

**THE
MACARONI
JOURNAL**

**Volume 38
No. 7**

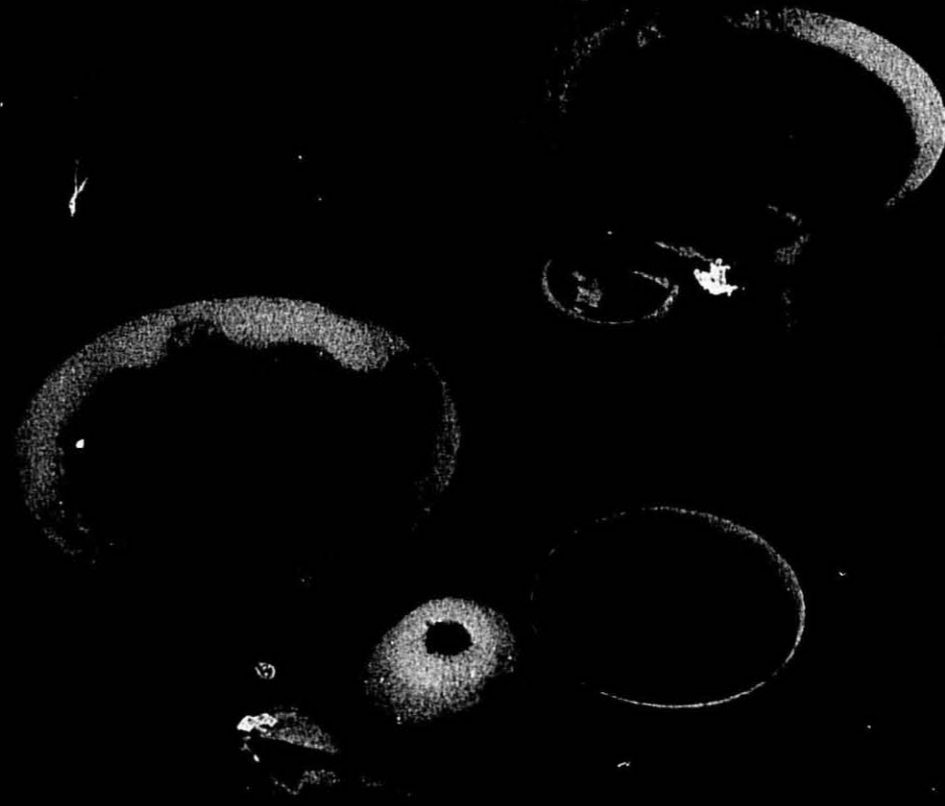
November, 1956

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



NOVEMBER, 1956



Your Package Can Be . . . YOUR BEST SALESMAN!

BUT Only If It Meets The Public Eye In Modern Dress.

It has been reliably stated that 80% of the Food Packages sold in Self-Service stores today lack the fundamental sales-making quality of Appetite appeal.

Is your package qualified to compete successfully under modern merchandising conditions? Where more than 60% of all consumer buying decisions are made right in the store? On the Impulse of the Moment? Whether or not your package appeals to the appetite of the shopper at that critical Instant-Of-Decision, more often than not determines whether you make or lose a sale.

Your package today must carry more of the sales load than ever before. Unless it does its job successfully you are losing sales every day.

Our job at Rossotti is creating and producing packages for Macaroni Products that will do their job successfully.

The list of our customers reads like Who's Who in the Macaroni Field. Many of them have been with us for more than two generations. During that time they have forged ahead to positions of leadership, and even under today's tough competitive conditions are increasing that leadership.

There must be a reason for their confidence in us. There is a reason. The reason is that Rossotti Designed and Produced packages pay them in increased sales. In increased leadership. And in increased profits.



Will you make this simple test? Cut out this Pictorial and place it on your present package. Doesn't it whet your appetite for a good, appetizing Macaroni dish? It will have the same effect on shoppers in Self-Service stores.

We will be happy to consult with you on your packaging Problems. There is a qualified Rossotti representative near you. He has many helpful facts and figures at his fingertips. Just call or write us for an appointment. It could be the beginning of a very profitable increase in your sales.

Rossotti

"FIRST IN MACARONI PACKAGING"

ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonnelle Ave., North Bergen, New Jersey
ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
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November, 1956

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Plain Facts

The reputation of your top brand begins with
the Semolina you use.

Amber's No. 1 Semolina is uniformly superior in
color and quality . . . every shipment.

Increasing numbers of America's quality Maca-
roni Manufacturers rely upon this uniformity of
Amber's No. 1 Semolina to help safeguard the repu-
tation of their top brands.

Do you use Amber's No. 1 Semolina in your top
quality macaroni products?



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

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

The MACARONI JOURNAL

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Cover Photo

Here are the fixings for a spaghetti dinner low in calories, high in appeal. Developed by the home economists of the National Macaroni Institute — Spaghetti-Shrimp Italiano served with zucchini, mixed green salad, camembert cheese and crackers, black coffee or tea makes a good solid meal with less than 550 calories.

(National Macaroni Institute photo)

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November, 1956

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Macaroni Week Spurs Sales

BUSINESS is brisk. Cool weather across the country in August, bright prospects for durum in September, and National Macaroni Week in October have combined to push year-to-date production figures for macaroni, spaghetti and egg noodles about five per cent over a year ago.

Capturing consumer attention, National Macaroni Week performed its annual service of helping move merchandise off the grocer's shelves and onto Mrs. Home-maker's menu. Calorie counters were particularly impressed that macaroni and noodle products could be combined into low calorie menus.

As stated in one of many publicity releases sent to food editors by the National Macaroni Institute: "Probably one of the hardest things about dieting is watching other people eat favorite foods, foods that you would like to eat. Many calorie counters mistakenly forsake foods they like because they believe they are fattening. By wisely budgeting calories it's quite possible to enjoy an appetizing Italian dinner as shown in the menu below.

Low Calorie Menu

"Developed by the home economists of the National Macaroni Institute, this low calorie dinner will enable the busy American home-maker to serve a good solid meal to her family and at the same time offer a low calorie dinner to the conscientious weight-watchers. Just watch the smiles when you put this 550 calorie dinner before your dieters! Why not try it during National Macaroni Week, October 18-27?"

The menu: Spaghetti-Shrimp Italiano (recipe below), 1/2 cup Zucchini, and mixed green salad with 7 small leaves of escarole, 8 small leaves of chicory, 4 small leaves of romaine, garnished with 1/2 tablespoon of French dressing. For dessert, an ounce of Camembert Cheese with 3 saltines; black coffee or tea for beverage. Total calories: 550.

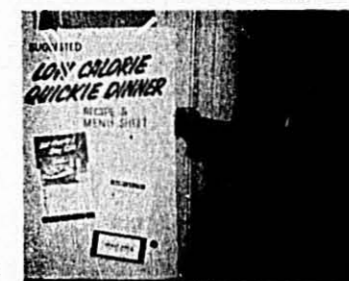
The following recipe for Spaghetti-Shrimp Italiano makes 4 servings:

1 1/2 teaspoons salad oil
1 medium-sized onion, chopped
1 clove garlic, chopped
1 1-pound can tomatoes
1 8-ounce can tomato sauce
Salt and pepper to taste
1/4 teaspoon oregano
2 1/2-ounce can shrimp, drained (about 21 shrimp)
1 tablespoon salt
3 quarts boiling water
8 ounces spaghetti

Heat oil; add onion and garlic. Cook 5 minutes. Add tomatoes, tomato sauce, salt and pepper and oregano. Cook over low heat, stirring occasionally, 30 minutes. Add shrimp and mix well. Heat to serving temperature.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti, so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve shrimp sauce over spaghetti.

Total calories, 1462. Calories per serving: 365.5.



Ted Sills suggests recipe and menu sheets.

Low Calorie Macaroni Menus, with some facts on macaroni's place in reducing diets. To call attention to related item displays or shelf sections, gummed paper "foot-prints" with the query "Calorie Conscious?" and a directional arrow, were placed on the store floor.

Related item displays for the most part featured canned goods used as ingredients in the Low Calorie Quickie Meal. Most often these included tomato products and cling peaches. But displays were built here and there with cheese and evaporated milk to take advantage of American Dairy Association promotions of dairy products and the October Cheese Festival.

Local advertising by macaroni manufacturers developed in every type of media: newspapers, regional magazines and rotogravure sections, on radio, television and billboards.

Plenty of Publicity

Even before National Macaroni Week officially began, publicity began to appear in Low Calorie Menu features and articles of background and interest concerning macaroni, spaghetti and egg noodles in magazines and newspapers. Two of the many fine breaks were McCall's October food feature, "Pasta — Italian-born, American-made," reported on pages 6 and 7, and "Plan for the Low Calorie Crowd" in Institutions for October, magazine of mass feeding and mass housing.

On a nationally televised network show early in October, Edgar Bergen and Charlie McCarthy interviewed Mr. and Mrs. Robert William of A-1 Foods, macaroni manufacturers in Los Angeles. Both Bob and Mary had ample opportunity to discuss at some length interesting facts about macaroni. In the quiz portion of "Do You Trust Your Wife?" they didn't hit the jackpot but they did go home with \$200 winnings.

Clippings from newspapers, wire services, syndicated columns and magazines are pouring in, indicating that the calorie-conscious consumer as well as the home-maker seeking good wholesome food, with infinite variety, and economy appeal as well as the nutritional lure were impressed by a goodly volume of placements during National Macaroni Week.

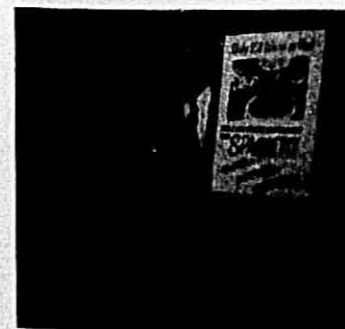


Pot McReynolds times Bob Green in building a display.

Macaroni manufacturers merchandised the Low Calorie Quickie Meal enthusiastically. An eastern firm developed a large Macaroni Week Banner to be used in windows and, where possible, inside the store. They used a display card showing the Low Calorie Quickie Meal as the center piece for related item displays. Recipes for the dishes on the menu were dispensed from shelf recipe-holders, and in other instances from recipe pads.

As the promotional manager explained, the merchandising follow-through was not only simple but complete. It was sufficiently flexible so that it could be used in practically any store, even those that have policies against using manufacturers' material. The basic tie-in item was the recipe slip and for a timely promotion of this type, most stores at least permitted the use of the shelf-dispenser for recipes. Many stores welcomed the related items displays and the news value of the National Macaroni Week Banner.

A midwestern company developed a store poster, a small folder with three



Sherwood Swan and Gene Marsh admire display.

Pasta — Italian-Born, American-Made

McCALL'S, regarded by some 12,000,000 readers as an authority on food and items of interest to women, had an October feature on "Pasta."

"Meet some of the family," it is suggested: "macaroni, spaghetti, lasagne, linguine, cannellini, cappelletti, fidelini, fettuccelle and dozens more. But long or short, thick or thin, in bows or shells or coxcombs or curls, there's no better meal than a pasta meal."

Author from Iowa

M. F. K. Fisher, an Irish girl from Iowa, writes: "Probably one of the best things Italy ever did for the world was to invent spaghetti and all the little curls and twists and strings of pasta, the same flour-and-water paste that is called lovely names like 'little reeds' (*cannelli*) and 'very little reeds' (*cannellini*) and *amorini* (little loves) and even some morsels named *tirabaci* (kiss catchers). . . ."

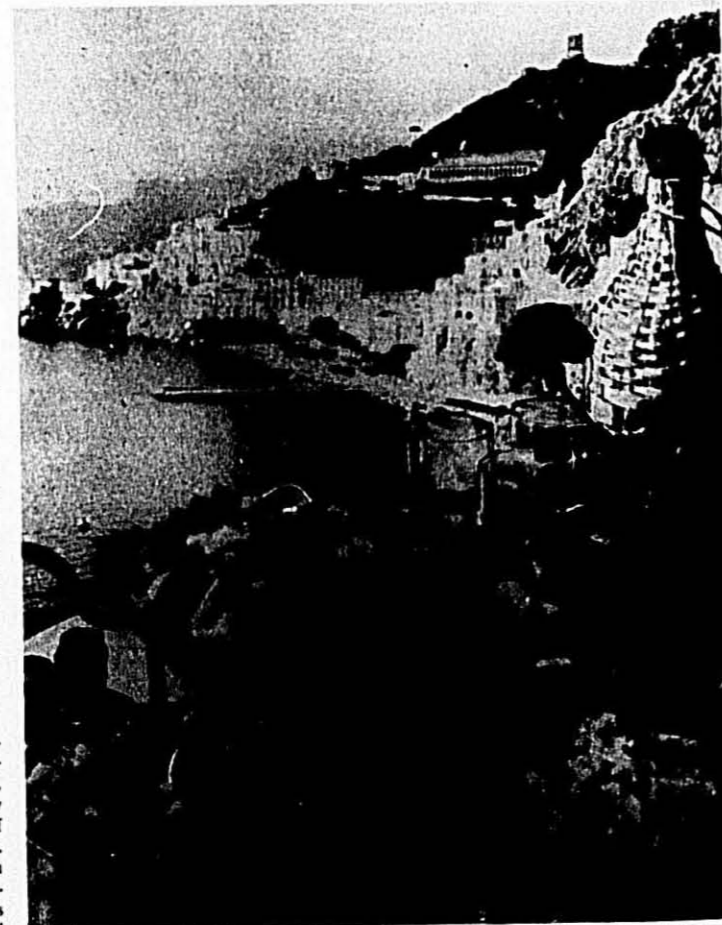
"There are infinite variations on this theme, of course, all in the macaroni family, with the dough spread out very thin and rolled into sheets which are then cut and twisted and otherwise played with, to make all the silly, delightful varieties of pasta we buy, cook, eat."

Special for Sunday

She then relates how her parents and her grandmother, living in Southern California, found a good Italian restaurant where Sunday dinner became an event to remember, comparable to birthdays, a saint's day, or even weddings. The monumental meals would always have steaming odorous pasta. "One time it would be little crinkled things, and another it would be shells. The next time it was fine silky 'angel hairs.' Once it would be served with plain sweet butter and grated, bitey cheese . . . the next, a sauce of field mushrooms and beefstock and herbs . . . then fresh rosemary and bits of lean ham with tomatoes . . . on and on."

Cooking in California

Now that she is older, she is still intrigued by the cooking of an Italian family in a little wine valley in California. The variety, the aromas, the philosophy of cookery tantalize her to the point of embarrassment in having to ask Mrs. Dinato, the neighbor, "What are you making today?" With patience and knowledge the answer is always, "Today, as always, I am cooking some pasta or other." The description of her sensations of sight and smell make memorable reading.



Pictured in the background is Amalfi, in the mountains by the sea. The dishes illustrated are (1) Ravioli, (2) Italian Vegetables with Pasta, and (3) Chicken Tetrazzini.

The article is illustrated with two double-page spreads in beautiful color as well as a pleasant little panel of four scenes of a child enjoying spaghetti.

The first full page illustration, adjoining the story and making up the first two-page spread, has as a background a scene of Amalfi. Illustrated in bright color in the foreground are ravioli, Italian vegetables and pasta, and tetrazzini.

The second spread has a background of a water scene in Naples. Dishes illus-

trated are lasagne, baked noodles, pasta e fagioli, minestrone, Theresa's spaghetti, and macaroni pie.

On the several pages of recipes are sauces including sauce all'Andrea, sauce alla maritima, sauce alla Romeo, sauce alla Genovese, sauce Gallia, sauce alla Spuma Di Giambone.

The finale of the feature is a section on "How to Choose and Use Pasta." This gives a general classification of shapes and general cooking methods.



Background is Naples. The dishes are (1) Lasagne, (2) Baked Noodles, (3) Pasta e Fagioli, (4) Minestrone, (5) Theresa's Spaghetti, and (6) Macaroni Pie.

TETRAZZINI

1 pkg (8 oz) noodles
1 cup fresh mushrooms or 1 can (3 oz) sliced
¼ cup butter or margarine
1 medium onion
3 tablespoons flour
2 teaspoons salt
Dash pepper
Dash cayenne pepper
2½ cups milk
2 cups cooked pork, chicken or turkey
2 tablespoons grated Parmesan cheese

Start your oven at 400F or moderately hot. Cook noodles until tender, according to package directions. Drain thoroughly.

Cut fresh mushrooms in slices (drain canned ones) and cook in butter or margarine along with chopped onion for several minutes or until onions look limp. Stir in the flour as smoothly as possible, season with salt and both kinds of pepper and add the milk gradually. Cook, stirring constantly, until sauce bubbles. Toss in the cubed meat or poultry and cheese. Cook again until mixture is heated through.

Put noodles in the bottom of a greased casserole or baking dish, making a cavity in the center and banking noodles around the

sides. Pour meat sauce in center and bake 12 to 15 minutes. Serves 6.

BAKED NOODLES

1 lb Italian sausage, sweet or hot
1 medium onion
2 cloves garlic
2 tablespoons salad or olive oil
1 can (1 lb 12 oz) tomatoes
½ cup water
½ teaspoon basil
1 pkg (1 lb) broad noodles
1 lb ricotta or cottage cheese
2 tablespoons water
½ cup grated Parmesan cheese
2 tablespoons chopped parsley

Cut sausage in thin slices; chop onion and garlic fine. Fry all three together in oil until onion looks limp. Stir in tomatoes, water and basil. Bring to a boil, then reduce heat and cook slowly for 1½ to 2 hours or until liquid is almost all absorbed.

While sausage mixture simmers, cook noodles in boiling, salted water until tender. Follow package directions. Drain. Now mix ricotta or cottage cheese in a bowl with 2 tablespoons water.

Start your oven at 350F or moderate and

grease a large casserole or baking dish. Arrange a layer of noodles on the bottom, cover with part of the meat sauce, some ricotta mixture and a sprinkling of Parmesan cheese. Repeat layers, finishing your casserole with ricotta and Parmesan layers. Bake 30 to 40 minutes and sprinkle with chopped parsley. Serves 6.

ITALIAN VEGETABLES WITH PASTA

1 medium onion
3 celery stalks
2 medium zucchini
1 small eggplant
2 green peppers
3 tomatoes
3 tablespoons olive or salad oil
1 teaspoon salt
3 tablespoons grated Parmesan cheese

Chop onion coarsely; cut remaining vegetables in 1-inch chunks. Cook all vegetables together in oil over a moderate heat until mixture is reduced to half the original volume. Season with salt and cook slowly for 8 to 10 minutes longer. Mix in the grated Parmesan cheese and serve hot with hot fresh-cooked macaroni, spaghetti or noodles. Enough for 6.

Calorie-Conscious Cookery In Institutions Magazine for October

"SOMEBODY'S always counting," says Institutions, magazine of mass feeding—mass housing, "so plan for the low-calorie crowd."

The October issue carries information on new ways with spaghetti and vegetable plates to plan menus for calorie watchers. The publication goes to hotels, motels, resorts, hospitals, sanitariums, restaurants, fountains, schools, colleges, camps, industrial institutions, transportation systems, youth service organizations, military installations, government institutions, office buildings, clubs, auditoriums and their consultants, suppliers, designers.

The article says: "Waistline watchers make up a sizeable portion of today's eating-out public; keeping their menu interesting and check averages high provides a real challenge to menu planners."

NMI Recipe Used

"Helping to meet this challenge are the low-calorie menu combinations being developed in quantity test kitchens throughout the country. Even spaghetti has entered the low-calorie class in a recipe developed by the National Macaroni Institute and served at Chicago's Sherman Hotel.

Accompanied by a tossed salad, a cling peach half, the spaghetti and meat sauce menu adds up 530 calories—and a chance to offer a high-flavor entree to the low-calorie crowd."

The recipe for 48 servings—6 ounces of cooked spaghetti, noodles or macaroni and 6 ounces of sauce:



Ingredients	Weight or Measure
Salad Oil	1/3 cup
Small Onions, Chopped	12
Garlic Cloves, Finely Chopped	12
Ground Beef Round, Lean	9 lb.
Canned Tomato Sauce	3 qt.
Canned Tomatoes	1 1/2 gal.
Salt	1 1/2 cup
Pepper	1 1/2 tsp.
Oregano	1 disp.
Salt	3/4 cup
Boiling Water	9 gal.
Spaghetti or Egg Noodles	6 lb. (about 12 qt.)
or Elbow Macaroni	6 lb. (about 6 qt.)

1. Heat salad oil over medium heat; add onions, garlic and beef and cook until beef is browned.

2. Add tomato sauce, tomatoes, 1/4 cup salt, pepper and oregano and cook 30 minutes, stirring occasionally.

3. Meanwhile, add 3/4 cup salt to rapidly boiling water. Gradually add spaghetti, noodles or macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve sauce with spaghetti, noodles or macaroni.

Spaghetti Film Seen Around Country

"Stag Party," the National Macaroni Institute's new film on spaghetti, is being shown on television all across the country.

Released in mid-August, in its first two weeks of distribution it was shown by television stations in some twenty-eight states and the District of Columbia.

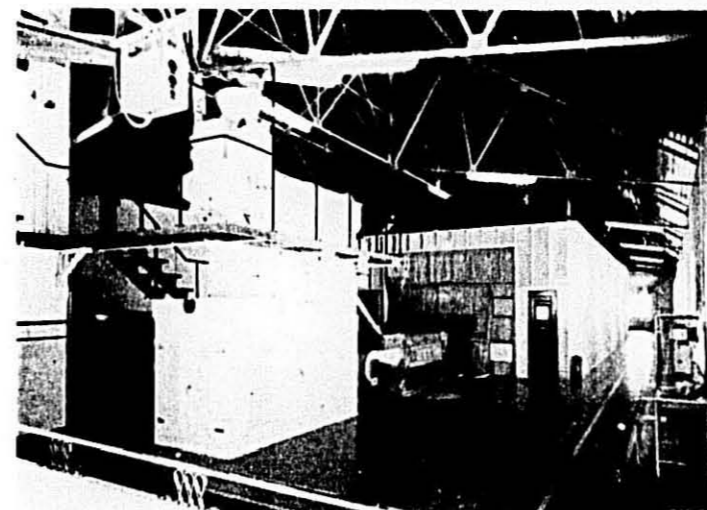
Bookings for free public service use are made by Sterling-Movies USA of New York City. Their offer to television stations

with a postal card response form says: "Stag Party. Interesting title for a film? Sure, it is! And it's an interesting film, too. Fred has a gang of the boys over, but it's Mrs. Fred who comes up with the prime contribution to the stag party's success—a satisfying spaghetti buffet. The proper way to cook spaghetti is shown, and mouth-watering recipes for clam sauce, low-calorie meat sauce, and a butter-cheese sauce are spelled out. This delightful film also presents some amusing bits on how to eat spaghetti. Fun for the whole family; best for cooking, home and women's programs."

Film length is six and one-half minutes. The National Macaroni Institute had Stanley Neal Productions make the picture.



Satisfaction for Calorie Counters



Buhler Press and TTM Short Goods Dryer Installation

BUHLER SHORT GOODS DRYER, TYPE TTM

PRINCIPLE

Goods extruded from the press pass through an oscillating preliminary screen dryer, where they are slightly surface dried to prevent deformation. Thereafter, they are conveyed to the preliminary drying section of the dryer and spread evenly over the top conveyor by means of a distributor.

After passing through the controlled pre-drying stage, the goods enter the finishing dryer where they are also subjected to a controlled drying process. They leave the dryer at a little higher than room temperature and may be packed immediately.

To obtain optimum drying, two independent climates in the dryer are automatically pre-determined by control instruments.

DESIGN CHARACTERISTICS

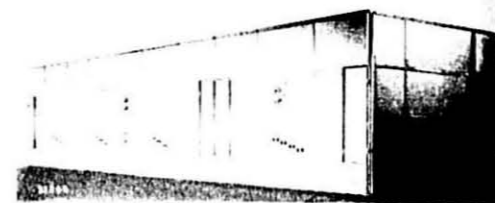
- 1) The TTM offers the smallest space requirement for a dryer of this capacity, plus small power consumption compared with capacity.
- 2) Aluminum housing over light-weight insulating panels is designed as a heat and vapor barrier, permitting the dryer to be operated at higher temperatures and humidities without increased heat losses, thus producing a better looking product in a shorter drying time.
- 3) The fully-automatic operation of the short goods manufacturing line requires only periodical supervision. Any deviations from the normal operating temperatures are quickly observed on external recording instruments and can be corrected in time to prevent goods spoilage.
- 4) A battery of blowers on each side of the dryer provides for sufficient air throughout all stages. The air is guided through ducts into the drying chamber to the desired location and then is forced through the conveyors and the goods. Heaters between the conveyor bands recover the drying capacity of the air after the passage through each layer. The heat input of each heater is simply adjusted by two valves according to a heat requirement chart, to obtain optimum drying capacity for every class of goods.
- 5) Two products may be dried simultaneously under continuous operation. The press shut-down time for die changing permits enough time between the two operations to adapt the climate to the following product.
- 6) The conventional screens are replaced by specially shaped, corrosion resistant channels forming the con-

veyor elements, thus eliminating repairs and break-downs.

- 7) The slow moving parts require minimum lubrication. Lubricants cannot come in contact with the product.
- 8) The positive control of heat input and climate adapted to the drying characteristics of the shapes allows different drying times. These are obtained with a 2- or 3-speed conveyor drive.
- 9) The electric control cabinet incorporates all controls, pilot-lights, starters and overload relays. It is located for convenient observation by the operator. Respective pilot lights flicker if a motor should fail to operate.

CAPACITY

The Short Goods Dryer TTM is built in three sizes, with capacities from 650 lbs. to 1400 lbs./hour, determined by the specific density of the product to be dried.



TTM Short Goods Dryer in Light Metal Paneling

BUHLER BROTHERS, INC.

Engineers for Industry

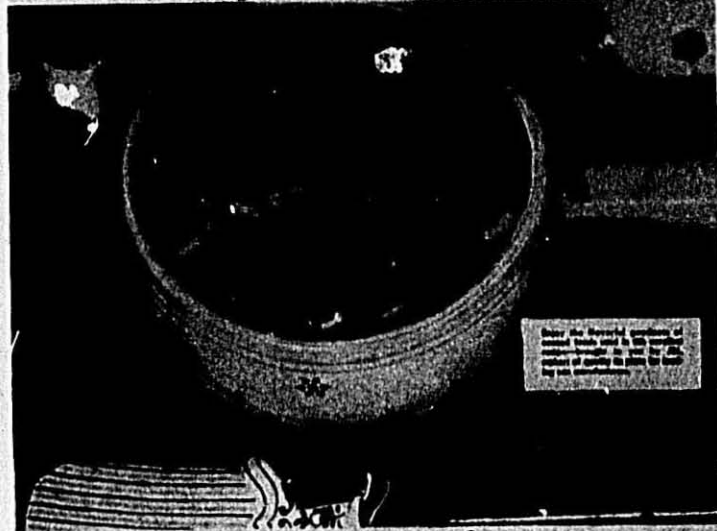


Since 1860

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

Tomacaroni Stew

Canned foods give FREE TIME at mealtime



tomacaroni stew

... make it during the day, refrigerate, and reheat at leisure later!

Here's a hearty dish that goes over big with your family—and makes a handy casserole when company's coming! Tomacaroni Stew is a big help to busy mothers who make it ahead of time when they're short of time. You just mix the ingredients, cook, and pack in the refrigerator until another time you want to do a matter of minutes and serve.

Jones & Laughlin
STEEL CORPORATION



A HEARTY dish that goes over big with your family—and makes a handy casserole when company's coming—was advertised by the Jones & Laughlin Steel Corporation in the November 3 issue of the Saturday Evening Post. Tomacaroni Stew was pictured in full color on a full page.

Angostura Bitters Company advertised the recipe nationally in such publications as Cue, Esquire, New Yorker and Fortnight.

A campaign to merchandise the promotion was launched by the Can Manufacturers Institute (see page 14, The Macaroni Journal, October, 1956), with the organized support of the tomato canning industry.

Vincent J. Curry of the Institute's Marketing Bureau reported publicity material sent to 162 television stations, 320 radio stations, wire services, news syndicates, national magazines, and trade

publications. Acknowledgement of acceptance was received from such women's magazines as Good Housekeeping, Ladies' Home Journal, Charm, Better Homes & Gardens, Women's Home Companion, and many others. Material was aimed at impressing the food buyer of the multiple uses of canned tomatoes and the other related items used in the recipe.

Mr. Curry announced merchandising and display support given by a wide variety of related ingredient manufacturers:

The Evaporated Milk Division of the Borden Company distributed imprinted reprints of the Saturday Evening Post ad and recipe pads through their salesmen.

Every member of the Mushroom Canners League was reported to be distributing reprints through their brokers and sales organizations to a target of 17,000 stores throughout the country.

A number of macaroni manufacturers developed their own material to go with the reprint of the Saturday Evening Post ad and tied in with newspaper, radio and television advertising.

Angostura Bitters imprinted and distributed the Jones & Laughlin advertisement as well as their own with their own display material.

Among distributors Frances H. Leggett imprinted a special poster and distributed 7,500 through their seven branch warehouses. Lord Mott distributed 2,000 posters while Kroger took 5,000 and I.G.A. stores another 4,000.

Saturday Evening Post, in addition to their usual merchandising support, sent tie-in newspaper mats to a list of 7,000 grocers.

The Can Manufacturers Institute used its institutional specialists in adapting the Tomacaroni Stew recipe for use in restaurants and other institutional feeding areas. The National Restaurant Association sent the recipe in bulletins to its members.

- The recipe for Tomacaroni Stew:
- 3 tablespoons fat or salad oil
 - 1½ pounds chuck or round steak, cut into 1-inch cubes
 - 1½ cups onions, finely chopped
 - 1 clove garlic, finely minced (optional)
 - 1 teaspoon salt
 - ½ teaspoon pepper
 - ½ teaspoon Angostura Bitters
 - 2 No. 303 cans tomatoes (4 cups)
 - 1 8-ounce can peas and liquid (1 cup)
 - 1 4-ounce can sliced mushrooms and liquid (½ cup)
 - 1 cup elbow macaroni, uncooked
 - 1 6-ounce can undiluted evaporated milk (about 2/3 cup)

Melt the fat in a skillet or Dutch oven. Brown the meat. Then remove meat and add onions and garlic which are sautéed for 5 minutes, until soft and golden brown. Return meat to skillet. Add salt, pepper and tomatoes. Cover and simmer 1½ hours or until meat is tender. Add peas and mushrooms. Stir in macaroni. Cover and cook 10 minutes or until macaroni is tender. Drain off some of the tomato liquid; stir into milk in bowl. Return mixture to stew and heat through. Yield: 6-8 servings.

Plenty of Tomatoes

The yield per acre of tomatoes for commercial processing reached the second highest point since 1918, the year records were started, the New Jersey Crop Reporting Service announces.

Preliminary estimates placed the 1956 yield per acre at 10.5 tons, second only to the 10.8 tons recorded in 1953. Total New Jersey crop is expected to reach 259,000 tons. Quality was reported generally excellent with a very high percentage in the top grade.



Comet No. 1 Semolina . . . one of the largest day after day, season after season, to measure

selling brands of Semolina in America for right up to your quality standards. Be sure to

macaroni production. Count on Comet No. 1, put Comet No. 1 on your next Semolina order.



Commander-Larabee

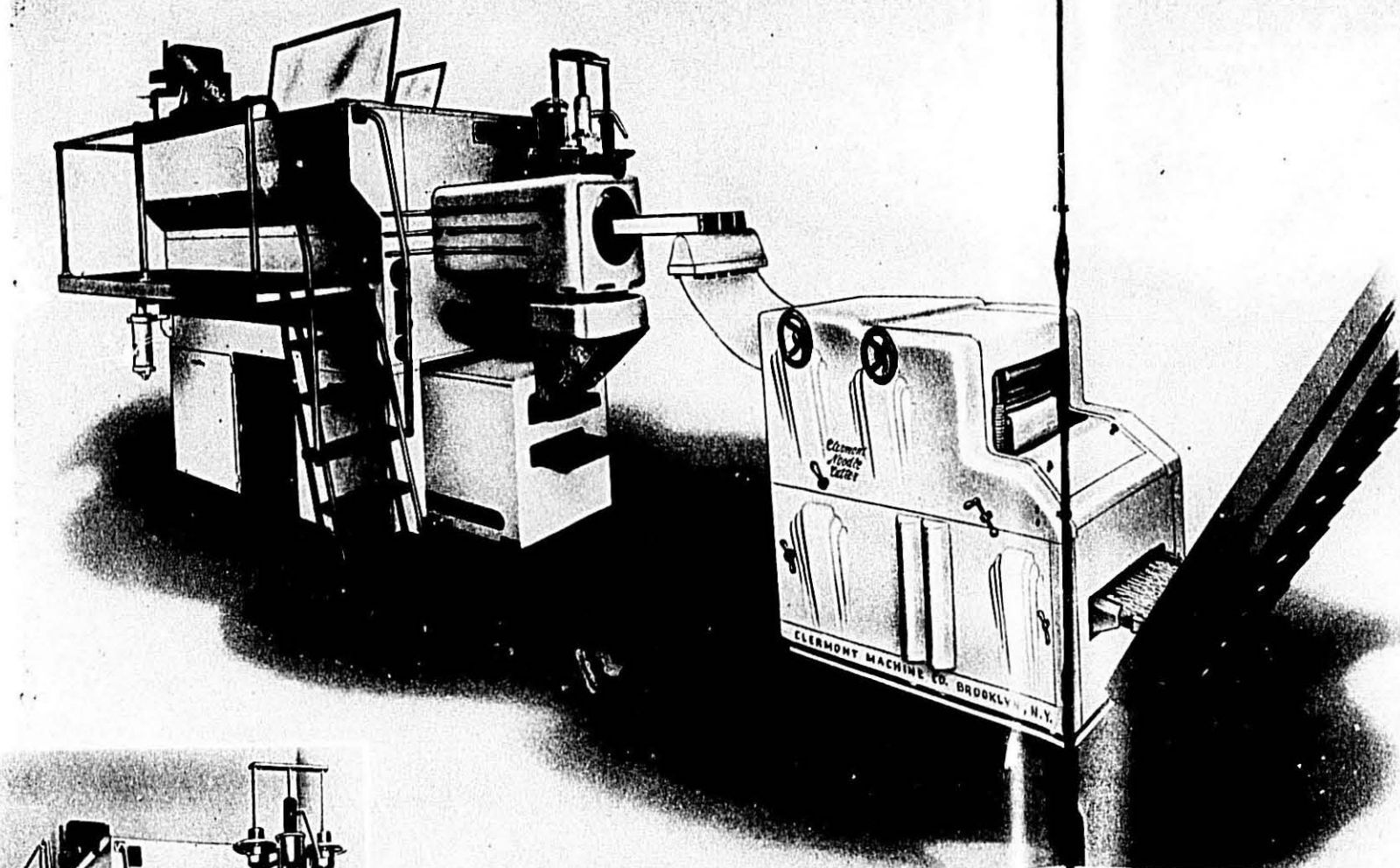
MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

Clermont's Unique New VMP-3

Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



TAILOR-MADE FOR THE NOODLE TRADE
Available with or without vacuum process

Capacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

Large screw for slow extrusion for better quality.

Engineered for simplicity of operation.

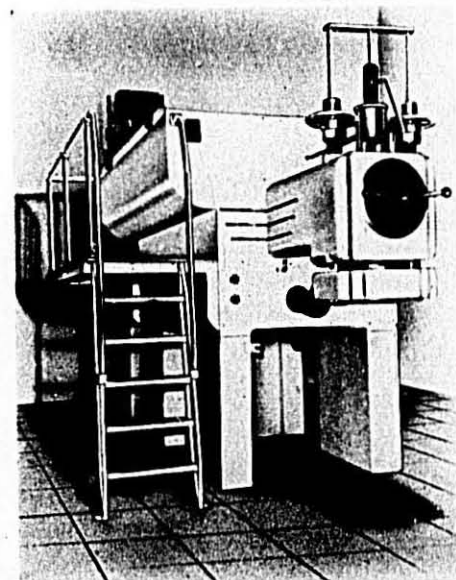
Rugged construction to withstand heavy duty, round-the-clock usage.

Matchless controls. Automatic proportioning of water with flour.
Temperature control for water chamber.

Only one piece housing. Easy to remove screw, easy to clean.
No separation between screw chamber and head.

Newly designed die gives smooth, silky-finish, uniform sheet.

Totally enclosed in steel frame. Compact, neat design.
Meets all sanitary requirements.



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About Agriculture

Farm Problem is Business Matter

"Agribusiness" is a new term being employed by farm leaders to describe the interdependence of agriculture and industry. Credited with coining the hybrid word is John H. Davis, director of Harvard's special program in agriculture and business, and former assistant secretary of agriculture under Secretary Ezra Benson.

Agriculture couldn't operate a week if the manufacturing and marketing services of business were cut off, Davis emphasizes — and, of course, vice versa. He points out that more than 40 per cent of the American economy is directly concerned with this necessary interdependence of agriculture and industry.

A Phony Phrase

Davis says that the phrase "farm problem" is basically a phony, because an agricultural problem is necessarily a business problem.

"More precisely," Davis is quoted, "farm problems will be agribusiness problems, and we must solve them through the agribusiness approach. By this approach, we should be able to improve the economic status of agriculture, reduce the role of government on the farm front, enhance the profit opportunities of business, and assure the consumer of high-quality food at reasonable prices and with less drudgery of preparation."

How To Move Surplus

Agricultural leaders are seeking closer liaison with food industry executives. Back of the development is the conviction of farm spokesmen, and a growing number of farmers, that the only sound long-term solution to their problems of "surplus" lies in extra sales . . . rather than in acreage controls and increasing government surveillance of the nation's farm plant.

Liaison

Pointing up to the renewed consciousness of farmers' vital link with the food industry was a recent announcement of the nation's largest farm organization, the American Farm Bureau Federation. The Farm Bureau's directors, meeting in Chicago, announced approval of "a program to mobilize private resources for an expansion of agricultural markets."

And Cooperation

Key to the proposed program, said Farm Bureau officials, "is the establishment of a national agricultural market development committee — composed of national agricultural groups and business

interest allied with agriculture or otherwise having a definite interest in the agricultural situation, with appropriate educational and government representatives serving in an advisory capacity."

Such a committee will be of "great assistance," the Bureau believes, "in helping to mobilize public support for efforts to expand markets for farm products at home and abroad, through such activities as domestic tie-in advertising, assistance in opening up foreign markets, and a national protective food conference."

A planning conference to point directions for committee action is to be called soon in Washington, D. C. by Farm Bureau president, Charles Shuman.

Spread Adds Value

One of the food processing industry's major challenges from a public relations standpoint is to get the American people to see "spread" — the difference between retail food prices and the prices of raw farm products — in its true economic role as a positive, value-adding, market-creating force. This point was made at the annual meeting of the American Farm Economic Association recently by Frank M. Atchley, agriculture consultant of Grocery Manufacturers of America, Inc. "Without spread," he said, "not only manufacturers and distributors — but farmers as well — would be out of business. Our bread would be wheat on a Kansas farm; our cheese and butter would be milk in a pail in Wisconsin; and our breakfast juice would be on the trees in a Florida or California orange grove. Without spread there would be no food business as we know it. The food business would consist of local farmers selling direct to local consumers."

Distribution Is Essential

The spread has come into being, Atchley stated, because there are valuable services to be performed between farm and table. As a result, "milk does not stay milk on a Wisconsin farm but is converted into cheese — packaged, transported and sold all over the world." Spread, he said, is a payment for a series of values aided by food processing, packaging, transporting and distributing. It provides employment directly for at least five million workers in the food and food transportation industries and indirectly to several million more in supplier industries. It helps build markets for farm products.

Drop "Middleman" Term

Commenting on the use of the term "middleman" in discussion of price spread, Atchley stated, "The term middleman is as out of date as a span of mules

on a modern cornbelt farm. Let's quit using the term. Let's bury the term middleman, once and for all." Noting that the term may once have been partly appropriate, the grocery aide said, "Today it is different. Today we have professional management in food businesses — fully conscious of the needs to serve well not only their stockholders, but the farmers who supply the raw products, their employees and their consumer and distributor customers. They have a teamwork concept and a long run point of view."

New Measure Needed

Pointing to the tremendous changes in the types of food consumed and in farming, manufacturing and distributing methods in recent years, Mr. Atchley described the Government's traditional measure of "farmer's share" and "price spread" as "an outmoded, unrealistic and misleading statistic." He proposed that an impartial group of economists should review the existing Government figures and should attempt to find a new and improved measure. Atchley urged especially that the new measure should stress the values added by agriculture, processing and distribution, and should avoid the use of meaningless percentages.

Better Statistics

One important part of any new measure should be an improved statistic on farm income. "None of our available farm income statistics distinguish between the marginal and part-time farmer, and the real commercial farmer. . . The inefficient subsistence farmer can no more compete with the up-to-date mechanized commercial farmer than the old five-story wholesale warehouse, using outdated systems and hand methods, can compete with a streamlined one-story mechanized warehouse. He is about like the old fashioned "Mom and Pop" retail grocery store trying to compete with the modern super market. . . I suggest we try to develop a farm income series applicable to commercially operated farms; that it apply to food operations and that it be adjusted for changes in number of farm operators." This, Mr. Atchley concluded, would be a truer measure of how well farmers are making out from the production and sale of raw foodstuffs.

And Research

Atchley said that GMA would continue to research and publicize a more complete set of facts on price spread, and above all it would try to find an effective, simple and reliable substitute for the present Government measure of farmer's share and price spread.

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The Northwest Crop Improvement Association

THE objective of the Northwest Crop Improvement Association is to improve the quality of cereal grains in the Northwest. For its members it maintains good public relations with the various state experiment stations, the U. S. Department of Agriculture, Canadian experiment stations, and the extension services in the Northwest states. The National Macaroni Manufacturers Association is a member of the Northwest Crop Improvement Association because of its interest in durum.

Highlights of Program

Highlights in durum activity during the year 1955-56 included the sending of samples of nine durums from Langdon, Fargo and Minot to durum laboratories for milling and color tests. Varieties included Mindum, Sentry, Langdon (LD 372), Towner (LD 370), Ramsey (LD 369), Yuma (LD 364), RL 3206, and RL 3207. Laboratory averages of visual color tests placed them as follows: Langdon, Sentry, Mindum, LD 373, Towner, Ramsey, Yuma, with RL 3206 and RL 3207 at the bottom. Chemists reported Yuma as having a red cast which makes it less desirable. It will probably be eliminated as soon as there is ample seed of other 15B resistant varieties. RL 3206 and RL 3207 are Canadian selections. Canadian authorities have decided not to release them.

Executive Secretary of the Association, Henry O. Putnam, assisted with the judging of approximately 500 durum samples at the Langdon Durum Show in November, 1955. He was chairman of the Round Table discussion on "The Durum Outlook." The Association provided a durum trophy for the champion samples in the professional class, while their "Wheat Quality" and "Grain Sanitation" exhibits were displayed at the show. Durum and grain sanitation circulars were distributed.

Eight hundred circulars relating to durum and grain sanitation were distributed at the State Crops Show at Valley City, North Dakota.

Shipment Surveys

Wheat and durum shipment surveys were made in Brown and Day Counties in South Dakota and a spot survey of 14 counties in East Central North Dakota. The purpose of these surveys was to secure definite information regarding the quality of grain shipped which will be useful to county agents, elevator men, and the Crop Improvement Association in promoting crop improvement programs. Nelson, Pierce, Ramsey and Towner counties shipped from 4 to 6% mixed durum. 14.4% of the total shipments in the 14 counties was durum.

Mr. Putnam assisted with 50 or more meetings during the year, including two grain dealer meetings, several crop improvement meetings, grain shows, grain



HENRY PUTNAM of the Northwest Crop Improvement Association had an educational display at the Durum Show, and was one of the judges.

sanitation, and many other county meetings. He also took part in three radio broadcasts and prepared 48 publicity items among which were included "Durum Shipment Surveys," and "The Durum Situation."

Program of Work

With a favorable season for the four new rust resistant selections, Langdon, Towner, Ramsey and Yuma, there should be a sufficient supply of seed for 1957 planting. An effort will be made to interest the durum area in the production of the new durums. Montana is an important area in this work. With the 1956 crop ample enough to allow a total return to durum, efforts are being made to urge all macaroni processors to use 100% durum in place of substitutes.

Further testing of new selections will be continued to assist durum breeders in making satisfactory selections, and to acquaint durum mill laboratories with possible new durums under consideration for release.

Seed Clinics

Seed clinics may be necessary in the durum area. Some of the new durum selections contain a small percentage of bread wheat. It usually increases faster than durum and soon becomes a degrading factor. Such a situation could make seed clinics important in the durum area.

The grain sanitation program must be continued in cooperation with State Extension Services, Experiment Stations, and trade organizations who have an interest in the Northwest states program. Publicity items will be prepared for local and trade publications and illustrative material provided educational leaders to further this program. Assistance with various grain sanitation meetings should be continued to aid in training leaders for this project.

Dictionary of Wheat

The new edition of the "Dictionary of Spring Wheat Varieties" will probably be prepared and published in 1957. The last edition was published in 1949. Race 15B of stem rust has materially changed

the situation. Six or more durums have been released since 1949.

Trade papers, daily papers, radio stations, and farm journals have all used Northwest Crop Improvement Association publicity material. The Association will continue to provide them with timely items because this is an excellent means of reaching grain producers and others who may assist with crop improvement programs.

Good Weather Boosts Durum

Good weather nudged crop prospects close to record levels, the Agriculture Department reported in estimates as of October 1. Some doubts were cast on the price outlook but agency economists predicted farm prices generally will hold above year earlier levels despite the pressure of heavy volume.

Predicted crop output this year will total more than 105% of the 1947-49 average. September's forecast placed the index at 104.2. Production now shapes up as practically the same as last year's 105.8 and barely below the 1948 record of 106-plus.

Almost all major crops gained during September, according to the report. Harvest of spring wheat is nearly complete, the department said, and the prospective crop now stands at 254,000,000 bushels, compared with last month's forecast of 245,000,000 and last year's 254,000,000. Yields have been higher than anticipated in most late sections.

Durum production was estimated October 1 as 39,114,000 bushels compared with the September estimate of 37,945,000 bushels. Last year's production totaled 20,070,000 bushels and the average for 1944-54 33,963,000 bushels.

Canada Durum Under Quota

The Canadian Wheat Board has placed durum under quota of five bushels per seeded acre. It is on the first priority list which means the board, which markets all of Canada's wheat, has sale for at least part of the durum in the 1956 crop. Heretofore durum has been on an open market basis. The board is preparing to have a good store of durum on hand to supply the domestic market when the demand develops.

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SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

Mislabeling Investigated

Senator Milton R. Young of North Dakota is following up his action of last spring when he introduced a bill in Congress that would require a statement of durum content in macaroni products on packages.

In a telegram on September 4 to Marion B. Folsom, Secretary of the Department of Health, Education, and Welfare, and to George P. Larrick, Commissioner of the Food and Drug Administration, Senator Young said: "I understand that the (name of company) of Portland, Oregon, is labeling its products as being 100% durum when they actually contain a high percentage of wheat other than durum. If this is the case, it is a flagrant violation of law. I urge your Department investigate this violation at once and use the powers vested in your Department to enforce the law. I would appreciate your earliest possible response to this telegram."

Senator Young received the following assurance of action from Commissioner Larrick: "Reference your telegram of the 4th, we are arranging to investigate composition and labeling of Portland firm's macaroni. Will advise you results."

He also received a telegram from Marvin L. McLain, Assistant Secretary of Agriculture: "George P. Larrick, Commissioner of the Food and Drug Administration advises an investigation has been launched to determine violations of labeling laws and aggressive action will be taken against violators. Your assistance in carrying out the programs affecting agriculture and your interest are always appreciated."

Senator Young had wired the Secretary of Agriculture as follows: "There is an estimated 10,000,000 bushels of durum wheat carried over from last year. This, together with a possible 30,000,000 bushel or larger crop this year, will make a sizeable surplus of durum unless the producers of semolina flour can be induced to use 100% durum in their flour. Presently, according to information I have and which I believe to be correct, producers of products made from semolina flour are labeling their products as containing 100% durum wheat when at least part of them are using at least 50% wheat other than durum. I believe the Pure Food and Drug Administration ought to be required to enforce the law and to require correct labeling. I am making such a protest to them myself and hope that you will join with us."

Seed Distribution Planned

The Cass County Crop Improvement Association in North Dakota has announced that the new rust-resistant variety of durum called Langdon will be distributed to selected growers who are interested in continuing certification of the seed. Applications will be accepted until November 1. Price for blue tag certified is \$3.90 per bushel.

Durum Shortage in Italy

Henry Gaggiottini of the Chicago Tribune Press Service writes from Rome:

Italian macaroni, traditional staple food and famous over all the world for its high quality, is no longer as good as it used to be, pasta producers admit.

Manufacturers say the deterioration has resulted from the increasing scarcity of supplies of hard wheat, which is necessary for the making of high grade macaroni.

Macaroni in its many varieties, such as vermicelli, capellini, spaghetti, bucatini, rigatoni, etc., has always been prepared with the flour obtained from the hard, semi-translucent varieties of wheat that are cultivated in southern Europe and other warm regions. These hard wheats, which the Italians call grano da semolino or semolina wheat, are richer in gluten and other nitrogenous compounds than the soft or tender wheat grown in more northern regions. And the pasta prepared with the hard wheats is also more easily preserved.

Since the end of World War II, the consumption of all kinds of pasta has increased in Italy and the quantity of hard wheat available has become insufficient. In the last few years the supply has been millions of pounds short of the demand. The deficit has been covered by using kinds of wheat not well suited to make macaroni.

Italy normally imports the hard wheat from Turkey, Russia, Argentina, and Canada. But Italian imports of hard wheat from these countries in recent years have covered only about 60 per cent of the total amount of wheat needed to produce enough good macaroni to satisfy domestic consumption. It has become a practice among many producers to mix hard wheat with other tender varieties, but the product is inferior.

Macaroni of good quality, made entirely of semolina wheat, has a soft yellowish color without the artificial coloring often employed in inferior products. It is rough in texture, hard and elastic, and breaks with a smooth, glassy fracture. When put in water to boil, it should not break into pieces, as an inferior product does.

In boiling, semolina macaroni swells up to double its original size without becoming pasty or adhesive. The water in which the pasta has been cooked should remain limp.

Before World War II the per capita consumption of macaroni in Italy averaged about 44 pounds. This has risen to 64 because of the high cost of meat and some other foods. Macaroni and bread are the cheapest foods in the country.

Italy Wants Durum

According to Broomhall, the carry-over of old crop wheat in Italy is currently believed to exceed two million tons and a special committee has been formed under the jurisdiction of the Food Department to examine proposals of barter operation for export of Italian bread wheat against imports of durum wheat from any origin.

Italians Visit Southwest

A seven-man delegation representing the Italian government, wheat importing interests and macaroni manufacturers arrived in Omaha, Nebraska, October 14 for an intensive tour of wheat producing, processing, and baking facilities in Nebraska, Kansas, and Oklahoma. The delegation, whose trip to the United States was financed in co-operation with the Foreign Agricultural Service spent ten days in Nebraska, six days in Kansas and five in Oklahoma.

Principal arrangements for the tour were made by the Nebraska Wheat Commission, of which Carson Smith is chairman and Leslie F. Sheffield chief. According to Mr. Smith, the major reason for this project is to show key people in foreign importing countries that hard red winter wheat as it is grown in the Southwest is far different from much of the wheat that has been exported from this country. "Through this project, the commission hopes to create a more favorable attitude toward U. S. hard winter wheat," Mr. Smith said.

Expenses of the group while in the United States were paid by the Nebraska Wheat Commission and other interests in Kansas and Oklahoma. The Nebraska commission receives its funds from a levy on all wheat marketings in the state.

Plans are also being developed for the visit of a similar team of wheat experts from Greece.

While in Nebraska, the Italian group were shown how Nebraska wheat is produced and stored on the farm, how it moves to country and terminal elevators, and finally to mills and bakeries. Special emphasis was placed on the efforts of farmers to produce high quality hard red winter wheat along with co-operation from elevators and mills to maintain quality.

Among the points scheduled for the extensive visits in Nebraska were the quality control laboratory of Nebraska Consolidated Mills Co. in Omaha; Debus Baking Co. in Hastings; Nebraska Consolidated Mills Co. plant in Grand Island; four farms; Farmers Co-op Grain Co. at Sydney; Equity Union Grain Co. in Lincoln; Gooch Milling & Elevator Co. in Lincoln, and the Gooch Food Products Co. in Lincoln, where macaroni products are produced.

France Fills Durum Needs

In recent months, France has bought fair quantities of North American durum wheat, but it is doubtful whether any further purchases will be made. France can draw on Algeria for 110,000 tons of durum wheat, on Morocco for 150,000 tons and on Tunis for 160,000 tons.

As France has already bought 85,000 tons of durum wheat from foreign countries, she will have little difficulty in covering her annual requirements of 400,000 metric tons without further foreign purchases.

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How's Your Health?

THE American executive is more concerned with his job than with his health, judging by a survey recently released by the American Management Association.

More than half the business executives given medical examinations in a recent research study had previously undiscovered disease, Dr. Charles E. Thompson, Chicago physician, reported.

Of the 500 executives examined by the Health Research Center of Chicago, only 8 per cent had no disease; these men were invariably under 40. One out of ten had previously undiscovered heart disease. One out of nine had insufficient thyroid gland secretion, with an excess of fatty elements of the blood — thought to be a factor in hardening of the arteries. Two per cent had cancer. However, peptic ulcer was discovered less frequently than was anticipated, and in most cases it already was known to the examinee.

Dr. Thompson sketches these health profiles of typical executives of various age:

Junior Executive

The young executive (under 40) is physically strong, athletic, energetic, and ambitious; he enjoys the combat of business and works from ten to twelve hours a day.

At 40 to 45, according to Dr. Thompson, the executive becomes more obese, balding, aware "of a thing called fatigue," able to work only about eight hours a day without strain, less active physically. "Diseases are beginning to appear; however, his preoccupation with his work continues—the psychological drive to achieve is the outstanding feature of this man's philosophy. This has a tendency to make him ignore the early warning signs of disease. He is a man of achievement, of tensions, of economic security and fatigue."

Senior Executive

The senior executive (over 55) falls into two classifications: the top executive and his associates. The man beyond 55 who is the outstanding physical and mental specimen, Dr. Thompson says, is usually the chairman of the board or the president of the company. He is likely to be physically fit as the result of a "rather stern, self-disciplinary mode of living."

The associate, on the other hand, is more likely to be overweight by the time he is 60, may have high blood pressure, one or more heart attacks, frequently some arthritis or gout, an occasional cancer. Psychologically, he is "a successful, plagued man with a moderate amount of disease."

Physicians have been trying for 15 years to provide a solution to the problem of executive health, according to Dr. Thompson. Such medical facilities as the hospital, clinic, and private or com-

pany physician do not meet the exacting need of executives in either time or convenience. "It has to be done in a specialized medical facility with carefully selected doctors trained to do a complete job. Moreover, these doctors must be placed in an atmosphere of intellectual freedom and sole responsibility to the examinee."

Keep Examinations Confidential

Results of the company-sponsored physical examination should be kept confidential with the executive, Dr. Thompson advises. A man's personal health is a private matter and involves his individual pride. And a doctor works best when he is responsible only to the examinee. As a practical matter, nearly all executives do confide in their superiors and company as to the state of their health. Making such reports voluntary "maintains the dignity of an executive and represents his own personal honesty and devotion to his organization."

The question of whether such examinations should be compulsory or voluntary and to whom they should be offered should be settled by company policy, says Dr. Thompson. Most corporations make examinations voluntary. There is no standard, he reports, on the extent of eligibility. Some companies offer physical examinations only to their top officers; some go down the line to factory supervisors.

A Panel's Point of View

At a panel discussion conducted by the American Society of Association Executives Dr. Aurella Potter, internist and endocrinologist, replied to a wife who complained that her husband refused to eat vegetables and salads because they were "rabbit food":

"Tell him that middle-aged rabbits don't have a paunch, do have their own teeth, and haven't lost their romantic appeal."

Dr. Potter suggested among other things, that executives eat a protein-rich diet, avoiding fat and guarding their weight. She recommended frequent, brief vacations as being better than a long one, and, if possible, a daily nap.

Tranquillize Your Home

"Tranquillize your home—attempt to achieve peace and simplicity," she said, and added: "A man's breakdown may more often be traced to a difficult situation at home than to overwork."

Dr. Louis F. Bishop, cardiologist, declared that anxiety and tension could have damaging effects upon the heart. Among the causes of tension in executives he said, are changes in environment, promotions that come too soon or are badly timed, and the prospect of having to retire.

Dr. Orman C. Perkins, a neuro-psychiatrist, observed that an executive might be a "mental giant in industry but a failure at home." He recommended that executives leave their business problems at the office, and become absorbed in suitable diversions and hobbies.

Callous Indifference

Dr. Mario Tagliagambe, a surgeon, told of several case histories of patients who too long had neglected symptoms of ill health. Criticizing "callous indifference to one's personal health" as common among some executives, he said it was surprising that "such a group of intelligent people can completely ignore serious symptoms because of busy schedules."

However, apart from health problems, the main source of bother to many executives was summed up by Joseph D. Edwards, attorney and management consultant, who was the moderator for the panel discussion. He observed:

"The doctor says 'take it easy' and when we do the other fellow takes our place."

Nutrition and the Arteries

James J. Winston, Director of Research of the National Macaroni Manufacturers Association reports:

Accumulating evidence indicates that nutritional abnormalities may be key factors in the development of heart diseases: e.g. arteriosclerosis and certain blood vessel ailments. The following appear to be factors in the relation of diseases to the arteries: caloric intake, obesity, quantity as well as the quality of fat consumed, cholesterol, salt intake and other food factors. According to Dr. W. S. Hartroft of the Washington University School of Medicine, diet may prove to be an essential key to the problem although it cannot be denied that factors other than nutritional (genetic and hormonal) also may be of major importance.

A direct relation has been shown between economic status, fat content of diet and the level of blood cholesterol. Evidence indicates that the high serum cholesterol values observed on a high fat diet may be prevented by exercise and muscular exertion. Nutritional economists state that as the family's income rises, so does the fat content of their diet. At the same time, the amount of physical labor probably diminishes.

As a result of experiments with human volunteer subjects, some investigators have concluded that a factor or factors in certain fats may raise blood cholesterol values in contrast with like quantities of corn oil which may depress cholesterol values.

The most careful investigations of scientists point toward the protective value of a varied balanced diet and avoidance of excessive body weight without going to extremes or faddism.



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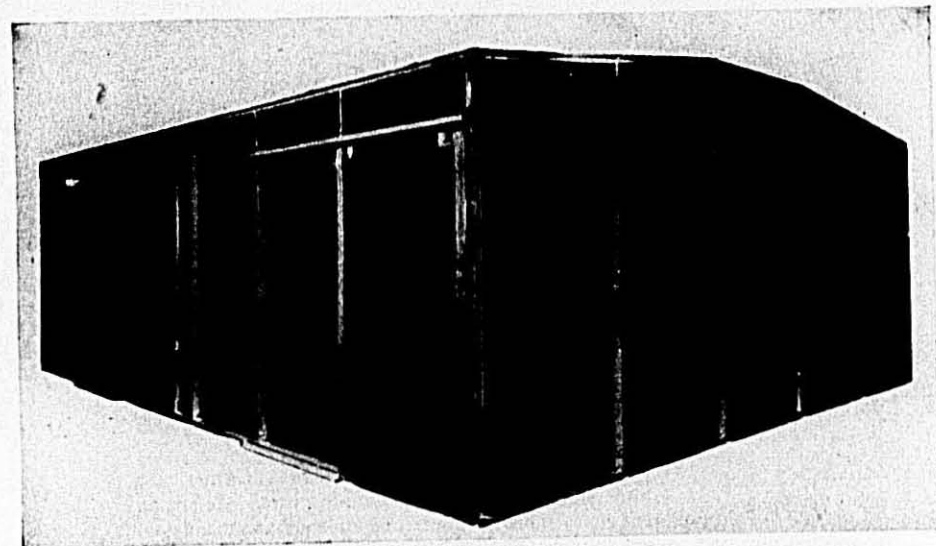
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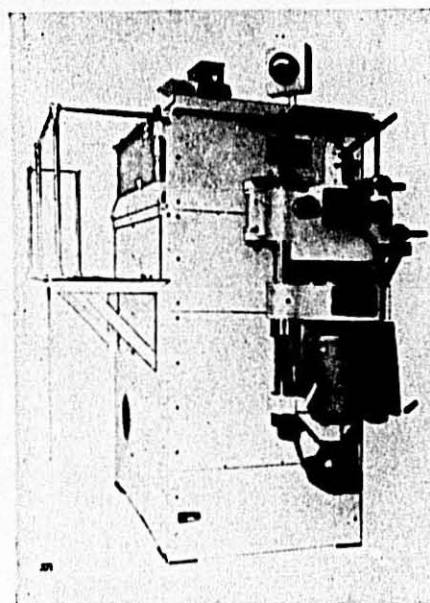
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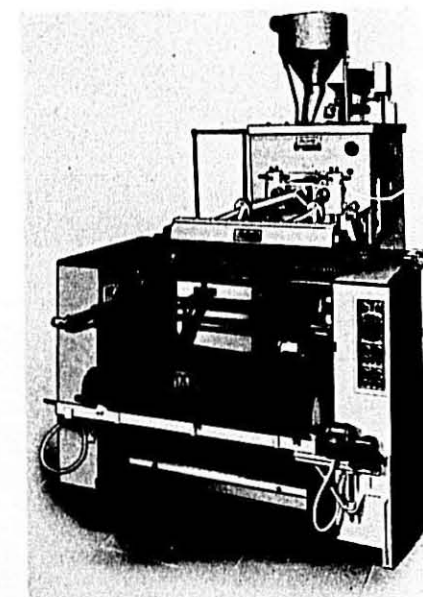
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Egg Production Up

The average number of egg layers in farm flocks during August totaled 287,630,000, the Department of Agriculture said in its September crop report. Potential layers on farms September 1 were 447,799,000, up from 434,822,000 a year ago. Pullets not of laying age on farms September 1 totaled 153,616,000, up from 149,807,000 a year ago. Eggs laid per 100 layers September 1 amounted to 49.0, up from 47.9 a year ago. Rate of egg production during August was 15.8 per layer, up from 15.4 a year ago.

The Department has predicted egg production will set a record this year, about 2% above last year's 59,500,000,000, and has forecast top farm prices will remain below last year's peak of 47.1c a dozen. Price distress is centered in the midwest.

Secretary Benson told a press conference in Chicago on September 7 that the Department of Agriculture will offer to buy about 50,000,000 pounds of hamburger, an unspecified quantity of turkey, and possibly shell eggs this fall to bolster farm prices during the fall marketing season. The commodities would be donated to the school lunch program and institutions for the needy.

Processed Egg Production

Liquid egg production during August was relatively large, the Crop Reporting Board announced. Production totaled 22,704,000 pounds, compared with 16,589,000 pounds during August last year and the 1950-54 average of 16,683,000 pounds. The quantities used for freezing, drying and immediate consumption were all larger than a year earlier.

Egg solids production totaled 1,435,000 pounds, compared with 1,537,000 pounds during August and the 1950-54 average of 2,006,000 pounds. The quantity of frozen egg used for drying during August was less than last year and accounts for the smaller egg solids production. August production consisted of 522,000 pounds of dried whole egg, 546,000 pounds of dried albumen and 567,000 pounds of dried yolk. Production during August last year consisted of 56,000 pounds of dried whole egg, 886,000 pounds of dried albumen and 595,000 pounds of dried yolk.

Frozen egg production during August totaled 15,519,000 pounds, compared with 10,012,000 pounds during August last year and the 1950-54 average of 10,289,000 pounds. Frozen egg stocks decreased 8 million pounds during August, compared with a decrease of 15 million pounds in August last year and the 1950-54 average decrease of 18 million pounds.

Government to Support Egg Prices

The Department of Agriculture is offering to buy medium-size eggs to bolster farm prices. Initial purchases ran 20,000

cases at 35c to 42c a dozen, depending on location.

This is the first time the Department has offered to buy eggs since the Eisenhower Administration took office. Previous requests from poultry farmers for a purchase program had been turned down.

The eggs will be used for school lunch programs and for distribution to institutions for the needy.

Watch Those Egg Solids

James J. Winston, Director of Research of the National Macaroni Manufacturers Association, has written members that it has come to his attention that a number of egg noodle products are being investigated by regulatory officials for compliance with the Standards of Identity.

In the continuous operation of noodle manufacture, it is necessary for the production department to check carefully the flow of farinaceous material and egg ingredient. This should be done on a daily basis to guarantee compliance with the required 5.5% egg solids.

The formulation is based on the minimum amount of either egg yolks or whole eggs to be added to each 100 pounds of flour, to produce a noodle containing 5.5% egg solids on a moisture free basis. It is recommended that manufacturers strive to add slightly more than the minimum to insure compliance during the continuous operation.

Egg yolks with 47% solids content should be added in the amount of 10 pounds 10 ounces to each 100 pounds of flour. With 46% solids, 10 pounds 14 ounces are required; with 45% solids, 11 pounds 2 ounces are required; with 44% solids, 11 pounds 5 ounces are required; and with 43% solids, 11 pounds 10 ounces are required.

When whole eggs having 27% solids content are used, 18 pounds 8 ounces are to be added to each 100 pounds of flour. With 26% solids, the requirement is 19 pounds 3 ounces; with 25% solids, the requirement is 20 pounds; and with 24% solids, it is 20 pounds 13 ounces.

It is advisable for manufacturers to have noodle products analyzed periodically to make certain of complying with the Standards of Identity.

Iron for Enrichment

From the Wall Street Journal

If the little lady's doughnuts seem a bit on the heavy side these days, there may be a perfectly reasonable explanation for it—they have iron in them.

The amount is small, to be sure. But the same grayish metal that ends up in water pipes and freight car wheels also is going into a growing batch of "enriched" food products. Among them: macaroni, bread, cake mixes, cereals and chicken feed.

Iron, of course, is a basic requirement in the human diet. Dieticians figure the minimum adult daily requirement is 10 milligrams. The metal is quickly absorbed by the body. One drug company expert calculates that stomach acids dissolve metallic iron used in foods "within seconds" after eating.

Iron long has been known for its food-enrichment properties. It's only within the past quarter of a century, however, that a definable business in iron powder for human consumption has grown up. Now, notes one manufacturer, it's a "small, but lucrative" trade.

Edible grade iron powder sells for around 50c a pound. That's far costlier, of course, than less pure grades. Pig iron, for instance, used by steel makers, sells for just over \$61 a ton, or about 3c a pound.

Various ways are used to make metallic iron for food. One process starts with iron oxide—"you might call it rusty iron"—which then is treated with hydrogen. This reduces the iron oxide to pure iron and water, an experiment often performed in high school chemistry classes. In another method metallic iron is made by electroplating it from steel slabs onto stainless steel sheets. When the deposit of pure iron particles on the sheet is built up to 3/32" thick—it takes about two days—the deposit is stripped off and pulverized into a powder finer than most milled flour.

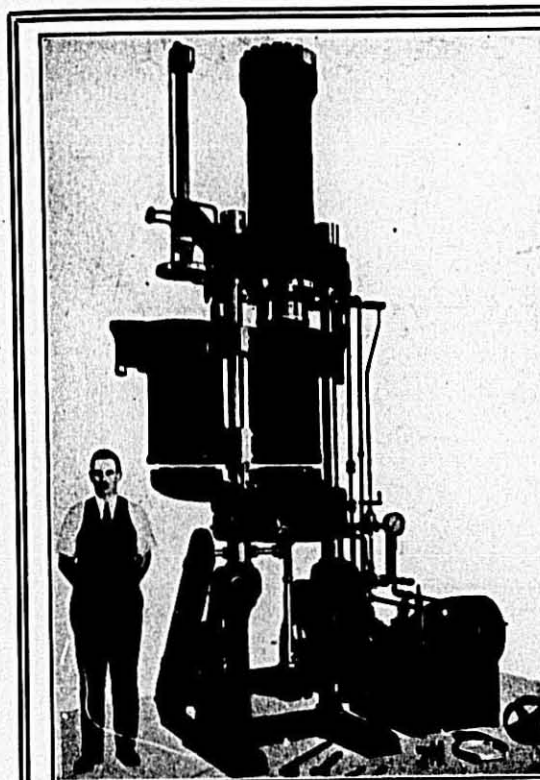
Iron and Vitamins

Afterward, the iron is packed in steel drums and shipped to drug companies. There the gray metal powder is blended with pastel colored vitamins—thiamin, riboflavin and niacin—in a ratio fixed by Government standards. Then it is sold to flour mills at several dollars a pound.

At the mill, the iron-vitamin mix is added to the flour by a feeder device. The amount added depends upon the natural vitamin-iron content of the wheat itself. Each pound of flour normally contains several milligrams of iron, so usually only enough of the mix is added to bring the average up to 13 milligrams of iron per pound of flour.

Edible iron also comes in tablets for commercial use. Some bakers, for instance, prefer to enrich their own flour rather than having it done at the mill, so they purchase the tablets separately. These tablets contain chemically made iron preparations (ferrous sulphate, for example, or orthoferrous phosphate) instead of refined iron.

The body's annual intake of metallic iron is infinitesimal. Based on current average consumption of flour, a 1956 baby probably will consume about 2½ ounces of the gray metal during its lifetime.



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Modernization Program For Commander-Larabee

An extensive streamlining and modernization program will be undertaken at the Minneapolis mill of the Commander-Larabee Division of Archer-Daniels-Midland Company. According to Ellis D. English, president of Commander-Larabee and vice-president of A.-D.-M., work will begin immediately and is expected to be completed by June, 1957.

Latest European pneumatic equipment will be installed and the cleaning-houses for both the bread and durum wheat mills will be rebuilt. The contract for the design, manufacture and installation of the new equipment has been awarded to Miag North America.

"This further modernization of the Minneapolis mill is part of a company-wide program to improve all of its flour production facilities," Mr. English said.

The Commander-Larabee mill in Minneapolis has a daily capacity of 8,200 cwt of flour, including 4,000 durum. The company also operates flour mills at Hutchinson, Kas., North Kansas City, Mo., and St. Joseph, Mo., with over-all capacity of 32,300 cwt.

Flour Unloading Demonstration

Recently the Crissey Company, Kansas City, manufacturers of bakery equipment, sponsored a preliminary demonstration and test run of their new, portable, pneumatic-type flour transfer device. The device is known as the "Nu-Matic Flo, Portable Bulk Flour Rail Car Unloader." The demonstration was held with the cooperation of International Milling Company at that firm's North Kansas City plant, one of their bulk flour centers. International's complete bulk flour facilities provided the supplementary equipment necessary for the demonstration.

The portable unit is comprised of two cast iron rotary air-lock feeders connected by a common shaft and driven by a three-quarter horsepower, gearhead motor mounted angularly on the framework. Four wheels provide the necessary mobility under the Airlide cars. Construction of expensive pits to unload cars is not necessary with the new device.

In operation, the flour travels from the Airlide car into the unloader and then through a pneumatic pipe system to the storage bins.

Tests indicated unloading capacities of up to 44,000 pounds per hour when pumping through 75 feet of hose. Connections to the bulk railroad car can be made in a few minutes. The pneumatic system employed with this unit utilizes the "dense flour flow" principle and has the natural sanitary advantages of all filtered-air pneumatic systems.

International's interest in the new unit stems from their extensive bulk flour operations.

New Bulletin on Niacin

Concurrent with its entry into the field of niacin production and marketing, the Tar Products Division of Koppers Company, Inc. has issued a new bulletin on this exceptional nutrient and ingredient for pharmaceuticals.

Entitled "Koppers Niacin," the four-page folder gives a general description of the applications of niacin for human nutrition, plant nutrition, animal nutrition, and for the formulation of B-complex vitamin tablets and capsules. The folder emphasizes that Koppers will make its entire production of niacin available for marketing, and has no plans for using any for other internal applications.

Designed primarily for users of this versatile B-complex vitamin, the folder also outlines a typical analysis of Koppers niacin as compared with U.S.P. Specifications. Copies of "Koppers Niacin" may be obtained by addressing your inquiry for Bulletin T-102-56 to the Tar Products Division, Koppers Company, Inc., 1450 Koppers Building, Pittsburgh 19, Pa.

New Betty Crocker Cook Book

The new, second edition of the Betty Crocker Picture Cook Book is off the presses.

A new look, hundreds of new recipes, and many new features have been added to the first edition of this text of the American kitchen. Sales have totaled more than three and a half million copies since the Picture Cook Book was published in 1950 by the McGraw-Hill Book Company.

General Mills announced the revision of the book was necessary because food manufacturers have pushed ahead with new and improved products during the last six years. The new edition brings all the recipes up to date to take advantage of new developments and simplified methods.

Each of the 2,227 recipes included has been first tested in the Home Service Department of General Mills and then by Betty Crocker's "home testers" throughout the country.

Some of the features of the book are: expanded chapters on meats, salads and casseroles; a new menu section; recipes and favorite menus from famous people of the stage, screen and concert hall; and a new section on freezing.

Stories and sketches tell the origins of many recipes, sprinkling the pages with human interest material that encourages homemakers to call the Picture Cook Book the "cook book with a heart."

This new revised edition has a four-color food picture cover. It contains forty-three color photographs and 458 black and white "how to do it" and finished product photos. In all, the book contains more than 1,300 pictures and sketches.

The advertising campaign will include full page color newspaper ads supported by General Mills radio and TV commercials.

Roselli Merges With Prince

Merger of Roselli's Pure Food, Inc. of Merchantville, New Jersey, with Prince Macaroni Manufacturing Co. of Lowell, Mass., became effective October 1, 1956.

This merger enables Prince, the largest manufacturer of spaghetti, macaroni, egg noodles and pasta products in New England and one of the leaders in the United States, to enter the fast-growing prepared foods field. These prepared foods, packed in glass and cans, will be comprised of a complete line of Prince Italian sauces, macaroni, and meat products with tomato sauce.

Roselli's Pure Food, Inc. becomes known as Prince-Roselli Foods, Inc. a wholly owned subsidiary of Prince Macaroni Manufacturing Co. of Lowell, Mass.

According to Joseph Pellegrino, president of Prince Macaroni Manufacturing Company, Prince-Roselli Foods, Inc. will continue the manufacture of Roselli brand products in addition to a complete line of Prince Italian prepared foods.

The merger brings together two of the oldest companies who have achieved success in their respective fields, and according to Mr. Pellegrino, combines the technical skill and vast resources of these two firms for expanding the market of Prince Italian processed foods.

An aggressive advertising campaign will be directed to support the merchandising of Prince Italian prepared foods. This promotional campaign will utilize radio, television and newspaper media in New England, New York, New Jersey, Pennsylvania, Ohio, Michigan and Illinois.

Aurelio Tanzi Offers Small Press

The Aurelio Tanzi Corporation of Brooklyn, New York is marketing a small size macaroni press, suitable for experimental work in laboratories as well as for macaroni manufacturers to convert as regular macaroni those dough pieces left over in the large automatic presses at the end of the day operation.

The machine will produce 25 to 35 pounds of product per hour, with eggs or without. It will give a dough sheet of 7½ inches by 11-13/16 inches.

A short cut device is standard equipment. It has a large variety of cutting lengths. The knife has a double spring action which permits change of blades easily without disconnecting the whole cutting device. The kneading and feeding screw is perfectly synchronized in order to insure a uniform length in cutting the extruded macaroni.

Dies are 3½ inches in diameter. They are offered in variety and are quoted extra.

The press stands 31½ inches high, 30 inches long, 15 inches wide and weighs 184 pounds. It has a one-horsepower motor.

From Woodman—high speed efficiency for Manufacturers with

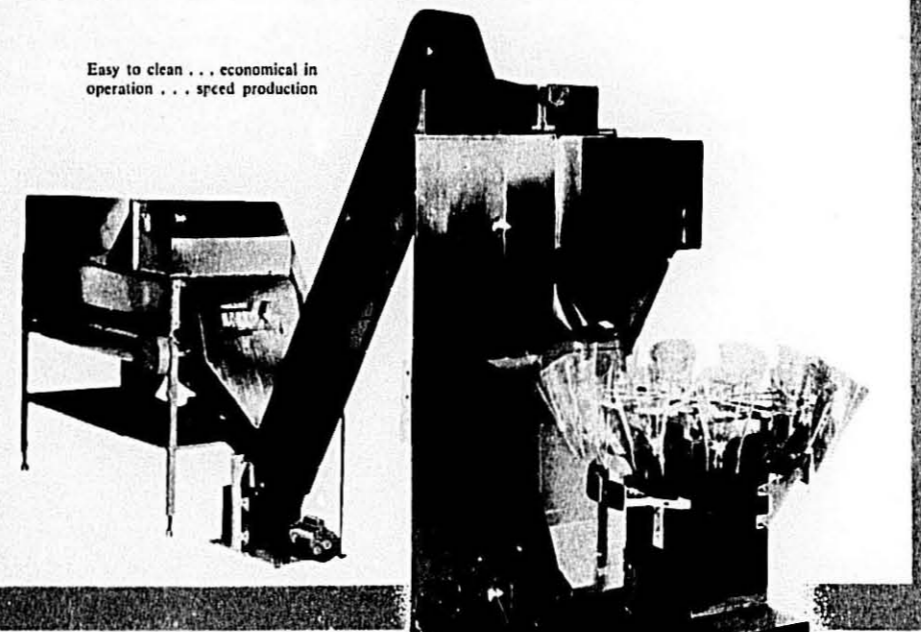
The FLEET-WEIGH Model "S" and NEW LO-LEVEL FEEDER!

New speed! New accuracy! New economy! This Woodman combination turns macaroni and noodle packaging into a smooth, efficient operation! Designed for floor feeding, the Lo-Level Feeder levels the product in the hopper. Picker wheel insures uniform flow to the elevating section, where product is delivered to dual scale hoppers of the famous Fleet-Weigh Model "S" for rapid and accurate net weighing. The Fleet-Weigh han-

dles semi-dry and free-flowing products in a range from 2 to 16 ounces. Average weight variation—normally less than ¼ oz.

Woodman's complete line of packaging machinery can answer your packaging problems. Get the facts now. Call, write or wire for a Woodman engineer to analyze your packaging operation at no obligation to you. YOUR WOODMAN MAN IS A GOOD MAN TO KNOW!

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Production Pointers

Swivel Nozzle Speeds Bulk Loading

A swivel nozzle, designed to augment the rapid pneumatic loading of Airslide cars, bulk vans, and Truck-A-Bins has been announced by Fuller Company of Catasauqua, Pa.



The nozzle (see attached photo) consists of a bent aluminum tube approximately 2-ft. long and 3-in. diameter, fitted into the center of a standard or custom designed aluminum hatch cover. Equipped with a rubber gasket, the hatch cover, when fitted to the hatch, provides an airtight seal, preventing the escape of bulk material being loaded into the transport unit.

According to the manufacturer the swivel nozzle enables the loader to get the maximum amount of material into the vehicle and evenly distribute the material within. Heretofore, in order to achieve the same results a loader either had to have two or three loading points above the car hatches, or if he had only one loading point, he had to move the car to position the various hatches under it.

In operation, the loading operator first opens the hatches on the vehicle and fits the nozzle into the opening. After securing the cover to the hatch he aims the nozzle to one end of the car. This is done by positioning a 4½-in. handle on the straight section of pipe above the hatch cover. The pipe can be turned 360 degrees.

The Fuller loading nozzle is designed basically for loading flour into Airslide railroad cars, Truck-A-Bins, and Bulk Flour Vans, but can be used to load many other materials into bulk containers.

Bulk Car Dust Catcher

A weather-protected nylon breather unit for venting Airslide cars, Truck-A-Bins, and other bulk flour transports is announced by Fuller Company.

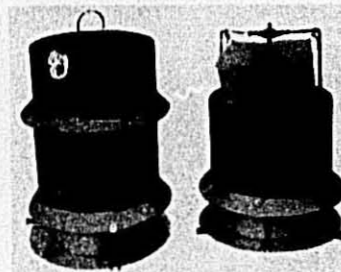
When attached to the hatch of a car, van or truck, the breather permits air

to enter the transport during pneumatic unloading and vents the air during the loading operation.

The breather (see attached photo) consists of a nylon sock suspended inside a 1-ft., 9-in. dia. frame. The sock is clamped at the bottom to a flange that rests on the hatch. In operation, the flange replaces the hatch cover of the vehicle and is clamped securely to the opening using the existing hatch clamps. The fine weave in the nylon sock retains flour dust and prevents it from being discharged into the atmosphere and prevents the entry of dust and insects.

To permit operations in all kinds of weather, a galvanized steel hood fits over the nylon sock. Two shields run around the entire circumference of the hood to prevent rain from reaching sock. Venting actually takes place through the peripheral openings beneath the shields.

A ring is attached to the hood. This permits the loading operator standing on top of the vehicle to drop a line with a hook on the end in order to "fish" the breather unit up to the top of the car. The line consists of ¾-in. manila rope, and is supplied with the breather unit. The breather is light in weight and can be readily handled by one man.



Nylon breather fits in frame

Mold Inhibitor for Macaroni Sticks

Mold is a serious sanitation and quality hazard.

The Hugel Company of St. Louis, Missouri has developed a cunilate mold inhibiting treatment which protects macaroni sticks against mold growth for many months. The same product can be used on the wooden surfaces of dryers to inhibit mold or other surfaces in the plant where mold presents a problem.

In the original field test work with cunilate, a large Midwestern macaroni plant applied the material to half the length of their macaroni sticks only, and designated these test sticks with red ends. These were used in regular production and several months later segregated and observed. They disclosed a blackened, discolored mold growth on the untreated half and a clear, bright surface on the treated half.

A technical bulletin states that the product is ready-to-use in a colorless, odorless, non-corrosive, non-staining, safe oil-base.

To apply it most effectively, wooden macaroni sticks should be dipped into the solution for a period of ten to fifteen seconds, making sure that all surfaces are covered by the liquid, and then removed to dry. If the material to be treated is soft wood, ten seconds will be of ample duration and if it is hard wood an exposure as long as forty seconds is indicated.

After soaking for this length of time, the material should be allowed to dry thoroughly so that all of the oil base disappears and the surface is free of solvent.

For raw wooden surfaces which cannot be taken down and dipped in solution, it is suggested that a tank type sprayer (garden variety) using a flat stream nozzle be used to apply the material.

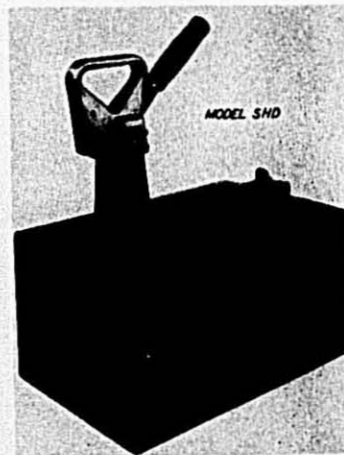
Big Savings from Big Staples

New economy and new efficiency is claimed for a heavy duty carton stapler operated by hand. Container Stapling Corporation of Herrin, Illinois has introduced the actuated anvil SHD (super heavy duty) model.

They say manual operation with pneumatic construction insures rugged, dependable service, reducing maintenance and repair to a negligible factor.

All wearing surfaces are hard chrome plated and are subjected to electromagnetic quality and quantity controls before passing inspection. The chassis is manufactured of stainless steel.

Price at the plant is \$72.50. Cost of each staple driven is less than 1/10 of one cent. They claim four big staples, spaced five inches apart, securely close a carton that would otherwise require 16 regular-size staples placed 2½ inches apart or several feet of gummed tape.



Actuated anvil stapler

MALDARI'S

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MACARONI DIES

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Industry Items

Macaroni Campaign

An expanded program on macaroni products is being planned by the Wheat Flour Institute, it was disclosed at a meeting of the Durum Committee of the Millers National Federation in Minneapolis October 1.

The committee, which is headed by Ellis D. English, president of the Commander-Larabee Milling Company, met with Herman Steen, vice-president of the Federation, and Howard H. Lampman, executive director of the Wheat Flour Institute, to lay plans for the special promotion efforts.

Details of the new program, which are expected to start next year, will be covered in a presentation before the annual mid-winter meeting of the National Ma-

acaroni Manufacturers Association scheduled for January 21-21 in Miami Beach, Florida.

The decision to inaugurate a consumer promotion on durum was taken in view of the turn to adequate durum wheat supplies with the 1956 crop.

All members of the Federation Durum Committee attended the meeting. Besides Mr. English, these include: Eugene W. Kuhn, Farmers' Union Grain Terminal Association; C. W. Kutz, Commander-Larabee Milling Company; E. L. Merry, General Mills, Inc.; A. W. Quiggle, H. H. King Flour Mills Company; P. M. Petersen, International Milling Company; L. S. Swanson, King Midas Flour Mills; and R. R. Wentzel, Doughboy Industries.

Doughboy Introduces Willie

Doughboy Industries, Inc. of New Richmond, Wisconsin, durum millers, manufacturers of heat-sealing equipment, and plastic toys, have come up with a new item. They will manufacture a plastic inflatable toy clown called Willie and patterned after Emmet Kelly, the famous sad-faced performer of the folded Ringling Brothers circus.

Mueller Expands Advertising

C. F. Mueller & Company, Jersey City, manufacturers of a widely distributed brand of macaroni, spaghetti and egg noodles, this fall embarks upon the most extensive radio and television advertising program in the company's 89-year history.

This is in addition to an expanded program in 32 newspapers in 23 cities. Scheideler & Beck, Inc., New York, is the agency.

High-frequency radio spots over 28 stations in 20 cities this year are substituted for newscasts booked in the same cities over the past several years. The shift, meeting changes in marketing strategy, allows for higher frequency over a greater number of stations. The list of the latter is being expanded as desirable spots become available.

Spearhead of the Mueller television activity is co-sponsorship of the new "Dr. Christian" series with Macdonald Carey in the title role.

In New York, this will be telecast over WABC-TV on Mondays from 10:30 to 11 P.M. and over WPIX on Wednesdays 9:00-9:30 P.M. Mueller exercises full commercial rights over one station each week with a one-minute commercial cross-over over the alternating station. Full Mueller sponsorship of "Dr. Christian" has been booked also over Philadelphia's WRCA-TV, Wednesdays, 7:00-7:30 P.M. Also Boston's WNAC-TV, Sundays, 1:00-1:30 P.M.

The Gene Autry Show will be telecast under Mueller sponsorship in Springfield, Mass., Thursdays, 5:30 to 6:00 P.M.; and in Steubenville, O., "Dr. Hudson's Secret Journal," Wednesdays, 7:00-7:30 P.M.

Co-sponsorship of "My Little Margie" has been scheduled for New Haven, WNHG-TV, 11:00-11:30 A.M.; four days a week. In Providence, Mueller has bought co-sponsorship of "Matinee Movie" station WJAR-TV, 1:00-2:30 P.M., three days a week.

In all media Mueller will continue to feature the tremendously successful "Tops for Taste" theme, alternating existing film commercials with a new high-interest cartoon series.

Television activity in Cincinnati, Columbus and Dayton is also under consideration.

Buitoni Contest on Radio

Radio station WOV, New York City, reports that for the past 11 years the Buitoni Macaroni Company has sponsored a 15-minute daily program in Italian on that station. From mid-March to mid-July of this year, Buitoni conducted a special promotion that required contestants to send in "figuette" inserts found one in each package of Buitoni Macaroni.

768,008 package inserts poured in to Buitoni during the 17 weeks of the contest, each representing a half-pound package of Buitoni Macaroni and totaling more than \$161,280 in retail sales.

WOV says time cost for the 17 weeks was only \$5,972.

Merger in St. Louis

Ravertino-Freschi Mfg. Company and the V. Viviano Macaroni Company of St. Louis, two of America's leading manufacturers of macaroni products, merged September 30, with Viviano becoming a division of Ravertino-Freschi.

Executives of Ravertino-Freschi stated that this step will make available the necessary expanded facilities for meeting the ever-increasing demand for its RE line of top quality macaroni items. They said, "We are pleased to work out this association of the two companies. Each firm will retain its own separate corporate identity, brand names and sales organizations and will continue to serve its customers with the same quality products and cooperation as before."

The transaction, which brings together the facilities of the 73-year-old Ravertino-Freschi Co. and the 56-year-old Viviano Co., links two of the best known spaghetti and macaroni lines in the country. Both RE and Viviano macaroni products are distributed in the principal markets throughout the Midwest, South, South-east, and Southwest.

At the same time, Ravertino-Freschi announced that Mr. Norman A. Butts, formerly Vice President in charge of Sales for the makers of Books Catsup, will represent their interests in the Viviano organization, serving as General Manager.

Golden Grain Buys Favro Macaroni Company

The purchase of Favro Macaroni Company, Seattle, Wash., by Golden Grain Macaroni Co., has been announced by Vincent DeDomenico, general manager, San Leandro, Calif.

Favro will be integrated with Golden Grain's present Seattle plant at 1715 Sixth Ave. S.

Golden Grain is a major producer of macaroni products in the West. It claims over half the market in the entire Pacific Coast states.

The company was founded in San Francisco in 1912 by Domenico DeDomenico and his sons, Paskev, now president of the firm, Seattle; Vincent, general manager and secretary-treasurer; and Thomas, general sales manager, respectively, San Leandro.

In 1911 fire destroyed the San Francisco factory and the three brothers opened a plant in Seattle. The San Leandro factory at 1111 E 9th Ave. was built in 1951.

The business of converting semolina hard wheat into quality macaroni, spaghetti, noodles, alphabets, elbows and other macaroni products depends in large measure upon durum wheat. Golden Grain is the biggest West Coast user of durum semolina, requiring 80,000 pounds a day at its plants in San Leandro and Seattle.

Golden Grain is a highly diversified operation, packing such varied products as candy, dried beans and peas.

An indication of the tremendous strides the macaroni company has made is a comparison of the \$12,000 gross in 1953 with \$6,000,000 last year.

Golden Grain Uses Television

Golden Grain Macaroni Co., San Leandro, California, will continue its television advertising schedule this fall with half-hour dramatic shows in four important market areas.

According to Vincent DeDomenico, general manager of Golden Grain, his firm has purchased 26-week contracts on KBLI-TV, Sacramento, Calif.; KSHI-TV, Chico, Calif.; KSRW-TV, Sausalito, Calif.; and KSLI-TV, Salt Lake City, Utah, plus spot commercials during the profes-

sional football telecasts on KPDX-TV, San Francisco, Calif.

In addition, negotiations are now under way for the purchase of a half-hour show in the San Francisco area.

Advertising agency for Golden Grain Macaroni Co. is Merchandising Factors, Inc., San Francisco.

Mueller Uses Newspapers

Here's a typical 1,200-line ad for an C. F. Mueller Co.'s new record budget newspaper ad campaign that broke on September 27. The high-impact format will continue to hammer home the highly successful "Tops for Taste" theme introduced three years ago and which has been accompanied by all-time Mueller sales highs.

Placed by Scheideler & Beck, Inc., New York, the ad series will appear in 32 newspapers in 23 cities, and will be coordinated by the most extensive use of radio and television in Mueller's history.

The upcoming campaign also will introduce streamlined recipe suggestions for "quickie" meals and will exploit the famous Mueller package recipes as collateral reasons for choosing the Mueller brand. The recipes advertised will be dramatized to the retail grocery field as excellent opportunities for associated item promotion features.



Macdonald Carey (right) star of the new television version of the 16-year radio smash hit discusses last-minute plans with C. Frederick Mueller (left), executive vice president of the macaroni products company, and Eugene Hulshizer, executive of Scheideler & Beck, Inc., the Mueller advertising agency.

Clever Quickie! Mrs. Earl Rader's EGG NOODLE CHEESEBURGER!

MUELLER'S Egg Noodles TOPS FOR TASTE!

How Often Goodies? Better Taste! MUELLER'S Are Better on the Family Golden Eggs!

Only Mueller's Egg Noodles contain no eggs. They're the only macaroni that's made from durum wheat. That's the whole explanation for the rich golden color and tender, better tasting texture of Mueller's Egg Noodles. You'll like them. Buy Mueller's in the store and at the store.

Look for Mueller's on the Egg Noodles that are Tops for Taste.

MUELLER'S MACARONI, SPAGHETTI, AND EGG NOODLE PRODUCTS ARE BY FAR AMERICA'S MOST POPULAR BRAND!

DEMACO ENGINEERS

NEW DEVELOPMENTS IN DESIGN:

SHEET FORMER—With production up to 1500 lbs. per hour using new type Teflon Die. DeMaco engineers were the first to discover and use Teflon in the extrusion of a sheet for the production of noodles.

DIE CLEANERS—New Super Speed type, completely redesigned. Guaranteed to be the fastest and safest Die Cleaner on the market.

LONG GOODS PRELIMINARY DRYERS—New two air chamber design. Fully controlled with patented positive pick up and transfers and double air circulation. DeMaco reconverted dryer offered on an exchange basis for your existing dryer.

LONG GOODS FINISH ROOMS—Complete new concept in design. Fully controlled with new air circulation guaranteeing day in and day out positive drying.

SPREADER CONVERSIONS—Your existing ADS Spreader Attachment converted to new DeMaco type spreader. Guaranteed minimum trimming returns. Also offered on an exchange basis. We ship you a DeMaco factory converted spreader for your existing spreader.

SCREW CYLINDER and FEED SCREW—Any make of screw cylinder relined with new type sleeve. Another DeMaco first. Feed Screw re-built with new alloy. DeMaco more than triples the life of screw cylinder and screw.

CONTINUOUS SHORT CUT and NOODLE DRYERS—DeMaco new air circulation design with air flow conditioning. Fully controlled and incorporating all the latest sanitary features.

NOTE

NOODLE CUT WITH V.A.R.

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DESIGN: Every job whether big or small is studied by DeMaco Engineers. Mr. J. DeFrancisci, Mr. N. Bontempi, Mr. L. DeFrancisci.

PURCHASING: Prices of all raw materials are scrutinized by Purchasing Engineer, guaranteeing you lowest prices. Mr. Joseph DeFrancisci, Jr.

MANUFACTURING: Each DeMaco Engineered job is carefully checked by shop foreman, Mr. Alfred Bontempi.

Shopping Plaza Planned by Macaroni Makers

Cincinnati's Palazzolos, who founded a business empire upon macaroni, have announced plans for a multi-million dollar shopping center in the Hyde Park section of the city.

The group backing the project includes the five Palazzolo brothers, and Tom and Peter J. Viviano of Louisville, all principals in Delmonico Foods, Inc., macaroni manufacturers. Another major stockholder is Rubie Shor of Shor, Inc., an associate of the Palazzolos in the theater business.

Headed by Peter J. Palazzolo the group has asked the city for a zoning change to permit construction of the center—one of the few to be completely within the city limits of Cincinnati.

Cost Between \$1-\$5,000,000

The center, to cost between \$1,000,000 and \$5,000,000 would be located on a 30 acre tract and would be called Eastern Hills Plaza. Plans call for parking places for 2500 cars and space for 12 stores, ultra-modern in design. Almost all of the stores will be locally owned and managed.

Peter Palazzolo, eldest of the five Palazzolo brothers and president of Eastern Hills Plaza, Inc. said the development will be "one of the nation's most beautiful" shopping centers. Extensive planting and landscaping will be provided to create a park-like appearance.

The site is adjacent to an existing public playground. Through grading of the site itself, and filling of a ravine, there will be created a new level area 200 feet wide and 700 feet long to be used for additional recreation facilities.

A Rare Opportunity

Dr. William R. Davidson and Dr. C. I. Jonassen of Ohio State University studied the area from social and economic viewpoints and reported that "it is relatively rare to encounter an opportunity such as exists in Eastern Hills—namely, to

bring planned, modern shopping conveniences to the residents of a well-established part of a community. . . . The development of this shopping center will benefit the whole of Cincinnati."

Palazzolos' Interests Varied

The Palazzolo family has varied business interests in Cincinnati. Their business history began when Antonio Palazzolo went to Cincinnati from Detroit in 1919 and went into the wholesale grocery business. In Detroit he had manufactured macaroni, and similar operations were started in Cincinnati in 1926. Mr. Palazzolo died in January, 1955, and his five sons carried on the business. These are Peter, William, Dominic, Paul and Joseph. Enterprises in which they are associated include:

The Palazzolo Company, wholesalers of Italian groceries and distributors of wine.



DOMINIC PALAZZOLO

Drive-In Market and Capri Pizza Carry-Out.

Caproni's Restaurant, Duncan Hines recommended.

Partnership in theatres—Keith's, Twin Drive-In, Hyde Park and Westwood.

Partnership in Delmonico Foods, Inc. of Louisville, manufacturers of macaroni, spaghetti, spaghetti sauce and allied products. The Vivianos of Louisville, who founded Delmonico Foods, Inc., are cousins of the Palazzolos.

American Home Food Promotions

American Home Foods has promoted three of its officials, according to E. Lloyd Dorsch, executive vice president.

Charles H. Thomas has been promoted from treasurer to staff vice president; William D. Pratt from comptroller to treasurer; and Stanley J. Komada, assistant comptroller to comptroller.

American Home Foods, a subsidiary of American Home Products Corporation, manufactures and distributes: Chef Boy-Ar-Dee products; G. Washington coffee, broths and seasonings; Butner's food colors and flavors; and Dennison's products.



PETER J. VIVIANO

Milprint Appoints National Art Director

The appointment of Glenn Sontag as the National Art Director of Milprint, Inc. has recently been announced by Roy Hanson, vice-president and director of sales of the lithography and packaging firm. Mr. Sontag will direct the Milprint design staff of over a hundred artists, said to be the largest aggregation of package designers in the United States. The concern has art studios located in practically every principal city.

Milprint's newly appointed National Art Director was responsible for setting up two of these package design studios, namely those in Cleveland, Ohio and Atlanta, Georgia. Mr. Sontag, who possesses a fine formal art training background, started with Milprint eight years ago as a package designer in the Milwaukee home office art studio.

Ocoma Appoints Officers

Fred K. Crosby has been named president of Ocoma Foods Company, subsidiary of Consolidated Foods Corporation, Chicago, leading canner, processor and distributor of food products, according to S. M. Kennedy, Consolidated president. Mr. Crosby succeeds Homer C. Sheridan who has retired but will continue to serve as a director and consultant. Mr. Crosby has been associated with Ocoma since 1931.

William E. Carey, formerly director of sales for Ocoma, has been appointed executive vice president in charge of sales and advertising.

Ocoma has retail distribution throughout the nation for its frozen prepared foods and frozen poultry products. It is one of the largest producers of frozen and dried egg products.

New Product

"Conta Luna Twisetti" is being introduced in the middle Atlantic states by V. Arena & Sons. The product, packed in half pound window boxes, is "twisted and cut to bite size." It can be used as spaghetti as well as macaroni.



THOMAS VIVIANO

Dott. Ingg. M. G.

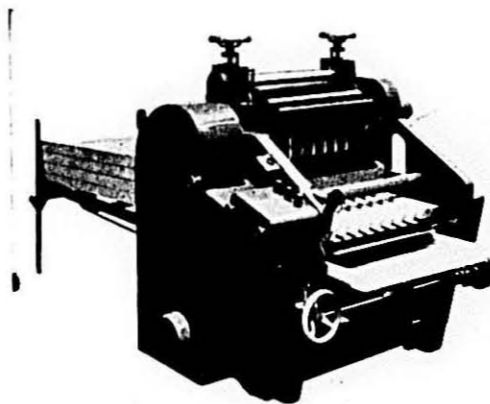
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THE NEW PLURIMAT MACHINE FOR COILED SPAGHETTI, SPAGHETTINI, VERMICELLI & NOODLES



The above pictures illustrate the "PLURIMAT" machine attached to a "MACRI" press with special mushroom attachment. This machine can make either one or up to five separate coils in a row on the tray from very small diameter to 5/64". For Noodles just as the length of the Skeins can be controlled so can the width vary from 1-3/8" to 2-3/8". It is equipped with a speed variator for attachment to an automatic press. It is supplied in two models, either single or double depending on the production required.

Write for full particulars to:

Eastern Zone: LEHARA CORPORATION 60 E. 42nd St., New York 17, New York

Western Zone: PERMASCO, Division of Winter, Wolff & Co., Inc. 2036 East 27th Street, Los Angeles 58, California

Personals



JOSEPHINE LA ROSA

Josephine LaRosa Engaged

Mr. and Mrs. Peter LaRosa, Flowerhill, Manhasset, Long Island, New York, announce the engagement of their daughter, Miss Josephine M. LaRosa, to Mr. John Joseph Cuneo, son of Mr. and Mrs. John Cuneo, New York City.

Miss LaRosa is a graduate of Adelphi College, Garden City, New York.

Mr. Cuneo is a graduate of Seton Hall University, East Orange, New Jersey.

Salute to Henry Kuehn

The Grainville Bugle, employe publication of the F. H. Peavey & Company, salutes as "veteran of the month" Henry E. Kuehn, general manager of King Midas Flour Mills and a vice-president and director of the Peavey organization. The article, published under the heading, "Henry Kuehn, Vet., Trades Cloth for Grain and Likes It," follows:

Only when urged will Henry Kuehn, general manager of King Midas Flour Mills and veteran of the month with 42 years of service, admit that he quit his first job with a dry goods company to join the Peavey System as an office boy because he didn't like the smell of cloth.

"I gave up a \$35 a month job for one that paid \$5 less, but I haven't regretted my choice," said Mr. Kuehn.

The smell of grain, however, apparently appealed to Mr. Kuehn, for he's been on the job with King Midas continuously since that day in 1914 except for the time he spent in the Navy during World War I.

Through the years, Mr. Kuehn advanced into positions of increasing responsibility.

"My first exciting promotion was to running a billing machine," he recalled. "Then I went on to clerk, flour salesman, floor trader, department manager, co-manager and finally general manager in 1954." Mr. Kuehn is also vice-president

and on the board of directors of F. H. Peavey & Co.

Only 12 Employes When He Started

"There were only 12 employes in the office when I came here," Mr. Kuehn said. "Now there are 81. In the early days, too, King Midas had only one mill at Hastings, Minn. It produced 1,400 cwts a day. In 1956, King Midas has three mills which produce 20,000 cwts a day."

Improvements in Flour Mill Method

The entire flour industry has changed through the years, too. Design of grain cleaning and milling equipment has been vastly improved to increase efficiency and there have been improvements made in packaging," said Mr. Kuehn. "In the early days, flour was sacked and weighed by hand. Automatic packers do that job today."

"Latest innovation in the industry is bulk shipping," said Mr. Kuehn. "An ever increasing amount of flour for bakers and macaroni manufacturers is now transported and loaded in bulk."

Reviews Tour of Industry in Europe

European mills have made great progress, too, according to Mr. Kuehn. In 1951, he toured the flour mills of Germany, Italy, Holland, France and England and reported on his observations to the Millers' National Federation convention in Chicago.

"In many respects, those mills are far superior to ours," Mr. Kuehn said. "After World War II, they had to rebuild and consequently could use the most modern equipment available."

"However, in packaging we are far ahead," he continued. "In the contrast to our automatic packers, they still pack by hand and re-use the same sacks over and over. Apparently their sanitation requirements are less than ours," Mr. Kuehn said.

Director of Federation Since 1954

Closely allied to his work with King Midas Flour Mills is Mr. Kuehn's great interest in the Millers' National Federation. He has been a director of the group since 1954 and has served on the executive committee in 1945, 1946, 1955 and 1956. He was chairman of the feedstuffs committee from 1940 to 1948, a position he recalled with mixed emotions.

"That was during World War II with its O.P.A. and involved regulations and ceilings," he explained.

Now Mr. Kuehn is a member of the Millers' National Federation committee on agriculture, grain relations committee, finance committee and executive committee.

Daughter Author of Short Stories

During the years of King Midas' growth, the Kuehn family also has grown; Henry and Alma, older, and the four children, wiser. Three daughters, all Wellesley graduates, have varied interests. Susan, the eldest, now Mrs. Willard L. Boyd of Iowa City, writes. Several of her short stories



HENRY E. KUEHN

have been published in magazines and later reprinted in O. Henry's Prize Short Stories of the Year and in the Martha Foley collection.

Helen, next, is laboratory director of the Hamm Brewing Co., in San Francisco. Barbara, now Mrs. Richard Belew, who taught math and did drafting in an engineering firm before her marriage, is the mother of Richard Kuehn Belew and Eleanor Boehme Belew.

Henry, Jr., 6 feet 4 inches, is a senior at West high, completely engrossed in athletics.

To escape from the many little jobs that his wife finds for him, Mr. Kuehn plays volley ball in the winter and golf in the summer. "The many strokes it takes me to get around the course gives me plenty of exercise," Mr. Kuehn said. "My best score this year is 97."

Close Association With Steinke

No sketch of Henry Kuehn's life at King Midas would be complete without his affectionate mention of William M. Steinke, now executive vice-president of Russell-Miller Milling Co., with whom Mr. Kuehn has been so closely and happily associated for most of the 42 years. The two men served as co-managers of King Midas Flour Mills at one time.

Summing up his years with King Midas, Mr. Kuehn declared, "it never seemed like work."

Named to a New Office

Henry E. Kuehn was elected executive vice-president and general manager of King Midas Flour Mills by recent action of the board of directors of F. H. Peavey & Co. He formerly was vice-president and general manager of King Midas Flour Mills.

At the same time, J. W. Pehle, formerly assistant secretary and general sales manager of King Midas, was named to the post of vice-president.

All other officers were re-elected.

Stop Those Falls

Accidental falls—surpassed only by motor vehicle accidents as a killer—are the target of a nationwide campaign launched on Sept. 1 by the National Safety Council.

Last year 19,800 persons in the United States were killed by falls—a rate of 55 fatalities per day. In the nation's industrial operations alone, more than 450,000 workers are temporarily or permanently disabled annually by falls.

"Our goals in this campaign—and I know it is an ambitious one—is a 50 per cent reduction in injuries and deaths due to falls," said Ned H. Dearborn, president of the Council. "We feel that by focusing special effort on this single accident target, we will be able to arouse management and worker to drastically cut those unsafe attitudes and conditions that lead to falls."

Beginning Sept. 1, and continuing to Aug. 31, 1957, the campaign is an across-the-board operation, hitting at accidental falls wherever they may occur in industry, in the home, in public places—wherever there are people.

Falls were singled out for special emphasis not only because of their numerical importance, but because they can be prevented by voluntary individual behavior more effectively than other accidents. A little extra caution and knowledge on the part of each person can do much toward the reduction of falls.

The occupational phase of the campaign is on an organized basis with regis-

tration, record keeping and awards. Any company or governmental agency is eligible to participate in the falls campaign. Enrollment may be on the official registration form provided on request from the Council or simply by letter. Operations at different locations employing 25 or more workers should be registered separately.

To assist participants in carrying on an effective campaign, the Council has available a series of 13 posters and three large banners. Films, flip charts, illustrated booklets, five-minute safety talks and safety instruction cards on falls also may be obtained.

Each participating concern will be sent a suggested campaign plan for scheduling and using the materials and incorporating them into its safety program.

A "Certificate of Achievement" will be awarded to each plant achieving the goal of a 50 per cent reduction in falls or having no chargeable injuries from falls during the campaign year. Companies enrolling in the campaign must provide injury experience from falls covering 1955 and 1956 to the nearest convenient date. A special feature of the campaign is a "Certificate of Commendation" to supervisors who attain the campaign goal.

For a copy of the booklet, "Falls Aren't Funny" and a brochure listing the campaign materials available, write the National Safety Council, 125 N. Michigan Ave., Chicago 11, Ill.

Informality in Management

About 90% of U. S. industrial workers call their bosses by their first names. That's the word from E. I. duPont de Nemours & Company, after a survey on the subject. An even higher percentage of managers call their employes by first names, says DuPont.

It's all part of a growing informality in business relationships, says DuPont. A major factor in the trend is the rising ratio of supervisors to supervised. Today, there is about one supervisor for every eight workers; 25 years ago, it was about one for 15. The result: closer working associations and no excuse for a manager's not knowing the names of his employes. It's also part of the growing awareness of the importance of human relations in achieving productivity. American companies have three or four times as many management people as foreign companies of comparable size—and three or four times the output per worker.

General Mills Buys Concern

General Mills, Inc., purchased Ready-To-Bake Foods, Inc., of Los Angeles for an undisclosed price, it was announced. Ready-To-Bake Foods makes and markets refrigerated biscuits under the brand name "Puffin." The West Coast company, which distributes its products in 31 states, will operate as a wholly owned subsidiary, according to C. H. Bell, General Mills president.

JACOBS - WINSTON LABORATORIES, Inc.

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"Prompt and Efficient Service"

BIANCHI'S Machine Shop

221 - 223 Bay St.
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Western States
Macaroni Factory Suppliers
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Repairing Specialists

40 Years Experience

RETROSPECTIONS

by
M. J.

35 Years Ago — November, 1921

- Businessmen make study of "Trickery in Business."
- The Italian government gives additional concessions to its macaroni manufacturers by permitting free importation of macaroni wheat for spaghetti-making.
- September carload receipts showed that Duluth far surpassed her ancient rival, Minneapolis, in the number of carloads inspected, getting a total of 4,512 cars of all grades of durum compared with 1,012 that went to Minneapolis.
- The practice of trade associations exchanging price information, cost and production data is now considered legitimate procedure under decision handed down by Federal Judge Carpenter of Chicago.
- The New England Macaroni Company, Providence, went into voluntary bankruptcy. Creditors of the company have claims amounting to about \$70,000.
- C. T. Tornello resigns as general manager of Youngstown Macaroni Company, Youngstown, Ohio, after 11 years of service.
- The American Beauty Macaroni Company of Denver, Colorado, received favorable publicity in the Home Products Section of the Rocky Mountain News.
- The Andersen-Jurgensen Macaroni Company, Minneapolis, completely reorganized, and the name changed to Mill-Drake Macaroni Company.

25 Years Ago — November, 1931

- Advertising campaign closed. At a special convention in Chicago October 27, the NMMA voted to discontinue its planned 4-year national cooperative advertising and merchandising campaign.
- Declaration of net weight on packages of macaroni products recommended by the NMMA Educational Committee.
- The U. S. Department of Agriculture's Food and Drug Administration released a booklet containing all definitions and standards for foods, including macaroni.
- The Association's "Thrift Recipes" booklet distributed in response to thousands of requests.
- Frank A. Motta, Secretary of the Champion Machinery Company, Joliet, Illinois, circularized the industry with a special article titled, "Paying for Things You Don't Possess."
- The National Association installed a new and requested service to members, operated by the National Macaroni Trademark Service of the Macaroni Journal, under the supervision of Editor M. J. Donna.

- "Macaroni — A Most Beneficial Food," an article by J. F. Geisler, food expert, tells how because of the valuable mineral essentials in macaroni, it is considered one of the most beneficial foods for the human body.

15 Years Ago — November, 1941

- "Defense First" tells how the macaroni-noodle industry fits into the "all-out" defense program picture.
- The industry's biggest problem of the day, to fortify or not to fortify, discussed in an article by Benjamin R. Jacobs.
- Durum farmers boost "Faith in North Dakota Week," and will continue to keep faith in their state as long as their durum crops continue to bring them profitable returns.
- Disposition by Federal Food and Drug Administration of misbranded products seized in last year's food law enforcement drive showed 1810 cases of macaroni products condemned.
- First aid technique in accident cases discussed by Harry Subin, M.D. in an article designed to help industry prevent accidents, and give aid to the injured.
- Macaroni jewelry has become quite the vogue to the profit of the macaroni makers. Ingenious youngsters think up clever and beautiful necklaces, wristlets, pins and lapel ornaments.
- Supermarkets sold over \$2,000,000,000 worth in 1940, or 22% of all U. S. retail food sales. The United States had 9,250 supermarkets at year's beginning, has 10,100 now, and is getting more all the time.

5 Years Ago — November, 1951

- 1951 Food Editors Conference, held in the Drake Hotel, Chicago, watched a miniature buhler Brothers, Inc. continuous automatic press in operation.
- Four ceiling price procedures under Manufacturers Regulation 22 listed and explained in article called "Your Ceiling Prices — Do They Fully Cover Increased Taxes and Manufacturing Costs?"
- Macaroni machinery exhibited at International Fair, Milano, Italy.
- Billy Heller celebrated 50th year with Milprint. As chairman of the board of directors, he heads one of the largest packaging materials and printing supply houses in the world.
- New American Beauty Macaroni Company plant with capacity of 50,000 pounds, officially dedicated in Denver, Colorado.
- Macaroni-noodle manufacturers, bakers, and other food processors discussed

preventative sanitation at a dinner meeting November 5 in Chicago.

- Jeanne Bel, star of "Guys and Dolls," was crowned Macaroni Queen by Lloyd E. Skinner, president of Skinner Manufacturing Company, Omaha, at a spaghetti dinner given by Skinner for 75 youthful citizens of Boys' Ranch, Bedford, Texas, and 100 members of the Dallas Variety Club which sponsors the ranch.

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Macaroni in Canada

Value of factory shipments in the macaroni and kindred products industry in Canada reached a record high of \$9,897,000 in 1955 compared with the previous peak of \$9,585,000 set in 1954.

The Dominion Bureau of Statistics annual report on the industry shows establishments increased from 14 to 17, employees from 609 to 672, salary and wage payments from \$1,575,000 to \$1,758,000 and cost of materials from \$5,912,000 to \$5,971,000. Shipments of macaroni, spaghetti, vermicelli and noodles rose to 78,904,000 pounds from 73,867,000 and the 1955 value advanced to \$9,897,000 from \$8,850,000 for 1954.

Eskimo Spaghetti Eaters

The Chicago Daily News Wire Services report that an Army sergeant from Boston, Francis Petrivelli, while living with an Eskimo family near Anchorage, Alaska, got mighty tired of their steady diet of reindeer meat and whale blubber.

So he introduced them to something closer to his heart — spaghetti and meatballs. So what have we got now? Real Eskimo spaghetti and meatball lovers.

Imports

Macaroni products imported in June total 485,556 lbs. with 355,668 coming from Italy and 74,800 from Hong Kong.



Already a "BUY" word

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

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

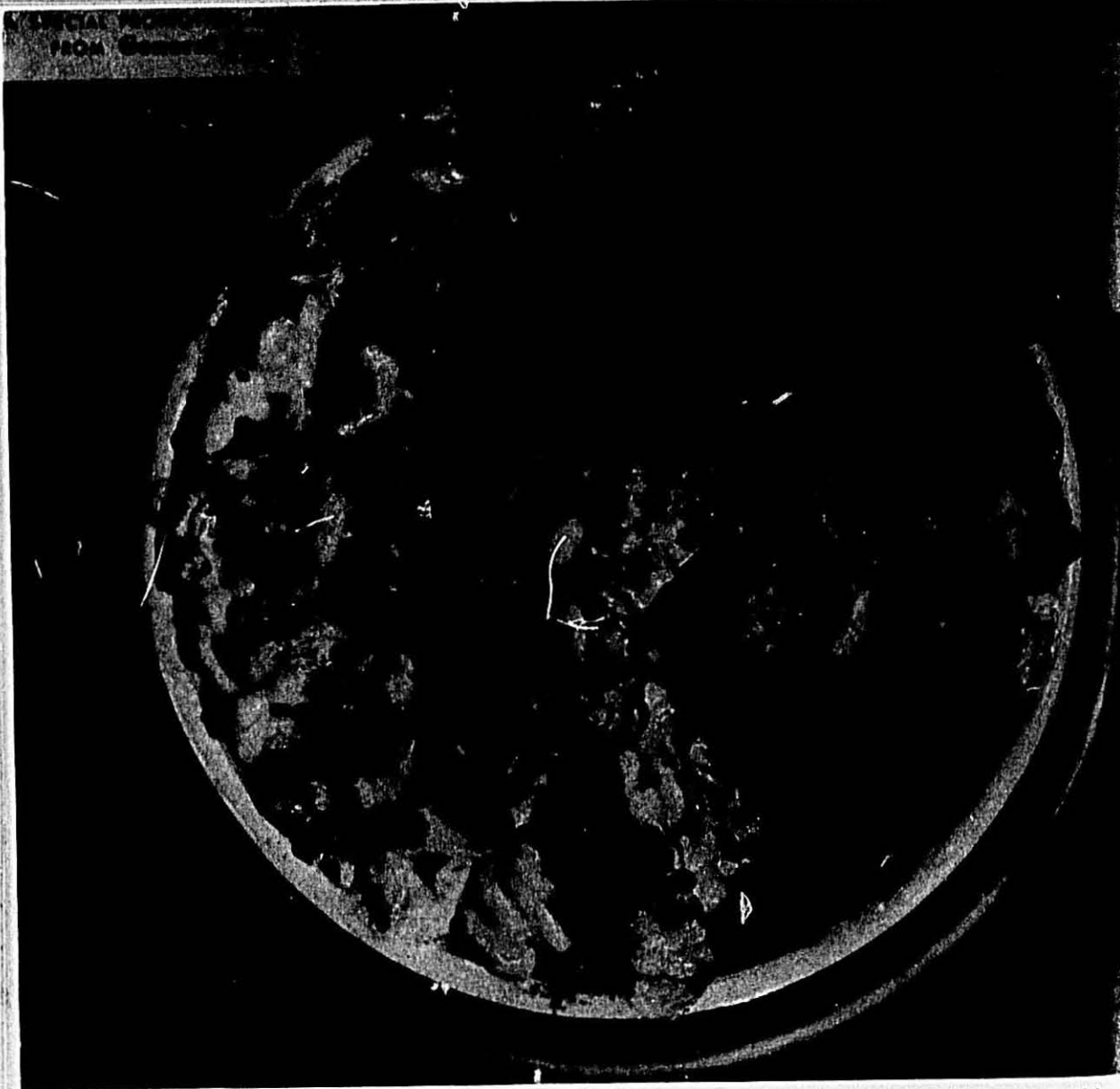
Do they see the familiar "BUY" word, "ENRICHED," on your packages? If not, act now to bring your products up to date.

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

'ROCHE' Vitamin Division

HOFFMANN - LA ROCHE, INC.

NUTLEY 10, NEW JERSEY



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How appetizing dishes can help you sell

OLD-FASHIONED MACARONI AND CHEESE is just one of many appetite-whetting recipes Betty Crocker, of General Mills, has developed to help you sell more of your products. Here's how. Just feature the macaroni-spaghetti recipes in the booklet at right as an extra service to your customers. Good recipes help them get the most from your product... like it better... want it oftener. That's the way Betty Crocker builds fast repeat sales, and she's known to millions as the very symbol of food quality and service. General Mills has already home tested these recipes—

among all types of families. So they are sure to enhance the quality of your product. Get these delicious recipes that can help sell your products to grocers and consumers alike. Capitalize on them—in your advertisements, on package labels or inserts, and in your sales literature.

THIS 12-PAGE RECIPE handbook is available now— with room on the cover to imprint your name and address. For sample and quantity price, ask your General Mills salesman or write to Durum Sales, General Mills, Minneapolis 1, Minnesota.



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