewart, Mindum or Carleton varieties.

Durum wheat is not recommended this year in southeastern parts of Saskatchewan due to rust. Stewart and Pelissier are recommended for south-central and southwest areas. Pelissier will not be eligible for grades above 3 C.W. because it is low quality.

Recommendations for Alberta are not yet available, but it is thought that the variety Stewart will be recommended

for more southerly areas of the province. Mr. A. B. Masson, durum breeder for the Dominion government, presented data to the Manitoba Conference of Agronomists which showed that RL 3206 and RL 3207 yielded well, and that Sentry yielded fairly well, in this heavy rust year. He emphasized that there are no seed stocks of any of these varieties available, none of them are licensed, and that Sentry must be considered susceptible to race 15B of stem rust even though yields this year indicate it has a degree of resistance.

About 275 bushels were harvested from the four plots, but some is being kept at the station in case something should happen to the seed sent to Arizona. The new strains were developed in the greenhouse at North Dakota Agricultural College by Ruben Heermann, U.S. Department of Agriculture durum specialist, and all field growing has been done at the Langdon substation, under the supervision of Supt. Victor Sturlaugson. The rust epidemics of 1953 and 1954, although extremely unfortunate, afforded a better than usual opportunity for the breeder to check and verify the rust resistance of the lines already under preliminary increase.

ANOTHER GENERAL MILLS FIRST FOR THE MACARONI INDUSTRY

NOW YOU CAN MAKE MAXIMUM PROTEIN MACARONI

By Using General Mills Hi-Gluten Premium Semoblends with Vital Gum Gluten Included!

- Conveniently increases protein content.
- Eliminates bothersome use of gluten feeder.
- Assured uniformity of product.
- Gives improved cooking tolerances.
- Produces cooked macaroni products with improved taste... eating quality... "bite"... "chewiness."
- Contains maximum gum gluten permitted.*
- Ask your General Mills salesman for further information—and a sample of commercially-produced macaroni made with Hi-Gluten Premium Semoblend.

*Note: Present macaroni standards allow the addition of gum gluten in such quantity that the protein content of the finished food does not exceed 13% by weight.



General Mills
DURUM SALES
Minneapolis 1, Minnesota



ROBERT M. GREEN

On November 18, 1954 the secretary of the National Macaroni Manufacturers Association sent the following letter to the Tariff Commission of the United States:

Gentlemen:

DURUM WHEAT, a special variety of hard spring wheat grown in North and South Dakota, Minnesota and Montana, is almost entirely used by the Macaroni Manufacturing Industry for the manufacture of macaroni, spaghetti, egg noodles and similar products.

Normal requirements for the industry are some 30 million bushels each year, with 24 to 26 million bushels of this ground by the durum mills into semolina and durum patent flour—the flour being used for noodle manufacture and the semolina for other products. Puffed wheat processors take between one and two million bushels of the crop annually for manufacturing breakfast cereal.

Last year, because of the devastation caused by a variety of rust called 15B, durum production in this country amounted to only 12 million bushels instead of the normal 30 million bushels, and the macaroni industry was forced to accept a blend from the durum mills of 50% durum wheat with 50% hard spring wheat in order to have a uniform product throughout the crop year. The industry immediately threw funds and manpower into the breach to do what it could in research work to discover rust resistant varieties of durum wheat, and considerable progress is being made along this line.

It was hoped that this year with the carry-over virtually nil that a good crop would alleviate the shortage and the macaroni industry could return once again to using 100% durum in its products. But rust devastation this year hit harder than last year, and total production is somewhat under 8 million bushels. This plus the fact that there was no carryover, and because 2 to 3

million bushels are needed for seed to plant next year's crop, the industry is able to obtain only in blends of 25% durum and 75% hard spring wheat.

Per capita consumption of macaroni products has risen steadily since the end of the war. Last year, however, with the substitute blends instead of 100% durum available, consumption fell from 6.8 pounds per person to 6.1 pounds. There is great concern that consumption this year will fall even more drastically now that the availability of durum has been cut in half again.

In addition to losing consumption of the domestic market, the industry is faced with a flood of imported macaroni from Italy made of 100% durum wheat. Not only is this product better than that being offered by domestic manufacturers because they are unable to obtain 100% durum wheat, but the products are selling at prices below those made by American manufacturers paying a high premium for durum in short supply.

We do not have statistics to accurately measure the extent of the influx of imports, but we know it is working a serious hardship on the industry, particularly the smaller manufacturers.

In view of the facts that the macaroni industry is unable to obtain sufficient durum wheat to meet its normal requirements, and that the National Macaroni Manufacturers Association is expending considerable sums of money on research to alleviate the problem of rust and bring durum back into normal supply, and in view that foreign competition is capturing our market with finished products made out of the material we would like to obtain, we therefore petition the Tariff Commission to waive public hearings in view of the emergency, and immediately raise the quota for the importation of 15 million bushels of Class II amber durum wheat and/or semolina and/or durum patent flour, as defined by the Standards of Identity promulgated by the Federal Security Agency. We would suggest that importations be made only on the basis of firm orders.

We will appreciate word from you at the earliest possible moment.

Respectfully yours
Robert M. Green

The hearing was set for January 11, 1955. Immediately there was a protest from groups of growers and elevator operators in the durum area and the pressure they put upon the Department of Agriculture caused Agriculture to withdraw support from the Association's petition.

Consequently, without government backing and with the danger of antagonizing domestic suppliers of durum, coupled with the fact that even if emergency quota of durum were available from abroad, they could not be brought into this country by quota date, the Association withdrew its petition with the following letter:

Gentlemen:

Since making our request to modify the existing quota restrictions on wheat and flour so as to permit over-quota imports of available foreign supplies of durum wheat and/or semolina in sufficient quantities to supplement existing domestic shortages, we have been made aware of the following:

(1) That, even if existing quota restrictions were increased and modified as requested, the entry into this country of any permitted quantity of such products for consumption during the quota year, to wit, on or before the close of May 28, 1955, is physically impossible;

(2) That, it is reliably indicated that a considerable increase in the acreage seeded to durum wheat can be expected; and

(3) That, we have been officially advised that a draft of a proposed amendment to the Agricultural Adjustment Act of 1938, as amended, has been submitted to Congress designed to increase the production of Class II Durum.

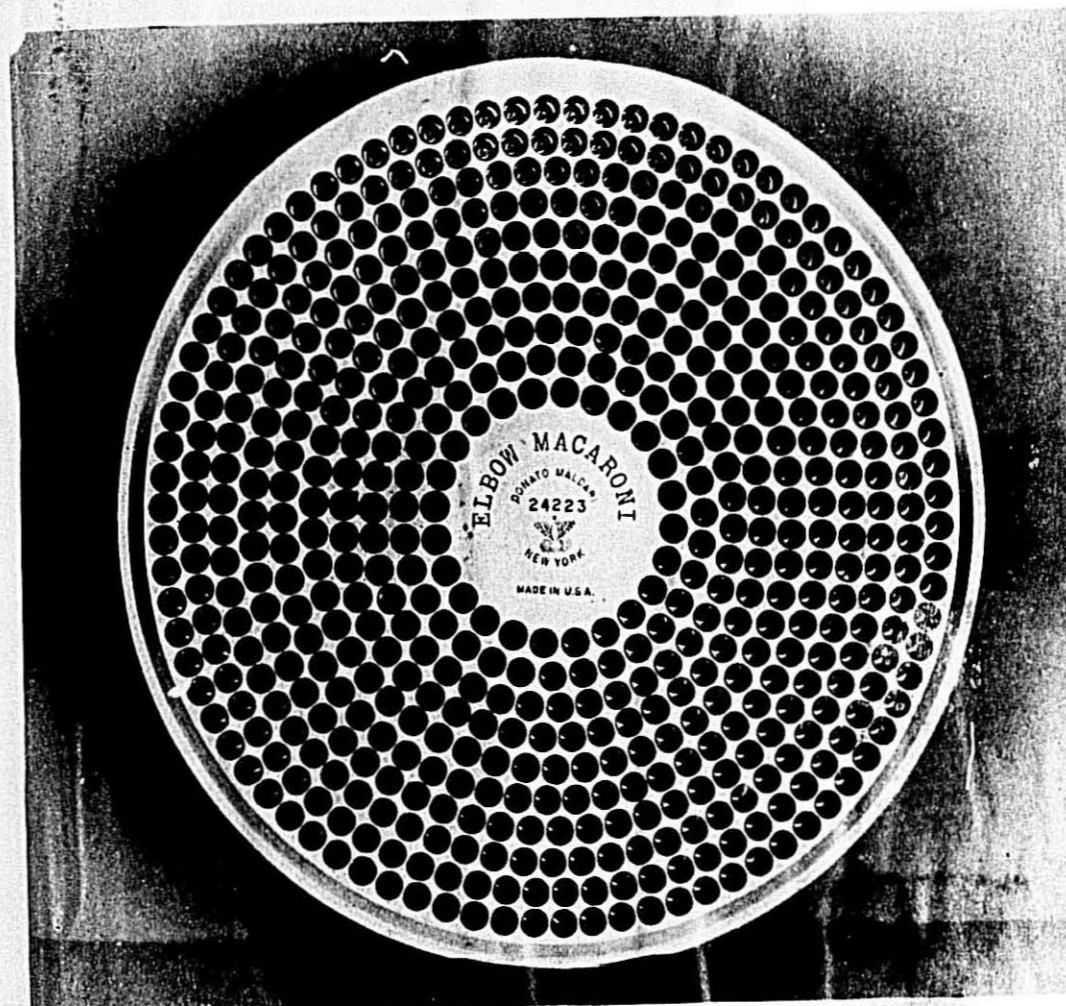
In view of the foregoing this Association has decided to withdraw its request for modification of the quota restrictions in its letter of November 18, 1954.



WINNING DURUM ENTRY in the International Grain Show held at Chicago is displayed by William Sebens, field representative of the Greater North Dakota Association. North Dakota took 15 out of 16 awards.

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

Our Fifty-Second Year



D. Maldari & Sons

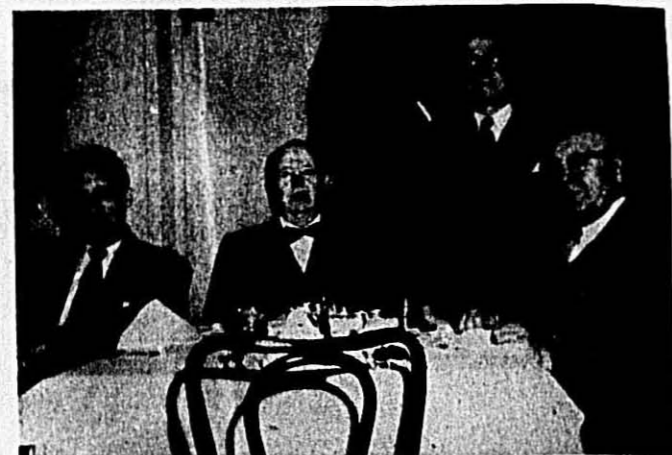
180 GRAND STREET
NEW YORK 13, NEW YORK
U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

Statistics Supporting Request for Imports

The Decline of Durum Production and Acreage

| Year | Acreage in thousands | Production in thousand bushels | Yield Bu. per Acre |
|---------|----------------------|--------------------------------|--------------------|
| 1935-36 | 2,128 | 24,641 | 10.14 |
| 1936-37 | 3,555 | 8,871 | 2.49 |
| 1937-38 | 3,214 | 28,688 | 8.92 |
| 1938-39 | 3,793 | 41,201 | 10.86 |
| 1939-40 | 3,128 | 33,044 | 10.56 |
| 1940-41 | 3,371 | 32,942 | 9.77 |
| 1941-42 | 2,598 | 41,403 | 15.93 |
| 1942-43 | 2,155 | 11,836 | 19.41 |
| 1943-44 | 2,136 | 34,265 | 16.04 |
| 1944-45 | 2,099 | 30,328 | 14.44 |
| 1945-46 | 2,026 | 33,281 | 16.22 |
| 1946-47 | 2,493 | 36,308 | 14.56 |
| 1947-48 | 2,975 | 44,912 | 15.09 |
| 1948-49 | 3,278 | 45,829 | 13.98 |
| 1949-50 | 3,767 | 39,503 | 10.48 |
| 1950-51 | 2,918 | 37,948 | 13.00 |
| 1951-52 | 2,586 | 35,492 | 13.72 |
| 1952-53 | 2,296 | 23,097 | 10.05 |
| 1953-54 | 1,865 | 12,967 | 6.95 |
| 1954-55 | 1,327 | 5,557 | 4.18 |



SPAGHETTI SUPPER is enjoyed by Durum dignitaries. Left to right: Joe Giordano representing Association President Peter LaRosa, Secretary Emeritus M. J. Donna, Restaurateur Fred Boveri, and Bill Sebens of the Greater North Dakota Association in Chicago for the International Grain Show.

MACARONI PRODUCTION AND DURUM USE

from U.S.D.A. reports and Glenn G. Hoskins Company Index. Figures in Thousands of Pounds.

| Year | Semolina and Durum Flour Ground | Semolina Exported | Semolina and Durum Flour Used | Macaroni Produced |
|------|---------------------------------|-------------------|-------------------------------|-------------------|
| 1937 | 481,077 | 2,291 | 478,786 | 658,283 |
| 1938 | 607,154 | 2,686 | 604,468 | 677,614 |
| 1939 | 664,954 | 3,979 | 660,975 | 684,390 |
| 1940 | 630,680 | 2,776 | 627,904 | 623,405 |
| 1941 | 742,330 | 1,681 | 740,649 | 725,017 |
| 1942 | 875,415 | 3,131 | 872,284 | 860,570 |
| 1943 | 1,026,096 | 52,848 | 973,248 | 982,540 |
| 1944 | 932,802 | 71,523 | 861,279 | 819,913 |
| 1945 | 1,115,367 | 21,134 | 1,094,233 | 1,069,275 |
| 1946 | 952,937 | 11,880 | 941,057 | 1,107,221 |
| 1947 | 1,056,474 | 36,706 | 1,019,768 | 931,710 |
| 1948 | 1,136,720 | 22,027 | 1,114,693 | 1,139,747 |
| 1949 | 953,278 | 3,888 | 949,390 | 955,436 |
| 1950 | 957,262 | 5,788 | 951,474 | 957,469 |
| 1951 | 1,048,234 | 4,271 | 1,043,963 | 1,046,236 |
| 1952 | 1,063,817 | 6,602 | 1,057,215 | 1,067,242 |
| 1953 | 909,124 | 4,739 | 904,385 | 1,027,941 |

MACARONI CONSUMPTION

from Glenn G. Hoskins Company production index and U. S. Dept. of Commerce figures. Figures in Thousands of Pounds.

| Year | Macaroni Produced | Macaroni Exported | Macaroni Imported | American Consumption | Per Capita |
|------|-------------------|-------------------|-------------------|----------------------|------------|
| 1937 | 658,283 | 3,048 | 1,696 | 656,931 | 5.1 |
| 1938 | 677,614 | 3,130 | 1,164 | 675,048 | 5.2 |
| 1939 | 684,390 | 4,423 | 1,077 | 681,044 | 5.2 |
| 1940 | 623,405 | 3,590 | 875 | 620,690 | 4.7 |
| 1941 | 725,047 | 3,710 | 602 | 721,939 | 5.1 |
| 1942 | 860,570 | 2,626 | 37 | 857,977 | 6.1 |
| 1943 | 982,540 | 3,296 | 15 | 979,400 | 7.2 |
| 1944 | 819,913 | 11,119 | 185 | 808,979 | 5.9 |
| 1945 | 1,069,275 | 12,556 | 235 | 1,057,004 | 7.5 |
| 1946 | 1,107,221 | 72,108 | 497 | 1,035,610 | 7.3 |
| 1947 | 931,710 | 74,634 | 793 | 857,869 | 6.0 |
| 1948 | 1,139,747 | 223,732 | 717 | 916,732 | 6.2 |
| 1949 | 955,436 | 23,200 | 689 | 932,925 | 6.3 |
| 1950 | 957,469 | 8,826 | 862 | 949,505 | 6.3 |
| 1951 | 1,046,236 | 4,750 | 981 | 1,042,467 | 6.8 |
| 1952 | 1,067,242 | 6,150 | 2,749 | 1,063,841 | 6.8 |
| 1953 | 1,027,941 | 6,512 | 2,343 | 1,023,772 | 6.4 |
| 1954 | 1,040,000 | | | | 6.4 |

The Increase in Macaroni Imports

| Year | Macaroni Imports (Lbs.) |
|------|-------------------------|
| 1937 | 1,696,000 |
| 1938 | 1,164,000 |
| 1939 | 1,077,000 |
| 1940 | 875,000 |
| 1941 | 602,000 |
| 1942 | 33,000 |
| 1943 | 156,000 |
| 1944 | 185,000 |
| 1945 | 285,000 |
| 1946 | 497,000 |
| 1947 | 793,000 |
| 1948 | 717,000 |
| 1949 | 689,000 |
| 1950 | 862,000 |
| 1951 | 981,000 |
| 1952 | 2,749,000 |
| 1953 | 2,343,000 |

For the year 1954

| | |
|-----------|---------|
| January | 290,215 |
| February | 398,977 |
| March | 93,200 |
| April | 336,200 |
| May | 236,807 |
| June | 200,374 |
| July | 194,748 |
| August | 159,758 |
| September | 309,720 |
| October | 744,472 |

Ten Month Total

2,964,558

Bulk Shipment

What is believed to be Canada's first bulk shipment of flour and sugar occurred Dec. 16 when two railway cars made deliveries to the new General Mills (Canada) Ltd., plant at Weston, near Toronto. The Airlide cars have been leased by Canadian National Railways from General American Transportation Corp.

FIRST in 1950
and still ahead
in bulk-car shipments

... another reason why
"it pays to talk to King Midas"



Above: One of King Midas' fleet of "Airlide" bulk cars, leased from General American Transportation. Capacity: 100,000 pounds. Can be loaded by gravity and unloaded into any conveying system.

Inset, right: March 22, 1950—the very first bulk car of semolina ever loaded... ready for delivery from the King Midas Durum Mill in Superior, Wisconsin.

The above pictures tell the story... and King Midas Flour Mills are proud of the fact that they were first with bulk car shipments of semolina almost five years ago. The transition from hopper-type cars to a fleet of "Airlide" cars is only one example of the progress and expansion of bulk handling facilities by King Midas to better serve the macaroni industry.

Durum Products by



KING MIDAS FLOUR MILLS

King Midas

660 GRAIN

EXCHANGE

MINNEAPOLIS

TUNA MACARONI BAKE—

Macaroni, Tuna and Evaporated Milk Combine for Lenten Promotion



GORDON ELLIS

BACK in November, Gordon Ellis, merchandising director of the Pet Milk Company told macaroni manufacturers, meeting in New York, about a Lenten drive on Tuna-Macaroni Bake.

The drive will feature the use of a single recipe for a tuna macaroni casserole by the tuna industry, macaroni manufacturers, Pet Milk Company, and Jones and Laughlin Steel Company. In addition, the campaign will receive publicity support from the Can Manufacturers Institute, the Tuna Research Foundation, and the National Macaroni Institute.

Pet Milk Company representatives have already started contact work with the grocery trade to promote the merchandising of the Tuna-Macaroni Bake recipe for Lenten sales. To help them in their efforts they have an imposing kit of point-of-sale material: a tremendous poster 30" x 40" illustrates the finished dish in beautiful color. The recipe is reproduced in full color again on recipe tabs measuring 4" x 6" that are placed in counter dispensers for consumer distribution.

In addition, there are price posters of good size, 20" x 28". These will feature Pet Evaporated Milk and any brand of tuna that the distributor wants to have imprinted. Pet Milk Company has offered to provide price posters at cost to carry the brand imprint of any macaroni manufacturers who is interested in featuring his brand.

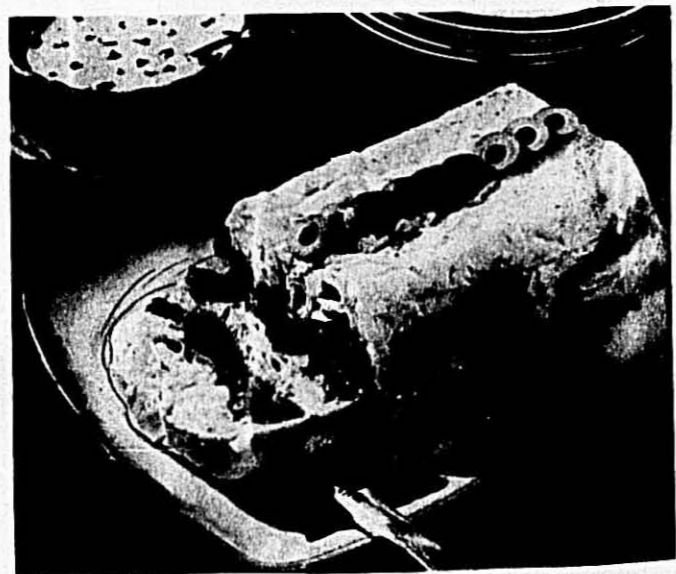
Special advertising material is being provided for dealer advertising including mats and glossy prints of the dish. In order to generate as much interest

as possible on the part of the retail trade, a special letter was developed which could be personalized and sent out to the individual retailers by headquarters, either chain or independent. Jones and Laughlin Steel Company will advertise Tuna-Macaroni Bake in the March 12 issue of Saturday Evening Post.

Pet Milk Company will feature Tuna-Macaroni Bake during Lent with their advertising. They sponsor the George Gobel show over 120 NBC television stations, the Red Skelton show over 90 CBS television stations, and the Arthur Godfrey CBS radio show over 205 stations.

To assist its members in introducing the campaign to customers and enlisting their support, the National Macaroni Institute has prepared a four-page brochure called "Here's a Winning Team". The cover shows a basketball going through the hoop and ringing in dollar signs. The winning team is macaroni, tuna and evaporated milk. "For a Lenten combination that will rack up baskets of profits for you!"

Dealers are urged to center their Lenten promotion around this fast moving trio and watch their volume on these and related items zoom. Their attention is called to the nation-wide support of the campaign by tuna packers, macaroni manufacturers and the Pet Milk Company.



Layered Tuna and Noodle Loaf

Three special recipes with glossy print photo or two-column mat are offered for Layered Tuna and Noodle Loaf, Baked Macaroni with Tuna, Deviled Spaghetti and Tuna Casseroles. All recipes are kitchen tested in the home economics department of Theodore R. Sills & Company. Prints or mats are available from the National Macaroni Institute.

Layered Tuna and Noodle Loaf (Makes 6-8 servings)

Tuna Mixture:

- 2 6½-ounce cans chunk-style tuna, drained
- 2 cups soft bread crumbs
- ½ cup evaporated milk
- 1 egg, well beaten
- 1 tablespoon grated onion
- 1 tablespoon minced parsley
- ¾ teaspoon salt
- Dash pepper
- 2 tablespoons melted butter or margarine

Noodle Mixture:

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces wide egg noodles (about 4 cups)
- 2 tablespoons butter or margarine, melted
- 1 teaspoon salt
- ¼ teaspoon pepper
- ½ cup evaporated milk
- ⅓ cup grated processed American cheese
- 2 eggs, separated

HERE'S A WINNING TEAM! "rack up baskets of profits"



Deviled Spaghetti and Tuna Casseroles

Combine tuna and remaining ingredients for tuna mixture; mix well.

To cook noodles, 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 noodles with butter or margarine, 1 teaspoon salt, pepper, milk and cheese. Beat egg yolks thoroughly; add to noodle mixture and mix well. Beat egg whites until stiff, fold into noodle mixture. Line a 9x5x3-inch loaf pan with aluminum foil. Arrange alternate layers of tuna and noodle mixture in pan. Bake in moderate oven (350°) 50-60 minutes, or until firm.

Deviled Spaghetti and Tuna Casseroles (Makes 4-6 servings)

- 1 tablespoon salt
 - 3 quarts boiling water
 - 8 ounces spaghetti
 - 1 10½-ounce can condensed cream of asparagus soup
 - ¾ cup evaporated milk
 - ½ cup water
 - 1 6½-ounce can chunk-style tuna, drained
 - ½ cup chopped cooked spinach
 - 2 tablespoons lemon juice
 - ½ teaspoon Worcestershire sauce
 - ¼ teaspoon pepper
 - 2 tablespoons grated onion
- Add salt to rapidly boiling water. Gradually add spaghetti so that water

Baked Macaroni with Tuna (Makes 4-6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 10½-ounce can condensed cream of celery soup
- ¾ cup evaporated milk
- ½ cup water
- 2 tablespoons melted butter or margarine
- 1 6½-ounce can chunk-style tuna, drained
- 2 tablespoons grated onion
- 2 tablespoons chopped parsley
- ¼ cup sliced canned pimientos
- ½ cup chopped cooked broccoli
- Salt to taste
- ¼ teaspoon pepper
- ¼ teaspoon marjoram
- ½ cup grated Cheddar cheese

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 remaining ingredients, except cheese and mix well. Add cooked macaroni; mix lightly. Pour into 4 to 5 greased individual baking dishes. Top with cheese. Bake in moderate oven (350°) 25 min. Serve immediately.



Baked Macaroni with Tuna

New PROGRESSIVE Long Goods DRYING SYSTEM

NOW IN SUCCESSFUL OPERATION

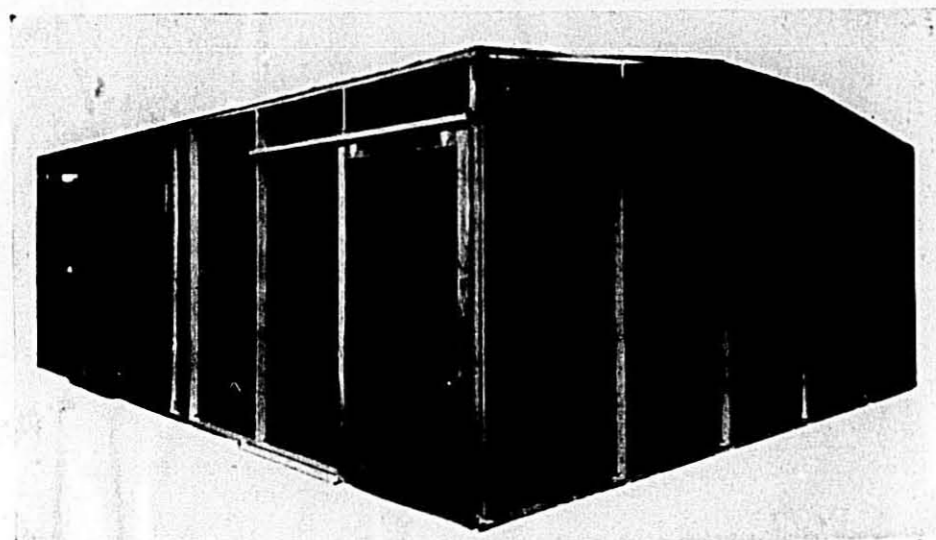
SAVES SPACE

SAVES MONEY

Spaghetti 070'

16 Hours Drying Time

11.8% Moisture



DRYING CAPACITY MORE THAN

DOUBLED IN SAME SPACE

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

Ambrette

MACHINERY CORP.

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

FOR BETTER QUALITY
FOR INCREASED PRODUCTION
FOR BETTER DRYING CONDITIONS
FOR SIMPLICITY IN OPERATION

... HIGH VACUUM SYSTEM*

* PATENT PENDING

FOR

LONG GOODS
CONTINUOUS
SPREADER

SHORT GOODS
CONTINUOUS PRESS

NOODLE
SHEET FORMER

TO PRODUCE
POSITIVE
RESULTS

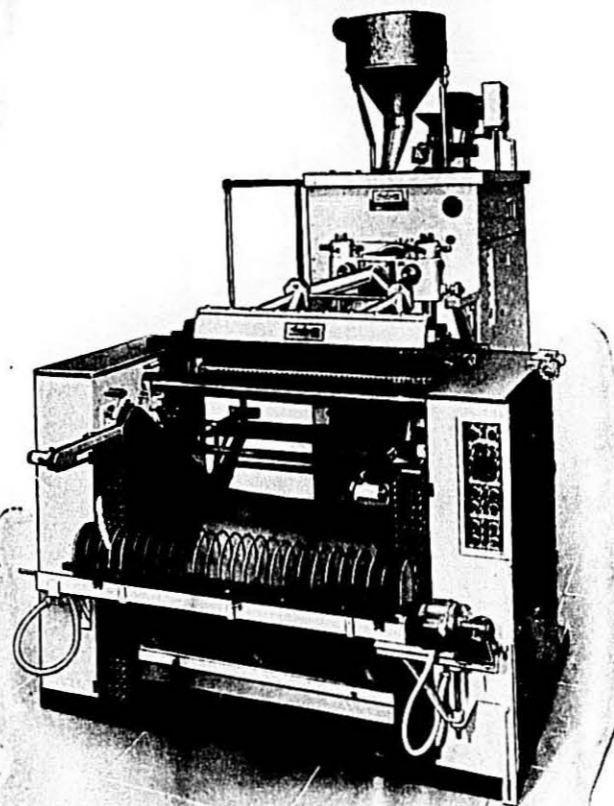
VACUUMIZE

YOUR PRESSES

THE AMBRETTE WAY

SEND FOR CATALOG FOR COMPLETE LINE

AUTOMATIC SHORT GOODS DRYERS • CONVEYORS • DIE CLEANERS
NOODLE CUTTERS • AUTOMATIC NOODLE DRYERS • EGG DOSERS
AUTOMATIC LONG GOODS DRYERS • MACARONI CUTTERS



IN THE INDUSTRY



PAUL M. PETERSEN

New Post for Petersen

Paul M. Petersen, vice-president and director of International Milling Company, has been named to assume charge of all bakery flour sales of the company in addition to his present responsibility as general manager of the Durum Division. This was announced by John Tatam, vice-president in charge of all sales for the International organization.

Mr. Petersen became associated with the International Milling Company in 1916, when International acquired Capital Flour Mills, Inc. He became manager of the Durum Division at that time. Starting with Capital in 1926, he held various posts with the company, and in 1916 was president.

Mr. Petersen was elected to the board of directors of International Milling Company in 1950 and was named a vice-president in 1952.



RAYMOND J. GUERRISI

San Giorgio Elects New Officers

At a meeting of the Board of Directors of San Giorgio Macaroni, Inc., held at the company offices, 8th and Water Streets, Lebanon, Pennsylvania, on December 27, 1954, Raymond J. Guerrisi was elected President and George B. Johnson, Mr. Guerrisi was formerly Vice-President of the company. He assumed his new duties on January 1, 1955.

Also elected at the same meeting were Robert C. Guerrisi, Vice-President, Philip S. Davis, Secretary, and Joseph J. Guerrisi, Treasurer. C. J. Travis formerly served as Secretary and Treasurer of the company.

Raymond Guerrisi is a member of the Board of Directors of the National Macaroni Association.

SKINNER PRESENTS GMA AWARDS

The GMA "Certificate of Honor" was awarded to Mrs. Sue Smith, home editor of the Nebraska Farmer and Colorado Rancher and Farmer, at a luncheon attended by Nebraska wholesale grocers, food manufacturers and home economists, December 11, at the University Club.

The presentation was made on behalf of the Grocery Manufacturers Association by Lloyd E. Skinner, president of Skinner Manufacturing Company, Omaha.

Skinner explained the GMA awards are made annually in recognition for furthering public understanding of the GMA theme: "The Life Line of America." This is one of the major targets of the GMA public relations program, and it is designed to provide the public with a factual understanding of the "price spread"—the difference between what the farmers receive for producing the raw crop and the price the consumers pay for processed foods at the grocery store, he said.

In making the presentation, Skinner paid high tribute to food page editors and home economists.

"They are important allies to all of us in the food field. Thousands upon thousands of recipes and valued articles on food and its processing appear on the women's pages of farm papers and daily newspapers each year. Many more are broadcast over radio and TV stations. These home economists in business are busy in one way or another educating homemakers on the

value of proper nutrition and to prepare balanced meals with less time and effort.

"Like Mrs. Smith, all of these fine women are helping the American public to understand the efforts of the farmer, the food manufacturer, the distributor and the grocer in keeping America the world's best fed country," Skinner said.



MRS. SUE SMITH, home editor of the Nebraska Farmer and Colorado Rancher and Farmer, received the Grocery Manufacturers of America "Certificate of Honor" for distinguished contribution in furthering public understanding of the essential processes between food in the field and food on the table, at a luncheon for wholesale grocers at Lincoln, Nebr., Tuesday, December 14. The presentation was made by Lloyd E. Skinner, right, president of Skinner Mfg. Co., Omaha. At left is Louis E. Kavin, secretary of the Nebraska Independent Retail Grocers Assn.



Because of the nature of the present crop you may need gluten to increase the binding strength of your farinaceous material. Gum Gluten can increase mechanical strength in macaroni products and also give better cooking quality as it reduces total amount of dissolved solids during cooking. Under the Standard of Identity for macaroni and spaghetti Gum Gluten is an optional ingredient to the point where the total protein does not exceed 13% of the weight of the finished food. Write for details and quotations.

B-4.11

THE HURON MILLING COMPANY

9 Park Place, New York 7, New York

NATIONAL EGG MONTH

In the past quarter of a century, the egg industry has developed into a multi-billion dollar business.

In 1930, cash receipts from farm marketings of eggs totaled \$605.6 million. In 1953—23 years later—receipts soared to a record \$2.2 billion. Final statistics for 1954 are not available, but despite indicated record egg production of about 6 billion dozen, returns to farmers will be below 1953 receipts due to lower egg prices. Officials estimate egg prices in 1954 averaged about 23% below 1953. In 1930, egg production was about 3¼ billion dozen.

Because the egg story during the first quarter of 1955 will be a big one, the poultry industry and the United States Department of Agriculture are cooperating in a campaign to help put this large supply to best possible use. An aggressive merchandising campaign has been launched to dispose of the anticipated production.

The heavy rate of egg production is not attributed to any increase in the number of laying hens, but to scientific farming. Breeds of hens have been improved, specialized feed has been developed and the mortality rate of hens

has decreased. Use of artificial light in hen houses also encourages production.

The Department of Agriculture says modern laying hens produce more eggs than hens of a quarter century ago. In 1930 there were 322 million laying hens on farms, and each hen produced about 121 eggs a year. Last year, laying hens totaled 329 million, with a yearly rate of lay of 182 eggs per hen. Thus, while there were only about 5% more hens last year than in 1930, they produced about 50% more eggs.

At the start of 1955, the number of layers in farm flocks is estimated to be about 3% larger than a year ago. Government officials say the rate of production per layer probably will be higher than it was a year ago. Thus January's egg production is expected to set a record for the month, probably 5% larger than a year ago. Spring-time production also is expected to exceed previous record production.

Average price received by farmers as of mid-December was 32.7 cents a dozen. This was down from 33.9 cents received in the previous month and compared with 31.5 cents a dozen returned farmers a year ago.

November Liquid Egg Production

Liquid egg production during November totaled 8,608,000 pounds compared with 8,128,000 pounds in November last year and the 1948-52 average of 5,636,000 pounds the Crop Reporting Board announced. The quantities used for immediate consumption and drying were less than a year ago. The quantity frozen was larger.

Dried egg (egg solids) production totaled 900,000 pounds compared with 1,310,000 pounds in November a year ago and the average production of 1,025,000 pounds. The November production consisted of 299,000 pounds of dried whole egg, 452,000 pounds of dried albumen and 149,000 pounds of dried yolk. Production during November last year consisted of 321,000 pounds of dried whole egg, 631,000 pounds of dried albumen and 352,000 pounds of dried yolk.

The production of frozen egg during November totaled 5,799,000 pounds compared with 5,013,000 pounds in November last year, and the average of 2,805,000 pounds. Frozen egg stocks decreased 24 million pounds, compared with 26 million pounds in November last year and the average decrease of 26 million pounds.

Lots of Eggs Traded In Chicago in 1954

The Chicago Merchantile exchange established a trading volume record for the sixth consecutive year in 1954 with a whopping 31% increase over 1953. Almost 310,000 futures contracts exchanged hands, an 83% increase over the 1948-52 average.

The tremendous increase was due chiefly to the sharpest egg price drop in 35 years. Egg turnover totaled 201,278 contracts compared with 137,675 in 1953.

A steady and firm price trend in egg futures early in the year set the stage for the broad decline that followed. The favorable return for eggs in the first three months of 1954 encouraged farmers to buy a record number of chicks for flock replacements, and prodded commercial hatcheries to produce 611,728,000 chicks, a 12% increase of the first quarter in 1953.

Meanwhile, frozen egg processors bought up inventories that had been depleted by the frozen egg scarcity in 1953. The early demand fizzled out in mid-April, and with the resultant pressure of eggs being placed in storage and on the futures market, prices were sent reeling. From a mid-February high of 47.6 cents a dozen, the October contract slipped to 21.2 cents a dozen, a 11-year low.

Wholesale prices of top grade eggs kept pretty much in line with the fu-



PICTURED ABOVE: Philip Talbot of the Grain Branch, Commodity Stabilization Service of the U. S. Department of Agriculture, examines a sample of new rust-resistant durum shown him by Ruben M. Heermann. Both men spoke on "Durum Developments" at the Winter Meeting of the National Macaroni Manufacturers Association, held in Miami Beach, January 18-19-20.

tures market, dropping from a late summer high of 50 to 53 cents to 30 cents a dozen in December.

Stem Rust and Durum Wheat

(Continued from page 12)

observation and study are necessary to acquire the knowledge needed to provide effective control through plant breeding. Efforts in the future will be directed toward keeping up to date on the presence and prevalence of stem rust races and making use of as many sources of resistance as possible in the commercial varieties.

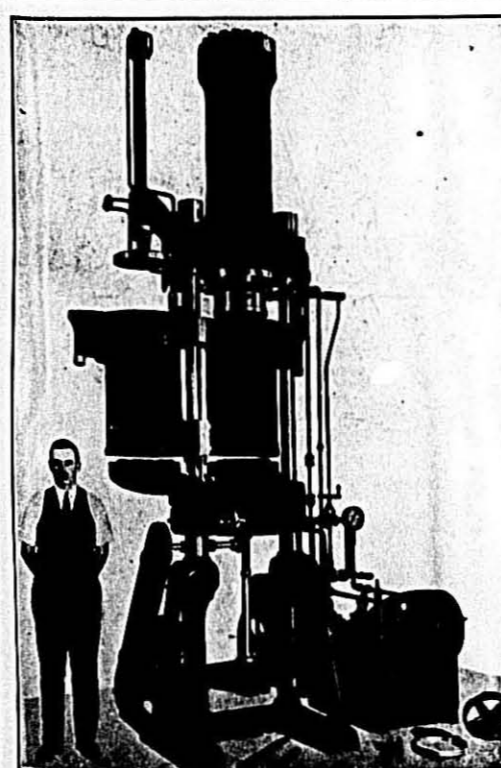
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W. G. HOSKINS

BULK HANDLING OF FLOUR TODAY

By W. G. Hoskins, Glenn G. Hoskins Company
Presented at the N.M.M.A. Winter Meeting

breaks down, questions of building construction.

Parts of the equipment necessary for bulk handling systems are available from several different suppliers, but there are no independent engineers who could serve as a consulting engineer or architect.

We recognized this need and saw that we could effect very substantial savings for our clients by being in a position to guide them toward the system best suited for their individual needs, and making it possible for them to get competitive bids on the system.

Most people, when they think of bulk handling, think of huge steel silos, pneumatic conveying equipment that will suck the material out of the car and blow it several hundred feet into storage equipment and complicated switching devices for switching from one bin into another. The macaroni plants in this country are not generally of the size to warrant the investment that has gone into these awesome systems. Furthermore, it is not always necessary, and, in some cases, not advisable to use the complex pneumatic handling equipment that seems to be associated with the bulk handling of flour.

The basic requirements for the bulk handling system are:

1. To eliminate the bag, saving about 12¢ per cwt.
2. To reduce the labor to a practical minimum.

For quite a number of the smaller manufacturers, the aluminum Tote Bin,

a rectangular bin holding three to four thousand pounds of flour, is the best answer due to the fact that the initial installation is not quite as expensive and the labor required to move the bins around is not excessive. We must realize that it costs just as much to have a man standing around waiting to throw a switch as it does to have him working. More, maybe. The fellow who stands around has more time to think how valuable his job is.

Bulk handling poses three principal problems for the receiver of materials:

1. How to get the material out of the car.
2. Where to store enough to get by on.
3. How to provide steady flow into the presses without too much labor.

The fourth problem is how to do the first three without spending so much that the depreciation offsets the savings.

The least expensive method of getting material out of the Airslide Car is the screw conveyor. One of the outstanding features of the Airslide Car is that the material will flow by gravity out of the car into whatever type of conveying equipment happens to be available.

Practically any of the pneumatic conveying systems will work with the Airslide Cars.

The principal advantage of the pneumatic conveying system for unloading the bulk cars is that it is frequently

TODAY there are enough bulk flour cars in use in the United States to handle two-thirds of all the flour that is used in the macaroni industry. However, the majority of the material that they are now handling is bakery flour.

At the last count, made within the last two weeks, there were in use about 180 Airslide Cars, 55 Trans-lo cars and approximately 60 converted covered hopper cars.

It is safe to expect that there will be at least 600 more Airslide Cars in service next year.

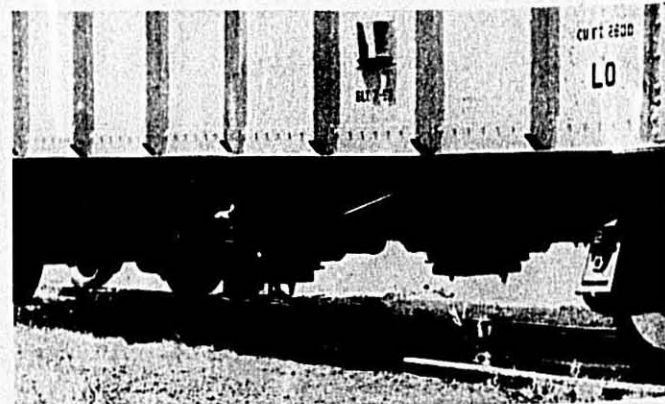
One of the principal reasons that the bulk handling of flour has come into such prominence within the last few months has been that the railroads have seen the advantages that can accrue to their customers and have taken the lead in purchasing and leasing cars from General American.

Considering the relative size of our macaroni industry, we have been quite aggressive in going ahead with the bulk handling.

Why is there this tremendous interest in the bulk handling program? The answer is that a user can expect to save between 18¢ and 25¢ per cwt. on material handled through his plant, with the additional advantage that a properly worked out system will give him a great deal of flexibility in blending and will improve his sanitary conditions.

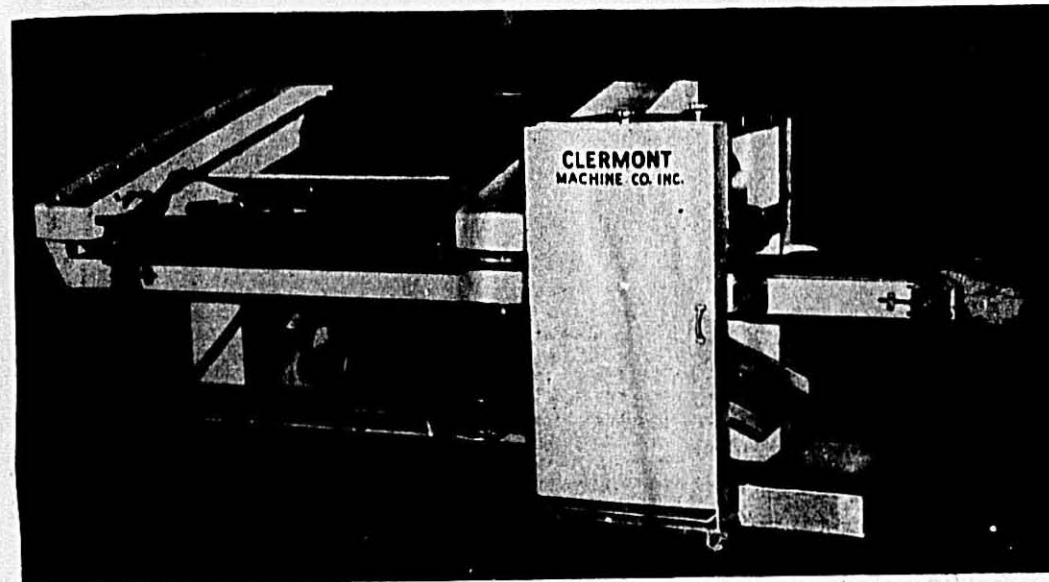
We have been in on this bulk handling program from the very first when General American was running the initial tests on the first Trans-lo car.

As we got more and more involved in the bulk handling, there are a lot of things that a system should do that might not be apparent right at first, such as blending, check-weighing material that comes in, keeping an inventory record of material on hand and in process, emergency procedures to be used if any part of the machinery



BOTTOM VIEW of Airslide Car. Pipe attached to Airslides connects to Roots-Connorsville blower, providing air to activate Airslides.

Clermont Long Goods Stick Remover and Cutter



- Simplified Mechanism
- High Operating Efficiency
- Automatically removes a stick and discharges it to a magazine rack.
- Equipped with three blades which cut the heads and ends of the product and simultaneously cut the product in half.
- The three blades are adjustable and any one or two of the three can be removed.
- The blades are adjustable to cut product in length range from nine to ten inches.
- Equipped with conveyor with capacity to hold 52 sticks of product, the average number of sticks contained on a spaghetti truck.
- If operated in conjunction with an automatic long goods dryer the operation is continuous.
- Operator can accomplish adjustments. No special mechanical skill required.

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U. S. A.

necessary to convey the material quite a distance, and flexible hoses used with this system to connect to cars provide a little better operation.

The ideal way to store flour would be a system in which the storage could be turned over very quickly, flour received today, used tomorrow, thereby requiring a minimum amount of bulk storage.

From the standpoint of the storage device alone, the following table will give some idea of cost:

8' diameter steel tanks with hopper bottoms and twin screw discharge feeders, 100,000 pound size...\$3.50 per cwt.

Harvestore tanks, glass-lined steel, 250,000 pound size, 17' diameter \$2.50 per cwt.

Horizontal tanks with Airlides or screw conveyors in the bottom for discharging material, 40,000 pound capacity, each \$9.00 per cwt.

U. S. Rubber Co. Seald-bin, collapsible rubber container, 300 cu. ft. or capacity \$10.00 per cwt.

Tote Bins, rectangular aluminum bins with capacities of 2700 to 4400 pounds \$10.00 per cwt.

However, to properly evaluate any system, the entire system must be considered.

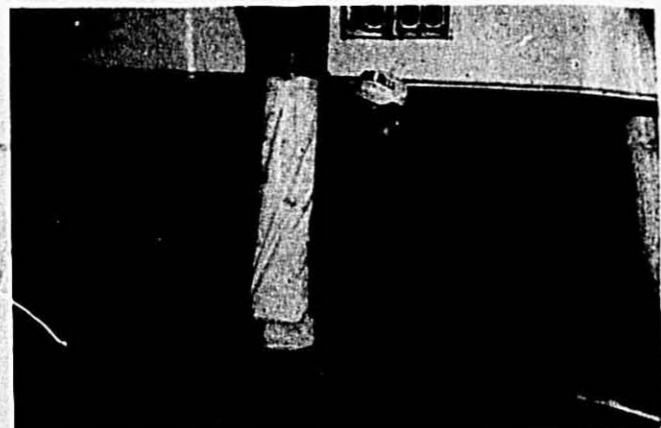
The Bulk-Pak-Bin, made out of cardboard, reinforced with wood and steel strapping, all mounted on a wood pallet, is also being used for bulk flour handling. The cardboard portions are used possibly four to six times and the wood re-used up to twenty times, the parts being shipped back to the supplier in a knocked down condition. It does not compare favorably with other storage devices.

The most common system of bulk storage so far is the big steel tank, limited to about seven feet in diameter because of bridging and tapering down to a cone at the bottom. Twin screw discharge feeders are used to prevent the bridging that often occurs when the discharge opening is too small.

The Harvestore as of today is still only a good possibility for an economical means of storing bulk flour.

There have been several developments in horizontal tanks which are of interest. One disadvantage of the horizontal tanks for storing large quantities of flour is that quite a little conveying equipment is required to properly combine the ingredients from all of the various tanks and deliver the materials to presses.

The U. S. Rubber Company Seald-bin is a fabric-reinforced rubber container handled on gondola cars and at the delivery end are removed by a heavy-weight lift truck. The U. S. Seald-Bins that might be practical for flour have a capacity of 300 cu. ft. each. They are inflated for filling and when they are filled and closed, compressed air or



LOADING DURUM FLOUR into bulk cars is done by gravity through roof hatches. The steel car is especially built to protect flour from infestation and contamination.

another compressed gas can be inserted through filling valves to inflate the containers and make them rigid.

These bins might be suitable for in-plant storage. However, it seems that they would be a bit hard to handle because of their great weight—about 10,000 pounds loaded, in addition to the weight of the lift truck that would be needed to handle them. They are not practical for inter-plant shipment because of the depreciation cost on the containers and the freight cost of shipping them back and forth from the mill. These costs are not present when the Airlide Car is used.

Aluminum Tote Bins, holding from 3,000 to 4,400 pounds of flour, have been in widespread use for a number of years. They are most practical for in-plant storage.

Despite their relatively high cost, they can work very well into an overall system because of their flexibility. Very little manpower is required in the loading operation and a simple dumping and blending setup can be used to feed into existing flour handling equipment. Little conveying equipment is required.

In most plants you will find cylindrical tanks over the presses with from two to ten thousand pound capacity. In a bulk system there should be at least 20,000 pounds over the presses. The surge hoppers, if properly controlled, can keep the press supplied during the two shifts each day when a man is not present to handle flour. Horizontal tanks are often quite suitable for this purpose because they are easily installed into existing buildings.

The very most important step in the development of a bulk handling program is a thorough preliminary analysis in which management is made familiar with all cost factors entering into the bulk program.

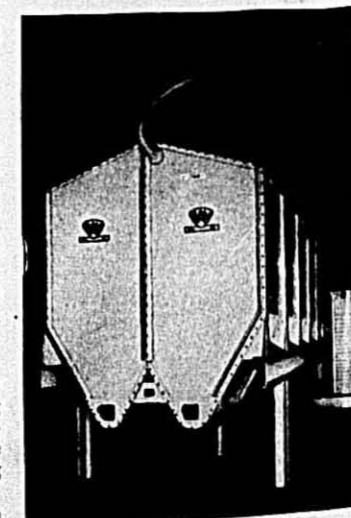
Improper planning can easily tie a plant up with a tremendous unwarranted investment in an inflexible system which may severely limit the number

of kinds of flour that can be used, require a lot of labor, and make it impossible, at any given time, to tell how much flour is on hand and in process.

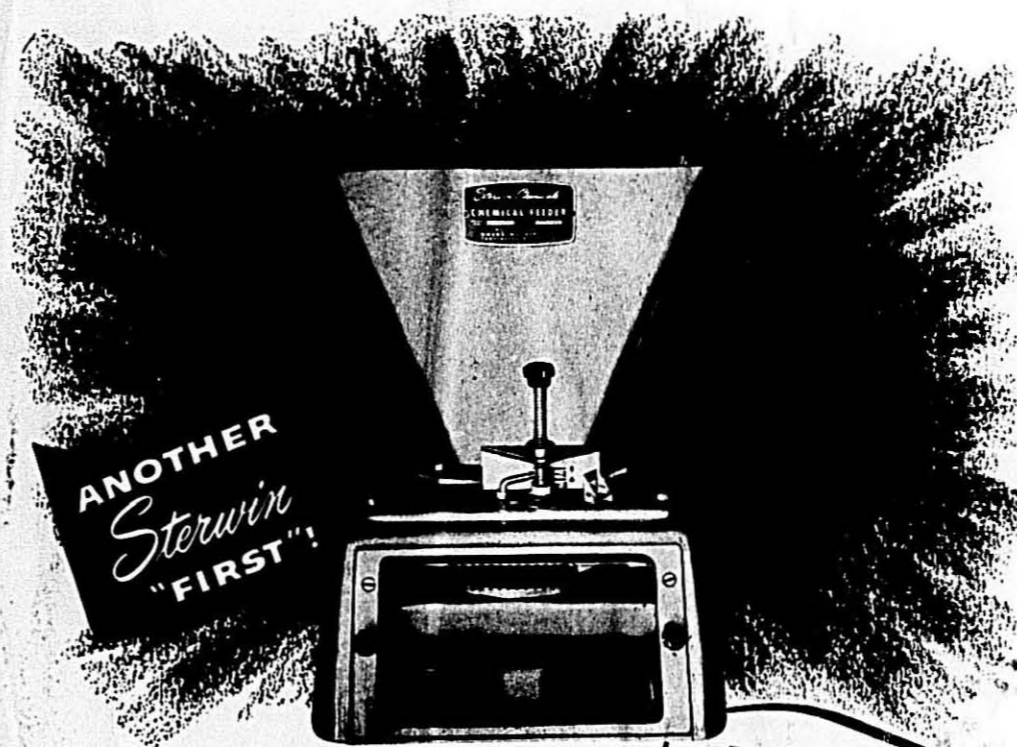
Proper planning can result in a flexible, versatile system that can return its cost quickly in labor and other savings.

Horizontal Bins for Bulk Flour

The Day Horizontal Storage Bins shown in the Excelsior Baking Co. photograph handles a full truck load (400 cwt.) of flour. It is pneumatically loaded and mechanically emptied, eliminating all the problems of bag cost, handling and storage. By eliminating manual handling of bags, bakers report savings from 15¢ to 25¢ per cwt. With the Day Bulk Storage Bin materials can be conveyed and discharged, at the point of use, automatically.



DAY HORIZONTAL Bulk Flour Storage Bin used by Excelsior Baking Company, Minneapolis, Minn.



The NEW Precision STERWIN FEEDER for dry powders

THERE'S EASY, accurate, trouble-free feeding of macaroni enrichment mixtures every time you set the feed-rate knob and throw the switch on the new Sterwin Feeder.

For the feed rate is controlled by a precise micrometer adjustment, assuring unprecedented accuracy and uniformity and requiring a minimum of operator's attention.

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FEATURES OF THE STERWIN FEEDER

- 1 Transparent front door allows full view of operation.
- 2 Feed rates obtained by single adjustment knob.
- 3 Range: 4 oz. to 5 lbs. per hour at low speed, 3 lbs. to 60 lbs. at high speed. Special, easily changed gears for higher rates.
- 4 Floor space only 22" x 27" . . . height 27".
- 5 Transparent lid gives complete view of contents.

Census of the Macaroni Industry

The U. S. Census Bureau, Department of Commerce, is getting ready to count noses of who was making macaroni in 1951.

The Census of Manufactures provides a comprehensive measure of the location, size and output of some 450 industries embracing an estimated 275,000 manufacturing establishments in the United States. The Census summarizes quantities and values of manufactured products, employment and payrolls, consumption of raw materials, expenditures for plant and equipment, value of product shipped, and other data.

Manufacturers will have thirty days to reply to the government questionnaire and must reply, according to law. There is a \$500 fine or a three month's jail term for those ignoring the Census questionnaire. The U. S. Census Bureau, on the other hand, promises to keep the information about individual companies strictly confidential. Every Census Bureau official taking part in the count is sworn to secrecy. Information given to the Bureau cannot be passed along to any other government agency for use against an individual firm. The questionnaire promises that they cannot be used for purposes of taxation, investigation or regulation.

The Census provides business with information obtainable in no other way. Many businessmen frequently use Census data without realizing its source. They rely upon trade reports and financial publications which develop their information on trends and charges and future prospects by reference to Census data. The Census Bureau collects and compiles the statistical information, but the trade associations and other agencies serving business distribute it. The Census Bureau does not interpret the data it collects; it leaves that to those whose business it is to do that work.

The last Census of Macaroni Manufacturers in the United States is for the year 1947. At that time 226 establishments were making macaroni, spaghetti and egg noodles. This was a decrease from the previous Census of 1939 when 328 plants were doing business. The mortality of individual firms has continued since 1947, while the volume of business being done by the remaining plants has increased. A record number of macaroni firms were manufacturing in 1919, when the count was 557. There were only 296 plants in existence in the depression year of 1933, though two years later some 40 more plants had started business.

Of the 226 plants counted in 1947, 16 were in New England, 77 in the Middle Atlantic states, 62 in the North Central area, 25 in the South and 46 on the West Coast.

The industry in that year employed 8,013 people. Salaries and wages to-

taled \$18,763,000. 67 plants employed 1 to 4 employees, while only 22 employed over 100 employees.

Total shipments by the industry was valued at \$112,094,000. 7,978,000 sacks of flour, including semolina, were consumed by the industry in 1947, valued at \$48,061,000, or about \$6.00 a bag.

12,326,000 pounds of eggs were consumed by the industry, valued at some \$5,571,000.

The industry has grown considerably since 1947, but the exact amount of growth will be known only when the final Census reports are in.

Manufacturers are urged to return complete information promptly. Delays and inaccuracies decrease the value of the report and cause expensive follow-up and rechecking. Full cooperation from every manufacturing unit will provide valuable information to the industry and individual manufacturer.

Canada's Macaroni Industry Gains

Canadian manufacturers sold 70,783,848 lbs. of macaroni, spaghetti, vermicelli, noodles and similar products in 1953, 2,160,452 lbs. or 3% more than in 1952. However, the value of shipments was down by \$368,650 to \$8,059,907, a 4% drop.

Statistics compiled by the Dominion Bureau of Statistics recently released show that the 14 Canadian plants in the macaroni and kindred products industry shipped 69,151,488 lbs. of the total compared with 66,775,308 lbs. shipped by the 13 plants in the industry in 1952. These shipments were valued at \$7,883,198 in 1953 compared with \$8,231,688 in the preceding year. Gross value of all products of the industry declined to \$8,124,698 from \$8,536,320.

In contrast, material costs increased to \$1,787,233 from \$1,587,616 while payrolls advanced to \$1,399,242 from \$1,397,762.

General Mills' "Truck-A-Bin"

The Flour Division of General Mills has announced development of a revolutionary new "Truck-A-Bin" for use with motor carriers. Company officials said it promises to establish new standards of economy in the bulk handling of bakers' flours.

The system combines the features of a mobile trailer-mounted bulk handling method with those a portable flour bin that can be adapted to suit the needs of bakers. It is a product of General Mills' long-term study of bulk flour handling and was developed by the Flour Division in close cooperation with the Fruehauf Trailer Company of Detroit, Michigan, world's largest builders of trailers.

General Mills will soon make the design available to the baking industry.

The Fruehauf Company will handle the sale and leasing of "Truck-A-Bins" throughout the United States.

The Flour Division has announced that the "Truck-A-Bin" method of flour handling will be presented to the baking industry as a service by General Mills. It will be available to bakers and millers generally, and in this respect is similar to the Brown-N-Serve Baking Process, which General Mills presented to the baking industry more than five years ago.

Flour Division officials emphasized that the "Truck-A-Bin" offers remarkable savings in time, labor and capital investment. And its application is not limited to bakers. It provides the same advantages to macaroni makers and others who can handle flour delivered in bulk.

The "Truck-A-Bin" is permanently mounted on a heavy-duty trailer chassis. Once at the plant, it becomes a sanitary weather-proof, space-saving storage bin. Two built-in, drop bottom, screw-type conveyors make unloading automatic. Each unit will hold 250 hundredweight of flour or one-fourth as much as the average bulk freight car.

The system eliminates in-plant installation of permanent storage facilities; the "Truck-A-Bin" itself becomes a storage unit. Other advantages of the method cited by General Mills:

1. Only a small electric motor is needed for unloading.
2. The unit can be quickly adapted to any off-track plant; loading and transportation is completely sanitary.
3. The "Truck-A-Bin" can be used to transport flour in bulk from any mill or public siding, or from a flour depot.

Inquiries on the system are being received jointly by the Fruehauf Trailer Company at Detroit and by General Mills' Flour Division in Minneapolis.

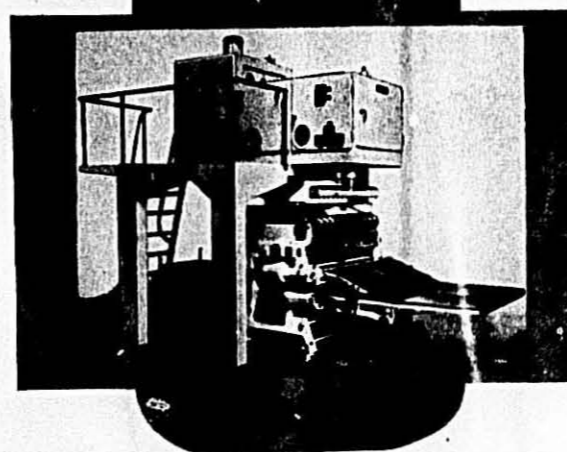
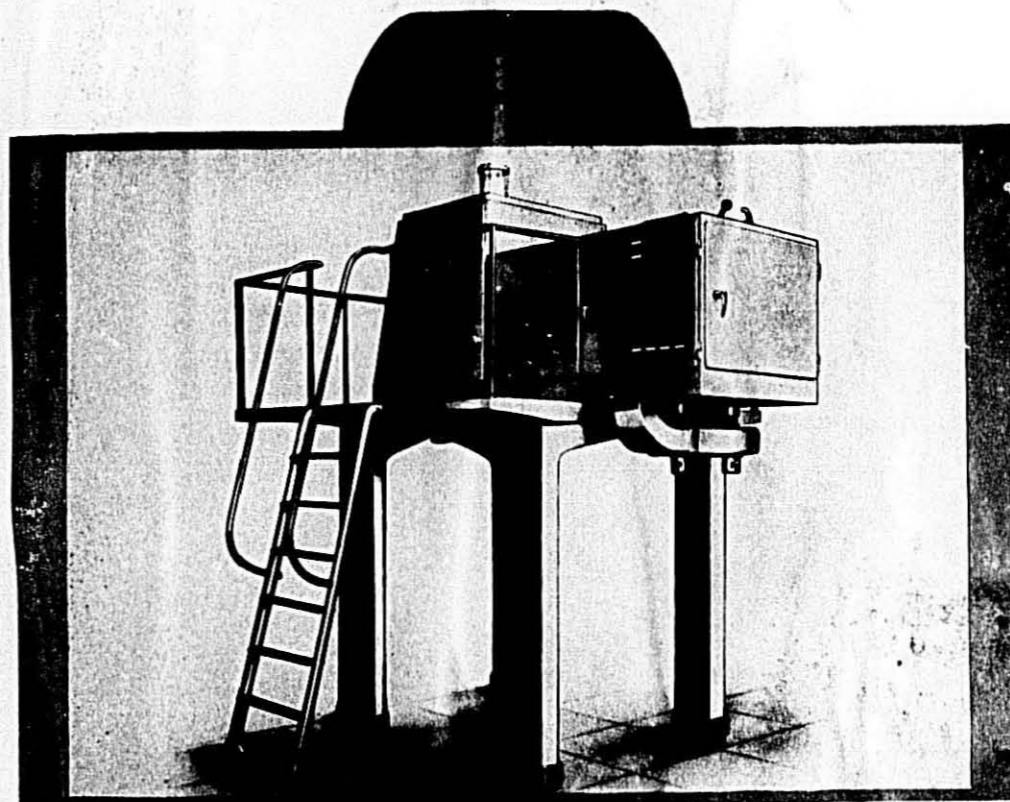
The idea for the "Truck-A-Bin" originated with the Flour Division and was perfected through an intensive developmental program. General Mills considers the system another important forward step by the milling and baking industries to meet market challenges with new ideas.

Frank Falk Retires

The retirement of Frank E. Falk, Vice President, General Mgr., of Rossotti California Lithograph Corp., San Francisco, Calif., was recently announced by Charles C. Rossotti, President of the California plant. Mr. Falk's plans for the future have not as yet been determined.

The California company is a subsidiary of Rossotti Lithograph Corporation with executive offices in North Bergen, N.J. The organization specializes in the lithographing of multi-color labels, folding cartons and carry-home containers.

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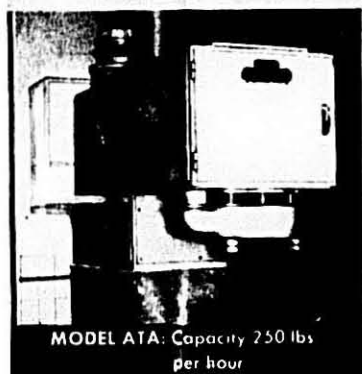
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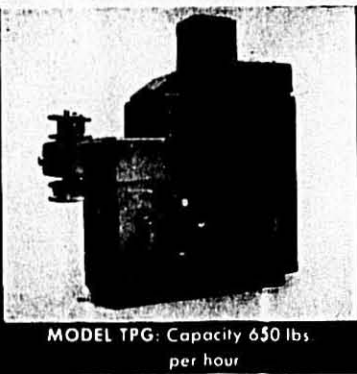
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BUHLER CONTINUOUS PRODUCTION PRESSES

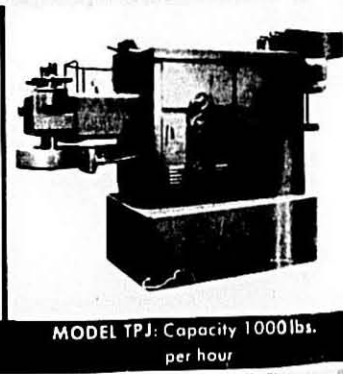
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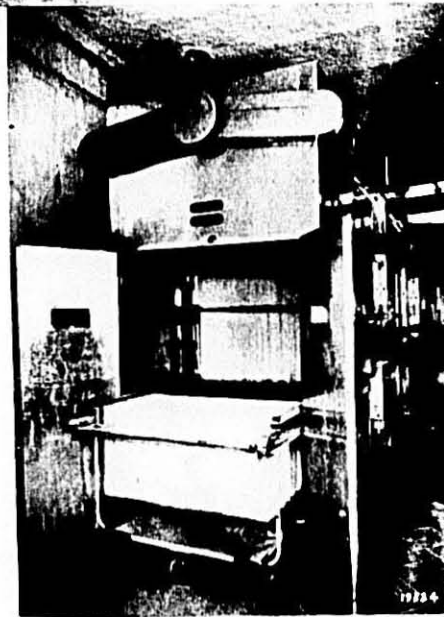


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Preliminary drying and finishing of any shape of long goods . . . quickly, economically and uniformly.

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



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WHAT ABOUT VITAMIN COOKING LOSSES IN ENRICHED MACARONI AND SPAGHETTI?

By G. R. Parman, Vitamin Division
Hoffmann-La Roche, Inc.

ALL foods containing water-soluble B vitamins and minerals will undergo losses of those vitamins and minerals during cooking in water. For example, the following vitamin cooking losses have been reported: Lima Beans, boiled 30 minutes in a minimum amount of water, 46 per cent; Green Cabbage, boiled 10 minutes, 52 per cent; Corn, boiled 10 minutes, 33 per cent; Potatoes, peeled and boiled or steamed, 90 per cent. The loss is due almost entirely to a portion of the vitamins leaching out of the food and dissolving in the cooking water. When this water is discarded, the vitamins are lost. The extent of the loss depends on many factors; the amount of water used, the time of cooking and the characteristics of the food. Certain foods, enriched macaroni is one, have the ability to somehow hang on to a substantial part of the vitamins present, even when overly large excesses of water are used in cooking.

Vitamin B losses during cooking due to heat and oxidation are, incidentally, very small. Charring temperatures must be reached before significant destruction occurs. As long as any cooking water is present in a food, such temperatures are never reached.

Enriched macaroni does, then, undergo a certain loss of the vitamins during cooking. These losses range from 30-50 per cent depending on the cooking method used. Owing to the peculiar ability of macaroni products to hang on to a portion of the vitamins during cooking, the above losses are not exceeded in normal cooking. These losses compare very favorably with the cooking losses in preparing other cooked foods.

| Food | Average Serving | B ₁ Content Milligrams | % of Minimum Daily Requirement |
|---------------------------|-----------------|-----------------------------------|--------------------------------|
| Lima Beans | ½ cup | 0.1 mg. | 10% |
| Green Cabbage | ½ cup | 0.03 mg. | 3% |
| Sweet Corn | ½ cup | 0.1 mg. | 10% |
| Potatoes | 1 medium | 0.01 mg. | 1% |
| Enriched Macaroni Product | ¾ cup | 0.8 mg. | 80% |

These figures are worth talking about. The vitamins, like calories, proteins and minerals are essential food substances. The healthy person should be able to get all of his daily needs of the vitamins from the food he eats. With many cooked foods, the consumer would

However, macaroni enrichment overcomes the inherent disadvantage in that the enrichment levels are designed to offset these losses. The cooked product contains approximately the same levels of vitamins found in the original whole wheat grain before milling, processing and cooking. This is done by adding the vitamins and iron to the flour at a sufficiently higher level to compensate for the cooking losses. The exact overages used for each vitamin were determined at the hearings on Standards of Identity for macaroni products after a careful study of the comprehensive and detailed data on cooking losses which had been compiled by numerous laboratories. The ability to easily and economically adjust enrichment levels to offset cooking and other losses is one of the many advantages of enrichment.

The losses of nutrients in foods during cooking are often overlooked. The vitamin content of foods is usually given before cooking and it is often taken for granted that the nutrients are still there in the same amounts after cooking. Such is not the case for many foods, but the high nutritional value of enriched macaroni products is still there after cooking. This special attribute of enriched macaroni products is especially significant when comparisons are made with other foods.

For simplicity, vitamin B₁ contents can be taken as an example. The other B vitamins show similar results. The minimum daily requirement for vitamin B₁ for the healthy adult to maintain good health is one milligram. The average serving of the following foods according to published data will provide, after cooking by typical methods:

have to eat very large amounts to begin to approach his daily requirements for the vitamins owing to excessive cooking losses. Enriched macaroni, on the other hand, provides, after cooking, significant amounts of the B vitamins as well as energy, protein, and good eating.

La Rosa Introduces Italian Sausages in Sauce

V. La Rosa & Sons, Inc., Brooklyn, New York have announced the newest addition to their line of Italian-style food products—sauce with sausage links. This is the first time Italian-style sausages have been offered to the American housewife. They're ready to eat, just heat and serve.

These sausages are made by La Rosa from choice cuts of pure pork blended with natural spices. Each sausage is individually broiled in infra-red broilers until crispy brown outside—tender inside, to give it real Italian taste.

"Best of all," says Vincent S. La Rosa, in charge of advertising, "the cook of



La Rosa Sauce with Sausage.

the house can now serve the whole family a variety of delicious dinners using these new Italian-style sausages in sauce. Favorite dishes like spaghetti or macaroni and sausages are simple and quick to prepare—because both sausages and sauce are packed together. They just have to be heated and served with the La Rosa spaghetti or macaroni to make a complete meal."

These new Italian-style sausages in sauce come packed in handy 15½ oz. can under the traditional La Rosa label. Retail price is about 50¢.

This new La Rosa product will be supported with strong television, radio and carcard advertising according to Mr. La Rosa. Television spot announcements are now being filled and as many as 30 announcements per week will be scheduled in each city.

Packaging Show

Some 30,000 business executives from all parts of the United States and a number of foreign countries are expected to attend the American Management Association's 24th National Packaging Exposition in Chicago April 18-21.

guaranteed 80% protein

lighter color

adds strength

Kesco Gum Gluten

reduces mashing

increases stability

Better macaroni, spaghetti and noodles are now possible regardless of the Durum situation. Kesco 80% Gum Gluten has been used by leading food processors for many years. Its high quality and lighter color can help you produce a superior product.

Made by the processors of wheat and other grain products for industry since 1898

THE KESCO COMPANY
COLUMBUS 19, OHIO

FOOD, THE NATION'S BIGGEST BUSINESS

Condensed from Life Magazine

Americans are prize specimens of what good feeding does to a people, each generation being taller, bigger and healthier than the preceding one, and each has a longer life expectancy. It is significant that ours is the only country where overeating is a problem.

The single healthiest thing about the nation itself is the fact that it can actually turn out more food than we use. Population has increased 50% in three decades, total available farm acreage has increased very little, and yet Americans are getting bigger yields of food out of the same amount of land, an incredible accomplishment.

In 1800 most of the 5.3 million people in the U. S. were farmers who could each produce enough to feed himself and one third the needs of a second person. By 1955, 88% of the people in the United States were out of agriculture, and each farmer remaining can produce enough to feed 17 other people in addition to himself.

Americans were once pretty self-sufficient, pretty local and seasonal in their diet. Through the years by a series of successive revolutions in transport, refrigeration and packaging the national diet has changed, and a new development—the supermarket—has emerged. Its familiar cart carries most of the \$73 billion food basket which the U. S. creates and consumes each year.

Many Americans own deep freezers, enabling them to keep miniature supermarkets of their own, including complete meals which only need to be heated and served.

Nearly all Americans now can enjoy a luxury diet due to the increasingly productive land. Part of this increase results from merchandising some farms into split-second commercial operations

that rival a factory assembly line.

In all their great prosperity American farmers are not independent of the rest of the world. Many foreign markets must be found for American farm products and without a long list of imports, the American diet would lose half of its variety. Food and agriculture combined represent America's greatest single stake in foreign trade. Since the long farm depression of the '20s agriculture has become a protected and protectionist industry, but steps are gradually being taken to liberalize trade and getting our domestic and international food markets back into a common price system.

A greater world trade in food would help to alleviate hunger in foreign countries, but the world's population continues to increase, faster than the production of food. The death rate has been cut so much due to the spread of antibiotic wonder drugs that the world's population has increased by 25 million people yearly. Even America's population is expected to reach 200 million by 1970.

The danger of over-population could be averted in most countries by industrializing them. History has shown that the birth rate levels off whenever a nation has been able to industrialize and take the people off the farms.

In most underdeveloped nations, their agricultural methods date back to Biblical days. Agronomists estimate that if available knowledge were adopted in these backward nations, there would be no problem of semistarved people in this world.

The real problem, therefore, of American abundance is to be able to spread the technology to enable the world to industrialize and feed itself.

"Life" Turns Spotlight On Food

Life Magazine let their all-seeing photographers and reporters loose on the food industry for their lead-off issue of 1955. Among their chosen stops, was a visit to the New York plant of V. La Rosa & Sons to get photographic and factual material which "Life" captioned, "Plant of V. La Rosa & Sons, Inc., world's largest maker of Macaroni Products". In devoting their complete issue to the food industry, "Life" shows the nation just how macaroni and other American food staples are produced. . . And how these manufacturers' progressive techniques have made food America's biggest business.

Asked to comment on the magazine issue, Vincent S. La Rosa, advertising V.P. of V. La Rosa & Sons, said "All of us in the Macaroni Industry know the importance of modern food manufacturing methods in America today—now the American public, too, can see how the food industry has become an integral part of the economy, and the American way of living".

He was joined by top executives throughout the food industry, who added their note of approval for this story about the American market basket.



DON W. KNUTSEN

GM Names D. W. Knutsen Central Sales Manager

General Mills, Inc., Minneapolis announces the appointment of Donald W. Knutsen as Durum Sales Manager, Central Area.

Mr. Knutsen, who joined General Mills in 1946, formerly represented the company on the West Coast. He was transferred to the Central Area earlier this year.

Mr. Knutsen has become well known to the macaroni trade in the Central Area. His Chicago Office is located at 208 South LaSalle Street.

48% of the Grocery Business is Done by Supers

An exhaustive study by The American Weekly, New York City, reveals that supermarkets did 48% of the grocery store business in 1953, though representing only 5% of the outlets. The American Weekly defines a supermarket as a grocery store with at least four self-service departments. The number of supermarkets as of January 1, 1955 is given as 17,667. The estimated supermarket sales for the year 1953 is over \$16,200,000,000. Estimated retail grocery store sales for 1953 is \$33,600,000,000. Eliminated from consideration were sales in stores specializing in meats, eggs, poultry, dairy products, baked goods and candy.

Almost 80% of the supermarket sales are made in only 324 of the nation's 3,073 counties. The 324 counties have 62% of the population and 61% of the families. 1373 or 45%

of all counties have no supermarkets, account for less than 11% of the population, control only 6.7% of the spendable income and made less than 7% of all retail grocery store purchases.

Supermarkets increased from 4,892 in 1939 to 17,667 in 1953. Their sales have increased 108% from 1948 to 1953. From 1939 to 1953 the number of all grocery stores declined from 387,000 to 342,000—although sales per outlet climbed 50% from 1948 to 1953.

Family growth has been faster than population growth from 1948 to 1953—families up 17%, population up 10%. Suburban population increased 46% from 1940 to 1950 as compared to 18% inside corporate limits of central cities. Supers have followed the trend by locating 66% of the 1953 openings in suburban communities.

Dott. Ingg. M. G.

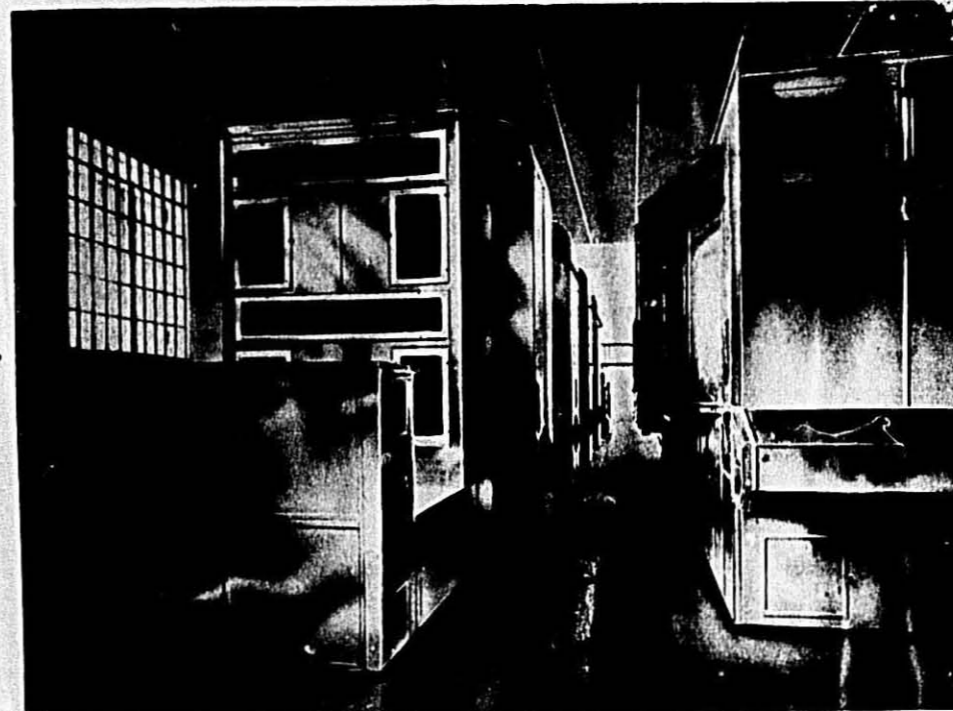
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Heinz Urges "Good Eating"

H. J. Heinz, president of H. J. Heinz Company, calls upon the nation's food industry to accept its responsibility to help educate the public in adopting nutritionally desirable food habits, which are both needed and wanted.

"The public, as well as the industry, has much to gain from a broader understanding and practice of the findings arising from nutrition research," he stated in addressing the annual meeting of the Grocery Manufacturers of America.

Mr. Heinz urged:

"It is our responsibility to see that better food habits in nutrition, quality and flavor are placed on the tables of the nation," he said. "If we do not succeed in that aim, we will have wasted a lot of money spent on improving methods of raising crops, processing those crops and placing them on the grocer's shelf. If we do not meet this challenge we will miss our opportunity to broaden our market."

Pointing out that it is estimated that the country's population will soar to 190 million people by 1975, Mr. Heinz asserted, "There is no question in my mind that agriculture and the processed food industry will combine to feed that population even better than people are eating today. It means that we are going to serve five plates of food for every four plates served a few years ago."

Expressing dissatisfaction with foods that are lacking in flavor as well as nutritive qualities, Mr. Heinz said, "One of the things we can do, obviously, is to improve the taste qualities of our product. Likewise, we can help educate the housewife to use it so that it reaches the dinner table with all the flavor that good cooking can give it. Flavor is important, for people will not be well-fed unless they like the food



HERE'S GOOD EATING. Ted Sills and Bob Green check Tuna-Macaroni Bake poster.

available, no matter how nutritious it may be."

Nutrition, Mr. Heinz reported, is the next great challenge facing the food industry.

"As suppliers of food, we must be shocked at the prevalence of poor nutrition among the American people," he said. "This is not a matter of income alone. It has been discovered that in the diets of families with annual incomes of \$5,000 to \$7,000, 50 per cent did not meet the recommended dietary allowances. One can spend a lot for food and not get an adequate diet."

"The food industry has been so concerned with processing, distribution and convenience that it has relegated nutrition to the scientists on the one hand and to the food faddists on the other. In the absence of sound information, the public falls victim to the half truths

and misrepresentations of faddists and quacks and to the erroneous claims of others who are misinformed."

He urged the industry to support the educational program which is now under consideration by the Nutrition Foundation, established by the food processing industry in 1912.

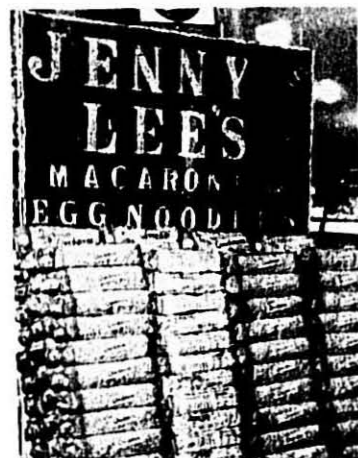
"I can think of no more inspired means of discharging our true social responsibility to the American people," he said. "A most challenging opportunity lies in the introduction of nutritional understanding to school children beginning at the lowest grade levels and increasing the scientific nature of information parallel with the advancing school curriculum. Good food habits formed early are the assurance of a future healthy America. There is ample evidence that the majority of our population both need and want sound nutrition education."

Good Displays Sell Macaroni

Macaroni products have been displayed in hundreds of ways but Jerry Geru, manager of the Plymouth Street Store of the O. P. Skaggs Company, Sioux City, Iowa, really came up with a new one. Using Jenny Lee's Salad Macaroni, Roctens and Quickies, he made a display by gluing the pieces to a background, spelling out "Jenny Lee's Macaroni & Egg Noodles" and then covering the lettering with cellophane for protection. He reports that it got almost 50 cases of attention during the first week he had it up.

90 Years Old

A. Goodman & Sons, Inc. of Long Island City, New York, are celebrating their Ninetieth Anniversary this year. They were established in 1865.



A Merchandise Mover.

Trudeau, Inc. Buys Quality Macaroni

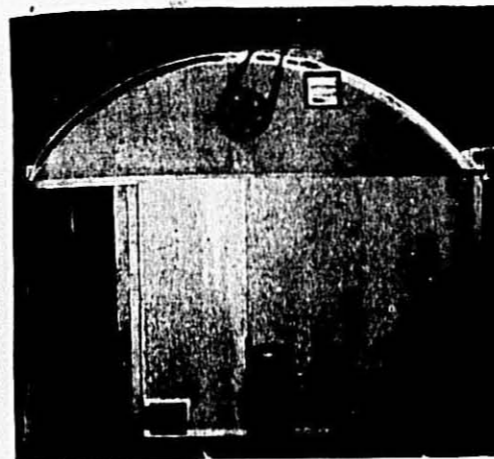
Quality Macaroni Company of St. Paul, Minnesota has been sold to Trudeau, Inc.

The company, established in 1911, will continue under the same name and management. Maurice L. Ryan will be vice-president in charge of sales.

Oscar G. Trudeau, president of Trudeau, Inc., a raw materials food and packaging supplies brokerage company, will be president of the Quality Macaroni Co. in addition to Trudeau, Inc.

Trudeau founded the Trudeau Candies, Inc., in St. Paul in 1931 and sold it to Pearson Candy Co. of Minneapolis in 1951 after it had developed into a candy specialties company with national distribution.

Trudeau and his associates plan to expand the Quality Company with a variety of new ideas for the product, Trudeau said.



Exterior View—Lazzaro Drying Room

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REFLECTIONS

by
M. J.



FEBRUARY Cleanings and Recollections 35 Years Ago

The leading query of the industry in 1920—"Macaroni Week, why not have one?"—"USE ADVERTISING—DO NOT ABUSE IT", a timely suggestion by an advertising authority . . . The special convention of NMMA in Hotel . . . Chicago, February 15 at which President James T. Williams presided, the conference adopted Attorney Frank Williams' plan for chartering the National Macaroni Manufacturers Association under the laws of Illinois and naming Braidwood, Illinois as the organization's headquarters . . . It also approved a new constitution and by-laws and voted to increase annual dues to \$10, \$15, \$20 and \$25 a year . . . According to the capacity of the member firm, plus \$10 joining fee . . . 20 Points About Macaroni were listed, . . . they are still applicable now . . . Manufacturer quits,—the Italian Macaroni Co., Utica, N.Y. offers equipment for sale, according to George M. Warner, general manager . . . New durum mill erected in St. Paul by Semola Milling Co. . . . 21 potato-raising States report spuds are scarce, with fewer than 2,000,000 bushels on hand as of January 1st . . . Commander Mill Co. announces the construction of a new durum mill at Stillwater, Minn. to be in production May 1920.

25 Years Ago

Cover message, a telegram from New York City, February 11 from President Frank J. Tharinger of NMMA read: "Four year macaroni Educational Advertising Campaign approved today by the Board of Directors. (Stop) Over three quarter million dollars already subscribed. (Stop) Assures success of this vital project. Let's go!" . . . The first of what was to become a continuing series of mid-year meetings was held in the Palmer House, Chicago, January 21, 1930 with 23 manufacturers from cities between the Alleghenies and the Rockies in attendance . . . Henry Mueller, president of C. F. Mueller Co., Jersey City and president of the National Macaroni Manufacturers Association (1922-1928) as the principal speaker before the Jersey City Rotary Club told a very interesting story of Macaroni, replete with moving pictures showing the manufacturing and packaging processes . . . Louis S. Vagnino, Vice-President of the American Macaroni Co. and general

manager of the Faust Macaroni Co. division was inaugurated as president of St. Louis Association of Manufacturers Representatives at a dinner in Chase Hotel, January 11, 1930.

15 Years Ago

"COMING OF AGE", editorializes The Macaroni Journal, on its April, 1910 issue planned to celebrate TWENTY-ONE YEARS OF SERVICE to the trade. Proposal of what was later to become an annual feature on future birthdays was made by President J. H. D'Amore, NMMA as a means of pulling the National Association out of the red. Its main and purpose was effectuated by M. J. Donna, NMMA's Secretary Treasurer, the Journal's managing Editor and the founder and manager of The Macaroni Institute . . . "A better year for macaroni makers in 1940" was the theme of the conference at the mid-year meeting in Morrison Hotel, Chicago, January 21, 1940 . . . The NMMA adopts the Standards of Identity as recommended by the Standards Committee composed of past president, Philip R. Winebrenner and Research Director, R. R. Jacobs for presentation to the U. S. Department of Agriculture . . . Macaroni Manufacturers join other food traders in opposing "Bread and Britches" legislation under the processing tax planned by the Department of Agriculture . . . Pictured in the February issue is the new home of Prince Macaroni Manufacturing Company, Lowell, Mass. . . . The Independent Macaroni Co., Mount Vernon, N.Y., Francesco Patrono, president, went into voluntary bankruptcy, January 15, 1940 . . . Pat H. Hoy was named general manager of Amber Milling Co., Minneapolis, effective February 15, 1940.

5 Years Ago

Winter Conference at Miami Beach, Florida, creates CONFIDENCE, stresses the lead editorial. . . For 1949, 71 macaroni-noodle manufacturers paid \$12,163.10 for Association Dues. . . 89 manufacturers and allies contributed \$16,552.13 in support of the work of The National Macaroni Institute in 1949. . . "Let's Reflect" suggests past president C. W. Wolfe at the Winter Meeting last month. "Each of us represent the heart of our business, and we think the heart is all right. Maybe so, but what about our liver, kidneys, blood-vessels, arms and legs of our business?" . . . P. M. Petersen, general manager of the Capital Flour Mills di-

vision of the International Milling Company, Minneapolis was named a Director of his firm at its annual meeting. . . The Rossottis, Albert and Charles, again were hosts at the Rossotti Lithographing Company's popular Spaghetti Supper at the Miami Beach Winter Meeting. . . Golden Grain Macaroni Co., San Francisco, Calif. announced plans for a new half million dollar plant at San Leandro, Calif.

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FOR SALE: One 14 1/2 inch Stallone Hydraulic Press complete with pipes and pump, for long and short cut macaroni. Also one 12 1/2 inch Hydraulic Press complete with pipes, pump and four dies, for long paste only. Write No. 113, Macaroni Journal, Palatine, Illinois.

51st ANNUAL MEETING
June 7, 22, 23, 1955
De! Coronado, California

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The Vital Story of FARINA and PASTINA ENRICHMENT

by Science Writer

This article is one of a series devoted to the story of vitamin enriched or restored cereal foods; white bread and rolls, white flour, corn meal and grits, macaroni products, white rice, breakfast cereals and farina.

What is Farina? Sometimes called the "heart of the wheat," farina is wheat (other than durum varieties) which has been ground and bolted in granular form and from which virtually all of the bran coat and germ have been removed.

It is an excellent source of food energy, providing 370 calories per 100 grams. Its composition is largely carbohydrate (77.4 grams per 100 grams) with some protein value (10.9 grams per 100 grams) and low fat content.

This excellent, palatable food makes a fine dish for infants and children at any meal. For adults it is particularly good as a breakfast food when served with cooked or dried fruits. Being bland, it has a special place in the diets of the elderly and invalids of all ages.

Pastina Defined. Pastina is the product which is derived from durum wheat and with which egg yolks and sometimes other ingredients are processed. It, too, is an excellent food for babies and children and has a special place in adult diets, being used as a cereal or by being added to soups and broths.

Why Enrich Farina and Pastina? Because so much of the vitamin and mineral content of the wheat is contained in the germ and bran which must be removed to make farina and pastina, enrichment to restore important values is absolutely necessary.

Enriched Farina. The Food and Drug Administration of the U. S. Department of Health, Education and Welfare has established minimum levels of these essential food elements which all enriched farina, sold in interstate commerce, must meet. These are as follows. All figures are in milligrams per pound.

| | |
|--------------------------------------|------|
| Thiamine (vitamin B ₁) | 1.66 |
| Riboflavin (vitamin B ₂) | 1.20 |
| Niacin | 6.00 |
| Iron | 6.00 |

In addition to the above, the F. & D. A. allows the addition of other food elements at the manufacturer's option.

Among these are:

Vitamin D . . . 250 U.S.P. units per pound
Calcium . . . 500 milligrams per pound

Enriched Pastina. Enrichment requirements for macaroni and noodle products, of which pastina is one, are as follows. All figures are in milligrams per pound and

INSIDE SCIENCE

include allowances for losses which may occur in cooking. These are standards established for the consumer by the Food and Drug Administration.

| | Min. | Max. |
|--------------------------------------|------|------|
| Thiamine (vitamin B ₁) | 4.0 | 5.0 |
| Riboflavin (vitamin B ₂) | 1.7 | 2.2 |
| Niacin | 27.0 | 40.0 |
| Iron | 13.0 | 16.5 |

Again, the F. & D. A. allows manufacturers to add optional ingredients including vitamin D and calcium in the quantities noted below.

| | Min. | Max. |
|-----------|------|-----------------------------|
| Vitamin D | 250 | 1000 (U.S.P. units per lb.) |
| Calcium | 500 | 625 (mg. per lb.) |

Enrichment's Simplicity. Enrichment is really a simple process. The enriching ingredients (vitamins and minerals) are added to the food during processing. The consumer then receives farina or pastina which equals or exceeds the values of the original wheat in vital important vitamins and minerals.

Physicians, nutritionists, dietitians—and consumers—support enrichment enthusiastically. It is such an important factor in public health that not only farina and pastina and other macaroni products, but family white flour, white bread and rolls, corn meal and grits and white rice are enriched.

Duplicating Nature. The science of chemistry is so advanced these days that many of Nature's complex substances can be duplicated in the laboratory. This has happened with many vitamins. First, the chemical composition is learned. Second, the pure substance is isolated. Third, a "duplicate" is made by synthesis. And fourth, the laboratory techniques are extended to large scale operation. The manufactured duplicate is identical chemically and in biological activity with Nature's own product. A vitamin is still a vitamin regardless of its source. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.

The Hoffmann-La Roche people make top-quality vitamins actually by the tons. To do this they use amazingly complex processes with scientific production controls and the latest equipment which fill buildings each a city block square and many stories high.

Reprints of this article, and all others in the series, are available without charge. Please send your request to the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 286 St. Paul St., West, Montreal, Quebec.

THE MACARONI JOURNAL

**Volume 36
No. 10**

February, 1955

Disclaimer: Pages 44 thru end of issue are extensively deteriorated
and cannot be filmed because handling will cause further damage.