

**THE
MACARONI
JOURNAL**

**Volume XXXIII
Number 4**

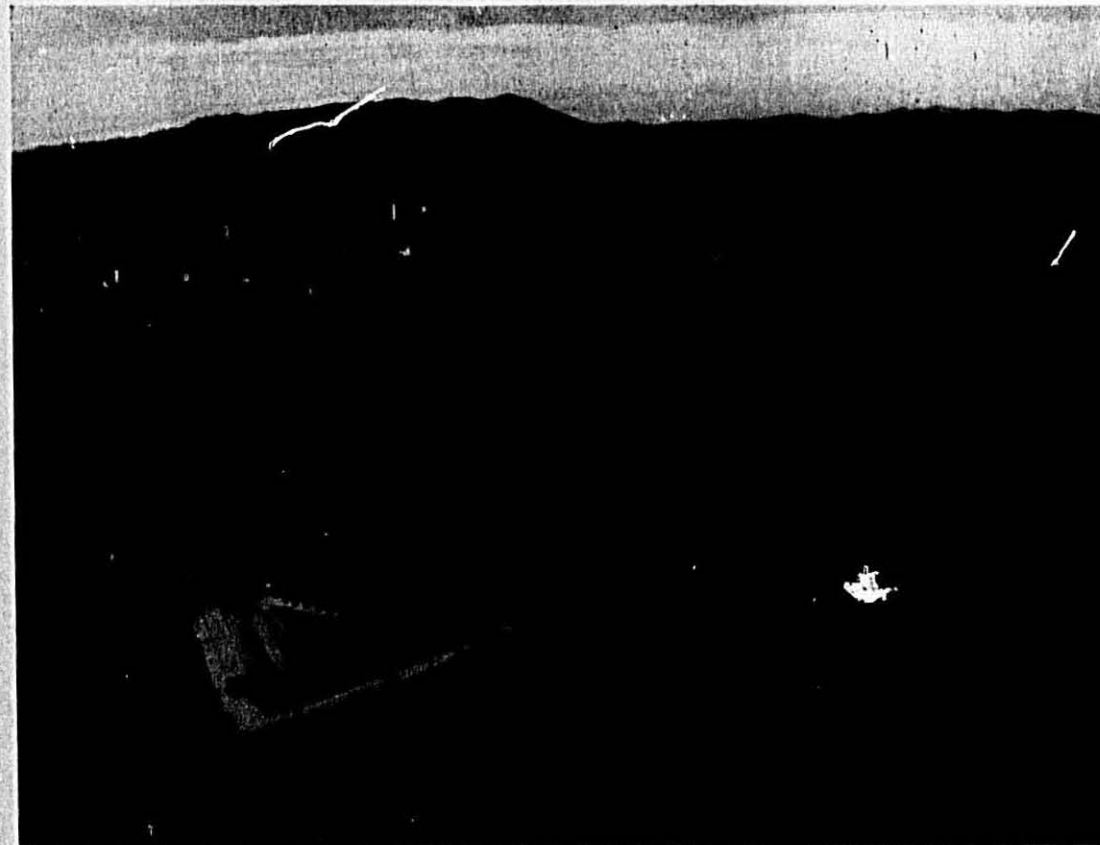
August, 1951

AUGUST, 1951

e MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Salute to San Francisco



An aerial view of San Francisco, looking north. The white triangular pier in the foreground is the Mission Rock Terminal. To the right is the approach of the San Francisco-Oakland Bay Bridge. Coit Tower is silhouetted against the water just to the right of Alcatraz Island. Angel Queen is seen above and to the left of Alcatraz, and farther left are the hills of Marin County and Mount Tamalpais. The Golden Gate Bridge is barely visible to the extreme left. Photo —American President Lines.

Official Organ
of the Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

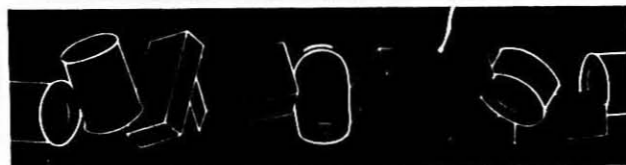
VOLUME XXXIII
NUMBER 4

COAST TO COAST

ROSSOTTI
Cartons • Labels

ROSSOTTI is the only packaging consultant with manufacturing facilities for cartons and labels on both our East and West Coasts. Our knowledge of the *MACARONI* industry and the marketing "know-how" gathered from 53 years of experience in the packaging field is your guarantee of "Better Merchandising Through Packaging."

Good Packaging
IS THE PASSWORD TO PROFITS



A good package is one that has enough sales-appeal to make a customer stop and buy. One of the best ways to achieve this objective is to have your package designed by a food merchandising expert. Whether you plan to have your present package redesigned, or to introduce a new product, Rossotti specialized designers are at your service, prepared to create a practical, sales-producing package that will help SELL your *MACARONI* product.

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Rossotti packaging consultants and manufacturers since 1898.

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

ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California

Quality Minded...?

Last year American housewives bought more macaroni products than ever before. And *quality* brands showed the greatest increase in sales.

Any quality Macaroni Manufacturer quickly recognizes the superior color of Amber's No. 1 Semolina. Amber Mill customers know they can depend upon uniform quality, shipment after shipment, and delivery as promised.

If you want No. 1 Semolina of superior color, always uniform in quality and prompt delivery to keep your plant on schedule, join the growing list of leading Macaroni Manufacturers who prefer Amber's No. 1 Semolina.



AMBER MILLING DIVISION

Farmer's Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 6, MINNESOTA

Milprint packages



Banquet

SPAGHETTI



TURN

From ~~Buying~~ to *Buying*

Macaroni and Spaghetti manufacturers everywhere just naturally prefer Milprint packages... because they know from experience that a Milprint package sparkles with extra eye appeal for bigger, better sales. Check the sales punch of this Milprint Package. It's opaque bond — printed in three colors for life-like product reproduction... stand-out appearance... vivid brand identification.

SEE MILPRINT FOR MILITARY PACKAGING

Milprint's tremendous production facilities and versatile operations are being widely used by many branches of the services for Military Packaging. The strategic location of 14 plants and the technical "know-how" of the Milprint organization are at your disposal. Write, wire or call Milprint regarding your Military Packaging problems.

Milprint INC
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

GENERAL OFFICES: MILWAUKEE, WIS.
SALES OFFICES IN PRINCIPAL CITIES

Printed Cellophane, Plafilm, Polyethylene, Acetate, Glassine, Foils, Folding Cartons, Lithographed Displays, Printed Promotional Material.



BILL STERN TELLS ANOTHER SPORTS STORY



America's most famous annual harness race is named in honor of Hambletonian, and thousands of people from all over the land flock to the little town of Goshen to see the running of this annual sulky race. In the historic year of the Gold Rush of 1849, Hambletonian was born. His sire was a crazy, vicious animal never broken to harness or saddle, while his dam was a crippled road trotter, useless even for afternoon drives in the county.

Soon after, he was sold for \$125. His new owner tried him out in a speed test but Hambletonian was too slow, so he offered him for sale... but there were no takers! Exploited as a stallion for mating purposes, Hambletonian proved to be something of a gold mine. For he lived 26 years; he was sire of 1,335 foals, and as a sire he earned a fortune of \$308,615! The older Hambletonian

grew, the more famous and more loved he became. And when he died, a huge monument was erected to his memory, and to this day, his name is still honored. A strange story for a strange champion of the turf that never ran nor won a race!

Yes, profit-records such as Hambletonian's are a rarity in the sports world, but in the macaroni business, Commander-Larabee's ramity of premium quality durum products is piling up some impressive profit records for wise manufacturers every day. First, by producing the top quality macaroni products that customers expect, and will return to buy again. Second, by assuring these superior results consistently... without profit-eating, last-minute schedule or formula changes. There is a Commander-Larabee durum product precision-milled to meet your every manufacturing need. You'll help your profit-record by putting it on your next semolina or durum flour order.



WHEN PERFORMANCE COUNTS...

Commander-Larabee Milling Co.

GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA



Enriched Foods are Preferred Foods

That's why it's important
to select the
RIGHT enrichment products

The widespread efforts to build an improved national diet are greatly benefited by the macaroni manufacturers who *enrich* their products.

Many of these manufacturers have standardized on Merck Vitamin Products for Macaroni and Noodle Enrichment because they know that these products are specifically designed for ease and economy. Two forms are available: (1) Merck Vitamin Mixtures for continuous production, and (2) Merck Enrichment Wafers for batch production.

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.

The Merck Technical Staff and Laboratories are available to aid you in the application of enrichment.

Merck KNOWS Vitamins!



MERCK & CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY

In Canada: MERCK & CO. Limited—Montreal

MERCK ENRICHMENT PRODUCTS

The MACARONI JOURNAL

Volume XXXIII

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Macaroni Week Means More Sales Dollars

Other food groups, some related to macaroni products and others strictly competitive, have begun organizing national drives to win favor with consumers and to increase the housewives' purchases of such publicized foods. To combat this indirect attack, it behooves the macaroni-spaghetti-egg noodle makers to do something unitedly and co-operatively . . . to get squarely behind National Macaroni Week, October 18-27, 1951.

According to students of such things, the world's population is about evenly divided between the wheat-eaters of the Occident, the rice-eaters of the Orient and the fruit-eaters of the Equatorial areas. On the basis of advanced civilization, the same authorities rank these groups in about the above order. Similarly, it is deduced that the heaviest meat eaters are those who prefer wheat, that the rice eaters are the heaviest consumers of fish. Frankly, there is not an admitted strict line of cleavage as all classes usually eat the foods that are the most plentiful and convenient.

In Europe, for instance, where bread and other grain products from wheat, rye and corn are consumed in greatest quantities, macaroni products are in high favor. The average yearly per capita consumption of these foods is estimated at more than 20 pounds. Americans, as the leading wheat eaters, consume about 7 pounds per person per year in the form of macaroni, spaghetti and egg noodles—a rather insignificant rate of consumption when compared with the civilized countries of Europe.

Only through organized promotion can these figures be made more favorably comparative. There is under way a concerted drive by the more forward-looking manufacturers, through the National Macaroni Institute, to help bring about a wider interest in and a greater consumption of macaroni, spaghetti and egg noodles which deserves the full support of every one directly or indirectly connected with the macaroni industry in the U.S.A.

The National Macaroni Institute, organized in 1937 to make Americans more truly conscious of the true food values of macaroni foods, developed slowly through the first decade of its existence. Three years ago it attained the stature that enabled it to do a man-size job with the

financial and moral support of the progressive people in the trade.

In addition to its well-planned, year-around promotions, the NMI sponsors a National Macaroni Week which is yearly gaining greater support by manufacturers and distributors. This year the Week has been set for October 18-27, and indications are that interest therein will exceed all previous records. From the profit angle, Macaroni Week means more sales dollars to manufacturers, wholesalers, retailers, and a greater economy to the housewives, as well as much gustatory pleasure to consumers.

From the manufacturers' angle, now is the appropriate time to plan for the business harvest that the Week offers to those willing to take advantage of its many possibilities. To aid the manufacturers to attain that objective, the National Macaroni Institute offers the following materials to fully merchandise the big affair:

Gummed Stickers to herald the Week. They carry the message, "National Macaroni Week—Feature Macaroni, Spaghetti, Egg Noodles, October 18-27."

Shelf Talkers to attract and interest shopping housewives. There is a separate one for each of the three leading types. They are animated, in bright colors, folded, with two sides, 12 by 4½ inches. One side calls attention to the dates, the other says "Serve Today," making it usable before and during the Week.

The helpful silent salesmen are attractively priced to make it practical for the combined macaroni manufacturers to placard every food outlet in the country. The NMI, through its public relations counsel, Sills, Inc., has prepared a portfolio titled "Macaroni Week Means More Sales Dollars," a 14-page booklet replete with information and illustrations that should be in the hands of every macaroni-noodle salesman, wholesaler, broker and important retailer.

The whole Week is well planned on past experiences and will be of invaluable help to all who co-operate seriously in its promotion. It should be the forerunner of a continuing drive to increase macaroni products to ten pounds per person a year.

A SALUTE TO SAN FRANCISCO

By G. L. Fox

General Manager, San Francisco Chamber of Commerce

SAN FRANCISCO means many things to many people. To some it means the Top O' the Mark; to others, the city brings to mind thoughts of giant bridges reaching their way across one of the world's largest harbors. To still others, San Francisco conjures up visions of smartly dressed businessmen and women walking down the avenues of the West's financial center—or Pierre Monteux conducting the world-renowned San Francisco Symphony in the city's equally famed opera house.

Yes, San Francisco is a city of many sides. It is interesting to note that a common meeting ground for her admirers is enjoyment of the excellent food offered by the city's restaurants. And, with the nation once again forced into war, thousands of servicemen are finding San Francisco their last stop before boarding transports for overseas assignments. As during World War II, these soldiers, marines and seamen are finding a warm hospitality in our city's restaurants.

However, the residents of this world city appreciate good food as much as any of her tourists, as is evidenced by the variety and types of meals served throughout the city's homes.

One of the most important factors in the San Francisco food pattern in both home and restaurant is macaroni—with, of course, spaghetti and noodles, its close food associates.

Whether or not you exercise the professional touch of rolling your spaghetti around your fork, you'll be welcomed into any San Francisco restaurant.

And—according to Vincent de Domenico of the Golden Grain Macaroni Company—with no hot spells to detract from their appetites, San Franciscans eat macaroni, spaghetti and noodles throughout the year... adding a plus sign to the national consumption average of six pounds per person, per year. Incidentally, the Golden Grain Macaroni Company has just recently moved to its new plant at San Leandro, Calif.

According to the 1947 Census of Manufacturers (latest official figures available), there were 15 macaroni establishments in the San Francisco metropolitan area.* These firms employed an average of 343 persons for the year and paid them a total of \$822,000 for the 12-month period. In actual production, 276 persons were employed and earned \$584,000. The value

*Consists of Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Counties.

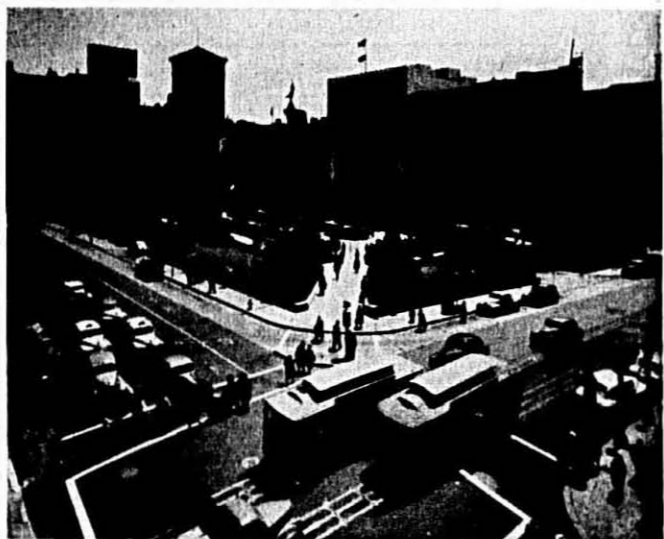


Photo American President Lines

Union Square, San Francisco. It received its name from mass meetings held there during the Civil War by Union supporters. In 1940 the world's largest garage was constructed under the Square—four stories underground and accommodating over 1,700 automobiles. It is planned to use it as an air-raid shelter should the necessity arise. In the middle of the green lawn and floral gardens stands the Naval monument, "Victory," commemorating Dewey's victory at Manila Bay, dedicated in 1903 by Theodore Roosevelt.

added by manufacture was \$1,366,000 and new plant and equipment figures amounted to \$93,000.

Keeping in mind that the above figures were those of the 1947 Census of Manufacturers and included the entire San Francisco metropolitan area, it is noteworthy that the San Francisco Manufacturers Directory, published by the San Francisco Chamber of Commerce in November, 1949, shows 19 such establishments now located within the city itself. No comparable figures regarding persons employed, et cetera, are available, but it can be assumed that there has been an equal growth in employes, wages earned and value added by manufacture.

Frank Cafferata of the Roma Macaroni Factory notes that more progress has been made in the production of the product in San Francisco during the last five years than in the prior 50 years. In his own plant, only two sacks a day were produced in 1875, while at present 500 sacks are being produced daily. "Since the move from bulk to packaged goods," Mr. Cafferata said, "consumption has risen 50 per cent. And production, as a result of increased consumption, is on the upswing."

The picture of the Roma plant is

shown. Other plants in San Francisco were given the privilege of showing their plants, but failed to heed our request.

Some of the other companies in the macaroni, spaghetti and noodle manufacturing field in San Francisco are the California Macaroni Company, G. B. Celie Company, Florence Ravioli Factory, Genoa Macaroni & Vermicelli Factory, Granucci Macaroni Factory, Italian-American Paste Company and the Sorrento Macaroni Products.

It isn't strange that good food and the City of St. Francis are synonymous, for, as William Saroyan has said, "No city invites the heart to come to life as San Francisco does. Arrival in San Francisco is an experience in living."

It was the discovery of gold in California in 1848 that started the impetus to the West and San Francisco. But it was the surrounding fertile farm lands, its great natural harbor, an abundant water supply and its air-conditioned climate that made possible San Francisco's continued growth.

San Francisco has more than doubled its population in the last 50 years. 775,357 persons are now living within the city's borders. To view its

(Continued on Page 30)

only the BEST reaches You!



You're Sure Because General Mills Wheat Selection Makes Sure!



● The quality of your macaroni products starts with the Durum products you use. To bring you the best Semolina Granular and Durum flours, our wheat experts carefully examine test samples of Durum wheat in the field and grain market. This practice makes certain that we purchase the best grain available.

You can be sure your macaroni products will reflect this careful selection when you buy General Mills Semolina Granular and Durum flours.

General Mills

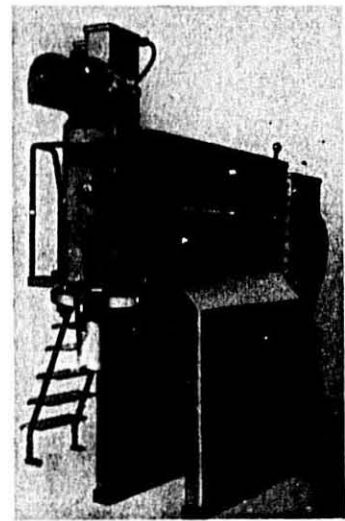
Durum Department
MINNEAPOLIS, MINN.



Macaroni-Making At The 29th Milan Fair

By Dr. Ing. Giovanni Zuccari (Official Translator)

THE story of the Milan Sample Fair is the story of a great achievement originating from modest beginnings. The first appearance of this important Italian event dates back to 1920. It was a timid beginning, intended to do something to help Italian producers to find some markets after the debacle of the first world war. The fair was an immediate success and it was repeated in 1921 on a larger scale. The third edition, 1922, was even more



encouraging and special grounds for it were bought by the managing committee. After that, it was continuous until 1940. The number of exhibitors rose from 1,233 recorded in 1920 to 5,446 in 1940. The same progress was recorded in the interest of other countries, whose representatives increased from 256 to 1,330.

In 1943, the fair was not able to reopen its doors and its first post-war edition appeared in 1946. After that it recovered very rapidly, as can be seen from the figures given below:

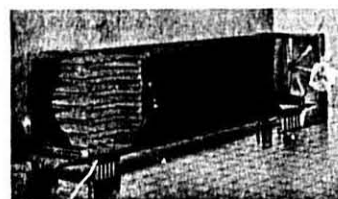
	Total number of exhibitors	Foreign exhibitors	Area occupied
1946	2,519	309	51,000 sq. M.
1947	5,018	1,150	125,000 sq. M.
1949	6,554	1,858	143,000 sq. M.
1951	over 8,000		161,500 sq. M.

The food sector, and, of course, the

manufacture of macaroni, was richly represented at the Milan Fair by countless pieces of automatic machinery, among which we have noted particularly the interesting automatic continuous C.P.C. press built by the Verrina Factory at Voltri near Genoa. This takes all kinds of flours but is particularly suitable for durum wheat flours. It mixes flour and water, which is passed through an automatic kneader first and then through the kneading case with a worm screw which insures uniformity in the dough. An electric motor pushes the dough through the draw plate and an electric fan insures preliminary drying of the spaghetti as it comes out. A special water-cooled system insures the proper temperature for all working parts.

The machine can turn out 150 kilograms of long spaghetti an hour or 170 kg. of short.

H. & M. Pavan Factory, near Padua, exhibited an interesting drying machine which works on the principle of strip conveyor. The conveying strips are made of nylon netting and, the whole machine is designed so that macaroni is subjected to a flow of properly conditioned air without any mechanical disturbance and thus all danger of breakages or cracks is eliminated. The large version of this machine can deal with an output of 400 kg. an hour. The use of nylon is a very interesting innovation in the field of such machinery. A nylon thread 0.55 mm.



thick can resist a pull of 20 kg. and thus is safe from breakages, while, unlike metals, it does not oxidize and thus does not mark the product.

The same factory also showed a special machine for producing spaghetti in skeins. This machine automatically makes skeins of products ranging from the very thin "angel's hair" to 7 mm. wide "tagliatelli."

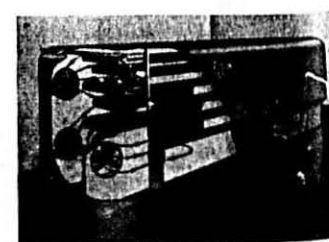


Ing. Dott. Giovanni Coppa Zuccari, Rome, Italy, Technical Documents Service and Official Translator for The Macaroni Journal.

Braibanti Factory exhibited several mass-production machines. One of them, designed for production of tagliatelli, uses a layer of dough one metre wide and thus can turn out 800 kg. of the product an hour. It has to be used, naturally, with continuous presses. This factory also exhibited a drier for large sizes of macaroni which can take care of two tons of the product, and a pneumatic feeder for continuous presses.

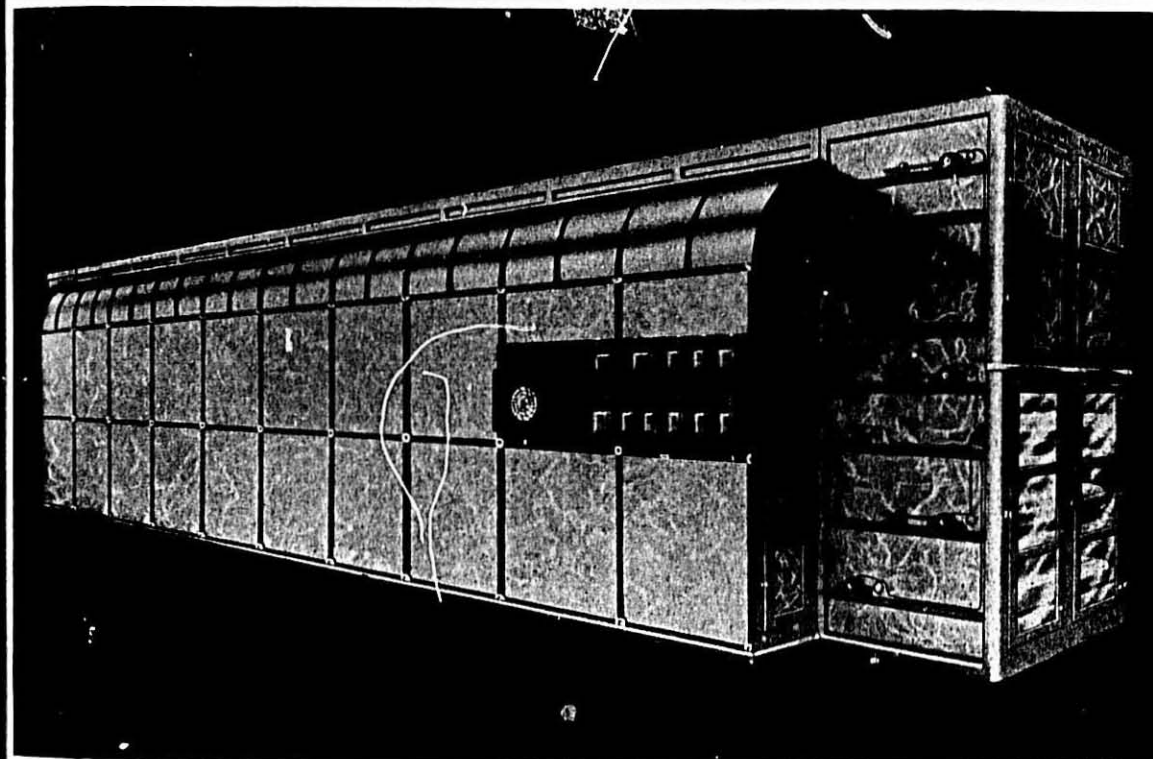
Other exhibitors deserving mention were: Grendara Co. (equipment for long macaroni, with an output of 300 kg. an hour); Meneghini Works (automatic dough-mixer for continuous presses); Bühler Bros. (pneumatic feeder for macaroni presses and a drier for short macaroni); G. Torrioni Works (a universal skinning machine); Francesco Costa Works (hydraulic speed regulator for continuous macaroni presses).

Since the small scale producers of macaroni in Italy are numerous the designers of machinery have naturally sought to create types that would be adaptable to their budgets. At the same time, a good deal of attention was given also to large machinery that would enable bigger factories to fully mechanize their production. Thus the whole display has been an interesting pageant of the modern achievements in our important sectors.



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 bulky, elaborate, lavish control methods.

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

EFFICIENCY AND ECONOMY: The ONLY dryer designed to receive indirect air on the product. The ONLY dryer that alternately sweats and dries 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 board.

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.

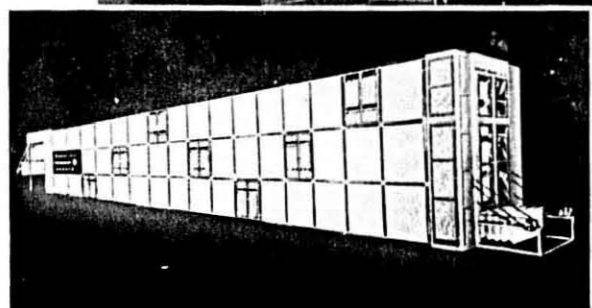
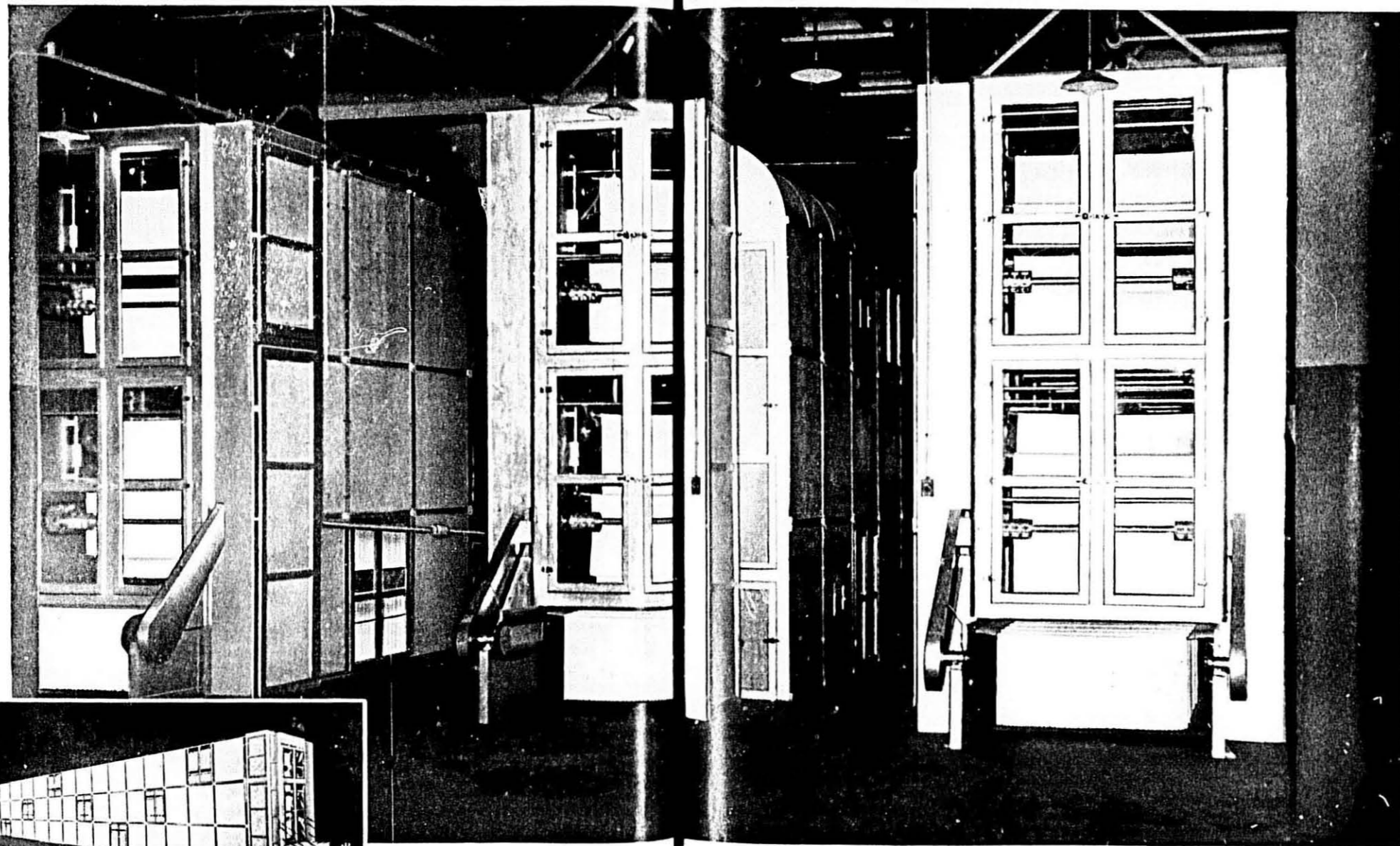
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

Clermont Machine Company Inc.

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

Tel: Evergreen 7-7540

Clermont DRYERS - Distinguished Beyond All Others



Front view of Long units taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

Patent Pending

When the word "DISTINCTION" is used in connection with dryers it calls Clermont so quickly to mind that the two words are all but synonymous. Cler-

mont dryers have long since stood so completely apart in the way they look, in the way they perform and in the prestige they bestow upon their own-

ers, that macaroni and noodle manufacturers have reserved a special place for them when they speak of dryers. And this new year of 1951 is designed to see Clermont's measure of leadership

strengthened in every respect. During 1950 Clermont added to their distinguished line of dryers the complete automatic long dryer consisting of three units,

designed, like its predecessors, to meet the particular requirements of particular manufacturers. On other pages are illustrations and details of features of Clermont dryers. After you have studied them only a personal inspection can reveal the full measure of their superiority.

Clermont Machine Company, Inc.

266-276 Wallabout Street
Brooklyn 6, New York, N. Y., U. S. A.



Food Values Of Macaroni Products

By Robert M. Green, Public Relations Director, NMI

wheats, grown expressly for the making of these top quality foods. Durum is grown in a special part of the country, primarily in North Dakota, South Dakota and Minnesota. Lower temperatures and special soil conditions produce this hardy wheat rich in gluten and high in protein.

Durum wheat is so hard it is often described as flinty, and requires specialized milling methods. Because of this, fewer than a dozen mills in the United States mill this golden wheat. Because durum wheat is high in protein, it breaks into tiny, hard granules when it is milled. These granules, the crushed inner part or endosperm of the durum kernel, are called *semolina*. Semolina gives top quality macaroni a translucent, creamy color that is almost a pale yellow. The granules produced from hard wheats other than durum are called farina. Finely ground granules become flour.

To provide macaroni, spaghetti and egg noodle manufacturers with true food facts on their products, we have summarized the highlights of available references, supplementing the bulletins on "Macaroni Products—Versatile Foods," and "Notes on Nutrition," sent regularly to supporters of the National Macaroni Institute. Here is a brief digest of some of the basic facts:

The American Medical Association, in their publication "Accepted Foods and Their Nutritional Significance," gives the following information:

	Proteins	Carbohydrates	Calories	Calories
Macaroni	12.4-13.6%	72.3-74.9%	3.4-3.6 per gram	97-102
Spaghetti	12.4-13.6%	72.3-74.9%	3.4-3.6 per gram	97-102
Egg Noodles	13 -20 %	67.1-71.7%	3.7-3.8 per gram	105-108

"Composition of Foods—Raw, Processed, Prepared," issued by the U. S. Department of Agriculture, bureau of human nutrition and home economics in June, 1950, gives the following facts:

Food	Water	En-Pro-	Car-	Phos-	Nia-
100 grams	ery tein	En-Pro-	bohy- Fi-	bohy- Fi-	En-Pro-
	Pct.	En-Pro-	bohy- Fi-	bohy- Fi-	En-Pro-
Dry Macaroni	8.6	377	12.8	1.4	76.5
with enrichment					
Cooked Macaroni	60.6	149	5.1	.6	30.2
with enrichment					
Dry Egg Noodles	9.6	381	12.6	3.4	73.2
with enrichment					
Cooked Noodles	83.8	67	2.2	.6	12.8
with enrichment					

100 grams is equal to 3.527 ounces. There are about 5.5 ounces in one cup of cooked macaroni.

Other references with similar data include "Nutritional Data," prepared by the Heinz nutritional research division of the Mellon Institute, Pittsburgh, 1950, and "Tables of Food Values," by Alice V. Bradley, M.S., associate professor of nutrition and health education, State College, Santa Barbara, Calif., 1942.

Macaroni, spaghetti and egg noodles are very special foods. They are made from a special wheat called durum. Durum is the hardest of the hard

mass—much stiffer than bread dough. The protein gives the dough the strength to be pressed into various shapes and to hold these shapes while being cured by drying. The protein of the finished macaroni makes it hold that pleasing firmness after it is cooked. This same protein is nutritionally valuable, especially when combined with protein foods from animal sources, such as cheese, meats, seafoods, eggs and milk.

The "ingredients" for proteins are

called amino acids. Each of these has a high-sounding name, like lysine, leucine, tryptophane, and so forth. Altogether there are many of these amino acids, just as there are many ingredients that could be put into a cake. However, just as a cake must contain at least flour and sugar, and usually eggs, nutritionally valuable proteins must contain certain amino acids. Some day, say nutritionists, they will be able to say how much of each amino acid the human body needs for good health, just as they now can say how much of certain individual vitamins are needed each day.

One of the eight or ten amino acids scientists say we must have each day is lysine. Meat and eggs and cheese are much richer in lysine than wheat. So the lysine in these foods builds up the protein in the macaroni food family to be nutritionally complete. Actually, wheat contains some of at least eight of the amino acids needed daily, but in different proportions than these same ingredients that are present in meat and other foods most often served with macaroni. In making good flavor combinations, cooks for generations have often put together the very foods that meet the modern nutritionist's specifications for high food value.

What happens when macaroni, spaghetti, or noodles cook? Some of the changes that take place during cooking are easy to see. Firm to the point of hardness when uncooked, these foods first become soft and pliable. This is due to the softening of the wheat starch, and to the mellowing of the wheat starch as the boiling water does its work. As the protein and starch swell, the macaroni and spaghetti lose their translucent look. Gradually they take on a beautiful sheen until their surface looks like that of creamy smooth pearls.

When each microscopic, energy-giving starch particle has swelled to its utmost and the gluten has become soft and pliable, the macaroni is done. At this stage it is plump but shapely. When pressed with a fork, it is tender but not soft. This means that each tiny starch-cell has become gelatin-like, so that it can easily give up its energy-giving qualities to the person who eats it. The protein is pliable but firm, so that it offers enough resistance to the teeth to make chewing it pleasantly satisfying. Gourmets call this chewiness "al dente," meaning literally, "to the tooth."

There's
of **POTENTIAL** for
PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products. The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

Capital Flour Mills can help you to greater sales by offering only uniformly perfect semolina, both in color and quality. You can be sure with Capital Semolina that your macaroni products will pass Mrs. Homemaker's most exacting tests with plenty of eye and taste appeal.

CAPITAL FLOUR MILLS

national macaroni institute accomplishments

By Gerald T. Lynn of Theodore R. Sills & Company, New York

MACARONI products are appearing on American tables more often than ever before because of the vigorous public relations program being conducted by the National Macaroni Institute, according to a report delivered June 29 at the 47th annual convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel, Chicago.

Speaking before the convention's opening session, Gerald T. Lynn of Theodore R. Sills & Company, pointed out that the Macaroni Institute's public relations activities are bringing macaroni products and new ways of preparing them to the attention of millions of homemakers.

Mr. Lynn reported that during the 12 months ending June 1, the Sills organization, as public relations counsel for the NMI, sent out approximately 325 recipes, photographs and stories to daily and weekly newspapers and to newspaper syndicates which serve hundreds of newspapers and reach millions of readers.

"During that 12-month period, more than 5,500,000 lines of publicity on macaroni, spaghetti and egg noodles appeared in upwards of 8,000 daily and weekly newspapers," he said. "That means that homemakers in every section of the country are continually



Theodore R. Sills, president of Theodore R. Sills and Company, National Macaroni Institute public relations counsel, tells 47th annual convention of the National Macaroni Manufacturers Association how macaroni industry can take advantage of National Macaroni Week which will be held October 18 to 27. Mr. Sills is shown pointing to a suggested Macaroni Week display which was set up for the association's two-day meeting at the Edgewater Beach Hotel, Chicago.

How to set up a display for National Macaroni Week is described by Maurice L. Ryan (center) of the Quality Macaroni Company, St. Paul, to Col. Paul P. Logan, director of research of the National Restaurant Association, and Rose-Marie Kiefer, secretary-manager of the National Association of Retail Grocers. Plans for Macaroni Week, which will be held October 18 to 27, were the chief topics of discussion at the 47th annual convention of the National Macaroni Manufacturers Association, June 28 and 29 at the Edgewater Beach Hotel, Chicago.



being reminded that macaroni products should be included in their menu planning."

As an example of the editorial acceptance of material supplied newspapers on the macaroni products, Mr. Lynn cited a recipe for South American Salad which was sent to a selected list of 400 daily newspapers. Within two weeks of the date of mailing, more than 100 editors had written to the Sills Company requesting the photograph or map to illustrate the recipe.

Among the top newspaper syndicates which made frequent use of macaroni stories, recipes and photographs during the year, according to Mr. Lynn, were Associated Press, which serves 1,100 daily newspapers; NEA Syndicate, with 802 newspapers and total circulation of 25,000,000; King Features, with 6,000,000 circulation; Bell Syndicate, with 3,000,000 circulation; Chicago Tribune Syndicate, 5,000,000 circulation; General Features, 3,000,000 circulation; Metro Syndicate, which serves 3,600 daily and weekly newspapers; Western Newspaper Union, which serves more than 4,000 weekly papers; and Rural Gravure, a roto gravure supplement which appears in 260 midwestern papers.

Sunday newspaper magazine supplements with multi-million circulation, such as *American Weekly*, *Parade* and *This Week*, also brought the macaroni products before huge audiences during the year, Mr. Lynn said.

Additional newspaper publicity for the macaroni products was developed by the Sills organization by encourag-

ing producers of other foods which combine with the macaroni products to include macaroni, spaghetti or egg noodles in their releases. Among the groups which helped to produce macaroni publicity were the National Dairy Council, the Wine Institute, The Tea Council, U. S. Brewers Foundation and many other companies and associations which have products commonly associated with macaroni.



Laddie Northridge, New York milliner, turns to macaroni products for inspiration for two of his newest hats. He finds the soft amber of semolina, the wheat base of macaroni products, a perfect all-season accessory color and sees new decorative possibilities in the many interesting shapes of the macaroni products.

Here, Mr. Northridge gives advance notice of his semolina hats to Mayburn Koss of Theodore R. Sills & Company as a representative of the National Macaroni Institute.

Top consumer magazines, particularly those aimed at the homemaker audience, also gave prominent space to the macaroni products during the 12 months covered by the report, Mr. Lynn said. Among the magazines he listed which featured macaroni products one or more times were *Good Housekeeping*, *Woman's Home Companion*, *Ladies' Home Journal*, *Better Homes & Gardens*, *McCall's*, *American Family*, *American Home*, *Family Circle*, *Sunset*, *Gourmet*, *Household Magazine*, *Parent's*, *Mademoiselle*, *Practical Home Economics*, *Seventeen*, *Today's Woman*, *Western Family*, *What's New in Home Economics*, *Southern Agriculturist*, *Farm Journal*, *Holland's Magazine*, *Farm and Ranch*, and *Ebony*.

Confession type magazines which reach millions of women readers also gave space to the macaroni products during the 12-month period, he said, including such mass circulation media as Dell Publications, McFadden Women's Group, Ideal Publications and the Fawcett Woman's Group.

Radio and television stations from coast to coast also were supplied with a steady flow of material on the macaroni products during the course of the 12 months, Mr. Lynn reported. Reply cards from program directors show that the macaroni products received thousands of hours of time over the nation's radio stations.

Additional air time for macaroni, spaghetti and egg noodles resulted from placements of story and recipe material with radio syndicates which serve hundreds of radio and television stations. Special macaroni placements also were made with network radio and television programs, such as the Josephine McCarthy Show over NBC-TV; the Nancy Craig Show over ABC; and the Margaret Arlen program on the CBS network.

People in the food industry, the advertising field and other businesses who are interested in the macaroni industry's activities were kept abreast of macaroni news through Sills releases to trade publications.



G. C. Minter, (left) vice president of the central division of General Mills, and Al Ravarino, (center) president of Ravarino and Freschi, Inc., St. Louis macaroni manufacturer, form an interested audience as C. Frederick Mueller, president of the National Macaroni Manufacturers Association, explains National Macaroni Week merchandising shell-talkers. Macaroni Week plans were a highlight of topics discussed at the 47th annual convention of the NMI at the Edgewater Beach Hotel, Chicago, June 28 and 29.



The macaroni industry's efforts to promote the friendship and good will of durum wheat growers were augmented by Sills Company participation and coverage of the annual Durum Show at Langdon last November.

In outlining plans for the Macaroni Institute's public relation program for the next 12 months, Mr. Lynn said the major part of the work will again be aimed at the homemakers. Special attention will be given to seasonal promotion opportunities.

Quantity recipes for macaroni products currently being developed through arrangements with the Restaurant Institute of Connecticut will be distributed to hotel, restaurant and other institutional publications to encourage greater use of macaroni products in mass feeding establishments.

In concluding his report, Mr. Lynn pointed out that by keeping the macaroni products before the public and by continually reminding homemakers of new and appealing ways to prepare them, American families will continue to eat more macaroni, spaghetti and egg noodles with resulting sales increases for every macaroni manufacturer.

How macaroni manufacturers and durum wheat millers can cooperate to boost the sale of macaroni products is discussed by, left to right, C. L. Norris, vice president of the Creamette Company; Peter La Rosa, vice president of V. La Rosa & Sons, Inc., and Jules Waber, president of the Amber Milling Company. The occasion was the 47th annual convention of the National Macaroni Manufacturers Association, June 28 and 29, at the Edgewater Beach Hotel, Chicago.

Macaroni Day Postponed

Macaroni Day, originally scheduled for July 24, 1951, has been definitely re-dated for Wednesday, September 12, according to the Chamber of Commerce, Devil's Lake, N. D. Several NMI and National Macaroni Institute officers who had planned to participate in the celebration during which thousands of dishes of prepared macaroni and spaghetti are served piping hot to one and all, have rearranged their plans for attendance.

Pacific Coast Conference

The annual Pacific Coast Conference, in keeping with the practice inaugurated four years ago, will be held on October 3 and 4 at Hotel St. Francis, San Francisco, with the four directors in the Western states supervising and with officials of the National Macaroni Association and NMI in attendance. According to advanced reports, widespread interest in the event prevails among the West coast manufacturers, with indications that attendance will be at record high.

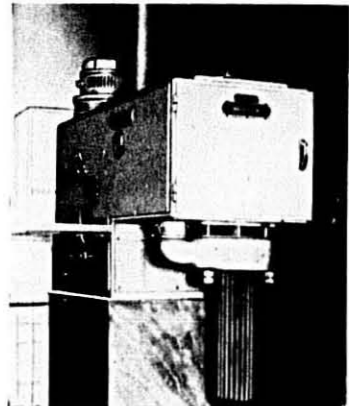
While details are still being planned, the program for the two-day conference will feature talks and demonstrations on marketing and merchandising during the first day, and a condensed version of the Plant Operations Forum, as put on each spring at Northwestern University by the Glenn G. Hoskins Company, will headline the second day's session.

The conference, as usual, is open to all macaroni-noodle manufacturers and allied irrespective of affiliation with any organization in the industry. The Pacific coast directors of the National Association are Guido P. Merlino, Mission Macaroni Co., Seattle; Vincent DeDomenico, Golden Grain Macaroni Co., San Leandro, Calif.; Robert S. William, Robert William Foods, Inc., Los Angeles, and Edward D. DeRocco, San Diego Macaroni Manufacturing Co., San Diego, Calif.

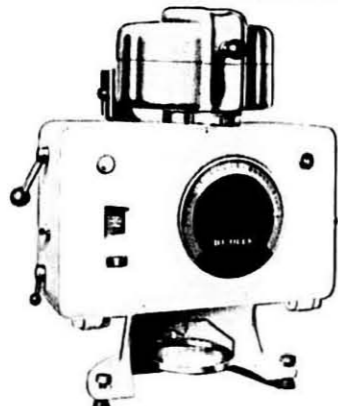
BUHLER



SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER

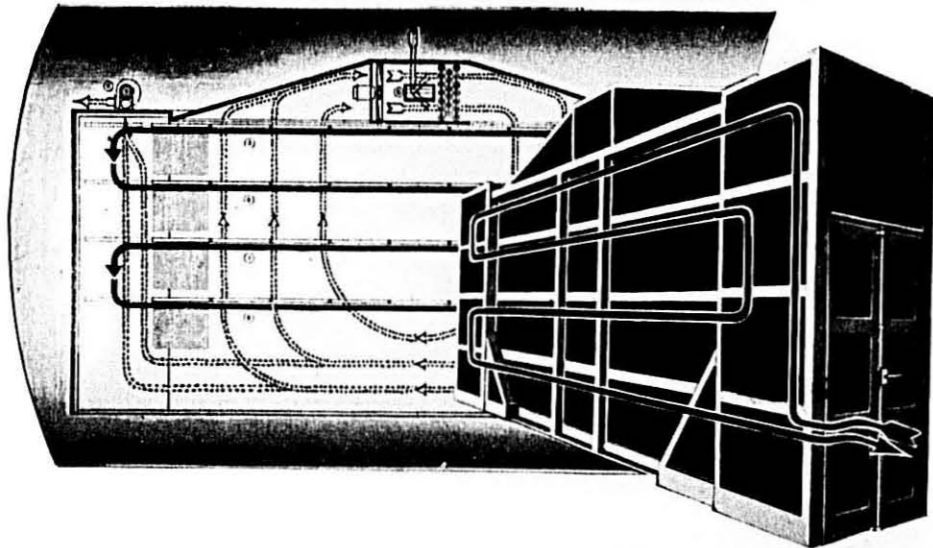


Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



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

CONTINUOUS DRYERS FOR ALL PLANT CAPACITIES



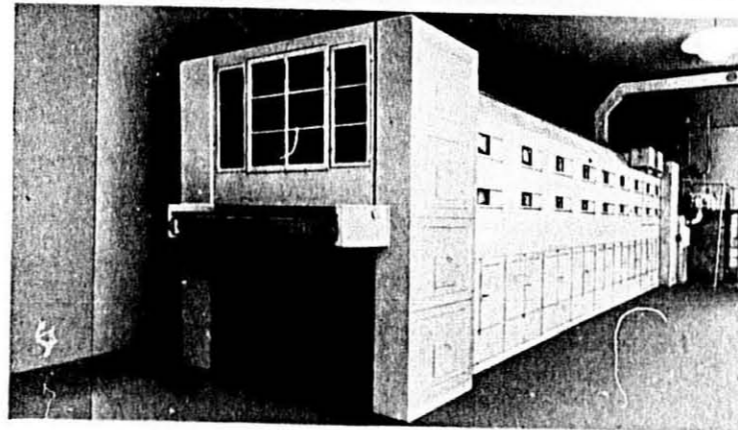
FOR LONG GOODS (PASTAS)

— Circulation of Goods.
... Circulation of Air.



ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

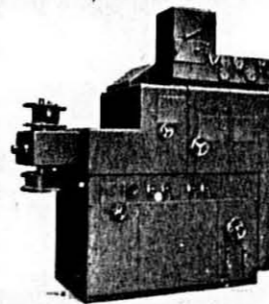
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



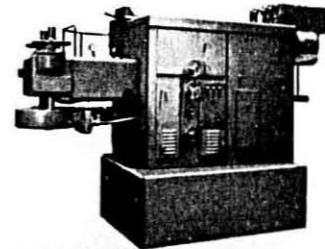
In sizes for capacities to 22,000 lbs. in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL TPG Capacity 600 lbs per hour



MODEL TPJ Capacity 1000 lbs per hour

NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

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.

Engineers for Industry Since 1860

BUHLER BROTHERS, INC.

2121 STATE HIGHWAY 4 FORT LEE, NEW JERSEY

Macaroni Products Trademarks

The following action in trademarks on macaroni products is reported by the U. S. Patent Office:

Trademarks Granted

541,638, Alimentary (—), C. F. Mueller Co., Jersey City, N. J., now by merger C. F. Mueller Company, a corporation of Delaware.

Filed Sept. 12, 1947, Serial No. 534,321. Published Jan. 30, 1951. Granted May 1, 1951.

543,056, Macaroni. Fort Worth Macaroni Co., Fort Worth, Tex. Filed Jan. 27, 1950, Serial No. 591,565. Published Feb. 13, 1951. Granted May 29, 1951.

543,379, Noodles. Home-Way Real Egg Noodle Co., New York, N. Y. Filed Jan. 23, 1950, Serial No. 591,729. Published Feb. 27, 1951. Granted June 5, 1951.

543,951, Alimentary (—), and canned soups. Société a Responsabilité Limitée Pates Alimentaires, Revoire & Carret, Barbe, (Rhône) France. Filed No. 3, 1948, Serial No. 568,123. Published March 6, 1951. Granted June 19, 1951.

544,083, Spaghetti sauce. Ma Skettino Spaghetti Sauce, Scranton, Pa. Filed March 28, 1950, Serial No. 594,799. Published April 3, 1951. Granted June 19, 1951.

544,237, Alimentary (—) products, especially noodles, macaroni and spaghetti in conventional form and varying sizes and shapes. Ernest Ponce, doing business as Golden Desert Foods, El Paso, Tex. Filed June 4, 1949, Serial No. 558,508. Published March 21, 1950. Granted June 26, 1951.

544,355, Alimentary (—). Ravarino & Freschi, Inc., St. Louis, Mo. Filed March 31, 1950. Serial No. 594,992. Published March 13, 1951. Granted June 26, 1951.

Trademarks Renewed

"Press Testers," No. 283,184, Registered May 19, 1931. General Mills, Inc., Minneapolis, Minn., a corporation of Delaware. Renewed May 19, 1951. Wheat flour used for the manufacture of macaroni, spaghetti, and other alimentary (—).

"Paramont, Etc. & Design," No. 283,218. Registered May 19, 1931. Wyckoff Macaroni Manufacturing Co. Renewed May 19, 1951, to Paramont Macaroni Manufacturing Co., Inc.,

Brooklyn, N. Y., a corporation of New York, for packed and loose macaroni.

Applications Subject to Opposition

"Airline," Serial No. 576,378. Airline Foods Corp., Linden, N. J., for use on spaghetti, egg noodles and other foods. Filed Feb. 23, 1949, published May 1, 1951. Claims use since November 11, 1911.

"Brill's," Serial No. 599,080. H. C. Brill Co., Inc., Newark, N. J., for use on spaghetti sauce with mushrooms, spaghetti sauce with meat and macaroni dinner. Filed June 14, 1950, published May 29, 1951. Claims use since July 28, 1926.

"White Rose," Serial No. 545,540. Seaman Bros., Inc., New York, N. Y., for use on noodles, spaghetti, macaroni and other foods. Filed December 26, 1947, published June 5, 1951. Claims use since Oct., 1947.

"Scungille," Serial No. 589,527. Prince Macaroni Manufacturing Co., Lowell, Mass., for use on macaroni. Filed Dec. 17, 1949, published June 5, 1951. Claims use since May 1, 1940.

"Zitelli," Serial No. 589,528. Prince Macaroni Manufacturing Co., Lowell, Mass., for macaroni. Filed Dec. 17,

1949, published June 5, 1951. Claims use since October 1, 1947.

"Zitellini," Serial No. 589,529. Prince Macaroni Manufacturing Co., Lowell, Mass. Filed Dec. 17, 1949, published June 5, 1951. Claims use since October 1, 1947.

"Automat," Serial No. 568,949. Horn & Hardert Baking Co., Philadelphia, Pa., for macaroni and other foods. Filed Nov. 17, 1948, published June 12, 1951. Claims use since June 30, 1902.

"Polka," Serial No. 573,346. New Mill Noodle and Macaroni Co., Chicago, Ill., for noodles. Filed March 23, 1949, published June 12, 1951. Claims use since June 1, 1939.

"Horowitz & Margaretan," Serial No. 599,829. Horowitz & Margaretan, Long Island City, N. Y. Filed June 27, 1950, published June 29, 1951. Claims use since 1925.

"Hygrade," Serial No. 546,391. Hygrade Food Products Corp., New York, N. Y., for macaroni and other foods. Filed January 7, 1949, published July 10, 1951. Claims use since January, 1915.

(Continued on Page 29)

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.

Month	Production in 100-pound Sacks			
	1951	1950	1949	1948
January	870,532	691,006	799,208	1,142,592
February	901,751	829,878	799,358	1,097,116
March	1,002,384	913,107	913,777	1,189,077
April	526,488	570,119	589,313	1,038,829
May	774,911	574,887	549,168	1,024,831
June	666,774	678,792	759,610	889,260
July	561,915	654,857	587,453	683,151
August		1,181,294	907,520	845,142
September		802,647	837,218	661,604
October		776,259	966,115	963,781
November		700,865	997,030	996,987
December		944,099	648,059	844,800

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1951 to July 27, 1951.....561,915
 July 1, 1950 to July 28, 1950.....669,869

TIME PROVEN AUTOMATIC PRESSES

Continuous Automatic Short Paste Press
 Equipped with Manual Spreading Facilities

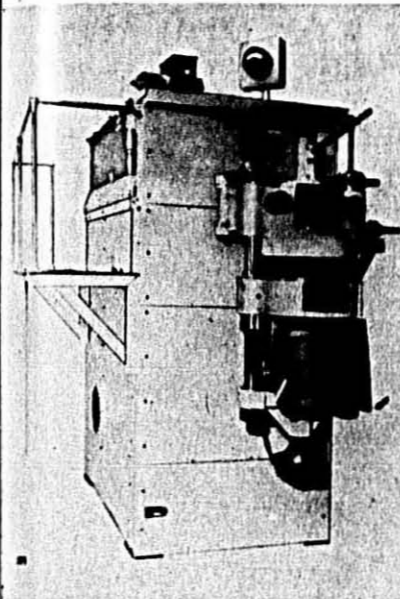
Model DSCP—1000 Lbs. Production
 Model SACP— 600 Lbs. Production

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.

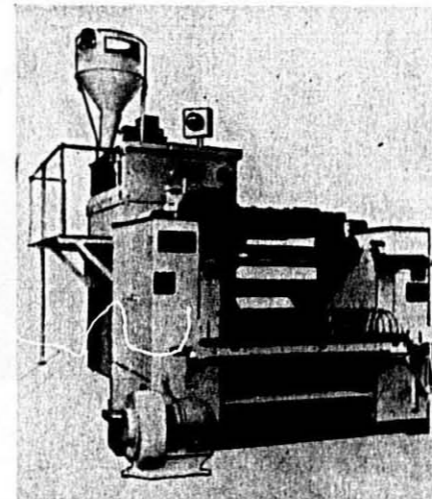
DURABLE—ECONOMICAL—BEST FOR QUALITY



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



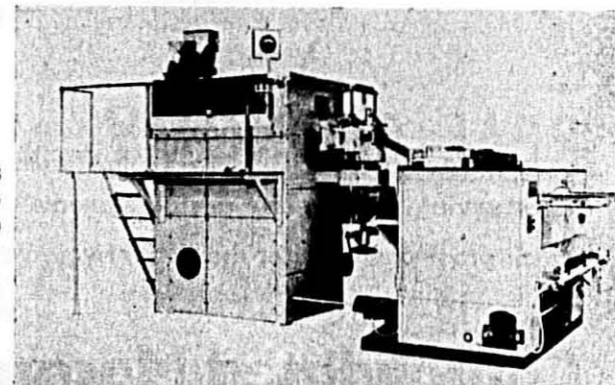
Designers
 and
 Builders
 of
 the
 First
 Automatic
 Continuous
 Spreader
 in
 the
 World

Combination Continuous Automatic Press FOR LONG AND SHORT PASTES

Patented Model DAFSC—850 Lbs. Production
 Patented Model SAFSC—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



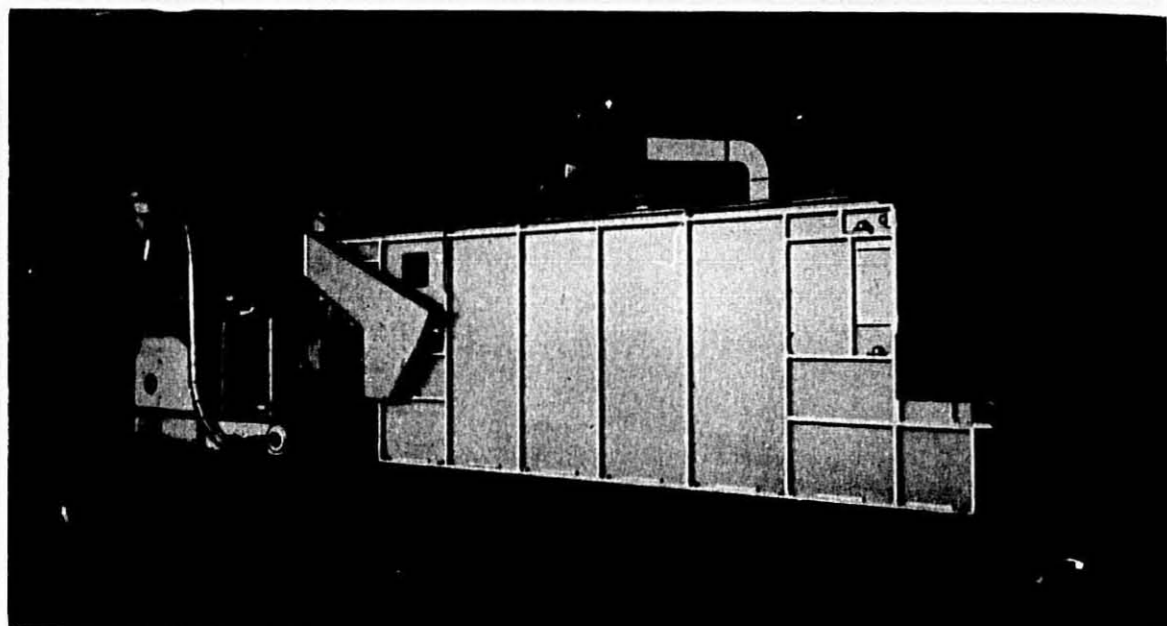
Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

FOOL PROOF POSITIVE DRYING HANDSOME HYGIENIC APPEARANCE

LOOKS HYGIENIC - IS HYGIENIC



A view of the machine room at the new modern V. La Rosa & Sons, Hatboro, Pennsylvania plant, showing an automatic long goods press, three long paste preliminary dryers and in the right background two short paste preliminary dryers.

REAL ECONOMY are the only words to describe these positive labor saving, progressive drying systems that produce a constant, high quality, check-proof paste under the finest hygienic conditions.

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

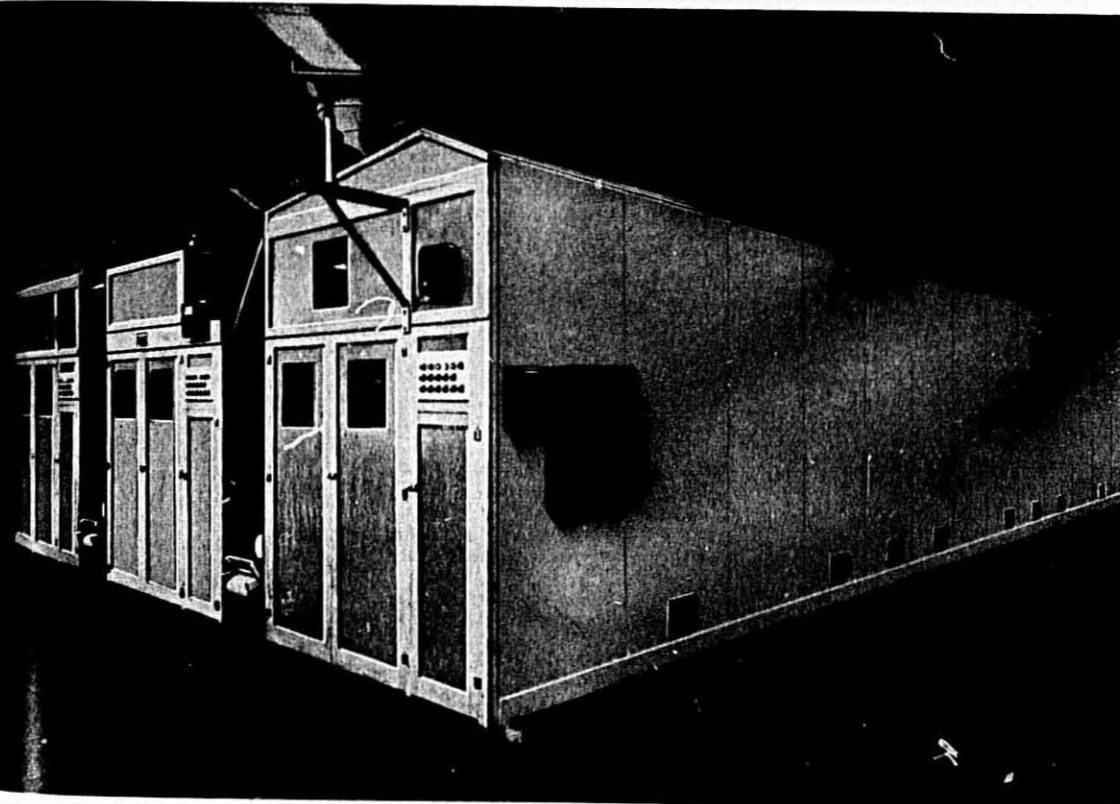
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

COMPLETELY HYGIENIC

Structural Steel Frame and

GPX Plastic-Faced PLYWOOD

2000 LBS. SHORT CUT DRYING CAPACITY PER HOUR



A view of the three finish sections of a complete short paste dryer of 2,000 pounds capacity per hour taken at the new modern V. La Rosa & Sons plant located at Hatboro, Pennsylvania.

A REAL SPACE SAVER

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

Wheat—The Edible Statistic

Wheat is used as an indicator of agricultural prices. While it is only the third largest crop, more of it is traded in the market than any other. Most corn and oats are fed directly to animals on or near farms where they are grown. Wheat is also important because practically all bread comes from wheat, and bread is basic food, according to a recent issue of *Business Week*.

Wheat is produced on about 60,000,000 acres of farmland in 40 states, but most of it comes from a belt running from Texas through Kansas to the Canadian border and west to the coast.

Wheat is grown on every continent and in practically every country, but the United States and Russia are the top producers, with annual output frequently in excess of 1,000,000,000 bu. each. China produces more than 800,000,000 bu., while Canada, France, Italy, Australia, Argentina, India, Pakistan and Spain follow in production in that order. Yield per acre in the U. S. is relatively low—less than 15 bushels per acre in 1949. The Netherlands hit 61 bushels per acre, Great Britain 41. The differences result from soil and weather conditions, but mostly from the amount of fertilizer used. There is practically no fertilizer used on United States wheat farms, but in the rest of the world, old soil and scarce land makes fertilizing a necessity.

Wheat is divided into two kinds on the basis of planting time: winter and spring. Winter wheat is planted in the fall, lies dormant during the winter and then completes its growth and is harvested during the spring and summer. Spring wheat is planted in the spring and is harvested in late summer and fall. Around 75 per cent or 730,000,000 bushels of 1950's crop was winter wheat. This is grown principally in the midwest, southwest, mountain states and Pacific northwest. Kansas produces the most—more than 15 per cent of the total wheat crop. The 1950 spring wheat crop amounted to more than 276,000,000 bushels, 120,000,000 of which came from North Dakota.

After wheat is harvested it is sold to the nearest elevator owner. Here it is weighed, given preliminary grading tests and stored, or loaded for shipment. Under the government's price support program, the farmer has two alternatives to selling his wheat outright to the country-elevator operator. If he doesn't think the market price is high enough, he can store his crop under supervision of Commodity Credit Corp., which will lend him a sum equal to 90 per cent of parity. The stored wheat is the collateral and the farmer must pay an annual rate of

3 per cent on the loan. The loan can run to the end of the crop year. He can sell the wheat during the period and repay the interest and principal. If the market price goes over 90 per cent of parity, that's exactly what he'll do. But if it doesn't, he can simply turn the wheat over to CCC when it calls the loan at the end of the period.

If the farmer doesn't want immediate cash, he stores the grain and negotiates a purchase contract with CCC, which will buy the grain at 90 per cent of parity at the end of the crop year. Anytime the market price goes over the support price, he can cancel the contract and sell the wheat but if wheat prices stay down, he simply sells the wheat to CCC.

After the grain is sold to the elevator owner, he in turn can sell it directly to millers, processors or feed manufacturers, or ship it to a terminal market. The major spring wheat market is in Minneapolis, winter wheat in Kansas City. The car of grain at the market city is placed on a special track in the railroad yard. State grain inspectors take samples of the wheat from various levels of the car, after it has been classed as winter or spring wheat and subclassed for variety. After grading, a sample is placed in a paper bag with all grade information on it. This goes to the trading floor of the exchange to be sold in the cash market by a cash-grain receiver picked by the country-elevator operator when he ships the grain. A prospective buyer can examine these samples, and when he and the seller agree, they make a deal. Price is quoted on a per-bushel basis, although actual sales are made by the carload. A car of wheat carries as much as 120,000 pounds or 1,800 to 2,000 bushels. Grain prices are public information as soon as deals are closed, and variations in prices are mostly due to freight rate and handling costs necessary to get the grain from one market to another. In open markets of this kind, supply and demand determine prices.

Rossotti Lithograph Corporation Sponsors Spaghetti Dinner Party at NMMA Convention

The following press release is of interest to all macaroni-noodle manufacturers.

Highlighting a most successful NMMA convention, the Rossotti Lithograph Corp., North Bergen, N. J., honored the nation's macaroni manufacturers with the firm's traditional spaghetti dinner party for more than 275 guests at the Edgewater Beach

Hotel in Chicago the evening of June 28, 1951.

Charles C. Rossotti, executive vice-president, was host at this gala affair which marked the sixteenth consecutive spaghetti dinner the firm has sponsored. Fred Mueller, executive vice-president of C. F. Mueller Co., Jersey City, and president of the National Macaroni Manufacturers Association, acted as master of ceremonies and contributed a superb performance.

Spaghetti and meat balls was the basic course of the fine dinner, with good wine to cheer the diners along.

Rossotti executives attending the convention and dinner party were Ken MacDonald, central division sales manager; Paul Shilling, eastern division sales manager; Thomas Sanicola and John Tonia, field sales managers.

The Rossotti organization has been closely associated with the macaroni industry from the early days of bulk sales to the present modern packaging and brand advertising and promotion. It has specialized in the development of high speed, fully automatic packaging and is one of the leading manufacturers of labels and folding cartons.

Group Helping Blind Buys Queens Factory

The Lighthouse of the New York Association for the Blind has announced purchase of a five-story factory at 36-20 Northern Boulevard, Long Island City, Queens, to which its industrial division will move in August, reports the *New York Times*.

Eli Whitney Debevoise, president of the association, said that 111 blind men and women workers would begin work at the Queens center upon installation of machinery from the Bourne Workshop, 338 East Thirty-fifth Street, which has been sold.

The new factory, formerly owned by the Ronzoni Macaroni Company, has 78,000 square feet of floor space. The reported purchase price was \$465,000. Alterations are expected to cost \$117,000.

Carl Olsen is manager of the industrial division. He explained that the new plant offered twice as much space as the Bourne Workshop, had storage facilities and adjoining railroad sidings. It is convenient to the IND and I. R. T. subway systems and to bus lines.

Known as "Lighthouse Quality Products," the brooms, mops, pillow cases and woven products of the factory are expected to reach a volume of \$2,500,000 in 1951, Mr. Debevoise declared.

The blind workers, Mr. Debevoise said are looking forward to capturing their second Army and Navy "E" for production if such will be granted under the stepped up defense program. The division won the honor in 1945.

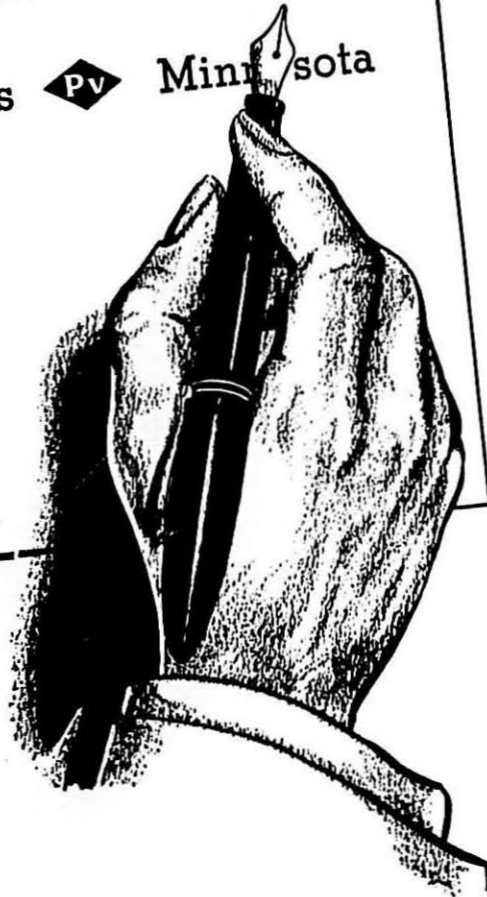
OUR PLEDGE . . . now as always

. . . to supply you with
the very finest Products
modern milling methods
can produce!

King Midas Flour Mills

Minneapolis  Minnesota

"Quality is the Surest
Foundation for
Permanent Success"



Dividends to Durum Farmers

America's increasing appetite for macaroni products is paying off in extra dividends for the nation's durum wheat farmers, according to a 10-year survey of wheat yields and prices.

The survey, compiled at the North Dakota Substation Experimental Farm at Langdon, shows that durum yields averaged 3.3 bushels more per acre than hard wheats over the 10-year period, plus a nine cents per bushel selling price advantage over the other wheat varieties.

During the 10-year period covered by the survey, durum farmers enjoyed premiums for their crops ranging from 2 cents per bushel in 1941 up to 26 cents per bushel in 1950.

Figures used in the survey were based on yields from the Langdon Substation Experimental plots and Minneapolis price quotations for the respective years.

In nine of the 10 years covered by

Year	Durum Yield	Hard Wheat Yield	Year	Durum Price	Hard Wheat Price	
1941	38.3 bu. per acre	38.1	12-1-41	.92	.90	
1942	39.4 bu. per acre	38.5	9-15-42	1.01	.95	
1943	50.5 bu. per acre	42.3	6-30-43	1.24	1.18	
1944	40.8 bu. per acre	38.2	9-15-44	1.45	1.30	
1945	51.8 bu. per acre	44.5	9-14-45	1.54	1.42	
1946	37.0 bu. per acre	33.5	9-16-46	1.91	1.76	
1947	46.7 bu. per acre	40.0	7-15-47	2.54	2.51	
1948	54.0 bu. per acre	52.7	9-15-48	1.99	1.96	
1949	28.3 bu. per acre	22.2	9-15-49	1.95	1.92	
1950	46.3 bu. per acre	50.0	9-15-50	2.13	1.92	
			4-24-51	2.21	2.13	
10 yr. av. 43.3 bu. per acre		40.0	11 year av.		1.72	1.63
3.3 bu. per acre in favor of durum			9c per bu. in favor of durum			

the survey, durum yields exceeded other wheat varieties from 2 bushels to 8.2 bushels per acre. Adverse weather and flood conditions which delayed durum planting in 1950 reduced durum yields and gave a 3.7 bushels per acre edge to the earlier maturing hard wheat varieties.

Durum—July 1, 1951

The crop reporting board of the Bureau of Agricultural Economics makes the following report on durum for the United States from data furnished by crop correspondents, field statisticians, and co-operating state agencies:

Durum wheat production is indicated at 40,906,000 bushels, exceeding the 1950 crop of 36,064,000 bushels by 13 per cent. The 10-year average production is 37,386,000 bushels. With below normal temperatures and timely rains, development of the crop during June was better than normal. However, additional rainfall will be needed in

Robert M. Green, secretary of the National Macaroni Institute, states that the expanding demand for macaroni products has made durum wheat a consistently more profitable crop. He pointed out that macaroni products consumption in the U. S. has increased approximately 28 per cent since 1940 and is still going up.

"Durum farmers can look for a continuation of the conditions which will provide them with a premium price for their crops.

"The macaroni industry is exerting every effort to increase per capita consumption of macaroni, spaghetti and egg noodles and those efforts are bearing fruit.

"As the macaroni manufacturers' sales increase, the demand for durum wheat will grow, and that means a continuing premium market for the crops of the farmers who grow durum."

is less than that seeded in any of the past four years, it exceeds that planted in any of the years from 1941 through 1946. The reduction in durum acreage is partially attributed to the fear of black stem rust which last year caused some damage in eastern North Dakota and western Minnesota. North Dakota, South Dakota, and Minnesota farmers failed to seed their intended acreage by about 5, 16, and 26 per cent, respectively. Based upon conditions to July 1, a harvest of 2,622,000 acres is indicated. Such an acreage is about one-fourth less than the unusually large acreage harvested in 1949. Abandonment of durum wheat is estimated at 2.7 per cent, compared with 3 per cent last year.

Creamette Co. Officers

James T. Williams succeeds his father as president of The Creamette Company. At the annual stockholders and board of directors meeting of The Creamette Company held recently, the following officers were elected; James T. Williams, president and treasurer;



James T. Williams

C. L. Norris, vice president and assistant treasurer; George H. Filbert, secretary, and Otto G. Koenig, assistant secretary.

Milprint Completes Move of Milwaukee Facilities

The main offices of Milprint, Inc., are now located at 4200 North Holton St., Milwaukee. Transfer of the company's office facilities completes the movement of all the firm's Milwaukee operations to the huge, modern new plant recently constructed on a 22-acre site. The firm's new phone number is Edgewood 2-5800.

Transfer of Milprint's main offices, completed on July 2nd, closes out all its operations at the former West Florida Street address. The new plant accommodates, under one roof, the pro-

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land (Ore.), Dallas and Atlanta.

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LOOK Magazine

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duction facilities formerly housed in three separate Milwaukee plants. The tremendous moving project, involving huge quantities of heavy machinery and equipment as well as 1,500 employees, was accomplished without a break in Milprint production.

In addition to its Milwaukee facilities, Milprint has nine other printing and package converting mills in various cities and maintains sales offices and design studios in all the principal cities across the nation. Milprint employs approximately 3,000 men and women, and, with the inclusion of the new Milwaukee facilities, will occupy close to a million feet of floor space in its nationwide operation.



Laddie Northridge, New York milliner, designs a port felt Chucker in his new all-season fashion shade—semolina, a soft amber which duplicates the golden tone of the wheat used to make macaroni products. Covering the hat from up-turned front to the up-turned back, are small felt bows shaped to resemble macaroni egg bows. A cluster of rhinestones highlights the front of the hat.

Liquid, Frozen and Dried Egg Production, June 1951

Production of liquid egg during June totaled 49,556,000 pounds, compared with 93,177,000 pounds during June last year, the Bureau of Agricultural Economics reports. The quantity produced for drying was much smaller than a year ago and accounts for the smaller production than a year ago.

Dried egg production during June totaled 2,652,000 pounds, compared with 17,146,000 pounds during June last year. Production consisted of 1,643,000 pounds of dried whole egg, 411,000 pounds of dried albumen and 598,000 pounds of dried yolk. Dried egg production for the first 6 months of this year totaled 14,360,000 pounds, compared with 69,395,000 pounds during the same period last year.

The quantity of frozen egg produced during June totaled 39,655,000 pounds, compared with 29,374,000 pounds during June last year and 49,617,000 pounds the 1945-49 average production

for the month. Frozen stocks increased 28 million pounds during June, compared with 9 million pounds during June last year and the average increase of 21 million pounds.

Heinz Executive Promoted

Dr. I. J. Hutchings, department head of H. J. Heinz Company's packaging and sterilizing laboratory, has been promoted to manager of food research, it is announced.

Dr. Hutchings, well known as a microbiologist and bacteriologist, has been associated with the food business for the past 15 years. As manager of food research at Heinz, he will supervise research in food processing methods, nutritional and bacteriological research and activities of the company's crop research laboratory at Bowling Green, Ohio.

He is a member of the American Chemical Society, the American Association of Cereal Chemists, American Association for the Advancement of Science, Institute of Food Technologists, Society of American Bacteriologists, and Sigma Xi, national scientific fraternity. Dr. Hutchings succeeds Dr. H. H. Mottern, who recently resigned.

Flour Milling: Time for a Change

Most United States flour milling equipment is obsolete, having changed little in the past 30 years. A few years ago there was a market for all U. S. flour produced, but European flour production is now back to prewar levels and U. S. production has dropped 25 per cent. Most mill machinery has been designed to run full speed or not at all. Thus, if a mill runs at only half capacity, it still takes the same manpower and operating expense. So reduced volume means higher costs.

Modernization offers the best hope of meeting the new situation. General Mills' Los Angeles plant is the only mill built within the last 25 years and will probably set the pace in design for the industry. Operation of much of their equipment is automatic. Products are carried from one machine to another through pneumatic conveyors. Some of the milling processes are instrument-controlled. These technical improvements in milling combine to make a plant whose production can be scheduled to fit whatever the market demands. In the past, United States millers generally haven't made any financial provisions for replacing worn-out machinery. One executive says that most of the industry's top brass have come up through the sales or buying departments and lack the know-how of production. They emphasize marketing without giving enough attention to the economies possible through more

efficient production methods. Since millers are reluctant to buy new equipment, equipment manufacturers are reluctant to spend money on research and development of improved milling equipment.

Since the mill-building boom ended, about 1920, flour milling has been gradually losing its market. Per capita consumption of flour has fallen off from 230 pounds at the turn of the century to 135 pounds in 1949. At present it's swinging up again at the rate of about one pound per year per person. But this new potential in the market will hardly be enough to compete with the costs of plant modernization, especially for the small millers. Today a medium-sized plant of 3,000 cwt. costs about \$2,000,000 to build and equip. So plans of individual firms for rehabilitation of plants will have to be long term.

Macaroni-Making Process Shapes Hollow Propellers

Materials and time are saved by a new extrusion process for forming hollow-steel propeller blades. Though much more complex, it resembles the method used in making macaroni. A squat, solid cylinder of steel, weighing 400 pounds, is heated in a bath of molten salt until it is glowing red. The billet is then shaped by a press into a 10-foot-long, 200-pound hollow tube with tapered walls. Another press flattens it out and the propeller is finished. The Curtiss-Wright Corporation developed the new technique with the U. S. Air Force. Forty per cent more man hours and nearly twice as much steel was required to make the same propeller in two parts.

Chicago, Ill., *Popular Mechanics* Mag.



Semolina, the soft amber of golden wheat, is milliner Laddie Northridge's color choice in this new casual felt for all-season wear. Rose and green tones matching beet-and-spinach-flavored macaroni products are used for the silky strands which circle the hat's pleated crown and cascade down and under one side of the petal-like brim.

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Viviano's "Zoo-Mac" Goes to Costume Ball

At the recent national convention of the Advertising Federation of America, held in St. Louis, June 10-14, the costumes pictured here created a sensation at the famous-products costume ball. Zoo-Mac, the latest addition to V. Viviano & Bros. family of famous products, is pure egg noodles cut in the shape of zoo animals. To carry out this theme, Viviano created exact replicas of the Zoo-Mac package which, in turn, were worn over animal costumes depicting the animals contained in the box. The "tiger" is charming association-member Vita Viviano, complete



with claws and tail, and ready to take care of any competition that comes her way. The "lion" is Carl Elz; the "elephant," Virginia Herrod, both of Herrod & Associates, Viviano's advertising agency.

Macaroni Family Has Numerous Relatives

Most persons are familiar with elbow macaroni and long spaghetti but haven't met the interesting relatives of this family which number more than 150 members.

The more common shapes long ago earned a treasured place on the menus of most families. But some of the more unusual shapes await introduction. For instance, rosenarina, tufoli lisci, quadretti, elena, gnocchi and anellini rigati prove fascinating to the youngsters. These macaroni foods have a happy way of giving a lift to simple dishes.

Check the label on the product purchased, though, for either "Made from Durum Wheat," or "Made from Semolina." These labels are assurance of a high quality macaroni food which will hold its shape when cooked.

Budget Balancers

Meal planners know how helpful macaroni foods are in balancing the budget. These wheat foods are inexpensive themselves yet they are so bland they stretch the flavors of the more expensive meats and vegetables with which they are combined.

Durum wheat is a very hard type of wheat. A rich golden color, it contains a high per cent of body-building plant protein. Durum wheat is grown principally in Minnesota, North and South Dakota. Because it is such a hard wheat, it is particularly good for macaroni products which must hold their shape.

Macaroni foods can be served at any course of a meal. They are an excellent addition to soup, giving it a hearty

ness that makes soup so popular with the entire family. Use the smaller varieties of macaroni for soups, salads and desserts. The larger shapes are best for casserole and platter dishes.

Why not try a favorite spaghetti, macaroni or noodle recipe and use one of the shapes you have never tried before? It is sure to fascinate meal-time companions and add new interest to the menu. Follow the directions on the package for cooking time.

Dallas, Texas, Times-Herald

Burglars Are Regulars

Burglars have again entered the Gioia Macaroni Co., Inc., 1700 Elmwood Ave., and have taken a quantity of merchandise from the company's premium room. A side window was forced to enter the premises. Edwin D. Wolf, 215 Fayette Ave., Town of Tonawanda, company comptroller, explained that the break-in was one of about five during the past several weeks.

"We have had a series of entries in recent weeks and most always property is taken from the premium room," he said. "It includes kitchen utensils and some sport equipment. In one theft, however, a calculating machine was stolen."

Much merchandise was strewn about the floor in this latest burglary.

Bouchers to California

Mrs. Louis Boucher, originator and packer of the famous Booshay Spaghetti Sauce, advises that she and her family have moved to Banning, Calif., where they will continue their sauce-making on a commercial scale. Arrangements have been made with the Banning Canning Factory to use its equipment for producing the tasty sauce that has won high consumer preference since it was first made in the household of the Bouchers in St. Paul just a little over a year ago.

Banning, Calif., was given preference because of the nearness of the famous egg tomatoes which have an excellent flavor, very little juice, and a very solid pulp. The sauce, oddly enough, has no herbs among its components. It does have just a delicate kiss of garlic, and it's made of pure olive oil. It is a meatless sauce, capable of having added to it ground meat or meatballs.

Noodle Machinery Display

Leo Domingo & Co., 1329 W. Grand Ave., Chicago, a newcomer in the noodle machinery field, had a display of something new in noodle cutters and other egg noodle machines. Guido Rossi was in charge of the exhibit.

Product Insurance for the Homemaker

Marie Sellers, one of the best-known women in the food industry, has written a chapter in the popular new book, "Food Marketing." The book was edited and compiled by Paul Sayres, New York food broker. Miss Sellers, who is consultant on consumer services for the General Foods Corporation, had "Product Insurance For The Homemaker" as her subject.

"Just as the man on any street in the nation depends upon his wife to be his homemaker," writes Miss Sellers, "so the men in the food industry are becoming more and more dependent upon the homemaking services in their businesses. In the past quarter of a century, home economists and other professional women have given earnest attention to food marketing and through their joint efforts have created a new contributing link between business and consumers in this vast industry structure."

Over a period of years, these women have been providing better and more effective answers to Mrs. America's food questions. They have proved to be the best liaison between the manufacturer and his chief customer—the woman of the house, who is the purchasing agent.

"Just as today's women in the food industry have forged an important link in the chain of the manufacturer's service to the consumer," concludes Miss Sellers, "so will these specialists in the generation to come help make this chain a surer guarantee to the homemaker of ever-increasing efficiency, economy, and convenience in her home."

Wolfe Is Publicity Chairman

President C. Frederick Mueller of NMMA announces the appointment of C. W. Wolfe of Megs Macaroni Co., Harrisburg, Pa., as chairman of the very important institute publicity committee, succeeding Peter La Rosa of V. La Rosa & Sons, Inc., Brooklyn N. Y., who asked to be relieved of that responsibility.

It was during his term as association adviser of the National Association that the National Macaroni Institute was taken over fully by the association, after being handled single-handedly by its founder, M. J. Donna, for thirteen years. Having been concerned in its adoption, he now becomes more than ever concerned in the promotion of its chief objective—making Americans more macaroni products conscious and heavier users.

Milprint's Convention Display

Milprint, Inc., Milwaukee, had an attractive display of cellophane-wrapped macaroni products in the convention hall during the 1951 convention of the National Macaroni Manufacturers Association in the Edgewater Beach Hotel, Chicago, June 28-29. Scores of brands were included to show the many ways that manufacturers can use visual packages to attract buyers while still

providing the needed protection of the contents.

The exhibit, which attracted the attention of many conventioners, had an illustrative background of posters in color and was under the supervision of James Hopkins, executive of Milprint, Inc.

New Federal Specifications

In order to guide them in their purchases of macaroni, spaghetti and egg noodles for their institutions and other purposes, the National Macaroni Manufacturers Association has arranged with its director of research, James J. Winston, to mail a copy of the latest federal specifications on these particular products to all state purchasing agents of food products. Copies are dated January 17, 1951.

There is a wide divergence of practices in some of the states. Types or grades are sometimes not specified, with the result that those who make bids on the lowest possible qualities usually are awarded contracts, with resultant damage to consumption. "The patients of normal intelligence," reports a leading manufacturer, "recognizing the inferior quality, return their portions of the non-appetizing food practically untouched. Why, even in the mental institutions in some states the patients have sense enough not to eat the stuff."

In all the states where purchases are made on grades, the macaroni products are usually favorite dishes. The National Association's objective is towards a general lifting of the quality base in institutional foods, especially macaroni, spaghetti and egg noodles. The specifications have the endorsement of the industry and its general use will provide uniformity in specifications and good compliance with requirements.

Working and Eating

An hour of work in a factory will buy, on the average, a larger quantity of nearly all kinds of food than it would a generation ago. This is borne out by facts assembled by the U. S. Department of Agriculture which show the relationship of food costs to hourly earnings in industrial work.

The department used the official figures on food prices and on factory wages for 1929 (the pre-depression period) and the figures for February, 1951. Both sets of figures are reported as a continuing series by the bureau of labor statistics.

Some of the highlights on important food items are as follows: The average wage for an hour of factory work in 1929 would buy 6.4 loaves of bread. This compares with 10 loaves last February. For round steak (one of the foods currently high) the 1951 wage hour would buy 1.5 pounds, com-



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pared with 1.2 pounds in 1929. The bacon figure for 1929 was 1.3 pounds, for 1951 it was 2.3 pounds. For three important items—eggs, potatoes, and oranges—the wife of an average factory worker could exchange an hour of her husband's wages for more than twice as much as in 1929. For eggs, 2.5 dozen instead of 1.1 dozen; for potatoes 36.3 pounds instead of 17.7; and for oranges, 3.2 dozen instead of 1.3 dozen.

A tabulation of several other items important in the American diet shows similar trends and a larger quantity available on the market in exchange for the average wage for an hour of work: pork chops, 2 pounds instead of 1.5 pounds; butter, 1.9 pounds instead of 1.0 pound; fresh milk, 6.9 quarts instead of 3.9; canned tomatoes 8.4 cans instead of 4.4; and margarine, 4 pounds instead of 2.1 pounds.

NW Crop Improvement Plan of Work

In his annual report to the Northwest Crop Improvement Association last month in Minneapolis, Henry O. Putnam, executive secretary, outlined the plan of work for the 1951-1952 term. "The objective of this association," he said, "is to improve the quality of cereal crops in the northwest and

maintain desirable public relations with the various state experiment stations, with the U.S. Department of Agriculture and the Canadian experimental stations. This objective can best be attained by wholehearted co-operation



H. O. Putnam

with the experiment stations, extension service, grain buyers and others who work with us to produce quality crops."

In connection with the durum program, he said that the association should continue urging the growing of recommended varieties and to continue

its work with the North Dakota Experiment Station at Langdon in testing new durum selections. Durum will be grown at five places for macaroni tests and seed clinics will be encouraged in localities where admixtures of other classes of wheat are found in the durum.

Food Law Courses in Universities

Universities are becoming increasingly interested in establishing food law courses, Charles Wesley Dunn, president of the Food Law Institute, declared in his second annual report. Four have already started courses in co-operation with the FLI and numerous others are laying plans, Mr. Dunn reported.

The Food Law Institute is a non-profit organization devoted to developing basic research and instruction in the food law as a public service.

The pioneer food law program at New York University Law School progressed admirably during the past year under the sponsorship of the institute, Mr. Dunn reported. This program makes N.Y.U. the national center of postgraduate law school instruction in the food law. Five fellowships, averaging \$2,500 each, were awarded by the institute to graduate

law students in this program.

Also participating in the food law program at N.Y.U. during the past year were 30 other men, including attorneys for government agencies concerned with this law, counsel for industrial organizations subject to it, and interested practicing lawyers, all of whom registered at their own expense.

Research activities of the institute also moved forward, Mr. Dunn reported. A 1,450-page compilation of all administrative reports under Federal Food, Drug and Cosmetic Acts from 1907 through 1949, was published. It is the first book of its kind ever published, and contains an introduction by Dr. Paul B. Dunbar, retiring U. S. Commissioner of Food and Drugs. Another book on the Federal Food, Drug and Cosmetic Acts will be published in the fall. It will be jointly edited by Mr. Dunn and Vincent A. Kleinfeld, of the U. S. Department of Justice.

Other research now being carried on includes compilations of both general and special State food, drug and cosmetic laws, the food, drug and cosmetic laws of the British Commonwealth of Nations, and the continental European food, drug and cosmetic laws. A similar compilation of Latin-American laws is also under consideration. Furthermore, a basic research study of the modern nutrition law will be published

in 1951, edited by Dr. James R. Wilson of the AMA.

The Food Law Institute added five new members during the past year, bringing total membership to 34 food and related manufacturers. The institute is supported by regular member contributions as well as individual gifts. It had an income of \$39,000 in contributions and \$10,000 in gifts during the first year, and \$42,600 in contributions and \$14,535 in gifts the second year, Mr. Dunn reported.

The institute's 21 public trustees include the deans of university law, public health and business administration schools throughout the country, as well as the surgeon general of the U. S. Public Health Service, officers of the American Medical Association and The Nutrition Foundation, Inc., and Dr. Dunbar.

Following are the officers of the Food Law Institute: William M. Robbins, chairman (vice-president of General Foods Corporation); Charles Wesley Dunn, president (chairman of the division of food, drug and cosmetic law of the American Bar Association); Watson H. Vanderploeg, vice-president (president of the Kellogg Company); William T. Brady, vice-president (vice-president of the Corn Products Refining Company); and Guy W. Sharpe, secretary and treasurer (vice-president and secretary of the Beech-Nut Packing Company).

TRADEMARKS

(Continued from Page 16)

"Folds," Serial No. 588,577. Grocery Store Products Co., New York, N. Y., for spaghetti, macaroni and sea shells. Filed Nov. 30, 1949, published July 10, 1951. Claims use since Dec., 1943.

"Hunt's Fontana," Serial No. 606,190. Hunt Foods, Inc., Fullerton and South San Francisco, Calif. Filed Aug. 17, 1950, published July 10, 1951. Claims use since July 5, 1945.

"Special Spiedini No. 144," Serial No. 599,572, V. LaRosa & Sons, Inc., Brooklyn, N. Y. Filed June 22, 1950, for short cuts of macaroni moulded to special shape. The word "Special" is disclaimed. Claims use since January, 1950.

Trademarks Canceled and Surrendered

"Belmont," No. 394,855. Registered April 28, 1942, V. Viviano & Bros. Macaroni Manufacturing Co., Inc., St. Louis, Mo. For alimentary (—) particularly macaroni, elbow macaroni, spaghetti, et cetera. Cancelled April 13, 1951.

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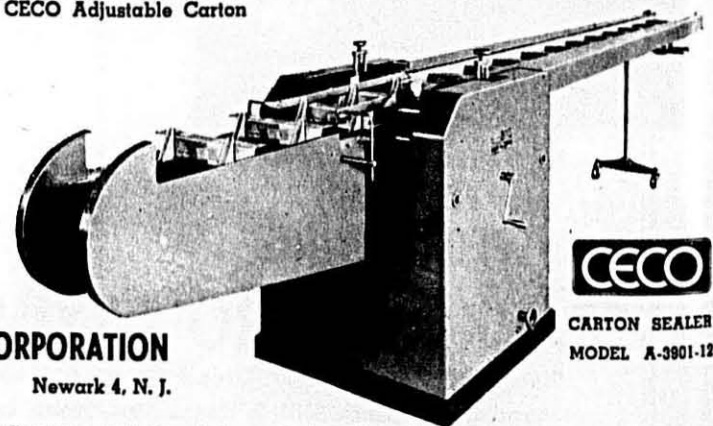
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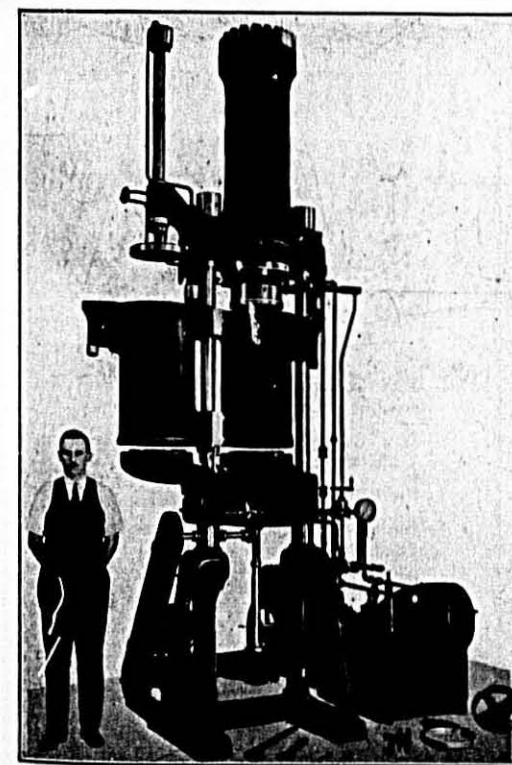
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SMILESTONES

by Vita Viviano

"What's in a name?" After taking a glimpse at the title of this column it's a question you may well ask. "Smilestones" . . . we hope . . . will be your answer to what goes on behind the scenes of our vast industry—what happens to the individuals responsible for the tremendous progress of our association.

We want to know your achievements—special recognition that may come your way. We want "Smilestones" to be a monthly mirror, which will reflect a picture of our members.

However, we shall need the help of all—macaroni manufacturers, suppliers, associate members—to contribute information to us. So won't you assist us in converting milestones into "Smilestones?"

This is your column—please rush news along to us—you jot it down we'll write it up.

We're anticipating an avalanche of mail to roll in at Seventh and Carr Streets, St. Louis 1, Missouri.

Vita J. Viviano

Editor's Note: The author of the news column has acted as official Hostess for the ladies at several annual conventions and Winter Meetings and is perhaps the best-known lady representative in the industry. Manufacturers and representatives of allied firms are urged to send regularly to her items of interest for incorporation in her chatty column.

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SHIRLEY MAY FRANCE, THE LOVELY GAL WHO WILL ATTEMPT TO SWIM THE ENGLISH CHANNEL NEXT SUMMER, INCLUDES MANY MACARONI DISHES IN HER SPECIAL DIET.

ANY MACARONI TODAY, FOLKS?

BROADWAY PRODUCER MORT CURTIS STARTED OUT AS A GROCERY SALESMAN. HE OFTEN REACHED NEW HAMPSHIRE CUSTOMERS ON SKIS!

LIST AMONG THE MOST ENTHUSIASTIC SPAGHETTI FANS, THE MAESTRO HIMSELF—ARTURO TOSCANINI.

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Ollie the Owl

Slugger Swallow was the star of the Birdland Baseball Team. He never failed to knock in the winning run when needed. All Birdland sang his praises. The Slugger signed testimonials, made public appearances, had a fan club named after him, he was given a field day every year when all of Birdland went to the ball park to do him homage. The Town Council made Slugger Swallow Day a national holi-

day. He lived in luxury on a princely income.

One season after his bat had won the pennant for Birdland 20 years straight, we were playing the Wildcats for the championship of the Fur and Feather League. The score zig-zagged back and forth for 39 innings, first the Wildcats would get ahead, then Slugger would knock in a couple of runs to put his team ahead, then the Wildcats would get ahead again and our hero would knock in some more runs to take the lead. That day he hit 14 homers, 12 triples, 16 doubles, 10 singles, stole 15 bases, knocked 11 pitchers out of the box, and at the end of the 39th inning, the score was 84 to 83 in favor of the Wildcats. Birdland was at bat, with one man on base and up came Slugger Swallow.

"It's all over," said the fans as they began to leave the park. The Sports-writers wired their papers, "Birdland beats Wildcats, 85 to 84." The Wild-cat backers paid off their bets. That's the kind of reputation Slugger Swallow had all over the land. When he came to bat in a pinch, the winning run was as good as home.

The pitcher wound up, then threw the ball. "Watch it sail over the fence," chanted the crowd in happy antici-

pation. The ball, a wild one, shot toward Slugger; he tried to duck, but wasn't fast enough. "Hit by a pitched ball," yelled the umpire. "Take your base."

"Why didn't you get out of the way, you dope!" cried the fans. "Why didn't you knock it out of the park, stupid!" Then they booed their hero of years. The next three batters struck out, leaving Slugger and his team-mate on base. The Wildcats won and the fans tore every feather off Slugger Swallow's back.

Every hero becomes a bore at last, it has been said by Emerson.

Ollie The Owl

CLASSIFIED

WANTED TO PURCHASE—Clermont 20" non-reversible Dough Brake with Motor. Please send full details in first letter. Box 95, c/o Macaroni Journal, Braidwood, Illinois.

Correction

The final statement in the President's Message on page 43 of the July issue should read: "3. A generous quantity of 'The Golden Rule.'"



Already a "BUY"-word

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

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

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

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

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