

**THE
MACARONI
JOURNAL**

**Volume 41
No. 3**

July, 1959

Macaroni Journal

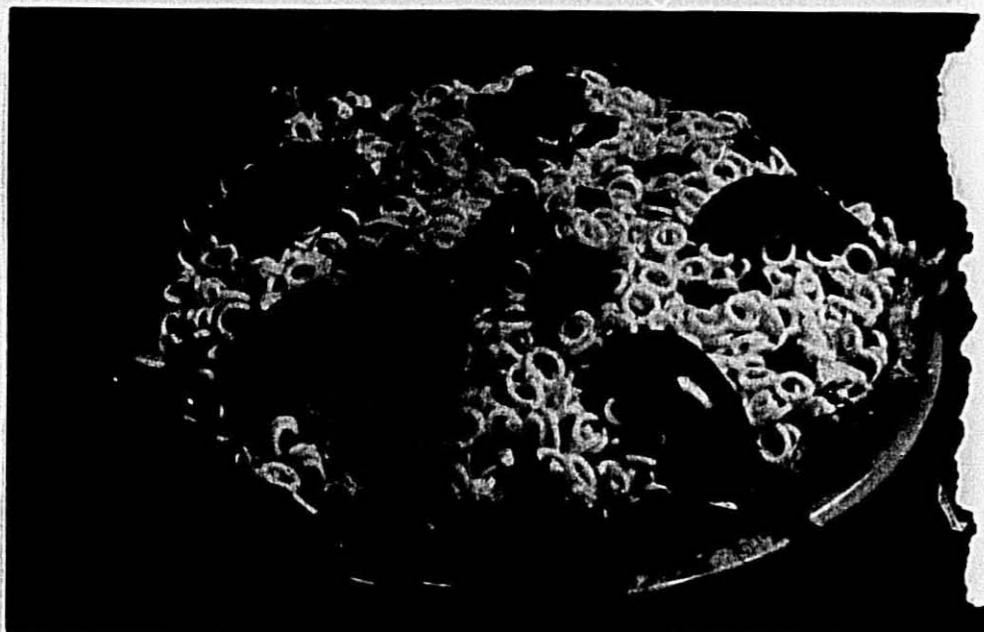
OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
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JULY, 1959



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The MACARONI JOURNAL

July, 1959
Volume 41, No. 3

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Cover Photo

Profit possibilities are pointed out in picnic potentials by Alice Mitchell. National Macaroni Institute photo.

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July, 1959

THE MACARONI JOURNAL

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LET'S HAVE A PICNIC



Alice Mitchell suggests a Profit Picnic.

How Picnics Started

The actual word "picnic" is only about 200 years old, but the idea goes all the way back to the ancient Greeks and even earlier. Plutarch mentions a "picnic" by the seashore a favorite Athenian picnic spot. The Greek word for "picnic" meant a "contributor feast," one to which all who attended brought some of the food or drink.

When this word was first used by an English writer - Lord Chesterfield in a letter to his son - the affair described was a party to which all brought some of the food. In the early Nineteenth Century, guests at an English "picnic" contributed food, drink or entertainment. The usual method was to present the menu to those invited. Then, they drew numbers corresponding to items on the menu and furnished whatever they had drawn.

As with so many other things, the word was popularized when it attracted a degree of notoriety. Some members of the British aristocracy formed a private club which they named, the "Picnic Club." Before the members sat down to a picnic meal, they entertained themselves with a series of private theatricals. Although these performances were somewhat like charades, the people were scandalized at these goings-on, and the scandal helped to popularize the word "picnic".

By 1812, the original meaning was lost, and the modern one, a meal eaten out-of-doors, was taken on.

The origin of the word "picnic" is unknown. It is thought to have English roots, but French origin since it appears in a French dictionary dated 1694. It was almost a century later before it's mentioned in an English dictionary. The first syllable is thought to be taken from "pick", meaning a nibble or peck. The second syllable could be either rhyming slang or a shortened form of "knick" which means a trifle.

Whatever the origin and development of the word and the event it stands for, it remained for the Americans to refine and develop picnics as a national pastime.

Special Event

At first, picnics were restricted to some special event, such as Fourth of July. Most frequently, it was a family affair with many relatives and more events. House raisings, political rallies and other activities provided the occasions for picnics - if occasions or reasons were ever needed.

Today, the outdoor picnic is American tradition, and each region of the nation has its own favorites, from the New England clambake to the Western barbecue. Whatever the occasion or reason for the typical American picnic, the food is good and the fun is too.

Who - Where - What

Who eats outdoors? Everyone! families, Scouts, church groups, business and fraternal organizations, military societies, school groups ... people! All kinds of people.

When is outdoor eating time? Right now! from spring to fall, depending of course, on where you and your customers live. There is lots of time to promote and enjoy outdoor eating.

Where do people eat outdoors? Almost everywhere! on boats, in picnic grounds, at the beach, in the backyard, on the patio, at the swimming pool ... anywhere ... outdoors!

Why eat outdoors? Food somehow tastes better ... the variety of food is greater ... the whole family can get into the act ... and it's fun!

What do they eat ... need ... want? They eat buns, rolls, and bread, hot-dogs, hamburgers, olives, pickles, soups, chicken, juices, soft drinks, coffee, tea, milk and beer, sweet goods, vegetables, fruit, and so on. They need salt, mustard, catsup, charcoal, starter fluid, aluminum foil, waxed paper, paper cups, plates and napkins, and more. They want grills, coolers, eating and cooking utensils, tables and chairs, portable radios, and many other things.

Versatile Macaroni

And that's where macaroni comes in, because macaroni goes with everything, and macaroni salads highlight the menu.

Mildness of flavor makes macaroni so perfect in salads. The ideas for combination with other foods are endless. For example, you may choose most any variety of canned fish - such as tuna, salmon, shrimp or crabmeat. Small amounts of luncheon meats or table-ready meats take such a salad into the main dish realm.

When making tossed vegetable macaroni salads the addition of cubed or hard cooked egg steps up the protein content.

Salads can also co-star mixed fruits and macaroni. A good example is a combination of apple and pineapple cubes, orange sections, and melon balls. A mixture of mayonnaise and lemon juice holds the ingredients together.

Macaroni can be added to molded vegetable and fruit salads to transform them into main dish luncheon fare. Tomato aspic makes fine eating when generously studded with tiny shell noodles.

Small shapes such as elbows, shells, bows and rings, are best for salads. They may be cooked ahead of time if

Continued on Page 8

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desired and stored in the refrigerator until just before time to mix the salad.

For meat and vegetable salads particularly, many cooks like to marinate the macaroni in French dressing about 20 to 30 minutes before the final mixing.

For the Male Chef

The beginning of the summer and the start of the picnic season is also the time that those potential cooks come out of hiding.

Once the man of the house has mastered one or two dishes, he is downright smug and proud of his accomplishments. Perhaps the first clean-up operation is a bit hard, but gradually he learns to create his masterpieces with fewer utensils. And soon he's able to take over - mostly on picnics.

One of the easiest and most satisfactory beginning dishes for an amateur chef is spaghetti with meat sauce. A spaghetti supper is simple to manage. And with the right ingredients in a long slowly-simmered sauce, the chances are excellent for extra good results. While the sauce is cooking, the new chef can cook lots of spaghetti - just until tender. If the spaghetti cools too much, it can quickly be run under hot water. A tempting recipe follows:

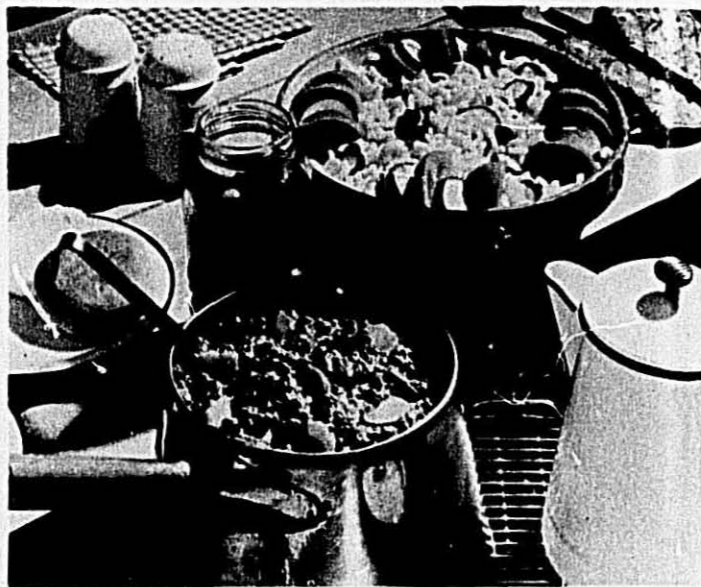
Spaghetti with Meat Sauce (Makes 6 servings)

3 tablespoons olive or salad oil
1-1/2 pounds ground beef
1/2 pound ground pork
1 clove garlic, finely chopped
1 8-ounce can tomato paste
2 1-pound cans tomatoes
3/4 cup water
1 teaspoon oregano
1 teaspoon monosodium glutamate
2 teaspoons salt
1/4 teaspoon pepper
2 tablespoons salt
4-6 quarts boiling water
1 pound spaghetti

Heat oil; add beef, pork and garlic and cook over low heat, stirring occasionally, until browned. Add tomato paste, tomatoes, 3/4 cup water, oregano, monosodium glutamate, 2 teaspoons salt and pepper; mix well. Cover and cook over low heat, stirring occasionally, 1 hour and 30 minutes.

Meanwhile, add 2 tablespoons salt to 4-6 quarts rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve spaghetti with meat sauce.

Doubtless the temporary kitchen monarch will want to complete the rest of the meal himself. A tossed green salad (with a hint of garlic), plenty of hard rolls with butter or margarine and lots of steaming coffee to finish the meal with a flourish. A mammoth



Italian Macaroni Salad and Pickle Barbecue Buns

bowl of fresh fruit will do well for dessert. And then, it's outdoors for a backyard feast that will please everyone.

Variations

"The modern off-spring of the old-fashioned picnic are as many and varied as there are climates and topographies. There's the clam bake at the beach, the patio picnic, the back-yard barbecue and for the city slicker ... the penthouse picnic. Even the stop-by-the-side-of-the-road type picnic is still popular. But no matter what the official name, there are still picnics that have the common denominator of taking place in the great out-of-doors.

"Another common denominator of picnics is the popular macaroni salad whether it's carefully placed on a penthouse table or dished out at a clam-bake." So said a recent release by the National Macaroni Institute on summer salads. Here's a tempting recipe:

Italian Macaroni Salad (Makes 4-6 servings)

1 tablespoon salt
3 quarts boiling water
2 cups elbow macaroni (8 ounces)
1 medium-sized zucchini squash, sliced and cooked
2 medium-sized tomatoes, cut in wedges
1/4 cup chopped scallions
1 egg, well beaten
1/2 cup vinegar
1/4 cup salad oil
1/2 teaspoon paprika
1/4 teaspoon basil
1 teaspoon salt

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

Combine macaroni, squash, tomatoes, and scallions; mix well. Chill. Combine remaining ingredients; blend. Combine macaroni mixture and vinegar mixture; toss lightly.

Another familiar favorite at picnics of any species is pickles - especially good with macaroni. Here's a recipe using pickles as a piquant ingredient for a barbecue sauce that does well in finishing off our picnic menu:

Pickle Barbecue Buns (Makes 6 servings)

2 tablespoons butter or margarine
1-1/2 pounds ground beef
1 medium-sized onion, chopped
2 8-ounce cans tomato sauce
1 teaspoon salt
1-1/2 teaspoons chili powder
1/3 cup sliced sweet gherkins
6 hamburger buns, split in half

Melt butter or margarine. Add beef and cook over low heat until browned, stirring occasionally. Add onion and cook 5 minutes. Add tomato sauce, salt, chili powder and gherkins; mix well. Cover and cook over low heat, 30 minutes. Serve pickle chili sauce over hamburger buns.

By Any Name

Call it what you will ... Cook-out, Patio Picnic, Chicken-Q, Pineapple Barbecue, or just "Let's Eat Outdoors!"

Continued on Page 32

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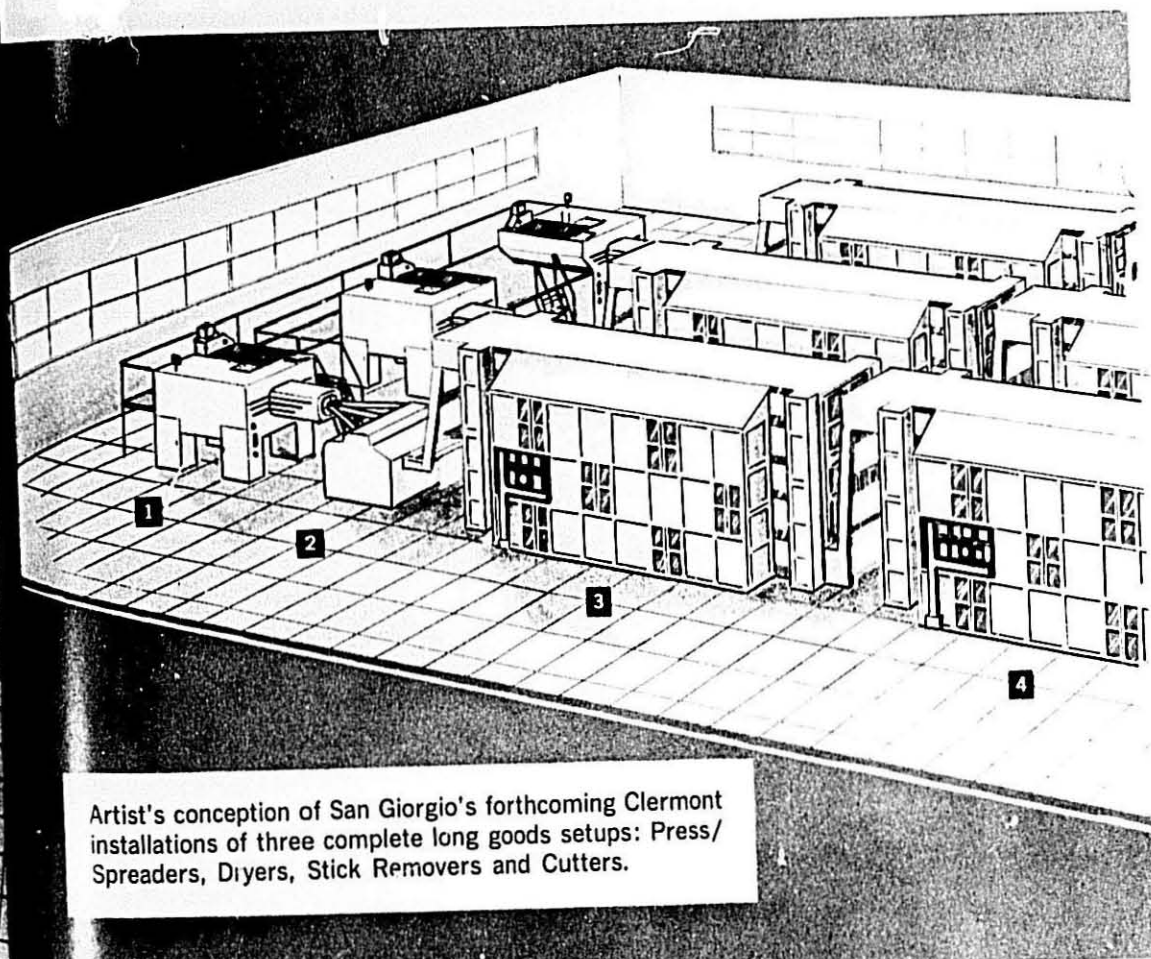
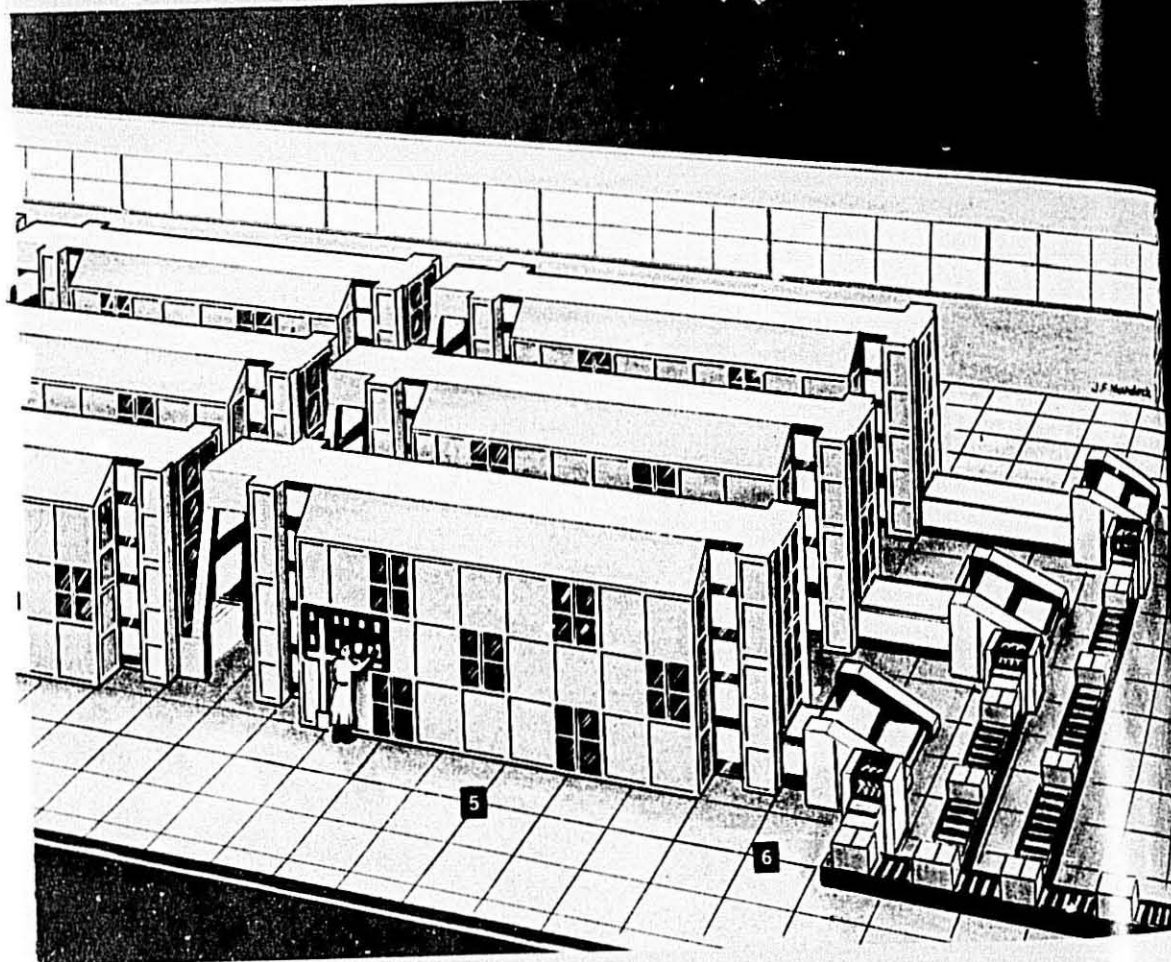
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HERE YESTERDAY MEETS TOMORROW THROUGH MODERNIZATION

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geared to serve the growth of automation

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Artist's conception of San Giorgio's forthcoming Clermont installations of three complete long goods setups: Press/Spreaders, Dryers, Stick Removers and Cutters.

5 FINAL FINISH DRYER—Additional to all other features, each dryer unit has self-control instruments for humidity, temperature and air. Drying cycle through all three dryer units is completed in 24 hours, to include four rest periods, that delivers a product which is evenly dried, smooth and strong in texture, with eye-appealing bright color.

6 STICK REMOVER & CUTTER works in conjunction with the Final Finish Dryer in continuous operation. Equipped with three split blades which simultaneously cut off heads and ends of product and also cuts product in half. The blades are adjustable and constructed so that either one, two, or three can be removed. Mechanism functions so smoothly that product breakage and waste is completely eliminated.

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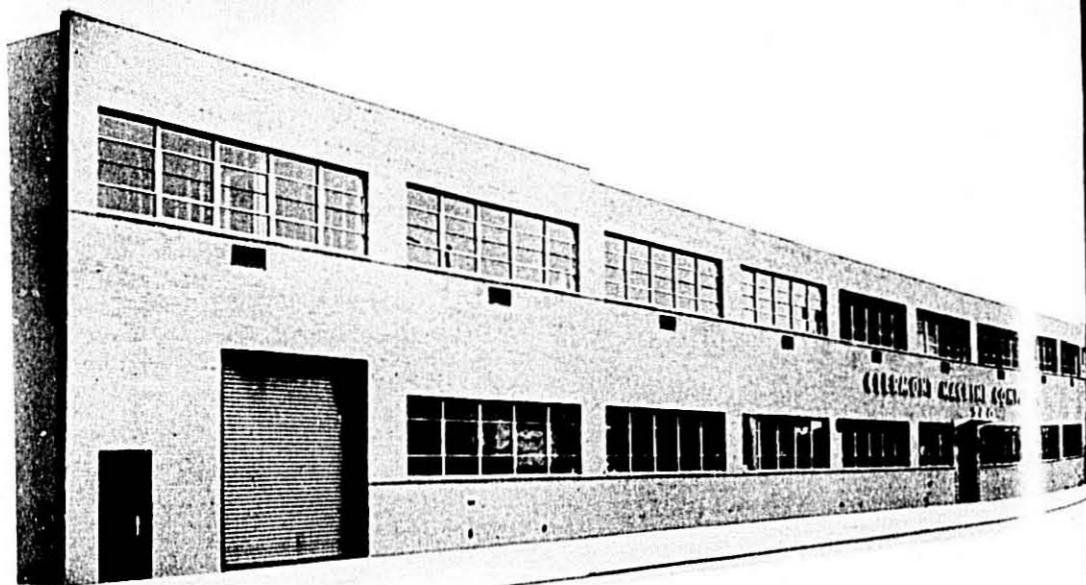
3 PRELIMINARY DRYER redesigned with many new features, to accept 1500 lbs. per hour. Has five tiers. Gives large volume of air on product, at low velocity, to penetrate through the product during entire preliminary drying process. Air intake passes through preheating chambers on both sides, making atmospheric conditions no longer a factor.

4 PRIMER FINISH DRYER includes same features as the "Preliminary." Precise mechanism in each dryer unit. Stick transporting apparatus moving from one tier to another is constructed to prevent sticks from falling. With perfect timing, it delivers sticks precisely on successive, or alternate chain links, dependent upon which tier is being processed.

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July, 1959

THE MACARONI JOURNAL

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you just can't beat *quality* macaroni products to fully satisfy youngsters' appetites. And you can be sure that youth will be well served with appetizing, delicious, healthful salads, casseroles or skillet dishes when your macaroni products are made from Comet No. 1 Semolina.



COMMANDER
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Durum Department

A DIVISION OF ARCHER-DANIELS-MIDLAND · MINNEAPOLIS

Don Fletcher Honored

Donald G. Fletcher, executive secretary, Rust Prevention Association, Minneapolis, received an honorary Doctor of Science degree from the North Dakota Agricultural College on May 24.

Recognition was made of Fletcher's activities in behalf of agricultural research and control programs.

The Rust Prevention Association has encouraged state and federal programs aimed at reducing rust losses through barberry eradication and development of rust resistant varieties. Fletcher, executive secretary since 1924, has spearheaded efforts of agricultural groups to obtain more adequate support for research and control activities in the crop field. Research programs and facilities on all northern grown crops have been strengthened as a result.

International winter increases and tests of cereal breeding lines were established in Mexico under his leadership five years ago. Nearly 50,000 bread wheat, durum, oat and barley breeding lines from United States and Canadian experiment stations have been grown in these plantings to speed development of improved, higher quality varieties. Winter rust tests of cereal breeding lines in Puerto Rico were recently expanded as a result of his efforts.

Rust Grant

The Rockefeller Foundation has made a \$20,000 one-year grant to the University of Minnesota for research in the department of agronomy and plant genetics and the department of plant pathology and botany. The research will be concerned with genetics of wheat and with genetics of the stem rust organism. The work will be directed by Leon Snyder, geneticist, and J. J. Christensen, head of the plant pathology and botany department. This will be the seventh year of Rockefeller Foundation support for this type of research at the university.

Ellis English Honored

In a surprise presentation following his address last Monday at the commencement exercises of Arkansas A. & M. College, Ellis D. English was given an honorary doctor of laws degree. Mr. English, vice-president of Archer-Daniels-Midland Co., and manager of its Commander-Larabee division, in Minneapolis, was the first person in the college's 50-year history to receive an honorary degree.



Donald G. Fletcher

Crop Prospects

Crop prospects have appreciated moderately during May with cool weather, frequent showers and cessation of high winds helping the cause. But there have been wide regional variations in moisture accumulation during May with eastern Montana and western North Dakota somewhat dry. Topsoil moisture is now considered good in the main durum territory while subsoil moisture is still deficient.

Pessimism prevalent a month ago has changed to guarded optimism although in the area still drouthy west of the Missouri ten days of high temperatures and no rain would have the crop hanging on the ropes. All crops are behind normal schedule, as much as ten days behind the extremely early crop of last year in some sections. With exasperating interruptions because of showers all durum planting was completed, even in the northeastern area of North Dakota, by June 1.

Spring wheat and durum show the most uniformity among grain crops in stand and vigor. Restricted wheat allotments enable growers to select the cleanest and best land, usually fallow or land in a cultivated crop last year, for these grains. Spring wheat is usually seeded early and is fertilized. As a consequence, it shows greatest promise with good response to spring rains. Low temperatures have promoted stooling and good root development.

Wheat Commission Named

Governor John E. Davis has named the following members of the newly created North Dakota Wheat Commission: Howard Hardy, Beach; George Mikkelsen, Starkweather; Arthur Knorr, Sawyer; M. H. Gifford, Gardner; Otis Tossett, Lansford; Tom Ridley, Langdon.

The commission will promote the use of hard spring wheat and durum.

Acreage Allotment Set

Congress missed its target date of June 1 for passage of a two-year stop-gap wheat bill, but Agriculture Secretary Benson formally started the price-support machinery for the 1960 wheat crop.

The Secretary proclaimed the need for acreage and marketing controls on next year's wheat production, and set July 23 as the date for farmers to vote on the program.

The proclamation sets the national wheat acreage allotment for the 1960 crop at 55 million acres. This level is unchanged from 1959, and is the minimum set by law.

Referendum

If two-thirds of the growers voting in the referendum agree to accept the marketing quota plan, farmers who stay within their share of the 55-million-acre allotment will be eligible for price supports at 75% of parity. A 100% parity price theoretically would give a farmer the same purchasing power from wheat as he had in a Government-determined base period.

The cash equivalent of 75% of parity will be announced later. If calculated on the May parity price for wheat, the figure would be around \$1.78 a bushel, down from the 1959 rate of \$1.81.

If the program is approved in the referendum, the farmers who don't comply with their acreage allotments aren't eligible for price supports and must pay a cash penalty on the extra wheat marketed. A penalty is not levied, however, against farmers who grow 15 acres of wheat or less, no matter how small the actual allotment.

Never Turned Down

Marketing quotas have never been turned down by wheat farmers in a referendum. The vote in favor of quotas last year was 84% of the total. If quotas were to be defeated, farmers would still have to comply with their acreage allotments to be eligible for price supports at 50% of parity.

The wheat program specifically under current legislation would be altered if a new program should become law in the weeks ahead. Congress has been considering stop-gap legislation that would affect only the 1960 and 1961 crops. The House may act soon on a proposal that would cut allotments 25% below the 55-million-acre level, and raise price supports to 100% of parity. Farmers would be given a referendum choice between this plan and an alternative that would eliminate all planting curbs and set props at 50% of parity. The outcome of the referendum would be binding on all growers.

Continued on Page 32

Just off the press

New Betty Crocker full color recipe booklet to help sell macaroni, spaghetti and noodles



General Mills has created a new series of recipes for macaroni, spaghetti and noodle main dishes which have been tested by homemakers across the country. Some recipes are adaptations of Italian masterpieces. Some are variations of old favorites. Others have never before been in print. All are good and easy to prepare and intriguing to housewives who continually look for exciting and different foods to serve their families and guests.

We've assembled these recipes in a full color illustrated booklet that fits into both recipe box and standard 3-ring binder.

And we make this booklet available to you—with your own brand imprint on the front cover at less than cost. You can use it as a package enclosure, for a pass-out at super markets, for a package mail-in offer, and a newspaper ad write-in or coupon offer—any kind of sales inducement you wish.

Ask your General Mills representative for a sample copy and prices, or write...

DURUM SALES

Minneapolis 26, Minnesota



Flour Sails From Superior

Two milestones in flour shipment were noted at the King Midas Flour Mill in Superior recently when the Thunderbird of the Crescent line loaded with 550 tons of durum flour and departed for Jordan.

The event marked the first shipment of flour to leave the Duluth-Superior ports by boat in 15 years. In addition, it was the first time a vessel had loaded from the twin ports and traveled through the new St. Lawrence Seaway direct to a foreign port without transshipment.

The cargo, considered the forerunner of export business to come, was equivalent to 27 train carloads of flour in bags, or 25,850 bushels of durum.

H. E. Kuehn, executive vice president and general manager of King Midas Flour Mills commented on the significance of the event in relation to potential future export business.

"At this stage it is too early to estimate how much of a factor the St. Lawrence Seaway will be in developing a substantial volume of export business on durum wheat products.

"We are optimistic, however, and feel our mill is perhaps the most advantageously located plant in the United States for meeting export shipment demands", he said.

L. E. Sinclair, Superior port director, heralded the direct shipment importance of the voyage, which marked the first application of Superior's new eligibility status.

Flour has formerly been moved out of the city by rail for transshipment overseas. This was because Superior was not eligible to bid on agriculture department commodities.

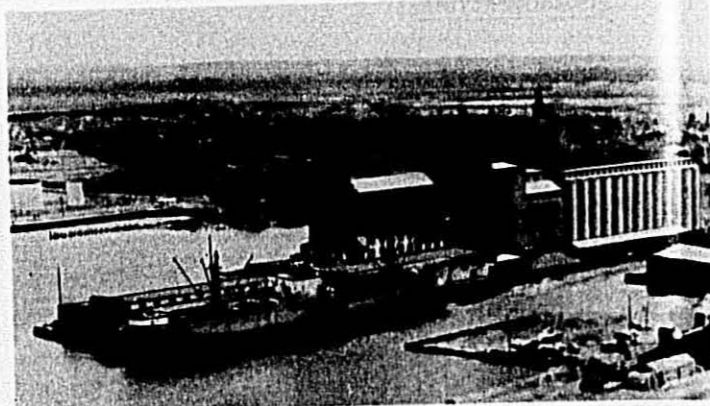
Previously any bidding on these commodities made it necessary to ship by rail to a Milwaukee port, putting the bidding concern at a disadvantage because of the added rate.

Peavey Forwarders in Duluth

The formation of Seaway Forwarders division of F. H. Peavey & Company has been announced by F. Peavey Heffelfinger, president. The new operation will act as an agent for exporters in dispatching grain shipments. It is one of two registered forwarding firms in Duluth, Minnesota.

Leonard E. Utiek has been named manager of the new division. He was assistant secretary, flour trader and merchandiser of Globe Elevators division of F. H. Peavey & Company in Duluth until his new assignment.

"The decision to establish the agency was prompted by the desire of F. H. Peavey & Company to provide services to export customers resulting from the



First boat shipment of flour from the ports Duluth-Superior in fifteen years. Cargo was 550 tons of durum flour.

opening of the Great Lakes-St. Lawrence Seaway," Heffelfinger said.

A forwarding agency is responsible for all arrangements including purchase contract, loading instructions, filing export declarations, obtaining inspection certificates and maintaining a complete record of each transaction.

Offices of Seaway Forwarders will be located in the Duluth Board of Trade building.

Macaroni Visitor

Carl Wiegand is sales manager for the Drei Glocken macaroni products manufacturers in Weinheim, Western Germany. He recently visited the United States with a group to study sales promotion and marketing, arranged by the Trade & Industry Tours Association, Inc. The trip lead through the states of New York, Michigan, Illinois, Pennsylvania, North Carolina and New Jersey, as well as Washington, D. C. Well-known firms of the

food industry were visited. Besides plant tours, discussions were held with people experienced in marketing. Additional talks from representatives of large advertising and marketing organizations with discussions following further expanded the exchange of ideas.

Mr. Wiegand was very much impressed with his trip. The group especially was enthused about the open mindedness of the people in America.

The problems of marketing are the same in the United States as in Europe, except that they are approached in different manners. Exchanges of ideas always have proven fruitful. It is suggested that study trips of representatives of American firms should also be encouraged.

Shortly before winding up his trip, Mr. Wiegand visited the C. F. Mueller Company, at Jersey City, New Jersey. Extended discussions were held with John Curry, Plant Manager, and John Murphy, Marketing Director.

Grandparents

L. S. Swanson, durum sales manager, King Midas Flour Mills, received notice by cable May 21 that he had become a grandfather for the first time. A son was born in Verona, Italy to his daughter, Mrs. William Grady, whose husband teaches dependent of American personnel in Italy. The Grady family will return to Minneapolis in July.

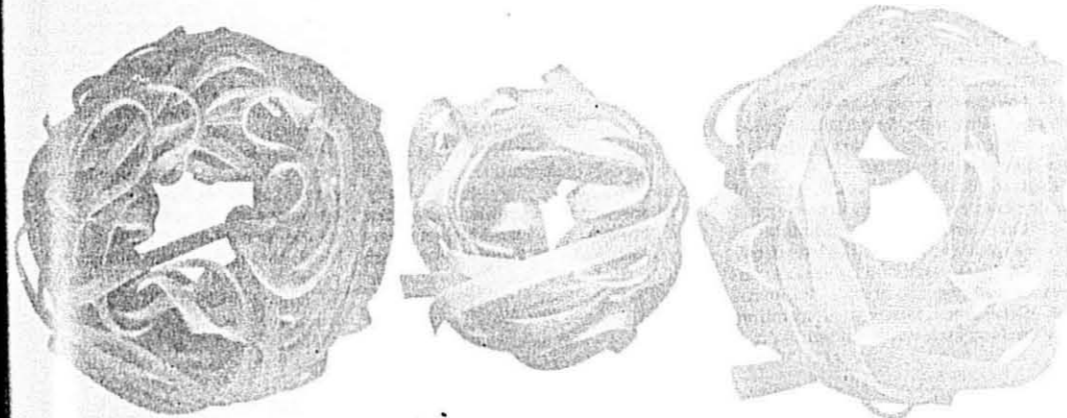
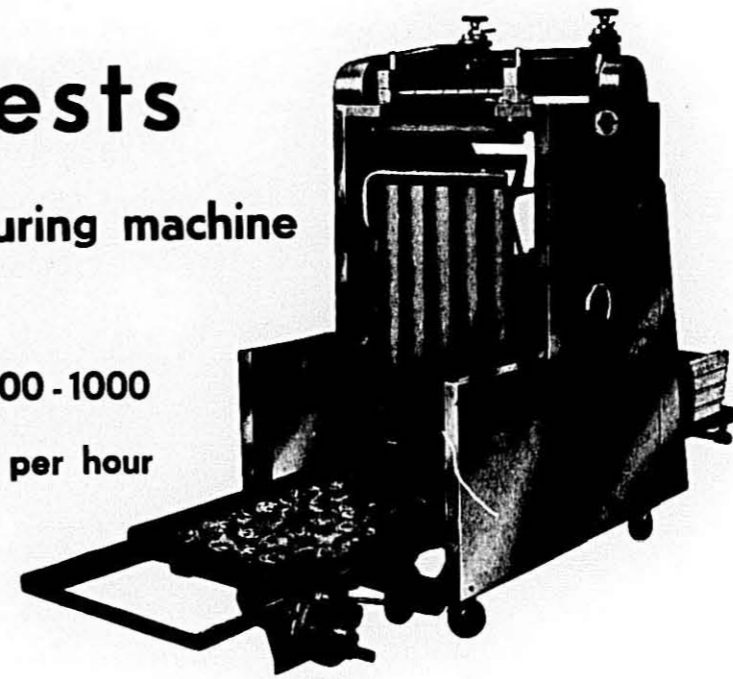
Mill Grind Up

The Northwestern Miller reports durum mill grind at 8,611,257 hundredweights for eleven months of the crop year beginning July 1, 1958. This is up 410,685 hundredweights or 5 per cent.

I have laid aside business, and gone a'fishing. — Izaak Walton.

Bird Nests manufacturing machine

Capacity of 400-800-1000
pounds per hour



*Why don't you manufacture
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OFFICINE SPECIALIZZATE
MACCHINE E IMPIANTI PER PASTIFICI
GALLIERA VENETA — PADOVA — ITALY



Carl Wiegand at Idlewild Airport before departing for Germany.

FLOUR HANDLING AT MUELLER'S

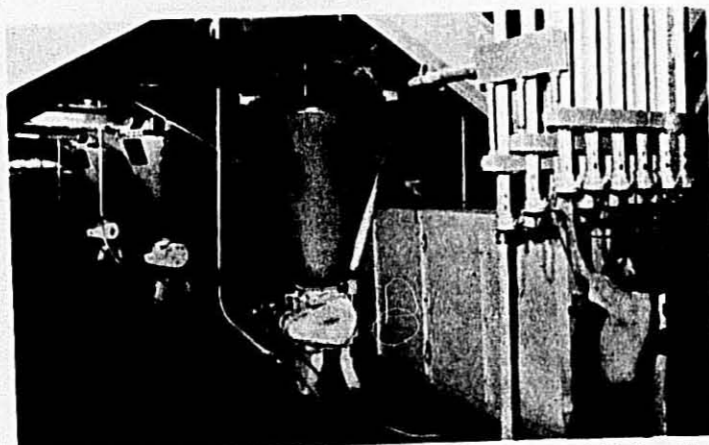
with permission of Sprout-Waldron Pointers.

The six story C. F. Mueller Company plant in Jersey City, New Jersey, contains an area of approximately 250,000 square feet.

In 1957 a 4,000 square foot addition was made to the main plant to provide for more modern raw materials storage and conveying facilities. The unique steel structure supports eighteen sanitary steel silos ... each with a storage capacity of approximately 150,000 lbs. of farinaceous material ... a total storage capacity of more than 2-1/2 million pounds. Provision has also been made for the installation of nine more of these huge silos.

To move this tremendous amount of material to and from the silos, handling in bulk was the byword, and a new bulk flour handling system was designed and engineered by the Materials Handling Division of Sprout-Waldron ... with the following advantages already proven.

1. More than 25,000 square feet of floor space has been saved.
2. At 100% bulk operation annual dollar savings over previous manual and mechanical systems is estimated at more than \$150,000.00.
3. Air handling has made it easier to maintain the high standards of sanitation required.
4. The use of air handling has released more than \$40,000.00 worth of equipment for other services.
5. Since there are a minimum of moving parts to serve as accident potentials, pneumatics has meant increased safety.
6. Close check weighing of incoming raw materials has been simplified.



Switching station enables the product to be conveyed to any of 18 silos. The 3 blend hoppers are located under clusters of 6 storage hoppers.

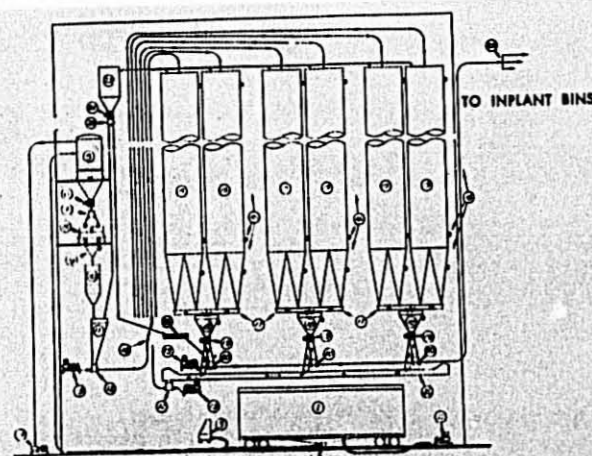
7. Greater flexibility in running the entire operation has been made possible by pushbutton control.

8. Air handling has reduced house-keeping and maintenance operations.

In former years, the only method of shipping refined wheat products in large volume was in 100 pound bags. With the recent development of the Airslide car transportation of food products in bulk under ideal sanitary conditions became possible. Here's the flow sequence at C. F. Mueller Company. The material is removed from Airslide cars by a vacuum pneumatic system which elevates it to a product recovery unit, sealed by a rotary vane airlock. The gravity stream from the

airlock is split between two Gyro-Whip sifters which screen out oversize materials and pass the product to a surge hopper. The surge hopper is equipped with a high-low level indicator to keep the flow continuous. From the surge hopper, the product continues to fall by gravity into a scale where it is automatically weighed and recorded. It then passes into another surge hopper from which it is blown by means of a positive pressure system to any one of the eighteen silos. The blow through feeder is driven by a variable speed motor to provide for differences in density of the products being handled through the system.

The silo which is to receive the material from the blow through feeder is determined at the manual switching station. By transferring the flexible



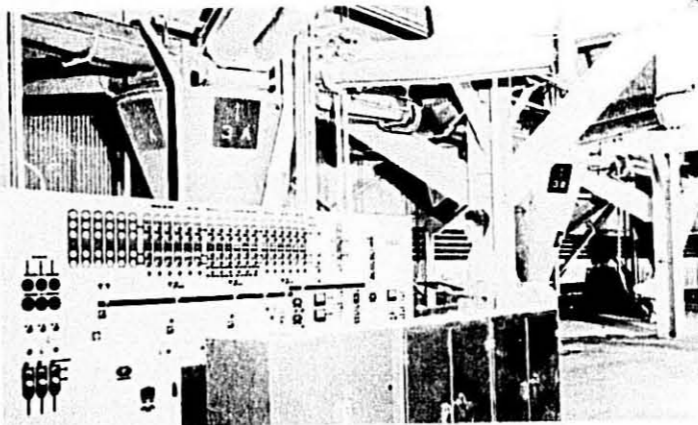
Material Handling Flow Sheet C. F. Mueller Co., Jersey City, N. J.

1. Airslide car.
2. Blower to activate airslide car.
3. Portable dump hopper.
4. Unloading manifold.
5. Product recovery unit.
6. Rotary vane airlock.
7. Stream splitter.
8. Sifter.
9. Surge hopper with high level indicators.
10. Scale.
11. Surge hopper.
12. Blow-through feeder.
13. Blower.
14. Manual switch station.
15. Storage silos.
16. Level indicators.
17. Twin screw feeders.
18. Blending hoppers.
19. Rotary vane airlock.
20. Blow-through feeder valve.
21. Drag chain conveyor.
22. Three-way air-operated valve.
23. Continuous automatic filter.
24. Rotary vane airlocks.
25. Two-way valve.
26. Drag bottom screw conveyor.
27. Dust collector.

hose to any one of the eighteen air pipes, the product can be conveyed to the proper silo. Material from the blending system is also fed in through this manual switching station and can be conveyed into pre-selected silos. Special electrical plug type interlocks are provided so that after the hose is connected to the proper pipe the interlock must be plugged in before the system can start. This is set up so that if the silo to which the material is to be conveyed is already full, the system will not start.

Each of the eighteen storage silos is designed to hold 1-1/2 carloads of flour. Large vent lines are provided which take the air and dust to a central continuous automatic filter unit. These return lines have a automatic shut-off valves to enable the dust collecting system to serve one or two silos at a time. Vacuum pressure relief hatches are provided at the top to prevent over-pressurizing or prevent an excessive vacuum being exerted on the silo. The pneumatic unloading system is designed to handle incoming flour at the rate of approximately 15 tons per hour. Silos are arranged in clusters of six.

Each cluster of six storage bins is discharged by screw feeders which take the material to special blending surge hoppers, which in turn discharge into two-way rotary valves. These rotary valves have two discharges. The desired discharge can be selected by use of a reversing switch on the drive motor. One discharge spout goes to another blow through feeder from which the material is conveyed to mixers in the plant. The other discharge goes to the chain conveyor which is used to obtain blends from any combination of



Graphic Panel Board tells the operator at a glance what is happening. The arrangement is so flexible that all three major systems—unloading, blending, and distribution—can be operated at the same time.

the materials stored in the eighteen silos.

The chain conveyor passes under each of the three blend hoppers. Any combination of blends can be arranged to discharge into this chain unit. The material is picked up at the blow through feeder and conveyed to the switching station so that it can be deposited into any given storage silo. Specific blends can be made considerably in advance by this method and when needed can be unloaded from silos, picked by the blow through feeder and discharged to the plant.

The system allows Mueller to blend durum and spring wheats in order to produce a consistent product of high protein content with a characteristic

pleasing flavor. Material can be removed from any two or several of the eighteen silos at a predetermined rate and for combining them into a homogeneous blend. This blended material is then conveyed by positive pressure pneumatic system to any of the silos for storage.

The distribution system is made up of a positive pressure pneumatic system which conveys blended material from the storage silos to the processing plant. By a pre-selected plan this distribution system automatically fills any of the bins in the processing plant as they require material. Capacity of this system is 10 tons per hour.

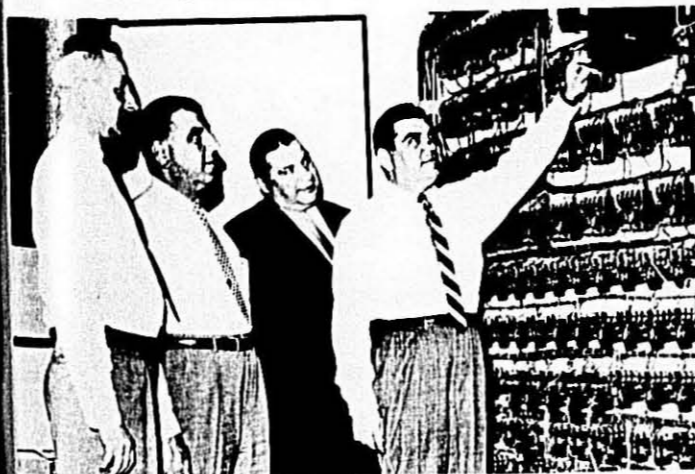
The entire operation of unloading, blending and distributing is now accomplished by one man on each shift. When the system is operating at capacity, it can receive, blend and deliver to the processing plant approximately 125,000,000 pounds a year.

San Giorgio Improves Flour Handling

San Giorgio Macaroni, Inc., Lebanon, Pa., has just completed installation of a new bulk pneumatic handling system, to tie-in with its over-all modernization program.

The bulk storage system is comprised of 10 "silo" bins, eight feet in diameter and 70 feet high. Each bin has a capacity of 100,000 pounds of semolina, or the equivalent capacity of a bulk flour rail car. Thus, the new bins provide a total storage capacity of one million pounds of semolina.

A leading producer of macaroni, spaghetti and egg noodle products, San Giorgio finds that its new system



Inspecting the maze of electric wires, relays and switches that control the newly installed bulk pneumatic handling system at San Giorgio Macaroni, Inc., are from left: John Sheets, Joseph Guerrisi, Bob Guerrisi and Ray Guerrisi, president of San Giorgio.

FOR YOU
ADVANCED TECHNOLOGICAL IMPROVEMENTS

Save Space — Increase Production
 Improve Quality

★ **NEW** POSITIVE SCREW
 FORCE FEEDER

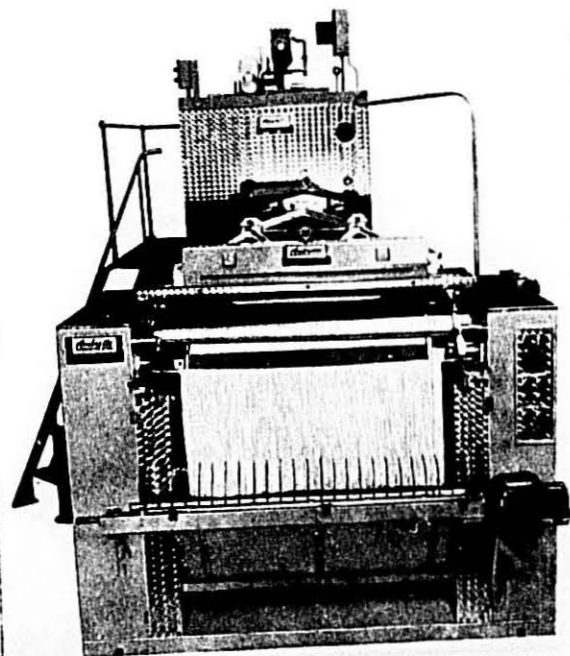
improves quality and increases production of long goods,
 short goods and sheet forming continuous presses.

★ ★ **NEW** 3 STICK 1500 POUND
 LONG GOODS SPREADER

increases production while occupying the same space as
 a 2 stick 1000 pound spreader.

NEW 1500 POUND PRESSES
 AND DRYERS LINES

now in operation in a number of macaroni-noodle plants,
 they occupy slightly more space than 1000 pound lines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

These presses and dryers
 are now giving excellent
 results in these plants.

★ Patent Pending
 ★ ★ Patented

Ambrette
MACHINERY CORP.
 156 Sixth Street
 Brooklyn 15, New York

NEW SUPER CONTINUOUS PRESSES

SHORT CUT MACARONI PRESSES

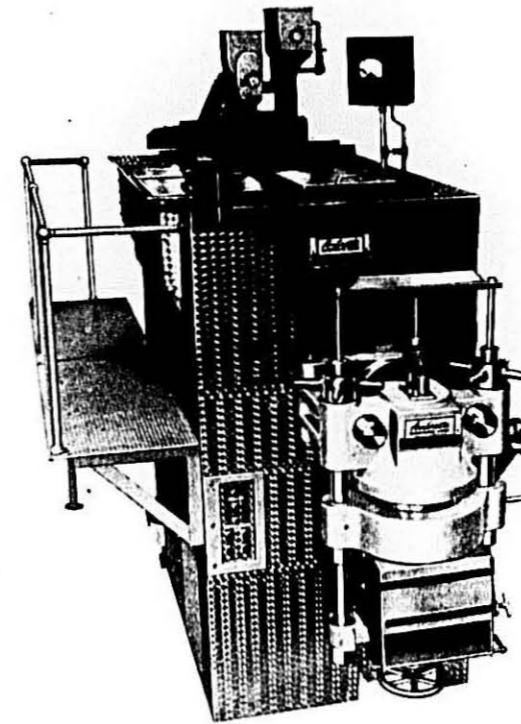
Model BSCP — 1500 pounds capacity per hour
 Model DSCP — 1000 pounds capacity per hour
 Model SACP — 600 pounds capacity per hour
 Model LACP — 300 pounds capacity per hour

LONG MACARONI SPREADER PRESSES

Model BAFS — 1500 pounds capacity per hour
 Model DAFS — 1000 pounds capacity per hour
 Model SAFS — 600 pounds capacity per hour

COMBINATION PRESSES

Short Cut — Sheet Former
 Short Cut — Spreader
 Three Way Combination



Model BSCP



QUALITY — —
PRODUCTION — —
CONTROLS — —
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A controlled dough as soft as desired to enhance texture and appearance.

Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

So fine — so positive that presses run indefinitely without adjustments.

Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.

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THE CASE AGAINST INFLATION

by William A. McDonnell, President, Chamber of Commerce of the United States at the 47th Annual Meeting of the Chamber

As a result of my observations and experiences as President of the National Chamber, I have arrived at two firm convictions concerning the domestic problems which confront this nation. One has to do with economics and the other with politics.

One is an old belief of mine which has merely been confirmed. The other is a new conviction, and it constitutes for me a change of opinion.

You will note I am speaking of domestic, or internal, problems. Our international problems are great and we all recognize their magnitude. Paramount as those problems are, however, I think we can take pride and comfort in the fact that there is little disagreement among us concerning our approach to them. I think there are two reasons for this:

The first is that we have confidence in those we have placed in authority.

The second reason is that in recent years we have learned to live with international crises.

Number One Problem

I believe that the number one long range domestic problem in this country is inflation. I thought that was true a year ago when we were at the bottom of a recession. I am more convinced than ever that it is true at this time when the recession is virtually over.

We also have other domestic problems, some of a serious nature. The problem of unemployment, for instance. The unemployment figure stood at 4,372,000 as of mid-March.

Of course, in a democracy there will always be a certain amount of what economists call "frictional" unemployment - people who are unemployed through choice or through illness or else are in between one job and another. But even allowing for that rather substantial group, there are probably about 1-1/2 million people today who are ready, willing and able to work who can't find jobs.

This is not good. That's a problem that must be solved. I think it will be pretty largely solved by the end of this year, as the recovery proceeds.

Then too, we have problems of housing, of education, of urban redevelopment, of depressed areas and of racial integration. We have the farm problem, and that's a "honey." Our government has \$9 billion invested in agricultural commodities which it acquired from



WILLIAM A. McDONNELL

farmers under our price support program.

We have these commodities in storage. Storage costs alone are over a million dollars a day. Those costs, plus insurance and interest upon the amount invested amounts to over a billion dollars a year.

We have these commodities in storage because we don't know what to do with them. If we sell or give them away in this country, we simply multiply the percentage of the next crop we must buy to support the prices. If we sell or give them away in foreign markets, we damage the economies of friendly neighbors and allies in the cold war.

It is true that some of these surpluses are being disposed of in the foreign market under constructive programs, but this has not resulted in a solution of the over-all problem, and our friends who have agricultural commodities to export are not at all happy over what we are doing.

If we should burn these farm products or dump them in the ocean, we would make ourselves the laughing stock of the whole world. The Soviet government would want nothing better for propaganda purposes.

Stable Currency Vital

Yes, we have problems but among our domestic problems, inflation ranks first. Why? Because without a stable currency a capitalistic system of free enterprise cannot endure.

In our time we have seen inflation pave the way for Hitler, Mussolini, and

Mao Tse-Tung. Of course, there are some who say, "These were cases of run-away inflation. Nothing like that can happen here. The most that can happen to us is a creeping inflation. A little inflation is good for the economy." It is even being said that a rise of 2 to 2-1/2 per-cent a year in the price structure would constitute a wholesome stimulant to the economy.

Creeping Inflation

Let's take a look at what happens with creeping inflation. France has not suffered from a run-away inflation but it has had a steady and persistent depreciation of its currency over a long period of years. The franc today is worth just a fraction over one percent of what it was worth in 1918.

I do not need to tell you what would happen to our democratic institutions under the impact of such a depreciation of our currency. We are all familiar with what has happened in France. The government changed 27 times since the end of World War II, and this last time they had to re-write the Constitution, and give the Premier virtually dictatorial powers. There is an example of creeping inflation!

And yet, with that example staring us in the face, there are powerful groups in this country advocating increased federal spending of every conceivable kind, most of it for non-defense projects. It is being said that a program of a balanced budget - living within our income - is reactionary and unimaginative; that the bold and dynamic approach to our problems is to spend and spend regardless of fiscal consequences.

It is even being said that the cure for inflation is more inflation - that the only way to bring about full production and full employment is by a massive infusion of federal money into the economic bloodstream - a quack economic remedy we tried in this country from 1932 to 1940, and which resulted in a miserable and costly failure.

Our federal government has operated in the red for 23 of the last 28 years. The deficit in the present fiscal year, which ends June 30, will be almost \$13 billion, with increased expenditures of a non-defense nature mostly to blame.

Largely as a result of these fiscal procedures the dollar has lost 52% of its purchasing power in the last 20 years. In other words, we have a 48

cent dollar today compared with what we had in 1939. And if we keep on going as we have been, we will have a 35 cent dollar ten years from now and a 25 cent dollar in another ten years, and a 10 cent dollar a little further down the line. What we need in this country today is the assurance that if you buy a life insurance policy or a government bond or any other kind of fixed investment today you will get back in the future the same 48 cent dollar you put in.

We hear on every hand from the so-called liberal spenders that it is the duty of the government to provide for the welfare of the people. That is true, but you do not achieve welfare by fiscal irresponsibility. The greatest benefit any nation can provide for its people is a stable currency.

In other words, the greatest "federal aid" measure Congress could give the people of this country would be a stable dollar.

That would prevent further inflationary theft from those with fixed or lagging income. It would benefit those who depend on social security. It would protect the value of our savings accounts and insurance policies. It would encourage thrift and the formation of investment capital which is the foundation of a free enterprise system. It would enable business to expand more boldly and so provide more jobs.

In a word, a stable dollar would protect the little people - the very ones who are hurt the most by inflation - and the very ones who are supposed to be helped the most by the so-called federal aid programs.

International Overtones

I have referred to inflation as a domestic problem. In fact it is more than that. It has international overtones, because if we do not control inflation, we may lose the cold war by pricing ourselves out of world markets. Every nation in the free world is watching us to see how we face up to this problem - to see whether we have the common sense, the courage, and the self-restraint to meet it resolutely and squarely. And on more than one occasion in recent months, our friends abroad have politely hinted that any nation incapable of fiscal self-discipline, is incapable of free world leadership.

Well, if inflation is our number one domestic problem, is there anything we can do about it? Yes, I think so. Inflation is not inevitable. Inflation is not a natural economic phenomenon, and it can be controlled. But how? The answer to that question leads me to the second conviction at which I have arrived as a result of my experience as President of the United States Chamber.

Businessmen in Politics

This conviction is a new one for me: it represents a change of opinion on my part. It has to do with businessmen and politics. For most of my business life - in fact, all of it up to a year or so ago - I believed very strongly that a businessman should have nothing to do with politics other than giving financial support to the party of his choice and voting on election days. I believed that politics was for the politicians, and that if a businessman allowed himself to get mixed up in politics, his business would be hurt.

I have changed my mind. I was wrong. I have concluded that businessmen must get into politics if we are to preserve our free market system. I have concluded that if we do not become politically active, we as a nation are going to legislate and spend our way into State socialism, and businessmen won't have any business left that they can call their own.

Politics is not something apart from business. It is part and parcel of business. Politics is the art of government, and government affects everything we do in business. Under our present system of taxation, which was arrived at through political action, government is a senior partner in every business endeavor. The thousand and one statutory rules and regulations under which we do business are the result of political processes. Furthermore, all of these rules and regulations are administered by the political party in power.

The United States is a republic, but we function on the basis of a highly democratic process. Our society is composed of many groups, many interests - economic, geographic, racial and social.

It was obviously presumed by the authors of our Constitution that a distillation of decisions by these many forces would result in wise programs - programs designed in the best interests of the nation as a whole. It was also assumed that each group would exert a positive and effective influence in the formation of political decisions.

Well, it has not been working out that way, at least not in recent years, because members of many groups, and our group in particular - the business management group - have not fulfilled their political responsibilities as citizens. We have been leaving it to George.

If businessmen are to have the kind of government which is fair to the business community - a government of limited powers - a government which preserves the integrity of the dollar and the free market system - if we are to have that kind of government, businessmen must do two things:

First of all, we must do our best to mold public opinion in favor of that kind of government by the dissemination of economic intelligence through every avenue available to us.

Secondly, and what is equally, if not more important, businessmen must participate more actively in the realm of practical politics.

Too many businessmen are overcome by political timidity. And when we do get up enough courage to make a political effort, we spend our entire time at the place where laws are being made rather than at the more important point where lawmakers are being made.

Too often our sole political objective is to resist legislative proposals made by others, rather than to help elect men who will support the kind of legislation which we would like to see adopted. We spend so much time trying to put out fires, that we have no time left to prevent them.

We must roll up our sleeves and get to work at the precinct and county levels where the candidates are being chosen. We must quit thinking of politics as a dirty word. Politics is not a dirty business; it is the very essence of democracy.

Price is Participation

Any businessman who insists that he is not interested in politics is like a drowning man who says he's not interested in water. We are in it up to our necks and we had better learn how to swim and to swim effectively. The price we pay for the rewards of living in a democratic republic is participation.

I am not suggesting that all businessmen and all of management personnel go into politics as candidates, or take up politics as an avocation to the exclusion of other outside interests.

The important thing is that as a group, the management community should provide its share of political leaders.

Well, where do we start? The place to start is at the local level - that's where elections are won.

How do we start? By learning something about the workings of politics - the political process - a subject about which most of us are woefully ignorant. To help businessmen acquire that knowledge, the Chamber of Commerce of the United States has developed an action course in practical politics. It is non-partisan. In its development we had the assistance of leaders in both parties. It is not anti-labor - in fact, it has been praised by some labor leaders.

This program will not succeed unless it has the enthusiastic blessing of top management. We must encourage our junior officers and supervisors to

participate just as we encourage them to take part in Community Chest drives and other civic activities. Turning it over to our public relations department and then forgetting it won't do the job. This is a job for all management personnel. And, of course, after we have acquired the basic knowledge of politics, we must put that knowledge to work. Knowledge without action is of little practical value.

It is a long-range program. We expect no sudden miracles, but I am convinced that if the businessmen of this country adopt and use this program of political participation as a continuing policy of business management, and by precept and example encourage other groups to do so, we will have better government in this country, and the free market system will be preserved.

Our business is business - but our business is also public affairs - politics - legislation - and government - and there is no escape from that responsibility if we are to preserve our system of free enterprise.

It is said that as Benjamin Franklin walked out of Convention Hall in Philadelphia after signing the new Constitution of the United States, someone asked him, "What have you given us?", and he replied, "A Republic, Sir, if you can keep it."

That was in 1787. We have kept it thus far. Can we continue to keep it? Yes, if we pay the price. That price is eternal vigilance and active participation in public affairs. Will we pay the price? I think we will.

Good Deed Noodles

Msgr. John Romaniello, director of the Catholic Relief Services in Hong Kong, has written a book "The Bird of Sorrow". The title comes from an old Chinese proverb: "The bird of sorrow always hovers over your head, but don't let it nest in your hair." The book is really a thinly veiled autobiography of his last days as a missionary in a remote city in China and the story of the Communist persecution which finally forced him to leave his mission and his people.

In Hong Kong the twinkling-eyed Father will tell you, his good deeds are in the form of noodles. Some fourteen little factories making noodles are using annually about 52 million pounds of U. S. foreign aid in the form of milk powder, cornmeal and wheat flour. Father Romaniello and his Maryknoll Brothers distribute them through 78 distribution centers. Not only do these noodles provide free food for the Chinese refugees, who need food so badly, but they provide an augmentation to a diet which is mainly rice, be-

cause normally these Chinese do not get milk, corn or wheat in their daily diets.



Mink for Two

John Grunewald, representing V. La-Rosa & Sons, Inc., manufacturers of America's largest selling brand of Italian-style foods, officially presents the awards in the recent "Name the La Rosa Rigoletti Boy" contest.

Grand prize winner was 12-year-old Linda McCue of Kenilworth, N. J., who won a tailor-made mink stole for herself as well as for her mother.

In addition, the girl won an electric car, roller skates, and building set for her 3-year-old brother, and enough La Rosa macaroni and other Italian-style food products to last the family a year.

Besides Linda, there were 16 regional winners, each of whom received electric cars and other prizes; also more than 2,500 other winners throughout northeastern United States received roller skates and building sets.

Promoted by La Rosa over 25 children's television shows, the contest attracted more than 100,000 entries.

Morton Introduces Chicken & Noodles

A special introductory offer to the trade heralded the appearance of Morton's Frozen Chicken and Noodles Casserole. The 7-1/2 ounce package is the newest in the line of Morton "Old Kentucky Recipe" frozen casseroles. Others are Morton Macaroni & Cheese and Morton Spaghetti & Meat.

Larger-space newspaper advertisements and a major radio spot announcement campaign will support the new casserole product in selected markets. Morton Frozen Foods is a Division of Continental Baking Company.

Ogilvie Offers to Buy Catelli

Ogilvie Flour Mills Co., Ltd., Montreal, is making an offer to purchase Catelli Food Products, Ltd., Class B voting stock at a price of \$57.50 a share.

Paul Bienvenu, Catelli president, stated that he personally and all his directors are accepting the offer. Mr. Bienvenu holds a majority interest in the Class B stock. Acquisition of the Class B stock will give the Canadian milling company, with bakery interests, control of Catelli. The latter makes macaroni products, soups and a line of canned food.

The offer to buy the stock expires Aug. 1. Ogilvie states that if the offer is accepted within the offering time by holders of not less than nine-tenths of the outstanding Class B shares, it proposes to invoke the provision of section 128 of the Companies Act of Canada to acquire the shares, in respect of which the offer has not theretofore been accepted.

Catelli has 91,804 no par Class A shares authorized and outstanding and a similar number of Class B shares authorized and outstanding. Additionally, it has 826,223 shares of one percent non-cumulative redeemable \$1 par preferred shares outstanding.

Ogilvie will pay a total of \$5,278,730 to acquire control of Catelli through the purchase of all the Class B stock. In the year ended May 31, 1958, Catelli had a net income of \$661,067.

Gioia Installation

Continued from Page 19

speeds unloading of cars, eliminates production supply bottlenecks and reduces handling expenses.

Now San Giorgio is able to unload 100,000 pounds of semolina in about 3-1/2 hours, pneumatically. Formerly, it took three men considerably longer to accomplish the same task. Deliveries are principally in bulk "A" slide cars.

The semolina flour in storage can be picked up from any one or combination of three silo bins at a time and conveyed to the work-in-process bins. From here it is fed into the machines which produce macaroni, spaghetti and egg noodle products.

Additionally, the new system is dust-free, contributing to the sanitary conditions of the plant in which the San Giorgio management and employees have always taken great pride.

San Giorgio

Installation of bulk flour handling and storage at their plant at 1700 Elmwood Avenue, Buffalo, New York, has been announced by Horace A. Gioia of the Gioia Macaroni Company.

"YOUTH LOVES TO BE SERVED"

Macaroni products made from

King Midas

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

They meet all the requirements of big-family budgets to the most exacting taste of the gourmet.

To obtain that "something special" in your products use the finest—use King Midas.



King Midas DURUM PRODUCTS

MINNEAPOLIS MINNESOTA

Egg Promotion

A larger-than-usual movement of shell eggs into storage in April brought May 1 supplies sharply above a month and a year earlier.

The Agriculture Department said there were 528,000 cases of eggs in cold storage at the start of the month, 421,000 more than a month earlier and 206,000 more than a year earlier.

As a result Agriculture Secretary Benson called an emergency meeting of food industry representatives to help solve what he called a "critical marketing situation" for egg producers.

Held on May 25 at the Agricultural Department, the meeting included members of 34 farm organizations, poultry and egg associations and cooperatives.

"Egg producers of the nation are facing a critical marketing situation," the Secretary's invitational telegram said. "Prices are at the lowest level since 1941. Indications are that heavy supplies will persist for some time."

The primary purpose of the meeting was to explore plans for an accelerated merchandising and promotional trade to increase movement through trade channels.

Two Drives

At the meeting, the National Association of Food Chains reported it had already initiated plans for two drives, one during the period June 4-13 and the other July 9-18. The NAFC campaign will use the slogan "Eggs for Health and Economy."

The American Farm Bureau Federation, the National Council of Farmer Cooperatives, the National Grange, the Poultry and Egg National Board, and several regional egg producer organizations had requested the NAFC and the National Association of Retail Grocers to cooperate in this nationwide program of concentrated egg marketing.

Among other merchandising slogans expected to be used in the NAFC-sponsored drive are "Eggs for Breakfast," "Eggs for Thrifty Summer Salads," "Eggs for Picnics," and "Summer Is Egg Time." The NAFC's "Big Supply Best Buy" seal is authorized for use in store displays, advertising, window posters, and on egg cartons.

Others indicating they would organize intensive merchandising campaigns for eggs included the Super Market Institute; National Association of Retail Grocers; Independent Grocery Alliance; Cooperative Food Distributors of America, and the A & P.

It was indicated that most of these groups were also thinking of using the June 4-13 and July 9-18 periods for their drives.

U.S.D.A. said all facilities of the Department would be made available to



Eggs are all around Judy Cheney of the National Poultry & Egg Board.

push the campaigns, including fact sheets, display materials, and press releases.

An U.S.D.A. official said the producer groups indicated they felt the Government should not get into the market to buy shell eggs. The Department said it felt the present surplus was caused by a "spring flush" and was a temporary condition.

Ironically, current per capita egg consumption is higher now than in 1958, but demand still hasn't matched supply.

Supplies so far this year have been about 6% greater than 1958, keeping prices near an 18-year low. One top quality grade that wholesaled for 36 cents a dozen at Chicago a year ago, now brings only 24-1/2 cents. But prices should start to strengthen soon with hens entering their summer laying slump.

Support Plans

On June 2, the Department of Agriculture announced it would make weekly purchases of frozen whole eggs to bolster sagging prices to poultry farmers. This plan will supplement their dried egg program.

The department said that frozen whole eggs purchased will be stored for drying later in the year and distributed to the school lunch programs, institutions, and needy people.

The department has been buying dried whole eggs to help stabilize prices to producers since April 16, the date on which it ended a program of dried egg purchases for the national school lunch program. Total purchases to date, under both programs, come to about 13-1/2 million pounds. Cost has exceeded \$15 million.

Processed Egg Production Soars

Liquid egg and liquid egg products production (ingredients added) during April 1959 totaled 102,835,000 pounds--

up 59 percent from April of last year and the largest production for the month since 1950. The quantities used for immediate consumption, freezing and drying were all larger than in April 1958.

Liquid egg used for immediate consumption during April 1959 totaled 4,200,000 pounds, compared with 2,106,000 pounds in April 1958.

Egg solids production totaled 6,310,000 pounds--up 128 percent from April 1958 and up 104 percent from the 1953-57 average. The largest increase over a year earlier continued to be in the production of whole egg solids produced under Government contract. Total production in April consisted of 3,821,000 pounds of whole egg solids, 1,458,000 pounds of albumen solids and 1,013,000 pounds of yolk solids. Production in April 1958 consisted of 792,000 pounds of whole egg solids, 1,296,000 pounds of albumen solids and 677,000 pounds of yolk solids.

Liquid egg frozen during April totaled 71,784,000 pounds--up 39 percent from April 1958 and up 12 percent from the 1953-57 average.

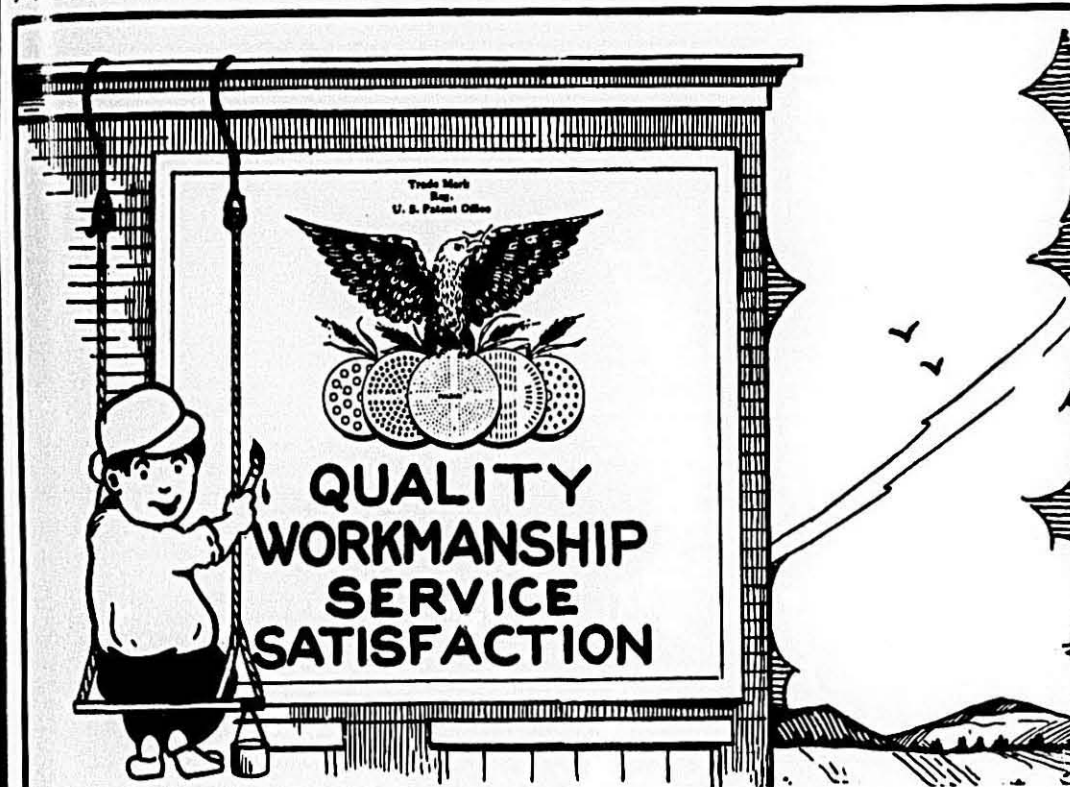
Frozen egg stocks increased 10 million pounds during April, compared with 16 million pounds in April 1958 and the 1953-57 average increase of 37 million pounds.

Price Trend on Eggs

Current receipts for shell eggs in the Chicago market for the month of May sagged from around 25 cents to as low as 21-1/2 cents. They were strengthening at month's end.

Frozen whole eggs edged down a cent and a half to range 21 to 22 cents. Frozen whites, scraping bottom at 8 to 8-1/2 cents, strengthened a half cent. Frozen yolks slid down a nickel to range 46 to 49 cents for number 4 color, with a premium of 3 cents for number 5 color.

Dried yolk solids sold for \$1.05 to \$1.12 at the end of May.



MALDARI'S INSUPERABLE MACARONI DIES



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PREVENTING SANITATION HAZARDS

by T. L. Huge, American Sanitation Institute.

All macaroni and noodle processing plant sanitation hazards can be directly traced to an obvious cause and usually the responsibility rests on one (or occasionally more) definite person in the plant.

All too often, a macaroni plant manager is confronted and surprised when an outside inspector confronts him with some previously undiscovered gross insanitary condition - and the only result is quick corrective action. Instead, if the cause were fully understood and eliminated, repetition of that same sanitation infraction later could be avoided.

Here are several case histories - forming, in themselves, a handy checklist of potential hazards:

No Hot Water

Infraction: Hand washing facilities in toilet area just off press room found to not have hot water available.

Cause: Plant in the past has incorrectly considered running water (regardless of temperature) and soap the only need for adequate hand washing.

Responsibility: Plant manager considered hot water a luxury and actually had hot water line capped prior to entry into all toilet areas.

Recommendation: Hot water line must be extended into hand washing facilities throughout toilet areas in interest of protecting product.

Product Contamination

Infraction: Male employee filling "B" hopper on 2nd floor with noodles uses a common shovel and/or fork handling product which is later used for floor sweeping. This very bad practice has been followed for years.

Cause: Only tool available to employee for both jobs.

Responsibility: Actually foreman, Pete Smith, occasionally also uses shovel for both purposes and sets bad example plus failing to provide correct tools. However, employees themselves should have been sufficiently schooled in basic sanitation principles to realize this was a sanitation malpractice leading to direct contamination of the product.

Recommendation: If shovels really are best means of filling hopper they should be special sanitary stainless steel ones and a rack provided alongside to keep them off the floor between uses.

Vacuum cleaning would be a better means of removing floor filth but if

common shovels continue to be used they should be painted a bright red to warn against use on product.

Lubricant Hazard

Infraction: Macaroni product is suffering direct filth contamination on No. 1 filling operation where lubrication from excessively greased bearing drops directly into open 8 ounce carton.

Cause: Over greasing plus no protection provided by lack of a "catch pan."

Responsibility: Plant Sanitarian had not realized his responsibility including checking for just such avenues of contamination. Also, girl on line should have realized significance of this readily seen occurrence.

Recommendation: A hood or "catch pan" should be installed as protection of product and maintenance department should be cautioned against such misuse.

CIP Difficulty

Infraction: Egg mixing sanitary conveying piping when dismantled was found to be badly soiled with old decomposed egg residues very foul smelling with eggstone formations - especially at joints.

Cause: Plant has been depending solely on the recently inaugurated system of CIP (cleaning-in-place) to properly clean and sanitize all such surfaces and had neglected to periodically dismantle and inspect results. Piping did not include sanitary gaskets at joints which tended to allow egg particles to collect and not be readily removed by the cleaning solution.

Responsibility: Plant has relied exclusively on services provided cleaning solution supply company for this layout and latter had evidently neglected to formulate the correct alkaline-acid solution system or to provide the lines with sanitary joints and gaskets. Also, no inspection techniques had been developed.

Recommendation: This system and its proper cleaning and sanitizing needs complete re-evaluation and set-up. It lends itself ideally to CIP but good results are not being enjoyed. It is known present cleaning supply company can supply needed advice and service. Plant personnel must, however, be responsible for inspection and hand cleaning where needed.

Contaminated Materials

Infraction: There is no system set up whatsoever to allow rejection of filth contaminated flour and semolina and all such are accepted "blindly", and used in product with occasional contamination almost inevitable. For example, semolina being dumped into conveying system was observed to be badly contaminated with dead cadelle insects and wood splinters. This was shipment #113 which had not been inspected prior to unloading.

Cause: There is lack of either visual inspection through spot sifting before cars are unloaded in plant or periodic microanalysis.

Responsibility: Management felt complete trust and confidence in raw ingredient suppliers.

Recommendation: Our visual spot sift test program must be inaugurated to determine whether each incoming car is fit for unloading and in addition each of suppliers' raw ingredients must be periodically microanalyzed to determine cleanest available source.

Ceiling Harborage

Infraction: Both mice and Dermestid insects are breeding unmolested in the false ceiling over the flour dump bin in the basement with danger of their excreta and cast skins dropping down into exposed flour and semolina in dump bin below.

Cause: Complete inaccessibility of false ceiling providing excellent protected pest breeding harborage.

Responsibility: Plant management has realized for sometime this condition exists but has hesitated making ceiling accessible or preferably removing it altogether because of appearance.

Recommendation: Actually in such instances there is seldom ever any short cut to eliminating this problem except complete removal of false ceiling altogether. If exposed beams and rafters are then nicely painted the appearance suffers little, if at all.

Rodent Evidence

Infraction: Abundant mouse excreta droppings at wall-floor juncture in southeast corner of basement where semolina and flour are stored. Nesting evidence indicates an active mouse infestation soiling surrounding food cartons.

Cause: All storage of bagged goods and cartons is flush on floor and against walls inhibiting practice of

good rodent control measures and inspection. Provides excellent protected mouse harborage.

Responsibility: Plant shipping and receiving clerk, Bob Thomas, had not realized importance of maintaining storage up 6-10" from floor on skids and 12-18" away from walls.

Recommendation: Storage practices listed above should be followed, painting a white "traffic stripe" at wall-floor juncture helps to warn against storage against walls and also facilitates inspection for pest evidence. Rodenticide (anti-coagulant) bait boxes should be placed filled with both cereal type and liquid baits.

No Sharp Targeting

Infraction: German Cockroach infestation in base of elevator pit and also in die washing room.

Cause: No residual insecticidal spraying has been practiced. In fact, no material or equipment available in plant for such treatment. Instead plant has been relying on fogging or space spraying applications which do not control such hidden infestations in harborage.

Responsibility: It was understanding of Superintendent John Smith that the plant's overhead permanently installed spraying system would automatically control all plant insect populations.

Recommendation: Plant must obtain a 3% Methoxychlor-1/2% Lindane or 1% Strobane-1% Malathion residual insecticidal combination plus a good residual tank-type sprayer with a fan pattern nozzle and inaugurate a semi-monthly spraying program of all such crawling insect frequented areas.

Equipment Inaccessible

Infraction: Literally hundreds of alive breeding adult and larvae Confused Flour Beetles in dead end of screw conveyor over west mixer - directly in product zone.

Cause: This section of conveyor is completely inaccessible to inspection, cleaning, and treatment - in fact, has never been opened and exposed before. A hidden insect harborage.

Responsibility: Plant Engineer, Joe Brown, had assumed this area was "self cleaning" which it is not. Original poor design of equipment at fault and plant after its installation had failed to make it readily accessible.

Recommendation: All such food conveying equipment must be made readily accessible to sight and feel. In this case lid or cover must be made removable with clamps or hinges. Then interior surface must be vacuumed weekly and spot fumigated semi-monthly plus inspected periodically.

Winston Reports

James J. Winston, Association Director of Research, reported recently that the Federal Appellate Court upheld the lower court's action in maintaining that three executives of a macaroni company were guilty in shipping into interstate commerce products that had been produced under insanitary conditions. They were fined and placed on probation.

Management must make a concerted effort to evaluate its sanitation program to make certain that it is doing an effective job in complying with good commercial practice and with Federal regulations.

Mr. Winston recommends the following as essentials in a complete sanitation program: (1) A trained sanitation crew under the supervision of an executive trained in sanitation principles and practice. (2) A reputable exterminator to perform services the plant requires. (3) Periodic surveys and written reports and recommendations to management by a consulting sanitarian. (4) The rejection of any car of flour showing infestation. (5) Periodic micro-analysis of raw material and finished products to insure a good sanitation index. In general, the findings in the finished product should parallel those in the raw material.

Association Members Get a Rate Reduction

From the Analytical Chemists
Jacobs-Winston Laboratories, Inc.
on their individual work.

The firm is retained by N.M.M.A. to
handle industry matters.

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It doesn't cost - it pays!
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MANUFACTURERS ASSOCIATION

FOR DETAILS WRITE BOX 336, PALATINE, ILLINOIS

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EST. 1920

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

- 1-Vitamins and Minerals Enrichment Assays.
- 2-Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3-Semolina and Flour Analysis.
- 4-Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5-SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

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

BETTER MEALS BUILD BETTER FAMILIES

Hundreds of daily newspapers throughout the country will conduct a two-week all-out promotion in September on the theme "Better Meals Build Better Families." The promotion will round off the first year of the "total selling" program of the Bureau of Advertising, American Newspaper Publishers Association.

During the campaign between September 14 - 26, thousands of food retailers will be tie-in. Twenty leading food chains and eight prominent co-op groups have already announced their intentions to participate.

Big Drive

The promotion will unquestionably sell more food. The extent to which each manufacturer can increase his sales volume will depend on the extent to which he participates in the promotion. But the promotion has another long-run purpose: to impress on the American public the immense contribution the food industry makes to the nation's general welfare and increasingly higher standard of living.

During the early planning of the promotion, the Bureau of Advertising put particular effort into development of a theme - one that would benefit the food industry and at the same time offer a promise and a reason to the consumer. In consulting with associations and many of the top manufacturers and retailers in the food field it was learned that the growth of automation while making food retailing more efficient and less costly had also created a problem. The consumer had begun looking at her food store as an impersonal machine, having little or no interest in her and her family's welfare. She was simply a "checkout unit".



Congratulations are offered by Henry Bonamico (right), national sales director, to Charles Presto, president of the Prince Macaroni Manufacturing Company plant at Schiller Park, Illinois. Prince has acquired the former Gallot plant.

The theme "Better Meals Build Better Families" is designed to combat this serious public relations problem. It provides an elemental basis on which any message - institutional or sales - can be carried, to take advantage of the built-in positive response offered by the theme.

Merchandising Suggestions

Participating chains offer the following promotion suggestions to manufacturers:

- Consider the possibility of "tie-in" with other departments of the store - dairy, produce, meat, etc. Retailers like them.
- Plan materials that are realistic and can be used.
- Strive to offer special deals that will make sales of their merchandise profitable to the chain.
- Help pay for retailers support in prices, advertising, etc.
- See the respective buyers well in advance, sell the product on its merits and do not take the approach that the program entitles the manufacturer to unlimited promotion.
- Plan intelligently and at least six weeks prior to first media break.
- Get together in your planning - agree on theme treatment - make it an overall store-wide promotion, and each will help the other for best general results and uniform-appearing stores that will create customer enthusiasm.
- Consider in-store advertising as maximum reward received for participation. Display tie-ins should be an unexpected plus.
- Find a way to supply display material from all manufacturers in one kit. Chains can't use it in bulk, and separate kits from each manufacturer would be hopelessly confusing.
- Pressure newspapers into promoting the whole promotion.
- If possible, let the super market promote its own items along with the manufacturers', such as tie-ins, giveaways, joint displays.
- Contact the merchandising department of the various companies or food retailers and explain the promotion to them a minimum of eight to ten weeks prior to the event.
- Contact merchandisers and buyers with their suggestions well in advance.
- Run heavy newspaper advertising.

The Bureau of Advertising has found that streamer pennants are the most preferred POP pieces of chains taking part. Shelf-talkers also rate high. Mer-



Mrs. Lois Fahsbender of Chicago and 5 year old Richard enjoy spaghetti.

chandise cards and window posters are preferred by several.

Plan to join the promotion. Macaroni, spaghetti and egg noodles should be included in "Better Meals".

Contribution

The Poultry and Egg National Board is happy in that it will receive an additional \$40,000 yearly for promotion, thanks to the good graces of Safeway Stores. A checkoff of a cent for every 30-dozen cases sold by producers has been started. The eggs go to market through 17 egg points in 12 states maintained by the chain.

Two-Bits A Dozen

Four dozen eggs for a dollar was the price many housewives in Minneapolis-St. Paul paid for eggs in May. A real bargain for consumers; a reason for poultry farmers.

Research VP

Frank C. Schell, Jr., has been appointed vice president in charge of research and development, Quaker Oats Co. has announced.

Mr. Schell, formerly vice president in charge of product development, will move his office from the company's Chicago headquarters to its John Stuart Research Laboratories in Barrington, Ill.

He will be responsible for process and mechanical development, development of new products, and for long-range research operations under the direction of Dr. F. N. Peters, vice president of research.

In his new responsibility, Mr. Schell will direct consolidation of all Quaker Oats research and development activities. The company's mechanical development laboratory at Akron, Ohio will be moved to Barrington in 1960.

again
Catelli
FOOD PRODUCTS, LTD.
MONTREAL, CANADA

has chosen

Buhler

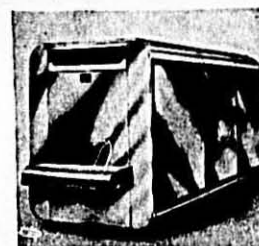
short goods lines

for

- Superior performance
- Easy maintenance
- More drying capacity per sq. ft.
- Relatively small space requirement
- Sturdy construction
- Less down time



Installation of two 1400 lbs/hr capacity Short Goods Lines, made up of two preliminary (shaker type) dryers Type TP, two preliminary dryers Type TVK, two first finishing dryers Type TTM₁, two finishing dryers Type TTM₂.



Preliminary Dryer Type TP



Preliminary Dryer Type TVK



Finishing Dryer Type TTM



Engineers for Industry Since 1860

BUHLER BROTHERS, INC.

BUHLER BROTHERS, LTD.

Picnic

Continued from Page 8

... outdoor eating is the biggest and the most profitable promotion in the entire food industry. Broadest, too, because no other promotion offers so many varied tie-in and related-item opportunities.

And during the summer of 1959 - for the fifth year - the Bakers of America, joined by many, many, others, will again be promoting "July is Picnic Month" all over America.

The National Macaroni Institute is following the promotion and sending recipe releases to food editors all over the country featuring macaroni salads and picnic dishes. Results are hitting hard in the food sections of newspapers and magazines.

"Macaroni salads are important to any smorgasbord," writes Anita Bennett of the Los Angeles Mirror News. "Add one hot dish like glazed meat balls, fish, and other 'fixed-ahead' knick-knacks to amplify appetizing spread."

"Dining out!" (In the back yard, that is!) "Casserole dinners are ideal for this purpose so, if you're in search of a super-tasty and delicious main dish, try one made with macaroni products," writes Joan O'Sullivan of King Features.

National Macaroni Institute releases are pointing to macaroni and fruit salads as a colorful and simply delicious summer salad treat. A pretty picture with the recipe for Macaroni Patio Salad (a favorite in 1958), as well as editorial copy on picnics will be given a whirl by food editors again this year. A noodle ring accompanying barbecued chicken makes for a festive company-type picnic.

Climb aboard the band wagon! Let's ban that bugaboo about a "summer sales slump." Promote your products with lots of picnic ideas and recipes for cool, refreshing summer salads. Sales are what you make them.

Salad Supper

"Skinner Salad Supper" will be the focal point for July advertising and promotion of Skinner Manufacturing Company, Omaha.

Designed to be served chilled, the salad promotes tuna, ripe olives, and mayonnaise, in addition to Skinner shells and large elbow macaroni.

A unique two-thirds page ad in *Everywoman's Family Circle* is designed so homemakers may clip it and form a card for their recipe file.

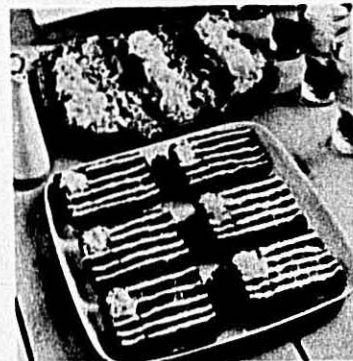
Full-color store banners and shelf talkers with illustrations of the salad will be furnished grocers. Recipe pads are also available for macaroni depart-



ment displays. They list a complete supper menu.

This salad offers grocers many promotion opportunities, according to Lloyd E. Skinner, the company's president. "Housewives will appreciate grocers who call this easy-to-fix, hot-weather meal to their attention," Mr. Skinner said. It provides an opportunity for extra displays of such high-profit items as ripe olives, mayonnaise and tuna, he pointed out.

Skinner is participating in the "My Favorite Supermarket" contest, sponsored by *Everywoman's Family Circle*. Skinner will give a \$1,000 cash bonus if the first prize winner's entry is accompanied by a Skinner label. The company is offering \$500 for the second prize winner and \$100 for third through twelfth prize winners, if their entries are accompanied by Skinner labels.



Holiday fun. Hamburgers with cheese strips and macaroni salad. Pancake and iced tea complete the menu.

Acreage Allotments

Continued from Page 14

The Senate has already passed a measure that would give an individual

farmer three different choices. He could cut acreage 20% below his share of the 55-million-acre total and be eligible for supports at 80% parity. He could cut acreage 10% and receive the present support level of 75% of parity. Or he could plant his full acreage allotment and accept props at 85% of parity. The catch here is that farmers aren't likely to vote in favor of the no-control, low-support idea in any referendum. Thus, it would have the effect of boosting supports to 80% of parity.

Because both House and Senate bills would raise price supports in some fashion, either one is apt to draw a veto if it should reach President Eisenhower's desk. It's considered unlikely Congress would override a veto. The Administration has asked for a permanent wheat program that would reduce price supports and eliminate acreage controls.

The present law requires Mr. Benson to establish marketing quotas and acreage allotments when the wheat supply is more than 20% above demand. For 1960, demand is considered to be 1,254,000,000 bushels, based on domestic and export requirements plus a reserve cushion. The actual 1960 supply, including the 1959 crop soon to be harvested plus the carryover from previous years, is estimated at 2.5 billion, 99% above demand.

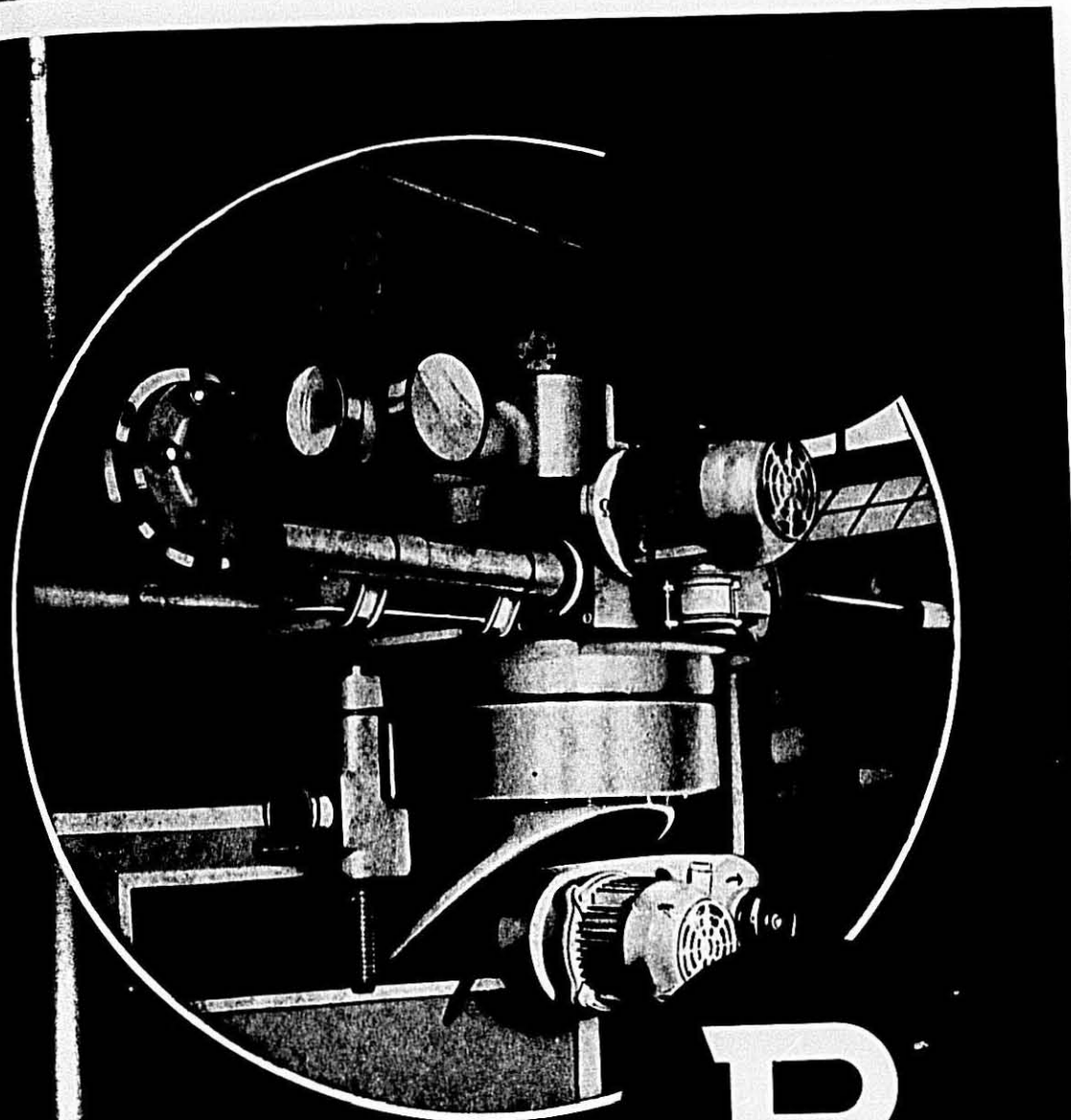
Supply Situation

In a letter to the trade, Lee Mery of General Mills Durum Products Sales analyzes the durum supply picture as follows:

The U. S. Department of Agriculture estimated the carryover on July 1, 1958 at 27,000,000 bushels. With 13,000,000 owned by the Commodity Credit Corporation, 14,000,000 was in the "free wheat" market. A crop of 2,000,000 bushels made total supply 29,000,000 bushels.

Mill grind from July 1, 1958 to September 1, 1958 is estimated at 26,000,000 bushels. Seed takes about 2,000,000 bushels while cereal, food and other uses takes around 2,500,000, for a total disappearance of 30,500,000 bushels.

The difference between supply and usage before estimated necessary adjustments amounts to 5,500,000 bushels. The adjustments include residue stocks in country elevators and farm bins estimated at 2,500,000 and an estimated error of several years accumulation in the government carryover figure which is expected to be adjusted at 4,000,000. This amounts to 6,500,000 bushels or 1,000,000 bushels that will have to come from C.C.C. stocks to satisfy industry needs before harvest.



B

RETROSPECTIONS

by
M. J.

40 Years Ago

- Duties of the Association as seen by the 1919 convention: to better our quality and to try to induce Congress to give us the protection necessary to compete against foreign goods produced by cheap labor.
- The decision of the Supreme Court in the famous Colgate case confirmed the legality of price protection by which any manufacturer might refuse to sell his goods to price cutters.
- James T. Williams, Creamette Co., Minneapolis; E. T. Villaume, Minnesota Macaroni Co., St. Paul; and Henry D. Rossi of Peter Rossi & Sons, Braidwood, Ill.; made an inspection tour of the drying system in use at the Tharinger Macaroni Co., Milwaukee, as guests of William A. Tharinger, recently retired chairman of the Association executive committee.
- The new Ravarino & Freschi plant, the V. Viviano Brothers' factory, Mercurio Brothers, and Dalpini & Randazzo were thrown open to inspection by visiting manufacturers during the St. Louis convention last month.

30 Years Ago

- Editorial comment: "The forerunner of continued success is continued cooperation - getting together."
- New York warmly greeted macaroni manufacturers at the 26th convention - 92 to 95 in the shade all three days.
- Daniel Maldari of F. Maldari & Bros. and C. Surico of Clermont Machine Company distributed appropriate souvenirs at the convention - thermometers!
- Conrad Ambrette distributed leather billfolds to fit the smaller size currency the Government expects to issue soon.
- Thirty firms joined the Glenn G. Hoskins Voluntary Macaroni Cost Club.
- Mr. and Mrs. Frank L. Zeraga returned from a three-month tour of France, Italy and Spain where Director Zeraga visited leading macaroni manufacturers. The boat docked in New York the first day of the convention, but he reported to convention headquarters early the second morning.

20 Years Ago

- Theme of the 1939 convention: "Progress Through Understanding and Cooperation."
- "Call me Harry - call me down for anything that I may do or permit to be done that is harmful to the general interest of the organization or the industry, but by all means keep in touch with me," said newly elected NMMA President J. Harry Diamond, also president of Gooch Food Products Company.
- Macaroni-Noodle Day was observed at the New York World's Fair June 28.
- Joseph J. Cuneo of the La Premiata Macaroni Corporation, Connelville, Pa., newly elected NMMA vice-president, is the Association's most eligible bachelor, said the 1939 Journal.
- The newly weds, the former Miss Josephine Surico and Mr. John Amato, were honored at the convention banquet in New York City, which was a fitting close to their honeymoon trip following their marriage June 3.

10 Years Ago

- C. L. Norris, president of Creamette Co., Minneapolis, was reelected president of the Association at the 46th Annual Convention.
- The Convention Registration list at the Edgewater Beach Hotel, Chicago, showed 67 macaroni firm representatives and 107 allied trades representatives enrolled.
- Statistics gleaned from the convention: Sales of macaroni, spaghetti and egg noodles for the first six months of 1949 were approximately 40 percent over the pre-war sales for the same period.
- With macaroni exports reduced to 20 percent of the 1947-48 peak and little prospect of regaining this market, manufacturers will concentrate on wider domestic distribution through promotion of increased product acceptance and demand.
- Doughboy Industries, New Richmond, Wisconsin, millers and distributors of durum flour, was welcomed as a new Associate Member of NMMA.
- State regulations prohibiting the reuse of containers for flour forced many macaroni manufacturers to discontinue the multi-trips of their seamless cotton grain bags.

CLASSIFIED

ADVERTISING RATES

Display Advertising.....Rates on application
Want Ads.....75 Cents per line

FOR SALE - One Model 1 Simplex Bag Machine, complete with electric eye, forming plate and break rolls, duplex bag attachment. Nearly new with less than 40 hours use. Present replacement cost \$3,000. Price: \$1,500.

Two Pack-rite Master-series Model "M" Speedsealers complete with adjustable ratchet type mounting stands. Both have been completely overhauled with new parts - wiring. Replacement value each about \$800. Price: \$300 each.

One Bostitch #14 Wire Box Stitcher, only slightly used. Replacement value over \$300. Price: \$200. Box 160, Macaroni Journal, Palatine, Illinois.

FOR SALE - Clermont Noodle Cutter with five sets standard cutting width rollers. Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Finish Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 154, Macaroni Journal, Palatine, Illinois.

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1,600 lbs of Food Per Person

This year, the average American will consume some 1,600 pounds of food, according to the Department of Agriculture. He'll down 158.1 pounds of red meat, 353 eggs, 29.8 pounds of chicken, 348 pounds of milk and cream, 18 pounds of ice cream, 17-1/2 pounds of butter and margarine, almost 100 pounds of fresh fruits, more than 100 pounds of vegetables, and 16-1/2 pounds of coffee.



Macaroni goes with everything —

Grocers will like store-wide tie-ins, increased traffic and turnover created by the National Macaroni Week theme "Macaroni and . . ."

National Macaroni Institute members will receive kits, sales meeting support, periodic suggestions for stimulating sales during National Macaroni Week, October 15 - 24.

Be a member - write box 336, Palatine, Illinois.

National Macaroni Institute

THE UNWITH

W.A.I.

let better
macaroni
products

"Bow-tie" shells, spaghetti, noodles — no matter what type of macaroni products you manufacture, you can be sure . . . when you "tie-up" with "Mr. I". "Mr. I" is a symbol of International's personal service and quality products. "Mr. I" stands for integrity — an International by-word! "Mr. I" means increased consumer acceptance of your macaroni products. Yes, "Mr. I" is a good "man" to know — a good "man" to have working for you.

International
MILLING COMPANY