THE MACARONI JOURNAL

Volume XXXII Number 7

November, 1950

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MACARONI JOURNAL

BLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Salute to Cities

With this issue, The Macaroni Journal inaugurates its "Salute To Cities" series of articles. Each issue, for the next several months, will carry a skyline view of an American city. A feature-length story will present an historical and business sketch of the community, with special emphasis on those firms which are a part of the macaroni, spaghetti and egg noodle industry.

The initial salute goes to the city of Braidwood, Illinois, long the "little capital of the big macaroni world." Site of a macaroni plant which has been in operation more than half a century, Braidwood has also been headquarters for the National Macaroni Manufacturers Association from 1919 to 1949; the National Macaroni Institute from its establishment in 1937 to 1949, and editorial center for The Macaroni Journal since the first copy was printed in 1919. The story of Braidwood is on page 8 of this, the first "Salute To Cities."

caroni Manufacturers Association

VOLUME XXXII NUMBER 7

Printed in U.S.A

north, east, south or west

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Rossotti is proud of the role it has played in the growth of the macaroni industry through the introduction of new techniques in merchandising through packaging. Our knowledge of the macaroni industry and the merchandising "know-how" gathered from our 51 years of experience in the packaging field is available to every manufacturer. There is a Rossotti packaging consultant strategically located to offer you our services.

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THE MACARONI JOURNAL

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Guard QUALITY WITH Quality

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THE MACARONI JOURNAL



THERE'S A BETTER WAY to get the select, breakfast-fresh eggs it takes to make better "dark color" noodles. Just order . . .





ARMOUR

MACARONI JOURNAL

Volume XXXII

November, 1950

Unadulterated Foods

The Federal Security Agency of the U. S. Department of Agriculture is continuing its concerted drive to compel all food processors to better the sanitary conditions in their establishments, to insist on insect-free ingredients from their suppliers, to package their products to prevent infestation and contamination, as far as it is possible to do before shipping; also to correctly label their products as a guide to buyers.

In its first half of September, 1950, report covering seizures made the latter part of 1949 and the first half of 1950, a total of 29 cases were made public. All were found guilty of violating the laws covering adulteration and misbranding. Included were cases against Bakery Goods (4), Flour (3), Macaroni and Noodle Products (2), Butter (7), Cheese (3), Fish and Shellfish (6), Canned Fruits and Vegetables (6), Tomatoes (2), Meat and Poultry (3), Spices, Flavoring and Seasoning (3), Vitamins (4) and miscellaneous foods (3).

Of the two violations in the macaroni-noodle field, one was a small plant in the East which was found guilty of selling adulterated products. Pleas of guilty were entered and the two proprietors were fined \$50 each and the products ordered destroyed.

The other was a manufacturer of Chinese noodles in Western state. The charge was adulteration in that the products "had been prepared and packed under insanitary conditions whereby they may have become contaminated with filth." Pleas of guilty were entered and the corporation was fined \$400, the two proprietors fined \$100 each on one count and placed on probation for two years on the second count.

Ignorance of laws purposely adopted to protect consumers is no excuse. What the federal authorities want and insist upon is a sanitary food plant, carefully checked processing, protective packaging, withdrawal of infected products from the retail market and its immediate destruction. Significantly, there were no violations by the Macaroni Noodle industry in the Federal Security Agency's report for the second half of September, 1950.

"Egg Foo Yona'

The Chicago Journal of Commerce, in a recent editorial, spoke up for the egg users in the macaroni-noodle field and other food processors in no uncertain terms. The editorial, in part, follows:

We're still at it! The Agriculture Department is still buying eggs, which we are donating to Communist China (and others) because we can't sell them in this country because they are priced too high. Meanwhile we are importing eggs from Red China. Maybe you think this is just satire from some smart revue. Maybe you think no responsible government could be guilty of such peanutheaded tactics. And maybe you're right. . . . Anyway here are the facts:

The Government has bought more than 80,000,000 pounds of dried eggs since January 1 at a cost of \$75,-000,000. . . . Support program, you know. The CCC is forbidden by law to sell them domestically at less than they cost, which is 96c a pound. It can't sell them abroad -there's a dollar shortage. And so the CCC is giving them away. It's giving some to Tse-tung's China.

Meanwhile, American food manufacturers are buying dried eggs-not from our surplus stocks at 96c a pound; that's too high. They're buying imported Chinese eggs at 77c a pound.

Secretary of Agriculture Brannon is disposed to shrug off the imports from China as insignificant. Sun 3,000,-000 pounds of Chinese eggs have come in-enough for plenty of egg foo yong and egg drop soup. Also it's enough to send \$2,000,000, plus to Red China.

Net result of our support of egg prices is . . . (a) a vast, unsalable surplus of domestic eggs; (b) a needless expense to the American tax-payer; (c) a pain in the budget of the American housewife; (d) a relatively small but wholly undesirable flow of American dollars to the Chinese Communists; and (e) free eggs for everybody

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November, 1950

Effects on Baking Quality of Blending Durum Wheat Flour with Bread Wheat Flour

By R. H. Harris, Cereal Technologist, and L. D. Sibbitt, Assistant Cereal Technologist North Dakota Agricultural Experiment Station, Fargo, N. D.

Introduction

THE principal end use of durum wheat in North America is in the manufacture of macaroni products, and the efforts of plant breeders have been directed toward the development of va-rieties capable of producing macaroni of better quality, as well as of im-proved field characteristics. However, it is common knowledge that durum flour is utilized to some extent in bread production, especially in Europe (Kent-Jones and Amos). The use of even a relatively small proportion of the durum production in the United States for bread making would open a new avenue of utilization which would be advantageous if durum became a surplus crop.

A few investigations on the baking quality of durum wheat flour have been reported. It has been pointed out that durum flour is capable of produc-ing satisfactory biscuits and rolls, and even bread, although the color of the product is darker than that made from vulgare wheat flour, as would be expected from the higher pigment con-tent of the durum. About 1913 at least 80% of the best bread eaten in Russia was made from Kubanka flour, and durum wheat commanded a premium over common wheat in that country, although the latter was fully equal in quality to American wheat. Durum wheat has also been reported higher in protein content than hard red spring wheat, but the samples analyzed were not grown under strictly comparable conditions, Clark and Martin in 1923 postulated that Kubanka equalled or excelled all other durum varieties then grown in milling and baking quality. C. E. Mangels also found Kubanka best for bread baking. Durum flour appeared to deteriorate more rapidly in storage than bread wheat flour. Salmon and Clark stated that durum flour contained more protein than flours from other classes of wheat. Ladd and Bailey reported that hard red spring wheat flours yielded loaves with larger volumes and higher color scores than durum wheat flours. The durum flours were highest in ash content, the average value for three seasons being 0.69% as compared with 0.49% for spring wheat flours for the same

(Reprinted in part from The Baker's Digest,

period. E. F. Ladd found the average protein content of durum wheat to be 17.5% and of hard red spring wheat, 16.5% in 1911. T. E. Stoa pointed out that durum varieties produced smaller loaves of darker color than hard red spring wheat varieties.

Kent-Jones and Amos in 1947 ostulated that one advantage of using durum wheat flour in blends with other wheat flour lies in the increased diastatic activity contributed to the dough. This is valuable when the diastatic power of the bread wheat flour is low. These writers also state that durum dough is stiff and lacking in elasticity, and that durum flour should be blended with flours possessing good elasticity. The increased diastatic activity is caused by the severe grinding necessary to will durum wheat.

The work reported in this paper was undertaken to obtain preliminary in-formation before embarking on a more extensive program including studies on the baking quality of typical North Dakota hard red spring wheat flours and a weak English wheat flour when blended with different durum varieties.

Flours Used

Both the hard red spring and durum wheat flours were experimentally milled from a blend of varieties grown in North Dakota in 1948. These were sound and free from damage. The English wheat was secured from the Grain Research Laboratory, Winnipeg, Canada, and milled in the usual manner in this laboratory. The moisture, procin, and ash contents of the three flours and their blends were calculated. One of the hard red spring wheat flours had approximately the same protein content as the durum, while the other was 1.8% higher. The English wheat flour naturally was markedly lowest in protein content. The durum flour was distinctly highest in ash con-tent largely because of the hardness of the wheat kernel, which necessitated severe grinding when milling.

Blending. The blends were made for each flour combination immediately prior to baking. Each flour employed was thoroughly mixed before the baking ingredients were added. A rather wide range of durum concentrations

was made up, including some higher than would be normally acceptable in commercial usage in the United States. Analytical data for the blends were cal-culated from the data for the original unblended flours.

Baking. Three formulas were employed to learn the effect of variations in ingredient content on the baking quality of the blended flours. The malt-phosphate-bromate formula has been found valuable in assessing hard red spring wheat flours for quality. The ingredients, in addition to the salt, are malt, potassium bromate, and animonium phosphate, the latter being a yeast food. The rich formula contained dry milk solids and shortening in addition to the constituents of the in addition to these constituents of the malt-phosphate-bromate, but no ammonium phosphate. The lean formula had only ½ the sugar content of the others and no form of malt. Dry milk solids and shortening were also lacking. This procedure was used to ascertain the effect of durum flour on baking quality when the supply of fermentable carbohydrate is limited.

Mixograms. Mixograms were obtained from the blends with the mixograph (National Manufacturing Company) using the absorption found optimum for baking and a mixograph cabinet temperature of 30° C. No effort was made to determine the dimensions of these curves, however, since differences in patterns are quite marked, and are easily discerned. At this Station the mixograph has been found to yield valuable information regarding th quality of wheat varieties in addition to that supplied by the baking test. Es sentially it records the physical changes taking place in doughs during the mix

Results and Discussion

Effect of baking formula. A detaile comparison of the results obtained by use of the three formulas. The rich formula, as would be expected, yielded the best loaves, and the lean formula the poorest loaves. Adding durum flour consistently decreased water ab-sorption of the hard red spring wheat flours, in spite of statements in the literature that it increases this property. Changes in the varieties of common wheat grown since that time may

explain this discrepancy. The loaf volumes were all higher at correspondvolumes were all nigher at correspond-ing durum flour concentrations for the rich formula, including the 100% durum. The unblended durum flour tended to produce sticky doughs, but this propensity was less noticeable with the rich formula. Addition of bread wheat flour reduced this stickiness. There was a range in loaf volume be-tween the original unblended hard red spring and durum flours of 167 c.c. for the rich, 97 c.c. for the malt-phosphate-

bromate, and 40 c.c. for the lcan. The range in crumb color was also slightly greater for the rich formula. The ef-fect of the lean formula on crust color and loaf symmetry was marked for all loaves and showed the influence of insufficient sugar. All formulas showed that durum flour eventually reduced crumb color, and to a lesser degree grain and texture and loaf symmetry. Noted is the effect on loaf volume

and crumb color score of varying the percentage of durum wheat flour in the blend for the three baking formulas. Since the values are calculated as percentages of the loaf volumes and crumb color scores obtained by the corresponding formula from flour without admixture of durum flour, they are influenced by these original values. For example, the lower results shown for the 100% durum flour baked by the rich formula are caused by the large loaf volume of the original flour with-out durum. For loaf volume, the lean formula revealed the smallest effect of durum flour additions. Durum con-centrations below 25% of the blend increased the volume, and even 50% of durum did not produce smaller loaves than flour without durum. The maltphosphate-bromate formula results did not show damage from adding durum flour below 50% concentration. For the rich formula, loaf volume decreased ather uniformly with increase of durum flour. Apparently durum flour contributes something to the lean formula which initially improves the lost volume, while in the rich formula is contribution is not required.

For crumb color, there are probably few real differences between formulas, the durum flour exerting a uniform degrading influence on the color. There was a slight tendency for the can formula to give lower results at nediate durum concentrations. Effect on hard and weak flours.

Figures provide information on the flect of durum wheat flour concentration on the baking quality of blends with hard red spring and English wheat flours. Since the two lots of blends were baked on different days, a sample of durum flour was included on each day, yielding two sets of data cor-responding to each group of blends. This explains some slight discrepancies shich are evident between the two durum flour loaves. The malt-phos-phate-bromate method was employed with two hours' fermentation with the

aim of best evaluating the influence of durum in these flour blends, since weak flours tend to yield optimum results when baked by short fermentation methods. The absorption decreased as before for the hard red spring wheat flour as durum was added, but for the English wheat flour there was little change—perhaps a tendency for higher values. The dough handling characteristics were better for the hard wheat



flour blends. The loaf volumes of the blends with English wheat flours were not decreased by the durum, but showed some improvement; all were of course lower than for the hard wheat flour blends. Grain and texture, crumb color, and symmetry scores were decreased to a lesser extent in the English flour blends.
Shown is the influence of durum

flour concentration on the loaf volume and crumb color of the medium protein and English wheat flours when baked by the method just described. The effect on the hard red spring was to gradually reduce loaf volume, par-ticularly after 20% of durum had been added, and the effect increased with percentage of durum. With the English wheat flour there was a noticeable tendency toward increase of loaf volume with additions of durum flours to 25% following which the values remained practically constant.

For crumb color, durum reduced the score in the blends with hard red spring wheat flour, but the effect was less pronounced for the English wheat flour largely because of the inferior color score of the original 100% flour. Judging from the loaf volume and crumb color data, English wheat flour can easily tolerate a percentage of dur-un flour when baked by this procedure.

Effect on high protein flour.

Studies contain the data obtained from baking blends of the high (14.8%) protein and durum flours by malt-phosphate-bromate method with three hours' fermentation. The absorption was reduced with increase of durum, as with the medium (12.8%) protein flour. The other

values were affected approximately to

the sc ne degree as before.

There is revealed the effects of durum wheat flour percentage on loaf volume and crumb color of these blends contrasted with similar data from the medium protein flour blends. The loaf volume of the high protein flour was markedly impaired where more than 25% of durum was included in the blend, while the medium protein flour was not affected until 50% of durum was present. This difference is no doubt caused by the difference in protein content of the two flours, the higher protein flour being more sus-ceptable to reduction in baking quality because of its greater strength, al-though the loaf volumes of the blends remain higher than those of the medium protein flour at corresponding durum flour concentrations. Thus, by using a high protein flour, larger per-centages of durum flour could be em-ployed. For crumb color the influence additions of durum was rather similar for both flours, although the high protein flour produced slightly lower results probably because of the lower score of the unblended flour.

Mixograms. As in the baking determinations, little change in pattern is apparent until at least 25% of durum was present. At 50% durum concentration the pattern is much weaker than hat of the flour without durum, the dough development time is shorter, and the range of stability and curve width have decreased markedly. Mixing requirements of this blended flour are istinctly different from those of the original flour and are beginning to reoriginal nour and are beginning to re-semble the 100% durum flour pattern. The breaking down of the dough fol-lowing optimum development is clear-ly seen. For the durum flour alone, a very unsatisfactory type of curve was obtained, as found by Harris and Sib-

Indicated is the mixing patterns of the English and durum wheat flour blends. The characteristics of the English wheat flour mixogram are quite distinct from those of the hard red spring wheat flour. The mixogram of his flour shows short dough development time and low curve height. The latter characteristic is no doubt related to the low protein content. At a concentration of 50% durum wheat flour in the blend the character of the curve s markedly altered; in fact, it is a good

representation of an average pattern of the two unblended 100% flours. Shown is the influence of durum wheat flour on the mixogram patterns of high protein hard red spring wheat flour. While the change in the pattern corresponds closely to that induced in the medium protein hard red spring wheat flour by corresponding concentrations of durum flour, it is apparent that the curves are stronger. This is because of the stronger mixing charac-

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November, 1950

By Paul E. Thurlow, President, Braidwood Chamber of Commerce

SALUTES

This is the first of a series of Salutes to American communities of interest to the macaroni-spaghetti-noodle manufacturers of the United States.

It is quite natural that the series be inaugurated with a salute to Braidwood, Illinois, in which for nearly a generation was located the nerve center of this food indus-

It will be followed by saluates to other cities with authentic stories prepared in collaboration with their Association or Chamber of Commerce. . . . The Editor

B RAIDWOOD, Illinois, is a small but nationally known city located 57 miles southeast of Chicago on the Gulf, Mobile and Ohio Railroad—on U. S. Routes 66 and 66A and Illinois Route 113 South. Population is about 1.600 (1950 census).

The accidental discovery of good

Coal mining by the deep shaft method continued for nearly a gen-eration, when mining on a commercial scale started a decline. By 1900 it practically disappeared, though a few small mines continued to operate in the Braidwood area to supply the domestic trade. There followed depressing days for a proud coal mining community. By 1900, the population had dwindled to less than 1,000, with fewer than 200 miners being employed as against 5,000 to 6,000 in the city's heyday.

Then for nearly a quarter of a century, coal mining, Braidwood's leading industry, came to a standstill. By the deep shaft mining method, many hundred thousand acres of good coal were left undeveloped because of the lack of over-topping rock necessary under that method. In 1928, coal stripping revived the industry and the community. Gigantic shovels were employed to remove soil and soft rock over the coal veins, averaging from

and to the northwest states for home heating.

As might be expected, the result of the stripping method left an un-



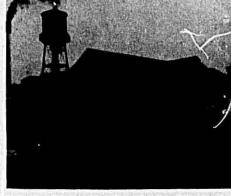
Peter Rossi, Sr., founder of Peter Rossi and Sons, Inc.

sightly surface of upheaved land on three sides of this little community, rendering useless for farming and grazing purposes thousands of acres, but it did for nearly a quarter of a century provide employment for hun-dreds to maintain the city's position

particularly through the depression years of the thirties, Braidwood became identified with the macaroni industry in 1886, when an experienced manufacturer from Italy came to the community to open a small factory. It is interesting to note that while the enterprise was lo-cated in a coal mining field where mil-lions of tons of coal were mined for steam power production, including electricity, then little used except in large centers, the small plant opened that year depended on power created by a blind horse that turned a capstan. That device powered the heavy round stone that kneaded the semolina into the dough and the small screw press

(Continued on Page 38)

Macaroni making in Braidwood, Illinois, started by Peter Rossi, Sr., is now conducted in this factory by Pe-ter Rossi & Sons, Inc., successors to the founder.

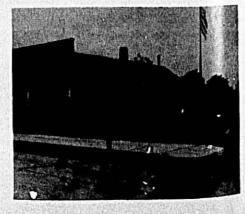


soft or bituminous coal at a depth of less than a hundred feet, so close to the industrial and railway center of Chicago, by a well-digger in 1864 brought an influx of coal miners to the locality numbering into the thousands during the decade that followed. On July 1, 1872, the several mining camps in the vicinity were combined under a state charter into the City of Braidwood

Braidwood attained its peak population in the decade 1870 to 1880, when over 8,000 people lived within its corporate limits of only four square miles, with adjoining unincorporate hamlets at generating the population of the area. to more than 10,000. The early residents came from England, Ireland, Scotland, Wales, Belgium, France, Italy and Bohemia; also from the coal fields of Pennsylvania.

three to four feet, and to load the coal into railroad gondolas for ship-ment to industrial centers, to railroads

Headquarters — National Macaroni Man-ufacturers association, 1919-1949; The Macaroni Journal, 1919 to date, and The National Macaroni Institute, 1937-1949.



YOU GET MORE MACARONI MERCHANDISING FROM GENERAL MILLS

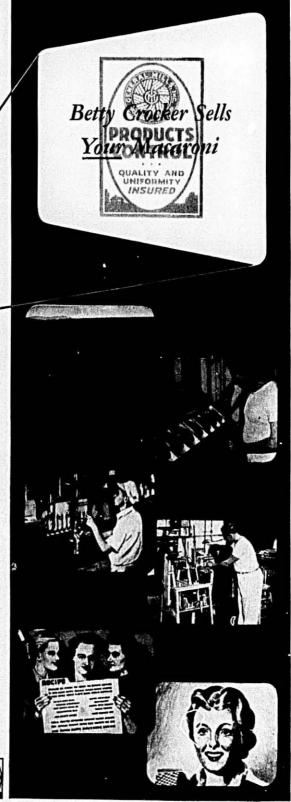
• Take a look at the record!, Ring-of-plenty Chicken Tetrazzini, Spaghetti With Paprika Veal -these are dishes that have and will continue to mean sales for 'macaroni product manufacturers. Why? Because they were nationally promoted by Betty Crocker over her Magazineof-the-Air Program-backed by powerful, tie-in merchandising offered at less than cost.

Betty Crocker made these and many other macaroni recipes popular. 'repeat performance'' dishes because she is more highly respected than any other Home Service personality in America.

Last year's Betty Crocker broadcast for Spaghetti With Paprika Veal pulled 1,137 recipe requests in just 16 days. Two other macaroni recipes men-ticned drew 762 requests. A total of 1,899 macaroni product recipes in one month! That's in addition to the thousands upon thousands of homemakers who jot down Betty Crocker recipes as she dictates them. Positive preof that Betty Crocker sells your macaroni!

General Mills, Inc. DURUM DEPARTMENT CHICAGO 4, ILLINOIS





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MACARONI WEEK CAPITALIZED

M. ANY and varied were the plans of macaroni-noodle manufacturers to take the fullest possible advantage of National Macaroni Week, October 5-14. Besides the expected co-operation with food distributors and retailers, there were collaborations with producers of related foods that resulted in what many feel will do the most lasting good for both.

A survey shows an almost unbelievable increase in newspaper advertising prior to and during the period, plus the use of radio and television as well as on-the-spot promotions carefully planned to tie in with the celebration. Food editors did a good job of publicizing the week favorably, as did many of the leading radio commentators, with the result that few people in America did not hear of the plan of the macaroni industry to make Mr.

roni-spaghetti-noodle conscious.

While a great majority of the supporters of the National Macaroni Institute have not yet reported on what they did to observe the week to their and to their distributors' advantage, here are some examples from four widely separated sections of the country to show what was done to take advantage of the almost endless opportunities presented by the celebration.

and Mrs. America more truly maca-

Joseph Pellegrino "Shows Em"

Television was the means used in October by President Joseph Pellegrino of Prince Macaroni Manufacturing Co., Lowell, Mass., and director of the National Macaroni Manufacturers Association, to merchandise Macaroni Week, The Boston (Mass.) Post told of his promotion as follows:

Making spaghetti meals is a snap! If you can boil water, you can prepare a fine spaghetti meal, President Joseph Pellegrino of Prince Macaroni Company told viewers of the Boston Post telecast, "At Home with Milared Carlson," October 9 over WiZ-TV, "There is no problem for the house-

"There is no problem for the housewife in making delicious spaghetti and macaroni meals," said Pellegrino. "If you can boil water and follow a few simple rules, you can make the most delicious spaghetti meals in the world."

Pointing out that most American housewives overcook their spaghetti and macaroni, he said spaghetti should be cooked in boiling water until "the spaghetti bends over the fork," favoring the "al dente" or chewy spaghetti

The president of the large concern told his audience there are 110 differ-

ent kinds of spaghetti and macaroni dishes and explained several, including Conca D'ora, Vernicelli, Cantelli and Thin Spaghetti.

aroni Week.

"Americans consume more than 980,000,000 pounds of macaroni cach year, which is about 6½ pounds per

Shown eating spaghetti at the "Boston Post" TV show, "At Home With Mildred Carlson," are (left to right) President Joseph Pellegrino, of Prince Macaroni Co., of Lowell, Mildred Carlson and Streeter Stuart, WBZ-TV announcer.



Demonstrating the preparation of "Thin Spaghetti," he cooked a meal before the camera, explaining each step as he went along. He urged his listeners to enjoy at least one spaghetti meal this week which is National Mac-

person," he said. "In Italy the figure is 60 pounds per person, in France, 40 pounds, in England 16 pounds."

pounds, in England 16 pounds,"
In her recipes of the day, Miss Carlson said she will feature spaghetti in various styles.

Midwest Macaroni King Lloyd Skinner Is Host to Boys' Town

The more than 800 citizens of world-famous Boys Town, Nebr., came out with heads gooey but unbowed on October 5, following a tussel with more than 100 gallons of spaghetti, "Boys Town style."

Outside of that which could be scraped off the faces of the participants, when the last fork hit the plate spaghetti was as scarce as Democrats at a Young Republican rally. The lads had second and third helpings.

Inch by inch and strand by strand the Boys Towners and their special (Continued on Page 11)



Approximately ten miles of spaghetti were downed by 823 Boys' Town citizens during a spaghetti dinner given at Boys' Town on October 5. Pictured, left to right, are Frank Heacock, Boys' Town councilman, Fornam, N. D.; Magr. Nicholas H. Wegner, director of Boys' Town; Lloyd Skinner, president of Skinner Mfg. Co. Omaha, the host; Larry Mulligan, young Boys' Town citizen from Burwell, Neband Chef Charles Redding, who prepared the 100 gallons of spaghetti necessary to feed the lads.

FOR RICHNESS OF COLOR, ADD THE GOLDEN TOUCH" OF KING MIDAS SEMOLINA TO YOUR MACARONI

Actual King Midas Semolina is used in this advertisement

ING MIDAS FLOUR MIL

MINNEAPOLIS MINNESOTA

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by Catherine Gage, R.N. - The Larsen Company

THE nurse in industry should not be responsible for the safety program where there is a safety engineer, but she is in an excellent position to serve as a valuable assistant in the safety program. The nurse's functions are primarily concerned with health, we cannot separate health and safety. Each is dependent upon the other. She should be a member of the

safety committee.

The first responsibility of an industrial nurse is to conduct her work in a manner consistent with the broad rules of good citizenship, that is, with an attitude of fairness toward all elements in an industrial plant.

These elements comprise employes, management, the nurse herself, and certainly the rights and interests of the general public. In the daily duties of her calling, the nurse must collaborate with the industrial physician whose responsibilities to some extent parallel

The details of these responsibilities as they affect each will be discussed

separately.

The employe is discussed just because he is constantly within the scope of our activities.

The new employe is first encoun-tered by the nurse when he presents himself for his pre-employment physi-

With the examining doctor, the nurse exercises care in securing the applicant's medical history, covering periods of previous employment and any accidents or injuries he may have had. She should observe his mannerisms, his mental responsiveness, and his physical appearance.

The worker who is often absent because of sickness, physical or mental, may interrupt screw team work, caus-ing great impairment of production and reduction of his income. Reduced income, in turn, may mean distress and suffering at home with perhaps further impairment of his usefulness.

To help the worker to become adjusted to his new environment, the nurse should instruct him in ordinary health and safety rules as well as the special rules governing his safety and welfare on the new job, such as wear-ing goggles, safety shoes, proper cloth-ing, suitable head protection, and such special protective equipment as may be required for certain hazardous duties. Respirators, masks, et cetera, would come under this heading.

Only a minor fraction of the firms that constitute the Maccroni-Noodle Industry of America employ over 100 workers in all their departments and only a fraction of them consider themselves of a size to warrant the employment of a Registered Nurse to look after the health and well-being of their employes. Firms that have registered nurses in their employ find them invaluable in so many ways. Executives who have nurses and those contemplating such a nurse will find this article interesting and instructive: The Editor.

She should impress upon him the scope of his responsibilities for the maintenance of his own health and well-being and the health and safety of

his fellow workers.

The problem of keeping the employes safe can be solved only if management can translate into action its desire for high standards of safety in the plant. One of the responsibilities of the industrial nurse is to interpret to management the need for high health and safety standards, with effective suggestions and sound advice.

Management rarely refuses to act if the suggestions are convincing. They must, however, be the result of study and observation

By fulfilling her responsibilities to management, the nurse helps to pro-duce profits and by the same measure to ensure health, safety, happiness, and

efficiency to the worker.

By making a plant a safe place for workers, management is relieved of worry and its energies can be turned in other directions. Worry can be dispelled only if a full work crew is main-

A new employe is not a maker of profits. If training is deficient, if he is ignorant of his job and careless, he is often a liability. The experienced worker, on the other hand, is seldom sick, avoids accidents, and produces a good product. The nurse's job is to keep the trained worker at work,

healthy and accident-free.

An alert nurse will bring to management information on plant sanitation and safety. Occasionally, management may think that the nurse is unduly urgent in these matters, but manageme will act on suggestions which contrib-uate to the welfare of the organization if they are properly approached and thoroughly explained.

The responsibility for properly car-

rying out the doctor's instructions to the employe rests with the nurse. Any unexpected development in the pa-tient's condition should be observed and reported at once.

Loyalty of the nurse to the doctor and of the doctor to the nurse serves to engender confidence in the patient

with a far better promise of recovery. Since no factory could exist without the general public, the consumer of its products, it is proper to determine how safety measures in a factory can affect the public. Certainly, a safety program affects the price as well as the of the product manufactured.

Many members of the consuming public are engaged in activities that furnish raw materials to the industry and process them later. Because of thi interweaving of interests, health and safety conditions in one situation af-fect not only health and safety conditions elsewhere but the economics of

usiness as well. Whatever the nurse does to establish safe thinking in industry will be re-flected in time outside the plant or factory. This is a contribution not only to the present but to the future as

What are the nurse's responsibilities

First, she should feel herself a part of the organization and not a lone fig-ure flitting about the fringes. She should work with dignity without giv-ing an impression of unapproachable

superiority.

Conditions in industry are subject to constant changes. The nurse must sense these changes insofar as they af-fect her work. She must keep well aware of improvements in her own field and in the whole field of medicine as well. This she can do by reading her journals, and by attending meetings and conventions where newer methods are clarified by discussion.

The only way management can obtain a clear picture of the health and safety activities or accomplishments is through records and reports. Therefore the nurse should keep a full ac-count of these activities and the medical histories of the sick and injured. Insurance companies and industrial commissions, as well as health departments, are making more and more use of these records. The nurse's records are both a guide and valuable index to the need for further development of the safety and health program.

November, 1950

THE MACARONI JOURNAL

Redding put together for the meal: Six-hundred pounds of potatoes; 100 pounds of ground beef; 200 pounds of lettuce; 60 pounds of toma-

(Continued from Page 10) guests reeled in and ate enough spaghetti to make a single string ten miles long, the distance from down-town Omaha to Boys' Town.

The dinner, provided by Lloyd E. Skinner midwest macaroni king and

toes; 125 dozen dinner rolls; 800 glasses of milk and 35 gallons of ice cream. Also used in preparation of meal were varying amounts of salad dressing, onions, celery, garlic, parsley, salt, pepper, mushrooms, to-mato juice, tomato paste and beef Special guests at the dinner included film star Joan Evans, named National Typical Tie-up

lated items. Larry Pike of Bartlesville, Okla., is caught by the candid cameraman as he packs away a plate of spaghetti. Larry was the spaghetti-cating champion and first prize winner at Boys' Town.

combined the

Macaroni Queen; Msgr. Nicholas 11. Wegner director of Boys' Town; Mr. Skinner and some 70 members of the Norfolk, Neb., High School band.

The band accompanied the Norfolk High School football squad to Omaha. The Norfolk team lost to Boys' Town, 27-0 in the Omaha Childrens' Memorial Hospital second annual prep football game.

Miss Evans, who was in Omaha in connection with the midwest premiere of her new picture, "Edge of Doom," was Sweetheart of the benefit game.

This window display is typical of the many made during National Macaroni Week by macaroni men working with manufacturers of re-

Taken in Altoona, Pa., the display is one of many created by the sales forces of the Borden Cheese Co. and the C. F. Mueller Co., working to-gether. Note that

roni Week posters together with the vertising material.

BOOK

Cheese Festival poster and the Maca-manufacturer's own point-of-sale ad-

Prom Reports Spaghetti-Eating Contest

V. Viviano & Brothers Maca:oni Manufacturing Company's successful spaghetti-eating contests—held before the Men's Advertising Club and Wom-en's Advertising Club of St. Louis finally hit the teen-age category when boy and girl reporters for *Prom Mag-*azine vied for honors in a contest broadcast direct from the KXLW, St. Louis, studios. Myron J. Bennett, popular KXLW disc-jockey and con-ductor of the MJB Show, presided over the affair. Entire contest was

broadcast for 30 minutes, and was specially aimed at making everyone con-scious of National Macaroni Week. Tony Bonelle, of national fame, prepared and served the spaghetti that was eaten in the culinery fracas. Winners were Judy Schurig and Dan Colantone, topping the other five guys and five gals entered. Colantone downed nine platefuls. The usual colorful Viviano bibs were worn. Contest consisted of one five-minute heat a brief rest, then a final two-minute heat. Winners received a "night out"

at St. Louis' Jefferson Hotel. Event



The bobby-sox were as busy as con testants.

25× 🗆

32× 🔟

Joan Evans, Hollywood star, is crowned National Macaroni Queen by Lloyd Skinner, president of the Skinner Manufacturing Co. of Omaha. The coronation took place at an Omaha Junior Chamber of Commerce luncheon as a kick-off for National Macaroni Week. The queen's crown is made entirely of macaroni and, believe it or not, Miss Evans loves spaghetti.

president of the Skinner Manufactur-

ing Company of Omaha, was in honor of National Macaroni Week which

opened Thursday, October 5. In addition to the spaghetti and

meat sauce main course, the menu in-

cluded French fried patotoes, lettuce and tomato salad with French dressing,

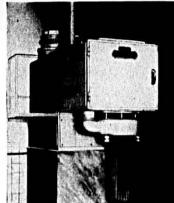
dinner rolls and home made ice cream.

Boys' Town Chef Charles G. Red-

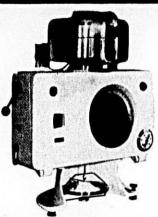
ding—a member of monster menus— himself admitted the feed was some-

thing, even for Boys' Town. Here is just a part of what Mr.

SMALL CONTINUOUS-PRODUCTION PRESS . NEW HUMIDITY INDICATOR



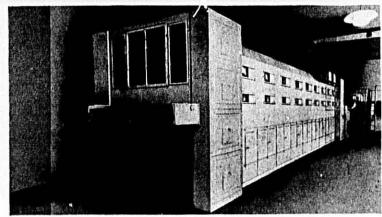
 ${\bf Small\ Continuous\text{-}Production\ Press,\ Type\ ATA.\ For}$ long and short goods. Capacity: 200-240 lbs. per



BUHLER Thermal Torsion Balance, BL 104. An ideal com-bination of accuracy and speed for continuous checking of product humidity. Gives readings of micrometer-accuracy in 3 to 6 minutes with greater operating convenience.

NEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

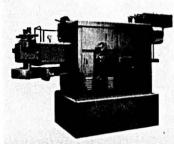
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



In sizes for capacities from 6000 to 22,000 lbs. in 24 hours. ALSO AVAILABLE — A newly-designed simplified spreader for all solid and hollow goods.

CONTINUOUS PRESSES





MODEL TPJ, Capacity 1000 lbs per hour

The Buhler Thermal Torsion Balance gives visual humidity-percentage readings in 3 to 6 minutes. New—rapid—accurate—continuous checking. Extremely simple to use. Full details immediately on request.

MODEL TPG Capacity 600 fbs per hour NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

Girculation of Goods.



BUHLER BROTHERS, INC.

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(Continued from Page 11)

was first of its kind among the young-er set, and shows every promise of be-coming a yearly affair. *Prom* is a favorite teen-age magazine in the Greater St. Louis area, with a circulation of 60,000. Publicity was geared to hit National Macaroni Week in the Prom issue of October 5.

Famous Spaghetti King, Tony Bonnel-le, prepared the Vi-viano spaghetti and the kids agreed "It was the best ever!"



Smiles of victory!
Judy Schurig and
Dan Colantone,
champions, are interviewed on the air as

winners. Prizes in-cluded an evening of dinner-dancing at Hotel Jefferson, St. Louis, with Bandlead-er Tony DiPardo, to gether with baseball passes and gifts.



Press Reaction To National Macaroni Week

able, according to a preliminary report by Robert M. Green, public relations director of the National Macaroni Institute, as of October 25.

October saw two important events in National Macaroni Week, and the Woman's Home Companion, Better National Macaroni Institute presenta-tion at the Food Editors' Conference in New York City, October 13," reports Mr. Green. "While important in them-selves, the cumulative effect that will selves, the cumulative effect that will result from these events will do much good to further the progress of our and the "confession" publications also

product promotion program."

Jerry Lynn of Sills, Inc., writes:
"A preliminary reporting of results of
National Macaroni Week is really quite a task. Each mail brings another bundle of clippings and reports indicating that Macaroni Week and macaroni products were brought to the attention of every person in the country who can read and hear.

"We haven't had time to analyze our clipping returns, but I know we can safely say that the great majority, if not every one, of the 1,700-odd daily newspapers in the country used ma-terial on Macaroni Week and macaroni products during the October 5-14

"The major newspaper syndicates, including NEA, Associated Press, United Press, King Features, Bell, Chicago Tribune Syndicate, General Features and others featured macaroni products for millions of newspaper

and semi-weekly newspapers also gave special attention to the macaroni products and Macaroni Week.

"Consumer magazines, such as Homes and Gardens, Ladies Home Journal, Parents' Magazine, Family Circle, American Home and other top publications also featured the macagave particular notice to the macaroni

products in September and October.

"Radio and television coverage for Macaroni Week helped to bring the Macaroni Week story to millions of homemakers. Special recipes and scripts were supplied to over 1,000 radio and television stations from coast to coast. Through cooperation with MGM Records, over 2,000 disc jockeys were contacted with the sugges-tion that they mention National Macaroni Week as they played "Spaghetti

"Among the top radio and television programs which gave special attention to Macaroni Week were Bob Crosby's Club Fifteen, Walter O'Keefe's Double or Nothing, Queen for a Day, Morey Amsterdam, Arthur Godfrey, Walter

Kiernan and many others.
"Cooperative advertising during National Macaroni Week spotlighted macaroni products in top consumer mag-

National Macaroni Week, October 5-14, 1950, is history, but its effect on public acceptance of macaroni-spaghet-ti-noodle products is almost immeasurable, according to a preliminary report the Palest M. Grant public relations of the country. News-able, according to a preliminary report to the Palest M. Grant public relations of the country. News-able, according to a preliminary report to the macaroni products emphasized and newspapers from coast to coast. In addition, scores of macaroni manufacturers and distributors of other foods which combine well with the macaroni products emphasized and newspapers from coast to coast. In addition, scores of macaroni manufacturers and distributors of other foods which combine well with the macaroni products emphasized and material products and material products are supplied to the macaroni products and material products are supplied to the macaroni products and macaroni products are supplied to the macaroni products and macaroni products are supplied to the macaroni products and macaroni products are supplied to the macaroni products and macaroni products are supplied to the maca the macaroni products emphasized Macaroni Week on their regularly scheduled radio and television pro-

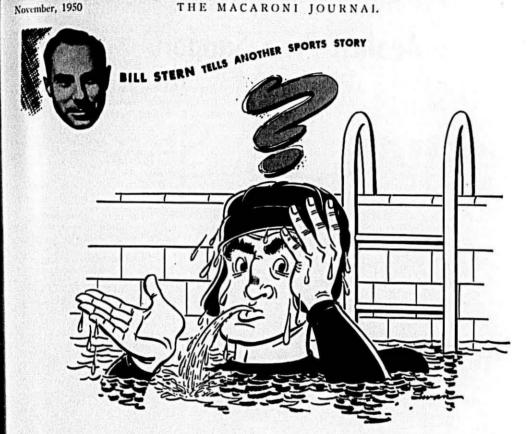
"The trade press kept the entire industry informed of the progress of Macaroni Week plans and helped to encourage grocers to take full advantage of the advertising, publicity and merchandising support behind the Macaroni Week promotion.

"As soon as it is possible to compile a complete report on the overall results of Macaroni Week, we intend to make a report to the members of the National Macaroni Institute."

The Food Editors' Conference at the Waldorf-Astoria Hotel in New York City, October 9-13, gave us another opportunity to present our story to perhaps the most important single group of thought leaders in the country as far as food ideas are concerned. The effect of our meeting can be measured by the following letter from J. H. Sawyer of Sawyer-Ferguson-Walker Company, newspaper representatives who conducted the Conference:

'Dear Miss Koss: "Let me thank you deeply for the magnificent contribution made by the National Macaroni Institute at the Food Editors' Conference last week The Conference itself was the mos successful held thus far, Before 1 left

(Continued on Page 40)



Sometimes a spell-binding, blood-and-thunder pep talk made by a football coach in a locker room may mean the difference between defeat and victory for his team. And sometimes such a talk may enrich gridiron history with an unforgettably amusing story.

Fielding "Hurry-Up" Yost was one of the most famous football coaches of all times. The record he established during a quarter century of coaching University of Michigan "point-a-minute" football teams will never be forgotten. Yost was a master of dressing-room oratory. One afternoon before an important game on which hinged a Big Ten championship, in the privacy of the Michigan locker room, Coach Yost made a fervent plea for victory. His players listened, completely entranced. Then Yost reached the climax of his fighting oration as he screamed at his players: "Now go out that door . . . go cut that door "o victory!" And Coach Yost was so carried away

that he pointed to the wrong door. Nevertheless, his obedient and hypnotized players stirred by emotion, jumped to their feet and with an animal roar, stampeded through the door at which their coach pointed. It was the door leading to the swimming pool!

Needless to say, Michigan's famed fighting spirit was somewhat dampened on this particular occasion. Which only goes to prove that it takes more than enthusiasm to produce a winner . . . and that holds true in the macaroni foods business, too. That's why we ask you to try a Commander-Larabee premium quality semolina, granular or durum flour in your own plant. You'll see for yourself how unfailing durum product uniformity can help standardize your production timing . . . and put the saving right back in your profit column! Put a Commander-Larabee durum product on your next order . . . give it a performance test in your plant.

JARAMEN PERFORMANCE COUNTS ...

commander-Larabee Milling Company

GENERAL OFFICES MINNEAPOLIS . 2 . MINNESOTA

25× 17

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The Case Against Price Support

the farmer than in the pocket of any-

There are two aspects of this process of transferring dollars. One is the short run effect, which is a net gain to the farmer and a net loss to the consumer. The other is the long run effect, which, I maintain, is a net loss to all groups. The short run effect is understood by all; the long run effect is more subtle but is perfectly clear to those who are willing to understand it.

One long run effect of price support from the standpoint of the egg producer is to reduce his market and lower the consumption of his product. He prices himself out of the market.

Price support lessens the incentive to produce quality eggs. Which eggs are supported under the support program? The low quality eggs; high quality eggs are above the support level. If left alone, there would be a wide margin between good and poor eggs. Farmers would respond to the price incen-

Price supports for farm products are based on the assumption that the dollar is worth more in the pocket of Department of Agricultural Economics Burden Department of Burden Department of Burden Department of Burden Department Depar Department of Agricultural Economics, Purdue University

> tive and produce more quality eggs. With price support, that margin is lessened and the incentive to turn out a high quality product is likewise les-

Price support lessens the incentive to produce for the fall market. When are eggs supported under a support program? In the spring, when eggs are in great supply. Egg prices in the high-priced fall months are above the

support level.

Price support lessens the incentive to produce eggs where it is most economical to produce them. Where are eggs supported under a support program? Wherever eggs are cheapest, which is not necessarily where their production should be encouraged.

Price support distorts the quality of production, the seasonality of produc-tion and the location of production from what it would be if free by fluc-

tuating prices prevailed. Price sup-ports result in inefficient use of labor, feed and capital. Supports increase

production costs. What, then, are the long time effects of price supports so far as the farmer is concerned?

1. They price him out of his market and reduce the volume of the com-modity moving through the legitimate

channels of trade.

2. They lead to inefficiencies and thereby raise production costs.

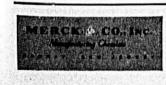
These considerations are in addition

to the controls, restrictions and red tape which are imposed on the farmer as a consequence of price supports. These I find difficult to evaluate, though they have an economic, social and po-litical cost. We leave unanswered the question regarding the ethics of one group having its hands in the pockets

Enriched Macaroni Products moon Better Living...



MERCK ENRICHMENT **PRODUCTS**



The human values of the Enrichment Program have been established in findings of fact: in terms of higher health levels, and improved mental and physical vigor.

Surveys Confirm Results of Enrichment Program

The comparative findings of the notable New-The comparative findings of the notable Newfoundiand Nutrition Surveys and the authoritative data from the New York State Nutrition Survey reaffirm with scientific accuracy what had been known previously—that nutritional deficiencies of thiamine, riboflavin, and niacin have been notably reduced by Enrichment.

If reaffirmation of the far-reaching value of Enrichment were needed, these and other clear-cut indications provide tangible evidence. They afford a challenge to every manufacturer of Macaroni and Noodle Products. You have the enviable opportunity and vital responsibility of bringing more buoyant health and increased physical and mental vigor to the people of America—through Enrichment.

Merck Enrichment Products

Many Macaroni and Noodle manufacturers, to Merck Enrichment Products.

These products include two forms, specifically

designed for ease and economy-(1) Merck Vitamin Mixtures for continuous production, and (2) Merck Enrichment Wafers for batch

Merck Enrichment Products were designed for macaroni application by the same Merck organization that pioneered in the research and large-scale production of thiamine, riboflavin, niacin, and other important vitamins.

Merck KNOWS Vitamins

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill. • Elkton, Va. • Danville, Pa. • Los Angeles, Calif. In Canada: MERCK & CO. Limited, Montreal . Toronto . Valleyfield

Preventive Sanitation— The Sure Cure

By J. Carl Dawson

If food plants are to become sanitary in the eyes of federal, state and local enforcement agencies, a different

approach is required,
Instead of killing insects with insecticides, disinfecting for microörgan-isms, poisoning rodents, blaming sup-pliers for unsanitary or contaminated materials, the intelligent food plant operator will institute a planned program

of prevention.

Preventive sanitation prevents insects from developing, controls factors which keep down micro-organism development, creates unfavorable environments for rodents and educates plant personnel in detecting faulty raw materials so they will not be used in food. In short, preventive sanitation cures the cause of unsanitary situations and enables you to concentrate your ef-

Macaroni-noodle manufacturers, like all food plant operators, are responsible for using raw materials essentially free from contamination, for keeping their plants in a sanitary conditionnot for one day or for one week, but for every hour of every day they are

in operation. They alone are held responsible for compliance with the federal, the state and local laws which are based upon the thinking of the con-suming public. Blame cannot be shifted elsewhere. If they are to comply, they need help and guidance to set up a program which will keep their plants and operations free from criti-

Preventive sanitation is the answer to the need for a continuous program of food plant sanitation. It is based upon well-known, scientific facts in the field of biology and applied common sense.

An experienced food plant sanitar-ian, working with a sincere and cooperating management, can develop an effective preventive sanitation program in any food plant, regardless of its age and other handicaps, so that it can be expected to operate every hour of every working day in a manner satisfactory to federal food and drug and state and local sanitation officials.

A sanitation consultant developing a

preventive sanitation program can have nothing to sell but service. Such a pro-

gram needs to be based upon sound biological knowledge and not upon the scale of materials. The promotion of detergents, disinfectants, fumigants, insecticides, cleaning compounds, and so forth is opposed to preventive sanitation, since preventive sanitation tends

to diminish the use of these materials. Preventive sanitation places the use of materials where they are essential and eliminates non-essential uses. It develops better organization. It works toward economies, since it is cheaper to remove the cause than to continuously combat the results.

The first essential is the selection of a dependable and experienced professional sanitation consultant. Explain your problem or problems fully and ask him to set up a practical and economical preventive sanitation program.
An effective sanitation program will be based upon the individual problems of that plant. To determine what they are, a sanitation survey is required. A practical, well-planned service gives you peace of mind through your knowledge that a sound preventive sanitation progam is operating in your plant, with re-checks often enough to make certain satisfactory standards are being maintained. A reliable preventive sanitation consultant service is as necessary for today's food plant operation as an attorney and certified public accountant are necessary for the busi-

25× □

32×

Money-Saving Pointers On Printing

By Ernest W. Fair

M Y printing bills get higher every month and I seem to be getting less and less for the money I spend . . . what's the matter with you fellows, have you gone price wild?"

That's what the writer heard a macaroni manufacturer friend charge his printer with the other day. I was seat-ed in the printer's office discussing much

the same thing when Fred Walker came in and made the statement.

"Sit down, Fred," Tom Prentiss, the printer, asked, "both of you fellows have the same complaint and I think it's a good time to explain to you both what has happened. Can you spare ten minutes?

"Sure," said Walker, sliding into a chair, "Go ahead."

"A lot of our customers are com-plaining just like that," Tom began, "and the funny part of it is that all of them could do more toward keeping their printing costs down than we could ever do here in the plant.

'I'll make it clear by pointing out to you two right now a number of ways any one of you can use to cut down your printing costs or spread them out to get more work for the same number of dollars.

"First, though, let me make some thing clear . . . material costs have very little to do with the price of any printing job; time is the cost-making ele-ment. Paper in itself is inexpensive, so is ink, so are the other material costs. Printing is chiefly a matter of time costs. And here's the point . . . anything you can do with your print order before it reaches us that we have to do when it gets here saves you that particular time cost!"

"Hadn't thought of it that way," was Walker's comment, "Most busi-nessmen have the bulk of their cost in the merchandise they sell . . . I see

the point."
"Sure," Tom continued, "you can save a great deal of money on your printing by working out every detail on the copy and making your layouts, paper sizes, et cetera, so plain that anyone can read them. When your in-structions to the men in my plant are clear and to the point it saves you a spend working these things out in the

"Another suggestion is that a job of printing should never be sent to the printer until you are absolutely sure that the copy is exactly the way you will want it on the finished job.

"When you wait until the type has been set to make changes and altera-tions you are just adding extra costs through more composition of type required by the changes you have made. Get it right the first time and make all corrections in your copy before you

send it to the printer.

"Another point to watch closely is to make certain that you have the right amount of copy . . . no more and no less. When you send us too much, we waste your time and money in setting up and making up material that has

to be thrown away later.
"It will pay any businessman to count the characters (letters or numerals) and adjust their copy to fit the number of spaces available for that many characters. This isn't a perfect method, but it will come so close to right that there will be no dollars

wasted on extra composition.

"And that reminds me of another good place to save on a common printing order . . . ruled forms. All of us have particular bookkeeping or record forms we like; you would be surprised how many thousand different

ones there are right here in this city.
"The point is this . . . when you work
up something like that to be printed you are calling for about the costliest kind of job that can come out of a

printing plant. You'll save money on printing that calls for tables, forms, ruled lines, et cetera, by setting them up on a typewriter and having cuts made, then printing off those cuts, or by having the job multi-lithed. Gen-erally the average businessman hasn't such a service available, so if he plans to use that particular form a great deal and over an extended period of time, he can save money by having a cut made instead of composition done on

He stopped to catch his breath and I had another question by the time he lit a cigarette.

"How about the size angle, Tom?"

"There's where a lot of printing money is wasted," he spoke up quick-ly. "Odd sizes may have an appeal for your printing, but every time you use an off-size for anything, you waste paper and incur extra costs in printing

"Most of a printing plant's work is set up to print standard sizes of jobs . . . when odd sizes come in, every-thing has to be changed and all of that

"The same thing goes for paper . . . all of it comes to us in standard sizes (Continued on Page 37)

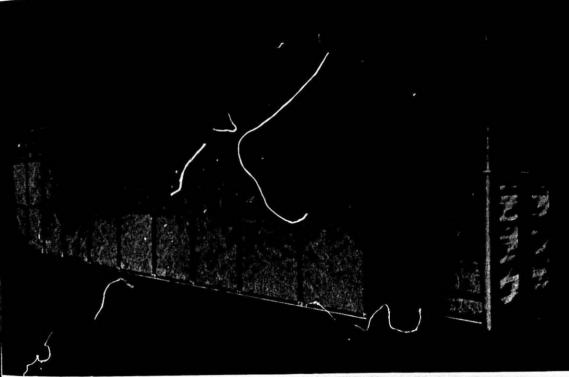
U.N. to Aid Victims of Korean Conflict



While the armed forces acting on behalf of the United Nations in While the kined forces acting on behalf of the United Nations in Korea continue their efforts to reestablish peace, U.N. has also taken measures to relieve the suffering of millions of civilians left homeless as a result of the conflict. Here, Dr. Kamil Idil, representative of Turkey to the U.N. Commission on Korea (left) visits a refugee center at Pusan, accompanied by Dr. M. Lee (right), Korean interpreter of the Commission and a policeman of the Republic of Korea.

LUXURY DRYING - TOP FLIGHT EFFICIENCY With Clermont's Latest Achievement

The Most Sanitary, Compact, Time and Labor Saving Dryer Yet Designed (SHORT CUT MACARONI OR NOODLES)



Patents Nos. 2,259,963-2,466,130—Other patents pending

New equipment and new techniques are all important factors in the constant drive for greater efficiency and higher production. Noodle and Macaroni production especially is an industry where peak efficiency is a definite goal for here is a field where waste cannot be afforded. CLERMONT'S DRYERS OFFER YOU:

ELECTRONIC INSTRUMENTS: Finger-tip flexibility. Humidity, temperature and air all self-controlled with latest electronic instruments that supersede old-fashioned

CLEANLINESS: Totally enclosed except for intake and discharge openings. All steel structure—absolutely no wood, preventing infestation and contamination. Easyto-clean: screens equipped with zippers for ready ac-

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and drys the product. The ONLY dryer having an air chamber and a fan chamber to receive top efficiency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides.

SELF-CONTAINED HEAT: no more "hot as an oven" dryer surroundings: totally enclosed with heat resistant

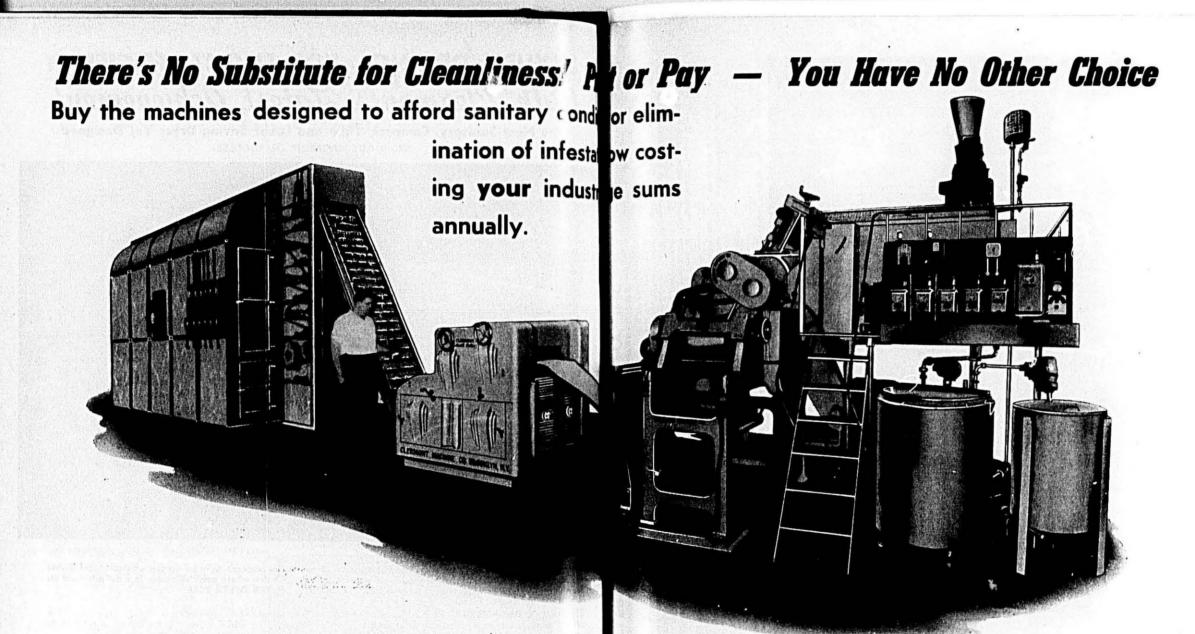
CONSISTENT MAXIMUM YIELD of uniformly superior products because Clermont has taken the "art" out of drying processing and brought it to a routine procedure. No super-skill required.

MECHANISM OF UTMOST SIMPLICITY affords uncomplicated operation and low-cost maintenance displacing outmoded complex mechanics.

IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZ-ING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

CLERMONT MACHINE COMPANY, INC.

266-276 Wallabout Street, Brooklyn 6, New York, New York, USA



Why Divide Responsibility? From Dough Shet hished Product . . . Do It the "Clermont" Way

The machines shown above are the CLERMONT SHEET FORMER WITH EGG APPARATUS, CLERMONT SUPER HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS STEEL NOODLE DRYER. Space limitations prevent showing the finish drying unit. (See Clermont Finish Noodle Dryer unit in advertisement on separate page this issue.)

ALL Clermont machines have one thing in common They're made for their jobs with each unit designed to

permit maximum cleanliness, reduce costs and impr quality.

NOW—CLERMONT'S improved Noodle Setup, each schine with a capacity of 1600 lbs. per hour, in one suprecontinuous operation. Labor cut to the bone. ONE was a continuous operation.

SHEET FORMING MACHINE. Now redesigned: East clean; cams, lever arms and reciprocating conve

particulars

CLERMONT MACHINE COMPANY, INC.

afford cleanliness and smooth dough sheet.

PER HIGH SPEED NOODLE CUTTER: Streamlined sign. COMPACT: Takes less space. CLEAN: All pring puris enclosed. SIMPLE: Less gearing mechan-Varispeed rotary knile with cutting range from 1/4"

5. ECONOMICAL: Low maintenance cost: cutting rotand scrapers of stainless steel; rollers hardened and bund; ball bearings throughout for long life.

NOODLE DRYER: Two units: preliminary and finish. First-to-last efficiency. Practical quality control: Self controlled instruments measure humidity and temperature, inlet of fresh air and discharge of excess humidity, maintaining the same relative humidity throughout the daily operation to give uniform and high quality product. Easy to keep clean: No corners where infestation can lurk. Ready access to all parts. Completely of steel structure and enclosed, except for doors, with heat resistant board.

EVERYTHING CONTROL!

276 WALLABOUT STREET

BROOKLYN 6, NEW YORK, N.Y., U.S.A.

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four house!!

SPACE SAVING: 24,000 lbs. of dried product had in only one-quarter the floor space.

permits substantial increase in your production without addition of one foot to your prese ure achieved by n and drying correct

E

of the three units embodied in the complete Clermon of a preliminary dryer, a first section finish dryer (shown in think dryer.

adapted to work in conjunc

tag., 1950

THE MACARONI TOURNAL

cts conception
Golden Grain
in Company's
plant which
y erected on
re site in San
When comthe gigantic
iii be the largin the West.



Golden Grain's \$250,000 San Leandro Factory

that ground-breaking ceremo a matter of history, contracall commence work shortly on the large Golden Grain Macaroni Comions - San Leandro plant:

Costing more than \$250,000 and with a capacity of a carload of macaroniproducts a day, Golden Grain's new factory will be the largest macaroni-operation west of Chicago. More than 100 persons will be employed at San-Leandro, including 30 salesmen, of to be tsonnel and drivers for the compain - fleet of 10 trucks and semi-

The plant will be a re-inforced steel

concrete, one story building. It will have a thor coverage of approximate by 12,000 square feet. Four large siles will house 10 carloads of ray materi als for the manufacture of Colden Grain products.

At present, Golden Grain manufac tures and distributes a complete line of macaroni products, dried fruits, beans, rice and nuts. Market area to be covered by the San Leandro plant is California, Nevada, Idaho, Hawan and the Philippines. A second plant, in Scattle, manufactures and distributes in Washington, Oregon, Montana and Maska

Paskey De Domenico is president of Golden Gram Macaroni Company Other executives are. Thomas De-Domenico, vice president, Maria De Domenico, vice president, and Vincent De Domenico, secretary treasurer and general manager.



Vincent De Domenico: manager. Golden Grain Macaron, Co. and director. NMMA

Roma Company Hit by

Fire A three alarm fire caused an esti-\$40,000 damage at the Roma on Manufacturing Co., 1848 Ave., Chicago, on November 1 by a brisk north wind, the scattered sparks on nearby roofs, a series of smaller fires A of some 2,000 by standers wit the early morning blaze. The was recently remodeled, after other this year. Charles Presto. director of the National Maca lanufacturers Association, was manager of the company.

Durum Show at Langdon

ers of the National Macaroni aturers Association and leading of quality durum met in conat the annual Durum Wheat at Langdon, N. D., November

discouraged by heavy losses due mexpected and little-understood ust disease, they are hopeful that and means will be discovered to sfully combat this new menace aceting of leading federal, state gional authorities on wheat disvas held at Grand Forks, N. D., On Voyember 4 to study the problem. The NMMA is taking a leading part to help the growers out of their dilem

ma. Maurice L. Ryan, St. Paul, chart man of the manufacturers' Relations Committee, in co-operation with Victor Sturlaugson, superintendent of the North Dakota Experimental Larin at Langdon, prepared a sample of new durum which shows signs of rust to sistance, but there will be elaborate tests between now and next spring to check the new strain Arrangements have been made for

an exchange seed during for testing on different soils and in varied climates A complete report on the tests is expreted soon.

The number of exhibits of durum were even larger than the poor crop indicated. The contest for 1950 Durum King was keen. A complete report on the 1950 Durum, Show will appear in the next issue

Liquid, Frozen and Dried Egg Production September 1950

Liquid egg production during September totaled 21,658,000 pounds, compared with 11.183,000 pounds during September last year and the 1944-48 average of 27, 190,000 pounds, the Bureau of Agricultural Leonomies to ports. It was the largest production for the month since September, 1944 when production totaled 81,111,000 rage September decrease of 24 million pounds The quantities of liquid egg pounds.

used for mimediate consumption, dev ing and freezing were all larger than during September last year

Dried egg production during Sep-tember totaled 3,739,000 pounds conpared with 1.743,000 pounds in September last year and the average of 7,293,000 pounds. Production consisted of 3,356,000 pounds or dend whole egg. 273,000 pounds of dried albumen and 110,000 pounds of dried volk. The government contracted for 82,111,808 pounds of dried whole egg through October 20 for egg price sine port purposes. Production of dried whole egg during the first time month of 1950 totaled \$2,708,000 pounds compared with 59,291,000 pounds due mg the same period last rear

Production of frozen eggs durin September continued on a compara-tively high level. The quantity produced totaled 8,114,000 pounds conpared with \$ 148,000 pounds in September last year and the average preduction of 8,283,000 pounds. Production of frezen egg during the first nine months of 1980 totaled 348-819-000 pounds, compared with 301 ses can pounds during the same period has year an increase of 15 per again Year an increase of 15 per cent I rozen egg stocks decreased 2 colling pounds during September compared with a decrease of 25 million pounds in September last year and the ave-

Paul Ambrette Weds Josephine Gioia

Macaroni Machinery Manufacturer Marries Macaroni Manufacturer's Daughter

Formal services in Old St. Mary's Catholic Church in Rochester, N. Y., the morning of October 21, 1950, united in marriage Miss Josephine B. Gioia, daughter of Mrs. Alfonso Gioia of Lorimer St., Rochester (and the late Mr. Gioia), and Paul Ambrette, son of Mr. and Mrs. Conrad Ambrette of Westbury, L. I. The ceremony was performed at 11:00 a.m. with Rev. Edward J. Waters officiating.

The bride, given in marriage by her brother, Horace P. Gioia, wore a gown of candlelight satin with bodice of imported Chantilly lace, Her chapel-length veil of French illusion fell from a cap of matching lace and she carried a bouquet of stephanotis and white or-

The bride's sister, Miss Bessie M. Gioia, as made of honor, wore American beauty velvet and carried a bouquet of white camellias. Louis C. Ambrette was best man for his brother, and the ushers were Edward King of Westbury, L. I., Anthony J., Joseph A. and Alfonso Gioia, Jr., brothers of

The marriage joins two leading families of New York State, long associated with the macaroni industry. The bride's father, Alfonso Gioia, Sr. (deceased) was long a director of the Na-tional Macaroni Manufacturers Association, served as its president in 1932-33 and operated a macaroni factory in Rochester, N. Y., for years preceding his death. The groom's father is president of the Consolidated Macaroni



Mrs. Paul Ambrette (Josephine Gloia)

Machine Corp. of Brooklyn, N. Y., University, Providence, R. I. Followbuilders of macaroni machines.

The bride is a graduate of Nazareth
College and the bridegroom of Brown

The bride is a graduate of Nazareth
College and the bridegroom of Brown

The builders of macaroni machines.

Ing a honeymoon in Cuba, Mr. and Mrs. Paul Ambrette are settled in their new home in Westbury, L. I.

Packaging Materials Survey Requested

Washington wants a survey of macaroni industry requirements for packaging materials and for metal in processing equipment, plant facilities, maintenance and repair, in the event these materials are allocated. The survey, requested by the Department of Agriculture, is to be "informal and unofficial," which means there is not a government appropriation for it. The National Macaroni Manufacturers Association is working up a questionnaire to go out to the industry soon. It will provide the background material requested by the "claimant agencies" for scarce materials under the National Production Act of 1950. The association will co-operate to the

Manpower is as short as metals and packaging materials. Don't count on deferments for any men under 25, says Selective Service. Critical Occupa-tions listing by the Department of Labor, August 3, will be used as the guide in considering professionals such as engineers and skilled occupations, requiring a minimum of two years' training, such as foremen and mechan-

Acceptability of foods by the men in service is a prime factor in their use by the menu planning section of the Armed Forces Food Services. Mrs. Helen Cacheris of this section says that macaroni, spaghetti and noodles are placed in menu suggestions five to six times a month at present, double fullest extent to avoid otherwise ar-bitrary decisions as to the industry's This is well above national figures for

proper share of metals and packaging supplies.

Manpower is as short as metals and meat balls appear on the menu twice each month, evidence of increasing popularity. Recipe ideas are to be supplied to this service by the National Macaroni In-

Anti-Corrosion Coatings

Anti-corrosion coatings for metal and described in a new catalog, "3M Adhesives, Sealers and Coatings, available from Minnesota Mining and Manufacturing Co. St. Paul.

The coatings protect metal against acids, chemical fumes, solvents, crude petroleum impurities, high hu and salt or fresh water, the booklet reports. They are sprayable and airdrying. The coatings include 15 Coro-Gard protective coating systems, and

Consolidated Macaroni Machine Corp.

156-166 Sixth Street BROOKLYN, N.Y., U.S.A. 159-171 Seventh Street

MORE THAN 100 UNITS OPERATING IN THE UNITED STATES

YES! This modern dryer is in operation in practically every plant in this country. Why? Because it was pioneered and developed by people with more than 40 years of "Know-How."

Hygienic - Compact - Labor Saving

Preliminary or Complete Finish Dryer

Patented Model PLPDG-Drying Capacity 1000 Pounds

Patented Model PLPDP-Drying Capacity 600 Pounds

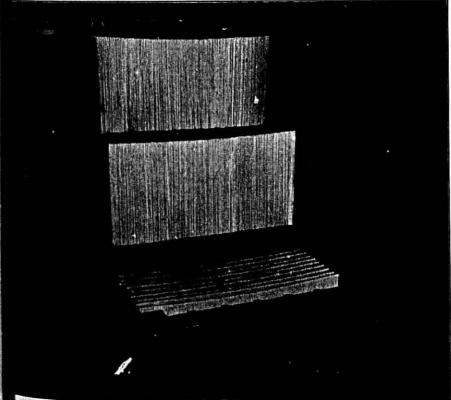
Top Picture

The Long Paste in plastic stage leaving the preliminary dryer to be put on trucks.

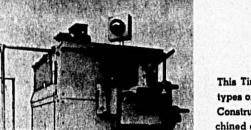


This illustration shows the intake end of long paste preliminary dryer. The loaded sticks issued from the automatic spreader are picked up by verticle chains and carried into the aeriating section of the dryer. From there to the rest chamber to equalize the moisture and return paste to plastic stage. Will dry all types of long

Operation fully auto-



TIME PROVEN AUTOMATIC PRESSES



Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

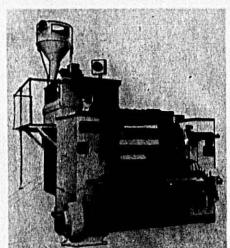
Model DSCP—1000 Lbs. Production Model SACP— 600 Lbs. Production

This Time Tested Continuous Automatic Press for the production of all types of short paste—round solid, flat, and tubular.

Constructed of finest materials available with stainless steel precision machined extrusion screw. Hygienically assembled with removable covers and doors so that all parts of the machine are easily accessible for cleaning, Produces a superior product of outstanding quality, texture, and appearance.

Fully automatic in all respects. Designed for 24 hours production.

DURABLE-ECONOMICAL-BEST FOR QUALITY



Designers
and
Builders
of
the
First
Automatic
Continuous
Spreader
in
the
World

Proven Automatic Spreader

Patented Model DAFS—1000 Lbs. Prod. Patented Model SAFS— 600 Lbs. Prod.

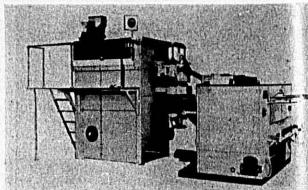
Spreads continuously and automatically. All types of long pastes—round solid, flat, fancy flat, and tubular. Trimming waste less than 10%. Superior quality product in cooking—in texture—and in appearance. This machine is a proven reality—Time Tested—not an experiment

Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

Patented Model DAFSC—950 Lbs. Production Patented ModelSAFSC—600 Lbs. Production

THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes

OVER 150 AUTOMATIC PRESSES
IN OPERATION
IN THE UNITED STATES



Consolidated Macaroni Machine Corp.

156-166 Sixth Street BROOKLYN, N.Y., U. S. A. 159-171 Seventh Street

The 365-Day Positive Dryers

OVER 200 PRELIMINARY, SHORT PASTE, NOODLE, COMBINATION SHORT PASTE AND NOODLE DRYERS OPERATING IN THE UNITED STATES

WHY?

Jime Proven Hygienic Efficient

Pioneers of the First Automatic Short Cut or Noodle Dryers

The Dryers that first incorporated a Sweat or Rest Chamber, Patented Feature, and that alternately aeriates and sweats the paste.

THE ONLY DRYERS THAT ARE:

- 1. Operated by simple fully automatic controls.
- Completely hygienic, constructed with the new wonder plastic plywood and structural steel frame.
- 3. Driven by a simple scientifically constructed positive mechanism.
- 4. Fool-proof and time proven by many years of drying satisfactorily.
- Efficient and economical because you receive uniform and positive results every day.

BE MODERN

STAY MODERN

with

CONSOLIDATED

Patented Special short cut dryers to 2000 Lbs. Capacity

Patented Model CASC—3G—Drying Capacity 1000 Lbs. up to Elbows
Patented Model CASC—3P—Drying Capacity 600 Lbs. up to Elbows
Patented Model CASC—4G—Drying Capacity 1000 Lbs. up to Rigatoni
Patented Model CASC—4P—Drying Capacity 600 Lbs up to Rigatoni
Patented Model CAND —Drying Capacity 800 to 1600 Lbs. of Noodles
Patented Combination short cut and noodle dryers—600 to 1000 Lbs. Capacity

Consolidated Macaroni Machine Corp.

156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

25× □

32× 🖸

New Process Boiler

Developed Exclusively for Plant Heating and Food Processing

Users of boilers for either plant heating or food processing will find considerable inter-est in the announcement of the new boiler developed by the Con-solidated Boiler Corp., Boston,

After years of research in collab-oration with the country's leading heating engineers, Consolidated Boilers Corporation's heating process laboratory has developed a series of boilers designed specifically for the food processing industry. These boilers, known as the

Consolidated Process Boilers, seem to be the answer to the industry's demand for efficient, low cost steam plant operation. A low pressure boiler designed to take over the operation of high and low pressure boilers.

The boiler is constructed to operate on present or old type food processing equipment. The one Consolidated can furnish three types of steam. A saturated steam with temperatures as high as 220 degrees furnished in 15 minutes' time. Some saturation in the steam with temperatures as high as 280 degrees to 400 degrees in 20 minutes' time. A dry steam, absolutely no trace of moisture with temperatures as high as 390 degrees to 550 degrees in 35 minutes' time. The most interesting feature of this whole operation is that all three types of steam can be furnished at the same time or separately. This Consolidated Process Boiler guarentees a 70% to 90% recovery at all times and has cut the cost of installed equipment by better than 50% in fuel alone. Needs no licensed engineer and is fully automatic.

The Consolidated Process Boiler is designed with vertical flues and spe-cial baffles to hold the heat that is usually lost by other boilers. Constructed of the finest type flange steel, A.S.M.E. approved, the Consolidated Process Boiler should be as effective in cutting fuel costs many years from now as of the present. It has no horizontal tubes which can pick up a great amount of soot and tend to need replacement after a comparatively short period of operation. This means niversary. Initiated by the National Grange and carried out through the co-operation of the Extension Service of the U. S. Department of Agriculture, a Betsy Ross flag-making project had been under way here in preparation for the occasion. Tens of thousands of the UN banners were handsewn by farm and city women and girls, and flown from schools, churches,

girls, and flown from schools, churches, public buildings and homes. Many were being sent abroad.

There were special religious services here and abroad, with people taking part in processions, broadcasts, public celebrations and proclamations. Children, from Afghanistan to Liberia, played roles in school programs and played roles in school programs and pageants dedicated to the birthday of the United Nations.

The sound of bells was heard from

The sound of bells was heard from one end of this country to the other on UN-Day morning. At 11 A.M., on October 24, from the capitol in Washington to the smallest rural comwashington to the smallest rural community, citizens sounded church bells, school bells, and whatever public building bells they had to ring—reminding everyone of the moment for common prayer and dedication to the continued success of the United National

tions.

UN Secretary-General Trygve Lie observed recently that "Everywhere there are signs of a new attitude and

a new awakening to the meaning of the United Nations."

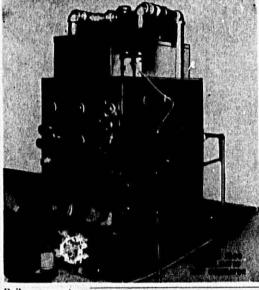
"This, above all," he said, "is the time to work and fight for a United Nations peace—a peace based squarely on the principles of the Charter—a peace of genuine collective security dedicated to the advancement of hupeace of man rights and fundamental freedoms for all peoples. If the peoples and their governments will support the UN, the world may still win such a peace—and win it for a long time to come?

Macaroni and Cereal Plant Sold

The macaroni and rolled oats plant of the Northern Cereal Co., long a major industry at Lockport, Ill., about 35 miles southwest of Chicago, has been sold by the Ladd interests to the W. K. Kellogg Co. of Battle Creek, Mich., pioneer cereal manufacturing from

The new owner took possession of the plant the second week of Novem-ber. The Kellogg company plans to continue macaroni production, featur-ing the Gold Medal brand which en-joys wide buyer acceptance, particular-ly in the southwestern areas of the in the southwestern areas of the

The macaroni division of the Northern Illinois Cereal Co. has long been under the personal supervision of Ben C. Ryden, who, according to reports, will be retained in that capacity by the



United Nations Day

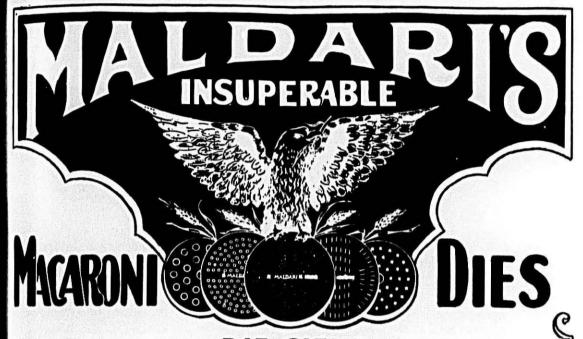
The great success story of the century belongs to an international enterprise known as the United Nations. On October 24, when its fifth anniversary was observed, people all over the world celebrated what it means to them-the greatest return on their in-

vestment ever made in history.

Into the United Nations, five years ago at San Francisco, the people of this and other countries put their last best hopes for enduring peace, along with the determination that however rough the going in the years ahead, it should not fail. The crises came more swiftly and more dangerous, perhaps, than anyone had expected. And there were some who abandoned their hopes to predictions of failure.

But last June, when the most dan-gerous crisis of all came with the comgerous crisis of all came with the communist assault on Korea, the true quality of the UN and the people behind it emerged triumphantly. Fifty-three nations large and small, rallied to its support. They invested their men, arms and wealth to fight under the UN flag—as a warning that the peace they had worked so hard to build could not lightly be destroyed by any willful ago lightly be destroyed by any willful ag-gressor. The United Nations thus became a force soon to prove itself as powerful in combating aggression as

it was in working for peace. Under the blue-and-white flag of the United Nations the invasion of the Republic of Korea was repelled. On UN-Day, October 24, UN flags flew throughout this and the other countries of the UN to commemorate a great anpurchasing firm.



DIE-GIENE FOR PRODUCTION

AND SALES HEALTH

RUN-DOWN DIES RESULT IN COSTLY PRODUCTION AND SALES CONVALESCENT **PERIODS**

BE ECONOMY-WISE

RETURN YOUR DIES TO US REGULARLY FOR CHECKUP AND RECONDITIONING

Scientific Engineering Makes the Difference

D. Maldari & Sons

America's Largest Die Makers 178-180 GRAND STREET NEW YORK 13, NEW YORK U. S. A.

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Hotel Suite Turned Into Macaroni Plant

Miniature Press Demonstrates Macaroni Making to Food Editors at Conference in New York City

Macaroni-making on the spot was a feature attraction at the annual Food Editors' Conference in the Waldorf Astoria Hotel, New York City, the week of October 9. One of the shortest but most amazing programs during the conference was that of the National Macaroni Institute, which installed a miniature macaroni-making machine to show the editors how the product that is becoming increasingly popular with food economists, food-page editors and consumers, is made

The demonstration coincided with the National Macaroni Week, October 5 to 14, sponsored by the Macaroni Institute. The several hundred food editors in attendance, who had often written about macaroni, spaghetti, egg noodles and other forms and shapes of macaroni products, reported to their papers and magazines that the demonstration was perhaps the most inter-esting and educational on the program.

All the leading newspapers of the country carried stories of the event. There are quoted below excerpts from a story in the Detroit Free Press, by Kay Savagem, Food Writer, as an

example.
A suite at the Waldorf-Astoria Hotel was turned into a macaroni manufacturing plant for the benefit of food editors attending the National Food Editors Conference.

The miniature macaroni plant was set up by the National Macaroni Institute to show the food writers from the nation's leading newspapers just how macaroni products are made. Star of the show was a one-ton Buh-

ler midget macaroni press which turns out macaroni, spaghetti or egg noodles at the rate of 220 pounds an hour. Specially assembled for the confer-

ence by O. R. Schmalzer, general manager of Buhler Brothers, Inc., N. Y. City, the press measures 71 inches in length, 28 inches in width and 53½ inches in height.

Extra power and water lines had to be installed in the Waldorf-Astoria suite to operate the press for the in-spection of the editors.

A fully contained unit, the press mixes Semolina-the ground up middlings of Durum wheat—and water into a dough which is' then kneaded

the proper consistency and extruded in the desired form of macaroni product. The substitution of various dies, all shapes of macaroni products, including long and short spaghetti, elbow macaroni, stars, bows, can be made on the midget press.

The best macaroni products in the world are being made available to the nation's homemakers, thanks to Amer-

ican "know how," agriculti al re-search and technological adva ces in manufacturing equipment, according to C. Frederick Mueller, president of the National Macaroni Manufacturers

Mr. Mueller pointed out that macaroni consumption in the United States had been increasing steadily over the past 10 years, rising from 5 pounds per capita in 1939 to 6.42 pounds in 1949, a 28 per cent rise.

"The American homemaker recognizes the advantages of macaroni products as a basic and versatile food which can bring variety and sound nutrition to the family diet at a cost well within the reach of the average purse," Mr. Mueller said.

"As macaroni manufacturers we constantly are striving to improve our products and make them more attractive to consumers.

St. Regis Sales Up

St. Regis Paper Co. reports net sales for the nine months ended September 30, 1950, at \$109,200,097 compared with \$94,285,462 in the like period of last year. Net income after provision for federal taxes at the rate provided for in the 1950 tax bill, for th months' period amounted to \$7,003,-924, against \$3,284,394 for the corresponding nine months' period of

Directors of the company declared a regular quarterly dividend of 15 cents a share on the common stock, plus an extra dividend of 10 cents, both payable December 1 to stockholders of record November 3. The regular quarterly dividend of \$1.10 a

Mission Entertains Grocers

Mission Macaroni Co. entertained hundreds of members of the Retail Grocers Association Seattle who had been invited as guests at a dinner in the Italian Community Hall,



Guido P. Merlino

1520 Seventeenth Avenue, Seattle, September 19. Two years ago Guido P. Merlino, president, and his Mis-sion Macaroni Co. inaugurated the plan of entertaining the food retailers, with over 500 attending. It was then held in the new factory of the com-

This year's affair was the greates grocers' party ever held. Course after course of delicious food prepared in Italian style was served to guests that overflowed the large Community Hall. share on the preferred stock was de-clared payable January 1, 1951, to holders of record December 1, 1950.

A well-rounded program of short talks, music and entertainment made for a wonderful evening.

Durum Products Milling Facts

Quantity of durum products milled monthly, based on reports to the Northwestern Miller, Minneapolis, Minn., by the durum mills that submit weekly milling figures.

	Production in	100-pound	Sacks
~	1040	1040	1

Month	1950	1949	1948	1947
January	.691.006	799,208	1,142,592	1,032,916
February		799,358	1.097.116	664,951
March		913.777	1,189,077	760,294
April		589,313	1,038,829	780,659
May		549,168	1,024,831	699,331
June		759,610	889,260	650,597
July		587,453	683,151	719,513
August		907.520	845,142	945,429
September		837,218	661,604	1,012.094
October		966,115	963,781	1,134,054
November		997,030	996,987	1,033,759
December		648,059	844,800	1,187,609

Crop Year Production

Includes Semolina milled for and sold to United States	Government:
July 1, 1950 to Oct. 28, 1950	3,415,057
Tuly 1 1040 to Oct 20 1040	3.331.493

meet N-A's all star cast for the macaroni and noodle product industry



ENRICHMENT

N-Richment-A Type 6 comes in handy wafers for batch mixing or as a powdered pre-mix for continuous presses. In either form you can be sure of receiving economical, uniform enriching backed by over 25 years' experience in the cereal and cereal-product industries.



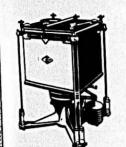
N.A FEEDERS

Used by the milling industry for years, these dependable feeders are particularly suited to the efficient application of N-Richment-A Type 6 pre-mix in continuous presses.



WAT MERCHEN SCALE FEEDERS

Leading macaroni and noodle product manufacturers rely on Leading macaroni and noodle product maintained these Feeders, backed by 35 years' experience, to feed semolina these Feeders, backed by 35 years' experience, to feed semolina precisely and economically BY WEIGHT. They also use the W&T Liquid Flow Regulator in conjunction with these Feeders to provide a simple, reliable control to maintain a constant flow of mix-water to the mixers in proportion to the semolina feed rate.



RICHMOND GYRO-WHIP SIFTERS

This sifter is available in 3 sizes with capacities ranging up to 10,000 lbs. per hour and is one of the most efficient means for scalping off strings, fuzz, lumps, infestation, and other impurities from semolina or flour before it enters the process.

Richmond also provides Niagara Permoflux Magnets either for chute or spout type installation. These are especially effective in the removal of tramp iron and fine metallic particles.



SERVICE

N-A's nationwide Flour Service Division . . . composed of experienced field experts familiar with cereal processing problems; complete laboratory facilities and laboratory technicians . . . is always ready to work with your own staff and consultants on any phase of enriching and feeding.

Write now to put this all star cast to work for you.

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32× 🖸

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AND THE

STATES STATES

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Of the state of

U.S. Leads World in Trucks and Buses

The United States with about six per cent of the world's population, op-erates 51.6 per cent of the world's trucks and buses, according to E. D. Bransome, president of Mack Trucks,

There are today more than 8,000,000 trucks in the United States Mr. Brantrucks in the United States Mr. Bran-some said. Of thest, some 2,200,000 or 27 per cent, are owned by farmers. Another 4,500,000, or 56 per cent, are privately operated by dairies, de-partment stores, bakeries, meat pack-ers, telephone companies and other establishments which carry their own

goods in their own vehicles.

More than 335,000 trucks, Mr.
Bransome added, are operated by federal, state and local governments. Of the 1,000,000 for-hire trucks, 100,000 or 10 per cent are operated by the rail-

25 Years Go Fast Tribute Paid to Founder and Faithful Employes

The I. J. Grass Noodle Co., Chicago, Ill., celebrated the silver annivergo, Ill., celebrated the silver anniversary of the opening of its large plant as reported in the house organ in October by Irving and Sidney Grass, chief executives, and "Ma" Grass. Credit for the continuing success of the noodle firm is properly given to the co-operation of its employes. Quoting, in part, from the item.

"It was just 25 years ago this week that we started noodle production on

that we started noodle production on the first floor of the 6027 Wentworth the first floor of the 6027 Wentworth Avenue building. So many things happened at that time that it is a wonder the GRASS family were able to cope with them all. But through the help of good and loyal employes, close relatives and friends, all our troubles were made to appear small and we do believe that all of us in the family did not realize what we had been through. "First of all our father, Mr. I. I. "First of all our father, Mr. I. J. GRASS became suddenly ill a week prior to the start of operations, and it was necessary that he be confined to his bed. Unfortunately it was never his pleasure to see his dream materialize, because he left us on Sunday, October 4, 1925.

This was a terrible blow to the entire family as it was Dad's ingenuity, foresight, and perseverance which had made it possible for the I. J. GRASS Noodle Company to build its new

building.
"It is our sincerest hope that this business will be a monument to him, to be carried on by his grandson and his granddaughters' husbands in the

"However, we are sure that the suc-cess he had, could not have been accomplished without the help of our Mother, and it is our most sincere

hope that she will live many, many years to continue to see the dream that was theirs, materialize into greater

and higher hopes.

"As all of you know, the business of the I. J. GRASS Noodle Company has grown consistently since those days of 1925, and many of our employes who have been with us that length of time, and those who have come to work for us since that period, can take credit for being a part of

Indiana Macaroni Co. Suspends Operation

The Indiana Chamber of Commerce, Indiana, Pa., regrets the decision of Richard Rezzolla, co-owner and man-ager of the Indiana Macaroni Co., to close its plant, and hopes that an ex-manufacturers.

perienced firm will be found to renew the operations. The Indiana Macaroni Co. suspended operations last August, throwing 35 to 50 employes out of work, experienced workers who have been steadily employed since the fac-tory opened in 1914.

Mr. Rezzolla explained to the Cham-

November, 1950

ber of Commerce that he has other interests but the chief reason for closing his plant was the fact that \$50,-000 or more would be needed to mod-ernize the machines and equipment in the plant to put its operations on a competitive basis with the surrounding modernized plants,

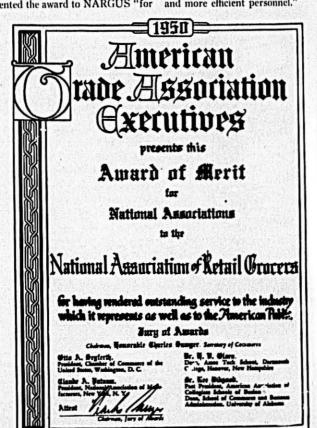
While the plant is advertised for

sale, the sales program of the company has been operated, with customers of the former owners being supplied through arrangements with other

NARGUS Gets 1950 Award of Merit

The 1950 Award of Merit for its nationwide Better Stores Program was presented recently to the National Association of Retail Grocers by the American Trade Association Executives. The ATAE awards committee presented the award to NARGUS "for and more efficient personnel."

its excellent services to its industry and the public and especially for the scope and effectiveness of its business training program for food store owners and employes. The audio-visual training sessions have now been carried out in approximately 200 cities by the local associations in those communities, resulting in more modernization, im-





November, 1950

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IT'S A WISE FATHER J. E. Jones **Washington Correspondent**

It is indeed a wise father who knows his own child—that is to say, the ideas the child is absorbing and the con-clusions he is forming from what he

is being taught at school. We came to this conclusion recently when our attention was called to certain high school and college textbooks on economics. They were full of propaganda against a free, competitive business system—a system that has produced the highest living standard in the world.

For example, here is how one high school text tries to place fear and hate of free enterprise in young American minds:

"Huge capitalistic combinations are formed to eliminate competition, regulate output and maintain prices, thus gaining huge profits."

To top that, the text then named

several companies as examples of such combinations—companies which, to our way of thinking, exemplify most

vigorous competition and whose contributions to our present high standard

of living are unquestioned.

Wise parents will start soon to pay some attention to what their youngsters are being taught in school. School textbooks should be factual, and not biased. They should not be slanted in any direction. We still depend on the democratic and secret ballot to make our government work at its best

Up Today, Down Tomorrow

Government loans for housing were

cut back early in the summer. Installment credit terms were tightened in September. Inflation was reported by Uncle Sam in midsummer. Materials for manufacturing purposes eased up considerably.

Limitation on the use of building supplies is being considered in Washington. More credit controls are likely to show up soon. The Federal Reserve Banks are doing their best to stem credit expansion.

Food rationing is not in sight. Your Uncle Sam is controlling prices of

The Way the Money Goes

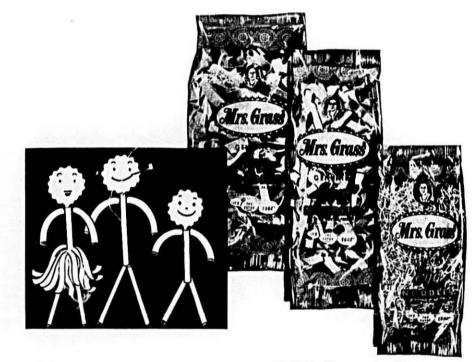
A Congressional committee has reported in the past few days that the United States has spent \$42,591,000,000 for foreign aid assistance since V-J Day. That adds up to about \$283 for every American man, woman and child and almost equals the cost of operating the Federal Government for the six years preceding World War II.

Don't Overlook These Features

Evidently we must have an effective inflation control, running anywhere from 30 to 50 million dollars—in order to take care of mortgage credit, in-stallment credit and taxes and to regulate scarce materials.

All the philosophers and prophets are telling the United States how, where, and when to break loose with new ways and means to keep our United States from going to the bow-

In spite of all the opinions of every-body—this correspondent believes that Uncle Sam and all of his children must be prepared to take it on the chin.



well dressed family wears Milprint packages



Look how a family of packages, all sporting the same application of design and color, can dominate the display of any macaroni products department.

Macaroni manufacturers have learned that strong family resemblance strengthens the attention value and sales appeal of each individual product. And, while noodles and macaroni require different types of packages, Milprint knows how to build in family resemblance so that your products get the call at point of sale.

No other source offers so wide a range of packaging materials and printing processes. Call your local Milprint man for profitable packaging suggestions, or write for samples today.

Everything at One Stop - That's Milprint "Follow Through" Service. Here's where your point of sale pieces, car cards, booklets and all printed promotional material are created and printed at one stop. Saves time and money for you.



GENERAL OFFICES, MILWAUKEE, WISCONSIN SALES OFFICES IN PRINCIPAL CITIES



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La Rosa Shuns Thursday Food Page Advertising

"Create Monday-thru-Thursday Store traffic," says Macaroni Executive

"Week-end advertising by national advertisers actually adds to the retail-er's problems," says Vincent S. La Rosa newly appointed vice president of V. La Rosa & Sons, Inc., macaroni manufacturers. "La Rosa will avoid



the so-called traditional Thursday evethe so-called traditional Thursday evening food advertising in newspapers whenever possible, because we believe it's the responsibility of the national food advertisers to help dealers in their battle to promote Monday-thru-Thurs-day store traffic. Recently I noticed a huge increase in Thursday food page advertising. At the same time I've noticed intolerably crowded conditions in food markets on Friday and Saturdays. No one will ever know the amount of lost sales due to delays at the checkout counters or out-of-stock

"The big national brand boys know the power of advertising. We suggest that they use this great power to help dealers promote Monday-thru-Thurs-

"This year we, at La Rosa, will place our newspaper advertising in more than 50 publications. We're ordering Monday, Tuesday and Wednesday insertions."

PMMI Elects Officers

The Packaging Machinery Manufacturers Institute, at its eighteenth annual meeting at the Homestead, Hot Springs Va., September 23-26, elected the following officers for the coming

President Boyd H. Redner, general manager, Battle Creek Bread Wrap-

ping Machine Co., Battle Creek, Mich.; First Vice President Wilhelm B. Bronander, Jr., vice president Wilhelm
B. Bronander, Jr., vice president
Scandia Manufacturing Co., North
Arlington, N. J.; Second Vice President
G. Radcliffe Stevens, president,
Elgin Manufacturing Co., Elgin, Ill.
Three directors elected by the membership were; Andrew J. B. Adams,
president Froncomic Machiners Co.

November, 1950

president, Economic Machinery Co., Worcester, Mass.; S. Chester Markley, president, Comas Cigarette Ma-chine Co., Salem, Va., and Edwin H, Schmitz, general sales manager, Standard-Knapp, Portland, Conn.

Eighty executives of packaging ma-chinery companies with their wives, attended the four-day meeting of the institute, which included two full-day business sessions and various social

Demand Embargo on Chinese Frozen Eggs

National Egg Products Association Petitions U.S.D.A. in Strong

Resolution
Whereas, the National Egg Products Association regular membership is composed of some seventy-five firms engaged in the business of freezing, drying and/or distributing frozen eggs and dried eggs; this membership comprising a large majority of the firms so engaged in the United States and representing a very high propor-tion of the total volume of such production; this production being required and used in cake baking, macaroni manufacturing, mayonnaise preparation, candy making, ice cream making, manufacturing of doughnut flour and various prepared cake mixes,

meringues, etc.;
And Whereas, the members of this Association are the means whereby the Commodity Credit Corporation obtains the Whole Egg Powder it has been buying to support the egg market for the egg producer; this Whole Egg Powder being a product for which there is no useful purpose, except in relatively small volume compared to the very large volume the Commodity Credit Corporation has been buying; and the volume of such Whole Egg Powder that has been and is being bought by the Commodity Credit Corpongin by the Commodity Crean Cor-poration representing an expenditure of tax money, most of which can never be recovered by Commodity Credit

Corporation;

And Whereas, in the twelve months ending June 30 there has been imported into this country from Communist China 4,191,269 pounds of Powdered Egg Yolk, which has been distributed to food processors at prices so cheap that domestic driers of Pow-dered Egg Yolk could not compete

anywhere from 7c to 10c per dozen lower; the low prices for the Chinese production being in spite of a duty of sors who have used these Chinese 17c per pound on such products; and the quantity of the Communist China

Yolk so imported representing the product of some 560,000 cases of eggs (17 million dozen);

And Whereas, the production of Dried Egg Yolk in this country has shrunk as a result of the Chinese competition, from 5,579,000 pounds in 1018 to 4.285 (000 pounds in 1019 to 4.285 (000 pounds in 1019 to 4.285 (000 pounds in 1019 pounds). 1948 to 4,285,000 pounds in 1949 and less than 2,500,000 pounds in 1950; and the egg driers of the United States could have used 560,000 cases more eggs in the manufacturing of Pow-dered Egg Yolk than has been possible on account of the Chinese competition; and this has resulted in the Commodity Credit Corporation buying 5½ million pounds more Whole Egg Powder than would have been necessary had the same driers who packed this Pow-der for Commodity Credit Corporation been able to use this same 560,000 cases in the drying of Yolk; and this has resulted in the waste of 5 million dollars more tax money than would have been necessary had the Chinese eggs been kept out of this country;

And Whereas, the distributors of this Chinese Dried Yolk—most of whom are members of National Egg Products Association—could have and unless the egg price supported by Com-modity Credit Corporation had been would have distributed the same quan-tity of American Dried Yolk if the

Dried Yolk in their manufacturing could have and would have used American Dried Yolk if the Chinese Powder had not been available so much cheaper; and while the price of such products to the consumer would have been slightly more had American Dried Yolk been used at support level costs instead of the Chinese Dried Eggs at the much lower costs, this price to the consumer would have been no more than necessary and proper, considering the price at which the Government is supporting the egg market in this country;

Now Therefore, Be It Resolved, that the National Egg Products Association recommends that the further importation of Dried Eggs and other products from Communist China be embargoed immediately; this embargo to have no effect on any transactions consumated as of this moment as per immediately letter of credit now in effective control of the control o irrevocable letter of credit now in ef-

Be It Further Resolved, that copies of this Resolution be forwarded to the Secretary of Agriculture, the Secretary of State, the Food and Drug Administration and the members of the House of Representatives and the Senate of the United States;

Be It Further Resolved, that copies

Do higher labor costs reduce your profits?

You can now do something about higher labor costs and reduced working hours which eat into profits. Install a CECO Adjustable Carton Sealer, and you will save enough on packaging labor costs to pay for it in one year or less. After that you can pocket the extra profits it will keep on earning for

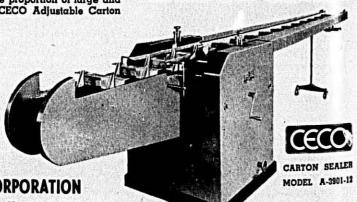
A CECO Sealer glue-seals both ends of cartons containing long or short products automatically, simultaneously. The machine is simple, and can be operated, adjusted, and maintained by unskilled help without tools. Send for details today, and you will learn why such a large proportion of large and small macaroni manufacturers use CECO Adjustable Carton Get a Registered Trade Name
Adjustable

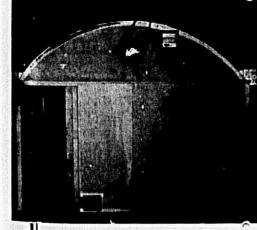
CARTON SEALER

Jeatures

- √ Low first cost
- √ Low maintenance
- √ Saves labor
- √ Increases production
- √ Makes Better-looking

CONTAINER EQUIPMENT CORPORATION





Exterior View-Lassaro Drying Room

for ECONOMICAL SPEED DRYING

GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

DOUGH BREAKS VERTICAL HYDRAULIC PRESS KNEADERS . MIXERS **NOODLE MACHINES** DIE WASHERS and many others

FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343 Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

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of this Resolution be forwarded to the American Bakers' Association, the National Confectionery Association, the International Association of Ice Cream Manufacturers, the National Macaroni Association and any other Association of food processors who use Frozen or Dried Eggs; also to all other Associations who are members or affiliated with the Associated Poultry & Egg Industries; with the request that copie be transmitted to the members of the respective Associations so that they will know the position of the National Egg Products Association in the mat-

Noodle Yolks

Egg yolks best suited for egg noodle manufacture are prepared from carefully selected eggs with special emphasis on the color of the volk. The darkest yolks come from southern Illinois, Indiana, Missouri, Kentucky and Texas, according to the authority being quoted but challenged geographically in some quarters.

Irrespective of where the darkest yolks come from, the accepted process is: the whole egg is broken and the yellow is carefully separated from the white primarily by hand. The yolks are then conveyed to large homogenizers and scientifically mixed with the proper amount of salt then frozen and stored for later delivery to manufac turers of quality egg moodles.

Change in Freight Classification Sought

Motor Carrier Association Proposal Would Increase Macaroni Products Freight Rates

The macaroni-noodle manufacturers of the country, through the National Association, is in strong opposition of the move by the Motor Carriers' Association which seeks to change the classification of macaroni, spaghetti and egg noodles that would result in increased freight charges on those products

The Interstate Commerce Commission in 1943 (Docket No. 28,310) required that all railroads submit a Consolidated Freight Classification, railroads furnished a proposed classi-fication, and during the public hearings held in New York City in January. 1949, the C. F. Mueller Co. appeared and protested the ratings which were to be 65% classification ratings of 1st class for less carload freight and 35% classification rating of 1st class for carload freight with a carload minimum weight of 36,000 pounds. The ratings presently are 50% of 1st class for less carload and 35% for carload.

The protest was successful in that the proposed ratings were reduced to classification rating of 1st class and 27% classification rating of 1st class for carload freight, the 35,000

minimum remainin pounds changed. Similarly, the monriers have attempted to consolidate their classification, and in the most commodities they have to low the original railres ! classifies the letter. They propose a 65% lass fication rating of 1st class to less truckload freight and a 35% charaffica tion rating of 1st class for too kloss freight with a minimum of 26,00 ounds. The present ratings are classification rating of 1st class for less truckload freight and 25% classifica ion rating of 1st class for truckload freight

It is believed that they will reduce their proposed classification to be on a par with that of the railroads, how ever, to insure the presentation of a strong plea for the macaroni industry a committee has been appointed by the National Macaroni Manufacturers Association to see that a strong protest is lodged, and that the Motor Car rier Classification Committee is in fluenced to the advantage of macaroni noodle manufacturers.

Francis R. Yantz of the C. F. Mueller Co., Jersey City, N. J., who has gathered and presented the above facts, has been named chairman. To assist him are Lloyd E. Skinner, Skinner Manufacturing Co., Omaha, Nebr.; Virgil C. Hathaway, Quaker ner Oats Co., Chicago, Ill., and Ben C. Greer, Globe A-I, Los Angeles, Calif.

The Industry Traffic Committee is

ther manifestation of the servbeing rendered the industry, assoiation members and non-supporters drough the facilities of the Association

Trade Association Membership a Good, Sound Investment

adustry's trade association rep sent- the best investment that mem bers of an industry can make. By in ainting sound policies it may achieve results for its members more economi cally than would companies working individually toward the same end. It serves as a training ground for execucommittee work. Associations hould be maintained both because of long range industry planning and their ability to cope with emergencies as they B. H. Clark, Lice Presi deut, Westinghouse Electric Corpora

Observing Golden Jubilee

The Gardner Board and Carton Co., arently observing its golden jubilee n business as manufacturers and fabicators of paper board and containets, opened another chapter in its 50year growth on October 18, with a cornerstone laving ceremonial at the site of the company's new retail box plant in Lockland, Ohio.

Formal observance of the golden jubilee anniversary, scheduled for the month of November at the Gardner organization's mills and general offices in Middletown as well as the Lockland operations, will be accompanied by commemorative plant visitations and celebrations, the management disclosed.

THE MACARONI IOURNAL

The new Gardner Box Plant at Lockland is in course of construction on a site directly opposite the grounds of the present plant and offices of the company's board, carton and mill op-The new building, measur ing 447 by 282 feet, containing 120, 000 square feet of floor space and with equipment representing an investment well in excess of \$1,000,000, will have the most modern architectural and functional design for industrial opera-tions. It is scheduled to be in production early in the spring of 1951.

Food Editors Conference

Friday, the thirteenth of October, was Macaroni Day at the general conference of the Food Editors at the Waldorf Astoria Hotel, New York ity, which incidentally was National Macaroni Week in 1950. The whole conference was most successful from the macaroni point of view.

Composing the conference were 135 food editors, who were dined and wined for a solid week by top food companies, but were pleased to attend

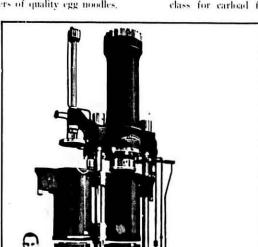
the program prepared by the National Macaroni Institute as part of its pub lie relations program. According to Robert M. Green, managing director of the institute, the food editors were perked up by Ted Sills' quips; were greatly interested in President C. Frederic Mueller's excel lent sketch history of the macaroni in dustry and its products, and voluably enthusiastic when Robert Schmalzer. V. P. Buhler Brothers, Inc., demon strated the manufacture of a small automatic press capable of turning out 200 pounds of products per hour.

To maintain the continuing interest in this food, the NMI will see to it that each will receive "A-Macaroni Recipe-of-the-Month" during the bal ance of 1950 and all of 1951.

Macaroni Demand Broadening

New York Journal of Commerce Sees Higher Food Prices Due to Increased Cost of Cartons, Containers and Transportation

"A continuing expansion in buyers interest for macaroni and noodles is anticipated by leading trade factors as fall weather conditions set in and consumers switch from higher priced food products," observes the food editor of the New York Journal of Commerce in the September 28 issue. The ar ticle, in part, follows:



John J. Cavagnaro

Engineers and Machinists

Harrison, N. J. - - U. S. A.

Specialty of Macaroni Machinery

Since 1881

Kneaders Mixers Cutters Mould Cleaners

All Sizes Up To Largest in Use

N. Y. Office and Shop

Presses

Moulds

"Now is the Time for All Good Men"

to give thanks for the freedoms that America so abundantly provides, and to pray that these blessings will be extended to the rest of mankind.

1950 ★ 1951

We personally express our appreciation to our customers in the macaroni-products industry for the pleasant business relations that have endured for so many years.

It is our sincere wish that you and yours will enjoy a Merry Christmas and share in the prosperity that a New Year

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Dadadadadadadadada

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got under way about July 15 and for the week ending at that date, the Glenn G. Hoskins index showed the industry producing at the rate of 44.4 per cent of capacity. For the week ended July 22 the index jumped to 80 per cent, and at present is running at 86 per cent of capacity and over,

Prices up Moderately

Prices have registered moderate advances throughout the country from 1/2c to 1c per pound. These increases, however, only reflect the advances in raw material costs labor and packing materials prior to July 1. Unless the raw material situation changes radically, trade interests indicate, there must another increase in prices to offset higher costs.

Semolina, which was quoted a \$6.45 per hundredweight, delivered New York during mid-August, is now quoted at \$6.70 to \$6.80. The durum wheat crop has been seriously damaged by wheat rust. Authoritative sources report that the crop may be cut to 22 million bushels, as compared with the recent estimate of 32 million bushels,

If the wheat crop is cut as much as anticipated, it will barely supply the needs of the macaroni industry and any unusual demand such as was ex-perienced during World War 11 will create a shortage of durum wheat,

Not Affected by Korea

Thus far, the international situation has not greatly affected the delivery of

supplies, but prices on shipping containers and cartons have increased sharply. Some difficulty was experienced in moving semolina from the mills to macaroni plants and it is expected that this condition will not improve until the big movement of wheat

Manufacturer reports indicate a substantial back-log of orders and, ac-cording to distributors who service retail stores, the product is not piling up on store shelves. Apparently consumers are either using more macaroni products or are stock-piling pantry shelves in anticipation of higher food Drices.

Sauce Makers on TV

During National Macaroni Week the A ew York Times ran a story about the importance of the sauce for the ideal dish of spaghetti and kindred macaroni products, distinguishing between those strong, piquant sauces preferred by the heavy spaghetti con-sumers of lower Italy, and the milder sauces which were the choice of Americans. Special reference was made to "Booshay Spaghetti Sauce" being mar-keted by Louis Boucher and "Bunny," his wife, from their kitchens in St. Paul, Minn.

As a result of popular reaction to the story and general interest in this Americanized sauce, Mr. and Mrs.

Louis Boucher were invited to be specification.

cial guests on the Kathi Norris Television Show (NBC), Tuesday, November 14, at the 10 a.m. breakfast. To give the television the human interest background, the Bouchers were asked "to bring along the original saucemaking equipment, pans, spoons and the processors' ingratiating smiles."

Cut-up Turkevs

Every member of the family can have a turkey drumstick on Thanksgiving Day since turkeys are going to pieces this season, according to an announcement today by Clifford G. Bowes, director of the meats division of the National Association of Retail

Grocers in Chicago,
"There'll be no more wrangling over who'll snare the drumstick or wails from Junior about getting the part that 'goes over the fence last,'" he said. "Meat retailers will be selling cut-up turkeys to help the nation's homemakers please their families.'

It was pointed out that the home-maker who would like to serve turkey more aften may hesitate to buy a whole bird or one that is too large for her family, but if she can buy meal-size parts she can now serve turkey whenever she wants,

Up to now, because of size, turkey

tom turkeys more readily.

Mr. Bowes outlined a quick, efficient system for cutting up a large turkey, disjointing it into wings, wingtips, small drumsticks, thighs, breast and breast bones for soup. With a little practice he said the meat retailer can completely cut up a turkey in three or four minutes with a sharp boning knife.

He recommended attractive cellophane packaging of meal-size parts for self-service buying with eye-appeal-ing displays of each cut to show the products to best advantage.

MONEY-SAVING POINTERS

(Continued from Page 18)

and we cut these as best we can to preand we cut these as oes we can to pre-vent waste and save money for the customer. Figuring job sizes to these standard paper sizes isn't exactly easy so I would just advise that any busi-nessman, before he plans his next job, call up his printer and ask if the size he has in mind for the job can be cut out of standard size papers without waste and composed without extra time

"Oftentimes a half-inch smaller on a job can save four or five dollars on

Fred had the next question: "What about paper, Tom, does the cost make much difference?"

"Yes and no," was the answer. "On a very small job of just a few hundred printings, the difference in cost of vari-ous kinds of papers is seldom worth considering. But it most certainly is on jobs of any size at all.

"Oftentimes a job can be printed on less expensive paper and have just as good an effect as one printed on expen-Public have little appreciation of the difference in paper. I have never been able to see the dollar-and-cents logic in using costly papers on general adver-tising matter. The extra cost could be put into art work designed to get more results if the advertiser wanted to

spend that amount of money,"
"How about ordering in large quantities," Walker asked, "does that really save money?"

"Yes," was the emphatic answer, "if there is no waste involved in the use of the printed matter. Any printed piece that you use a lot and which stands little chance of change should always be ordered in as large a quantity as you can afford.

"The reason is that, on your first thousand where the cost would be, say \$30, the composition and making ready for the press costs would probably run

\$20. That cost is not present on any thousand following the first, therefore each additional thousand is a great deal cheaper than the first.

"Many times a businessman will lose on such a large order because the stacked up printing becomes obsolete before it is used up. So when plan-ning such orders, leave off all dates and by all means make such forms large enough to take care of expansions of your business; that's where nearly

everyone slips up.

"Lots of business firms could save money on their printing bills by taking better care of printed jobs in storage and in usage. When packages become broken, paper gets soiled and torn or damaged. The same thing holds true for more careful use of forms in operation of a business. The amount of printing money going into the average firm's wastebasket is tremendous. Avoiding waste may not seem important because of the low cost per sheet, but when that waste is repeated day after day it can run into a sizable

"Another way to save money on printing is to combine record forms wherever possible. We have a number of customers on our books who keep twice as many records as they need; who order forms that could be consolidated on others and that expense

It's Here and Proven ...

A COMPLETELY **AUTOMATIC COILING MACHINE**

4,000 Pounds per 8-hour day — Positively Guaranteed. Only Labor of 1 Man Necessary Saves Labor, Increases Production of Uniform "COILED" Goods.

Something Special ...

In Price of Stainless Steel Dies.

STAINLESS STEEL **BRONZE COPPER ALLOY DIES**

Guarantees Smoother Products . . .

Eliminates Costly Repairs

Inquiries Invited for Either or Both.

Designed and Manufactured By LOMBARDI'S MACARONI DIES

Los Angeles 12, Calif.

JACORS-WINSTON LABORATORIES, Inc.

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 As-
- 2-Egg Solids and Color Score in Eggs, olks and Egg Noodles.
- 3-Semolina and Flour Analysis
- 4-Rodent and Insect Infestation Investigaions. Microscopic Analyses
- 5-Sanitary Plant Inspections

James J. Winston, Director Benjamin R. Jacobs, Consultant

> 156 Chambers Street New York 7, N. Y.



25× []

32× 🖸

"We also have people who waste money on 'extra copies.' . . I know one firm that has four copies made of ev-erything and actually all they need is three. It's a heavily-used form, so the waste there amounts to enough annually to pay their envelope bill.

"There are lots of other little short

cuts one can use to save on printing. For example, perforations on printed forms . . . that costs money to do, yet I'll wager that half of the perforated work we do here is not really needed. "Then there's padding of forms,

statements, et cetera; some customers think they are saving by not having such printed matter padded. They most certainly are not. Padding keeps printed matter from becoming soiled, crumpled and dirty, from dropping on the floor when a stack is used, and more than repays its cost,

"Extra color work is always nice, but it always costs money. I'm heartily in favor of the second color on a job because I know that it pays off, but the way it is used will determine how expensive the job will be. Where second color plates are required or precision work demanded, the cost is always greater than if the second color can be obtained by something simple as on a complete line of type, a heavy rule or decoration or even a small cut devoted to the second color.

"There's another thing . . never save money with 'cheap' printing

... vou always lose, because people do not respond to it; though short counts on your jobs, through deterioration of cheap papers, through greater percentage of waste and spoilage, but mostly because you sooner or later get disgusted with the cheapness of the job and throw it away! Don't think you can save money on printing by buying bargain work—it never pays!"

SALUTE TO BRAIDWOOD

(Continued from Page 8)

that formed the dough into scores of different shapes of macaroni, spaghetti and egg noodles.

In the early days, drying the macaroni products was by the natural method. The long shapes, includ-ing macaroni, spaghetti, et cetera, were strung over rods as they are even unto this day, placed on racks and put into drying rooms where na-ture was expected to attend to their proper drying and curing. The short goods—elbows, stars, alphabets and such— were placed on trays for the same natural drying, subject to occa-sional stirring to bring all the products to the surface for even curing.

When the old horse died, a big advancement was made by Peter Rossi,

Sr., founder and owner of the Peter Rossi Macaroni Factory, one of the oldest in steady existence in the country. He installed a small steam boiler that provided not only the necessary power but also the heat needed in the improved drying method that greatly reduced the drying or curing time from a week or ten days to three days In 1900, the Peter Rossi Macaroni

Factory was moved into the building presently occupied. His sons, Stephen, Felix Henry and Peter, Jr., grew up with the business as it developed, so it was natural that the firm's name was changed to Peter Rossi & Sons, Before making the move into its new quarters, Mr. Rossi had gone back to Italy to visit many of the more mod-ern factories in that country where macaroni-making developed through the ages. He was thus able to introduce into his new plant all the innovations of a half century ago.

His four sons gradually took over the management and operation of the plant, which is now owned and op-erated by Henry D. Rossi, Sr., a charter member of the National Macaroni Manufacturers Association, having aided in its organization April 19-20, 1904, at Pittsburgh, Pa. The third generation of the Rossi's, Henry D.'s sons, Henry, Jr., and Albert, are now actively in charge of the small but kept step with the modernization of industry through the years.

November, 1950

Braidwood became the nerve center the organized macaroni industry of the country when on the recom-mendation of Henry D. Rossi, Sr., a resident of this community, M. J. Don-na was appointed on March 1, 1919, as the first permanent, paid secretary of the National Macaroni Manufacturers Association by James T. Williams, Sr., Minneapolis, then president of the organization.
Included in his secretarial duties

were those of editing and managing THE MACARONI JOURNAL, whose first issue made its appearance in May, 1919. As managing editor, he has planned every issue through the past 31 years. The new secretary and editor was given the privilege of setting up headquarters in his home city, which gained its name of the "Little which gained its name of the Little Capital" of the growing macaroni world. Early in 1950, he was made Secretary Emeritus of the NMMA, retaining his editorship of The Maca-

In 1937, Mr. Donna organized, incorporated and managed the National Macaroni Institute as the third branch of the organized industry, serving as its only officer for 12 years. He turned NMI over to the National Association in January, 1949, and it has been since enlarged on a scale only dreamed of by its originator.

Braidwood retains its honor as the headquarters of THE MACARONI JOUR-NAL, the official organ of the National Macaroni Manufacturers Association and the recognized spokesman of the macaroni industry in the United States. The magazine continues to be edited in its entirety in the Braidwood office, though printed in St. Paul, first by the Commercial Bulletin Co. and presently by Bruce Publishing Company, successors to the printers of the initial issue, May, 1919.

Braidwood is naturally proud of the part the little community has played for nearly a generation in the progress and development of the macaroni-noodle industry of the nation and the world. It is probably the smallest city in our country to boast of a macaroni factory that has contributed so steadily to the welfare of the community for over two generations and of being recognized as the nerve center of organized progressive action of the mac-aroni industry for more than 30 years.

Besides its macaroni making and coal mining, Braidwood is also proud of its clothing factory that has been in of its clothing factory that has been in continuous operation for over 40 years. Presently operated by Jerry Grinchuck, an immigrant, the Grin-chuck Clothing Factory ships its clothes, mostly pants, to practically every state in the Union. During the World War II, it patriotically con-

centrated its modern machines to the production of clothes for the U.S. ighting forces, an activity renewed by

EFFECTS ON BAKING

(Continued from Page 7) teristic of the high protein flour which increases the mixogram strength of blends above that of equivalent blends of medium protein and durum flours. The durum flour reduces dough development and stability, as well as curve width.

A few bakes with Kubanka durum flour did not produce better bread than the composite durum, but further investigations with this variety are planned in view of the statements previously referred to, which state that Kubanka is superior to other durum wheats for bread making purposes,

The results from this preliminary investigation lead to the following conclusions. Durum wheat flour does not apparently decrease loaf volume and mixing requirements below 20% concentration. Above this percentage these important quality factors are impaired. Crumb color tends to be lowered by even small proportions of durum flour,

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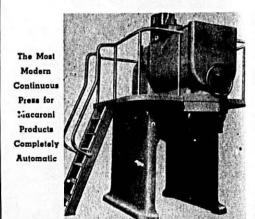


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but the change does not become very evident until 20% is added. Water absorption is slightly decreased. Incor-porating dry milk solids and shortening in the formula did not lessen the effect of the durum flour on crumb color.

For English wheat flour, durum raises the protein content and slightly improves the absorption, loaf volume, and loaf symmetry, but will degrade somewhat grain and texture and color.

Thus, durum wheat flour in small lots can be employed in blends with hard red spring wheat flour without significant ill effects. It can also be used with English low protein wheat flour with beneficial effects on water absorption and loss relatives. absorption and loaf volume. Preliminary experiments indicate that the damaging effect on crumb color of durum flour in low proportions in blends could be largely eliminated by

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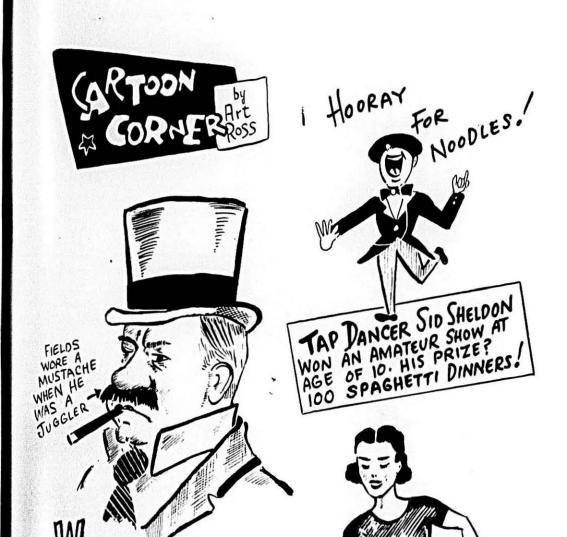
New York on Friday I heard nothing but the most glowing compliments and praise from all the food editors about the Macaroni Institute.

"I am sure that your fine organiza-tion has created for itself additional good will among these food writers, the amount of which would be impossible to calculate."

Mary Meade of the Chicago Trib. une wrote in her column October 19:

"Notes from the Food Editor's con-ference held in New York City last week: One of the shortest but most amazing programs during the con-ference was that of the National Macaroni Institute, which installed a macaroni making machine in the Waldorf-Astoria Hotel to show the girls how its product is made. Extra power and water lines had to be installed for the press to operate. During the 45 min-utes allotted to the macaroni people during the crowded program for food writers, the machine, at the turn of a switch, extruded spaghetti by the

To date, we have received personal "thank you" notes from editors all over the country telling us how very much they enjoyed our presentation and how interesting they found it.



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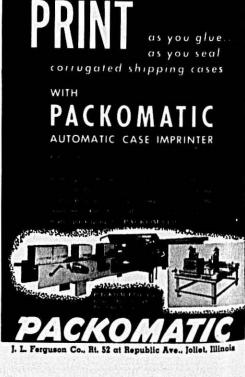
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Successor to the Old Journal-Founded by Fred Becker of Cleveland, Ohio, in 1903

Trade Mark Registered U. S. Patent Office Founded in 1903 A Publication to Advance the American Macaron A Publication to Advance the American Macaroni Published Monthly by the National Macaroni Manufacturers Association as its Official Organ Edited by the Secretary-Treasurer, P. O. Drawer

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COMMUNICATIONS—The Editor solleits news and stricles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than FIRST day of the month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The pablishers of THE MACARONI JOURNAL reserves the right to reject any matter furnished either for the advertising or reading columns.

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Vol. XXXII November, 1950 No. 7

National Macaroni Manufacturers Association

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Personals

Mr. and Mrs. A. Irving Grass of I. J. Grass Noodle Co., Chicago, cele-brated their 25th Wedding Anniversary on October 4. Congratulations!

Hector Principe, formerly assistant sales manager, has been named sales manager of Buitoni Macaroni Corporation, New York City. Edward D. Lancellotti was named promotion and advertising manager and John Cuti was named secretary to the president and purchasing manager.

John Amato, vice president and gen-eral manager of Clermont Machine Co., Brooklyn, enjoyed a combination pleasure and business trip to Hawaii

Delay Sweet Potato Harvest for More Color and Yield

That deep salmon-pink flesh color, highly prized in the Porto Rican sweetpotato grown in the South for table use, is furthered by a delay in harvest-ing until the first killing frost is due, according to a series of tests by the U. S. Department of Agriculture in co-operation with a number of south-

Carried on over a three-year period,

the tests in Mississippi, Georgia, South Carolina and Texas showed that when the plants were set out before mid-June, a harvest delay of from 3 to 10 weeks after September 1 increased the depth of flesh color in Porto Rican sweet potatoes, the most widely grown variety in the South.

Waiting until frost nips the vines, however, produced no practical advantage. In general, the maximum yield and highest percentage of No. 1 grade roots were produced when the harvest was made as near the killing-frost date as practicable, although the season and the location of the crop were factors in determining the yield.

In seeking answers to the cultural questions affecting the growing of high quality sweet potatoes in the entire region, the co-operative experiments showed that for high yields, high ridge culture is best. Tests on ridges 3 to 4 inches high, 8 to 9 inches high, and 14 to 15 inches high, showed better yields when the highest ridges were used both in total yield and in the proportion of No. 1 grade roots. Height of the ridge was not a factor in producing deep flesh color. Yet during digging fewer roots were cut on the high and medium ridges than on the low ridg.s.

Peace is not an idea, it's people beginning

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