

**THE  
MACARONI  
JOURNAL**

**Volume XXXIII  
Number 5**

**September, 1951**

SEPTEMBER, 1951

# the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *A Salute to Long Island City*



Airview of Long Island City, industrial heart of Queens—largest of New York City's five boroughs. Queens' 2,200 industrial plants employ 85,000 workers, manufacture \$600,000,000 worth of products annually. Food products constitute the principal item of manufacture, with four large macaroni-noodle plants housed in the borough. Food products constitute the principal item of manufacture, with four large macaroni-noodle plants housed in the borough. At extreme right of photo are Pennsylvania Railroad's Sunnyside yards, world's largest railroad passenger car facility, with a capacity of 1,100 passenger cars. Covering 73 acres and utilizing 99 tracks, Sunnyside yards dispatches 115 trains per day to every part of the country.

Editor  
Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXXIII  
NUMBER 5

**PACKAGED RIGHT  
TO STIMULATE THE APPETITE**



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.

The next time you are in the vicinity of any of our sales offices or two modern plants, drop in and see us. The following Rossotti representatives will gladly discuss your individual packaging problem.

- |  |  |   |  |   |
|--|--|---|--|---|
| <b>NEW ENGLAND OFFICE:</b><br>R. HOLBROOK<br>200 Milk Street<br>Boston 8, Mass.<br>Tel.: Liberty 2-1059    | <b>ROCHESTER OFFICE:</b><br>T. F. SLATER<br>Room 419, Taylor Bldg.<br>323 Main Street<br>Rochester, N. Y.<br>Tel.: Hamilton 8821 | <b>PHILADELPHIA OFFICE:</b><br>E. L. WEIL<br>Room 1414 Land Title Bldg.<br>Broad & Chestnut Sts.<br>Philadelphia 19, Pa.<br>Tel.: LOcust 7-8461 | <b>FLORIDA REPRESENTATIVE</b><br>A. H. MALCOM CO.<br>120 W. Concord Ave.<br>Orlando, Florida<br>Tel.: Orlando 9803 | <b>CENTRAL DIVISION OFFICE:</b><br>K. MACDONALD<br>Currier-Lee Warehouse Bldg.<br>461 West Erie Street<br>Chicago 10, Ill.<br>Tel.: Superior 7-4467 |
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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

**P. T. BARNUM**  
*Wasn't Quite Right*



Maybe Barnum could fool people, but quality Macaroni Manufacturers can't be fooled when it comes to Semolina.

Amber's No. 1 Semolina is setting new industry standards for superior color, uniform quality and delivery] as promised.

If you want to insure the color, quality and uniformity of your macaroni products, join other leading Macaroni Manufacturers who prefer Amber's No. 1 Semolina. You will like the way we deliver a superior product . . . on time.



**AMBER MILLING DIVISION**

Farmer's Union Grain Terminal Association

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



*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**

# The MACARONI JOURNAL

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## Inflation

Government leaders, principally those who think of business conditions from the political angle, are loathe to use the term "inflation" in reference to business conditions that may or may not be the result of their policies of controls and adjustments. But regardless of the name applied, consumers are keenly aware that their dollars, even though more plentiful, do not buy nearly as much as the same currency and coins did just a few short years ago.

For instance, there was a time not so long ago when the now almost useless dime would buy enough macaroni products to provide a family of four reasonable portions when served as the main dish of a meal. A dime's worth now will hardly sate the appetite of half that many hearty eaters—not because of the normal increase in the cost of this food, but for the basic reason that a dime now buys less of anything.

In the reported opinion of the Federal Reserve Board, indications are that the fight against inflation is being slowly won, though as yet there exist few definite signs of deflation. This is based on survey of the intention of buyers. Workers and others are a bit more inclined to hold on to their money, to get along longer with their old autos, delay purchases of TV sets and other luxuries. Surplus money is going into savings accounts or toward purchases of government bonds.

There is less hoarding than had been anticipated, probably due to the fact that expected shortages did not materialize. There is a familiar ring in the reports about the macaroni industry—"Macaroni Manufacturers are optimistic about present sales and fall prospects," "Macaroni production is showing a reassuring upward trend," and "Premiums on fancy milling durum held at 10c over the September future the first week of August. . . . And early reports are that the durum crop (1951) will be ample for the industry's needs." Inflation? Well . . . !

## Controls

Price controls have been extended in a modified form by the act of Congress until June, 1952. It was reluctantly approved by President Truman, who had asked for stronger controls. It is a sort of stop-gap, halfway measure that pleases neither those who sought tighter controls or those who prefer looser or no controls.

The extension was made into federal law just a few hours before the expiration of the old controls legislation. Opinions differ as to the probable effects of the less-strict controls, which retain some of the rollbacks ordered by the Office of Price Stabilization, while banning others. Apparently there will be little or no change in OPS Order No. 22, which controls prices on macaroni products.

There is a mistaken idea among some manufacturers that they may now calculate their ceiling prices on the new amendment to the control law, but it has been made clear early that prices of foods must continue to be based on OPS orders governing manufacturing and processing. However, the new law does provide the means whereby manufacturers who feel that they are entitled to some favorable price adjustments may seek relief through the regular channels through proper application.

The general thinking of business leaders is that food prices will rise but little over present prices because of the favorable crop prospects. According to estimates by the U. S. Department of Agriculture, the 1951 crops will be the second highest in history. Abundance is one of the stabilizing factors, though wage increases must always be considered. If another phase of general wage increases develop, with resultant higher living cost, higher prices can be expected in macaroni prices and all other foods, irrespective of abundant crops.

Meat prices generally effect those on other foods. The retention of the 10% rollback ordered by OPS, and the rejection of those planned in the future, may effect future macaroni prices.



## SALUTE TO LONG ISLAND CITY

QUEENS—largest of New York City's five boroughs—covers 118.6 square miles of land area. If the borough's miles and miles of streets were stretched end to end, motorists would be able to drive on such a highway from Queens to Portland, Oregon, or a distance of 2,500 miles, states Frank R. Sherkel, publicity director of the Chamber of Commerce of the Borough of Queens.

Nearly everyone recalls *The Tale of Two Cities*. Queens is today's story of a "City Within a City." If Queens were a city in itself, it would rank sixth in the entire nation in population. With a 1950 estimated census final of 1,546,316, it is exceeded only by New York City as a whole, Chicago, Philadelphia, Los Angeles and Detroit.

Ranking among the first 15 cities of the United States in industrial importance, this City Within a City employs

Back in 1910, the borough's population was only 284,041. Two years later, the three Cardinale brothers—Andrew, Joseph and Dominic—established their spaghetti and macaroni business in Brooklyn. In 1922, they came to Queens to build their new plant at 4655 Metropolitan Ave., Maspeth, where today Cardinale produces 70 different varieties of macaroni. Products from the modern plant are distributed principally through New York State. Operating Cardinale today are Dominic and Andrew's three sons.

One of the ten original counties of New York, Queens County was created November 1, 1683. At that time, it was three times its present size, for it included all of Nassau and extended to Suffolk. This territory—part of New Netherland—was originally governed by the Dutch, who permitted English as well as Dutch colonists to settle and

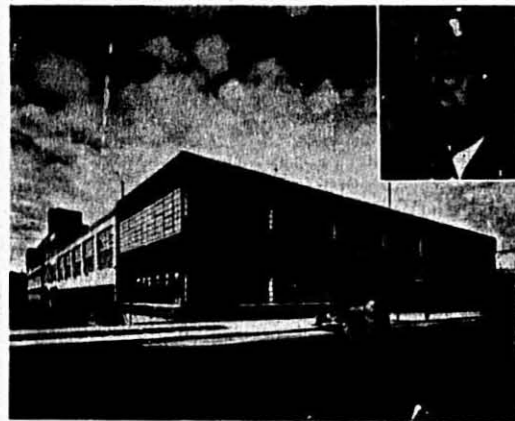
form towns or townships. These colonists—for the most part Englishmen—found themselves again under English rule when Peter Stuyvesant surrendered in 1664 to an English force acting for the Duke of York.

The colony turned to English ways when Long Island, Westchester and Staten Island were formed into the county of Yorkshire. But Yorkshire passed out of existence in 1683 when the entire province was divided into counties. Long Island contained three of the original counties, Queens including the present Nassau, Kings and Suffolk.

Named for the English Queens, Catherine of Braganza, the county's residents were divided against each other during the Revolutionary War—Whig against Tory. When the English captured Long Island in 1776, many patriots were forced to flee from the island to avoid capture. After the war, Queens residents resumed peaceful activities.

Queens became one of the five boroughs incorporated in the City of New York on January 1, 1898. Its amazing growth of population has been paralleled by its economic development. The original mill that ground grain for local colonists has been supplanted by a multiplicity of industrial plants whose products are distributed throughout the world.

Within Queens' confines are beautiful rural home communities—right in the heart of New York City. There's Forest Hills—where national tennis tournaments are held—Kew Gardens, Flushing, Jamaica Estates, Douglaston and Jackson Heights. It's the greatest homeowner borough in the entire city.



Ronzoni Macaroni Company, Inc. at 50-01 Northern Boulevard, Long Island City. Insert—Emanuele Ronzoni, founder.

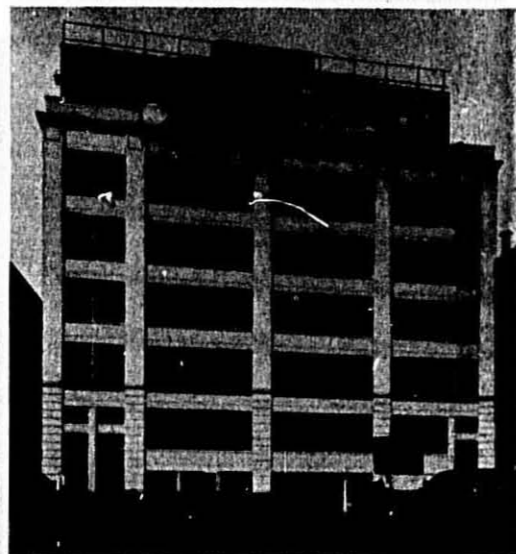
more than 85,000 workers in its 2,200 industrial plants. Queens' manufacturing production value exceeds \$600,000,000 annually.

Food products constitute Queens' principal item of manufacture, with textiles and apparel being the second largest individual group. Queens houses four food manufacturing plants, which makes the borough one of the leading macaroni-noodle centers in the country.

The four leading Queens plants—Ronzoni Macaroni Co., Inc., A. Goodman & Sons, Inc., Horowitz Bros. & Margaretan, and Cardinale Macaroni Mfg. Co., Inc.—play a principal role in U. S. macaroni-noodle production.

Boasting 196 miles of waterfront, Queens maintains a position of importance in marine commerce. Being the geographical center of New York City, Queens' railroad and waterway facilities, modern highways, bridges and tunnel provide unexcelled transportation for raw materials and manufactured products.

A. Goodman & Sons, Inc. at 21-07 Forty-first Avenue, Long Island City.



boasting more than 134,000 one-family homes.

In this non-conflicting business and residential setup, the industrial heart of Queens is located in Long Island City—just across the East River from the new United Nations Building.

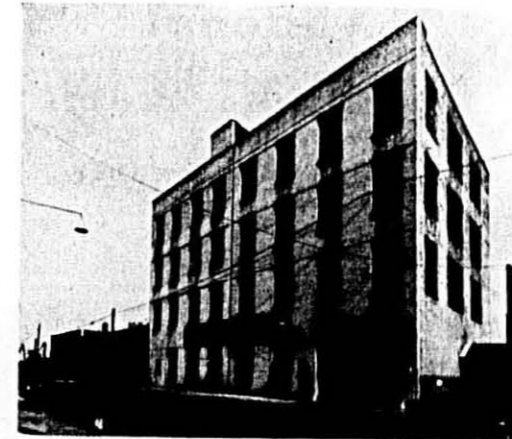
One can hardly write about Long Island City without mention of the magnificent and huge new building recently erected by Ronzoni Macaroni Co., Inc. This ultra-modern plant contains the latest in scientific equipment and occupies an area 500 x 175 feet. With 208,000 square feet on two and one-half floors, it is a monument to Emanuele Ronzoni, founder of the company which bears his name and who, at the age of 81 years, is still to be found at his office each day.

Emanuele Ronzoni came to this country at the age of eleven—in a sailing vessel which took more than a month to reach New York from Genoa, Italy. Only a few years elapsed before he got his first job as a helper in a small macaroni factory on the lower East Side, "at \$2 a week." He moved on to a \$12-a-week job in a macaroni plant on Wycoff St. in Brooklyn. By 1888, still in his teens, Emanuele Ronzoni was working at his trade in another macaroni factory at Sackett and Van Brunt streets. He recalls that, on the day of the famous blizzard, "the boss let us off early at four o'clock, with a bit of liquor to help us on our way."

The elder Ronzoni started in business in 1892 and, with a partner, opened a small shop in a loft near Canal St. After modest successes, and with the risk of his entire savings, he joined with two other partners in forming the Atlantic Macaroni Co. In 1895, the Atlantic Macaroni Co. moved to Vernon Ave., Long Island City, where he spent some twelve years as production head of that company.

In 1907, Emanuele Ronzoni decided that it would be to his best interests to go it alone—sans partners, and with his own company. Thus began the

Cardinale Macaroni Manufacturing Company, Inc. at 4655 Metropolitan Avenue, Maspeth, Long Island City.



Ronzoni Macaroni Co., with a modest-sized factory at 35th St. on Northern Blvd., in Long Island City. It was only a short span of years before the factory at 35th St. proved inadequate, and it became necessary to build the five-story structure of about 78,000 sq. feet on the corner of 36th St. and Northern Blvd. That was in 1925, and in 1940, production facilities were so badly needed that it was necessary to buy a one-story taxpayer in which to house the general offices and warehouse. Both buildings, within a block of each other, proved incapable of meeting the increased demands for Ronzoni products and so, within a span of thirty-five years, the elder Ronzoni found himself building his third plant in Long Island City, the beautiful modern structure at 50th Street and Northern Blvd. Presently, his two sons are managing the huge plant—Emanuele Jr., vice president in charge of sales, and Angelo, vice president in charge of production.

Ronzoni products are distributed widely in a highly competitive market. Within the last year, in addition to regular advertising in newspapers, magazines and on the radio, Ronzoni has added three television programs: Junior Frolics, WATV every Wednes-

day at 5 P.M.; Leave It To Papa, an amusing dramatic half-hour on WPIX every Thursday at 7:30 P.M., and Kitchen Kapers, a cookery program on WJZ-TV every Wednesday at 11:30 A.M.

A. Goodman & Sons, Inc., is presently distributing its products from the Goodman plant at 21-07 41st Ave., Long Island City. Goodman finally found its way to Queens in 1946. Its founder, Augustus Goodman, left Germany at the age of 17 to establish a bread-baking business in Philadelphia in 1864. He plied this trade for the benefit of the Union Army during the Civil War.

Moving to New York City in 1881, he began producing for the matzoh trade. In 1890, production turned to noodles and, two years later, to spaghetti and macaroni. At that time, products were peddled to stores in 10 and 20-pound packages, via horse and wagon.

Noodles represent the chief product of A. Goodman & Sons today. This typical German food commodity is distributed principally throughout the eastern seaboard. In New York City, it goes directly to the merchants, Goodman allowing no jobbers or distributors in this area.

The company, operated today by President Erich Cohn and Vice President Robert Cowen, grand nephew and grandson of the founder, respectively, features completely automatic noodles packaging, from the time of their production until delivery to the stockroom. The automatic process even includes filling and weighing the noodle boxes.

Comprising 37 per cent of the land area of New York City, Queens is as large as Philadelphia and three times the size of Boston. It is truly the air terminal of the world. LaGuardia Airport comprises 558 acres in area. New York International Airport at Idlewild has an area of 4,900 acres. There is a private airport at Flushing and a seaplane base at Whitestone.

There are 50 city parks in the borough. (Continued on Page 38)



Horowitz Bros. & Margaretan at 29-00 Review Ave., Long Island City.

# National Macaroni Week

October 18th-27th, 1951

Fred Bamberger (right) manager of a Chicago Del. Pa. store gets some expert advice on how he can use National Macaroni Week, October 18 to 27, to boost the sales of macaroni, spaghetti and egg noodles and the scores of other grocery store items which commonly are served with them. His instructors are Robert M. Green (left) secretary of the National Macaroni Institute and A. Irving Grass (center) president of the Grass Noodle Co.



...of 1951, large local and chain stores are expected to sell more than 100 million pounds of macaroni, spaghetti and egg noodles. This is a record for the industry and is due to the fact that the average family consumes about 100 pounds of these products a year.

...spaghetti and egg noodles being made available to retailers by National Macaroni Institute, the macaroni manufacturers.

Among the top food producing areas which have indicated they will be in their products with macaroni, spaghetti, egg noodles, etc. are California and Washington, and well known Co. P. M. Mills, Inc., Hunt Foods, Inc., the California Western, Harry, and Swift Co., W. S. Co., McMillan, Inc., H. S. Co., and K. S. Co., Inc.

Cooperation in advertising which means the use of spaghetti, other foods, and macaroni, spaghetti, and egg noodles, is the key to success in the advertising campaign.

The advertising and marketing program for National Macaroni Week is being conducted in intensive public relations which will feature special attention to the use of macaroni, spaghetti, and egg noodles in the home and in the restaurant.

Special service, recipes and graphics, telling about the new products and how to apply them, are currently being distributed to more than 1,700 newspapers and television programs in the home and in the restaurant.

Special service, recipes and graphics, telling about the new products and how to apply them, are currently being distributed to more than 1,700 newspapers and television programs in the home and in the restaurant.

(Continued on Page 14)



To demonstrate how National Macaroni Week, October 18 to 27, will help boost sales of other products, Lloyd E. Skinner (left), president of the Swinner Manufacturing Co., Omaha macaroni manufacturer, serves spaghetti Casuse to guests at his plant. The recipe for the dish includes spaghetti, chicken livers and 15 other grocery store items. With Mr. Skinner in the picture are, left to right, Donald K. Howe, president of Fairmont Foods Co., Omaha; Harry Diamond, president of Gooch Food Products Co., Lincoln, Nebr., macaroni manufacturer, and Clarke Swanson, executive vice president of C. A. Swanson & Sons, Omaha. Mr. Howe and Mr. Swanson, two of the nation's top poultry processors, are planning tie-in participation in Macaroni Week.

# General Mills salutes macaroni week



General Mills' merchandising support boosts Macaroni Week with "Betty Crocker's Magazine of the Air" program on October 18 featuring an appetite appealing recipe, "Old Fashioned Macaroni with Cheese," to millions of home managers across the nation.

This broadcast on October 18, the start of Macaroni Week, will be heard on the 30 stations of the ABC network.

BOOST MACARONI WEEK, OCTOBER 18 TO 27



Durum Department  
MINNEAPOLIS, MINN.





## Keeping Press Production High And of Good Quality

Panel Discussion by Experts at Hoskins Company's Plant Operation Forum III

### Maintain At High Efficiency

John H. Linstroth  
The Creamette Company

We have three Buhler presses at The Creamette Co., all of them producing only short goods, which, of course, is the major portion of our business. We have a Consolidated press and spreader for our long goods. Now, I know that everyone here does not have Buhler presses, since there are other makes of presses on the market which have proved entirely satisfactory. However, I am going to talk about Buhlers, because I am more familiar with them than any other type press.

We started our first two Buhlers in 1946, replacing the old hand-fed hydraulic presses. We then added another Buhler in 1949. As you know, most makes of continuous automatic presses are rated at 1,000 pounds of dry macaroni per hour. Well, due to the extra-thin wall of our Creamettes, we were able to produce only about 900 pounds per hour. We therefore sent the following telegram to Buhler Brothers: "We are contemplating speeding up our Buhlers in order to produce 1,000 pounds per hour. What is the maximum diameter the drive pulley can be?" To which Buhler Bros. replied:

"We have found that after the presses are in operation a few years, the worms compressing the dough naturally will get highly polished, which is the reason why the capacity sometimes decreases from 10-15%. We have found that if the outside diameter of the flights of the worm are taped, as well as the cylindrical part of the worm, almost any foundry can sandblast the pressure part of the worm to make it dull again. This little procedure brings the capacity of the press to practically normal or original again.

"We have a record that the motors are equipped with 10.4" P.D. pulleys and suggest that should you wish to increase the capacity further, to get some larger pulley—say 11.6 P.D. or the nearest diameter up to 12", using the same belts, making up the shorter centers with plates between the motor and motor feet.

"We are certain that thus you will obtain higher capacities and you will find that there will be no over-strain in any part of the presses."

I would suggest that everyone check

(Continued on Page 38)

### Raw Material Character- istics That Affect Press Output

René Samson  
Catelli Food Products, Ltd.

The factors that would affect press output from raw material can be summarized to three:

(1) Quality of raw material has a large influence on yield of the press if same is based on its chemical properties, i.e., the percentage of protein. Normally, the higher the percentage of protein, the higher the quality of finished product as well as its uniformity, but in some cases the press output is affected and even decreased.

High protein content does not always mean high gluten content, because the latter derives from the hydrolysis of protein and this chemical conversion is different with different qualities of durum products; e.g., semolina, which would contain a high percentage of bran even if same is finely divided, usually has a high protein content, but the gluten determination made on same will show that the gluten content may be very low and not proportionately as high as the protein content would show.

The same phenomenon is also noticeable in some low grade durum products such as flour, where the protein content may be high but the gluten content low because a large portion of the protein will not hydrolyse during the kneading process.

(2) The second factor, which has also a large influence on press output, is the uniformity of granulation of the raw material. Good macaroni products can be obtained with semolina of a large granulation as well as fine granulation, as long as same is very uniform. It is never advisable to use a product having a granulation of different sizes, on account of the lack of uniformity which results during the process of hydrolysis in the mixing and kneading operation.

If the granulation is large but uniform in one case, and in the other case the granulation is fine and also uniform, it is only a matter of adjusting the temperature percentage of water used, as well as the time of mixing and kneading, to obtain a uniform dough; but as already stated, if there is a lack of uniformity in the process of hydrolysis, it is consequently not possible to obtain a homogeneous mass, of dough

(Continued on Page 39)

### Press Output vs. Mixing Water Temperature

George Cavanaugh  
Quaker Maid Co.

A question arose in our organization as to the proper temperature of water to be used with semolina to give maximum output and maintain a high quality standard. We attempted, by means of limited commercial runs, to arrive at a temperature to see if we could get both. In the next few paragraphs I will attempt to show what we found, both good and bad.

Our first step was to get an accurate temperature reading of the semolina at the press and to match this temperature of semolina with the same temperature of water, and for purposes of illustration I'll carry the details through on our lowest test reading—53° F. water and semolina. We found that at this temperature, our ampere readings rose on an average of 6 amps over the same products using our regular water temperature; with this stiffer dough we encountered trouble keeping our ends even, and our cutbacks increased as a result of our efforts to obtain an even stick. Some trouble was encountered in the preliminary to prevent burning and dropping. After all of this trouble was overcome, the goods were removed to our dry rooms, where we found it required slightly longer to dry the products made using the cold water.

The biggest drawback to the lower water temperature was the press output. When checked against our regular production, we found we were getting approximately  $\frac{3}{4}$  of a pound less per stick on the cold water mix, as compared with our regular production.

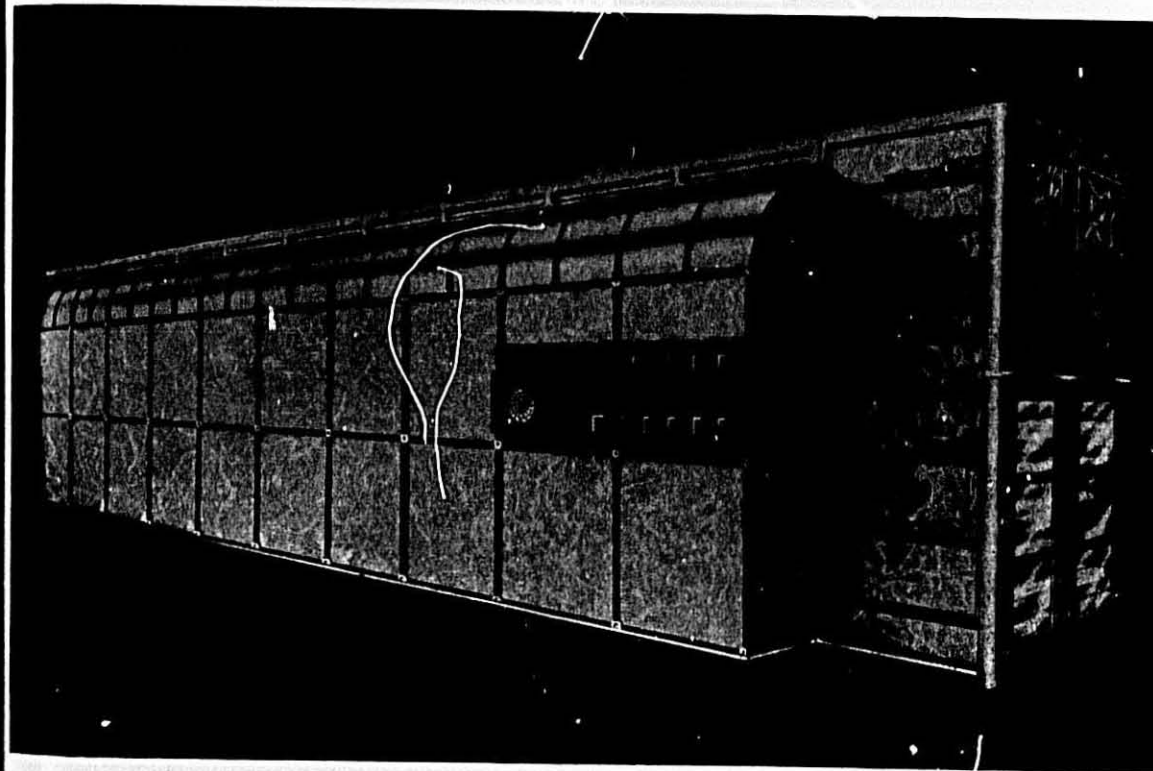
On the other side of the ledger, we found the product had a very good color; in fact, it was near or at the color of the semolina we were using. The visual tests showed the texture to be very fine and clear and smooth.

After cutting, cross-section samples were cooked and compared with a number of samples, taken from the field of competition. In every case, the cold water mix compared very favorably. All cooking and taste tests were conducted on a blind basis. That is, we coded both our samples and competitive samples and each one gave a written preference. This was done so no one would influence anyone else by passing oral comment on any given product. To further check our results, we obtained a cross section of married

(Continued on Page 39)

## 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

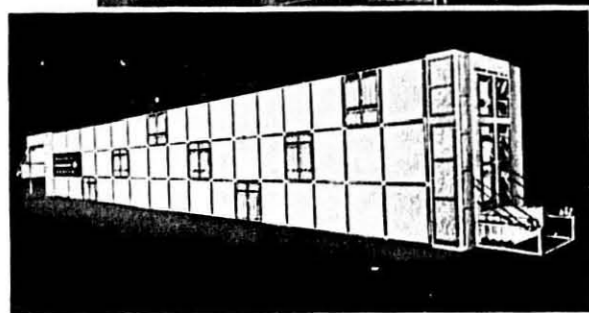
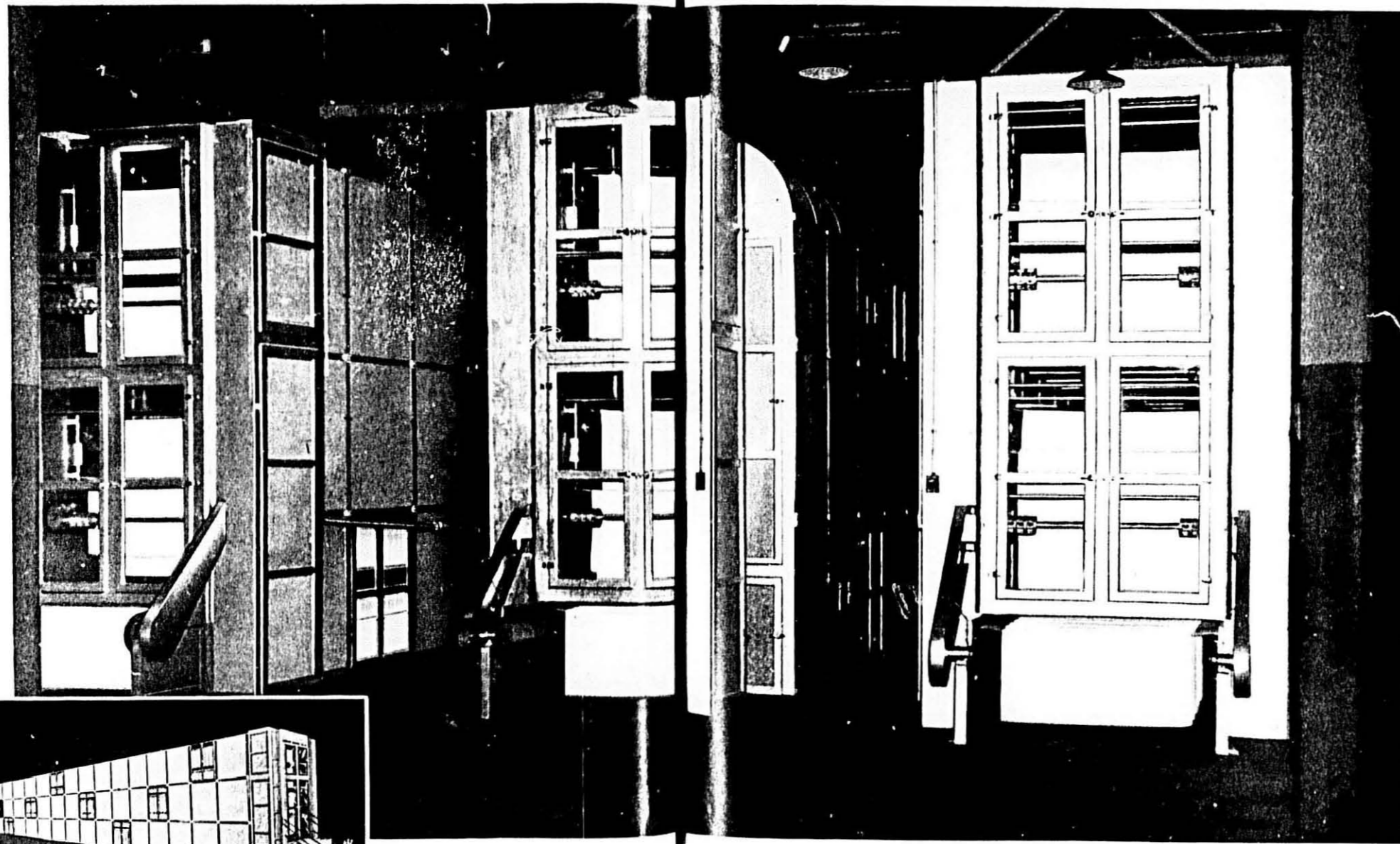
*Clermont Machine Company Inc.*

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 their distinguished line of complete automatic long dryers. And this new year of 1951 is a good time to see Clermont's measure of strength and strengthened in every detail. During 1950 Clermont added to their distinguished line of complete automatic long dryers 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*

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

## 7 Steps To Effective Plant Sanitation

by James J. Winston

Director of Research National Macaroni Manufacturers Assn., and Director, Jacobs-Winston Laboratories, Inc., New York.

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Continued profitable operation of your food establishment requires that the products be received, processed and maintained under conditions which will assure the public that they are clean, wholesome and appetizing. It is, therefore, incumbent upon management to effect a policy of good housekeeping in order to exclude those elements that are obnoxious and repulsive.

The owner of the plant should consider it a personal obligation to see that a competent executive—specifically one well informed and trained in sanitation—is placed in charge of this most important phase of food processing. This responsible party should be a sanitation expert with a knack for being practical in reporting his recommendations to management. His suggestions should be a matter of record so that the owner will always have the facts at his disposal.

A survey of the plant's sanitary status, whether done by an employe of the company or an outside consultant, is of first importance in the realization of effective housekeeping. The report of this inspection should reveal certain pertinent facts, and then follow up with recommendations for improvements in plant and housekeeping. Then you have the basis of a sanitation program that includes these seven practical steps:

(1) *Make sure your plant is structurally okay.* A detailed report should point the way for management to carry out the necessary improvements so as to comply with sanitary regulations. All places that might support rodent and/or insect life should be determined and remedied. Open spaces in walls, around pipes, dead corners, ceilings, and wall-floor intersections should be properly caulked, using either a special caulking compound, plaster, cement mortar or sheet metal, as the case may be. Further, all needed repairs should be made to prevent ingress and egress of pests and to make the building rodent proof.

(2) *Exert care in cleaning machinery,* with precautions taken to eliminate accumulation of dust and grime in dead spaces. Machine parts should be vacuumed frequently, since the settling of dust, particularly flour dust, will in time cause formation of larvae and adult insect life.

(3) *Check personal hygiene of employes,* with emphasis on the availability of clean toilets, paper towels, hot water and soap. It is also advisable for girl workers, especially packers, to wear hair nets to prevent any hairs from falling into the packed product.

(4) *Arrange for exterminating service,* to help eliminate pests. The exterminator should operate on a weekly basis, and he should co-operate closely with the sanitation adviser. He should pay special attention to all vulnerable and critical areas.

(5) *Handle and store raw and finished goods properly.* All raw materials and packed goods should be stored on skids that are placed at least 18 in.

**Management can assure itself of top quality ingredients and products by careful implementation of these practical housekeeping suggestions**

away from the walls to prevent harborage of pests. Wooden structures, such as flour elevators and bins, should be replaced by metal ones, preferably of stainless steel, with a minimum of seams.

(6) *Use non-toxic insecticides* to supplement work done by the hired exterminator. Management should be advised as to the relative merits of different insecticides, their toxicities and limitations. Use of toxic poison should be discouraged in a food plant to avoid product contamination.

(7) *Insist upon "wide-awake" porter service.* This service, under proper guidance, is a prime necessity. The porters should be instructed by the sanitation consultant and directed to do a thorough job cleaning both behind and under equipment and materials. The necessary tools, especially an efficient vacuum cleaner, will make the porter's job function efficiently. It is often advantageous to map out a specific sanitation program that keeps the workers posted as to their duties on a day-to-day basis. This makes for a thorough job.

It is also advisable to supplement the sanitation consultant's services with the chemist's microscopic examination for foreign matter. It is the responsibility of the processor to be selective in purchasing his commodities so as to make a product with a minimum of insect fragments, and no rodent matter. Therefore, comparison of the condition of the raw material with the finished goods will serve as a sanitation index.

In general, the finished goods will contain approximately the same amount of insect fragments as the raw material, although in certain types of processing there may be a slight increase due to mechanical breaking of insect fragments. However, a slight increase

in these fragments will generally be indicative of good sanitary processing conditions, while a definite increase of foreign matter in the finished product will show unfavorable sanitary conditions in the plant.

The finding of abnormal amounts of foreign or rodent matter in the raw material should be sufficient cause for the manufacturer to reject the merchandise. Constant and periodic microscopic examinations of these materials will build up a file showing sources of any contamination. Management, with the proper data, can thus be more discriminate in the choice of suppliers and, at the same time, avoid possible conflict with the law.

Processors of cereal products will find it to their advantage to make careful checks of all cars of farinaceous material received. Each car of flour should be inspected upon arrival, and particular attention should be paid to the car's interior, after it is unloaded. This is one criterion for determining whether the raw materials are arriving under good sanitary conditions. Sometimes, such an inspection will reveal contamination.

Use of old wooden equipment will often contribute directly to the breeding and harborage of pests. Wooden table tops will often prove a focal point for development of insects despite proper porter service. It is imperative, therefore, that such tops be replaced with metal.

In canning factories, use of pitted kettles or old wooden paddles will also be conducive to a high bacterial content in the product. Any equipment tending to conceal micro-organisms because of deterioration should be immediately replaced.

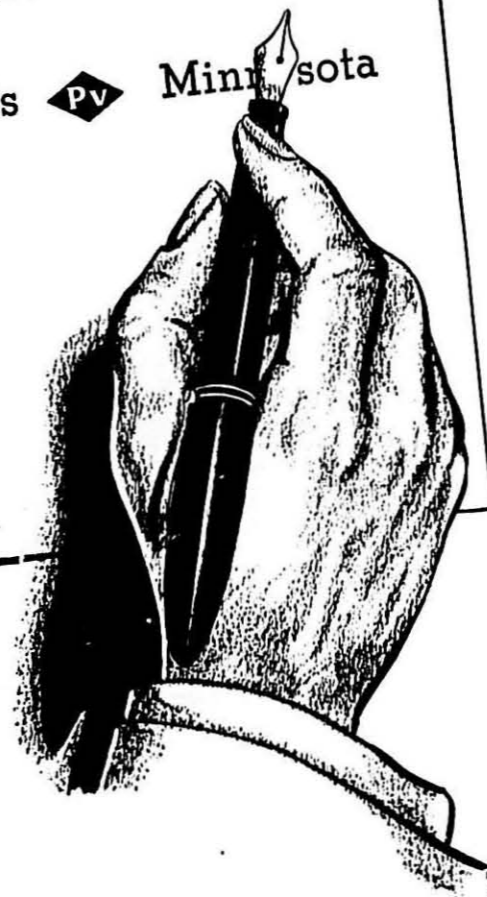
Management will sometimes be perplexed to find that, despite all precautions, some rodents manage to get into the plant from the outside. Elimination of rodents outside the plant must be resolved into a community affair wherein each member does his part in carrying out a sound sanitation program. However, a fundamental policy in each plant should be to ascertain that all doors leading to the street are constructed or repaired so as to come flush with the floor or ground in order to prevent the coming and going of rodents. This kind of alertness will pay dividends to every processor.

*Legal aspects of sanitation will be considered in a forthcoming article co-authored by J. J. Winston and his brother, Joseph Winston, Member of the New York Bar.*

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## "Oodles" of Noodles Processed and Packaged

Courtesy Package Machinery Assoc., 1951

**S**TARTING with durum flour and dark egg yolk as principal ingredients, L. J. Grass Noodle Co., Chicago manufacturers of Mrs. Grass' noodle soups and related items, subjects these raw materials to mixing, forming, cutting, drying and packaging sequences prior to storage for shipment. During packaging operations, these basic noodle products go into cartons or cellophane bags, becoming consumer packages, then pass to case loading and sealing. Besides noodles, seasoning and other items are prepared, packaged and then are packed with noodle products or separately.

### Manufacturing Noodles

Durum flour in 10-pound bags and dark egg yolk, with salt and water added, in 30-pound metal cans, are percentage-fed to a continuous batch mixer. From this unit, ingredients move to a sheet former, where a sheet of noodle material results from passing mixed ingredients between two steel rolls. Then this sheet is pleated back and forth twice, to furnish tenderness to product, and is rolled into a single roll. This roll of material passes between two rolls to give it a standard thickness of 30-1000 of an inch, which thickness is maintained at all times. Company experience resulted in selection of this figure as an optimum thickness and it has been standardized ac-

cordingly. Next, this sheet passes through two cutting rolls which slit it into long strands of whatever width given noodle order requires, such as "extra fine" for soup products. Then, a circular cutter through which these strands pass, cuts them into lengths ranging from 3½ inches to 4¼ inches long, depending on product. Cut pieces move to a blowing hopper, after which movement they are transferred to a preliminary drier. This prepares noodles for final drying, which takes place in a large steam-coil heated drier, where noodles dry for three hours. Emerging in a dry, brittle state, they are conveyed to portable bins, which

*How durum flour and dark egg yolk experience a transition into noodles, then are packaged in cartons or bags, is disclosed in this article, which reviews processing and packaging at L. J. Grass Noodle Co., where "Mrs. Grass" products move through both automatic equipment and company-built handling aids. Machinery and a superintendent's shortcuts contribute to more efficient packaging.*

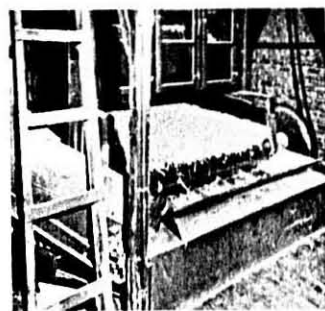


Mrs. I. J. Grass  
Founder

then are wheeled to whatever packaging equipment the product requires. Typically, these go to cartoning units or to a cellophane bag unit.

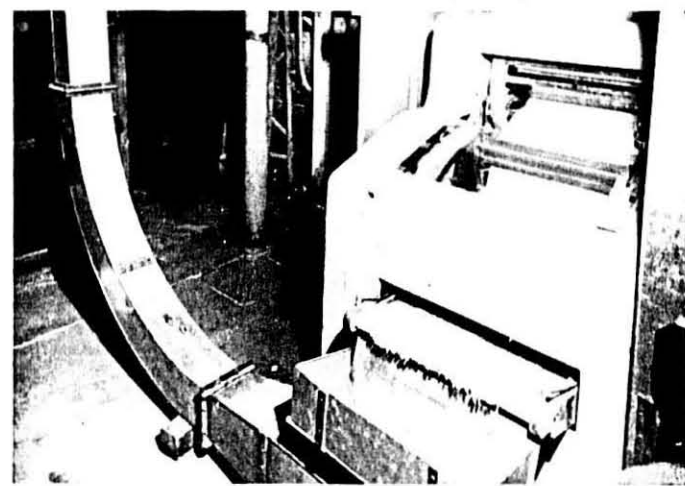
### Filling Soup Cartons

For soup items, portable bins are positioned near either of two Ferguson automatic carton sealers. On such a unit, carton blanks, placed flat into a carton magazine, are fed automatically into the machine at a rate of 72 a minute. Each carton is opened and mount-



Ready for packaging, these noodles are now dry and brittle. They are moving from drying hopper to conveyor or carrying them to portable bins in which they will be moved to appropriate packaging equipment. Noodles shown will go into cellophane bags.

ed on a carton block and, while on the block, carton bottom is sealed automatically. After bottom sealing, carton is blown from its block by air pressure passed up through a funnel from which it moves to a long conveyor moving past filling points. Along here are 8 girls, using 4 scales (two girls to each scale, taking turns in using it) as they fill cartons with noodles, the check weigh each carton. After inserting an envelope containing ¾ ounce of soup seasoning into each carton, they insert 1½ ounces of "extra fine" noodles, then weigh each carton. Each girl takes empty cartons from top conveyor, or places filled cartons on bottom conveyor belt. This bottom belt carries cartons back to carton chairs on the Ferguson unit and, while cartons are in these chairs, a ¼ ounce "golden nugget" gelatin capsule, soluble in water, is dropped into each carton. Next, each carton is dated, then passes through top flap closing stage of machine. A

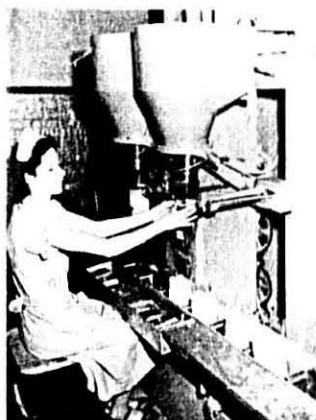


Noodles are cut from a sheet, and pass to hoppers carrying them to drying equipment. Sheet of noodle material results from mixing, rolling of Durum flour and dark egg yolk. Ingredient quantity is governed by percentage-feeding.



From portable bins, these workers take "extra fine" noodles, place them in cartons, weigh each on scale, then place cartons on conveyor of J. L. Ferguson carton sealer. Girl in center takes sealed cartons delivered from pressure belt, starts each through Package Machinery Co. cellophane wrapping unit.

kicker closes end laps while a folder closes in both side flaps, resulting in top flaps being automatically sealed. From here, each carton passes to compression unit where both top and bottom seals are given pressure to assure adhesion. From this compression unit, sealed cartons drop to front feed belt of a Package Machinery Co. wrapper. This equipment wraps each carton with 300 MST moistureproof cellophane; roll fed cellophane is cut to size, wrapped around carton, then heat sealed. Next, sealed cartons drop to gravity chute feeding to floor below, where cartons are stacked manually in metal guide or rack developed by William Fieroh, company superintendent. When a girl has stacked 48 car-



Noodles go into bags on this Triangle Elec-Tri-Pak. When weighing bucket on unit holds specified quantity of noodles, it discharges into bag. Then, filled bags discharge to conveyor below. Here, girl replaces bag that has dropped to conveyor.

a Doughboy Industries heat sealer, this operator folds over bag tops, then passes same through sealer. Next, bags are packed manually into corrugated boxes of varying sizes, typically holding 12 or 24 noodle bags. Box bottoms are stitched with a Champion stitcher, then are sealed with tape, manually, next placed on skids. As with other sealed cases, these are now ready to be trucked to storage and shipping areas of the Grass plant.

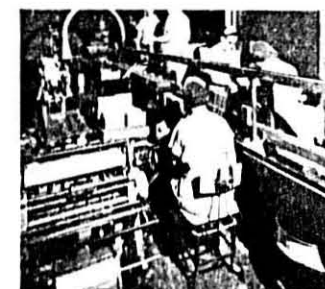
### Handling Of Ingredients

Small packages of soup seasoning, to go into soup cartons, are formed on a Lewis Rotopack. Using two rolls of du Pont K 202 cellophane, this machine makes side and cross seals, then discharges ¾ ounce of seasoning. Cross seal is then cut in half, separating filled bag from succeeding one. Feature of this equipment is coordination of sealing with discharge of seasoning and bag cutoff. Ingredients for vegetable (noodle) soup go into Milprint glassine bags and are packaged on equipment developed and built by the L. J. Grass organization. This machine features volumetric filling on a sliding plate. There are vegetables in one hopper, seasoning in the other. Operator

(Continued on Page 36)



Heat sealing of bags takes place on this Doughboy sealer. This operator folds bag end as she guides bag into unit. Sealed bags drop as they leave unit. Conveyor in foreground carries bags to sealer from nearby Triangle Elec-Tri-Pak.

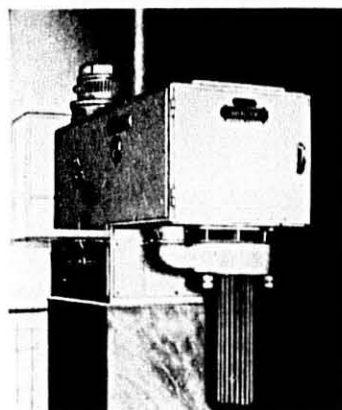


Cellophane overwrapping goes on sealed cartons, which pass through this Package Machinery Co. wrapping unit. Then, wrapped cartons drop through gravity chute in floor, pass to case packing area which is located on floor directly below. In background, note air-powered carton chute on Ferguson unit.

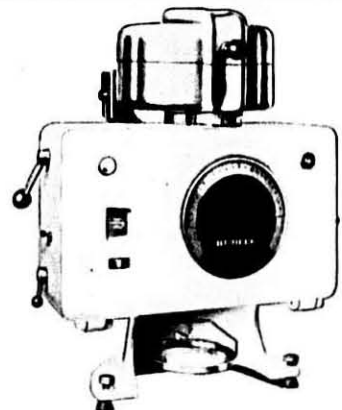


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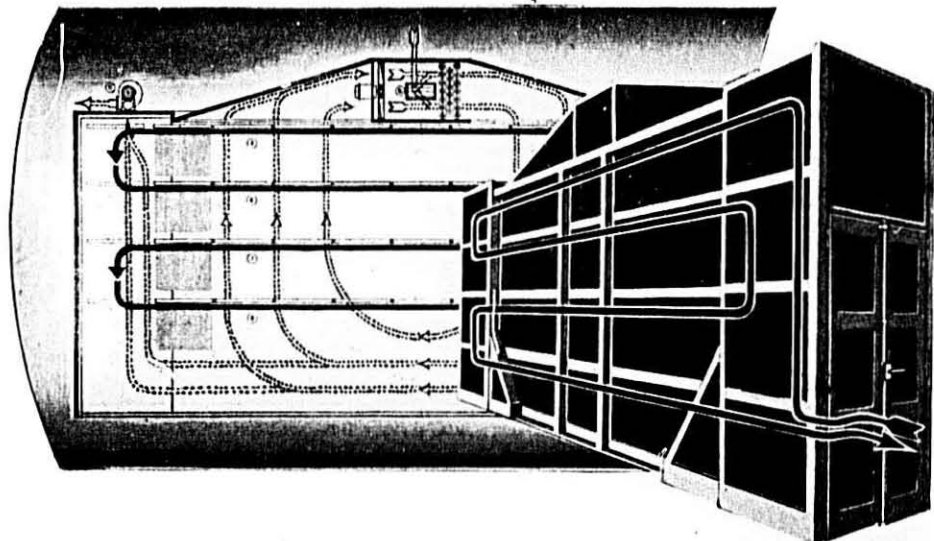


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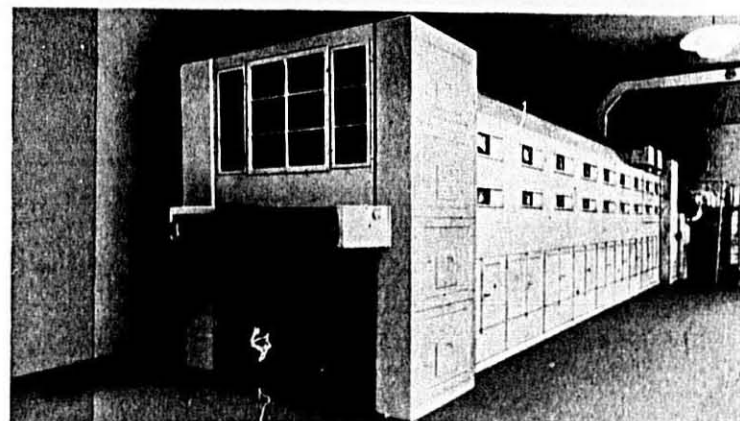
FOR LONG GOODS (MODEL CA 11)

\* ——— Circulation of Goods.  
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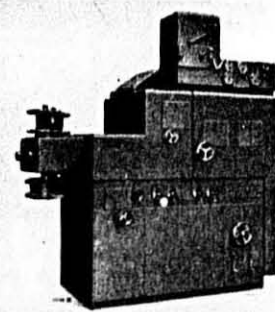
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



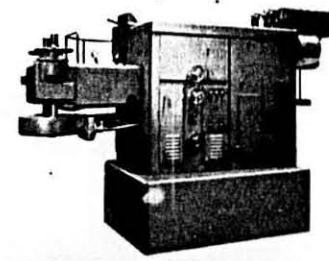
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## Tentative Program 1951 PACIFIC COAST CONFERENCE

Hotel Saint Francis, San Francisco, California

October 3rd and 4th

Secretary Robert M. Green of the National Macaroni Manufacturers Association has announced the following tentative program for the Third Pacific Coast Conference, to be held in the St. Francis Hotel, San Francisco, Calif., October 3 and 4, 1951. The conference will be under the auspices of the NMMA, with several of its executives in attendance, and presid-



Vincent De Domenico  
San Leandro, California  
Director, Region 10

ed over by the association directors on the Pacific coast.

### TENTATIVE AGENDA

#### Wednesday, October 3

9:00 a.m. Registration and Assembly.  
10:00 a.m. Formal Opening of the Conference—  
Director Vincent De Domenico conducting.  
Greetings from Vice President Lloyd E. Skinner.  
10:30 a.m. *The Macaroni Industry Tells Its Story*  
Report by Theodore R. Sills, public relations counsel, on National Macaroni Institute activities and National Macaroni Week.  
11:30 a.m. *Business from the Retailers' Point of View*  
Forrest J. T. May, Lucky Stores, San Leandro.



E. D. De Rocco  
San Diego, California  
Director, Region 11

A. R. Sargent, Purity Stores, San Francisco.  
Rilea Doe, Safeway Stores, Oakland.  
12:00 m. Open Forum Discussion.  
12:30 p.m. Luncheon Recess.  
2:00 p.m. Director Robert William conducting.  
Edith Green, of station KRON-TV, has been invited to tell us about macaroni, spaghetti and egg noodles in connection with her afternoon shows for housewives.  
2:30 p.m. *What Advertising Can Do for You.*  
Speaker to be selected.  
3:00 p.m. *Selling in Today's Market.*  
Speaker to be selected.  
3:30 p.m. Open Forum Discussion.  
4:00 p.m. Adjournment.  
6:30 p.m. Spaghetti Buffet—host: Rossotti Lithograph Corporation.

#### Thursday, October 4

10:00 a.m. Director Edward DeRocco conducting.  
*Macaroni and Egg Noodle Packaging*  
Philip Papin, sales manager, Rossotti California Lithograph Corporation, San Francisco.  
10:30 a.m. *Get the Most Out of Cellulose*  
Thomas E. Bruffy, sales

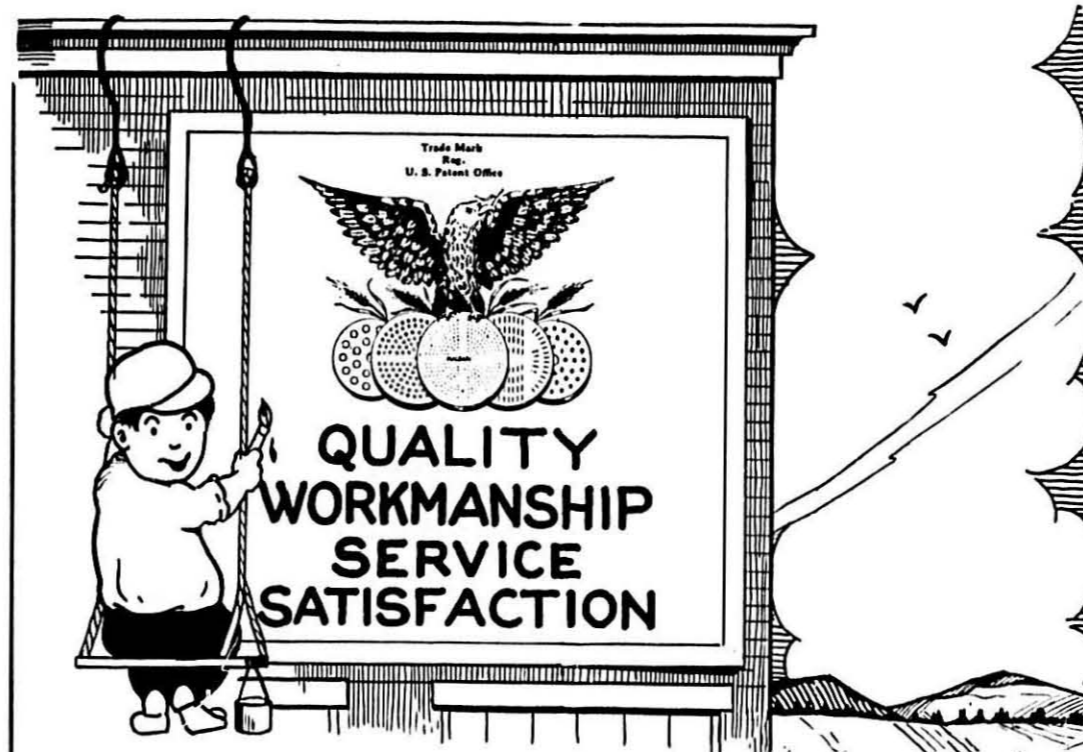
manager, The Dobeckmun Company, Berkeley.  
11:00 a.m. *Use Your Assets*  
Glenn G. Hoskins, industrial consultant, Chicago.  
12:00 m. Open Forum Discussion.  
12:30 p.m. Luncheon—host: The Dobeckmun Company.  
2:00 p.m. Director Guido Merlino conducting.



Guido P. Merlino  
Seattle, Washington  
Director, Region 9

#### *The General Outlook for Business*

Richard M. Oddie, manager, Small Business Advisory Service.  
3:00 p.m. *Review and Forecast*  
M. J. Donna, secretary emeritus and editor of the MACARONI JOURNAL.  
3:30 p.m. *The Outlook for Macaroni Business*  
Robert M. Green, association secretary and institute director of public relations.  
4:00 p.m. Open Forum Discussion.  
4:30 p.m. Adjournment.  
6:00 p.m. Reception and cocktail party—host: General Mills, Inc.  
7:00 p.m. National Macaroni Manufacturers Association Dinner.



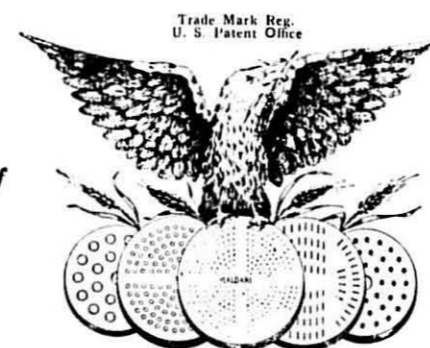
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# Black Stem Rust Is Still A Problem

By B. E. Groom, The Macaroni Journal's N. D. Observer

Donald G. Fletcher, executive secretary of the Rust Prevention Association, formed last fall to study the 15-B rust that did so much damage to durum in 1950, made an inspection trip through the spring wheat country the latter part of July and reports as follows as of August 1 on the durum situation:



Mr. Groom

Crop conditions in certain sections of the spring wheat area are more spotty than has been the case since the late 1930's. Generally speaking, Mother Nature has caused more damage so far this year with moisture deficiency and a few hot days than all the plant diseases and insect pests combined...

Northeastern North Dakota was the area most severely hurt by the drought and heat. The average of all wheat would not exceed eight bushels and might be less... In the northern half of North Dakota east of the extremely droughty area, and the northwestern corner of Minnesota above Crookston, the condition of all crops is very spotty. Good farming and crops on summer fallow show up best under all conditions. Local showers and soil types have made a patchwork quilt out of the area. Excellent crops (25 to 30 bushels of wheat, durum and rye) adjoin areas

of poor crops where yields may average eight to ten bushels.

Rains in North Dakota and Minnesota the last week in July undoubtedly helped the crop. The durums which were not burned beyond recovery will especially be helped, for they are several days later in maturity. The average yield of bread wheat for North Dakota should be at least two bushels more than the durum, because a greater percentage of the durum acreage is in the spotty area.

Leaf rust is prevalent in all wheat fields, but it developed too late and in insufficient quantities to cause any material damage. Stem rust of wheat was found to be present in practically all wheat fields, including the Stewart, Carleton, Nugget and Mindus types of durum. The infection is light.

The disturbing factor in the rust

picture now is that 75 per cent of the rust which was found this year consisted of large, vicious pustules on all the heretofore resistant varieties of durum, et cetera. A goodly percentage is the 15-B type. This will continue to be one of our chief worries until the scientists produce resistant varieties. Incidentally, some of the new crosses look very promising for stem rust resistance.

Then there are the insects which are always strong in giving us trouble but they fight against themselves, too. The following familiar ditty covers this point:

"Big bugs have little bugs upon their backs to bite 'em;  
Little bugs have littler bugs, and so ad infinitum."

## Liquid, Frozen and Dried Egg Production July, 1951

Production of liquid egg during July totaled 22,546,000 pounds, compared with 58,475,000 pounds during July last year, the Bureau of Agricultural Economics reports. Only a small quantity was used for drying which accounts for the much smaller production than a year ago.

Dried egg production during July totaled 668,000 pounds, compared with 11,098,000 pounds during July last year. Production consisted of 62,000 pounds of dried whole egg, 323,000 pounds of dried albumen and 283,000 pounds of dried yolk. Dried egg production for the first seven months of this year totaled 15,028,000 pounds, compared with 80,493,000 pounds during the same period last year.

The quantity of frozen egg produced during July totaled 19,523,000 pounds, compared with 17,748,000 pounds during July last year and 20,629,000 pounds, the 1945-49 average. Frozen egg stocks decreased 0.7 million pounds during July, compared with 14 million pounds in July last year and an average decrease of 4 million pounds.

## Housewives Keep Cool

Gone is the day when mother can complain about slaving over a hot stove all day. According to the *N. Y. Journal of Commerce*, she will have to start gripping about laboring over an icy freezer. The business newspaper reports that over \$400 million annually is now spent on frozen foods, and that 6.5 per cent of all the food consumed in the American home now comes out of the freezer.

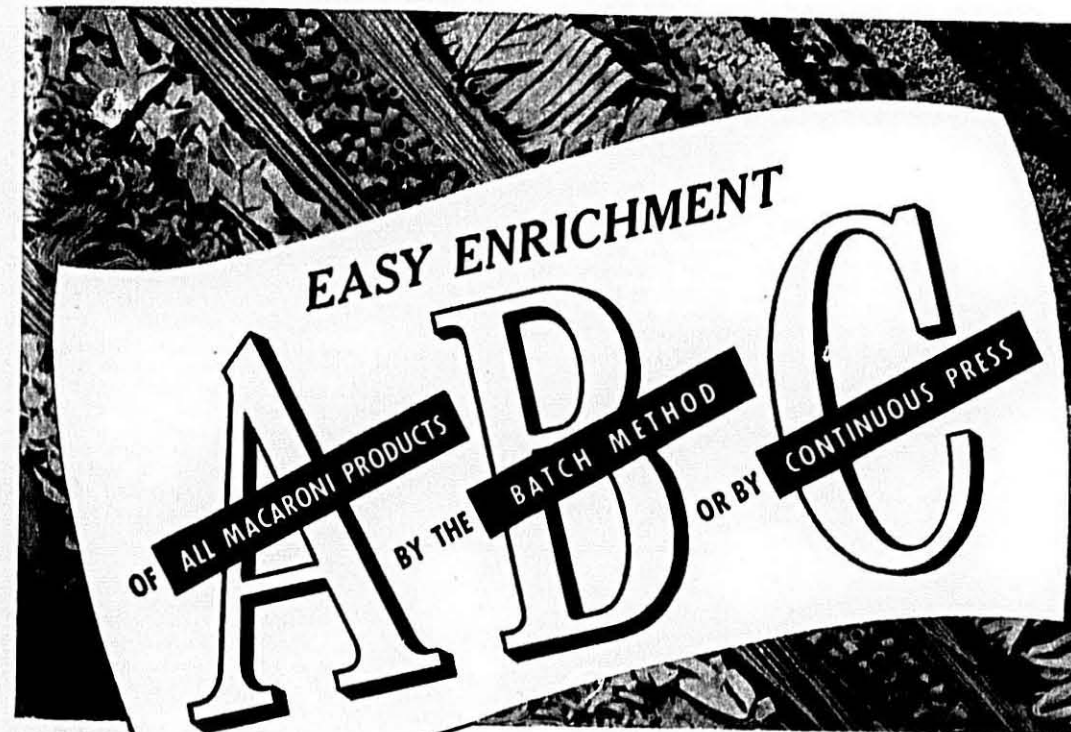
## Durum Products Milling Facts

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	915,988	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 August 31, 1951.....1,477,903  
 July 1, 1950 to July 28, 1950.....1,852,850



EASY ENRICHMENT

OF ALL MACARONI PRODUCTS

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For the Batch Method

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**Economically**... No need for measuring—no danger of wasting precious enrichment ingredients.

**Easily**... Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

The original starch base carrier—free flowing—better feeding—better dispersion.

Minimum vitamin potency loss due to Vextram's pH control.

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## Macaroni Production and Drying Technique

By G. Garbuio  
in Molini d'Italia

### Part Two

IN our previous article we dealt in this magazine with the technique of soup-pasta production and drying, pointing out with particular stress the aspects which such technique used half a century ago, when it was provided only with rough and simple means. We have noticed, however, that in those days each operation of the old-fashioned working corresponded exactly with the solution of a specific technical problem of pasta-making, whereas nowadays, some manufacturers, misled by a misunderstood mechanization, out of ignorance mostly technical, disregard very often just what directly concerns the pasta-making technique.

We are now going to deal with pasta-making obtained from automatic production machinery. To enter this subject, we shall begin from the good old times, and consider the technique which was then used, to compare it with the one which has come up at present as a result of the introduction of modern machinery.

Let us then go as far back as about fifty years ago, and draw a sketch of the working method used when the kneading-trough still existed and the mixture was made by hand, with a shaft-kneader and the press entirely worked by hand.

The writer remembers that he used to spread out the pasta produced by the above-mentioned production methods on canes, and to ventilate with a feather-fan the pasta which had come out of the drawing; this used to happen in the long gone-by years of his youth, when he was at the beginning of his career; he remembers also that he noticed with admiration the setting into operation of a mixer and kneader . . . both worked by exploiting the work of animals, which often would be a very humble ass.

The processing comprised three successive classic operations, as distinct from one another: mixing, kneading and drawing. Each operation was carried out by means of a special machine (kneader, mixer, screw-press), sometimes substituted by the "hydraulic press."

By the use of such machines, the man in charge of the production would always be able to adjust properly the working schedule, which would proceed more or less happily according to personal competence and skill, which, as we have already pointed out in the preceding item, was no easy matter to learn.

However, there was then a possibility of controlling grade by grade, the working schedule, in order to keep it, if necessary, on the right track.

It is easy to understand that experience had to be very vast and compli-

cated, for the conditions of a perfect working varied owing to the quality and type of the employed raw matters, as well as to the mould which was to be produced, and also to the method of mixing preferred (soft or hard mixture) or else imposed by the local climatic conditions (so different in our peninsula from region to region), and particularly over the drying by natural ventilation.

In fact, as fermentations are favored by the heat and moisture contents of the pasta with regard to time, it is evident that the soft hot mixture working used in the Naples region, where the climate consented a quick "papering" in the sun, was not, for instance, advisable then for the pasta factories of the Po Valley.

The various production and working methods determined a series of machines different from one another, some of which were approvable and fit for definite productions, while it must be mentioned that some types of machines showed in a short time their unfitness and were soon discarded.

I have stressed that during the processing, the supervision was necessary of a person provided with a particular professional skill, to put the mixer, kneader and the vermicelli gauge, that is the press well, into phase, and to solve difficulties, which at times were rather serious, and which might come up during the working, principally over these points:

(a) The dosage of the mixture and the determination of the temperature of the water employed, to be determined not only according to the climate, but also according to the quantity and quality of the raw matters. The dosing and the reaction of scraps on the mixture which the new working had to absorb, and finally the adaptation to the hygrometric and heat state of the engine room, which, it is known, used to and still influence the pasta as soon as it is drawn.

(b) The pasta was then transferred into the kneader where it was possible to establish the time of the working according to the hardness of the raw matters mixture, that is, according to the wheat being hard, semi-hard or tender.

Determining exactly the above-mentioned period or time of working, with reference to the mass being worked and to kneader fitted in the factory, and also with respect to other factors, meant to put the working on the right

track, to avoid kneading insufficiency and the enervation of the paste by excessive mechanical action.

(c) After the kneading the pasta dough passed into the "bell" of the press for the drawing, and at this point care had to be taken as to the temperature existing in the "bell," including the gauge, with particular regard to the exigencies of the mould and method of mixture.

As it has been said in the preceding item the speed of descent of the piston had to be carefully regulated, to vary adequately the drawing speed according to the mould, as well as to give the mixture sufficient time to warm itself, and also to avoid over-pressures with a danger of the bell breaking, and finally to avoid too much rolling up of the mixture in the bell with consequent enervation.

An undiscussed progress in the manufacture of soup-pasta is due to the invention of the continuous machine for the automatic transformation of flour into soup-pasta, an invention which is bound to the name of the Engineers M. & C. Braibanti of Milan, and which has shown a new way in the systems of pasta production.

For many reasons, among which is first that of obtaining a smooth, transparent, amber-colored product, the automatic machines produced by the aforesaid inventors found their way towards the system used then in the Naples region, that is, towards a soft mixture and a quick working.

This new machine which has caused a real revolution in the pasta-making art, required the adapting of "papering" and final drying to the exigencies of the automatic working according to the above-mentioned Neapolitan system, but we shall deal later with that.

Now, after seeing the developing number of makers and of continuous machine types for the production of pasta, we can ask ourselves whether automatic machines may have really bettered the working and therefore the quality of the pasta.

The answer is quite affirmative, but for the automatic machines which have been thoroughly studied from the constructive point of view as well as from the technical viewpoint; and always in the case that the working takes place with a soft mixture; whereas there are many manufacturers which have constructed machines without taking into account the working exigencies, or the mixture hardness, the kneading and the drawing speed, and thence derive the imperfect results obtained with such machines.

Undoubtedly, many inconveniences which derive from the three different workings, namely, mixing, kneading

(Continued on Page 24)

## TIME PROVEN AUTOMATIC PRESSES

Continuous Automatic Short Paste Press  
Equipped with Manual Spreading Facilities

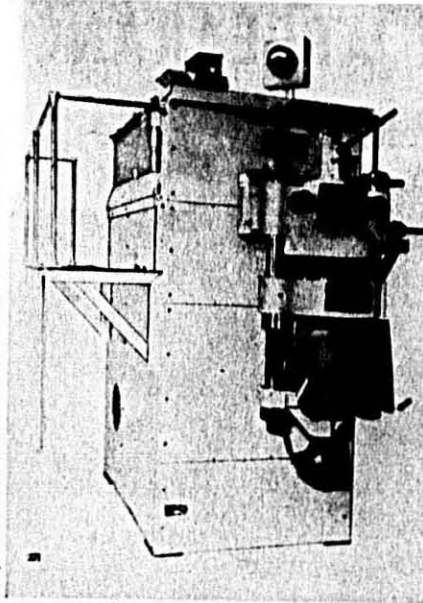
Model DSCP—1000 Lbs. Production  
Model SACP— 600 Lbs. Production

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.

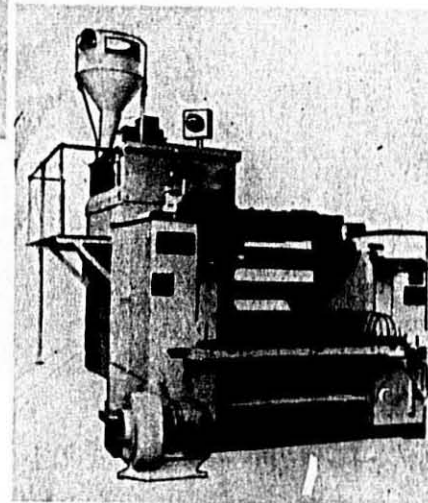
Durable—Economical—Best for Quality



### 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  
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First  
Automatic  
Continuous  
Spreader  
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### Combination Continuous Automatic Press

FOR LONG AND SHORT PASTES

Patented Model DAFSC—850 Lbs. Production  
Patented Model SAFSC—600 Lbs. Production

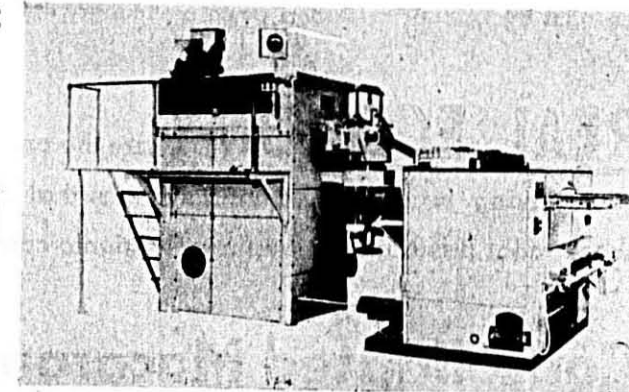
THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes.

Over 150 Automatic Presses  
In Operation  
In the United States

Consolidated Macaroni Machine Corp.

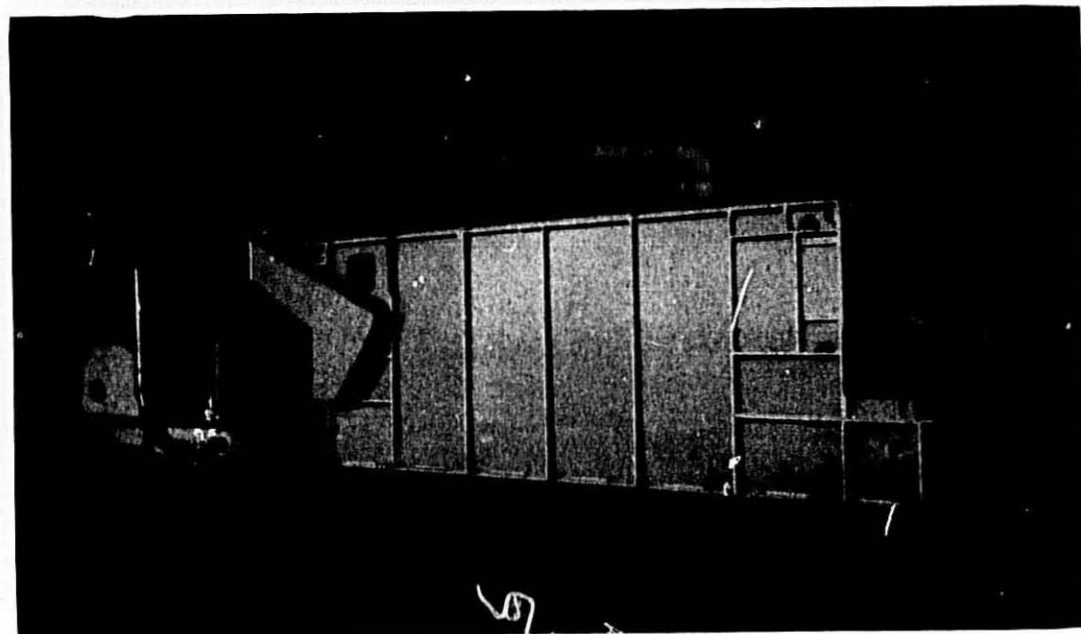
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156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street



## 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

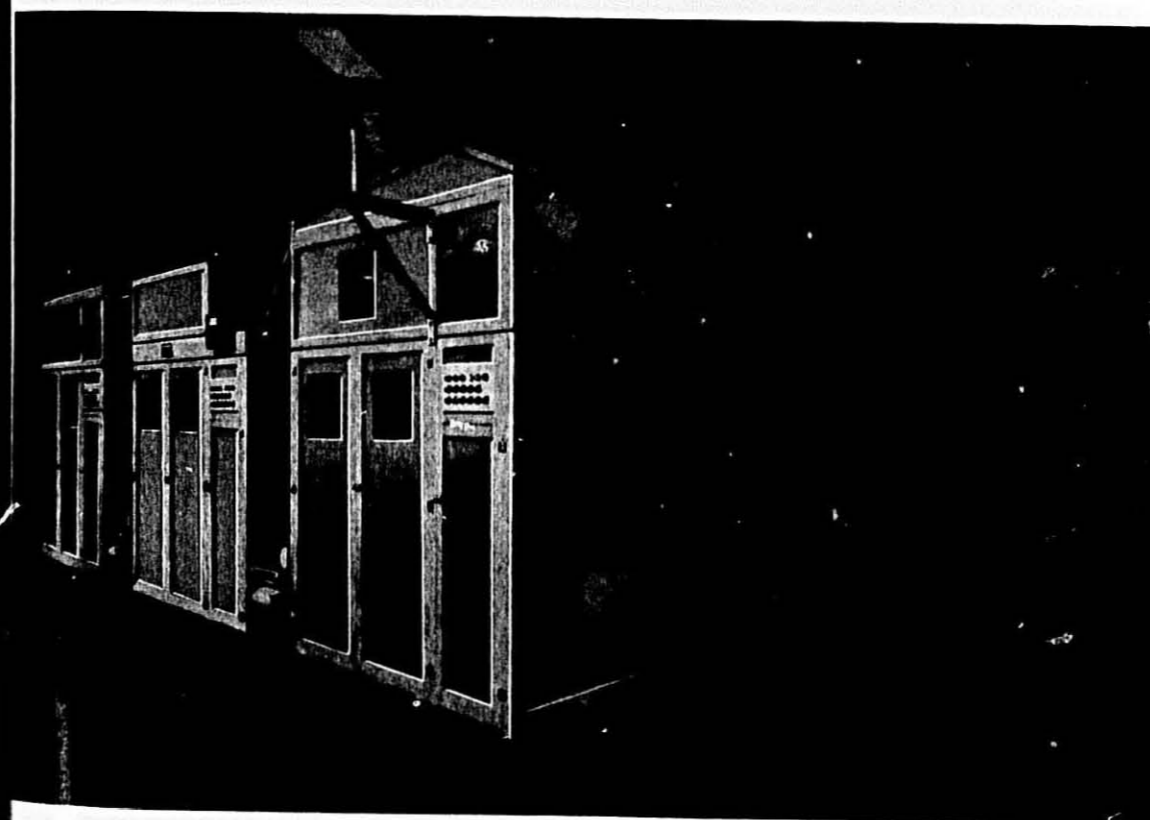
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## COMPLETELY HYGIENIC

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



## DRYING TECHNIQUE

(Continued from Page 20)

and drawing, have been eliminated by the use of the continuous machine; it is sufficient to think of the shorter time of working, which can be calculated at about one quarter of the time required employing the traditional group.

It may be added that with automatic machines the working has also been facilitated, for there is no longer the necessity to provide for time co-ordination of single capacities. Mechanical working is always harmonious and well disciplined, without any possibilities of derangements, etc., but the watchful work of experts is always required, for also with machines the final result depends above all on the type of machine chosen, and secondly on the intelligence, experience and practical intuition of those who supervise.

Those industrialists (pasta makers) who, especially abroad, adopt automatic machines for hard mixture working, are however mistaken; that means to use machines in a quite different way from that for which they were skillfully designed and competently materialized.

It is now admitted that, with equal qualities of flour, the automatic machine gives a fresh product, definitely superior, intrinsically and aesthetically, to that obtained from the group, however in order to maintain this prerogative and peculiarity in any zone or region, it was indispensable for pasta factories to be equipped with artificial drying plants, suitable in every country to the soft mixture method. From that derives the necessity of a quick and deep "papering" for the quick removal of the most possible quantity of water, so as to avoid fermentations, moulds, lengthening and squeezing of the product, and other inconveniences.

The conviction of many pasta makers that a drying plant may correct the working defects is then wrong. It may be said however that a bad plant will make worse the quality of fresh pasta, whilst a good plant will be able to maintain intact the quality and values of the pasta when it comes out of the drawing.

In the above mentioned article which appeared recently in this magazine, we described how "papering" could be obtained in the open in climatically favored zones, and how such a treatment acted on the pasta.

Such a "papering" technique has been adopted for long also in artificial drying plants, obtaining the same technically perfect results, and also bettering under certain aspects the typical production of some regions. But with automatic workings other exigencies have arisen, so much that artificial "papering," formerly obtained in the open

air and artificially reproduced, came out to be unfit, so the "papering" technique had to revert to the "deep papering," according to the needs of the product obtained with the new pasta making method.

The long pasta spread out on canes, or the short cuts gathered on trays, to be *deeply papered*, should be treated with a given proportion between the heat degree, moisture degree and air speed, acting on the product surface so as to permit a special action in the dough, which takes place through the capillary ways of the mould, keeping the gluten reticule smoothly distributed and unaltered.

Among the above mentioned three elements it is necessary to take good care of the "heat degree" for it is the one which more easily acts negatively on the gluten.

Treated as above, the pasta acquires a yellow color, owing to the natural color of gluten, and has a shorter diameter, on account of water elimination as well as good distribution of the gluten itself.

On coming out of the "papering" the pasta continues its evaporation for some time yet, and at the same time it unifies itself on account of a phenomenon known by the name of "osmosis," namely, it becomes "cordlike" returning to be elastic, so that long pasta can also be tied.

The innovation brought with this system on the preceding one, comes to have a capital importance. It is sufficient to remember that with the old method, a few minutes after the pasta had come out of the "papering," notwithstanding the outside hardening, it would at once become soft again, and also the elimination of the mixing water was very much limited, that is, it did not reach one third of the quantity eliminated by means of the present "papering" method, whereas the old system made the happy outcome of the product less safe.

The treatment of "deep papering" has been realized by making papering (patented) sets provided with many sectors, and with a different influence from one another of the three aforementioned elements, yet keeping in phase the co-ordination of the elements themselves.

Due to the need of realizing with modern mechanical means the traditional pasta making technique, which conquered its place through the experience of many years, we wish to call the reader's attention over the hygrometrical conditions of the engine room, much more we may add, especially with regard to the moisture degree, that this, owing to particular need of the pasta coming out of the gauge, would be necessary if it were regulated according to the mould of pasta produced. That cannot be put into practice, but it will be useful to deal in such way as to obtain a de-

gree suitable for the more difficult moulds (Zite, Mezzani) and also adequate itself to the moisture degree which is necessary for the papering, considering that it is necessary then, when the paste comes out, to have an inferior moisture degree so as to avoid sudden local changes.

Such conditions should facilitate the evaporation of a part of the mixture water, but also these local variations should be gradual, otherwise the product appears, especially on coming out of the "papering," with defects produced by local conditions. On these defects it has become a habit of many pasta manufacturers to say: "we'll see to them later" whereas we have been able to prove that they remain and reveal themselves, particularly later during the cooking.

On the new rules of local conditioning, it should be necessary to write at length, but we shall only make a few hints.

The reader, who we hope has followed us through the description of the old drying methods, which we showed in the preceding article, may now wish to know what we can say about soup-pasta drying.

First of all, as we have already said, the pasta should not undergo sudden changes in temperature; therefore it is evident that the drying rooms to be preferred are no doubt those which answer this essential requisite, among which must be comprised the "progressive drying" ones, a method which became known in the world about thirty years ago; in fact it was patented in 1920 also in the states where an examination of any invention is needed in advance, which recognized not only that this method had such features as to be called absolutely new in its kind, but also that it represented a step forward over the methods being used at that time. "Progressive drying" rooms permit to realize the drying in a continuous and gradual way, by means of a simple initial adjustment, thanks to the returns of damp air and their mixing with rechange air which keeps the moisture degree of the ventilation air always in relation with the moisture degree of the paste.

Naturally the drying rooms of thirty years ago have now been perfected through a long experience and today the "progressive drying" technique is actuated with new systems of automatic conduction.

It is necessary however to stress that today many drying rooms are improperly called "progressive drying rooms" whereas they do not realize such system.

It should also be borne in mind that in ultramodern progressive drying rooms although existing the back gear of one of the fans, its use is not, as some people may think, to vary the direction of ventilation, which we do

(Continued on Page 26)

Bright Colored High Solids

## Noodle Yolks

Packed in the Corn Belt  
under Dept. of Agriculture Inspection

William H. Oldach

Packer and Distributor

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Philadelphia 22, Pa.

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DOBECKMUN CREATES

Traveling through Pennsylvania, our art director noticed the frequent use of these good luck symbols on barns and other buildings. So, he designed around them this attractive Bott Boi Noodle package, of transparent, printed cellophane, for Megs Macaroni Co., Harrisburg, Pennsylvania.

MEGS MERCHANDISES

The idea "caught on". With good merchandising, Bott Boi converted housewives from homemade Dutch noodles to ready-to-use Bott Boi Brand. Result—amazing sales volume and wide distribution.

Thus are ideas born that will brighten your merchandise and your sales figures. We'd like to create a new package for you. Ask us for suggestions.

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**TOPS**  
in PERFORMANCE  
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Yes... every Die from our skilled craftsmen is a "Star" of Beauty, Perfection and Long Life. We guarantee our products—recognized and accepted as "Tops" for over 20 years.

Our Specialty: LONG TYPE DIES  
Your worn out Dies repaired by SPECIALIZED ARTISTS.  
Get Our ESTIMATES. Consult us on your requirements.

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### The National Food Distributors' Association's Conference

24th Annual Convention in Chicago Features Modern Packaging and Merchandising Methods to Aid "Quicker Turnover and Fresher Stock"

Modern sales, merchandising and advertising methods were featured at the 24th Annual Convention of the National Food Distributors Association held in Chicago, August 13 to 16, 1951, according to Thomas Cuneo, president of the association and head of the Ronco Foods Co., Memphis, Tenn., important southern food distributor.

In keying this year's convention to current food merchandising requirements, the importance of aggressive, streamlined sales promotional efforts was brought out as the most important feature of the association's current activities.

This year's convention meeting enjoyed the largest attendance (3,657) in the association's history, and the number of exhibitors (253) reached a new high this year, with many new domestic food products and supplies of foreign food which heretofore have not been imported into this country in large quantities. Denmark, particularly, exhibited its famous canned hams and Danish blue cheese in ample supply, with two of Denmark's largest food manufacturers—Plumrose and Hafnia—exhibiting their products at this year's convention.

The large attendance and increased number of exhibitors indicates that the future position of store-door-distributors is secure. More and more manufacturers are turning to this method as a means of overcoming their merchandising problems. This trend was highlighted by an increasing number of quick frozen food manufacturers having displays that were well received by the large number of food distributors looking for new lines of frozen foods and concentrated fruit juices.

In his annual address to the Convention, President Cuneo said, in part: "Farm products are bringing good and in some cases record prices. Employment is at its highest level, and there is plenty of money in circulation, all of which seems to indicate a continuation of good business in the food industry. Of course, we will have to operate under war economy, with wage freezes and price controls. However, at this time I can't see anything which would necessitate consumer rationing as far as food products are concerned."

"The interest of the consumer, naturally, has become a most vital part of the food distributor's training, and his salesmen's frequent contact with the retailer enables him to keep a smaller as well as a fresher stock of merchan-



THOMAS CUNEO  
President, NFDA, and Director,  
National Macaroni Manufacturers Assoc.

dise on hand, which assures both the manufacturer and the merchant a more rapid turnover of stock. This naturally is reflected in satisfactory profits for the retailer, which in turn enables him to lower prices to the consumer.

"This progressive merchandising viewpoint fosters a realistic attitude on the part of members, so that the association's slogan, 'Quicker Turnover of Fresher Stocks' in reality permits a reduction of food prices for the public.

"In fact, all reports from the U. S. Department of Agriculture indicate that food commodities will be plentiful, and food prices should hold along present lines or even tend lower, unless higher taxes and higher wages force them up unnecessarily. Crops are larger than they have been for many years, therefore there should not be any scarcity of products sold by food distributors. This should be good news for American housewives, so let us hope that the consumer is not stampeded into unnecessary hoarding when food supplies are ample for all.

"The only thing that can change this encouraging picture, in my opinion, is an all-out war, and I am sure that we all hope and pray that this can be avoided so that the 'police action' now in progress in Korea will end before long. All in all, food appears plentiful, and thus prices should ease off to more reasonable levels."

### DRYING TECHNIQUE

(Continued from Page 24)

not advise as it gives the pasta a sudden change in temperature and moisture.

The aforementioned fan with back gear, is but an internal mixer (not having anything to do with the outside air); such a fan does not therefore influence thermohygro-metric conditions of the drying air, but has the object

to uniform the mixture of the drying air, and at the same time to alternate horizontal and vertical ventilation, always in the same direction.

Therefore those who think of actualizing "progressive drying" by reverting the direction of the ventilation are quite wrong.

Let us now go on and expose some technical details regarding the connections of production in the drying room.

As soon as the pasta comes out of the gauge, it is to be considered balanced in all its mass, but such balance state is later modified through the first ventilation and "papering"; now artificial drying requires, as natural drying did, the pasta to return balanced. Beginning the drying in different conditions is much more dangerous, for the pasta would find itself in such unfavorable conditions to which it could not be remedied.

This action escapes to most pasta makers and also to many builders.

Such action, which must take place between the "papering" and the final drying, would therefore be out of phase, if it were carried out according to the rules and conditions of those times; such an action should instead be carried out today, giving the pasta special treatments in order to obtain a deep papering and later the balance of the whole mass.

This second device, which constitutes the starting point of the "progressive drying" method, is not feasible with drying systems but with a completely distinct phase from the drying stage, namely with an operation which would correspond to the transport of the pasta down into the cellar, as was the case in the former workings.

In "progressive drying rooms" one obtains directly a liaison between the moisture contents of the pasta and the ventilation air, being this liaison reached through the intervention of the heat, so that the drying proceeds in a progressive way without breaking the interdependence between the aforementioned two elements.

The drying with the "progressive drying" method therefore requires an initial setting, after which the man in charge may not worry until the end of the operation, provided the air in the room where the drying takes place may keep constant features of heat and moisture degree, which advises the conditioning of the rooms.

With such treatments the pasta comes out of the drying rooms with no defects, it is good however to make it undergo a period of stabilizations in suitable rooms, also these should be properly conditioned with regard to temperature and moisture. Such period varies according to the pasta moulds and also to how the drying rooms are operated, particularly with regard to the heat reached; it is not a difficult operation, however, as it is only a matter of time.



### BILL STERN TELLS ANOTHER SPORTS STORY

champ by chance...



Walter J. Travis became a golfer not for the sport of the game, but strictly for his health. His doctors had advised him to get out into the open and exercise to save himself from the life of an invalid. Reluctantly, he became a golf player and stubbornly refused to waste his time on a single lesson, yet only six months after swinging his first club, he won a tournament.

When he was forty years old, he found himself in England, entered to play in the 1904 British Amateur . . . prize of the best golfers in the world. At that time England and Scotland ruled the golf world with an iron hand. But Travis shocked all England and the sports world when he won the coveted title and became the first American golfer in history to win the British Amateur Championship! He became one of the

greatest in the game, for among other surprising feats, he won the U. S. Amateur Golf Championship—not once but three times!

Yes, the chance that made Walter Travis take up golf also made him a champion! Wise macaroni manufacturers don't rely on chance to turn out customer winning macaroni foods . . . they back up their own skill with quality ingredients. That's why it will pay you in sales and profits to use a Commander-Larabee durum product in your plant . . . every bag gives you the same scientifically controlled performance without costly changes in production timing. You can be sure of uniform, high quality macaroni, spaghetti and noodles . . . products that will bring old customers back and add new buyers every day.



WHEN PERFORMANCE COUNTS...

Commander-Larabee Milling Co.

GENERAL OFFICES MINNEAPOLIS • 2 • MINNESOTA

### Engagement Announced

Mr. and Mrs. Joseph DiFrancisci of Brooklyn, N. Y., announce the engagement of their daughter, Rose Antoi-



Miss DiFrancisci

nette, to Joseph S. La Rosa, son of Mr. and Mrs. Stefano La Rosa of Woodhaven and St. James, Long Island, N. Y. Miss DiFrancisci is a student at Marymount College, Tarrytown, N. Y. Mr. La Rosa served in the navy in World War II and is a graduate of Niagara University. The wedding is planned for early next summer and the couple plans to live in Great Neck, Long Island, N. Y.

### Hearty Appetite

Army Food Bill Set  
At \$603 Million

Fathers of newborn tots, reflecting about that extra mouth to feed, might ponder Uncle Sam's position. According to figures in the *N. Y. Journal of Commerce*, the Army's 1952 food budget is a little matter of \$603,000,000. That includes \$116 million for fresh beef and \$26 million for coffee. Nor is the provision for \$26,000 pounds of black pepper anything to sneeze at.

### Today's Food Manufacturer

"Modern food manufacturers must actively help retailers sell the manufacturers' products—and sell them at a profit," writes Mr. J. Sidney Johnson, merchandising manager for the National Biscuit Co., New York, in the new book, "Food Marketing." This informative work on practically all phases of the food industry was compiled and edited by Paul Sayres, New York food broker, and features chapters by 22 leaders in the industry.

"It behooves the manufacturer to

become a profit partner with his retail customers," says Mr. Johnson. "This new concept of selling has already amply demonstrated by its results that it is sound. It has two main parts: the first, the familiar fundamentals of food marketing, producing, advertising, and distributing a salable product; the second, the less familiar special requirements stemming from the tremendous growth of self-service in retail food stores."

The fainthearted manufacturer, Mr. Johnson points out, will do well to remember that he has a responsibility, not only to himself and to his stockholders, but also to the consumer who buys and eats the food he markets. If he is not true to that responsibility, if he misleads the public by cutting quality to reduce price, he will lose consumer confidence and jeopardize the future of his business.

### Olin Industries, Inc. Appoints Truesdail

Dr. John H. Truesdail is now the technical service manager of Olin Products Co., Inc., New York City. The newly-formed company is responsible for all sale and distribution of



Dr. Truesdail

Olin Cellophane, commercial production of which will begin in the fall.

Dr. Truesdail's appointment was announced by James L. Spencer, vice president and director of sales of Olin Products Co., Inc.

A new mill for Cellophane production is now undergoing completion on the plant site of the Ecusta Paper Corp., Pisgah Forest, N. C., a subsidiary of Olin Industries, Inc., East Alton, Ill. Permanent headquarters for Olin Products Co., Inc., are at 655 Madison Ave., New York City.

### What! No Spaghetti?

The American Can Co. has received a \$1,910,000 order from the Army Quartermaster Corps to manufacture 76,554,000 cans for the new type of combat rations now eaten by soldiers in Korea. The order, largest of its type received by Canco from the armed forces since the outbreak of the Korean War, was filled at the Fairport, N. Y., Maywood, Ill., and Oakland, Calif., plants, according to vice president T. E. Alwyn. Deliveries were completed by August 20.

The Canco order was for approximately two-thirds of the total contract awarded by the Quartermaster Corps for cans to hold the dry ingredients of C-ration units. The containers, made from electrolytic tin plate, were coated with a brown opaque coating to prevent external corrosion.

Seven cans constitute a day's rations for one man and provide 3,800 calories. Each meal basically consists of two cans; one of meat or poultry, the other containing dry ingredients, usually crackers or cookies, sugar, candy or a tin of jam, and laminated foil bags of coffee, milk and cocoa. The seventh can contains fruit for dessert.

### Appreciate Co-operation

WHEREAS, the editor of the MACARONI JOURNAL and representatives of the Macaroni Association have given unselfishly of their time and advice and co-operation to the National Food Distributors' Association, and have also given wide publicity to the association and its annual convention and meetings pertaining to perishable and semi-perishable food field,

THEREFORE BE IT RESOLVED That we, the members of the N.F.D.A., gathered in session at the Hotel Sherman, Chicago, Illinois, August 13-16, 1951, hereby express our appreciation for the generous co-operation they have given us in enlightening the trade and the consumers concerning the nature, purposes and ideals of our association in relation to the distribution of perishable food products.

Resolutions Committee:  
National Food Distributors' Assn.  
Wendell W. Bishop, Chairman  
Walker Land  
Porter Leach  
Bill Dillingham  
John Keheo

### Whale of a Steak— And Cheap, Too

Here's a possible answer for the person whose pocketbook and appetite can't get together on beef steaks. The *N. Y. Journal of Commerce* reports that the first commercial shipment of frozen whale steaks has arrived in New York, with more to come.

Dott. Ingg. M., G.

# Braibanti. c.

SOC. A. R. L.

Cable: Braibanti—Milano  
Bentley's Code Used

MILANO—Via Borgogna 1. (Italy)

## Complete Equipment—Machinery and Dryers for Macaroni Products

MACARONI FACTORIES IN THE WORLD

Riccardi's Factory in Milano, ITALY

Folded Egg Noodles—Bologna Style Egg Macaroni—Special Short Egg Goods

### MACHINE ROOM SHOWING:

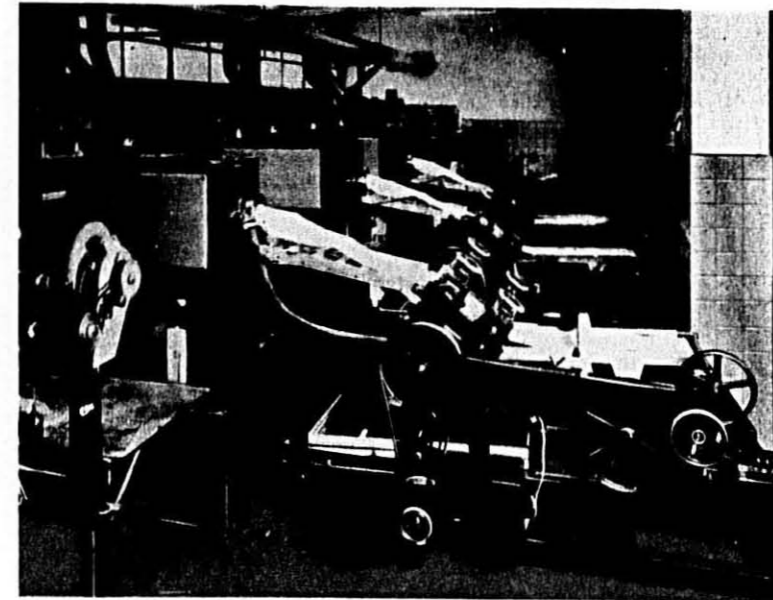
#### In foreground:

Three Braibanti Automatic "Micro" Presses producing a continuous dough sheet automatically feeding the "Folding Machines."

#### In background:

Two Braibanti Automatic "Macri" Presses producing a continuous dough sheet automatically feeding the "Bologna Style Stamping Machines."

This plant is fully automatically operated and no workmen are required for continuous control of the machines.



● Many Braibanti machines have been operating in the U.S.A. and Canada continuously since 1937. Names and addresses on request.

● Full line of machines are ready for immediate delivery from Chicago and New York warehouses.

● All Braibanti spare parts immediately available from U.S.A. fully stocked warehouses.

● Braibanti's technical consultant permanently stationed in the U.S.A. to help solve your macaroni manufacturing problems.

● Without cost or obligation, Braibanti Co. will make a full study of the plant as per the requirements of any macaroni producer.

For information write or call:

Dr. Ing. Giorgio C. Parenzo of the Braibanti Co.

At the office of:  
Admiral Advertising Agency, Inc.  
25 East 21st Street, New York City  
Phone: ORegon 3-8289



### New Printed Tape and Label Plant



Completion of a new, one-story, modern printing plant has been announced by Paramount Paper Products Co., Omaha, Neb.

Located at 4401 North 23rd St., in Omaha, the new plant is now in full operation, specializing in printing gummed tape and labels for nationwide distribution. Printed gummed tape has been a specialty of Paramount Paper Products Co. since 1928.

Much of the equipment, including high speed multi-color rotary presses,

automatic die-cutting machines, step-and-repeat photo-negative devices, and other highly specialized production equipment, was designed and manufactured in Paramount's complete machine shop. This equipment and the efficient one-floor plant layout has greatly increased the production flow of the organization. In addition to complete production, all preparatory work—designing, art work, engravings, duplicate plates—are done in this one self-contained plant.

### Buhler—50 Years In Italy

Commemorating the completion of fifty years of successful business in Italy, Fratelli Buhler of Milano has published a review in the form of a 106-page booklet, with many illustrations in color and a number of explanatory diagrams. It is a very interesting success story.

The opening chapter tells of and illustrates the modern laboratory of the company, developed through the half century for the study of wheat (*Grano di Frumento*), with scales and devices to measure the protein, the gluten and humidity, for milling guides, including tables of deductions of great importance to chemists in the industry. The book is a timely tribute to Buhler Brothers' long service to the baking and macaroni-making industry of Italy.

### Boiardi—Sauce to Steel

The following item from the August 31, 1951, issue of the *Wall Street Journal*—(Business Milestones)—is of interest to macaroni manufacturers, as it concerns the business venture of Hector Boiardi, whose first business success came from developing spaghetti sauce commercially, first in Cleveland, Ohio, and then in Milton, Pennsylvania:

**Harrisburg Steel Buys Boiardi; Purchase Seen Hiking Backlog 35%**  
Harrisburg Steel Corp. of Harrisburg, Pa., has acquired Boiardi Steel Corp. of Milton, Pa.

J. T. Simpson, president of Harrisburg Steel, said the transaction involved retirement by his company of \$810,000 obligations of Boiardi and the exchange of 19,500 shares of Harrisburg common stock for all the common stock of Boiardi.

Mr. Simpson said the acquisition is adding more than 35 per cent to his company's sales and profits. He add-

ed Harrisburg Steel Corp.'s backlog represents six months of production with incoming business in excess of the present rate of output.

Boiardi has an annual capacity of 50,000 tons of steel bars, angles and shapes. Harrisburg's steel ingot producing capacity is 100,000 tons a year.

### Besides, Gwen Can't Make That Spaghetti

Washington, D. C., Aug. 30, (U.P.)—Price Stabilizer Michael V. DiSalle said today that it's all right with him if Mrs. Gwendolyn Cafritz doesn't think he is pretty enough to grace her party tables.

The roly-poly little ex-Mayor of Toledo said he prefers a small Italian spaghetti house near his Washington office to most dinner parties, anyway.

DiSalle was only mildly pained over a recent society note from Paris quoting Mrs. Cafritz—the capital's most avid hostess in the absence of Mrs. Perle Mesta—as saying that he simply

wouldn't dress up her table.

The price boss patted the wrinkles in his gray summer suit and chewed a cigar. Then he grinned.

"Now," he said, "if Perle Mesta had said that about me, I'd really feel bad. They tell me she knows how to throw a party."

DiSalle never had an opportunity to receive an invitation to one of Mrs. Mesta's shindigs. Before he appeared on the capital scene, Perle gave up her title as Washington's No. 1 party giver to become Minister to Luxembourg.

The Paris item quoted Mrs. Cafritz, who aspires to Mrs. Mesta's party-giving title, as saying that DiSalle "wouldn't look nice around my table."

"I like my tables to be filled with attractive women and handsome men," Gwen was quoted as saying. "People like Gen. Hoyt Vandenberg, who couldn't look more divine, and Tony Biddle, who just looks wonderful."

### General Mills Appointment

Appointment of M. O. Bright, Detroit, as vice president of the central division for grocery products of General Mills, has been announced by President L. N. Perrin.

Bright has been with General Mills 26 years, with almost all of his service in the sales department. On June 1 last year, he was promoted from grocery products manager of the Detroit district to general sales manager for grocery products operations for the east central division.

At that time he replaced Earl H. Kees, and Detroit was made the east central headquarters for grocery products.

### Hertzog Made Vice President

E. Francis Hertzog, formerly purchasing director, has been appointed vice president and purchasing director of the C. F. Mueller Co.

### U.N. to Issue Own Postage Stamps



The United Nations postage stamps shown above will appear during the fall of 1951 and will be used in all mail sent from U.N. Headquarters. Under a recent agreement between U.N. and the United States, U.N. will issue its own postage stamps and will establish a United Nations Post Office to replace the U.S. Post Office now in operation at Headquarters. Ordinary stamps will be issued in 11 denominations. The airmail series will be issued in 4 denominations.



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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.

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**MERCK ENRICHMENT PRODUCTS**



### New York Market Merchandise Inventory Monthly Movement Report New York World-Telegram

Grocery Classification MACARONI, SPAGHETTI, NOODLES-DRY.  
For: Months of June and July, 1951.

Brands and Size	Avg. Units Sold Per Store	Total Units Sold	Percentage of Distribution
<b>Total, all brands</b>	738.3	147650	
Buitoni	75.8	15169	37.5
Goodman	48.3	9669	57.0
LaRosa	220.8	44159	88.0
Mueller	137.6	27519	82.5
Prince	82.6	16520	9.5
Ronzoni	170.7	34139	45.0
Tenderoni	2.4	475	22.0

#### New Shellmar Executives

Shellmar Products Corp. has created two new executive staff positions in its Shellmar division as a part of its program of strengthening and integrating administrative procedures.

W. L. Moore has been named administrative co-ordinator, and T. R. Baxter has been designated as new products manager. Both will be responsible directly to Vice President and General Manager Warren E. Hill.

Mr. Moore, with Shellmar since 1930, will carry on his present assignments. In addition, he will undertake responsibility for analyzing cost and pricing policies, co-ordination of sales and production activities and other analytical and co-ordinative functions.

Formerly in charge of packaging processes for Standard Brands, Inc., Mr. Baxter joined the Shellmar organization in 1945. His new assignments include investigation of new products, correlating and expediting research and development projects, and maintaining a program of long-range developments of products and processes.

#### Milprint Moves Chicago Branch

Chicago sales offices of Milprint, Inc., have moved to larger quarters at 100 East Ohio St., Zone 11. The new branch headquarters will accommodate a staff of 25, assigned to cover Illinois and northwestern Indiana for the firm.

Lester R. Zimmerman, vice president in charge of midwestern operations, opened the Chicago Office 35 years ago. For the past several years, Hugo Heller, Jr., also a veteran in the packaging industry, has headed the Chicago staff.

On Milprint's Chicago staff are Clifford C. Williams, Harry D. Jones, John J. Sevick, Jr., Arthur Grafstrom, Ray Du Plessis, Don Doeren, John Brunelle, Dave Dooley, Bob Levy, and A. F. Jacobs, many of whom have been working out of Milprint's Chicago Office for 15 years or more.

The hub of Milprint's nationwide organization is located at Milwaukee,

where the firm recently completed a gigantic new plant and new office facilities for its home operations. Sales offices are maintained in principal cities around the world. Nine other printing and converting mills are operated in the United States, and associated converters are located in England, Canada, Cuba, Venezuela and Italy.

#### Grocery Inventories Show Drop

Declines in food prices will be quickly passed on to the consumer because

#### Rib-A-Roni—A New Macaroni Product

Newest addition to the Mueller Macaroni line is a larger style of macaroni, called Rib-A-Roni. This new product is being marketed in response to a strong consumer demand for a larger

present food store inventories are being maintained at a 10 to 30 per cent lower level than they were six months ago.

This was revealed in a nationwide study of independent food store inventories by the National Association of Retail Grocers.

In checking its independent retail grocer members in all sections of the country, the association determined that staple grocery inventories have declined on an average of 11 per cent, as compared to six months ago. Inventories have declined an average of 8 per cent in the last three months.

#### Germicide Speeded To Food Processors in Flood Area

Food processing plants in the hard-hit flood area around Manhattan, Kan., pressed for supplies of plant sanitizing agents, have received emergency shipments of the germicide Roccal despite the failure of routine transportation, it was learned by the headquarters office of Sterwin Chemicals, Inc., in New York.

Food manufacturers, meat packers, restaurants and other food-handling concerns had said that the germicide was badly needed.

type of "cut" macaroni. It is longer than Elbows, larger in diameter and is made with ribs on the outside. Rib-A-Roni is being packed in attractive window-front packages, in eight-ounce and one-pound sizes. It will be promoted by powerful year 'round advertising and merchandising.



### Illinois Consumers Brands Preferences

1951 Illinois Consumer Analysis of Macaroni and Spaghetti

According to a consumer analysis made by 35 daily newspapers in downstate Illinois, outside Chicago and Cook County, conducted simultaneously the last week in March, an upward trend in purchases of macaroni and spaghetti by the Illinois homemakers is indicated. These annual surveys of consumer brand preferences has become exceedingly popular and increasingly informative through the years.

The results in this consumer analysis should be interpreted solely on the basis of brand preference. No attempt should be made to analyze the results in terms of sales volume, as the respondents were not asked quantitative questions on frequency or amount purchased; therefore, they show only brand preferences and not sales volume.

"Red Cross" brand of John B. Caneja Co., Chicago, again heads the list with 38.8%; "Cremettes" of The Cremette Co., Minneapolis, was second with 8% in the 35 cities surveyed. "Crescent" of Crescent Macaroni and Cracker Co., Davenport, Ia., was third with 5.2%; "Foulds" of Grocery Store Products was fourth with 3.9%, and "American Beauty" of American

Beauty Macaroni Co., Kansas City, Mo., fifth with 2.5%.

Other preferable brands were: Jewel Tea Co.—2.1%; Kroger's—2%; Kraft Dinner—2%; Tenderoni—1.4%; Rossi—1%; and Viviano—1%. Brands that ranged under 1% include American Lady; Blue Ribbon; C & W; Chef Boiardi; Clover Farm; Cyrilla; Dauntless; Eureka Tea Co.; Faust; Food Club; Gold Medal; Golden Key; Gooch; Happy Hour; I.G.A.; Jack Spratt; Jewel Tea Co.; La Rosa; Manna Mia; Monarch; National Tea Co.; Novo-Mac; R & F; Red and White; Richelieu; Roma; Russo; Topmost, and University.

#### Postpone "Macaroni Day"

The Macaroni Day celebration scheduled for September 12, 1951, by the sponsors, the Chamber of Commerce of Devils Lake, N. D., has been definitely postponed, according to Secretary Berkley C. Halstead of that civic organization. The reason for the action is that adverse weather conditions have interrupted the harvest to such an extent that the attendance would be poor and thereby not warrant the expense and effort made towards the planned program.

The Macaroni Day committee of Devils Lake has tentatively set the 1952 date for some day in June.

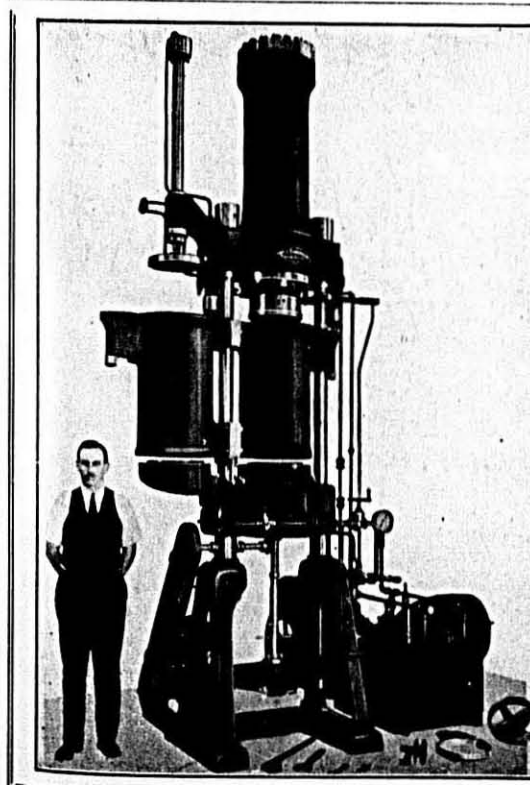
### New Buitoni Director

Mrs. Letizia Buitoni, wife of Giovanni Buitoni, president of Buitoni Macaroni Co., internationally known



Mrs. Buitoni  
Director

manufacturer of macaroni, sauces and processed foods, has been named newest director of the concern. Mrs. Buitoni will be in charge of the Perugia Italian chocolate division, and will also be in charge of the testing laboratory of the company's New York division.



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## MACARONI WEEK

*(Continued from Page 33)*

hous of rural and small town home makers will be told about Macaroni Week and the advantages of the macaroni products through stories, recipes and photographs which are being distributed to more than 8,000 weekly newspapers and farm publications.

Institutional magazines which serve the hotel, restaurant, hospital, school and other mass feeding fields also are being furnished with special story material, quantity recipes and photographs on macaroni products to enable them to help their readers take advantage of the public demand for macaroni, spaghetti and egg noodles during National Macaroni Week.

Additional recognition for Macaroni Week and the macaroni products will result from public relations activities of producers of the foods which commonly are associated with macaroni, spaghetti and egg noodles.

The nation's railroads also will take advantage of Macaroni Week by featuring macaroni products on their dining car menus from October 18 to 27.

"This year's Macaroni Week is going to provide a terrific impetus for macaroni sales," Robert M. Green, secretary of National Macaroni Institute, predicts. "Every retailer in the country should take the opportunity to cash in on the extra attention focused on the macaroni products by advertising, merchandising and selling macaroni, spaghetti and egg noodles for the 10-day period.

"Every sale of macaroni, spaghetti or egg noodles will mean additional sales of tomatoes, cheese, eggs, meat, fish or any of the numerous other foods which combine with the macaroni family.

"Surveys show that more than 70 per cent of the people who buy macaroni, spaghetti or egg noodles, purchase at least one other item to be served with the macaroni product. Through the multi-displays and clever merchandising, the smart retailer can make Macaroni Week a sales booster for the entire store."

## Macaroni Premiums

Only one offer is reported in the August, 1951, issue of *Premium Food and Business Promotion* among several scores of offers and contests.

A spaghetti server which double salad tongs is offered by the Skimmer Manufacturing Co., Omaha, Neb. for 25 cents and two labels from Skimmer macaroni products. An order bill enclosed in Skimmer packages.

Incidentally, there appeared in this issue a humorous poem by an unknown author that will be of interest to macaroni givers and premium receivers.

## Eatin' fer Premiums

*(Poem Author Unknown)*

There's lots more cookin' at our store  
than what there used to be.  
'Cause now we know 'bout premiums,  
an' ain't no meat an' peas.  
There ain't no meat an' peas,  
an' ain't no beans an' peas.  
Fer mother says that premiums  
never come with these.  
She takes great lots in biscuits  
an' "Patent Feather Light."  
An' we eat all kinds in cereals  
mornin' until night.  
Why, we almost died from eatin'  
some silver napkin rings,  
'cause we knowed it wuz our duty  
to help to get the things.

'Twas only jest this mornin'  
I heard my father say,  
'I wonder wot in thunder we are  
fer today.'  
An' it kind o' riled my mother  
an' answered sharp an' quick,  
'You air eatin' now, Josiah, fer  
candle-stick.'  
Sez he, "I want some bacon  
streak in lean an' fat."  
'But," sez she, "you foolish  
premiums never come with th'  
You jest wait an' see your table  
be furnished like a king's.'  
Ef you eat all your air able fer  
to git the things."

Now father sets at table with a  
upon his face,  
An' glares at mother savage who  
is saying grace.  
An' when we got to laughin' an'  
right out loud,  
Because she said the premium list  
all our heads were bowed,  
Father he never smiled at all, be  
an awful frown  
He said that he was eatin' fer a  
sharp and crown,  
'Cause he 'lowed we'd soon be  
with Patent Feather Wings  
Havin' died from overeatin' fer  
pesky silver things.

A budget tells us what we can afford but it doesn't keep us from buying it.

## If I Were A Grocer, This Is How I'd Promote Macaroni

By Peter La Rosa

*(Reprinted by permission of Food Topics)*

**Editor's Note:** Who knows how to promote a particular type of product better than the man who spends a lifetime with it? Mr. La Rosa is general sales manager of V. La Rosa & Sons, Inc., makers of La Rosa Grade A Macaroni. He has been in the macaroni business since he was 14 years old.



Mr. La Rosa

"If I were a grocer, I would give serious thought to what macaroni means in terms of profit, turnover, and all store volume—and the kind of customer it attracts to my store.

"Let's consider profits. Macaroni yields a profit of over 20 per cent, far above the average for food items. On all fast turnover foods, macaroni gives greatest margin.

"Let's look at macaroni turnover! The United States Department of Commerce lists macaroni as one of the ten fastest turnover foods in your store.

"What about over-all store volume? In other words, what effect does macaroni have on the sale of related items?

In a recent survey, it was found that spaghetti and meatballs was third in a list of America's ten most popular dishes. Since macaroni, of course, we

mean spaghetti, egg noodles and all the other shapes of macaroni as well as never served alone, have you considered what a spaghetti and meatball recipe adds up to in terms of dollar sales? The accepted ingredients in this simple dish, serving four to six persons, amount to \$2.38 in grocery store sales.

If I were a grocer, I'd display macaroni with all sorts of related food—sauces, tomatoes, mushrooms, oil, cheese, milk, et cetera. I'd use macaroni to build store volume.

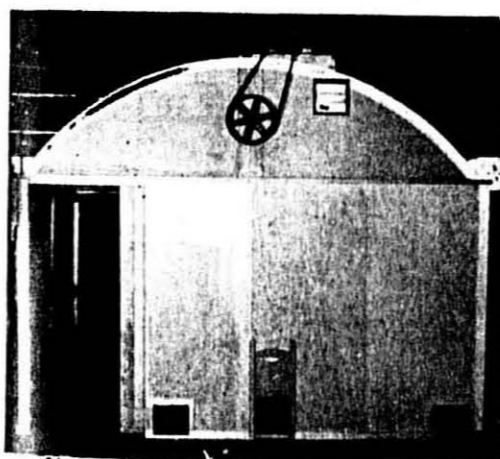
## 'Carry Full Line of Shapes'

"What kind of customer does macaroni attract into my store? To answer this, let's determine who is your best customer. I'm not referring to Mrs. Moneybags—she may be your biggest single customer, but her total volume of purchases can't compare with the young active mother with the growing family. She is responsible for 80% of food purchases. The young family with children consumes 40.5% more food, 63.6% more cereals, 65.2% more canned fruit and 71.4% more macaroni.

In other words, macaroni is used by your best customers in increased ratio to their total food consumption. To attract this best customer into your store, give macaroni good display, common sense with its importance.

If I were a grocer, I'd carry a full line of the various macaroni shapes. Among these special shapes are spaghetti, fusilli, rigatoni, margherita, egg bows, shells, lasagne, et cetera. I know, by actual sales records, that sales increase from 4% to 120% in every store that adds a representative line of macaroni shapes. But more important, these special shapes are a real customer attraction. They're popular with the best customers.

For all of these reasons, I'd promote macaroni during most of the year.



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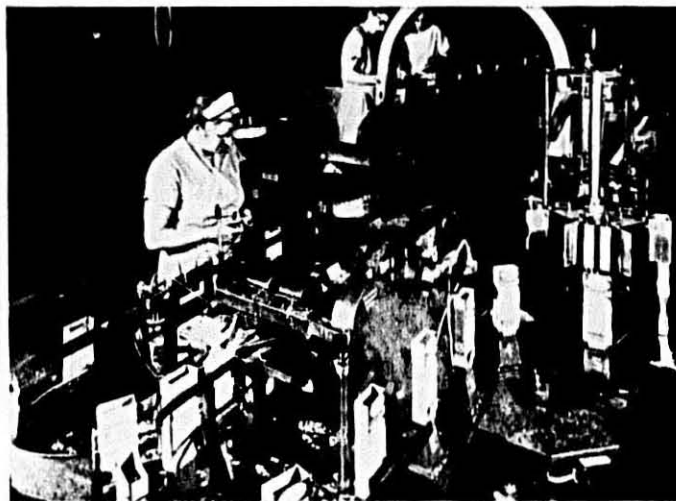
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and many others

Four-color individual shell talkers—featuring each of the three main macaroni products: macaroni, spaghetti and egg noodles—are being made available to grocery stores throughout the nation to help retailers take advantage of National Macaroni Week, October 18 to 27. The attractive, eye-catching merchandising aids are being distributed by the National Macaroni Institute, through the individual macaroni manufacturers.



Cartons "shoot the chute" after being formed on Ferguson unit. After bottoms are glued and sealed, cartons are blown through circular tubes at upper right, then moved down line for filling. Worker at left is placing soluble capsules in soup cartons.

## OODLES OF NOODLES

(Continued from Page 15)

holds bag on opening, makes a discharge of each ingredient into bag, then places next bag on opening. Tops of these bags are sealed on an Ansco heat sealer. Sealed pouches or bags then go into 15-gallon steel drum containers. Purpose of heavy containers is to protect these bags or envelopes while in transit through plant. Such drums are dumped into hoppers, which furnish ingredients to girl operators who place them in soup cartons. Steel drums are color coded by a distinctive painted strip around top, to facilitate identification and assure containers being in proper area of plant. Bags for Triangle unit are formed of 450 MST cellophane on a Simplex automatic bag machine. A continuous gusset type bag is formed, then cut to specific length for various sizes used, such as for 8 ounces or 12 ounces of noodles. Bags are prepared in advance of use, for filling on Triangle equipment. All film used in Grass packaging is printed by Milprint. Innovation at Grass Noodle Co. is a new all-purpose seasoning for steaks, chops, et al, and it is filled into bottles. This seasoning is in powdered form, with a flavor-enrichening agent added. Currently, capping of bottles is manual, and bottles are packed into display cartons containing 12 bottles each. Under each cap is a plastic shaker top to protect ingredients between usage.

Packaging equipment used in the I. J. Grass plant includes cartoners and case sealing units by J. L. Ferguson Co., Joliet, Ill., as well as heat sealers by Doughboy Industries, Inc., New Richmond, Wis., and by Ansco Packaging Machinery, Inc., 31-31 48th Ave., Long Island City, N. Y. There are wrapping units of Package Ma-



Metal form aids packing of cases, as girl loads wrapped cartons into form, which William Fieroh, plant superintendent, developed. When form is loaded, girl at right slips case over it, inverts it, withdraws form, places empty form on table for girl at left to refill.



Soup ingredients pass through volumetric filling equipment into small pouches, which then pass through sealer, then go into steel drums. Volumetric filling equipment was developed by Grass technicians. Tops of drums are color coded for quick identification.

chinery Co., Springfield, Mass., and for bagging of noodles, Grass uses Elec-Tri-Pak equipment by Triangle Package Machinery Co., 6637 W. Lawrence Ave., Chicago 35, Ill. For handling soup seasoning, there is a Rotapack by Harold P. Lewis & Co., 3500 71 Sepurva St., Philadelphia 34, Pa. Printed transparent film is printed by Milprint, Inc., Milwaukee, Wis., while bags are formed on a unit by Simplex Wrapping Machine Co., Oakland 9, Calif.

## Injured Boy Wins Prize

Twelve-year-old Tim Tierney feels he is the happiest boy in the world. A year ago he thought he would never ride again.

The stocky New Ulm, Minn., youth has been presented a three-year-old American albino horse as one of 10 youngsters in the country to win a Lone Ranger coloring contest.

Tim overcame extreme handicaps to win. In August of last year, he was severely burned when two youngsters kicked a can of flaming gasoline in his direction as he rounded a corner. His arm and face were so badly burned that doctors feared he would not live.

However, skin grafting at the Rochester Mayo hospital resulted in rapid improvement. To exercise his injured fingers Tim took to using crayons. He entered the General Mills' contest to color the Lone Ranger as he appeared on a box of Cheerios and was overjoyed at winning, as he had been saving his money for a horse when the accident occurred.

In addition to receiving a horse trained for children, he also was presented a Lone Ranger outfit, saddle, bridle and blanket. Today he is the envy of his playmates and the cry of "Hi Yo Silver" sounds through New Ulm streets.

## Mueller Tax-Exemption Case

The Courts squabble over taxation of business concerns organized for the benefit of colleges or other tax-exempt institutions is of general interest. *The New York Wall Street Journal*, in its issue of July 18, 1951, summarizes the developments to date.

C. F. Mueller Co., a macaroni manufacturer, was operated solely for the benefit of New York University. The university, as an educational institution, was exempt from federal income taxes. Mueller claimed it also was operated exclusively for educational purposes and thus was tax-exempt.

The Commissioner of Internal Revenue, however, disagreed, and he was upheld by the U. S. Tax Court. Since Mueller was making and selling macaroni, the court said, purposes of its operation could not be exclusively educational. The court noted that exempting the company's income from tax "could have a vicious effect upon nonexempt competitors, because the exempt corporation might be able to undersell its competitors and thus either drive them out of business or absorb them." Mueller then appealed to the U. S. Third Circuit Court of Appeals, which reversed the Tax Court.

"It is clear," the higher court said, "that we are not here dealing with a

corporation the purpose of which is to benefit private interest. The purpose of the corporation involved is wholly charitable."

The Mueller decision of the Circuit Court seemed to show the way, but the Tax Court refused to follow it.

Joseph B. Eastman Corp., an automotive parts distributor, was operated for the benefit of Amherst College, under circumstances which the Tax Court said were almost identical with those in the Mueller case. Commenting on the Circuit Court decision in the earlier case, the Tax Court said, "With all due respect to that court, we adhere to the conclusions expressed by us in that case." The court therefore held that Eastman was not exempt from federal income taxes.

## Wolfe to Address Pretzel Bakers

C. W. Wolfe, past president of the National Macaroni Manufacturers Association and chairman of the publicity committee of the National Macaroni Institute, will be one of the principal speakers at the 1951 convention of the National Pretzel Bakers Institute at Bedford Springs, Pa., October 21-23. His subject will be the advantages and disadvantages of standardized packaging.

Mr. Wolfe is scheduled to address the convention the afternoon of October 23.

## Price-filing Advice

In its bulletins to its members, the National Macaroni Manufacturers Association suggests the following action with respect to filing prices on their products under the new laws, effective July 1, 1951:

An O.P.S. regulation carrying out the provisions of the Caphart amendment, which will permit cost increases up to July 25 to be figured into ceiling prices, is being readied. Meanwhile, Julien Gilmer of the OPS section handling macaroni products in Washington says:

1. If you have filed under CPR 22, no matter when you filed and have sold any product at any price over the GCPR price, all your products come under the jurisdiction of CPR 22. You can sell at any price up to CPR 22 ceilings.

2. If you filed under CPR 22 and have not sold any product above GCPR level, you do not need to operate under CPR 22, but can continue under GCPR. You may go under CPR 22 any time you elect by simply changing your price.

3. If you have not already done so, you do not need to file under CPR 22, but may continue to operate under GCPR.

4. You may file now, or any time you want to under CPR 22 and begin operating under it after the required waiting period.

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- 3—Semolina and Flour Analysis
- 4—Rodent and Insect Infestation Investigations, Microscopic Analyses
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New York 7, N. Y.



## LONG ISLAND CITY

(Continued from Page 7)

ough, with a total area of 4,250 acres. Alley Pond and Kissena are the larger inland parks. Jacob Riis, on the ocean front at Rockaway, is a highly developed bathing beach. Ten miles of magnificent ocean beaches, from Rockaway Point to Far Rockaway, attract half a million visitors on a hot summer day. Queensites have the Jamaica and Aqueduct race tracks for the sport of kings.

Also located in Long Island City is Horowitz Bros. & Margaretten, at 29-00 Review Ave. Established in Manhattan in 1884, the company was primarily concerned with matzoh products for the Kosher Jewish trade. Founded by four Horowitz brothers, Joseph, Leopold, Moses A. and Samuel L., and Ignatz Margaretten, the firm moved to Long Island City in 1945. Seven sons of the original founders now operate the business.

In 1924, Horowitz Bros. & Margaretten entered the noodle and macaroni field, but their prime market today is still the kosher trade. Their products are exported to Mexico, Canada, South America and Cuba. Until quite recently—before governmental restrictions were imposed—products were being shipped to South Africa.

Queens has one college—Queens College in Flushing—and 153 elementary schools, 15 day high schools, 3 vocational schools, 4 annexes, and 3 evening schools. More than 190,000 pupils are accommodated, plus 50,000 students in parochial and numerous private schools.

The Long Island Railroad operates about 950 passenger trains through Queens every day. The Pennsylvania Railroad's yards at Sunnyside has a capacity of 1,100 passenger cars, dispatching 115 trains each day.

To accommodate the rapid increase in population and industry in the borough, the Chamber of Commerce of the Borough of Queens is currently campaigning for expanded transit facilities and related improvements. The organization is negotiating for construction of a gigantic Queens Transportation Center over the Pennsylvania & Long Island Railroad yards in Sunnyside.

The center would cover the railroad yards for a mile and a half in length

and a quarter-mile in width. In addition to the main terminal building—which would link municipal subway lines with the Long Island Railroad, New Haven and Pennsylvania Rail-

roads and department store branches would complete the panorama of "everything at one spot" in the Long Island City area.

The project is looked upon as the



LaGuardia Airport, Queens, embracing 558 acres.

road—the center would encompass a modern bus terminal and a parking area for 5,000 automobiles.

Chamber planners envision the center as a logical site for a huge convention hall and a sports arena tripling Madison Square Garden in size. Hotels, office buildings, restaurants,

largest single development in the history of Queens. It could determine the living conditions, business economy and over-all progress of the borough up to the year 2,000. Its construction—also looked upon as a defense utility evacuation point—would make Queens the transportation center of the world.

## Estimated 1951 Production

Based on all available facts, Robert M. Green, secretary of the National Macaroni Manufacturers Association, estimates that the production of all types of macaroni-noodle products by the U. S. industry will exceed 1,000,000,000 pounds, as compared with a total of 957,469,733 pounds, the reported production for 1950.

The production for the first six months ending June 20, 1951, is placed at 519,052,406 pounds of macaroni, spaghetti and egg noodles, an increase of 70,133,050 pounds over that manufactured in the same period in 1950. It is pointed out that approximately 47 per cent of the total year's production is usually accounted for in the first half. On this basis, the 1951 output of this food will easily exceed one million pounds.

It is further predicted that manufacturers and retailers will experience no trouble in disposing of the increased production because of the promotional

and publicity work being done by the industry's National Macaroni Institute as well as by the increased advertising being placed by individual manufacturers to make the public aware of the nutritional values and the economical advantages of this food. Budget-conscious housewives are turning more and more to macaroni products because they know that whether served by themselves or in combination with other foods, they supply healthful, satisfying and economical meals at a low cost.

## MAINTAIN EFFICIENCY

(Continued from Page 10)

the drive pulleys on their presses to see if they measure up to the above recommendation.

Here are some "musts" that we feel should be carried out in order to maintain your presses in good working order:

1. Change oil twice a year, using a good grade of recommended oil.
2. Make one of your press operators responsible for the numerous grease fittings on the presses, having him keep a chart showing each time he greases.
3. Remove the worm and completely clean the presses each week.
4. On Buhler presses—remove the top cover about three times a year and thoroughly clean.

Artist's composition of proposed Queens Transportation Center which would cover the Pennsylvania & Long Island Railroad yards in Sunnyside, Queens. Included in the panoramic sketch are: convention hall, sports arena, parking field for 5,000 cars, main terminal building linking transit



lines and railroads, bus terminal, hotel, office buildings and shopping centers.

5. Have the necessary spare parts on hand in case of a breakdown.

Now, I am sure that some of you have other helpful ideas on the operation of continuous presses—or maybe someone has a question. If so, we would like to hear from you.

## RAW MATERIAL

(Continued from Page 10)

and homogeneous finished dried product. We must also add that goods made with the lowest grade of raw material are always the easiest.

In fact, goods made with 100% cheap flour are fairly easy to make, but the quality of the finished product is very bad. It is a little more difficult to make goods with granular, which normally should not contain more than 7-8% flour, and it is still harder to make top grade quality with semolina containing 3-4% flour. Of course, the most difficult product to manufacture is one made with 100% high grade durum semolina, having less than 1% flour.

(3) The third factor which has also a large influence on the press output is the presence of re-ground macaroni products. We mean dried, broken macaroni which has been re-ground to

flour or semolina-sized particles and is mixed with the raw material to be re-used in making macaroni products. Reground goods do not hydrolyse because, although the chemical conversion is not impossible, it is hard to obtain a good homogeneous mass of dough. It takes a longer period of time of kneading, longer than normal operation, as well as higher temperature than that normally required for mixing and kneading operation. The use of re-ground macaroni is responsible for a great deal of checking difficulties that so many operators have to face, and this percentage of checking will be more noticeable in long goods than those of smaller size. If it is absolutely necessary for a manufacturer to re-use part of his re-ground macaroni, it should be used in small goods, such as Alphabets, Lead Shots, et cetera.

It must also be remembered that goods, after they come out of the press, in the wet stage previous to the drying operation, are subject to an exothermic reaction, and if this latter chemical reaction is taken into consideration during preliminary drying and sweating periods previous to drying, we obtain—in this way—the highest uniformity in the mass of dough which must be homogeneous all through its thickness, the characteristic of which is vitreous aspect. When re-ground goods are blended with semolina or granular, it is not possible for these chemical

reactions mentioned above to take place, and consequently the uniformity in the quality is by this fact affected.

We should add also that a product which is not uniform after the mixing and kneading operation has a tendency to affect the rate of extrusion through the dies and consequently affects also the output, on account of those phenomena which are linked with bad mixing conditions, such as lumping dough, its improper feeding to the worn, and lack of uniformity of pressure on the surface of the die.

## PRESS OUTPUT

(Continued from Page 10)

girls from other departments and repeated the test. Their reaction was the same as the quality committee; the product was satisfactory in every detail.

In conclusion, we feel that a good product can be made using a reduced mixing water temperature, and we offer this as a method of overcoming the greyish cast sometimes encountered when using cold semolina. But in so doing, we know that our press output will be reduced, and extreme care must be taken in all steps following the pressing operation to avoid the troubles as outlined in this report.

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# Letters To The Editor

## Chilean Comments and Requests

Santiago, Chile  
July 26, 1951

Mr. M. J. Donna, Editor & General  
Manager  
The Macaroni Journal  
Braidwood, Ill.

Dear Mr. Donna:

We have the pleasure to inform you as follows:

\*Parcel Containing Propaganda: Literature sent us arrived OK; cooking recipes and pamphlets all very interesting. The poster "National Macaroni Week," caught our eye very much. Congratulations on this poster.

\*MACARONI JOURNAL: Received batch of issue containing story of our factory. Pleased—thank you.

\*Durum Wheat Seed: We are not sending samples, as our colleague "Carozzi," has promised to do so. Read in your December, 1950, JOURNAL that Chilean durum seed had been shown at Durum Show. Also note from your March, 1951, issue that U. S. durum seed had been exchanged for the Chilean article, but to date we have not received any official advice on this matter.

\*Durum Wheat for Semolina: The Chilean government has purchased U.S.A. wheat to make up for the shortage of home-grown wheat due to poor quality. Of this shipment, no durum wheat was received for semolina milling.

We would be extremely grateful if you would indicate, by return mail, the names and types of the best durum wheat for semolina milling, preferably of the types used in U.S.A., in order that we may indicate to our government the necessity of purchasing 5 million kilograms especially for us.

This information is urgently requested, with complete details to avoid errors in this transaction. Await esteemed reply.

Yours very truly  
Molinos y Fideos Lucchetti S. A.

## Uruguay Macaroni Industry

Montevideo, Uruguay  
August 6, 1951

The Macaroni Journal  
Braidwood, Ill.

Dear Sirs:

On my return from Europe a few days ago, I found your letter of April 18, 1951. Very sorry I have had no time to write requested article on the Macaroni Industry in Uruguay. Might do so later.

Came to this country two years ago and opened a macaroni factory here . . . a big development which I'm enlarging. Furthermore, I am about to

open another factory in Brazil, for which I have already purchased machines made in Italy.

Sincerely,  
La Nuova Cerro, S.A.

## No MACARONI DAY in 1951

Devils Lake, N. D.  
August 22, 1951

Mr. M. J. Donna, Mgn. Ed.  
The Macaroni Journal  
Braidwood, Ill.

Dear Mr. Donna:

At a recent meeting of the Macaroni Day committee, it was decided that our 1951 Macaroni Day, scheduled for September 12, would be postponed until sometime in June, 1952.

The reason for this action is that adverse weather conditions have interrupted the harvest to such an extent that attendance would be poor and thereby not warrant the expense and effort made towards the program.

We sincerely wish to thank you for your interest and co-operation in regard to Macaroni Day and hope that we can count on you again next year at Macaroni Day time.

Sincerely,  
Berkley D. Halstead, Secy.  
Chamber of Commerce

## A Miracle in Durum

Grand Forks, N. D.  
August 14, 1951

Mr. M. J. Donna, Mgn. Ed.  
Braidwood, Ill.

Sorry I missed you at Langdon yesterday. Was there the previous week end with John Haw, agricultural agent for the Northern Pacific Railroad, visiting the durum farms in the Langdon area. John was our first county agent, back in 1911, and we have worked together very closely all of these years.

Well, in the 51 years I have spent up here I have seen what looked almost like a miracle, but never did I see anything that so changed our crop situation as this 5 1/4 inch rainfall in the past 3 weeks . . . more rain than we had all year to date. I thought most of the crops too far gone to be helped. That was a big mistake. While thousands of acres have been plowed down and thousands more are too short and poor, the crop responded well to the rain; we will have a fair crop after all. Durum can always take more abuse than other wheats. It is tough and the way it has responded to the rain is a near miracle.

The straw has stretched up a full foot and heads are filling well. A sort of second growth is coming on and will mature to add a lot of bushels. I'm beginning to think I will have



# CARTOON CORNER

by ART ROSS



a pretty fair exhibit at the Internation in Chicago this fall, where I hope to again meet you.

Cordially yours  
B. E. Groom, Chairman  
Board of Directors,  
Greater N. D. Association

## French Commission's Gratitude

Paris, France  
August 8, 1951

Mr. M. J. Donna  
National Macaroni Mfgs. Assn.  
Braidwood, Ill.

Dear Mr. Donna:

It was a great pleasure for me to meet you at the convention. Thank you for the magnificent job you did in organizing our trip through the U.S.A. The boys are very grateful to you and asked me to send you their warmest thanks.

I think that it was greatly on account of all the trouble you have taken for us, that our journey through your country was so successful. It has been a first step to create a good understanding internationally among the durum family. I hope that soon we might altogether create a big union of this family all through the world.

We have seen that Mr. M. J.—Macaroni Journal Donna—is still a young man, always ready to promote good things for the macaroni people.

Very sincerely yours  
Jacques Audigier, Secy.  
Comité Professionnel de L'Industrie  
des Pates Alimentaires—France

## Important Industry Dates

Pacific Coast Conference  
San Francisco  
October 3-4, 1951

Macaroni Week  
Nationwide  
October 18-27, 1951

Winter Meeting  
Miami Beach  
January 22-24, 1952

48th Annual Convention  
Montreal  
June 26-28, 1952



**The MACARONI JOURNAL**

P. O. Drawer No. 1, Braidwood, Ill.  
 Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903  
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**THE MACARONI JOURNAL** assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

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**WANT TO BUY**—a Consolidated Die Washer for Round Dies. Give condition and price. Box 96, Macaroni Journal, Braidwood, Illinois.

beat him to the catch. Every day he took a big haul to the distribution center and sold them to the hungry herons for so much a pound.

The snapping turtles have made the waters around Heronville their permanent home, so Peg Leg is set for life. His contract to feed the herons is making him rich.

Your misfortune may be your fortune if you just keep fishing.

Very wisely yours,  
 Ollie The Owl

and catch enough fish to keep from starving. "Fate gave him a raw deal. How lucky we are to have our own legs and catch fish in abundance," said the other herons as they gorged themselves on fat perch while Peg Leg had to be satisfied with a little minnow now and then.

One day the herons were sharpening their bills on the bank before wading out to spear their meals and they heard a flock of ducks quacking excitedly and swimming to shore with frantic speed. "What's the matter?" asked the herons. "The water is full of snapping turtles," cried the ducks. "If you wade in today, they'll bite your legs off."

The herons didn't dare go in the water; days passed and they were still kept from the feeding ground by the snappers. Starvation faced the herons. They held a consultation. Someone had to wade into the water to get fish for the hungry flock. "But who would dare the powerful jaws of the snapping turtles?" cried one and all.

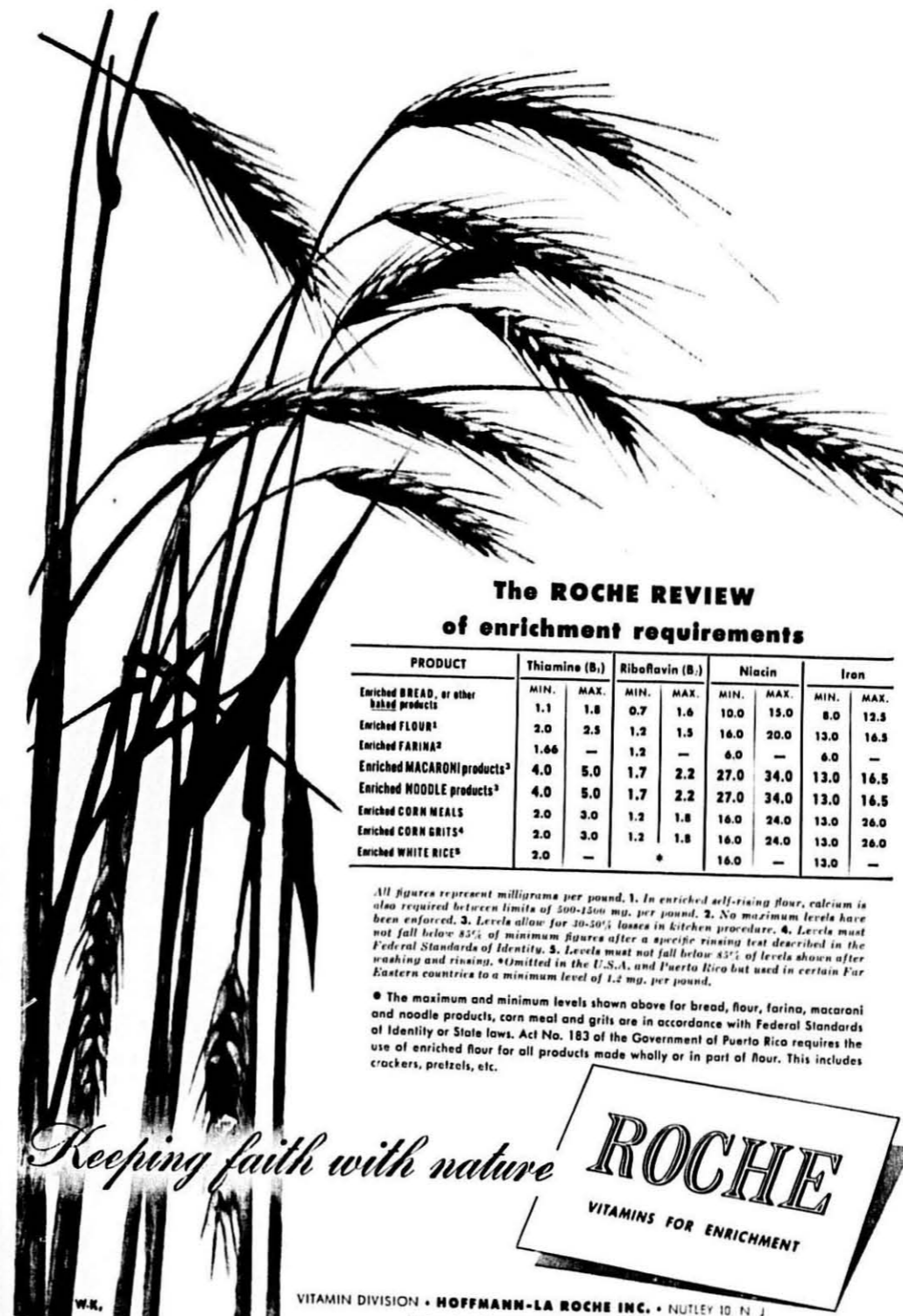
"What have I got to lose?" It was Peg Leg talking. "I'll catch the fish for this flock if you contract to buy all I catch." The flock agreed. The snapping turtles snapped at his wooden legs, but Peg Leg just kept on fishing. He had the fishing grounds all to himself now and he got plenty of big, fat perch, the like he never got before because the herons with their good legs always



Ollie the Owl

We call him Peg Leg Heron because he has wooden legs. The originals were cut off by a railroad train, so the game warden fixed him up with wooden ones. All Heronville sympathized with him, because in Birdland, a heron with wooden legs is in the same pond with a fish with plastic fins.

But Peg Leg didn't lose his head over the loss of his legs. He soon learned how to walk without assistance, he managed to wade around the water



**The ROCHE REVIEW of enrichment requirements**

PRODUCT	Thiamine (B.)		Riboflavin (B.)		Niacin		Iron	
	MIN.	MAX.	MIN.	MAX.	MIN.	MAX.	MIN.	MAX.
Enriched BREAD, or other baked products	1.1	1.8	0.7	1.0	10.0	15.0	8.0	12.5
Enriched FLOUR <sup>1</sup>	2.0	2.5	1.2	1.5	16.0	20.0	13.0	16.5
Enriched FARINA <sup>2</sup>	1.66	—	1.2	—	6.0	—	6.0	—
Enriched MACARONI products <sup>3</sup>	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched NOODLE products <sup>3</sup>	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched CORN MEALS	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched CORN GRITS <sup>4</sup>	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched WHITE RICE <sup>5</sup>	2.0	—	*	—	16.0	—	13.0	—

All figures represent milligrams per pound. 1. In enriched self-rising flour, calcium is also required between limits of 500-1200 mg. per pound. 2. No maximum levels have been enforced. 3. Levels allow for 30-50% losses in kitchen procedure. 4. Levels must not fall below 85% of minimum figures after a specific rinsing test described in the Federal Standards of Identity. 5. Levels must not fall below 85% of levels shown after washing and rinsing. \*Omitted in the U.S.A. and Puerto Rico but used in certain Far Eastern countries to a minimum level of 1.2 mg. per pound.

The maximum and minimum levels shown above for bread, flour, farina, macaroni and noodle products, corn meal and grits are in accordance with Federal Standards of Identity or State laws. Act No. 183 of the Government of Puerto Rico requires the use of enriched flour for all products made wholly or in part of flour. This includes crackers, pretzels, etc.

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