

**THE
MACARONI
JOURNAL**

**Volume XXXIII
Number 8**

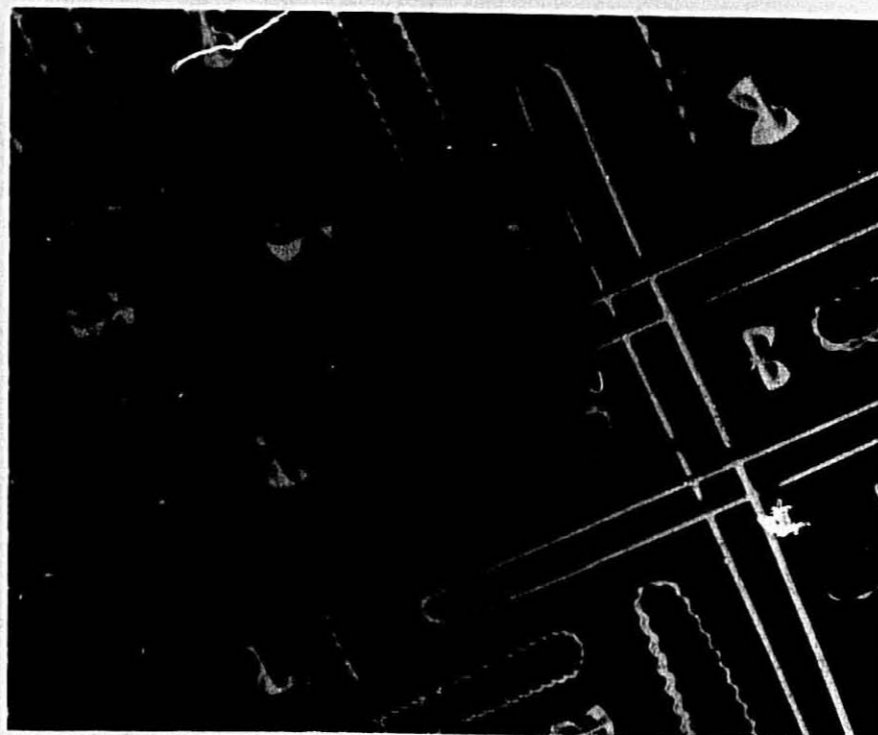
December, 1951

DECEMBER, 1951

the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Macaroni Products, -- Plain and Fancy



Macaroni, Spaghetti and Egg Noodles are the most common shapes of a large family of durum wheat foods. Farfalle, Yolanda and Elena are some of the more fascinating names of 99 other shapes and varieties with eye appeal and interest to menus. All shapes and sizes are equally good when made from durum wheat semolina or flour. Durum Wheat is grown almost exclusively for making macaroni products . . . (Photo Courtesy Durum Division of the Wheat Flour Institute)

Central Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIII
NUMBER 8

32x

25x



To Our Friends . . .

Friendship in business represents one of man's finest ideals. We sincerely regret, as the Holiday Season approaches, our inability to meet our many friends in person, clasp them by the hand, and extend the compliments of Christmastide.

We take this occasion to express our gratitude for the patronage and cooperation of our friends and to wish them, one and all, a Merry Christmas and Happy and Prosperous New Year.

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December, 1951

THE MACARONI JOURNAL

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Mr. JOSEPH SANTI is our Technical Expert and will co-operate with both of our General Representatives for the U.S.A. and CANADA.

The
MACARONI JOURNAL

Volume XXXIII

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**A Common Problem . . .
Everyone's Concern**

All too frequently of late, the macaroni industry has been faced with a problem of supply of its basic ingredient, especially of the quality which the great majority feel is essential to producing the finest products.

Practically every processor of quality macaroni is dependent on the durum wheat crop for the crop year, whether they are users of semolina, granular or durum flour; yet there are too many manufacturers who show little concern and contribute still less to the cost, and the worry, of trying to help the durum growers overcome the handicaps that affect both the quantity and the quality of their crops.

In 1950, a most promising durum wheat crop was irreparably damaged by a new rust that developed the last few weeks of the growing season. Bad weather had delayed spring planting, which meant a late harvest. The situation permitted the unexpected appearance of a stem rust that greatly damaged the grain when in the heading stage, thereby cutting the yield to about half what the grower had expected to harvest.

In 1951, stem rust did little or no damage to the durum crop, except in a few rare cases, but Ol Man Weather was again up to its tricks at the expense of the majority of the durum farmers. Never did the waving fields of durum look more promising than in middle August. There were great expectations among the durum growers that the 1951 harvest would enable them to make up their 1950 losses. Their optimism was supported by threshing reports of early harvesters.

Without warning, and fully unexpected at that season of the year, came repeated summer rains that long delayed harvesting, permitting sprout damage to develop to a most disastrous extent, greatly reducing the durum growers' expected income.

A fortunate few who had planted an earlier maturing type of durum were able to complete the harvest before the late rains. Their durum graded high, commanding premiums which the macaroni men are always glad to see

the growers get. But the large majority of the farmers elected to stay with the later maturing types that had proved their worth through the years, both in yield and in the quality of the grain. They took a gamble and lost, because the rains delayed harvesting from six to eight weeks, during which the grain suffered considerable sprout damage.

When they attempted to market their damaged crop, they found that it would bring just a little more than half of the price paid for the early matured, non-damaged durum. For example, early in November, the quality durums brought as high as \$2.40 a bushel while the offering for the sprout-damaged crop ranged upwards from \$1.60 a bushel, providing the buyers a real heyday, using the reported sprout damage as an excuse for quoting disappointing prices.

The big differential created a great doubt in the minds of the unfortunate growers that the quantity damage was in the proportion reflected in the grading and quotations. They blamed the weather and the buyers for their heavy losses and began to feel that they might fare better in 1952 if they switched to barley or bread wheats, which mature several weeks earlier but usually yield a lower acreage return.

Members of the National Macaroni Manufacturers Association have spent much time and considerable money to build good will among the farmers in the natural durum growing areas, and they realize how disastrous it would be to the entire macaroni industry if this threatened switch materializes to the extent reported. Since those manufacturers who have not been supporting the unending fight to get more and better durum will be equally affected by the dangerous situation, it is hoped that they will join to present a united front, morally and financially, to encourage the durum growers to continue planting more and better durum for which the macaroni industry will gladly pay reasonable premiums.

The year 1952 is a crucial one for both the durum growers and the quality macaroni makers.

The 1951 Durum Show

Samples Submitted and Durum King Chosen in Outstanding Exhibition at Langdon, North Dakota

Durum is King!

Though 1951 was a poor year for most of the durum growers because of the generally unfavorable weather during the harvesting season, the year's State Durum Show at Langdon, N. D., November 8 and 9, was an outstanding success—even the weather being favorable up there as a change.

It attracted a record-breaking crowd and 304 samples for competition, the second highest number in the 14 year history of the show, exceeded only in 1949, when a total of 369 carefully prepared samples were exhibited, a tribute to a hustling show committee. Another factor in the showing was the fine, spring-like weather that prevailed this year, unusual in recent durum show history.

A change in the locale also added to the success of the show and the surprising number of exhibits. It was staged this time in the gymnasium of Langdon High School, instead of the small auditorium used for previous shows.

Entered for the first time in the history of the show, the Nugget variety of durum wheat won all major honors, though only seven samples of this type were included in the 304 entries. The new variety won three of the five classes, with a second and a fourth in two other divisions.

Arnold Ingulsrud of Edmore, N. D., a veteran Agricultural Training Program farmer, was crowned the 1951 Durum Wheat King, his sample of Nugget having won the sweepstake competition. He was thus declared winner of the gold plaque annually offered by the National Macaroni Manufacturers Association. Vice President Maurice L. Ryan of Quality Macaroni Co., St. Paul, vice president of the National Association and chairman of its durum growers relations committee, presented the plaque to the new durum king in the presence of Governor Norman Brunsdale of North Dakota and fellow officers of the National Association. The latter group included C. L. Norris of the Creamette Co., Minneapolis, association adviser; Robert M. Green, association secretary-treasurer and NMI manager; Herald Lynn, New York City, publicity counsel, and M. J. Donna, Braidwood, Ill., the NMMA's secretary emeritus.

Headlining the array of speakers on the opening day of the show this year was Governor Arnold Brunsdale of

North Dakota. In a rousing speech, he stressed the importance of durum to the economy of North Dakota and the welfare of the nation, and especially to the area in the northeastern part of the state where conditions are most favorable for durum growing. He observed that, with a virtual monopoly on the best durum in the world, North Dakota stands to profit in direct proportion to the increase in macaroni consumption in line with the promotional program of the NMMA and National Macaroni Institute.

"We do not always have perfect crops. Our northerly location places crops at the mercy of the weather, with drastic changes beyond human control. But, taken year in and year out, durum has proved a blessing to the farmers of this area, even despite some disappointing crops.

"Our experimental station in Langdon is constantly breeding earlier maturing and sturdier types of durum and other grains to withstand the climatic rigors. The new Nugget and Vermum varieties released for planting for the first time this year, for in-

stance, will mature as early as do the popular bread wheats, and though both have weaker straws, they are recommended for planting by those who prefer the early maturing varieties. Natural durum growers are strongly urged against switching to bread wheats with resultant admixtures that growers everywhere have found both expensive and impractical."

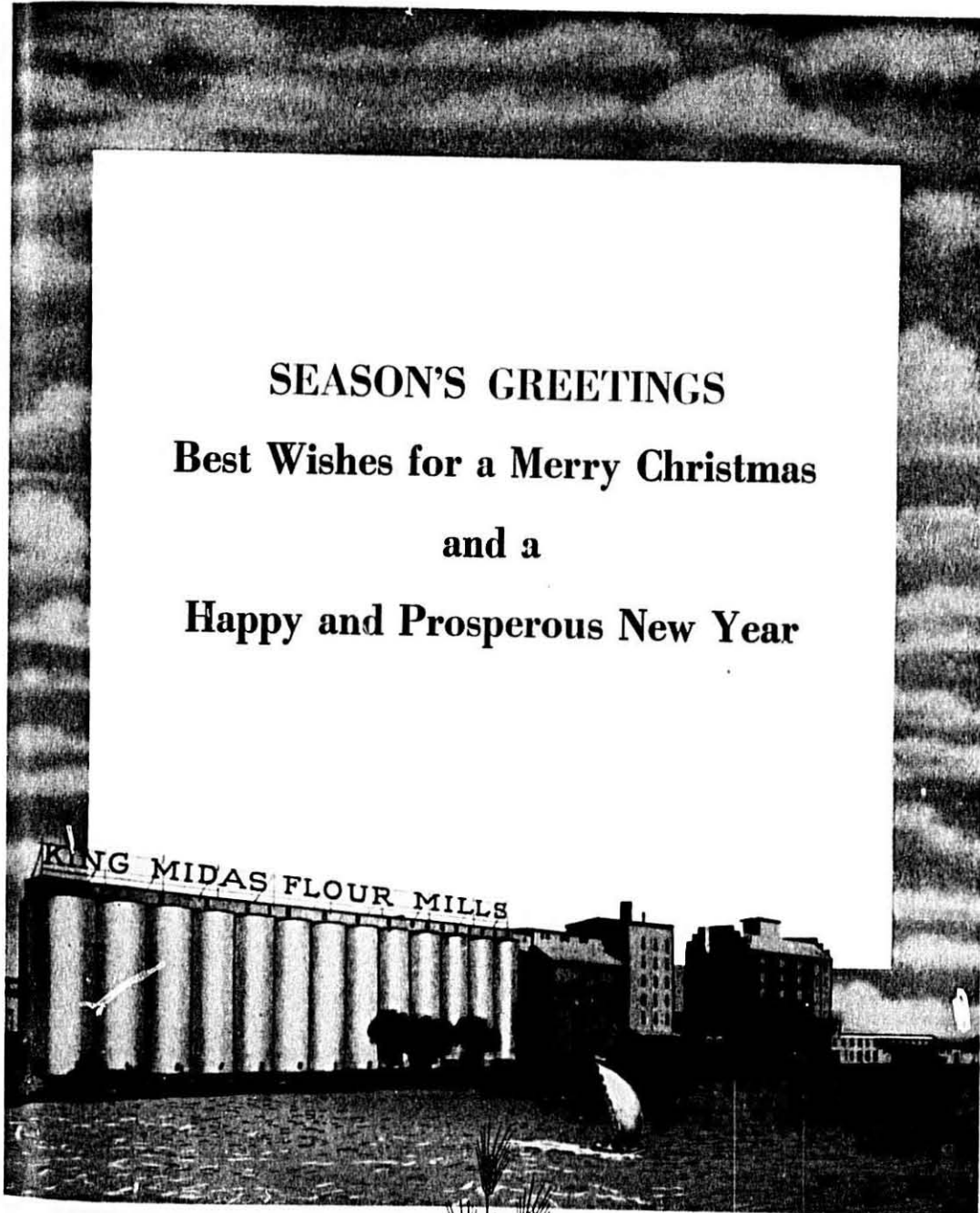
He observed that the pioneer durum growers were not discouraged by one or two short crop years and their persistence against all adversities won for the State of North Dakota a nationwide and world-wide enviable reputation for quality durum, recognized especially by the quality-minded macaroni makers who are pleased to pay high premiums to durum farmers and who hope to continue paying them in years to come.

Other speakers on the program of the afternoon of November 8: George Wilkens, Minneapolis, secretary of the Minneapolis Grain Exchange, who, with the aid of colored slides, described how grain is marketed at the Minneapolis Grain Exchange, the



The 1951 Durum Crop King

Arnold Ingulsrud of Edmore, N. D. (right), is shown receiving the first prize gold plaque for producing the best durum wheat entered at the 14th annual North Dakota State Durum Show at Langdon, N. D., November 8. The presentation is being made by Maurice L. Ryan (left) of the National Macaroni Manufacturers Association which makes the award, and Governor Norman Brunsdale (center) of North Dakota. Ingulsrud's winning sample was a 51-pound test sample of Nugget Durum, a durum variety which never previously had been entered in the show.



SEASON'S GREETINGS

Best Wishes for a Merry Christmas

and a

Happy and Prosperous New Year



KING MIDAS

Semolina

Milled with Skill that is Traditional

KING MIDAS FLOUR MILLS  MINNEAPOLIS 15, MINNESOTA

world's largest, and clearly explained the futures market, whose activities are puzzling to so many. C. L. Norris, Minneapolis, National Macaroni Manufacturers Association's adviser, referred to the durum growers and the macaroni manufacturers as a team that must pull evenly and steadily for mutual good. More than 90 per cent of the quality durum goes into quality macaroni products and, with Americans becoming more and more macaroni conscious, the industry will need more and better durum and the full co-operation of the durum farmers and the durum millers, he said. Robert M. Green, Palatine, Ill., N.M.M.A. secretary-treasurer and National Institute manager, stated that the macaroni industry, largest user of durum wheat, is constantly expanding its promotional activities to increase the demand for its products and must be assured of ample supplies of suitable durums, irrespective of price. Gerald T. Lynn, New York public relations counselor, Sills, Inc., pointed proudly to the publicity which has been given to the durum shows, the position of the durum farmers, and the consumer education that should result in steadily increasing consumption of all shapes and sizes of macaroni products. Victor Sturlaugson, the show's president and superintendent of the Langdon substation, observed that, while Stewart and Mindum types were still the most popular durum varieties, growers, because of their experiences in 1950 and 1951, are looking for earlier-maturing types to escape the rust and the weather hazards to late-ripening ones. Nugget and Vermum varieties grown in great quantities this

year are not perfect, in that both have weak straws. Stewart still maintains the highest yield capacity, thus providing several varieties from which farmers may choose to suit their soil condition, to gamble or not to gamble with the weather, as they prefer.

He particularly warned against "dirtying" lands which are now clean by switching to other grains, with resultant mixture crops and low gradings.

Maurice L. Ryan, representing the macaroni industry, was the lead-off speaker the afternoon of the second day. He urged the growers, as he has for the last five or six years, to continue planting their preferred types of durum wheat and by doing so to retain the exclusive markets they are now enjoying for their crops.

At the conclusion of his address, and aided by Governor Brunsdale, he presented the N.M.M.A. plaque to Arnold Ingulsrud, Edmore, N. D., thus crowning him as the 1951 Durum Crop King.

Other speakers included George Wagner, entomologist of Pillsbury Mills, Inc., Minneapolis, who spoke on "Insect and Rodent Problems in Stored Grain and Food Products." He illustrated his talk with slides. Dr. Glenn Smith, director of USDA plant breeding at the Fargo (N. D.) Experimental Station and College, discussed 15B Rust and related problems and the unusual weather losses. Arthur Schulz, extension agricultural engineer of Gondiman Co., discussed and demonstrated grain dryers, saying that the losses in grading during the last two years could have been saved by proper drying, and would more

than have paid for the cost of the drying equipment which will soon become a must on all farms.

Henry O. Putnam, Minneapolis secretary of the N. W. Crop Improvement Association and one of the show's annual judges, used slides to show how heat, frost and disease damaged grain kernels and greatly reduced the grades and the possible income. M. J. Donna, the N.M.M.A. secretary emeritus, told of that association's long interest in the welfare of the durum growers when he, acting for the National Association, first presented loving cups as trophies to the exhibitors of the best durum at the Fargo State Fairs in 1923 and 1924. The loving cups in those two years were won by William P. and Edward F. Sebens. The former is now the field representative of the Greater North Dakota Association and took part in this year's show by running a series of pictures of North Dakota life and scenes.

Durum Queen—Miss Lois McDowall

Miss Lois McDowall of Langdon, N. D., who had recently been chosen queen in a Roxy Theatre contest, served lovingly as queen of the 1951 Durum Show in her home city on Nov. 8 and 9. In the name of the show management, she presented Governor Norman Brunsdale with a gift, and later reigned at the presentation of the beautiful National Association's gold plaque to the Durum King, Arnold Ingulsrud, Edmore, N. D., and other trophies given by different organizations interested in the success of the show.

Danish Volunteers Build New School for Greece



The Greek village of Agnandero had no school. As in many other places its schoolhouse was destroyed during the war. Today, thanks to the contributions of Danish school children and of a team of Danish workers, a new schoolhouse is beginning to rise in the war ravaged Greek town.

The initiative was taken by the Danish Society for Reconstruction in War-Ravaged Countries and the Danish National Commission for Unesco. Members of the Danish voluntary team cut stone and mix batches of mortar for the brand-new school which is expected to open some time this summer.

Season's Greetings!

From Your Friends at Sterwin Chemicals, Inc.
To all our friends, our sincere wishes for a very Merry Christmas and a Happy and Prosperous New Year.

W. A. Callison
President

Sterwin Chemicals, Inc.
1430 BROADWAY, NEW YORK 18, N. Y.
Pioneers in Food Enrichment

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Jack A. Hevold, Chicago
Carl Scherer, Chicago
Callison, Grand Ore.

NEW YORK INDUSTRY MEETING

The regional meeting in Belmont Hotel, New York City, on November 14 was well attended, with 50 macaroni men and suppliers reporting on 30 reservations. Several macaroni manufacturers who were in New York to attend the annual meeting of the Grocery Manufacturers of America, Inc., were in attendance. All of the matters of current and future importance of the industry were discussed and acted upon.

Weight Tolerances—James J. Winston, the National Association's director of research, reported on conferences held with New Jersey food and drug officials on their stringent requirements in the matter of percentage of fill of packages and its 1/10 of an ounce of tolerance. As such compliance was almost impossible under packaging procedure followed by nearly all the manufacturers, a special committee was named to co-operate with Mr. Winston to try to bring the New Jersey standards in line with the federal standards. On it are: John Zerega, Jr., Joseph Giordano, Joseph Bianco and C. W. Wolfe.

The 1952 Durum Outlook—Association Adviser C. L. Norris, who attended the N. D. State Durum Show the week before, reported on the National Macaroni Manufacturers Association's participation there and stressed the importance of continuing

the industry's efforts to maintain the durum acreage, about which there is some question due to two successive crop failures.

The Scrap Campaign—Daniel Maldari discussed the matter of scrap metal as a means of reaching the critical metals requirements, and suggested scrapping of old dies as an aid.

National Macaroni Week—Ted Sills of Sills, Inc., public relations counselor for the NMMA and the National Macaroni Institute, told the meeting that the Week in 1951 was bigger than ever, and that if there was any falling down, it was on the manufacturers' part. "Apparently, people outside of the industry were more impressed with our efforts than many of those within it."

Price Controls—Nothing new developed from the discussion of this subject. No one has had time to compute new calculations under the Capehart Amendment, released on November 9, but the prevailing opinion was that it would only change the period used and might not be too favorable. Many firms reported that they were filing letters for adjustment of ceilings based on increased flour and eggs costs. Any firm that has not yet filed a Form 8 heretofore has until December 19 to do so.

On the Social Side—The King Midas Mills and Rossotti Lithograph

Corporation joined in sponsoring a dinner at the famous Rifle Club in the evening.

Liquid, Frozen and Dried Egg Production October 1951

Liquid egg production during October totaled 4,305,000 pounds, compared with 9,910,000 pounds during October last year and the 1945-49 average of 8,214,000 pounds, the Bureau of Agricultural Economics reports. The quantities of liquid egg used for drying and freezing were much smaller than during October last year.

Dried egg production during October totaled 370,000 pounds, compared with 1,984,000 pounds in October last year and the average of 1,398,000 pounds. Production consisted of 10,000 pounds of dried whole egg, 308,000 pounds of dried albumen and 52,000 pounds of dried yolk. Dried egg production for the first 10 months of this year totaled 16,361,000 pounds, compared with 91,415,000 pounds during the same period last year.

The quantity of frozen egg produced during October totaled 3,174,000 pounds, compared with 4,535,000 pounds during October and the 1945-49 average of 3,475,000 pounds. Frozen egg stocks decreased 31 million pounds during October, compared with 29 million pounds in October last year and an average decrease of 30 million pounds.

Durum Millers' Large Quantity Macaroni Recipes

From the test kitchen of the durum wheat products division of the Wheat Flour Institute, sponsored and supported by the Durum Millers of America, complimentary to the macaroni manufacturers of U.S.A., comes a new booklet containing large quantity recipes and featuring macaroni foods recently developed by the durum wheat products division of the Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Ill.

Large Quantity Recipes—Macaroni, Spaghetti, Noodles has been available for a few months, and already has been distributed to about 10,000 school lunch managers. Orders continue to come in daily from the state supervisors who wish to have the booklets sent to school lunch personnel in their area.

Many of the main dishes contain two ounces of cooked protein-rich food per serving, which is the minimum requirement in protein for the Type-A school lunch, as prescribed by the federal government. All recipes make 48 servings.

Sample copies of the booklet are available to macaroni manufacturers on request.

Durum Products Milling Facts

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

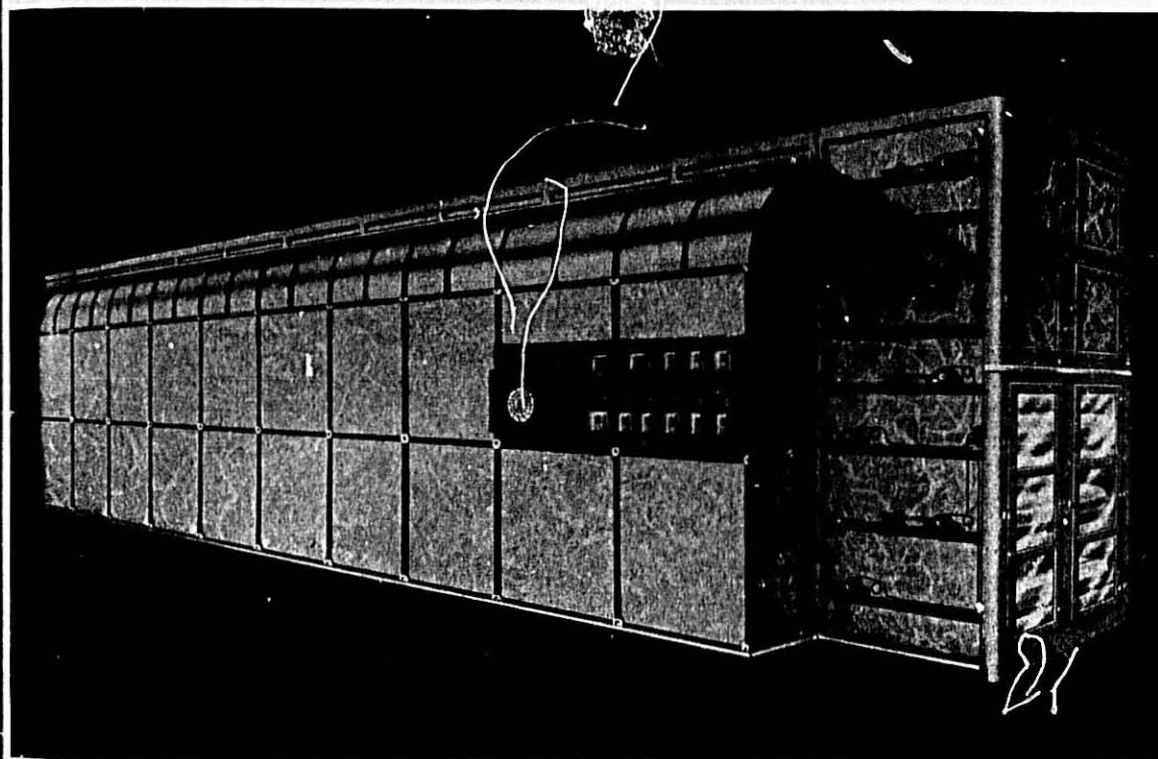
Month	Production in 100-pound Sacks			
	1951	1950	1949	1948
January	870,532	691,006	799,208	1,142,592
February	901,751	829,878	799,358	1,097,116
March	1,002,384	913,107	913,777	1,189,077
April	526,488	570,119	589,313	1,038,829
May	774,911	574,887	549,168	1,024,831
June	666,774	678,792	759,610	889,260
July	561,915	654,857	587,453	683,151
August	915,988	1,181,294	907,520	845,142
September	827,485	802,647	837,218	661,604
October	1,197,496	776,259	966,115	963,781
November	882,617	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 Nov. 30, 1951.....4,285,501
 July 1, 1950, to Dec. 1, 1950.....4,244,003

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, lav-ash 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.

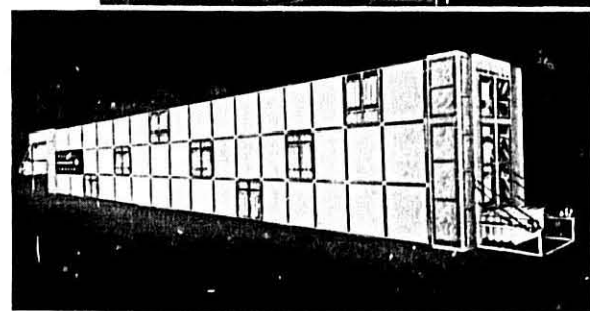
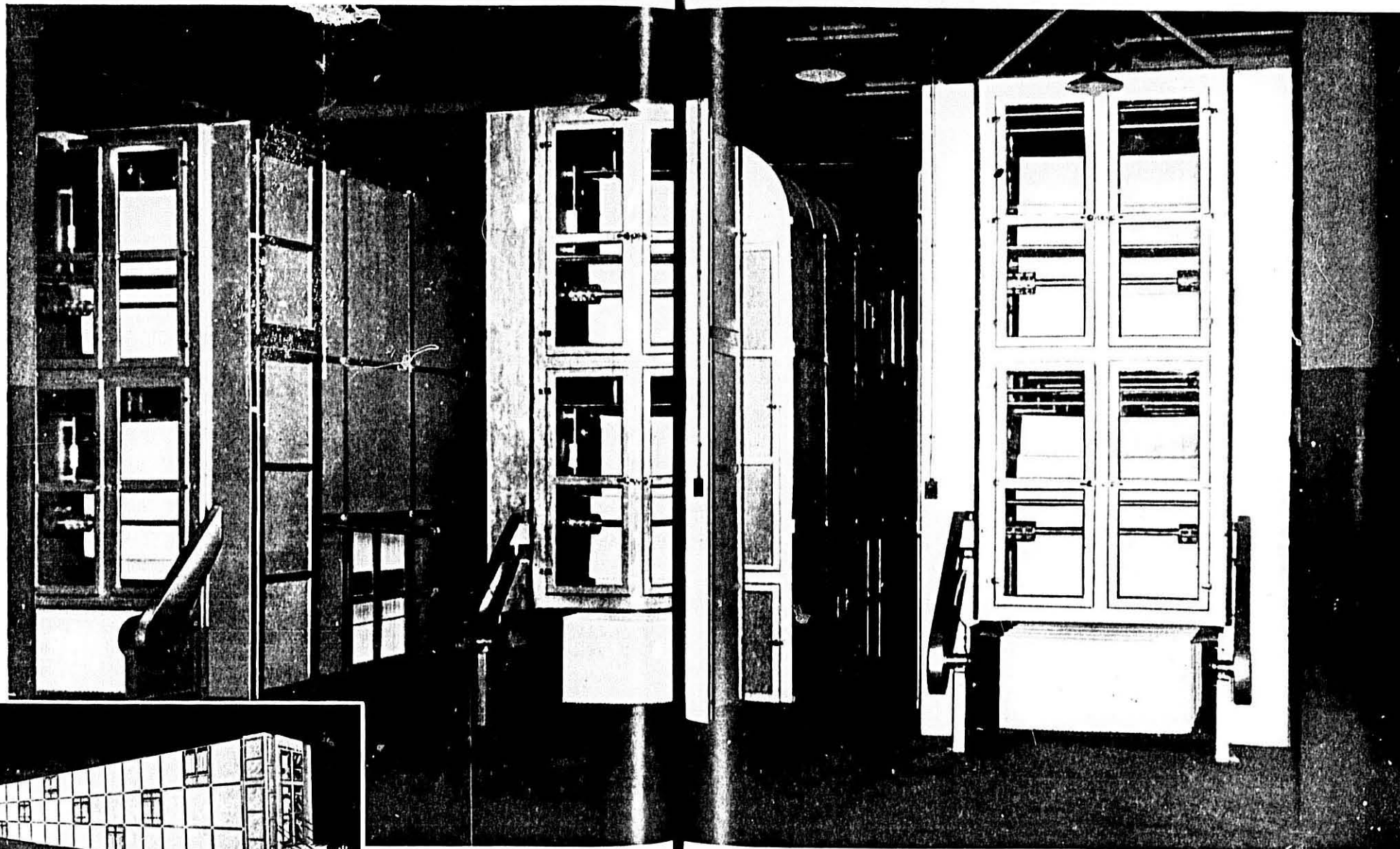
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZ-
ING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

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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 word for them when they speak of their dryers. And this new year of 1951 is designed to see Clermont's measure of leadership

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

designed, like its predecessors, to meet the particular requirements of particular manufacturers. On other pages are illustrations and details of features

of Clermont dryers. After you have studied them only a personal inspection can reveal the full measure of their superiority.

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"Just-In-Case" Tips On Condemnations

JOSEPH WINSTON and
JAMES J. WINSTON

Respectively, Member of New York
and Federal Bars; and Director of
Research, National Macaroni Manu-
facturers Assn., also Director,
Jacobs-Winston Laboratories, Inc.,
New York City

Condemned is a stamp that no food manufacturer ever expects on his product. But there's always a possibility that a processed food may become contaminated—even despite precautions.

Then it is the lawful duty of the Food & Drug Administration to step into the picture. This group is charged with the responsibility of protecting public health in regard to all interstate food shipments.

Under the Federal Food, Drug & Cosmetic Act of 1938, it is a misdemeanor if the food being processed . . .

- Consists in whole or in part of any filthy, putrid, or decomposed substance unfit for human consumption.
- Has been prepared, packed or held under insanitary conditions where it may have become contaminated.

Neither lack of intent to violate the law nor lack of personal knowledge of the violation constitutes a legal defense. In short, compliance with the law rests squarely upon the owner or operator. F&DA can, if necessary, condemn a product, issue warnings and fines, and bring criminal suit under the Act.

As the Supreme Court once summarized (U. S. v. Dotterweich, 320 U. S. 277): "Such legislation dispenses with the conventional requirement for criminal conduct—awareness of some wrongdoing. In the interest of the larger good, it puts the burden of acting at hazard upon a person otherwise innocent but standing in a responsible relation to a public danger."

The unfavorable publicity and notoriety resulting from a sanitation conviction will inevitably result in loss of sales and in cancellation of orders. And if convicted, the first-offense violator may be imprisoned for one year and/or fined \$1,000, and for a second offense may be imprisoned for three years and/or fined \$10,000. The government may also obtain an injunction restraining the manufacturer from further business until he has complied with the law.

Hearings—Best Bet for Defense

The Statute provides that before any

criminal proceeding is started the person involved may receive an appropriate notice and an opportunity to present his views with regard to the contemplated proceeding. But the courts have held (U. S. v. Commercial Creamery, 43 Fed. Supp. 714) that the government can proceed against a violator without affording him this preliminary hearing.

In practice, the F&DA sends a written *Notice of Hearing* specifying certain violations that are alleged to have occurred in certain interstate shipments.

The charge sheet, attached, is usually broadly phrased, such as "The food contains insect fragments," or "The food was prepared in a factory infested with insects which may have contaminated the product."

The person receiving a *Notice* is not legally required to appear or to offer any evidence. But the inevitable consequence of failure to appear is criminal prosecution. Since a hearing at this stage does not entail any unfavorable publicity, sound policy dictates an appearance and a vigorous defense.

Before any hearing, the defendant should make a written request of the administrator for a portion of the official sample of the alleged insanitary food. The owner should have this sample analyzed by his own chemist and have the results of this examination with him at the hearing.

Regulations require (with certain exceptions) that the agency collect at

PRACTICAL QUESTIONS THAT GET THE SPOTLIGHT

If your product accidentally becomes contaminated, can you be summoned?

What's the best way to avoid unfavorable publicity when accused?

Can you request an informal hearing in lieu of court action?

What plant records should be presented during an F&DA prosecution?

Will the Administration let you have samples of the alleged adulterated food?

Under what conditions may you expect a warning instead of a fine or jail sentence?

least twice the quantity of the food estimated to be sufficient as a sample for analysis. Failure will nullify a case (Triangle v. U. S., 144 F (2) 195).

Be Able to Back Up Your Facts

Preceding a hearing, counsel for the manufacturer should become thoroughly conversant with the technical details of the process used. In this connection, he should ascertain from the plant chemist the incidence of foreign matter or insect fragments in the raw material.

If the finished product contains, roughly, the same incidence, then it may be concluded that it was not an insanitary condition of the plant that caused the alleged violation. While the Statute does not permit any tolerances for most foods, as a practical matter some latitude usually is granted.

The owner should also produce, in triplicate, all records and data relating to his efforts over the years in maintaining a sanitary plant. Relevant are all receipted bills for structural repairs, painting, substitution of metal equipment for wooden equipment, rodent control, and any other improvements recommended by the sanitarian and achieved by management.

Frequently, when management has made a bona fide effort to comply with the best commercial practices in the industry, no prosecution will follow, even when a violation has occurred. The Statute specifically relieves the administrator of the duty of prosecution or injunctive proceedings—if, in the administrator's opinion, a suitable written notice or warning will adequately serve the public interest.

Public Health Foremost

Accordingly, the manufacturer will best serve his own interests by thoroughly preparing for the hearing, with aid of his counsel and sanitarian. For a dismissal at this stage entails no unfavorable publicity. The public interest will also be served, because few manufacturers, once alerted, will fail to make the necessary improvements. In any case, the owner, or his counsel, should request copies of the hearing held.

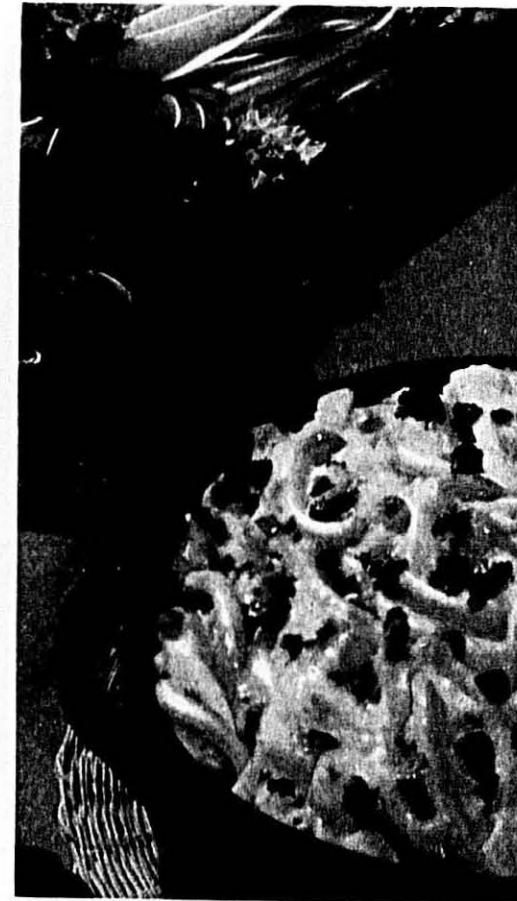
The National Sanitation Foundation offers the following definition:

Sanitation is a way of life. It is the quality of living that is expressed in the clean home, the clean farm, the clean business and industry, the clean neighborhood, the clean community. Being a way of life, it must come from within the people; it is nourished by knowledge, and grows as an obligation and an ideal in human relations.

And proper sanitation in food processing is vital to the public welfare. A modern manufacturer should be cognizant of his duty and should discharge his responsibility to the public in such a way as to cast credit on his product.

Macaroni You're Proud of- Everytime!

MADE WITH General Mills DURUM PRODUCTS



You're SURE because General Mills MAKES Sure . . .



IN THE FIELD—We take samples of wheat before or during harvest, mill, and then check them for color before actual purchase.

IN THE MILL—We make continuous checks during milling to see that our Durum products are uniform and have proper color.

IN "PRODUCTS CONTROL"—We analyze wheat after purchase and before milling it for sale to determine protein content, and by actually milling samples, color characteristics. We check our Durum products after milling for uniform granulation and proper color.

That's why you're SURE because General Mills MAKES sure.

General Mills, Inc.

Durum Sales
MINNEAPOLIS, MINN.



On August 1, 1920, Thomas A. Cuneo and the late John S. Robilio joined to form the nucleus of the Robilio and Cuneo Co. Mr. Cuneo, who had just been discharged from the World War I army, and Mr. Robilio began as jobbers and importers, handling such items as sardines and anchovies, among others.

The death of Mr. Robilio in 1929 brought a new member into the partnership, John Robilio's son, Albert F. Robilio. This same year the now famous name of Ronco was originated, when the importers added manufacturing to their activities. One 10-inch hydraulic press for macaroni and spaghetti was the first piece of machinery placed in the original building at 124-126 North Front St. The production capacity during the first year was 625,000 pounds.

The growth during the early history of the company was rapid and steady—just as it has been ever since. World War II took Mr. Cuneo back into the army but after his release as a colonel in '46, the new building at 70 Adams was constructed to accommodate the still growing organization. The plant was enlarged again in 1950 by addition of an adjoining building at 128-130 North Front St. and this has completed, to date, the space expansion of the company.

Ronco's Steady Expansion

Just as the square feet in the buildings of Robilio and Cuneo have increased, so have the number of items manufactured by the firm. They now number 40 different varieties, all bearing the Ronco label. Most popular of the products are, of course, macaroni and spaghetti but close seconds are egg noodles, ruffles and twist macaroni, a novelty item introduced only last year. Ronco is the only producer of ruffles and egg noodle dumplings, inventions of the firm which are very popular on the market.

The wide distribution of the Ronco line covers Texas, New Mexico, Colorado, Nebraska, North Dakota, South Dakota, Wyoming, Minnesota, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Ohio, Wisconsin, Tennessee, Arkansas, Florida, Georgia, North and South Carolina, Virginia, West Virginia, the District of Columbia, Maryland, New York and New Jersey.

Ronco's production record presents the best picture of its steady growth. From 1929, when the capacity annual production totaled 625,000 pounds, production grew to three million 500,000 pounds in 1934; then, in 1938, production records show an increase to 5 million pounds. In 1946, production hit a high mark of 15 million pounds, and at present the yearly output will probably total as much as 20 million pounds a year.

Ronco Name Wins Fame for Robilio & Cuneo

The machinery which now occupies the spacious upper floors of the plant includes two hydraulic presses, a noodle machine, a bowtie machine, a nested vermicelli machine, an egg noodle dumpling machine, and a machine for making the new ruffles item, as well as the huge drying rooms and weighing machines which package the smaller items.

The raw materials used in the manufacturing of Ronco products are semolina and durum fancy patent flour. The average inventory of flour during a busy season is about 450,000 pounds, and is stored in huge bins located above the production depart-



Thomas A. Cuneo

ment. The semolina flour, which is the heart of the durum wheat grown in the Dakotas and Minnesota, is used in the manufacturing of macaroni and spaghetti products, while the fancy durum patent flour is used in all the items that contain eggs.

The flour is automatically sifted on its way from the storage rooms to the storage bins, from where it is delivered downward into the mixers. Water is then added to the flour in just the right proportion, after which the mixture is delivered into a tube which shapes it. This tube connects with the 54-inch spreader screw, which puts the product on the dowel or long wooden pole. It then proceeds on the dowel into the preliminary dryer, where a high percentage of the moisture is removed. Here the first manual operation begins when the dowels are placed on trucks to be wheeled to the finishing dryers. Circulating air and steam inside of closed doors finish the drying process and then the items are ready for packaging.

Short cuts, such as noodles, ruffles, sea shells, et cetera, go through much the same process except that manual operations can be done away with entirely, due to the modern dryers with conveyor belts which completely dry the items in a matter of hours and then send them on their way to the weighing and packaging machines.

These smaller items are cut from huge rolls of dough which resemble large rolls of newspaper copy paper.

Tom Cuneo Is Justly Proud

Mr. Cuneo, who took this reporter through the plant and explained the entire workings of the large organization, smiled when he was asked a question which he has surely heard many times before. "How do you get the hole in the macaroni?" Mr. Cuneo's answer was clear but in technical terms that left this reporter still somewhat in the dark. It went something like this—the dough is pressed around a die while it is still moist, then it is removed from the machine without a seam of any kind. How it is taken off the die without leaving a seam is still a mystery to our reporter, but nevertheless it serves its purpose in the cooking dish by getting cooked quicker.

Tom Cuneo beams with pride while talking of the many phases of the Robilio and Cuneo operation. The thrill of a success begun on an infinitesimal scale and nurtured into a thriving and prosperous organization is reflected in the twinkle in Tom Cuneo's eyes.

The Robilio and Cuneo name is now claimed proudly by its 110 employees and 18 salesmen who carry it to the far points of its distribution. Nine Ronco labeled trucks and rail and truck shippers furnish most of the United States with Ronco products.

Memphis Market News

Spaghetti a Defense Problem in EDF

Will spaghetti be one of the food requirements in feeding the planned European Defense Force? That point, among others, is discussed in a release from the Dwight D. Eisenhower's headquarters at Rocquencourt, France, as carried in dispatches by NEA.

Building an international army, as the planners of the European Defense Force are doing here at Gen. Dwight D. Eisenhower's headquarters, is a job that requires tact.

There will be men from France, Italy, Germany, Belgium, The Netherlands, Luxembourg, the U. S., Great Britain, Canada, Norway and Denmark in the European Army. What language will be spoken? What food will be eaten? What uniform will be worn? How long will the men serve? How much will they be paid?

Taking up the problems one by one, here's the way the EDF's architects now feel about them.

It has already been decided that English, French and German will be the three key languages used in the field. During recent maneuvers in Germany, that arrangement was used satisfactorily. There were a few minor technical hitches, but virtually no serious confusion.

That men of ten different nationalities can understand each other and work in harmony has been proved at Eisenhower's headquarters here. Of a staff numbering around 250 officers, less than half are Americans. The feeling is that the same harmony can exist on a larger scale in a 3,000,000-man combat force.

Food is another problem. Although the combat units will be confined to men of one nationality, the service units—signal men, engineers, medical corpsmen and the like—will be mixed. Hence food will have to be standardized.

Exactly how the menu will be controlled, so that Belgians don't get spaghetti and Frenchmen don't get hamburgers, hasn't been worked out yet. The authorities hope to come up with a common gastronomic denominator.

The uniform of the EDF will probably come about by an evolutionary process. No one uniform is being planned. For one thing, certain nationalities have decided preferences in some articles of clothing. A German soldier is uncomfortable without boots, but others prefer low shoes and would be miserable in boots.

Nevertheless, some uniform uniformity is already happening. As clothing supplies in France, for example, are running short, leaders have ordered American uniforms. The Eisenhower combat jacket is particularly appealing. Nowadays, only his insignia differentiates the French poilu from the American soldier.

Battle uniforms may therefore soon become standard in the co-operating nations. But there will probably be no attempt made to create one dress uniform for the EDF, because these are part of the individual nation's military traditions.

Length of service should be the same in each country, the planners feel, to eliminate gripes and grumbings about favoritism. Just how long such service will be is still speculative, but the feeling here is that it will have to be lengthened in most countries.

The pay rate is a ticklish subject. Any attempt to work out an average would be tough on the American boys, who make far more than any other nation's soldiers. But if it is left up to the individual participants, there are liable to be envious glances cast at the Americans' fatter pay envelopes.

Nevertheless, the latter course seems to be the only practical solution. Military budgets vary drastically from nation to nation, and it would be a hardship on some to dictate salary terms. For the present, pay scales will be left to the various nations.

One thing that definitely will be standardized is arms. If each national combat unit used different weapons, errors in ammunition supply could easily be tragic.

A unified arsenal would cut down on such mistakes, and also make the problems of supply and parts much simpler. All these problems, plus others which beset any military force, are being worked on. There is a feeling of optimism, however, a feeling that the problems will be licked and quickly.

Wm. R. Woods Winner at International

The 1951 durum sample shown by William R. Woods of Tioga, N. D., topped all others at the International Livestock, Grain and Hay Show at Chicago the week of November 25 and won for him first place in durum wheat, a coveted honor. This is the first time in several years that a sample of U. S. grown durum wheat outpointed the durum shown by Canadians.

Mr. Woods was the 1950 durum wheat king, and, since he has now won first place at the International, his samples will not be taken into consideration for two years, that being the penalty of a two-time winner. His sample was of Stewart, test weight 64.4 pounds.

Second place also went to an American this year, Theodore Polsfut of Benedict, N. D., with his Stewart sample, weighing 64.3 pounds. One sample of Canadian grown durum edged in to win third place at the show. It was exhibited by W. J. Strachan, Carmen, Manitoba, whose sample of Mindum weighed 63.7 pounds and was grown on his farm

about 25 miles north of Langdon, the U. S. durum wheat center, and just across the Canadian line.

Arnold Ingulsrud, Edmore, N. D., the 1951 U. S. Durum King, had his sample of new Nugget graded as No. 4. It weighed only 60.7 pounds.

Fifth place also went to a North Dakotan, Carl Monson, Osabrook, with his Mindum sample that weighed 63.2 pounds. American durum growers also won the next five places, thus giving North Dakota practically a clean sweep in keen competition.

The North Dakota grain exhibits this year at the International were again under the control of R. E. Groom and William P. Sebens, who have been supervising these exhibits for nearly a generation.

W. D. Jamison in Charge of Rossotti's New Fresno Office

Charles C. Rossotti, executive vice-president, and Philip Papin, western division sales manager of Rossotti



William D. Jamison

Lithograph Corp., North Bergen, N. J., announced opening of a Fresno sales office and appointment of William D. Jamison as territory sales representative.

Mr. Jamison was formerly connected with the Fresno Bee and the State Farm Insurance Co.

Packaging consultants and manufacturers since 1898, Rossotti Lithograph Corp. specializes in multicolor labels and folding cartons. The firm has production units on both the east and west coasts.

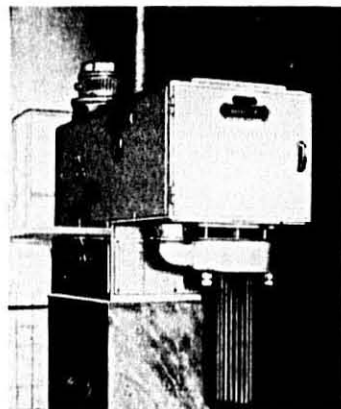
New Kraft Paper Mill

The officers, directors and employees of the Hudson Pulp & Paper Corp., announce the opening of the company's new fully-integrated kraft paper mill at Platka, Putnam County, Fla. Open house in celebration was held December first.

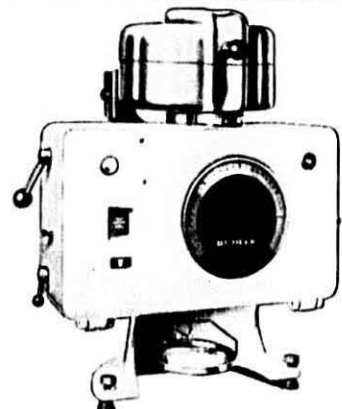
BUHLER



SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER



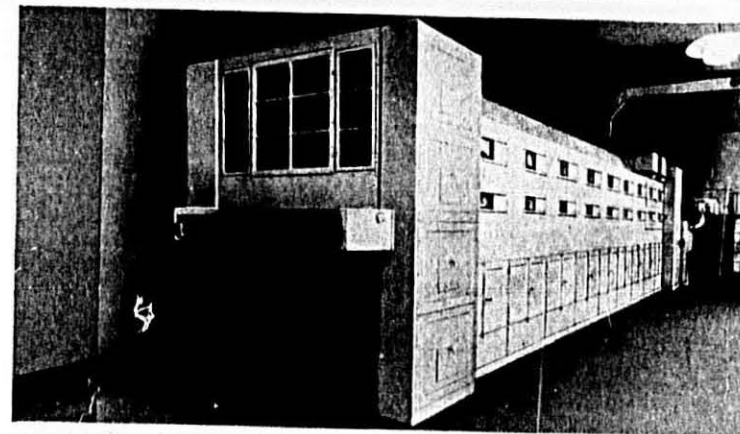
Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



BUHLER Thermal Torsion Balance, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-5 minutes with greater operating convenience.

ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

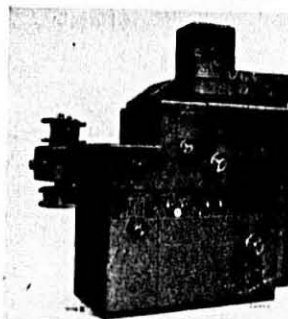
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



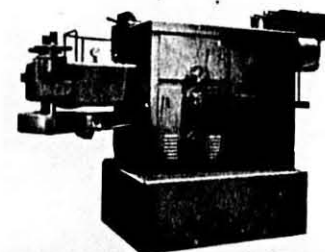
In sizes for capacities to 22,000 lbs. _____ in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL 1PG Capacity 600 lbs. per hour

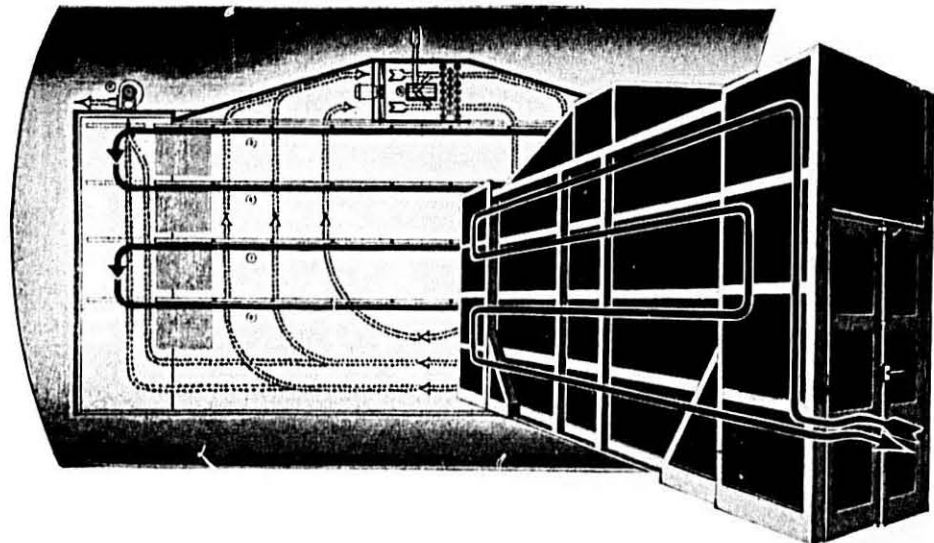


MODEL 1PJ Capacity 1000 lbs. per hour

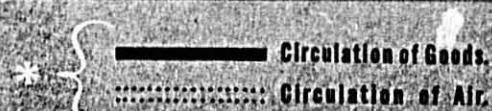
Engineers for Industry Since 1860

NEW QUICK DETERMINATION OF HUMIDITY IN ALL PRODUCTS

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



FOR LONG GOODS (MODEL C-11)



BUHLER BROTHERS, INC.

2121 STATE HIGHWAY-4, FORT LEE, NEW JERSEY

Economical - Political - Industrial

National Industries Service

Edison Started It . . . Can Youth Finish It?

There is considerable concern in high places that the late Tom Edison may have started something that American Youth can't finish! In other words, the ex-candy butcher, who may have had as much as a year of formal schooling in his whole life, and proceeded to invent not merely such things as the electric light and the phonograph, but *whole new industries*, may have booted technology so far ahead that we haven't the engineers and scientists to keep it going!

Scientists, business men and researchers agree that *right now* the country needs tens of thousands of engineers and scientists it hasn't got . . . and there aren't nearly enough engineering and science students in all our schools and universities! It is particularly appropriate, therefore, that the Thomas Alva Edison Foundation is leading a national effort to do something about it.

As this is being written, the foundation is concluding the second of its two-day seminars, in which 60 outstanding scientists, educators, engineering group heads and business leaders will attempt to find the way to assure the continuance of American leadership, and to keep America the center of western civilization.

Vice Admiral Harold G. Bowen, executive director of the foundation, points out that the two-day meeting at "Glenmont," the former home of Mr. Edison in West Orange, N. J., is no mere talk-fest. "These meetings," he says, "are for the purpose of laying the problem on the line, hearing the other fellows' ideas, and then drafting a definite program on which to proceed. We are being realistic. We recognize that America is a business community, and that while we could stand improvement in our spiritual values, you can't progress very far in that direction on an empty stomach."

"We want more engineers and scientists, thousands and thousands of them, and we've got to have them. We want young Americans who are just beginning their high school work to prepare themselves for the various engineering and scientific professions. So, we've got to find a way to make them see the wonderful future, in economic opportunity, in personal achievement and satisfaction, that lies before them in doing the most useful work in the world."

Among the distinguished institute

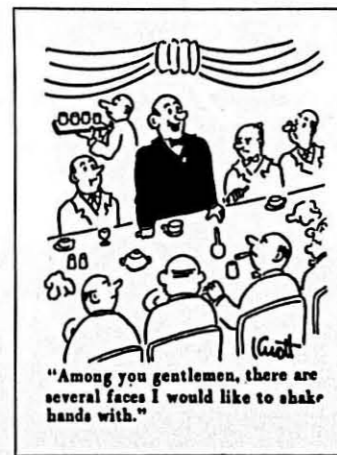
participants are Dr. Lillian Moller Gilbreth, probably the world's most famous woman engineer, even better known, perhaps, as the mother of the 12 children whose family life is described in *Cheaper by the Dozen*; and two high school seniors, Coleman Brown, of Evanston Township H. S., Evanston, Ill., president of the National Ass'n of Student Councils, and delegate to UNESCO; and Thomas Edward McGovern, Jr., Milton H. S., Milton, Mass., who is president of the Massachusetts Ass'n of Student Councils.

Your-Money's-Worth Is the World's Best Bargain

Maybe it's because people in the country, in villages and smaller towns just aren't money-mad, or maybe, being closer to nature which is the ultimate source of all wealth, they possess an inherent sense of values. But the fact is, it's the city people who are being hoodwinked by the price-juggling practices of unethical merchants.

Because price-juggling has increased lately in the large cities, the Bureau of Education on Fair Trade has issued shopping rules to help metropolitan housewives to be on their guard against these sharp operators. In case you've never run into one, the price-juggler is a merchant who slashes prices on one or two nationally-branded items to lure bargain hunters. He makes his killing by overcharging on less familiar goods, often of inferior quality, which are also passed off as bargains. Here are the shopping rules by which the bureau hopes to correct bargain-blindness:

1. Don't be switched to a brand of unknown value and quality, if you are



"Among you gentlemen, there are several faces I would like to shake hands with."

told that the store is sold out on the bargain-priced famous brand you came to buy.

2. Resist sales pressure to sell you an item said to be just-as-good and much-cheaper than the popular make which attracted you.

3. If you're able to buy the advertised bargain, be cautious about purchasing so-called "essential parts," at additional price.

4. Don't lose your shopping judgment when you're urged to "pick up some of our other good buys first, because we'll be out of stock on the sale brand for an hour."

5. Don't become an accomplice of the price-juggler by refusing to patronize your neighborhood storekeeper because the latter does not offer the same bargain bait. If he did offer it, he would be forced to make up his losses, as the price-juggler has, by overcharging on other items. Fair Trade prices of national brands are the lowest at which a store can sell and stay in business.

The last rule, we think, is the best and probably explains why these precautions are needed much more in the congested cities. Hometown neighborliness, personal acquaintance with the merchants, mutual respect and the spirit of fair play play better and yield more lasting dividends than the urge to get the better of the other fellow.

The Revenuecoers Will Git You—El You Don't Watch Out!

The income tax collector is lighting out over hill and dale, through meadow and swamp and wood-lot after the farmer, according to the American Farm Bureau Federation. Rich farmers and poor farmers alike, the federation's official magazine warns, may expect him to drop in most any time to check up on farm income-tax returns.

Be nice to him, the federation counsels, but make sure he is a genuine collector working for Uncle Sam, and not just an enterprising character employing these new tactics of the Internal Revenue Bureau to improve his own fortune.

But, even if you're sure he's the real thing, the federation counsels against signing any statements or papers of any sort without the advice of your attorney or tax accountant.

Maybe you should consult the game warden, too. But we think a closed season has been declared in most states.

TIME PROVEN AUTOMATIC PRESSES

Continuous Automatic Short Paste Press
Equipped with Manual Spreading Facilities

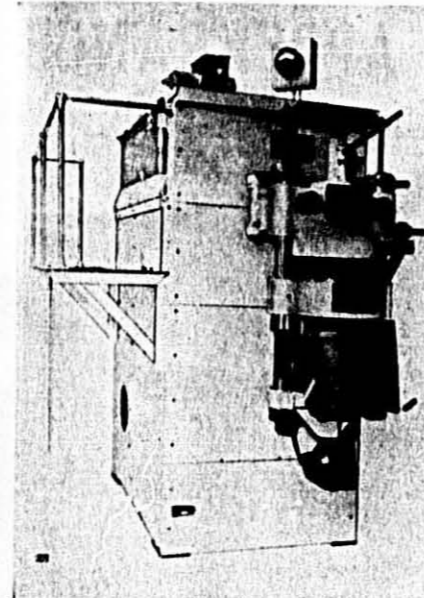
Model DSCP—1000 Lbs. Production
Model SACP— 600 Lbs. Production

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

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

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

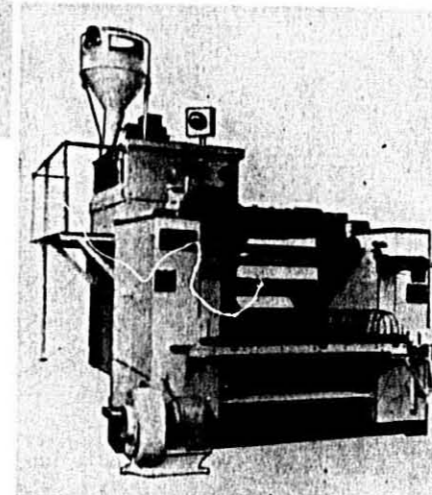
Durable—Economical—Best for Quality



Proven Automatic Spreader

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

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



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

Combination Continuous Automatic Press

FOR LONG AND SHORT PASTES

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

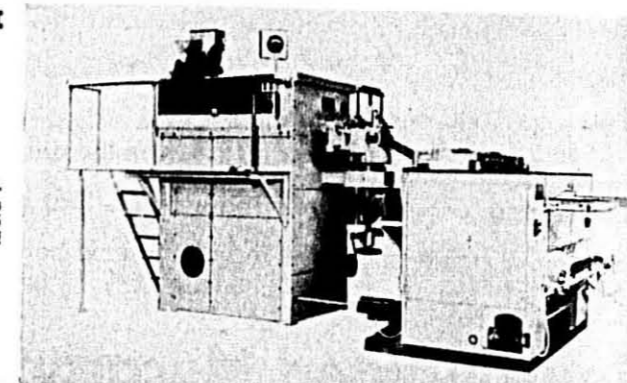
THE IDEAL PRESS FOR MACARONI FACTORIES with a combined production of 20,000 pounds or less. Change over from long to short paste in 15 minutes. A practical press to produce all types of short or long pastes.

Over 150 Automatic Presses
In Operation
In the United States

Consolidated Macaroni Machine Corp.

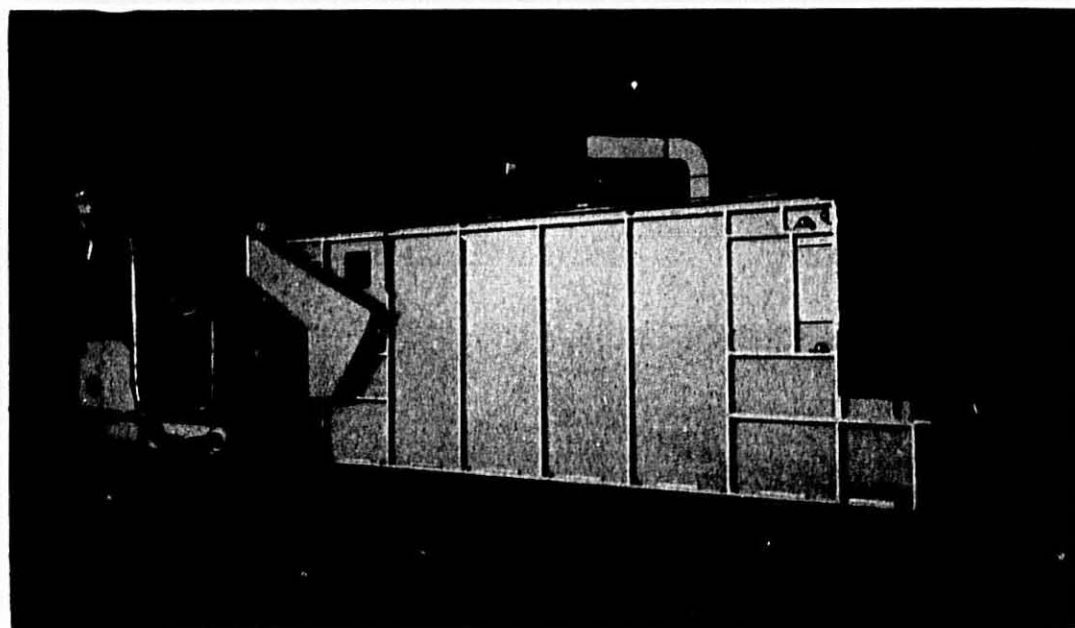
FOUNDED IN 1908

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



FOOL PROOF POSITIVE DRYING HANDSOME HYGIENIC APPEARANCE

LOOKS HYGIENIC - IS HYGIENIC



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

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

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

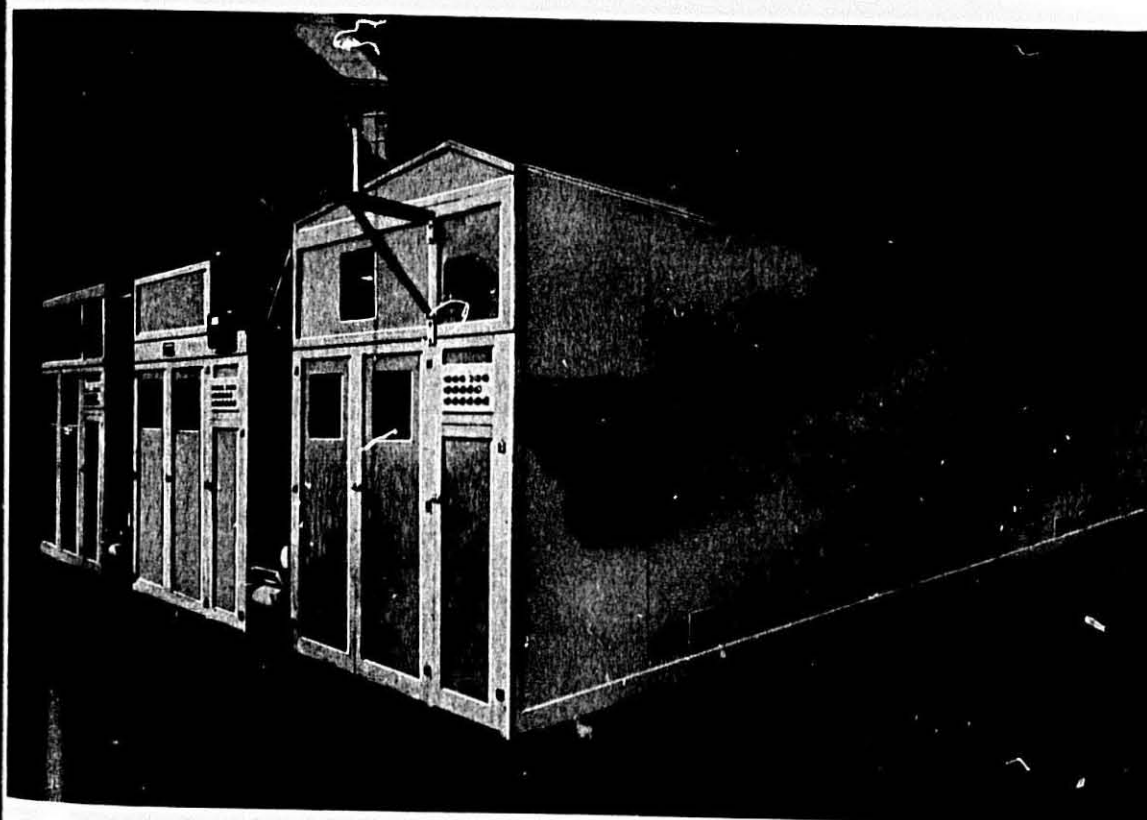
156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

COMPLETELY HYGIENIC

Structural Steel Frame and

GPX Plastic-Faced PLYWOOD

2000 LBS. SHORT CUT DRYING CAPACITY PER HOUR



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

A REAL SPACE SAVER

Consolidated Macaroni Machine Corp.

FOUNDED IN 1909

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

American Macaroni for "Imp's" Birthday

There seemed to be one item missing to make complete the birthday anniversary celebration at the city of his birth, Isello, Italy, last month, and a macaroni manufacturer saw to it that it was on hand. The following item tells the story:

Flying spaghetti to Italy is like sending coals to Newcastle, but when the mayor of New York City complains about having a hard time getting his favorite dish in Italy, what could be more logical than the Ronzoni Macaroni Co. of Long Island City sending a case of spaghetti by LAI Italian Air Lines air express to be there in time for the mayor's birthplace party in Isello, Sicily. That's how Emanuele Ronzoni, Jr., vice-president of Ronzoni Macaroni Co., figured it. "After all," he said, "it would be a sad day for the mayor if anything were to be lacking in the wonderful celebration planned for him." Of course, Mr. Ronzoni shipped another case of spaghetti at the same time to the mayor of Isello, Giuseppe Monteleone.

New Package for Old Favorite

La Rosa Tufoli, a traditional macaroni shape among Italian-Americans, is becoming more and more popular among all Americans. In conformance



New package, right, and old package, left.

with modern packaging trends, the new La Rosa Tufoli package has a larger window and striking new colors for better visibility and display.

Educational Course for Retailers

The first short educational course for food retailers, sponsored by the National Association of Retail Grocers in co-operation with the University of Chicago, will be held March 24, 25 and 26, 1952, at International House

on the University of Chicago campus. According to Gerard Klomp, NARGUS president, the University of Chicago is now working on a study of food store operating costs as the first research project of the jointly sponsored program.

It is tentatively planned, Klomp said, that the first three-day university session for retailers in March will be a general management program with emphasis on personnel selection and training and on merchandising.

Another three-day short course is planned for November 17, 18, and 19, 1952, for secretaries of state and local associations. This course is designed to aid association executives in understanding members' problems and working out solutions.

To support these educational and research activities, National Association of Retail Grocers will make a grant of \$100,000 to the University of Chicago.

Macaroni—a Universal Food

There are styles in macaroni as there are in clothes. The Europeans, particularly the Italians, prefer the long macaroni, spaghetti and vermicelli; the Asiatics prefer the fine strands, while in America the short-cut macaroni has become quite popular. Why this racial preference and why so many shapes, forms and sizes of a food product whose basis is simply pure semolina or flour and water?

Since time immemorial, there has existed a controversy as to who first invented macaroni making. The claims of the different nations are interesting, but what most modern people are concerned about now is the food and health value of macaroni products, rather than where and why and when the art of making this food was first discovered.

While the Italians unquestionably popularized macaroni and spaghetti as it is now known during the 14th and 15th centuries and preserved the secret of modern macaroni making through the Middle Ages, this food, in one of its many familiar forms, was also used and made in Japan and China for hundreds of years, as early explorers discovered. Among these explorers was the famous Marco Polo, to whom credit is often given for introducing the idea of macaroni making to the Italians on his return from his trip to the Orient, long before America was discovered by Columbus.

The Asiatics, for some reason, preferred the thin, finer strands known as "vermicelli," due probably to the fact that the thin or fine strands of dough were most easily dried or cured by their crude drying methods. To many Europeans macaroni was a basic food. For that reason they preferred a variety

of shapes, the changed forms serving to spur jaded appetites. When the Italian tires of macaroni, he can change to spaghetti, to vermicelli, to rings, alphabets and other fancy shapes and thus avoid monotony in this almost indispensable food.

In America, the tendency is toward fewer shapes. The manufacturers prefer to "spur jaded appetites" by suggesting changed recipes for preparation of the food, especially recommending its combination with vegetables and meats for that purpose.

Short cut macaroni and spaghetti has found greater favor in the United States than in any other country. Large factories devote much of their production capacity to manufacturing short goods, as the trade popularly terms them. These have become favorites because they are suited for making salads, a recent innovation that has greatly increased the consumption of macaroni products during the summer months.

Short macaroni, long spaghetti, thin vermicelli and fancy cut shapes all have their preference among some people for some particular dish or combination, but irrespective of the shape, the nutritious quality of the food remains undiminished in quantity and quality. Macaroni combines tastily with meats and vegetables in providing dishes to suit every taste, to appease the appetites of the hungry and tickle the palate of those who want change or variety. It is particularly liked by children because of its body-building and nutritious qualities.

Change in Winter Meeting Dates

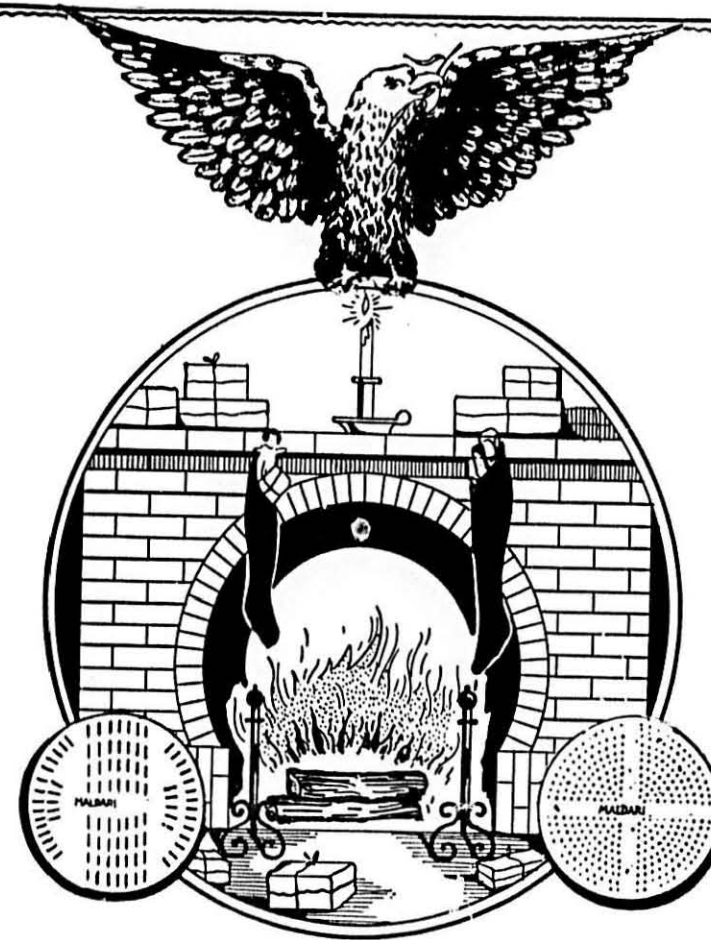
The Winter Meeting of the National Macaroni Manufacturers Association and the Mid-Year Conference of those concerned in the general welfare of the macaroni-spaghetti-egg noodle industry will be held in the Hotel Flamingo, Miami Beach, Florida, on January 24 and 25, 1952, with a meeting of the directors-millers on January 23.

The change in the dates were agreed upon to avoid a conflict with the annual convention of the canners and food brokers in Atlantic City, N. J., January 19 through 23, to enable macaroni-noodle manufacturers to attend both conferences as has been their practice in the past.

The theme of the Winter Meeting, as announced by Secretary Green, will be "Emphasis on Marketing." This is an open meeting, and all interested are invited to attend.

Slightly Jammed

I suppose it is true that money still talks, but it's getting to sound like its upper plate was cracked.—*Farm Journal*.



Merry Xmas and
Happy New Year
Maldari & Sons

Merchandising Moves Macaroni

Another example of good merchandising of Macaroni Week is shown by this clipping from an eastern newspaper, showing the effectiveness of mass displays.

"Marchese Super Market in Batavia, N. Y., featured macaroni with a big island display during National Macaroni Week, October 18 to 27.

"V. F. Fox, left, Rochester representative of the C. F. Mueller Co., points out to Joseph Marchese, store manager, the advantages of selling a variety of macaroni cuts for tempting dishes and increased sales."



Braibanti General Agents

To better handle its North American business transactions, Dott. Ingg. M. & G. Braibanti & Co., Milano, Italy, has announced its appointment of two general agents for the United States and Canada.

The Lahara Sales Corp., 485 Fifth Avenue, New York 17, N. Y., will look after the firm's affairs in the eastern half of both the United States and Canada, and Perrish Steel Products, Inc., 1206 South Maple Ave., Los Angeles 15, Calif., the western half.

Joseph Santi is the technical expert who will co-ordinate the business of both agencies, while Giorgio C. Parenzo continues as the machinery makers' representatives. The official address of both of these officers will be Dott. Ingg. M. & G. Braibanti & Co., care Lahara Sales Corp., 485 Fifth Ave., New York 17, N. Y.

Drive Launched by La Rosa

The *New York Journal of Commerce* and other eastern newspapers announced last month the launching of what is "probably the largest and most concentrated television campaign by a New York sponsor," over Station WOR-TV, Channel 9 by V. La Rosa and Sons, Brooklyn. The drive opened November 3rd under the title of LaRosa Movie Matinee—one hour feature films to be presented five days a week, Monday through Friday, 3:30 to 4:30 p.m.

In addition, La Rosa will sponsor the first all-Italian program in televi-

sion—an hour and a half of Saturday afternoon television entertainment. The first half hour, starting on November 24 at 2 P.M., will be devoted to the "Teatro Television La Rosa Rosa" (Red Rose Television Theatre), the first live dramatic television show in Italian. At 2:30 P.M., immediately following the "live" drama, La Rosa will sponsor the "Italian Movie Matinee," a series of distinguished, hour-long Italian films with English sub-titles. Most of these films have never been shown on television before.

A large scale publicity and advertising promotion campaign will help launch the La Rosa offerings on WOR-TV. Advertisements will appear in metropolitan newspapers, announcing the La Rosa programs as the biggest television campaign in New York. Also, car cards and posters in the Hudson and Manhattan Tubes will feature the La Rosa shows on Channel 9.

Kiesewetter Associates, Inc., is the advertising agency, except for the Italian language production, which is under the personal supervision of Andre Luotto.

County Agents Banqueted

To widen the interest in and the support of the North Dakota State Durum Show, and to prove more fully the fact that the National Macaroni Manufacturers Association is ready to do everything possible to encourage the production of more and better durum, for which the manufacturers will gladly pay reasonable premiums, the

county agents in the immediate durum area of North Dakota were feasted at a banquet in Langdon, November 7. A goodly representation of the contact men attended and took a lively part in the post-dinner discussion.

The affair was voted as most worthy of annual repetition, with the understanding that it be held at noon on the first day of the annual durum shows for the convenience of the agents. It was further agreed to include leading elevator men and durum buyers in the dinner conference, hereafter, in order to give a more complete coverage to the subject matter of mutual interest. Robert M. Green was the toastmaster.

Those who enjoyed the National Association dinner and the heart-to-heart discussion were: Lyle Currie, Park River; Ed Rose, Langdon; Harper Brush, Fargo; Victor Sturlaugson, Langdon; John Logan, Cando; Ole Sundeen, Lakota, and Wayne Owens, Devils Lake. The association representatives were Maurice L. Ryan, vice president; C. L. Norris, adviser; R. M. Green, secretary-treasurer; and M. J. Donna, secretary emeritus.

President Mueller Honored

President V. Mueller of the National Macaroni Manufacturers Association was further honored in his home city by election as vice president of the J.C. YMCA Centennial Committee and the 98th anniversary of the J.C. "Y" on November 8.

Fight Food Faddists

The Millers National Federation, 309 W. Jackson Blvd., Chicago, is leading a "Striking Back" campaign against food faddists who make unfounded claims on injurious effects of white bread. It is offering reprints of an article by Arthur D. Moore in December *Woman's Home Companion*. "Don't fall for food fads, be they yogurt, wheat germ, blackstrap molasses, brewer's yeast, or the like. Don't trust the faddists. Their aim is not your good health. It's mostly their own profits."

The article continues, in part: "What's all this current excitement about the so-called health foods? Do we really need them in our diet? Should we use them as cure-alls? America's foremost nutritionists say NO. They have found that such products are at best a waste of money."

But the voice of the faddist is loud. He spreads his teachings through thousands of health-food stores and by lectures, books and broadcasts. He has a financial stake in promoting one "wonder food" or another. Better listen to a reputable nutritionist who has no ax to grind and little of the side-show barker in his makeup. But he is the authority to trust.



More and more homemakers are fast learning macaroni products are a perfect answer to the problem of rising food costs. For only a few pennies per portion a countless variety of tempting macaroni product dishes can be served. With no other food on grocery shelves today offering so much in nutritional value for so small a cost, there is a steady swing toward macaroni products.

Yes, today's market for macaroni products is a growing market. Consumer acceptance of your macaroni products is assured when you depend on Capital quality to give your products real eye and taste appeal. Capital semolina and durum flours will help your sales curve.



CAPITAL FLOUR MILLS



SMILESTONES



by
Vita Viviano

Manhattan Musings

Headliner Fred Mueller called to order a meeting of more than fifty macaroni manufacturers and super-players at the Belmont Plaza Hotel in New York on November 14. His weeps, Peter La Rosa and Lloyd Skinner, ably assisted Freddy in durum decorum. . . . In the absence of weep Maurice L. Ryan, chairman of durum relations, Bud Norris represented the committee.

Charlie Rossotti of Rossotti Packaging Company and Dave Wilson of King Midas Mills gave forth with some savory ammunition at the dinner held at the Rifle Club. Many hull's eye-artists met later and demonstrated their talents, mainly encouraged by Roger Di Pasca of Ronzoni with a pea pool game. John Murphy, Mueller's sales manager who made the largest coup, has added to the tax problems of Mueller. John also displayed his ability as a raconteur of tales.

Langdon Laurel

The thirteenth annual North Dakota State Durum Show was held on November 8 and 9 at the mecca of all durum shows, Langdon, North Dakota. The Association-Institute was well represented by C. L. Norris, Maurice L. Ryan, Robert Green, Jerry Lynn and M. J. Donna. A trophy to the sweep-state winner by the association was a significant smilestone of the meeting.

New Horizons

Another little blade for the Grass family tree. Irving Grass of I. J. Grass Noodle Company is the proud granddaddy to a baby born to his daughter, Mrs. Alvin Karlin. Smilestones to plucky Mrs. Karlin, who overcame a touch of polio to bring her blessed event to a happy realization.

Script Tease

"A bird in the hand is not worth two bruises in the bush," is C. L. (Bud) Norris's discovery. Bud answered the call of the wild one day. A fellow huntsman clipped him on the nose with a No. 2 shot. Regardless of his sanguinous nose, Bud espied a pheasant and captured him. Another shot whizzed through the air and lodged in Bud's scalp. No serious scars for Bud. Huntsman Norris does a hang-up job for the Creamette Company.

Happy recovery to Jack (in the Leanstalk) Wolfe. He ascended such heights in his philosophy of Macaroni

Utopia, that he fell and broke a rib. However, he mended fast and was able to attend the Ryder Cup Matches at Pinehurst, North Carolina, prior to an swearing roll call at the New York meeting. Jack is Megs-nificent president.

Hawaii has become a favorite habitat for John Amato. John visited the tropical isle again recently, and with each visit finds it more difficult to say Aloha. John rules the roost of Clermont Machine Company.

Enroute

John Tobia, of Rossotti Packaging Company, displaying his usual savon faire. Charles Hoskins from Glenndon, imparting industrial words of wisdom. Helen Rogers, the fair and comely lass with the Wheat Institute. Evans J. Thomas, pleasantly milling for North Dakota Mills.

WANTED

Suggestions by Author,
7th & Carr Sts.,
St. Louis 1, Mo.
Comments by Editor.

Ronzoni's Pastina

A new half-size carton, containing twelve six-ounce packages of pastina, is now being distributed by The Ronzoni Macaroni Company, Inc., Long Island City, for their retailers' convenience in displaying the three varieties of Ronzoni pastina.

Designed to meet the demands for

MILPRINT REVELATION

keeps your products moving...

from retail shelves



to kitchen tables



With Milprint Revelation, you know that your macaroni and spaghetti products will continue to have the most in self-selling display . . . all-round BUY APPEAL.

First, Revelation provides the VISIBILITY you want. Big transparent window shows your products at their best. Then, Revelation offers billboard display for hard-hitting brand identification. And, what's more, Revelation uses up to 60% less cellophane.

For full information, call your Milprint man today!

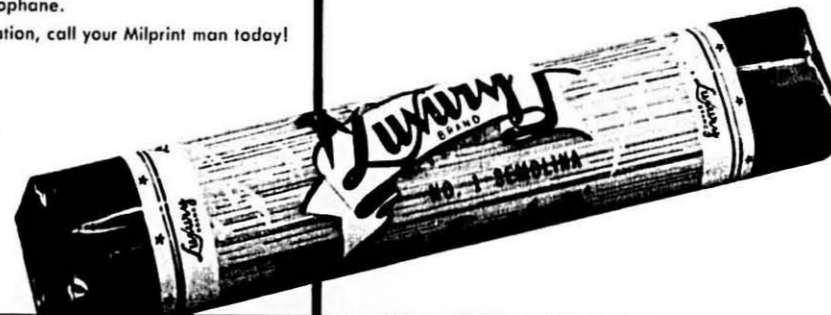
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"Follow Thru"
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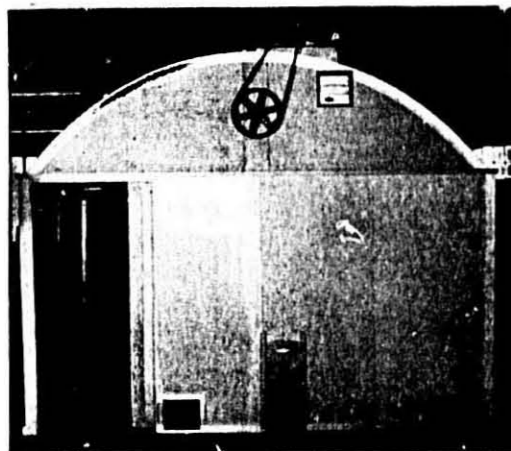
Promotional pieces like the one shown here — plus point-of-sale displays, car cards, booklets, etc. — all available from one good source, Milprint!



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Folding Cartons, Lithographed Displays, Printed Promotional Material

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MILWAUKEE, WIS.
SALES OFFICES IN
PRINCIPAL CITIES



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SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

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Plant and Service: 9101-09 Third Ave., North Bergen, N. J. Union 7-0597

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completely rebuilt
and fully guaranteed:

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

split-order flexibility in both super market and local grocer operations, the new half-size carton allows for quick re-ordering and greater stock control of Ronzoni's product.

This is in addition to the full twenty-four package carton, which continues to be popular in stores with good baby food volume.

Macaroni Truck Wrecked

The Norristown, Pa., *Times Herald* reported as follows on an accident recently involving a large truck of V. Arena and Sons, of Norristown, Pa.:

Two Norristownians escaped injury when their new tractor-trailer truck, loaded with 30,000 pounds of macaroni, rolled down an embankment on a detour near McAloo yesterday morning.

Much of the cargo, valued at \$5,000, was spilled and the \$11,000 truck was damaged considerably. The truck, owned by the V. Arena and Sons, Inc., Norristown macaroni manufacturers, was on its way to Scranton when the accident occurred.

Larry Gorrora, 28, of 533 E. Lafayette St., driver, and Louis Marini, 23, of 534 E. Main St., his aide, miraculously escaped injury.

The accident occurred when the tractor-trailer was forced off the detour route by an approaching passenger car. Gorrora was forced to pull

onto a soft shoulder on the road to avoid a collision with the car. When the loaded vehicle hit the soft shoulder, it toppled over, went through cables and rolled down a 10-foot bank.

Gorrora and Marini were not thrown from the cab of the truck, although the roof of the big trailer and side split open, throwing boxes of macaroni along the bank.

New Agency for King Midas

King Midas Flour Mills and King Midas Feed Mills, Minneapolis, divisions of Van Dusen Harrington Company, have appointed Crutenden & Eger Advertising Agency of Chicago to handle advertising for their family, bakery and semolina flour and formula feeds. The appointment is effective December 1, 1951. Harley B. Hobbs has been named account executive on the two accounts. The announcement comes from Robert L. Mullen, advertising manager of King Midas.

Oblique Stacking: Solution for Close-Quarters Storage

Dobeckmum Co., Cleveland, makes the most of its 4800 square feet of storage space by stacking obliquely in crowded storage areas.

By arranging the stacks at less-than-

90° angles to the narrow aisles in the plant's cramped storage sections, Dobeckmum makes it easy for fork truck operators to get at the stored material. The diagonal tiers allow truck operators to pick up and handle loads with only half a turn.

This oblique stacking idea gives Dobeckmum valuable extra storage space that can be serviced by fork truck. Material stacked at right angle in the crowded areas would leave no room for fork truck maneuvering in the aisles.

Improved Conveyor Belt for Foodstuffs

An improved all-Neoprene conveyor belt, designed especially for the food industry, is announced by Baldwin Belting, Inc., New York.

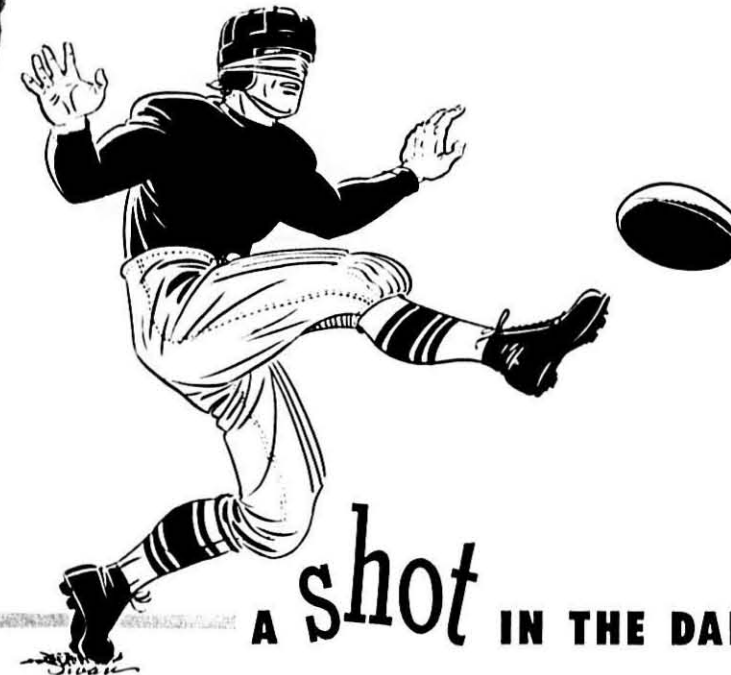
Sold under the trade name of Super-tex, this odorless, tasteless, non-toxic belt is washable, oil proof and water proof. It is also resistant to acids, alkalis and heat.

Multiple plies of light weight woven duck give greater strength, combined with many times less stretch, than heavier weight, loosely-woven fabrics. This construction means fewer failures from metal fasteners pulling out, the firm states.

Card playing can be expensive—but so can any game where you hold hands.



BILL STERN TELLS ANOTHER SPORTS STORY



A shot IN THE DARK

Drop-kicking has become a lost art in football, but once it was a stairway to imperishable grid-glorious. The greatest drop-kicker in football history was the late Charlie Brickley. He could drop-kick field goals from incredible distances and enriched football history with fantastic dramas. At the height of his career as a drop-kicker, Charlie Brickley claimed that he could kick field goals with his eyes shut.

Well, along came a day in the football season of 1913, and Brickley's Harvard team played against a powerful Yale eleven. On the first play of that game, Charlie Brickley, always a "marked man," was tackled so viciously that his eyes were scratched. He came out of the pile-up fumbling for sight. The team doctor examined his eyes and ordered him to leave the game, for he could hardly see a hand in front of his face. But Charlie Brickley refused to leave the game. "I don't have to see to kick a field goal," he pleaded with his

coach. So he remained in the game.

And that historic afternoon, although Brickley could hardly see the ball with his injured and blinded eyes, nevertheless he made imperishable football history. For all that the "blinded" Charlie Brickley did that football day was to drop-kick field goals from distances of forty to more than sixty yards—a total of five amazing field goals kicked in a single afternoon, to score all the points the Harvard team made, to win that game!

Charlie Brickley's shot in the dark won him fame and gridiron glory, but in the macaroni foods business it doesn't pay to take chances with the goods that bear your name. Wise manufacturers need never take a "shot in the dark." Skilled research personnel and years of milling experience have given us the know-how to help your production problems. You can always count on Commander-Larabee for dependable service, for excellence and uniformity in durum products.

John J. Cavagnaro

Engineers and Machinists

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

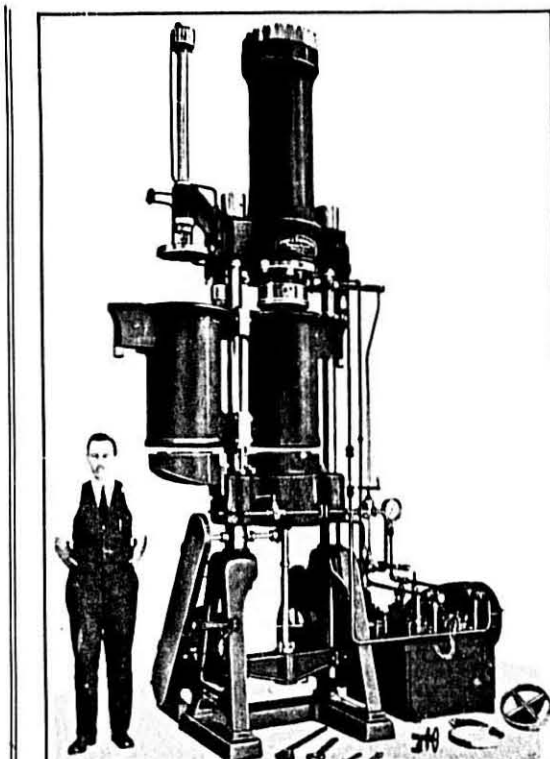
Specialty of
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All Sizes Up To Largest in Use

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The Polio Picture



The polio picture in the United States today is a combination of light and shadows.

On the bright side is the work made possible through the March of Dimes. Through public support of this annual fund-raising drive, the National Foundation for Infantile Paralysis in 1951, despite high polio incidence, was able to assist four out of every five patients. No polio patient went without benefits from the organization's programs, which provide trained professional personnel, equipment and improved standards of care.

Significant advances against infantile paralysis were recorded by National Foundation grantees, working in renowned scientific institutions; and through scholarships and fellowships, more trained hands were brought into action against polio.

But the dark aspects of the picture are grim.

The upward surge of polio during the last four years has far outpaced funds available to fight the disease. The National Foundation has been trying to do a 100 per cent job with considerably less than 100 per cent of the funds needed to do it.

1951 marked the fourth year in succession in which the March of Dimes went in debt providing for patient care. The indebtedness is estimated at \$5,000,000. As a result, the 1952 March of Dimes—January 2-31—will be mortgaged for this amount before a cent is set aside for scientific research or for the contingencies that lie ahead next summer.

Polio incidence has tripled during that four-year period. The National Foundation now is faced annually with an average of 30,000 cases, in contrast to the 10 to 12 thousand cases a year formerly considered the "normal" case load.

Because of these facts the National Foundation, for the first time in its history, will double the length of its fund-raising drive. It is essential that it do so. The American people deserve every opportunity to make the March of Dimes match the march of polio. The fight against polio is everybody's fight, and thus all of us must make our contributions reflect the enlargement of this fight.

Until a means of prevention or cure of infantile paralysis is found, which scientists now feel it will be, the problem of patient care is of paramount importance. March of Dimes funds in 1951 aided an estimated 67,800 cases in whole or in part. Significantly, some 45,000 of these were carry-over patients from former years. Polio is not a hit-and-run disease, generally speaking. Its aftermath is tremendously costly, not only in terms of possible long-term dis-

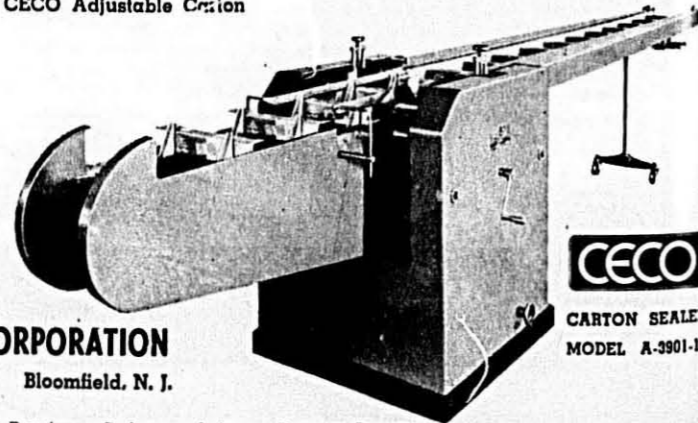
Do higher labor costs reduce your profits?

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

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

Features

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



Get a **CECO**
Registered Trade Name
Adjustable
CARTON SEALER

CECO
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MODEL A-3901-12

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Member of Packaging Machinery Manufacturers' Institute



Enriched Foods are Preferred Foods

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

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

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

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

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

Merck KNOWS Vitamins!



MERCK & CO., INC.
Manufacturing Chemists
RAHWAY, NEW JERSEY

In Canada: MERCK & CO. Limited—Montreal

MERCK ENRICHMENT PRODUCTS

ability, but also in terms of money.

The 1952 March of Dimes is the most crucial one ever scheduled by the National Foundation. Upon its success will depend, in great part, the future of many children and adults whose names will appear in the polio roster next summer.

All of us should give, and give again to the 1952 March of Dimes. In so doing, we may unknowingly be helping ourselves—and we most certainly will be helping those who cannot help themselves.

Rossotti Firm Wins New Jersey Garden Club Award

North Bergen Plant Cited for Civic Improvement

For the second consecutive year, the Rossotti Lithograph Corp., North Bergen, N. J., has been awarded a citation for civic improvement by the Garden Club of New Jersey in its fifth annual highway beautification survey. Business establishments on all state highways in New Jersey figured in the contest.

Judging was conducted by the Garden Club in co-operation with the State Department of Highways, State Department of Agriculture, State Department of Conservation and Economic



Greetings..

MAY GOD BLESS YOUR HOME
DURING THIS JOYOUS CHRISTMAS SEASON
AND FOR ALL THE DAYS TO COME



NORTH DAKOTA MILL & ELEVATOR

GRAND FORKS, NORTH DAKOTA
R. M. STANGLER, General Manager

EVANS J. THOMAS, Mgr. Durum Division, 520 N. Michigan Ave., Chicago

Development and State Chamber of Commerce.

Irwin E. Greenberg, advertising and public relations director of Rossotti Lithograph Corp., accepted the citation for the company at the presentation ceremonies held at the Johnson and Johnson Research Center in North Brunswick Township, N. J. In presenting the award, Mrs. Chester Schomp, president of the Garden Club, said, "we feel that you have added to our highways and not detracted or caused marginal friction, and it is a pleasure to give you this citation for an outstanding civic contribution. As the result of a survey of the entire state highway system, your business establishment has passed the attractiveness test of the Garden Club as well as having met the state requirements of health, safety, highway regulations, and good conservation practices."

The Rossotti North Bergen plant, at 85th Street and Route 1, North Bergen, was constructed in 1939 and is considered a model of structural design. Packaging consultants and manufacturers since 1898, the company specializes in multicolor labels and folding cartons, with a branch plant in San Francisco.

The aviation instructor, having delivered a lecture on parachute work, concluded: "And if it doesn't open . . . well, gentlemen, that's what is known as 'jumping to a conclusion.'"

New Nargus Executive

Lee Thomson, produce industry authority, has been appointed director of the produce division of the National Association of Retail Grocers, according to Gerard Klomp, NARGUS president.

Thomson goes to NARGUS national headquarters in Chicago from United Merchandising Institute, which



Lee Thomson

is part of the United Fresh Fruit and Vegetable Association.

Thomson has spent more than two years traveling in cities throughout the nation, where he has conducted classes in the proper methods of handling and merchandising produce. He has in-

structed and trained retailers, wholesale personnel, salesmen and merchandising managers.

Harvard Professor Receives GMA Scientific Award

Dr. Frederick J. Stare Honored For Contribution to Public Health

Dr. Frederick J. Stare, chairman, department of nutrition, school of public health, Harvard University, was recently presented the annual Scientific Award by the Grocery Manufacturers of America, Inc.

The award is made annually by GMA for a fundamental contribution to public health in the field of nutrition science. Dr. Stare received the honor for services in laboratory research on food at Harvard and for his contributions as editor of *The Nutrition Review*.

Presentation of the award was made by George H. Coppers, president of the National Biscuit Co.

Nomination was made by an advisory committee which included Dr. George R. Cowgill, Yale University; Dr. Charles G. King, Nutrition Foundation; Dr. R. A. Dutcher, Pennsylvania State College; Dr. Helen S. Mitchell, University of Massachusetts; and Dr. Walter C. Russell, Rutgers University.

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes—Dry Noodle Cutters—Wet Noodle Cutters—Mixers—Kneaders

Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

BALING PRESSES

Hydraulic Baling Presses for Baling all Classes of Materials

HYDRAULIC EXTRUSION PRESSES

Over Forty Years Experience in the Designing and Manufacture of all Types of Hydraulic Equipment

N. J. CAVAGNARO & SONS MACHINE CORP.

400 Third Avenue
Brooklyn 15, N. Y., U.S.A.

BIANCHI'S Machine Shop

Macaroni Mfg. Machinery
and Supplies

California Representative for

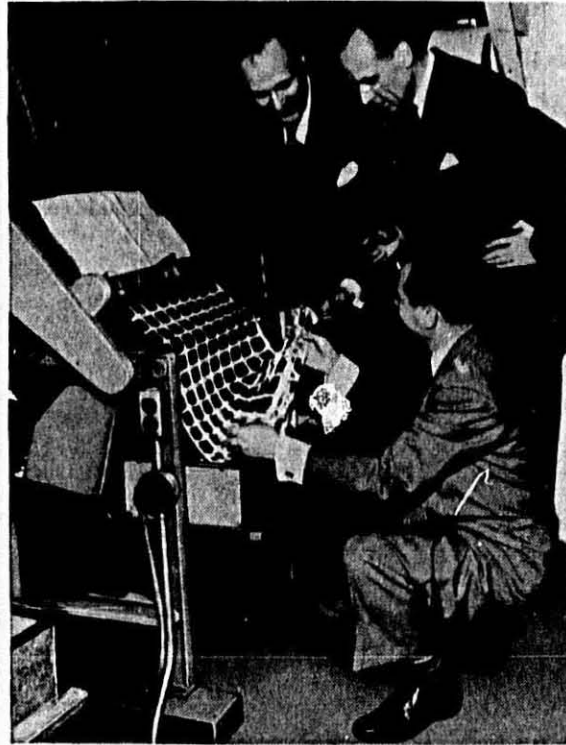
Consolidated Macaroni Machine Corp.
Brooklyn, N. Y.

Fabricators of Ravioli Machines,
Tamale Machines and Cheese Graters

221 Bay St. San Francisco 11, Calif.

Plant Study

Dr. Guido Pruner, right, U. S. Italian Trade Commissioner who is surveying American production techniques and materials for assisting Italian foreign and domestic trade, made his first tour of a New England plant recently when he inspected New England's largest macaroni firm in Lowell. Observing the operation of one of the fascinating machines are Mayor George C. Eliades, Lowell, left; Dr. Pruner, and Joseph Pellegrino, Prince Co. president, kneeling.



Important Industry Dates

Winter Meeting
Hotel Flamingo
Miami Beach, Florida
January 24-25, 1952

48th Annual Convention
Hotel Royal
Montreal, Canada
June 26-28, 1952

Letters to the Editor

Santiago, Chile
September 8, 1951

Mr. M. J. Donna
Editor and General Manager of
THE MACARONI JOURNAL
U.S.A.

Dear Sir:

In sending you our check for the renewal of our subscription, we advise that we regularly receive your MACARONI JOURNAL and read it with great interest, especially the articles contained therein on different innovations in this industry which serve to keep us up to date.

Yours very truly,
Molinos Y Fideos Lucchetti S.A.

HAPPINESS—An elusive thing, meant to be pursued, but seldom caught.

CARTOON CORNER
by ART ROSS



T.V. PRODUCER
DAN LEEDS IS FAMED FOR HIS SPECTACULAR MACARONI DISHES. HE HAS COOKED FOR THE MOST FAMOUS STARS. DAN ONCE WAS A COOK AT THE PINE BROOK CLUB, NICHOLS, CONNECTICUT.



NOW YOU SEE IT—NOW YOU DON'T!

PRICE, THE PHILADELPHIA MAGICIAN, DOES A TRICK WITH A PLATE OF **NOODLES!**



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 Successor to the Old Journal—Founded by Fred Hecker of Cleveland, Ohio, in 1905
 A Publication to Advance the Macaroni Industry.

Registered U. S. Patent Office and published Monthly by the National Macaroni Manufacturers Association as its Official Organ since May, 1919.

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 Foreign Countries... \$3.50 per year in advance
 Single Copies... 25 cents
 Back Copies... 50 cents

SPECIAL NOTICE

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

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Vol XXXIII December, 1951 No. 8

National Macaroni Manufacturers Association

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Because of enrichment's great value to health, this advance is recognized in the Federal Standards of Identity for alimentary pastes, which provide for enriched macaroni and enriched noodle products.

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Vitamin fortified white rice is saving thousands of lives in winning the battle against beriberi disease and death in the Philippines. This important work proves again the value of enrichment. When you enrich you can say: "Look at the benefits to health my products supply." For the fascinating story of the Bataan health project in detail write today to the Vitamin Division.

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Keeping faith with nature



The birds battled them for five years, the locusts in never-ending hordes swarming in to eat the grain that our farmers had worked so hard to cultivate.

The Council called a meeting of the wisest birds in the land. What to do before the pests stripped Birdland clean of grain and foliage? Poison baits, traps, insecticides, all had been tried and found wanting. The wise birds were stumped. The gallery was full of spectators, worried and with lean and hungry men. The shortage of grain had brought heavy rationing to Birdland. Crops were never full enough. The high taxes needed to maintain our army cut deeply into their incomes. On a dais sat the wise ones, their heads bowed deep in thought. Seemingly, they could find no solution. Would Birdland be wiped out by this plague?

Suddenly a crazy loon way back in the gallery cried out, "Why not stop planting for a year? When the locusts return next year we'll eat them instead of the grain. We'll save the cost of an army, fill our crops for free, wipe out the enemy and they'll never plague us again." The loon's suggestion was adopted immediately. Everyone wondered why it hadn't been thought of before. The next year the locusts came again. They found no grain, the birds ate them instead, captured the

Years ago the locusts came to Birdland annually. They ravaged our crops, caused famine and distress among us. Something had to be done about it or Birdland would have been wiped off the map. The Council finally declared war on the locusts and drafted an army of birds to fight the pests. Millions of birds were recruited, they left their farms and machines to aid the cause.

Wherever our birds fought the enemy they left the battle fields covered with dead locusts. But the locusts continued to plague our fields of grain. Their numbers seemed inexhaustible.

CLASSIFIED

WANT TO BUY—Hydraulic Macaroni Presses, long and short cuts, with dies. State size, make, condition and price. Box 101, c/o Macaroni Journal, Braidwood, Illinois.

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WANTED: Peters Cellophane Sheet- ing & Stacking Machine, type UD-645. Advise condition, price, etc. Box 103, % Macaroni Journal, Braidwood, Ill.

rest and salted them away in storage, enough to last Birdland for a couple of years. The locusts are now extinct in Birdland and we've been planting our grain undisturbed since the birds ate them out of existence.

The simplest solution often eludes the wise.

Very wisely yours,
 Ollie The Owl

Oregon First Sighted

Cabrillo and Ferrelo, two Spanish mariners, are believed to be the first white men to see Oregon. They sailed along its coast but did not land on its soil.

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