

**THE
MACARONI
JOURNAL**

**Volume XXXIII
Number 10**

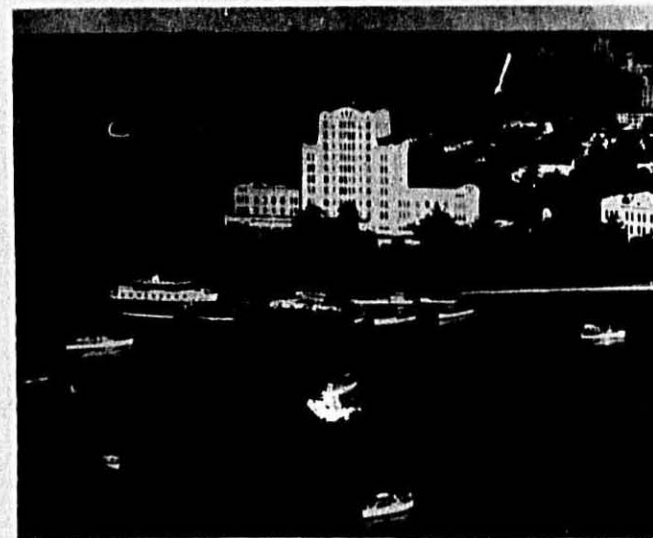
February, 1952

FEBRUARY, 1952

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Macaroni Makers' Winter Headquarters



The members of the National Macaroni Manufacturers Association, their ladies and friends enjoyed the conveniences of the Flamingo Hotel, Miami Beach and the summer-like Florida weather while attending the Winter Meeting of the industry, January 24-25, 1952.

Editor
National Macaroni Manufacturers Association
Chicago, Illinois

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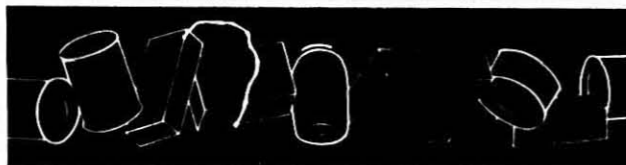
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2. Amber's highly skilled milling personnel and close laboratory control assure uniformity of quality and color . . . shipment after shipment.

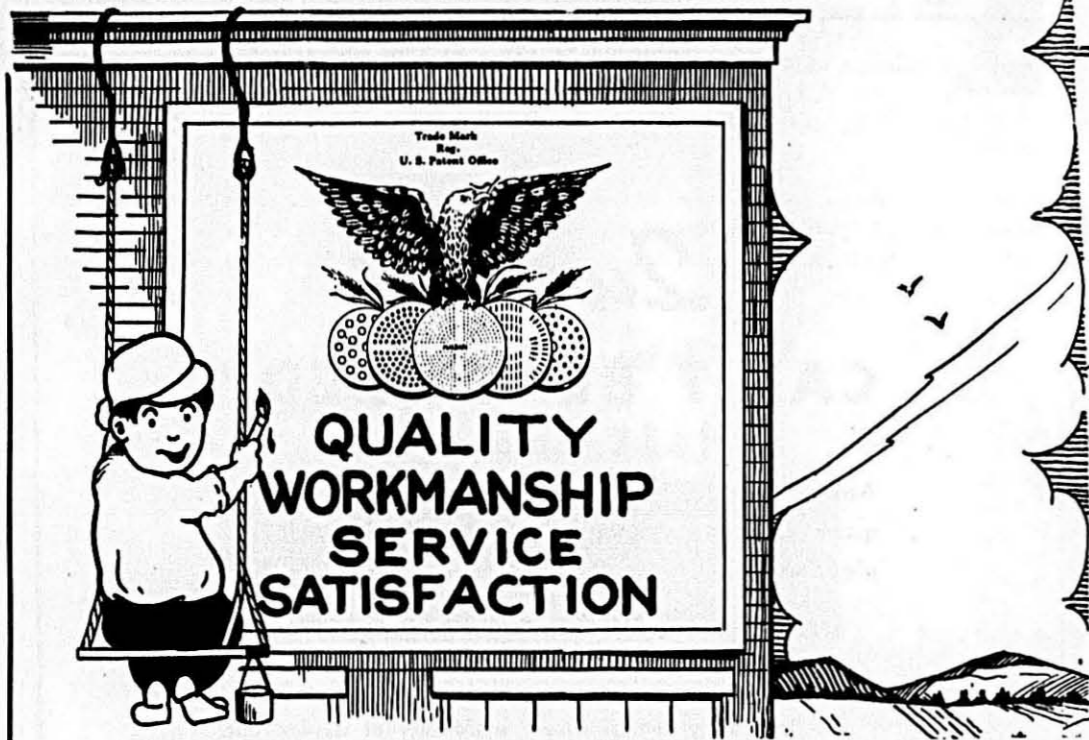
There's no secret to the superiority of Amber's No. 1 Semolina. It's just that Amber Mill never compromises with quality. That's why more and more leading Macaroni Manufacturers prefer Amber's No. 1 Semolina. Are you an Amber customer?



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The
MACARONI JOURNAL

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**Macaroni Plant
Scrap**

An agency of the United States Department of Commerce is anxious to know what the macaroni-noodle industry, as a whole, and the executives of its component companies, as individuals, are doing to aid in collection of scrap iron to keep the steel mills running at full blast to produce urgently needed materials.

The type of scrap most needed and the most desirable for top steel production is to be found in almost every shop, factory or business establishment. For this reason, the National Production Authority has asked trade associations representing lines of business and industry most likely to be a source of dormant scrap to designate representatives to serve on a Trade Association Information Committee on Scrap. Associations with headquarters or branch offices in Washington, D. C., were first selected to save the time and expense of the members to attend meetings.

The shortage of iron and steel scrap is the most serious problem confronting the defense production program today. All calculations of availability of steel for both military and civilian purposes are based on a continued stepping-up of the rate of steel production from the current annual rate of something like 106 million tons to 118 million tons by the end of 1952. 42 million tons will be needed this year alone.

Steel mills and foundries are consuming scrap at an unprecedented rate in order to keep up the record-breaking steel production for defense mobilization. Scrap inventories are now below safe working levels. Some steel mills are operating with less than a ten-day supply of scrap in sight, and winter weather always slows down the flow of scrap.

The importance of getting in the scrap now was well expressed recently by Robert W. Wolcott of the Steel Industry Scrap Mobilization Committee when he said, "Unless more scrap can be assured, steel production will suffer a drastic setback. For this reason, the scrap program demands . . . nationwide interest."

All leaders of industry are being asked to join in the effort to keep all available scrap moving to the mills and

foundries through the regular scrap dealer channels. Dormant scrap is the objective. (Each association and industry is permitted to define or identify "dormant scrap" in relation to its own industry.)

Practically no place of business, shop or plant is without some item of obsolete or broken down equipment or machinery, which, if sold as scrap, would add to the national supply. Some items can be scrapped today, others will become scrap in a week or month. That is why scrap collection must be a continuing program.

In the macaroni industry particularly, there is a constant change towards better equipment. There are still some old-style screw presses in use in some plants and other equipment equally obsolete. Their owners are seeking to replace the uneconomical presses with hydraulic presses, purchased from manufacturers who are modernizing their plants by installing continuous automatic machines. Many in both the first and second group have reasoned that it would be better to scrap their obsolete machines than to sell them for little or nothing to less progressive operators to make them competitors at little expense.

It is important for the macaroni-noodle industry, as it is with all others, to co-operate with the national scrap collection effort, both from the standpoint of patriotism and self interest. The very life of the nation's defense production program is involved.

There is no need to explain in detail what most everybody already understands—that the needs for assistance in the scrap program are limitless, and the tools for meeting those needs are available through the trade associations which occupy strategic positions for leadership in making the scrap program a success. Time is of the essence, so while a special scrap collection committee may or may not be formed for the macaroni-noodle industry, it is urgent that individual firms fill out forms or pledges of co-operation and follow through with a continuing supply of old iron that can be put to good use and at an income, rather than to let it rust until it is worthless for any purpose.

Report of C. Frederick Mueller, President
National Macaroni Manufacturers Association

The Importance of Good Marketing Practices

IN the centuries-old macaroni industry, one might think that both time and tradition would have established a routine of doing business that would be free of problems and prospects for improvement.

Nothing is further from the truth. Like any other segment of the grocery industry, our business is subject to the changing conditions and complex problems of all modern industry today.

This emphasizes the need for a continuing study of our business and its problems, as well as the need for sticking to sound business principles in our trade practices. This is the only way in which we can develop a healthy industry in the future for profitably expanding the total market for macaroni products.

As we enter the year 1952, it is a good time to review the industry position to get some idea of the outlook in the months ahead and consider the things which may be improved for the benefit of the industry as a whole.

Prospects for 1952

We have just completed a near record year in the industry, with total production 9% above 1950, based on durum wheat grindings for the calendar year, which is probably the best index available to us.

Inventories at this time are normal and in balance with demand for both manufacturers and distributors and it looks as though this situation will continue. We have been free, during the last year, from the unbalanced inventory position that followed the scare buying after the outbreak of war in Korea and, barring a full scale war, no threat is evident of a recurrence of this type of buying.

In view of government estimates of slightly higher disposable incomes for consumers in 1952, the prospect of a further gain in sales volume seems good. Profit margins, however may be difficult to maintain, due to the rising trend of production costs produced by the inflationary trend.

We face the prospect of continued government price control at least until the end of June. The increase in ceiling prices, authorized by C.P.R. 22 and made effective by members of the industry last fall, is the last increase in sight because of the fact that raw material prices have softened.

The use of macaroni products as substitutes for meat dishes, in view of the high price of meat, should continue in 1952. According to Depart-

ment of Agriculture forecasts, an increase in meat supplies is expected this year. This, however, is not expected to do much more than relieve the recent upward pressure on meat price ceilings. At any rate, no pronounced decline in meat prices is anticipated at this time.

Against the prospect of sustained sales volume during the current year, we must consider the factors which will tend to weigh on profit margins, such as rising costs and higher taxes. These considerations highlight the need for being cost conscious and adhering to sound trade practices so that sales are made at a profit.

Good Merchandising Determines Profits

There is enough business around so that everyone who offers a good product at the right price with good service can get his share without resorting to irregular merchandising methods. The idea of getting the business at any cost never pays off in the long run. Certain merchandising practices have developed in the trade which are not only unprofitable to the individual manufacturer but, in the final reckoning, undermine the stability of the entire industry.

Some inducements, which are given to distributors, are not only unsound in practice but are illegal as well, and in conflict with the Robinson-Patman Act. It is important that we are careful to give comparable prices to the same class of customers in the same market or else we may find ourselves violating the law as well as exposing ourselves to a weakening of the price structure for our product in the entire market.

The highly unorthodox practice of paying so-called "entrance fees" to get a product into a new account is not only paying dearly for a short range advantage, but this is also illegal unless it is freely offered to all. Once the knowledge gets around that such inducements are being offered, and you can't keep it a secret, what is to prevent the same tribute from being demanded by other prospective and even old accounts. There is nothing to insure that such accounts can be held for future business without additional inducements, if the initial sale was made on questionable terms. Just before I left my office in New York, I had the experience of discussing this practice with an officer of one of the largest chain distributors in America, who told me that they knew of most companies



President Mueller

who had participated in this practice in the past and are watching to see if they continue.

A somewhat prevalent practice in the scramble to get business is the practice by some manufacturers of shipping at wholesale prices direct to the individual retail stores of a chain, rather than to the wholesale warehouse. This has the effect of increasing shipping costs to the manufacturer. Such concessions may get the shipper a break temporarily on display space or other promotional help, but in the long run it can become an extremely unprofitable method of doing business, if reasonable margins are to be maintained. It has the added disadvantage of contradicting the claims made by the industry to the OPS that increased costs of local transportation should be provided for in ceiling prices, since they could not be absorbed by the manufacturer or the distributor. The woods are full of grocery manufacturers who thought they could service individual stores and didn't wake up to the fact that it was not economically feasible until it was too late. There are some big and notable multiple product food processors who deliver direct and now wish they could get out from under. Others have changed in recent years. What happened to the Standard Brand wagon—it's gone in the cause of economic distribution in a highly competitive market.

I have no quarrel to make with those who wish to enter into recognized promotional deals with distribu-

(Continued on Page 36)



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!



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MERCK ENRICHMENT PRODUCTS

Rousing Industry Meeting In Florida

A campaign aimed at helping manufacturers in their merchandising and to make more American consumers more macaroni-spaghetti-noodle wise was unanimously endorsed by representatives of the industry from coast to coast at the 1952 Winter Meeting, Flamingo Hotel, Miami Beach, Fla., January 24 and 25.

The actual conference was preceded by a meeting of the board of directors, one of the best attended in years. Budgets for operating the National Association, the Macaroni Institute and THE MACARONI JOURNAL were studied and approved. Beside the routine activities retained, several promising ones were adopted.

The serious durum wheat situation was reviewed by National Adviser C. L. Norris, Minneapolis. It was unanimously agreed to approve the public relations heretofore undertaken to hold and to increase the durum acreage in the national durum-growing areas of the Northwest and to support fully all recommended action to increase the friendly relations that mean so much to the durum growers, the millers, the manufacturers and the ultimate consumers, who are yearly becoming more and more quality conscious.

Florida in 1953

Encouraged by the interest shown by manufacturers, millers and other suppliers, the board of directors voted unanimously to hold the 1953 winter meeting in Florida. Secretary Robert M. Green is to arrange dates with the Flamingo Hotel which will be announced later.

Serious consideration was given to setting up a Junior Council to provide activities for some of the many younger executives who are an important factor in the business generally and to encourage them to take over the industry management as their fathers or elders are ready to step aside and to transfer their loads to younger shoulders.

The Junior Council idea is to be further studied for presentation to the annual convention next June.

The regular sessions of the winter meeting were held in the famous Key Club on the spacious grounds of the Flamingo Hotel. The convention theme was "Emphasis on Marketing." Experts in some of the many phases of the problem of getting more macaroni products into the hands of more consumers at prices that are fair to the ultimate buyers and profitable to the manufacturers, were present to give their views, report on their experiences and to recommend practical merchandising suggestions.

President Mueller Reports

President C. Frederick Mueller of

Joint Association-Institute Conferences Discuss General and Special Problems and Approve a Progressive Program of Better Merchandising and Consumer Education

the National Association, after calling the winter meeting to order and welcoming the fine delegation of representatives, reported on the "State of the Macaroni-Noodle Industry," noting the steady increase in the consumption rate of macaroni products in American homes. His report appears in full in this issue.

The many good results through the proper use of surveys were discussed by John T. Betjemann of the A. C. Nielsen Co., Chicago. He emphasized his talk with a series of charts covering different areas in the country making comparisons of brands acceptances therein, indicating the fields that are most promising to different brands. His talks, sans charts, also appear in this issue.

Workshop Marketing Discussions

Virgil C. Hathaway, Quaker Oats Co., Chicago, led the forum discussion on the subject of properly merchandising macaroni products in keeping with current trends in business. He stressed tie-ins with related or associated items as good promotion practices. He also discussed the second problem of the use and misuse of point-of-sales materials to win the grocers' good will and the buyers' attention.

Quality control in the manufacturing process will save money, according to Association Research Director James J. Winston, New York City. His report appears in full elsewhere.

Second Day

The winter meeting continued into its second day, with President C. F. Mueller presiding. After reviewing the action of the first day, he presented Harold H. Jeeger, marketing director of the Can Manufacturers Institute, to discuss the subject of "How Promotion and Public Relations Can Build a Stronger Industry in Today's Food Market."

He told what the can people have been attempting—to gain the public will, government approval and consumers' acceptance at the retail level.

William Steinke of King Midas Flour Mills, Minneapolis, showed a slide on the workings of the Minneapolis Grain Exchange, picturing scenes of the procedure of grain marketing in the world's greatest durum wheat exchange.

Institute Council's Report

C. W. Wolfe, past president of the National Association and chairman of

the council of the Macaroni Institute, reported on past actions and future activities. He urged the manufacturers to make increased use of the materials prepared and the opportunities created for increasing sales and distribution of macaroni-noodle products. Proper merchandising action seems lamentably lacking in too many cases. His report, most informative and interesting, appears in full in this issue.

Theodore Sills of Sills, Inc., Chicago, publicist for the National Macaroni Institute, followed with a brief review of what has been accomplished, with stress on what has been planned for the future. Naturally, his plans for Lent gained chief attention. These will be made known soon through letters and bulletins to the supporters of the NMI.

Charles D. Huyvetter of Topics Publishing Co., New York City, used charts of facts and figures in presenting "A Study of Food Selling and Merchandising Problems." He told how the study on which he was commenting was conducted. Information was secured from wholesalers, voluntary and co-operative group presidents, sales managers, general managers and buyers of all kinds; secondly, from manufacturers' and brokers' salesmen, and lastly from independent grocers, ranging in volume from \$75,000 to \$850,000 per year.

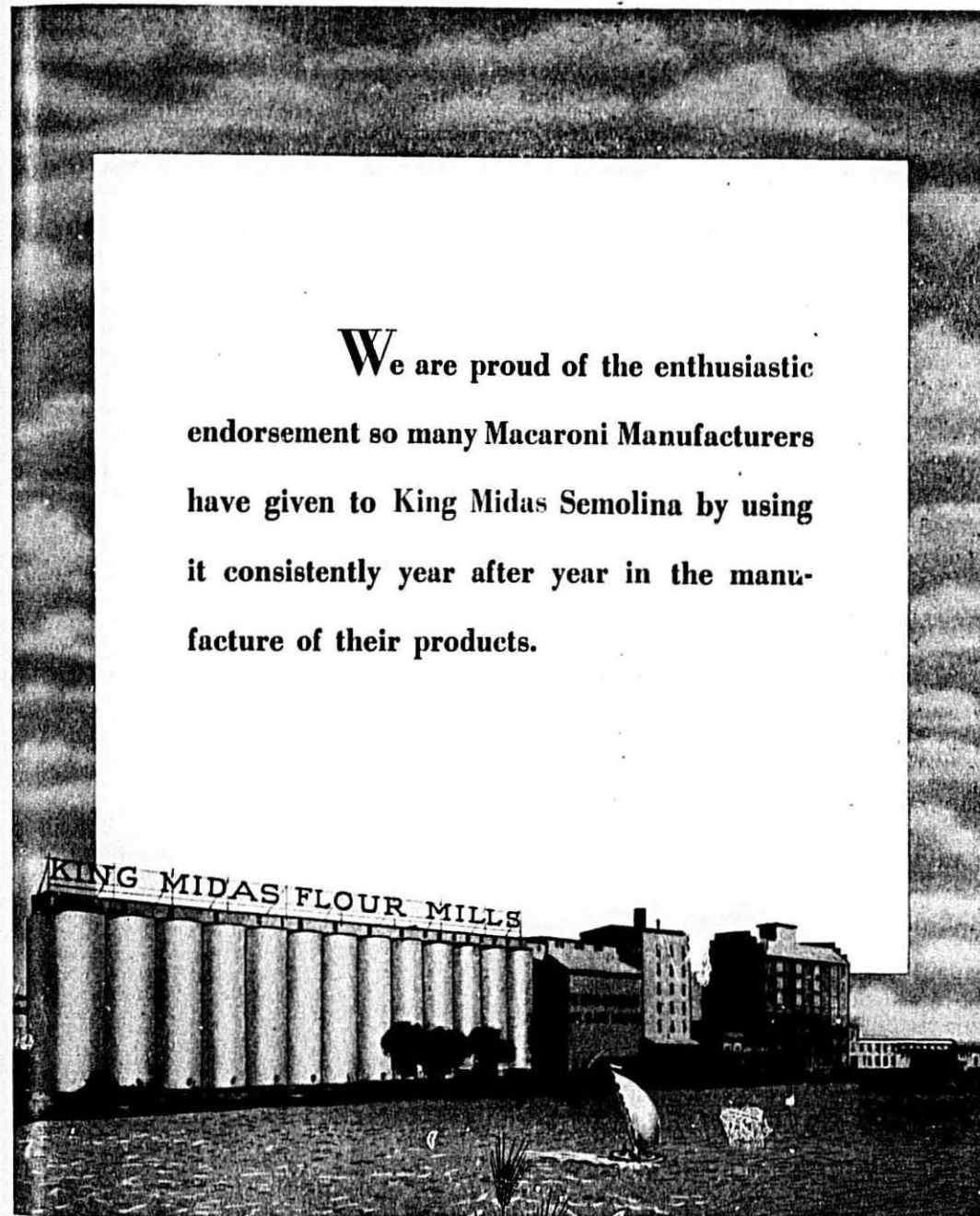
The material obtained in the research was arranged to bear pertinently and clearly on eight specific selling and merchandising problems: (1) Getting the proper interview, (2) covering the ground, (3) making sales and profit figures stick, (4) selling your consumer advertising, (5) lining up merchandising support, (6) what salesmen don't talk about, (7) reaching the men behind the scenes, and (8) improving salesmanship—merchandising your sales force to the trade.

He then developed the eight points, saying that any macaroni firm, or the industry as a whole, will surely obtain much valuable data and information through similar research.

Maintaining many of the contacts he established in Washington when he was the representative of the macaroni-noodle industry in the government during the last war, President C. F. Mueller reported briefly on the subject, "Washington Is Your Business." Robert M. Green, association secre-

(Continued on Page 34)

We are proud of the enthusiastic endorsement so many Macaroni Manufacturers have given to King Midas Semolina by using it consistently year after year in the manufacture of their products.



KING MIDAS
Semolina

Milled with Skill that is Traditional

KING MIDAS FLOUR MILLS **Pv** MINNEAPOLIS 15, MINNESOTA

Reports from the 1952 Winter Meeting

FOOD STORE AND HOME DISTRIBUTION OF MACARONI PRODUCTS

By J. H. Betjemann
A. C. Nielson Co., Chicago

The discussion of macaroni products was divided into four sections:

1. The Type of Studies Nielsen Produces and How the Data Is Obtained.

Naturally, manufacturers of any food product today are aware of their factory shipments, but there is a vast difference in factory sales and consumer sales due to jobber and retail inventories. These two reservoirs for merchandise, in many instances, will hold up to a 12-month supply of food store items. In view of this backlog of merchandise, it is most difficult for any manufacturer to design advertising and merchandising plans based upon only his own factory sales curve.

The Nielsen Company has put a so-called meter on the retailer's shelf which is the last place that *factual evidence* is obtainable prior to any product's move from the shelf of the retailer to the shelf of the consumer. By means of a sample of 1,700 food stores throughout the 48 states, and catering to the needs of two million individuals, the *consumer sales* of food store products can be measured. Regular calls by trained, full-time men are made on each of these 1,700 stores every 60 days, at which time inventories are taken of products being audited, and a complete check (via invoices) is made on merchandise moving into the store since the date of the last audit. By following this routine on a bi-monthly basis, consumer sales can readily be determined. In addition, many other sales-influencing factors also become available, such as (1) Purchases by retailers, (2) retailers' inventories, (3) day's supply, (4) distribution, (5) out of stock, (6) prices (wholesale and retail), (7) retail gross profit, (8) direct versus wholesale purchases, (9) average order size, (10) reorders, (11) dealer push (displays, advertising, specials, etc.), and (12) total sales (all commodities).

All of this information is broken down by (1) Territories (9), (2) store type and size, (3) community size—from metropolitan down to rural, (4) by package size, and (5) by product type.

2. The Distribution of Brands in Food Stores by All Market Sections; i.e., Territories, Store Types and Sizes, and County Sizes.

The in-stock distribution studies accomplished on macaroni products as of December 1, covered the study of 379

different brands. However, of this sizeable number only 16 brands were found in two or more sections of the country. Thus we see 363 brands highly sectional, and although many

of them achieved a rather broad penetration in one particular market, their national distribution was very limited. With widest national distribution, the Mueller product was found in 33 per

List of Winter Meeting Registrants

Firm	Representative	City
Amber Milling Co.	J. M. Waber	St. Paul, Minn.
Ambrette Machine Corp.	Louis C. Ambrette	Brooklyn, N. Y.
Braibanti & Co.	R. W. Hauenstein	New York, N. Y.
Braibanti & Co.	Joseph Santi	Milano, Italy
Buhler Brothers, Inc.	Rob't. Schmalzer	Fort Lee, N. J.
Capital Flour Mills	P. M. Petersen	Minneapolis, Minn.
Capital Flour Mills	C. V. Denner	Kansas City, Mo.
Capital Flour Mills	Louis A. Viviano	Plainfield, N. J.
Commander-Larabee Milling Co.	Clifford W. Kutz	Minneapolis, Minn.
Catelli Food Products, Ltd.	Rene Samson	Montreal, Canada
Creamette Co.	C. L. Norris	Minneapolis, Minn.
Crookston Milling Co.	Ulysses De Stefano	New York, N. Y.
Delmonico Foods	Peter J. Viviano	Louisville, Ky.
General Mills, Inc.	H. I. Bailey	Minneapolis, Minn.
Golden Grain Macaroni Co.	Vincent De Dominicis	San Leandro, Calif.
Gooch Food Products Co.	J. H. Diamond	Lincoln, Nebr.
A. Goodman & Sons, Inc.	Rob't. I. Cowen	New York, N. Y.
I. J. Grass Noodle Co.	A. Irving Grass	Chicago, Ill.
Glenn G. Hoskins Co.	W. G. Hoskins	Libertyville, Ill.
Keystone Macaroni Mfg. Co.	Raymond J. Guerrisi	Lebanon, Pa.
H. H. King Flour Mills Co.	Arthur W. Quiggle	Minneapolis, Minn.
King Midas Flour Mills	Wm. Steinke	Minneapolis, Minn.
King Midas Flour Mills	David Wilson	New York, N. Y.
La Premiata Mac Co.	Vincent J. Cuneo	Counellsville, Pa.
La Premiata Mac Co.	Jesse C. Stewart	Counellsville, Pa.
V. La Rosa Macaroni Co.	Peter La Rosa	Brooklyn, N. Y.
Megs Macaroni Co.	C. W. Wolfe	Harrisburg, Pa.
Merck & Co. Inc.	Edw. J. Packard	Rahway, N. J.
Minnesota Mac Co.	Eugene J. Villame	St. Paul, Minn.
C. F. Mueller Co.	C. Frederick Mueller	Jersey City, N. J.
A. C. Nielson Co.	John T. Betjemann	Chicago, Ill.
N. D. Mill & Elevator Co.	Evans J. Thomas	Chicago, Ill.
Pillsbury Mills, Inc.	R. C. Benson	Minneapolis, Minn.
Pillsbury Mills, Inc.	H. J. Patterson	Minneapolis, Minn.
Pillsbury Mills, Inc.	Frank L. Fodera	New York, N. Y.
Pillsbury Mills, Inc.	Samuel Regalbuto	Philadelphia, Pa.
Prince Mac. Mfg. Co.	Joseph Pellegrino	Boston, Mass.
Procino-Rossi, Corp.	Alfred Rossi	Auburn, N. Y.
Quaker Oats Co.	V. C. Hathaway	Chicago, Ill.
Ravarino & Freschi, Inc.	Wm. Freschi	St. Louis, Mo.
Ravarino & Freschi, Inc.	Albert Ravarino	St. Louis, Mo.
Ronco Foods	Thos. A. Cuneo	Memphis, Tenn.
Rossotti Lithograph Corp.	Chas. C. Rossotti	North Bergen, N. J.
Rossotti Lithograph Corp.	Thos. F. Sanicola	North Bergen, N. J.
Rossotti Lithograph Corp.	John Tobia	North Bergen, N. J.
Schmidt Noodle Mfg. Co.	Theodore Schmidt	Detroit, Mich.
Theodore R. Sills & Co.	Ted Sills	Chicago, Ill.
Skinner Mfg. Co.	Lloyd E. Skinner	Omaha, Nebr.
Titman Egg Co.	Benj. Titman	New York, N. Y.
Viviano Bros. Macaroni Co.	John A. Viviano	Detroit, Mich.
V. Viviano & Bros. Mac. Mfg. Co.	Miss Vita Viviano	St. Louis, Mo.
Weiss Noodle Co.	Albert S. Weiss	Cleveland, O.
Robert William Foods, Inc.	Rob't. William	Los Angeles, Calif.
NMMA	M. J. Donna, Secy. Emeritus	Braidwood, Ill.
NMMA	Rob't. M. Green, Secy.-Treas.	Palatine, Ill.
NMMA	Benj. R. J. Jacobs, Washington Contact	Orlando, Fla.
NMMA	James J. Winston, Director of Research	New York, N. Y.

cent of the stores throughout the country, although the brand was not available to the consumer at December 1 in Chicago, the west central or southwest territories. Nineteen per cent of all stores had Creamettes available, although, here again, distribution by geographical location was confined to the Atlantic, east central, Chicago, west central and Pacific markets. These examples of the two most widely distributed brands are merely cited to establish the highly sectional nature of this macaroni field. Van Camp's Tenderoni was the only brand found in all nine territories, although distribution was limited, with 10 per cent of the stores having the product available for sale on a national basis.

From our studies based upon distribution only, it would appear that the eastern section of the country favors macaroni more than spaghetti, noodles, and/or specialties. Specialties appeared to be more in demand in the metropolitan areas (with the exception of Chicago), and only limited penetration was noted in the southeastern territory. Heavy distribution on noodles and specialties was found on the west coast.

The distribution of Mueller, La Rosa, and Tenderoni was greatest in the large cities and dropped off rather sharply moving into the rural areas. On the other hand, Spinner's, Red Cross, Kellogg, American Beauty and Quaker had rather limited distribution in the metropolitan areas, with broadest penetration noted in the rural markets.

3. Home Penetration on Macaroni Products.

In the case of dry macaroni, 42 per cent of the homes throughout the country were found to have some brand in stock as of December 1. A higher percentage of homes in the east was found with dry macaroni than in the south and Pacific, which would perhaps indicate greater usage in the eastern market. However, these studies merely established the presence of dry macaroni within the home, which naturally has no bearing on the rate of consumption. Analysis by income group, occupation, city size, and family size brought out that:

1. A greater percentage of white collar homes had dry macaroni in stock than homes where the head of the household was classified as retired or unemployed.

2. More upper income homes stocked dry macaroni than lower income families.

3. Dry macaroni was found in a greater percentage of metropolitan area homes than in rural homes.

4. A greater percentage of homes with five or more members stocked dry macaroni than homes consisting of only one or two people.

Insofar as dry spaghetti was concerned, approximately one-third of all homes had some brand in stock as of

December 1. The pattern by territory, city size, and home classification adhered very closely to that depicted for dry macaroni; namely, broader distribution in the east and metropolitan areas and greater penetration in white collar homes, upper income groups, and large families.

The frequency distribution study on dry macaroni and spaghetti revealed that for each type, approximately 86 per cent of the homes stocking, had one brand in stock as of December 1. The fact that the remaining 14 per cent had two or more brands on the shelf at one time might indicate a tendency on the part of the consumer to switch from one brand to another. This perhaps suggests that no brand has developed a real consumer franchise in the dry macaroni or spaghetti field.

4. Why and How We Believe Nielsen Service Would be Valuable to the National Macaroni Manufacturers' Association.

1. It would provide the trend of consumer sales of total macaroni products, thus enabling you to determine whether the industry program is accomplishing results and if so, in what territories, county-size ranges, store type and sizes, et cetera.

2. It would provide the trend of consumer sales of each type of macaroni; i.e., spaghetti versus noodles, thus giving you authoritative information on the consumer sale trend by individual type for dissemination to the trade. It would show the true seasonal trend of the sales for each type of macaroni and individually for each of the nine territories, thus enabling promotion to be properly timed. There's a good possibility that the seasonal trends on the different types of macaroni products vary by geographical location.

3. You'd be able to determine the extent of dealer push on macaroni sales in the form of displays and local advertising support. Our display data show the extent to which stores use inside advertising material, inside goods displays, or inside window displays. These data are not only expressed as a per cent of total stores handling macaroni products, but are also weighted by all-community volume, thus providing a measure of traffic exposed to these displays.

4. The territorial data would permit the National Macaroni Manufacturers' Association to try out certain promotional plans on a comparatively modest basis before adopting them nationally. One can get a pretty good idea of the consumer sales effect on a given promotion by observing it in various sections of the country.

To sum up—all the foregoing analyses and types of data could be applied not only to macaroni products, but also to such items as canned beans, packaged rice, et cetera. Moreover, within each product class, pertinent brand information could be made avail-

able. It is our belief that any studies made via the Nielsen Food Index or Consumer Index on macaroni products, or associated products, even on a limited basis, would contribute to the sales of those manufacturers who constitute the National Macaroni Manufacturers' Association.

QUALITY CONTROL

By James J. Winston
Director of Research, NMMA

An effective quality control program of both raw materials and finished products is fundamental to the successful foods processor. With the passing of years, macaroni and noodle manufacturers have become acutely aware of the advantages of quality control and are beginning to benefit from the interpretations of laboratory analysis.

The question arises as to what constitutes a good quality control to guar-



Mr. Winston

antee prime selection of ingredients for fulfilling specifications. The manufacturer in this industry must primarily consider the nature of the farinaceous materials. This should be governed by the following:

1—The proper binding strength, i.e., protein quantity and quality, to yield a product with good elasticity; resistance to breakage and disintegration, especially during the cooking process. A minimum of dissolved solids should be present in the cooked water.

2—The color score, which is the appealing element to the consumer. This should be with a maximum of yellow and a minimum of brown, since the latter tends to mask the attractive amber color. In our laboratory, we have been evaluating the color of semolin and flours by means of disc colorimetry. A slick is made of the sam-

ple under controlled conditions, which is then compared with a standard spinning disc. The color of the disc can be varied until it matches the sample under observation. The percentages of the different colors are then measured directly, by means of a calibrated gauge.

3—A minimum of flour. In many cases, analysis of the flour portions resulting from a granulation test indicates that the grade of flour present is a first clear. This low grade of flour, which is high in enzymatic activity (oxidases), will increase bleaching of the yellow color during the drying process, resulting in a poorly colored product. According to the Standards of Identity, flour is that portion passing through the 100 mesh sieve during the standard granulation test. It is the practice in our laboratory, however, to introduce an 80 mesh sieve above the 100 mesh sieve. Therefore, the portion that is collected on the 100 mesh is a coarse flour. In many instances, this coarse flour may vary from 8 to 20 per cent; analysis of this fraction, in general, has shown it to consist of a clear flour with an ash content of 0.90 per cent to 1.00 per cent.

It is essential that the successful manufacturer take cognizance of hidden losses during the processing of his products. Hence he must be in a position to maintain the moisture content at a safe and practicable level which will permit and yield the greatest return. Federal standards allow manufacture of macaroni and noodle products with a maximum moisture content of 13 per cent. The difference between a moisture content of 9 per cent and 11-12 per cent, when considering annual production, may mean a difference of thousands of dollars, depending on the volume. Analysis and experimentation will minimize moisture losses. Many manufacturers have taken advantage of moisture meters in the market and therefore have at their disposal a quick method of determining the moisture during the different drying stages.

In manufacturing noodles, each manufacturer is motivated by color appeal to the consumer. What is the minimum requirement for color appeal to the average buyer? Our laboratory has analyzed thousands of yolks, whole eggs and noodles, and our results indicate that a color score of 11 or better in the noodles (Carotinoid pigments, parts per million) will guarantee color appeal to the consumer. This, therefore, compels the manufacturer to be discriminating in his selection of yolks so that he will want to buy yolks with a color score of 76 or better (carotinoid pigments, parts per million). This is equivalent to a NEPA color of 5. The use of such a yolk will produce the noodle with the necessary appeal to promote the sale of this product.

Manufacturing egg noodles on a continuous basis often results in a product with either a high or low egg solids content. Federal standards require a minimum of 5.5 per cent egg solids on a dry basis. Management must be guided by proper control to make sure that the consumer receives the required ingredients without economic wastes. In fulfilling a government contract for noodles, it is incumbent upon the manufacturer to check the noodles to make certain that they comply with the specifications. Those who have made noodles for the government are keenly aware of the importance of constant control on both raw materials and finished goods.

As is very well known, the law-enforcing agencies require every food manufacturer to comply with the sanitary laws, in order to insure the public of clean, wholesome and appetizing food. It is therefore of the utmost importance and necessity that each manufacturer have continuous surveillance of his plant in order to eliminate any insanitary and undesirable conditions which may exist and which may result in prosecutions. Constant and methodical inspections by a competent sanitarian, followed by a written report, is essential to safeguard the interests of management.

It is strongly advisable to have the sanitary inspection supplemented by a microscopic examination of the farinaceous materials and finished products for evidences of insect parts and rodent matter. This will serve as a check on the cleanliness or purity of the raw material, as well as on the sanitary condition of the plant as evidenced by the findings in the finished goods. At the same time, this will permit the manufacturer to build a file showing the source of any extraneous matter which will tend to protect him on questions of interstate shipments.

In the matter of enriched macaroni and noodle products, it is the obligation of the manufacturer to make certain that his method of enriching is in efficient operation and in compliance with the requirements. Periodic enrichment analysis will protect the manufacturer and assure him of fulfilling the standards with a minimum of economic waste.

Occasionally, a company may be cited by the Food and Drug Administration for having violated the Food and Drug Law and its standards. It will be to the best interests of the manufacturer, especially at the hearing, to be able to submit reports showing that he is making a bona fide effort to comply with the best commercial practices in the industry. This, when substantiated by oral testimony of the chemist or sanitarian, will often result in dismissal of the charges.

Quality control, when carried out effectively, will lead to better quality and higher profits.

INSTITUTE COUNCIL'S REPORT By C. W. Wolfe, Chairman

The National Macaroni Institute's public relations program proved again in 1951 that it produces the type of results that count—results that sell more macaroni, more spaghetti and more egg noodles for the entire macaroni industry.

During the course of the year, the nation's daily and weekly newspapers carried close to 7,000,000 lines of publicity on macaroni products in their news and food columns. Through the newspapers and news syndicates, millions of homemakers were told of



C. W. Wolfe

new and interesting ways of preparing macaroni, spaghetti and egg noodles. Stories, recipes and pictures appearing in newspapers from coast to coast helped to focus public attention on macaroni products and to stimulate the public desire for those products.

More than thirty of the top consumer magazines which have great influence on the nation's eating habits featured macaroni products and their advantages as a food one or more times in their pages during the year.

Hundreds of radio and television stations in all sections of the country also helped to awaken and expand the demand for macaroni, spaghetti and egg noodles by reminding their huge listening and viewing audiences of macaroni products and by telling homemakers about appetite-appealing methods of preparing them.

The prestige of the entire industry was greatly enhanced during the year by the stories and pictures which appeared in newspapers and trade publications on events and affairs of macaroni manufacturers.

The effectiveness of the Macaroni Institute's 1951 public relations activities can be best estimated by a review of some of the highlights of the results accomplished during the year.

Perfect— from your presses— every time



You're Sure because General Mills Makes Sure at the Mill—

WITH PRE-TESTING!

Your macaroni products come from the press as you want them . . . full strength, proper color and made to dry and cook properly . . . when you use General Mills Durum Products.

How do we know? By *pressing* samples of all General Mills Durum Products. Every shipment that reaches you has been *proved* in the press.

General Mills Inc.

Durum Sales
MINNEAPOLIS, MINN.



Newspaper Publicity

In the 12 months ending December 31, 1951, the Macaroni Institute's publicity program produced 6,893,000 lines of publicity for macaroni, spaghetti and egg noodles in the nation's daily and weekly newspapers.

During the course of the year, Theodore R. Sills & Company distributed more than 300 recipes, photographs and stories to newspapers in every section of the country. Most of these releases were especially prepared and aimed at the largest food buying group in the world—American homemakers.

During 1951, the macaroni products received featured treatment in the food columns of metropolitan newspapers, small town dailies, rural weeklies, Catholic daily and weekly publications and house organs.

Each food column release and photograph was especially developed and prepared to attract the attention of the homemaker and to encourage her to serve macaroni products more frequently.

Among the top newspapers which regularly featured the macaroni products during the course of the year were *Des Moines Tribune*, *Philadelphia Enquirer*, *Chicago Tribune*, *New York Times*, *Wichita Beacon*, *Birmingham Post*, *San Francisco Examiner*, *St. Louis Post Dispatch*, *Detroit Free Press*, *Chicago Daily News*, *Canton, O., Repository*, *Los Angeles Times*, *New York Herald Tribune*, *Denver Post*, *St. Paul Dispatch*, *Newark News*, *Miami News*, *Little Rock Democrat*, *New Orleans Times Picayune*, *Buffalo News*, *Portland Oregonian* and hundreds of other newspapers which supply cooking information and menu planning advice to millions of homemakers in every part of the country.

A tremendous amount of publicity for macaroni products was produced through placements made by the Sills organization with the food columns of the huge syndicates which supply material for hundreds of newspapers and reach audiences running into the millions.

During the course of the year, the top newspaper syndicates featured macaroni, spaghetti and egg noodles more than 50 times. Gaynor Maddox of NEA, whose food column is used in over 800 newspapers with a combined circulation of 25,000,000, used photographs and recipes highlighting the macaroni products eight times during 1951. In addition, Maddox recommended one of the macaroni products in his daily menu suggestions an average of more than twice a week during the year.

Cecily Brownstone of Associated Press gave featured treatment to the macaroni products five times in 1951 and also made frequent use of macaroni, spaghetti or egg noodle recipes in her "What's Cooking" column.

Miss Brownstone's regular column appears in approximately 1,100 daily newspapers with a total circulation in excess of 18,000,000 and the "What's Cooking" column is printed in more than 500 newspapers.

Among the other top syndicates which gave headline treatment to macaroni products one or more times during the past year were United Press, circulation 6,000,000; Metro Syndicate, circulation 7,000,000; Western Newspaper Union, 4,000 weekly newspapers with total circulation of 8,000,000; and Chicago Tribune Syndicate with 5,000,000 circulation. King Features Syndicate, which reaches an estimated circulation in excess of 6,000,000, repeatedly highlighted macaroni products in the columns of their three top food experts—Dr. Ida Bailey Allen, Alice Denhoff and Maudie Alexander.

Sunday newspaper magazine supplements also helped to carry the story of macaroni products and their advantages to millions of homemakers. *This Week* magazine, which is distributed by 28 newspapers with a total circulation of 10,080,231, featured macaroni products on several occasions during the year. *Parade Magazine*, with 32 newspapers and 5,109,065 circulation, and *American Weekly*, with 22 newspapers and 9,374,850 circulation, also gave special attention to macaroni, spaghetti and egg noodles in 1951.

Through news releases and stories supplied to news and business editors of the newspapers, the public was kept informed of news and events affecting macaroni manufacturers. Such material served not only to enhance the prestige of the entire macaroni industry, but also contributed to the overall effort to keep the macaroni products continually in the minds of the consumer.

Magazine Publicity

The food industry long has recognized the value of consumer magazines as a medium for presenting and selling its products to the public. Millions of dollars are spent every year for advertising in these publications to win consumer acceptance for various food products.

Through the Macaroni Institute's public relations program, macaroni products have been featured time and again in the editorial columns of the top consumer magazines which influence the food-buying habits of millions of American homemakers. Bearing the editor's endorsement, the material appearing in the magazine food columns carries added weight with the homemaker.

Among the magazines which featured macaroni products one or more times in 1951 were *Ebony*, *Seventeen*, *Better Homes & Gardens*, *American Home*, *Good Housekeeping*, *Family Circle*, *Woman's Home Companion*, *American Family*, *Farm & Ranch*, *Today's Woman*, *Ladies' Home Jour-*

nal, *Woman's Day*, *McCall's*, *House & Garden*, *Parent's Sunset*, *Hollands*, *Dell Publication*, *Ideal Publications*, and *Fawcett Publications*.

The consistent coverage of macaroni products in the magazines which inspire and guide menu-planning habits of millions of homemakers helps to build sales for every macaroni manufacturer in the nation. During the course of the year, the food editors of the magazines repeatedly called upon the Macaroni Institute and the Sills organization for assistance in preparing articles, recipes and photographs of macaroni products.

Radio and Television

A steady flow of story and recipe material to the nation's radio and television stations during 1951 kept macaroni products before the huge listening and viewing audiences who depend upon these media for ideas and suggestions for the preparation of food.

Scripts, story ideas, cooking hints and recipes were distributed regularly during the year to more than 1,000 radio and television stations in all sections of the country. Keyed reply cards, sent with all material to radio and television stations, which were returned to the Sills company indicate this material had an unusually high rate of acceptance among radio and television commentators.

Special material was supplied to the radio syndicates, such as Associated Press, United Press and International News Service, to reach hundreds of additional radio and television stations with news and recipes for macaroni, spaghetti and egg noodles.

In addition to the regular mailings to radio and television stations, material also was supplied to such key programs as the Josephine McCarthy Show, NBC-TV; the Nancy Craig Show, which is carried on 275 ABC radio stations; and the Margaret Arlen Program, which is broadcast over the CBS network.

Trade Publications

Releases to trade publications which serve the food, grocery, advertising, milling and other fields, kept those industries fully informed about activities and events related to the macaroni manufacturers.

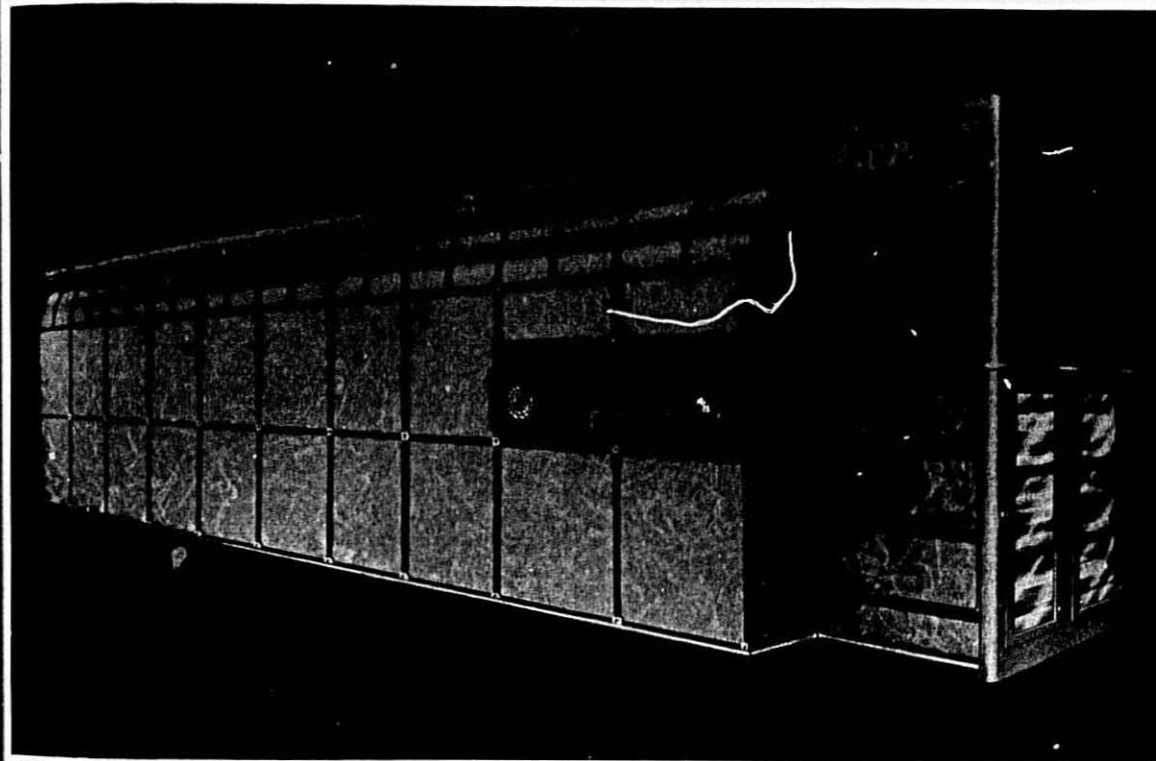
Trade and farm papers which made regular use of news about the macaroni industry in 1951 include *Pacific Coast Review*, *Chain Store Age*, *National Grocers Bulletin*, *Northwestern Farm News*, *National Food Distributors Journal*, *Grocers Spotlight*, *Southwestern Miller*, *Food Topics*, *Food Field Reporter*, *Food Industries*, *American Miller*, *Food Trade News*, *Grocers Digest* and other authoritative publications in their respective fields, such as *Northwestern Miller* and *MACARONI JOURNAL*.

Trade news about the macaroni in-

(Continued on Page 37)

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, laborious control methods.

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

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

an air chamber and a fan chamber to receive top efficiency of circulation of air in the dryer. The ONLY dryer with the conveyor screens interlocking with the stainless steel side guides.

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

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

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

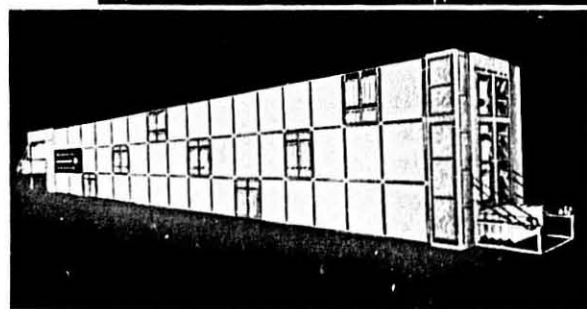
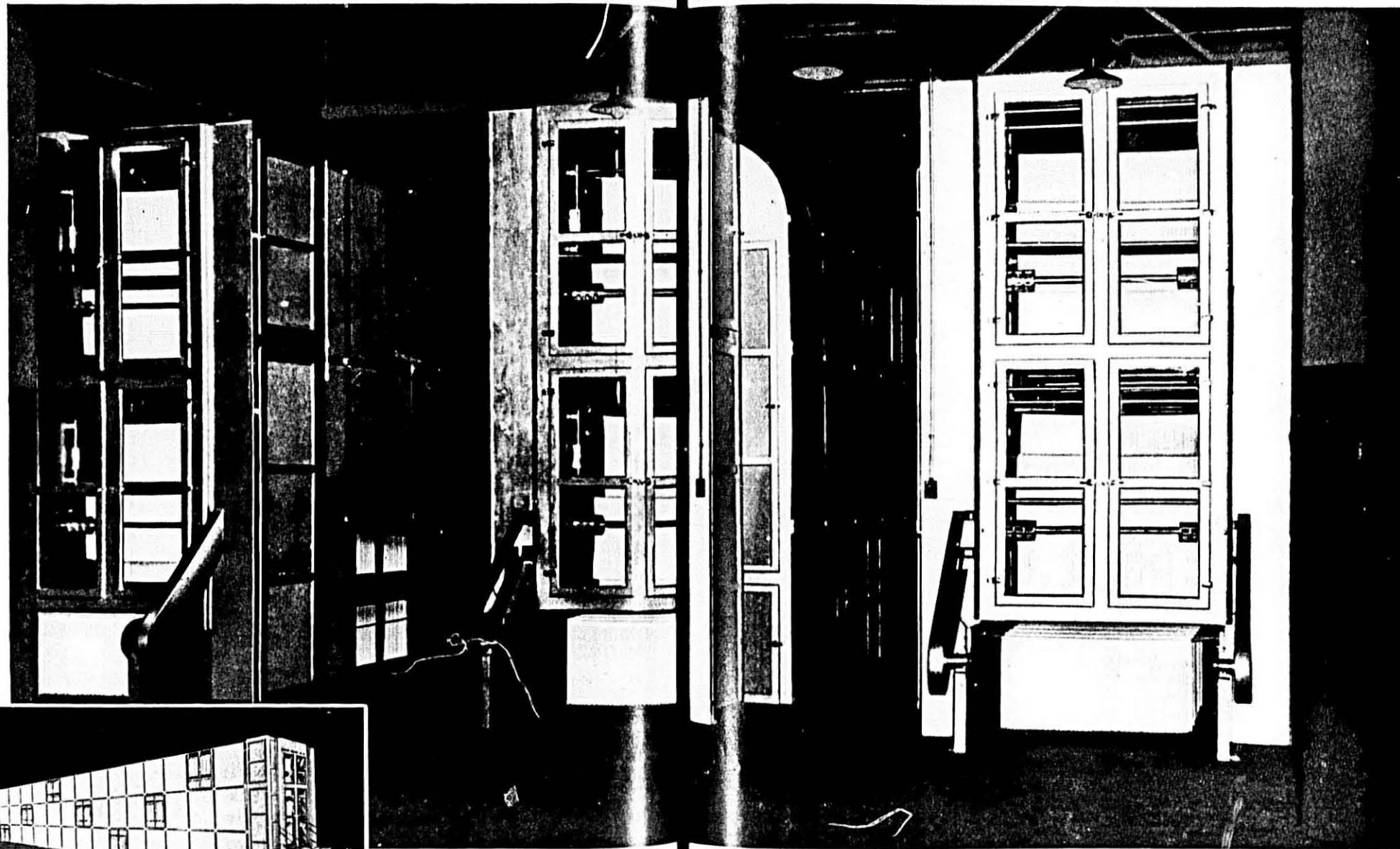
IF YOU'RE PLANNING ON PUTTING IN A NEW DRYER OR MODERNIZING YOUR EXISTING ONE, YOU'LL REAP DIVIDENDS BY CONSULTING

Clermont Machine Company Inc.

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

Tel: Evergreen 7-7540

Clermont DRYERS - Distinguished Beyond All Others



Front view of Long Island City plant of the Fonzoni 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 pasta manufacturers have reserved a special place for them when they speak of their equipment. And this new year of 1950 is no exception. To see Clermont's measure-

of strength in every detail. During 1950 Clermont added to their distinguished line of complete automatic long-dryers consisting of three units.

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

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

Clermont Machine Company

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

ELECTRIC MOTOR SELECTION SIMPLIFIED

by Ernest W. Fair

WITH an emergency period confronting us in the future, wise procedure calls for an immediate check of electric motors in the plant and replacement where it is doubtful the present motor can last through a prolonged period when even repair parts may be difficult to obtain.

The first step in selecting the right motor by the food products manufacturing plant executive should be selection based on the application of the motor in the plant. A close check on this feature may reveal many instances where motors can be replaced by more adaptable units which will result not only in less maintenance cost and longer useful life of the motor, but also reduced power bills.

If the installation is one requiring frequent starting and stopping, the alternating-current types of motors best suited are the squirrel-cage and wound-rotor polyphase-induction motors, high and medium speed synchronous motors of under 1,000 h.p. rating and all types of single phase motors. Practically all types of direct-current motors are adaptable to such applications, but they have a disadvantage in that they contain a great many more wearing parts.

The squirrel-cage induction motor is the most popular of all, due to its versatility, its rugged construction and the fact that its only wearing parts are its bearings.

It also operates at a low power factor and is most efficient at its full-load rating and slightly above. High-torque squirrel-cage induction motors are provided with two distinct windings; one at ordinary low-resistance high-reactance, and the other high-resistance low-reactance.

The wound-rotor induction motor is not a variable speed motor in the same sense as a direct-current motor. The speed of this motor is varied by means of varying the resistance of the rotor circuit, and these speeds are stable only in so far as the load is concerned. These motors should be supplied with resistors for use in starting, so made that if the controller handle is left on any notch but the last, the starting resistors will not burn out.

In general, synchronous motors are constant-speed motors; they come in practically any size, and are very durable and adaptable to most of our installations.

Where slow-acceleration is desired on the motor application, the wound-rotor induction motor predominates in the alternating class. But where direct current is used, almost any type of direct-current motor will get the job done. The speed of this type of motor is varied by means of varying the resistance of the rotor circuit and these speeds are stable only in so far as the load is concerned.

Where we must start under full load conditions, the wound-rotor motor is most adaptable, especially in driving line shafting or where heavy mechanical strains are present. Both squirrel-cage induction and high-speed synchronous motors can be used in such applications, but the mechanical strain upon them is greater than on the wound-rotor type.

High-torque, squirrel-cage induction motors are proving best for all types of conveyor work, since they can be started across the line and compensator costs are eliminated.

Where a high starting current is not detrimental to other power applications, the large squirrel-cage induction and synchronous motors may be used, for they may be started at full voltage.

Where the ability to reverse the machine to which the motor is to be applied is needed, both squirrel-cage and wound-rotor induction motors and all types of direct-current motors are applicable.

Should the application call for several ranges of speed, the wound-rotor induction motor has proved best. Different speed ranges may be had with squirrel-cage induction motors, but the number of speeds is limited and they do not progress in steps as with the wound-rotor motor.

The synchronous motor is first choice in installations where power factor is of prime importance, since with this type the regulation of power is under direct control of the operator all of the time.

Any selection of an electric motor should give consideration to its torque characteristics (the turning power of the shaft), such as starting, pull-in and pull-out torque. Sometimes only one of these are incorporated into a given motor, and in some instances it is not always desirable to incorporate all three into a single motor.

Pumps, fans and blowers, for example, require a motor with a high pull-in torque but not high starting or pulling; conveyors require one with a high starting torque only. In very few applications will it be necessary for a motor to possess starting, pull-in and pull-out maximum torque.

Where series motors are used, they should never be connected to their load except by a positive drive, such as a gear or a coupling. Its speed cannot be controlled when operating at no load. The motor derives its name from the fact that its field and armature circuits are in series with one another.

On the other hand, the shunt motor has practically constant speed characteristics. It will flash at the brushes, however, when subjected to sudden overloads and the torque varies with the current. Where there is a steady load, this is a highly applicable type of motor.

Where direct-current motors are to be used at a variety of speeds, and at the same time operate in both directions of rotation, it should operate as a pump-back generator in either direction of rotation, be able to withstand full voltage on short circuit, be able to withstand sudden weakening and strengthening of the field, and commutation should be sparkless at all speeds and loads within range.

Insure your Share of the
for Macaroni Products

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





IT'S RAINING SPAGHETTI: Pasta—100 strands deep—pours out of machine, is then cut in standard lengths by operator and draped on rods to dry.

Italy Says "Pass The Pasta"

What you call spaghetti, Italians call *pasta*. Actually, it has 500 different names; comes in 200 sizes and shapes. Good harvests in Italy this year mean there'll be *pasta* enough for all.

By Blake Ehrlich

Courtesy THIS WEEK Magazine, New York Herald Tribune

Rome

AS SUMMER has smiled her way up from Sicily, whence she started in the month of May, the progressive wheat harvest on this long peninsula has been very good. Right now the last stands are being brought in from northern meadows, and when the weighing-up is over, Italy's crop this season should be well over seven million tons. With 750,000 tons in granary reserves and an equal amount on order from other countries, one of this nation's annual worries is over: there'll be enough spaghetti for everybody.

And in this country, everybody eats spaghetti.

According to figures from Organization for European Economic Cooperation and other international organizations, 65 per cent of the calories in the Italian diet are supplied by cereal foods, mostly by bread and spaghetti. At least once a day everybody here eats some form of this dish—unless, of course, he's too poor. The food costs from 10 cents to 25 cents a pound.

French Call It Macaroni

Like most Americans, I've been using the general term, "spaghetti," but to tell the truth, the word isn't heard very much here in Italy. We Americans, with all the impetuosity and heedlessness of a youthful nation, lightly jest that "spaghetti" covers the subject. The French, older and more sophisticated, apply the term "macaroni" a thing they do not esteem too highly, since they did not invent it. A casual analysis of an Italian manufacturer's catalogue illustrating various types of this food yields the following significant figures: number of models entitled spaghetti—1; macaroni—0; others—99.

Spago, by the way, means "string" in Italian. But the general term employed in Italy for this edible is *pasta*. *Pasta* means "dough." *Pasta* is a sticky mixture of flour and water. It's that simple, or almost that simple.

Yellow for Quality

The best pasta is made of a fine, yellow wheat-meal called *semolina*, milled from wheat similar to the kind grown in the Dakotas, Minnesota and Montana. The cheaper and more brittle the pasta, the less *semolina* and the more ordinary flour it contains, and the whiter it is. The tabledusted *semolina* product is yellower, and the extra fancy, premium-priced article, made of the most expensive *semolina* and fresh eggs is yellower still.

Unscrupulous manufacturers, adding a cheap coloring and flavoring chemical to white flour, can produce an article that smells like a 12-egg omelet and flows like a radioactive butter-*up*. There are laws forbidding this sort of activity in Italy. Naturally, these regulations are not enforced, but it does show that governmental authorities have not been deaf to cries that there oughta be a law.

Honest spaghetti spinners—pressers would be a better word—go on using eggs and *semolina* in goods labeled "eggs and *semolina*," in the hope that quality will tell. But at least one of them has had to add baby foods, de-glutinated pasta for diabetics and wheat germ to his output in order to survive these cutthroat days in the pasta business.

Aside from purely commercial aspects, the pasta business is as intricate as a Florentine *intaglio*. Eating one's way around Italy, one could count some 500 different kinds of pasta, but it turns out after all that what one is encountering is 500 different names for pasta; there really aren't more than 200 different kinds.

Before its unification 80 years ago, Italy was composed of numbers of city-states, principalities, kingdoms, duchies, et cetera, and subject to endless invasions, occupations, amalgamations and secessions. Sticking as close to home as possible and trying to go about their business despite frequent changes in management, the various subject people developed many varieties of the mother Latin.

To this day natives of the former Kingdom of Naples refer to Italian as "the language." In a city as swift-paced and modern as Milan, local dialect uses *unquo* instead of *oggi* the Italian word for "today." So, it isn't too astonishing that there should be so many names for the various kinds of pasta.

Spaghetti Whiskers

The fine, wavy item that the catalogue before me lists as "*Capellini Romani*," little Roman hairs, is also called in Rome, "Friar's Whiskers," and in the north, "Angels' Hair." A form known in Rome as "*Ive Maria*" is also known as "*Pater Noster*" in the



SPAGO: It means string

same town, perhaps because it faintly resembles rosary beads.

Small, semi-bent elbows of what we think of as macaroni, are called "Stockings" and "Little Stockings" except when they are called "Angels' Stockings." A curved tube with ruffles along the top, looking for all the world like a cock's comb, is called "Cock's Comb."

There are models known as "Big Slap" (*Schiuffoni*), "Wolf's Eyes," "Curly," "Apple Seeds," "Daisies," "Nightingales' Tongues" and "Stars." Among the two dozen of the rubber-hose variety, one often indistinguishable from the other to the foreign eye, are names such as "Stripy," "Sleeves," and "With Lines." One unnotched member of this tribe is dubbed, "Smooth Teeth."

Anyhow, if you've grown fond of "*Nastri*" in Tuscany, you'll have to ask for "*fettucini*" if you want to eat the same dish further south, and only the magic word "*tubetti*" (little tubes) will bring you a serving of Roman "*Ive Maria*" in Naples.

Why Different Shapes?

Why there are so many names for the same thing is, as I said, perfectly comprehensible. But why so many different shapes? The different grades of pasta have different flavors because the recipes call for different qualities of *semolina* or flour. But does a new shape call for a new recipe?

No. All pasta, whether shaped like bow ties, shells, stars, crosses, wheels, tubing, wires or ribbons are made of the same formula when they are in the same price range. Special regions of the country do not particularly favor special shapes—all kinds of pasta are made and wolfed down all over Italy, so it can't be that regional water supplies make a difference in the taste.

In fact, water doesn't make any difference at all. Once, tons of Italian water were shipped to London in an effort to create authentic pasta. The results astonished the manufacturers: their British-born spaghetti tasted just as horrible as it did before. Later they learned that Thames fog was to blame, and stricter humidity control corrected the trouble.

(Continued on Page 35)

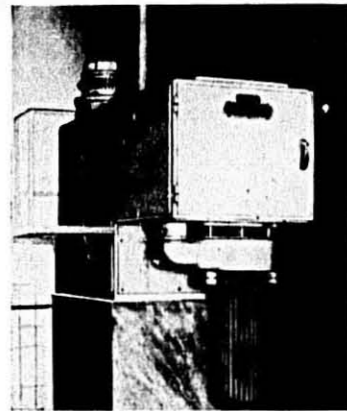


COMPLICATED: There are shapes to suit everyone's taste, although there is no real difference in taste. In any one price range, it's all made from the same formula.

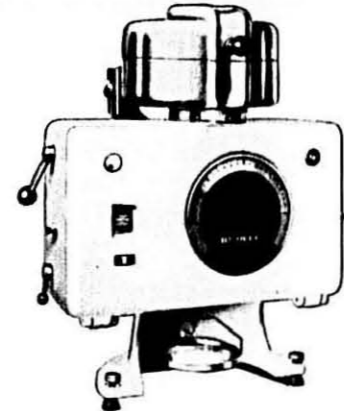
BUHLER



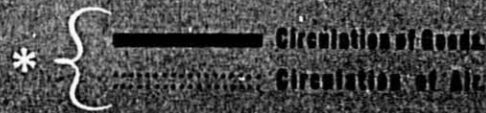
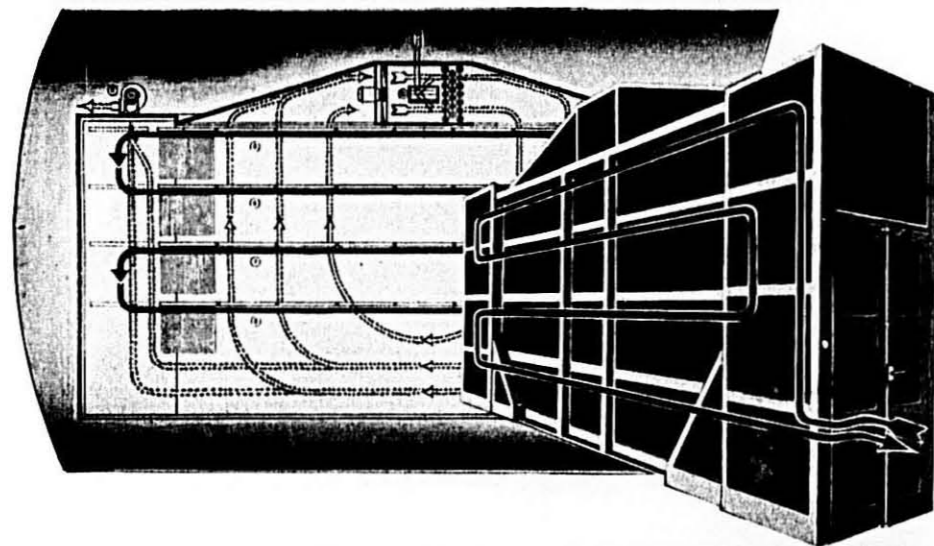
SMALL CONTINUOUS-PRODUCTION PRESS • MOISTURE TESTER



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

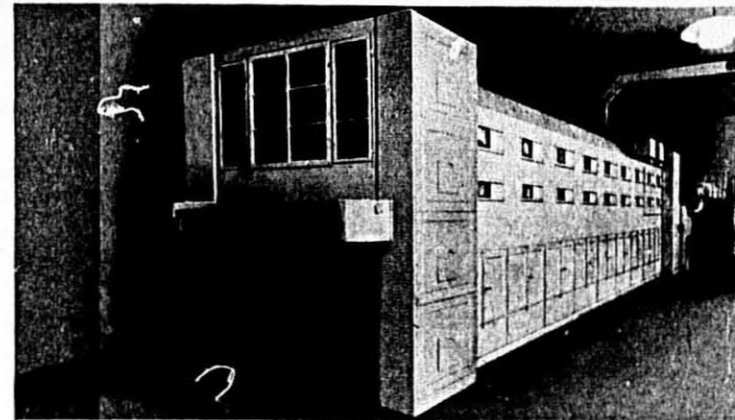


BUHLER Thermal Torsion Balance, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-6 minutes with greater operating convenience.



ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

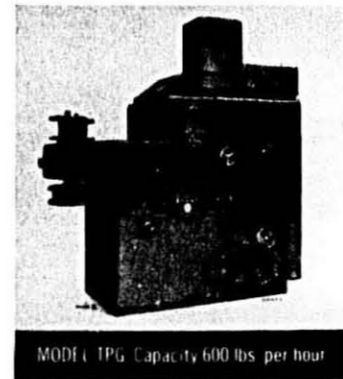
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



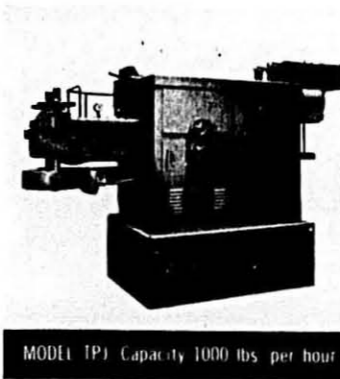
In sizes for capacities to 22,000 lbs. _____ in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

Engineers for Industry Since 1860

CONTINUOUS PRESSES



MODEL TPG Capacity 600 lbs per hour



MODEL TPJ Capacity 1000 lbs per hour

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.

BUHLER BROTHERS, INC.

2121 STATE HIGHWAY 4 FORT LEE NEW JERSEY

Scenes of Rossotti's Miami Beach Party

Macaroni Industry's Winter Meeting, Flamingo Hotel, January 24-25, 1952



The Greens, Hoskins, Steinke, Norris, Walle and Samson group.



The Schmalzers, Donnas and Jacobs.



The Heavy Guns—Left to right: C. W. Walle, C. C. Rossotti, C. F. Mueller, C. L. Norris, J. H. Diamond.



Charles Rossotti, the C. F. Muellers, the David Wilsons and charmers.



The Winners—Host Rossotti presents champagne to the prize dancing couple, Mr. and Mrs. Peter La Rosa.



The Hungry Line—Mr. and Mrs. Vincent De Domenico Albert and Mrs. Ravarino, Irv Grass and wife, Samuel Bogdano, H. I. Bailey, Mrs. Celie Krahulec and Mrs. O. E. Schmalzer.

Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

THE American housewife is becoming increasingly conscious of the benefits of enriched foods in her family's diet. Today, she is demanding, and getting, foods with the word "Enriched" on the label. Keep your macaroni and noodle products in step with this growing national trend. And give your brand added sales appeal by enriching with Sterwin vitamins... the choice of manufacturers of leading national brands.

Sterwin offers two superior products for easy, accurate and economical enrichment of your macaroni and noodle products to conform with U. S. Federal Standards of Identity:

For users of the
BATCH PROCESS

B-E-T-S

The ORIGINAL Food Enrichment Tablets

OFFER THESE ADVANTAGES

- 1. ACCURACY**—Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.
- 2. ECONOMY**—No need for measuring—no danger of wasting precious enrichment ingredients.
- 3. EASE**—Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

Stocked for quick delivery:
Rensselaer (N. Y.), Chicago,
St. Louis, Kansas City (Mo.),
Minneapolis, Denver, Los
Angeles, San Francisco, Port-
land (Ore.), Dallas and Atlanta.

EST. 1914
LOOK FOR THE

For users of the
CONTINUOUS PROCESS

VEXTRAM

Brand of Food Enrichment Mixture

OFFERS THESE ADVANTAGES

- 1. ACCURACY**—The original starch base carrier—free flowing—better feeding—better dispersion.
- 2. ECONOMY**—Minimum vitamin potency loss due to Vextram's pH control.
- 3. EASE**—Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.
**Also available in double strength.*

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, N. Y.

Convention Notes

Attendance at the 1952 Winter Meeting at the Flamingo Hotel, Miami Beach, Fla., exceeded that of all other such meetings since the macaroni industry first "went South" the winter of 1948.

Officially registered as convention guests were 26 macaroni-noodle makers representing 20 firms, 27 representing 18 allied concerns and 4 association executives.

Ladies in attendance almost equaled the men. The pool and the nearby beaches got fine play with resultant tans and burns.

Fred Whaley and wife of St. Petersburg, Fla. (retired) crossed the state to visit old friends. His last convention was as field salesman for the Stanchfield Co. of Minneapolis. Prior to that he represented the Duluth-Superior Milling Co. in the New England area, with offices in Boston, and later the Capital Flour Mills with Chicago as his headquarters.

Missed by the conventioners this year were the yacht rides through Biscayne provided for the past three seasons by the genial Stanley Klein of Empire Box Corp., Garfield, N. J. His doctor had ordered him to "slow up" a little.

The Rossotti party was a huge success as usual. In addition to the traditional spaghetti buffet supper on Thursday night, January 24, there was a fine program of singing, dancing acts and story-telling.

The annual NMMA dinner party the evening of January 25 was a pleasing social affair, followed by old-fashioned square dances.

Several of the more ambitious guests spent the afternoons at the beautiful Hialeah race track, watching the horses run. Most of those who ventured too far in the pleasures provided there returned much wiser and considerably relieved moneywise.

Each evening, many "went to the dogs" financially, but fully enjoyed the glamorous attractions at the several dog tracks in the Miami area.

Several couples went to Havana for weekend trips through Cuba, going by boat and by air. Some flew to Nassau. Others drove to Key West over the famed Oversea Highway.

Liquid, Frozen and Dried Egg Production December, 1951

Liquid egg production during December totaled 2,177,000 pounds, compared with 2,452,000 pounds during December last year and the 1945-49 average of 12,909,000 pounds, the Bureau of Agricultural Economics reports. The quantities used for drying were much smaller than a year ago.

Dried egg production during December totaled 351,000 pounds, compared with 637,000 pounds in December last year and the average of 2,716,000 pounds. Production consisted of 242,000 pounds of dried albumen and 109,000 pounds of dried yolk. Total production of dried egg for the year 1951 is estimated at 17,067,000 pounds, only 18 per cent of the 1950 production of 93,418,000 pounds.

The quantity of frozen egg produced during December totaled 1,589,000 pounds, compared with 1,406,000 pounds during December last year and 3,571,000 pounds the 1945-49 average. Production of frozen eggs during 1951 is estimated at 336,799,000 pounds, compared with 354,148,000 pounds in 1950—a decrease of five per cent.

Frozen egg stocks decreased 27 million pounds during December, compared with a decrease of 28 million pounds during December, 1950, and the average December decrease of 28 million pounds.

Durum Wheat Notes

Durum grower B. E. Groom of Grand Forks, N. D., owner of several farms near Langdon, N. D., and for more than 30 years prominent in North Dakota farming and a member of the Greater North Dakota Association, makes the following observations about the prospective 1952 durum crop.

"Yes, there is a good deal being said about the durum situation of 1952 throughout the entire durum area. A

lot of farmers are itching with the idea of taking on an acreage of bread wheat, and without doubt many will seed some bread wheat for the first time in some years. To offset this, the best authorities are urging the continuance of durum growing. The price prospects help that argument and the law of averages for the durum territory is all in favor of the continuance of the durum program.

"While the loss in the past two crops has been severe, a program of switching around from one thing to another is not sound.

"As of January 7, 1952, the crop prospects are good. Have had a light covering of snow, the lightest in years. Many fields are bare. The weather has been normal. Frost is going deep and that is always desirable, as it insures some moisture for the seeded crops until the normal or spring rains come.

"Up here, the wheat crops are seeded just as soon as a little of the top frost is out and the ground is dry enough to work. Then the moisture coming up from the deeper soil as the frost goes out, insures the moisture needed.

"Germination tests of the weather-damaged 1951 durum show a higher germination percentage than expected. In fact, it seems generally better than tests made at the same season of the year from the 1950 crop."

The landlady brought in a plateful of extremely thin slices of bread and butter, which reassured her hungry men boarders. "Did you cut these, Mrs. Brown?" asked one of them. "Yes—I cut them," came the stern reply. "Oh," went on the boarder, "All right—I'll shuffle and deal."

Durum Products Milling Facts

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

Month	Production in 100-pound Sacks			
	1952	1951	1950	1949
January	1,087,057	870,532	691,006	799,208
February		901,751	829,878	799,358
March		1,002,384	913,107	913,777
April		526,488	570,119	589,313
May		774,911	574,887	549,168
June		666,774	678,792	759,610
July		561,915	654,857	587,453
August		915,988	1,181,294	907,520
September		827,485	802,647	837,218
October		1,197,496	776,259	966,115
November		882,617	700,865	997,030
December		827,986	944,099	648,059

Crop Year Production

Includes Semolina milled for and sold to United States Government:
 July 1, 1951, to Feb. 1, 1952.....6,200,544
 July 1, 1950, to Feb. 2, 1951.....6,107,817

Advertisement

An Open Letter to my many personal and business friends in the macaroni-noodle industry, everywhere

More than forty years ago, I organized and headed the Cevasco, Cavagnaro & Ambrette, Inc., which subsequently was succeeded by the Consolidated Macaroni Machine Corp.

Since January 31, 1952, the last-named company has discontinued doing business. I am happy and proud to announce to all my friends among the macaroni manufacturers with whom I have collaborated during the past many decades building up the present macaroni industry of America, that I have formed a new concern with the immediate members of my family.

My new organization, the Ambrette Machinery Corp., whose plant and offices are located at the same premises where for many years I have served you, will afford me the opportunity to continue to fulfill any of your requirements.

As in the past, I shall take pride in placing at your disposal all of my creations in the field of machinery for the macaroni industry. I also wish to take this opportunity to thank you for the many considerations shown to me and I hope that I shall merit the same consideration in the future.

Always feel free to call upon me with reference to any situation where my experience can be of any assistance.

With kindest regards,

Sincerely yours,
Conrad Ambrette, President
Ambrette Machinery Corp.
 156-166 6th St. • 157 167-7th St.
 Brooklyn 15, New York, N. Y.

Winner Dinner— A 3-Products Promotion

The National Macaroni Institute, in co-operation with two other leading food groups, on March 1 will open a two-month, three-product promotion campaign—the first of its kind in the history of the American food industry.

Described in all advertising and merchandising material as the Winner Dinner combination, the unbranded product promotion will feature macaroni, Blue Lake green beans and canned tuna. Teamed up with the Macaroni Institute in the two-month-long nationwide drive are the Associated Blue Lake Green Bean Canners, Inc., and the California tuna industry.

Included in the consumer advertising for the Winner Dinner combination are two four-color, full-page ads in the March 7 issue of *Life Magazine*, and another four-color full-page ad in the March 28 issue of the same publication. The first two ads were sponsored by the Associated Blue Lake Green Bean Canners and the U. S. Steel Co., respectively. The first two are on consecutive pages in the March 7 *Life* and are exactly alike, except for an eye-catching color variation. The March 28 *Life* placement will be provided by the tuna canners and Tuna Brand Association. Other steel companies are scheduled to sponsor Winner Dinner ads in other consumer magazines.

Three-hundred line newspaper ads will be used by both tuna canners and macaroni companies during the month in their local market areas to sell the Winner Dinner combination under their own brand names. In addition, the macaroni companies and tuna canners plan to tie in the Winner Dinner promotion on their regular scheduled radio and television program.

To aid retailers in taking advantage of the huge promotion, the three sponsors are throwing a force of 5,000 salesmen and merchandising experts into the field. Merchandising kits which have been distributed to retailers include 13 pieces of point-of-sale material, including pennants, posters, stack cards, shelf strips, price cards, talking signs and recipe holders. In addition, 10,000,000 recipe leaflets are being distributed.

In addition to consumer advertising and intensive merchandising activity at the retail level, the Winner Dinner promotion is supported by a hard-hitting publicity program which includes food photographs and recipes, articles and story material to consumer magazines and daily and weekly newspapers; radio and television scripts; and demonstration outline material for television cooking programs and cooking school demonstrators.

A series of sales meetings, the first of which was held January 24 in Omaha, were held in 16 different cities

to brief sales and merchandising personnel on their part in the Winner Dinner promotion. Other meetings were held in Kansas City, Hotel President, January 25; Cincinnati, Netherlands, Plaza Hotel, January 29; Nicollet Hotel, January 31; Chicago, Sheraton Hotel, February 1; St. Louis, Statler Hotel, February 5; Memphis, Hotel King Cotton, February 6; Fort Worth Blackstone Hotel, February 7; New Orleans, St. Charles Hotel, February 8; Los Angeles, Hotel Biltmore, February 12; San Diego, Hotel U. S. Grant, February 13; San Francisco, Sir Francis Drake Hotel, February 14; Portland, Multnomah, February 15; Seattle, Olympic Hotel, February 18; Boston, Copley Plaza Hotel, February 20; and New York, Biltmore Hotel, February 21.

Food and Floods Macaroni Products Among Disaster Aids

A masterful job of mass handling and serving food in hot weather was turned in by Canteen Service of the Kansas City, Mo., Red Cross Chapter during the height of last July's flood.

Red Cross volunteers fed dike workers, policemen, firemen, evacuees, members of the armed forces who volunteered for disaster work, and clean-up crews on a 24-hour basis for eight straight days. Food was served from mobile canteens that operated in emergency areas.

In planning menus for hot meals, Red Cross nutritionists had to take into consideration the large donations



of food that poured into Red Cross district headquarters the stock of canned goods on hand, the cost factor, and the need for easy preparation.

In addition, the menus were influenced by the food habits of the group being served. Just as the shelter manager endeavored to give privacy to each family, the nutritionist tried to cater to the preferences of each group and still provide an adequate diet.

The Mexican group in the flooded area, for example, enjoyed fried pinto beans and tortillas prepared by their native women. This meant that the group was able to work together, helping themselves and each other and, for the moment at least, turning their minds from the despair of disaster.

In other shelters, menus for hot meals included beef stew with fresh

vegetables, macaroni or spaghetti with ground beef, baked beans with vienna sausages, wieners and potato salad, salmon salad with cinnamon toast, tuna fish and noodle casserole, and scalloped potatoes with ham. Lunches usually consisted of sandwiches, including baked or barbecued ham, cheese, and lunch meats of various kinds, along with beverages and other foods.

Because of the extremely hot weather, food contamination and sanitation were continuous problems. To prevent spoilage, all food, including sandwiches, had to be kept in the refrigerator at the blood center until mealtime, when it was sent out to mobile canteens or to fixed feeding points. To prevent spread of disease, all floors and working surfaces, wherever food was prepared or served, were scrubbed frequently with a chlorine solution and paper plates and cups and wooden forks and spoons were used at all times.

An indication of the size of the feeding job during the eight-day emergency period is given by the amounts of food and drink that were provided. Canteen workers in Kansas City alone prepared and served 25,000 sandwiches, 60,000 cups of coffee, 5,000 cups of iced tea, 2,000 half-pint cups of milk, and 7,500 hot meals, to list a few of the many foods that were consumed.

More than 20,000 pounds of ice were used during the emergency period, and one of its most appreciated uses was the ice water that was served to firemen fighting the blazes and explosions that destroyed a five-block section of the industrial area at the height of the flood.

Purchasing food under emergency conditions for large numbers of people is a sizable job in itself. To facilitate this phase of the operation, the chapter set up a food-purchasing department, which quickly established a perpetual inventory so that canteen workers would know at any given time just how much and what kinds of food were on hand. A food-purchasing committee, organized to include members of various local buying organizations, helped immeasurably in obtaining food supplies on short notice.

Each year the Red Cross feeds thousands of disaster victims as well as disaster workers. Each disaster operation requires organization and efficiency in the midst of the most hectic conditions so that grief-stricken, weary, and hungry people can be fed as promptly as possible. Despite almost overwhelming odds, the job is done, and it's well done, by volunteers who are trained and prepared for disaster feeding by the Red Cross.

Remember—every American helps a disaster sufferer when he contributes to the Red Cross. Your dollars as well as your services are needed. Answer the call of the Red Cross in March—the call of your fellow man in need.



BILL STERN TELLS ANOTHER SPORTS STORY

They Shot For The Future



About three decades ago, a poor college boy named Kenneth "Boots" Adams came to work in the warehouse of the Phillips Petroleum Company at Bartlesville, Oklahoma. He had been a basketball player at Kansas University. One day, Adams organized an employees basketball team to play after working hours. What started out as a lark soon grew into a serious business; playing as an amateur hoop team, its fame soon spread far beyond the borders of Oklahoma. As the company prospered and grew, so did its basketball team, for college basketball players with an eye for their future as businessmen, were offered jobs to work for the company and play on its team.

Through the years, the "Oilers" has become the most famous amateur basketball team in the world! Time again and again, this team has won the A.A.U. national basketball championship, as well as recognition as Olympic Games champions,

too! Year in and year out, this team has played a 50-game schedule against the best amateur basketball teams everywhere and rarely has lost more than a couple of games a year.

Today, many executive and high-ranking employees of the firm came to it because they were basketball players. And the president is the same "Boots" Adams who organized the first Phillips basketball team, and started it off to glory!

Yes, it pays to look ahead . . . in making macaroni foods as well as in basketball. And that's why wise manufacturers rely on the precision-milled Commander-Larabee durum products. They know from experience that they can always depend upon superior results any season and under all circumstances. . . results that will pay off for them in quality products, more sales, more profit! It will pay off for you, too.



WHEN PERFORMANCE COUNTS . . .

Commander-Larabee Milling Co.

GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA

President Philip W. Pillsbury

By Feature Writer Robert H. Fetridge, New York Times

Very often old line companies cry for new blood—for recruits outside of the families of the founding fathers. But Pillsbury Mills did it the "hard" way and plucked from the family tree a president who has given new life to a sleeping giant.

That's Philip W. Pillsbury, the fourth generation of his name to lead one of the top three companies in the flour-milling industry. Like the noted Herman Hickman, coach of the Yale football team, whose erudition amazes television audiences, Phil has combined a sense of humor with a scholarly out look on life. And, by the way, he was once a member of an undefeated Yale football team.

Pillsbury had gone almost twenty years without a Pillsbury as president. It was losing its hold in the industry and falling from the top rank it once claimed in the flour business. It seemed to need a new touch. What happened? Pillsbury, who had been around all the time under-studying the business, stepped into the role.

Once back in the saddle that his forebears rode, young Phil infused new life into the company's advertising, promotion and publicity. Some of his ideas were revolutionary in the flour business. Then he set out to diversify the company, and the result was a much better balance of operations.



Philip W. Pillsbury

From a flour miller with a small line of feed-by-products, he has lifted the company back to its former high place in the industry.

Well Grounded

Phil Pillsbury was well grounded in his business. He didn't simply inherit the job, nor happen to fall into it because he was a Pillsbury. He is a good example of a man who has proved himself in his family's business. He started working during vacations from school out in Minneapolis in the old "A" mill. From menial jobs he worked his way up to be a master miller. He is one of the few top executives in the flour-milling industry who are members of the Association of Operative Millers, which is limited to the

small and select company of men who have mastered the art of milling.

He can still walk through most of the company's plants, scattered from coast to coast, and be greeted as Phil. He knows his way from floor to floor of every plant, through the aisles of machinery and the maze of pipe, spouts and conveyors. He can even reach into a grinding machine, pull out a handful of half-finished flour and tell from the feel and appearance of whether the machine's rolls are properly adjusted.

There are many who think he is much like his grandfather, Charles A. Pillsbury, called the greatest miller of his day, who, together with the late Governor John S. Pillsbury of Minnesota founded the Pillsbury organization eighty years ago. Under his leadership, Pillsbury is pioneering in agricultural and industrial fields and his work of running such a far-flung flour-milling and food business is made doubly difficult because he is constantly being measured against the yardstick set by many other members of his family.

Grass Gets Parents Magazine Award

The I. J. Grass Noodle Co., Chicago, has been awarded the Seal of Commendation by *Parent's Magazine* for



A. Irving Grass

the excellence of its Mrs. Grass Noodle Soups.

A series of advertisements are being planned for running in *Parent's Magazine* to interest readers in this important field.

Government Contact Assistants

Realizing the importance of maintaining the most friendly contacts possible with officials of the U. S. Department of Agriculture at Washington, President C. F. Mueller appointed the following manufacturers to work with and through Robert M. Green, the as-

"This Is the U.N., Its Actual Voices"



To encourage teaching about the United Nations, the U.N. Department of Public Information has undertaken the recording of the history of the world organization through excerpts from speeches by delegates, Secretariat officials and heads of U.N. agencies. Here, U.N. Assistant Secretary-General Benjamin Cohen, of Chile (right) and Bryant Mumford (left), head of the United Nations Division of Special Services, present the first album of records providing the history of U.N.'s first five years to Kathri Lehtinen of Finland and Dr. Kenric Marshall of the Office of Education of the United States.

Dott. Ingg. M., G.

Braibanti^e c.

SOC. A. R. L.

Cable: Braibanti—Milano
Bentley's Code Used

MILANO—Via Borgogna 1. (Italy)

Complete Equipment for Macaroni Products

The New Automatic "MATASSONA"

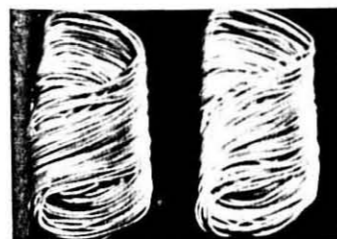
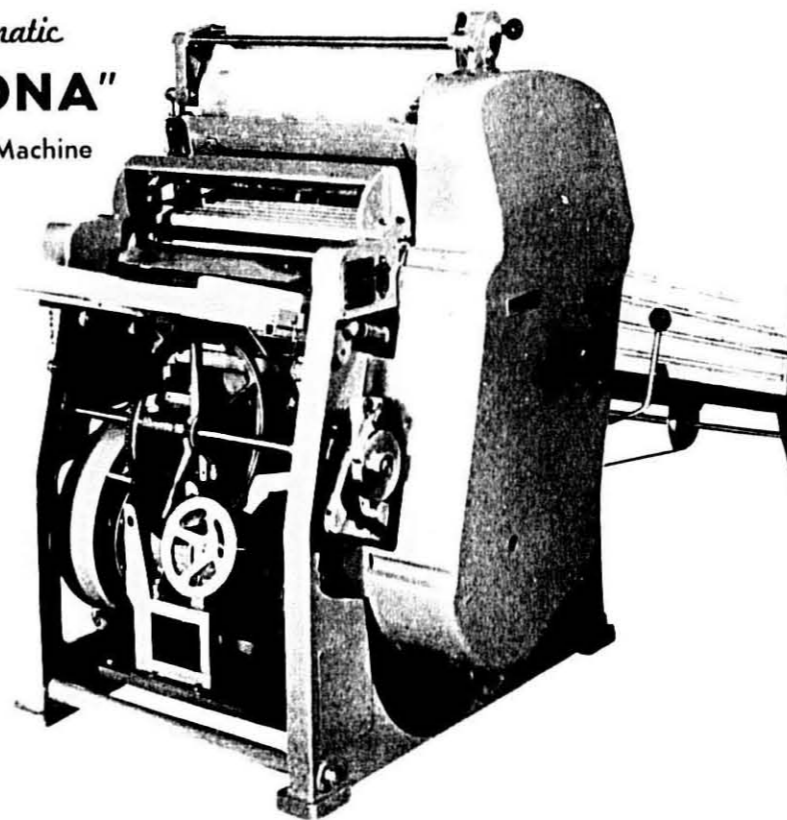
Twisted Long Goods Machine

"SIMPLE TYPE"

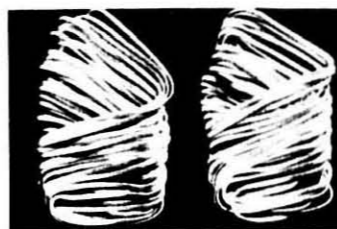
output 250 lbs. hour

"DOUBLE TYPE"

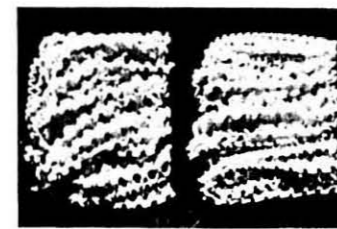
output 500 lbs. hour



Twisted vermicelli



Twisted noodles



Twisted curly flat goods

U. S. A. Representatives:

Eastern Zone: LEHARA SALES CORPORATION—485 Fifth Ave., New York 17, New York

Western Zone: PERRISH STEEL PRODUCTS, INC.—1206 S. Maple Ave., Los Angeles, California

sociation's Washington representative in all matters concerning the industry's welfare: C. W. Wolfe, Joseph Giordano, John P. Zerega, Jr., and Glenn G. Hoskins.

Lee Merry—Assistant Manager

Harry I. Bailey, manager of durum sales for General Mills, has announced the appointment of Lee Merry as assistant manager.

Merry has a background of 23 years experience with the company in vari-



Lee Merry

ous sales, merchandising and promotional activities.

Prior to his transfer to Minneapolis in 1949, he was manager of the company's Arkansas-Louisiana district, with headquarters at General Mills' southwestern division offices in Oklahoma City. While in the southwest, his duties included responsibility for durum sales in southern states.

10 Scholarships in Italy Awards to Go to CCNY Students

Scholarships for study in Italy next summer will be awarded to ten City College students by Giovanni Buitoni, president of the Buitoni Macaroni Co., it was announced by Prof. Vincent Luciani, of the department of romance languages at the college and chairman of the Buitoni Awards Committee.

The scholarships will provide for study at the University of Perugia from July to September. They will include transportation, tuition fees, room, board, and trips to Rome and Florence.

New Zerega Address

A. Zerega's Sons, Inc., one of the oldest macaroni manufacturing firms in continuous operation in the United States, has announced that it has moved its offices to its new plant at 20-01,

Fair Lawn, N. J. Its post office address is Box 514. Its new telephone numbers are: Fair Lawn 4-1400 for local and long distance calls; Chickering 4-7534 for calls from New York City. All effective December 17, 1951.

Cuneo's Buy Connellsville Plant

The Cuneo's of Connellsville, Pa., are now in full control of La Premiata Macaroni Company plant in their home city since the turn of the year when they purchased the majority stock formerly held by Jesse C. Stewart, well-known western Pennsylvania flour dealer who sold his interests in the macaroni factory because of a desire to retire from business.

Vincent J. Cuneo, who has been associated with La Premiata for the last 10 years, is now president and general manager. He is the third member of the Cuneo family to hold that office in that concern. Two brothers, the late Lawrence E. Cuneo, former treasurer of the National Macaroni Manufacturers Association, and Joseph J. Cuneo, former president of the National Association, were important figures in the company.

The firm is now owned by Vincent J. Cuneo, Raymond Cuneo and Jennie A. Cuneo, James F. Blair of Pitts-

burgh, Pa., has been named as sales manager.

Acquisition of La Premiata, which in Italian means "First," by the Cuneo family makes that industry one of the few in Connellsville to be an entirely home-owned manufacturing business.

Vince Cuneo is a well-known businessman throughout western Pennsylvania. Simultaneously with becoming president and general manager of La Premiata on the first day of January, 1952, he also became president of the Kiwanis Club in his home city. He is also a director of the Connellsville Community Fund and a member of the board of directors of the city's chamber of commerce.

Durum Seed Specialist

After long years of planting, harvesting and selling the highest grades of durum wheat grown on his North Dakota farms, Russell Duncan, (Sarles, Cavalier County), North Dakota farmer feels qualified to enter the durum seed business.

He has recently acquired a large building at 205 Nineteenth St. North, Fargo, N. D., where the new business will be operated, specializing in all approved varieties of durum seed wheat, most of which will come from Cavalier County, where 90 per cent of the nation's best durum is grown.

Macaroni Machinery Firm Dissolved

The Consolidated Macaroni Machine Corporation, 156-166 Sixth Street, Brooklyn, N. Y., long a leader in manufacturing all kinds of machinery for macaroni-noodle factories, was dissolved January 31, 1952, by mutual agreement of the partners concerned.

macaroni trade, will continue in the business of macaroni machinery builders and suppliers in another location to be announced later. He will be assisted by his son, also an experienced engineer. A portion of the equipment in the old plant will be transferred

→ To Go Separate Ways: Conrad Ambrette, left, and Joseph DiFrancisci.



Conrad Ambrette, president of the company, has purchased the building that long housed the activities of the firm and, with his sons, Louis and Paul, will continue to serve the industry as soon as it completes its re-equipment plans.

Joseph DiFrancisci, another executive of the company well known to the

to the new plant when the place of operation is announced.

Thus passes one of the best known macaroni machinery firms, one that has long supplied the industry's needs through the years, and has kept the American macaroni industry among the foremost in the world.



Does your package "Speak up" at point of sale?

The latest Du Pont supermarket study reveals that today's food shopper decides on 67% of all macaroni and spaghetti purchases after she enters the store. This clearly puts the spotlight on the importance of point-of-sale merchandising, and on a package that can sell itself.

Du Pont's studies of consumer buying habits can help you evaluate the selling job your package is doing... point out what customers look for in

a good macaroni package. Packages that "speak up" to shoppers can mean a bigger share of point-of-sale decisions for your product.

Your Du Pont representative can bring you up to date on marketing surveys, as well as on other packaging services. He'll be glad to show you how they can be applied to your business. E. I. du Pont de Nemours & Co. (Inc.), Film Dept., Wilmington 98, Delaware.

DuPont Cellophane logo and text: Shows what it Protects—Protects what it Shows. BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

Betty Crocker T.V. Show

"Macaroni Sauté" Preparation to Be Televised March 15

Macaroni Sauté, a tasty dish which can be cooked on top of the range, will be featured on the Betty Crocker television show, "Star Matinee," in New York on March 15, H. I. Bailey, durum



← Macaroni Sauté, a top-of-the-range dish that will be featured March 15 on General Mills' Betty Crocker television show.

- WAVE-TV Kentucky, Louisville*11:00 A.M.
- WAAM-TV Maryland, Baltimore*12:00
- WNAC-TV Massachusetts, Boston11:00 A.M.
- WXYZ-TV Michigan, Detroit*12:00
- WOOD-TV Michigan, Grand Rapids 1:00 P.M.
- WTCN-TV Minnesota, Mpls.-St. Paul12:00

and nutritional standpoint, tips on how to cook the various shapes, and recipes for preparing various macaroni products from Leone's Restaurant of New York, one of the most famous Italian restaurants in the world. *Life's* circulation exceeds 5,000,000.

The *Life* feature on macaroni was developed by editors and reporters of the magazine, in co-operation with Theodore R. Sills & Co., public relations counsel for the National Macaroni Institute. Everyone in the macaroni-noodle industry should feel the impact of the *Life* story in the form of increased sales and widened consumer interest in macaroni-noodle products.

Walter Muskat—Director of Sales

L. R. Muskat, president of Triangle Package Machinery Co., has announced appointment of Walter Muskat as director of sales, effective April 1, 1952, to succeed Rex Stone. Walter Muskat is currently eastern sales office manager, located in New York. Robert Strehlau formerly with Package Machinery Co., will succeed Walter Muskat as eastern sales manager. Robert L. Muskat has been appointed advertising and sales promotion manager, a newly created position. Robert Schrader continues as assistant sales manager.

Predict Cut in Cellophane

The Du Pont Co. has informed its customers that its cellophane production probably will be curtailed by approximately 10 per cent as a result of governmental restrictions on the use of elemental sulfur.

In a letter to customers, J. E. Dean, director of sales of Du Pont's film department, called attention to National Production Authority amended Order M-69, restricting any user of elemental sulfur to 90 per cent of his use during the calendar year of 1950.

"While elemental sulfur is not used directly in the manufacture of cellophane, certain ingredients made from sulfur (carbon bisulfide and sulfuric acid) are essential in the production of cellophane and these will be affected by the order. There are no substitutes for these materials. Conservation programs instituted by our production and research organizations in anticipation of this situation offer little encouragement for relief.

"Our preliminary appraisal of the effects of this order indicates that we will be forced to curtail cellophane production by a minimum of 10 per cent under present levels."

Macaroni in Life

The February 4 issue of *Life* magazine featured a four-page, illustrated story on macaroni products, according to the National Macaroni Institute.

The *Life* article includes background information on macaroni products, their advantages from an economical

Murphy: "What's that in your pocket?" Pat (in a whisper): "Dynamite. I'm waiting for Mike. Every time he meets me, he slips me on the chest and breaks me pipe. Next time he does it, he'll blow his hand off."

sales manager for General Mills, has announced. See below schedule for time and station in your locality. Cities carrying this program two weeks later (Birmingham is 18 days later on Wednesday) are not marked with a star.

This eye-appealing dish, which was part of the Easy 3-Some promotion last year, will be given television support for the first time by Betty Crocker on her homemaker program which originates in New York. Listening audience for the coast-to-coast program is a potential of 19 million persons.

The demonstration will show a new, easy way which elbow macaroni can be cooked to make a delicious dish—Macaroni Sauté. The recipe does away with pre-cooking and gives a full-bodied, satisfying dish with built-in flavor.

The original recipe was developed in the Betty Crocker kitchens in Minneapolis. This new recipe makes it possible to cook the dish on top of the range or in the oven.

BETTY CROCKER TELEVISION SHOW—March 15

Featuring Macaroni Sauté

- WAFM-TV Alabama, Birmingham Wednesday 2:00 P.M.
- KECA-TV California, Los Angeles12:00
- KGO-TV California, San Francisco12:00
- WNHC-TV Connecticut, New Haven ...*12:00
- WMAL-TV D. C., Washington*12:00
- DLTV Georgia, Atlanta*12:00
- WENR-TV Illinois, Chicago*11:00 A.M.

- KSD-TV Missouri, St. Louis*11:00 A.M.
- KMTV Nebraska, Omaha*11:00 A.M.
- WNBF-TV New York, Binghamton 1:00 P.M.
- WJZ-TV New York, New York*12:00
- WHAM-TV New York, Rochester11:00 A.M.
- WHEN-TV New York, Syracuse 1:00 P.M.
- WKTV New York, Utica 1:00 P.M.
- WCPO-TV Ohio, Cincinnati*12:00
- WEWS Ohio, Cleveland*12:00
- WTVN-TV Ohio, Columbus*12:00
- WHIO-TV Ohio, Dayton 1:00 P.M.
- WSPD-TV Ohio, Toledo 1:00 P.M.
- WFIL-TV Pennsylvania, Philadelphia ..*12:00
- WDTV Pennsylvania, Pittsburgh ...*12:00
- WMCT-TV Rhode Island, Providence.....11:00 A.M.
- WJAR-TV Tennessee, Memphis*11:00 A.M.
- WTAR-TV Virginia, Norfolk 1:00 P.M.
- WTVR Virginia, Richmond 1:00 P.M.

Note: Stations with asterisk have program carried live by cable. Others are televised two weeks later, with exception of Birmingham. Its program is 18 days later on Wednesday, April 2.



Milprint Craftsmen

use their NOODLES to create self-selling packages

Your packages need plenty of self-selling power to win and hold good display position in food stores today. That's why the nation's leading manufacturers of noodle and macaroni products turn to the nation's leading producer of self-selling packages—Milprint.

With the widest choice of packaging materials and printing processes, a larger design staff, more than 50 years experience in the field—it stands to reason that Milprint is best equipped to fashion more successful packages for you.



Why not call your local Milprint man today?



General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities

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

Storage Bins Installed

King Midas Flour Mills, Minneapolis, has announced completion of huge storage bins for bulk flour and mill feed. The modernization and expansion work was begun nearly a year ago and its completion will enable the miller to handle its stored products more advantageously.

Alive Today

... and a happy grandmother, because years ago she went to her doctor when she first noticed one of cancer's danger signals.

By showing Americans how to protect themselves and their families against cancer, the American Cancer Society is saving thousands of lives today. By supporting science and medicine in the search for the causes and cures of cancer, the Society hopes to save countless more tomorrow. Do you know the seven common danger signals that may mean cancer: (1) any sore that does not heal (2) a lump or thickening, in the breast or elsewhere



Listen!... wherever women get together, the new motion picture, "Breast Self-Examination" is news! At neighborhood centers, in factories and at organization meetings, we are showing this film to countless thousands of American women.

For information call the American Cancer Society office nearest you, or address your letter to "Cancer," care of your local Post Office.

American Cancer Society

(3) unusual bleeding or discharge (4) any change in a wart or mole (5) persistent indigestion or difficulty in swallowing (6) persistent hoarseness or cough (7) any change in normal bowel habits.

To guard yourself and those you love against cancer, call the nearest of-

fice of the American Cancer Society or address your inquiry to "Cancer" in care of your local Post Office.

She Has Everything

Beauty, Brains, a Husband, Children and Executive Job

A professor once offered his students a formula for success: "Either work hard, or marry the boss' daughter." In the case of brisk, blonde Betty Ossola, however, only the first alternative applies. She is the boss' daughter.

At 31, Betty has everything a girl could want, including a husband, two children and the position of executive vice president and general manager of the J. Ossola Company, food importers, founded by her father in 1901. She also has prepossessing proportions and a business sense that has given competitors conniptions on occasion.

Headquarters of the firm is a six-story building in New York's lower Manhattan, and from her office on the second floor, Betty keeps the organization rolling in high gear. Her domain includes branches in Philadelphia (at 715 Fitzwater st.), Pittsburgh and Miami. She puts in an eight to ten-hour day, visits each branch office once a month.

"Miss Ossola," an associate remarked recently, "never seems to let up. She gives off ideas like a pinwheel gives off sparks—and the ideas almost always prove workable."

Last May, for example, Betty conceived the idea of combining business and culture in the interest of good-will advertising. The American Opera Company scheduled a performance of *Andrea Chenier* at the Brooklyn Academy of Music. The Ossola Company, Betty announced, would underwrite the cost.

The angle: tickets were offered at regular prices, from \$1.80 to \$6, but any customer presenting 10 Torino (the firm's brand name) labels at the box office was granted a \$1 reduction in the price of a ticket. Inside the Academy, the opera-goer read this message, painted on the fire curtain: "Good evening, Torino Foods is glad to present *Andrea Chenier*."

"Box-top Opera," as the *New York Times* termed it, was a success. The house was sold out.

Betty has been the executive head of the Ossola Company since 1941. Born in Pittsburgh, where her father, Jack Ossola, founded the business, she studied business administration at the University of Pittsburgh. Then she went to Italy to learn how fish and vegetables were packed for export. In 1939, she entered the firm.

Betty's first job was typing bills. Later, she became an assistant in the advertising department, still later a buyer. Finally, she attained her pres-

ent post. Her father devotes most of his time to on-the-spot checks of the firm's interests in foreign countries.

Betty Victoria Ossola signs her correspondence "B. V. Ossola."

One caller became somewhat impatient in her office one day. "This has been a most pleasant chat, Miss Ossola," he said. "But obviously I must talk with B. V. himself. Will you kindly tell him I am here?" Betty pleasantly told the caller she was "B. V., himself."

Last spring, Betty presided over a luncheon meeting of the American Chamber of Commerce for Trade with Italy—the first time in the 64-year history of that organization that a woman was in the chair.

In her pleasant home, at Englewood, N. J., Betty is Mrs. Charles Rossotti. Her husband owns a lithographing business. The Rossottis have two sons, Charles, Jr., 10, and Jack, 7.

R. A. Robbins Advanced

R. L. Brang, vice president and director of grocery product sales for General Mills, has announced appointment of R. A. Robbins as staff assistant in the grocery products promotional department, with headquarters in Minneapolis.

He succeeds R. N. Confer, who has been transferred to the Sperry division of the company on the west coast.

Robbins started with General Mills in 1947 as a merchandiser in the Oklahoma City district. He was later transferred to the Tulsa territory before moving to Dallas, where he has been sales assistant for the district office.

Klausner Joins Paramount

Bert Klausner, packaging expert, has joined Paramount Paper Products Co., Inc., Philadelphia, in a technical sales capacity. He will work out of Baltimore, but his duties will be expanded to include traveling to various sales territories to assist in sales promotion with the field representatives as well as serving as a packaging consultant. Mr. Klausner has had a decade of previous association in the paper products field which has enabled him to acquire a wealth of experience.

Entoleter

A prominent and experienced semolina miller who prefers to remain incognito for the present, gives the following information about a machine now in use in some flour mills. It is in answer to an inquiry by the editor of this journal for facts requested by an interested inquirer.

This machine operates on the principle of centrifugal force in connection with a stream of flour going through it. It is quite effective in destroying larvae and insect eggs that might be

present in wheat or flour although it does not, of course, remove any such foreign material that might be present.

We use some of these machines in our wheat streams in some of our bread flour mills, and have experimented with them on semolina. They are not practical on the semolina for the reason that a good portion of the semolina granules are broken down or pulverized by the centrifugal force, with material effect on the granulation of the semolina in the way of increased fine or floury product. We have discussed this very thoroughly with the Entoleter people and they do not recommend its installation on a semolina stream, either in mills or in macaroni plants.

It has always been our theory that a clean mill goes a long way toward eliminating the presence of insect larvae, eggs, et cetera. Fortunately, so far as durum wheat milling is concerned, we do not have the terrific insect fragment problem that is prevalent in the warmer states, due to the extremely cold winters in the Dakotas, as you know. In the southwest, many insects are able to live through the winter and multiply very rapidly with warmer weather, whereas in the northwest, the infestation problem is somewhat minimized by extremely cold weather during the winter season.

Incidentally, the Entoleter is made by the Safety Car Heating and Light-

ing Co., located at New Haven, Conn., P. O. Box 904.

Teterboro—Latest Gair Division

New Corrugated Box Shop Completed in New Jersey

George E. Dyke, president of Robert Gair Co., Inc., New York, manufacturers of folding cartons, paperboard and shipping containers, has announced completion of a large up-to-the-minute shipping container plant at Teterboro, N. J. Operation began January 28.

This new Gair factory is situated on ten acres of ground purchased in the big industrial area developed by Alexander Summer Co., Teaneck, N. J. It measures 680 by 230 feet; more than 150,000 square feet of manufacturing space.

Dad's and Mama's Buying Habits

DuPont's *Packages and People*, using studies of the trend in buying as uncovered by research at the University of Illinois, reports as follows on the buying habits of husbands, housewives and others:

—He often buys things that Mother doesn't plan to buy.

—He buys larger packages and bigger quantities.

—He buys more than he is asked to get.

—He spends more than his wife.

—He pays for extra purchases out of his own pocket.

—He thinks shopping is a bore.

—His favorite stores are the self-service kind.

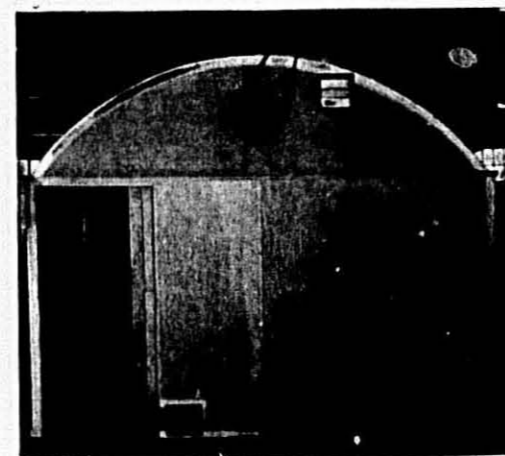
Mother still makes 67 per cent of the food purchases, Father 20 per cent. Together they make 8 per cent, while the children 5 per cent. But when it comes to influence on what's to be bought, Mother listens to the rest of the family. She wields 66 per cent of the influence, Father 26 per cent, Children 8 per cent.

Midland Glue Changes Name and Moves to New Plant

As a result of constantly growing product diversification, it is announced that the Midland Glue Products Co. has altered its firm name to Midland Adhesives & Chemical Corp.

The organization, founded in 1925, has vacated its plant at 1478 Madison and is now in full production at its new plant in Ferndale, Mich., at 2600 Goodrich.

Currently Midland serves many of America's foremost manufacturers



Exterior View—Lazzaro Drying Room

for **ECONOMICAL SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

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

... GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

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

with custom and standard adhesive formulas designed for maximum economy and production line efficiency.

Today's Best Buys in Foods

By Columnist Mildred Planthold, "St. Louis Globe-Democrat," Jan. 3, 1952

By now everyone has had his fill of fancy hors d'oeuvres and holiday sweets. But there are still more parties and entertaining to do this week-end and next week. What to serve? Food planning becomes a real challenge to the hostess who prides herself on original dishes.

This is the time of year, too, when the budget is fresh on our minds and we're determined to follow all our new resolutions to the last letter. Well, you

can still have your parties all year long, and stay within your budget, if you'll keep in mind the durum foods.

Tops on your grocery list should be the durum trio—macaroni, spaghetti and noodles. These foods cost only about 3 cents for a two-ounce serving. You probably have a lot of ideas on how to use macaroni products. They are ideal accompaniments to animal protein foods—meats, poultry, eggs, milk and fish. The durum trio also combines well with fruits and vegetables to make hearty salads and main dishes.

Their quick-cooking qualities make them especially popular at this time when no cook wishes to spend too much time in the kitchen.

Informal get-togethers featuring help yourself foods are a welcome thing on this last lap of holiday enter-

taining. Buffet spaghetti with a variety of sauces is a good example of how tempting, yet simple and inexpensive, entertaining can be.

Fill your prettiest pottery bowl with steaming spaghetti. Decorate it with a ring of bright green watercress around the edge of the dish. Tip the leaves with just a shadow of paprika to give the fare a holiday look. Have three or four sauces from which the guests may choose. In addition to your own favorite meat sauce, include a zippy tomato sauce, a vegetable, cheese or mushroom sauce, and one with a foreign accent.

Macaroni foods, as you well know, are labor savers. There is no waste, no cleaning or peeling. Cooked macaroni products can be stored airtight in the refrigerator for later use. Accompanying our illustrated photograph are recipes originated by St. Louis' largest manufacturer of macaroni products. One is a meat loaf featuring tiny animal cut-outs of macaroni. The meat loaf is flavored with the macaroni used instead of bread as a meat stretcher.

The hot appetizers are macaroni super shells filled with sherry-flavored creamed chicken and topped with cheese before broiling. The toothpick appetizers are "tufoli" (large elbow macaroni) and "rigatoni" (ribbed macaroni). These are filled with tiny wieners, pork sausages, squares of canned meat products.

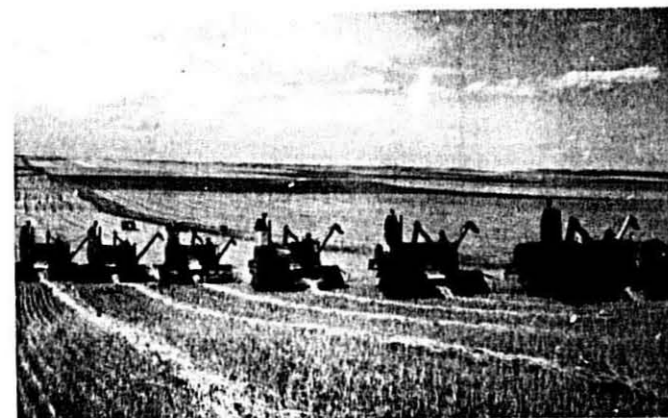
The Old vs The New

Hand Harvesting vs Multiple Machine Harvesting



Courtesy of The Philadelphia Inquirer Magazine

A wheat harvesting scene in Italy with manual labor dominating throughout, as per illustration in the August, 1951, issue of *Molini d'Italia*.



Courtesy of the Greater North Dakota Association

Harvesting durum wheat in North Dakota with a multiple of combines, the method quite prevalent in the U.S.

FLORIDA MEETING

(Continued from Page 8)

tary, told of "Association Plans and Projects," thus bringing to an end a most enthusiastic winter conference.

Entertainment

The Rossotti Lithograph Corporation of North Bergen, N. J., again sponsored a buffet spaghetti dinner in the Flamingo Room of the hotel the evening of January 24, with 150 guests enjoying their choice of spaghetti or egg noodles with a wide assortment of Italian delicacies.

Charles C. Rossotti, executive vice president of the host firm, supervised the always-looked-forward-to social function that has become a fixture in convention entertainment. He was aided by two executives of his organization, Thomas Sanicola and John Tobi. An impromptu program of entertainment under the mimical President C. Frederick Mueller as master of ceremonies, followed, with special entertainers, and dancing.

The annual dinner sponsored by the National Association in the Flamingo Room the evening of January 25 brought the successful 1952 winter meeting to a fitting close.

Blair LaPremiata Sales Manager

James F. Blair has been appointed sales manager of LaPremiata Macaroni Corporation of Connellsville, Penn. He was formerly an account executive with W. Craig Chambers, Inc., Pittsburgh advertising agency, and was previously an assistant sales manager of McKesson & Robbins, Inc.

Shellmar's New Sales Division

Effective January 1, 1952, Shellmar Products Corp. has created a new sales division with W. C. Curtis, a Shellmar veteran of 14 years, as divisional sales manager. With headquarters at Mt. Vernon, Ohio, the new division will include the areas covered by the Pittsburgh, Cincinnati, Mt. Vernon and Detroit sales offices. This recent change is in keeping with the concern's policy of providing closer supervision and more intimate contact between sales management and sales representation.

Cars Heavily Taxed

The average state tax on a light passenger car—including road users and property taxes—is \$55 annually. States having lighter taxes on cars include

Massachusetts, Missouri, Illinois and Wyoming. Heavier taxes are paid by motorists in Florida, Minnesota, Washington, New Mexico and Oklahoma.

PASS THE PASTA

(Continued from Page 17)

Allora, amico, then all the shapes must taste the same, no? No! According to every Italian you talk to, there is a real difference in the taste of every shape. Even though there is no real difference, you understand?

The Italian word for "understand" is *capire*. The phrase for "I don't understand," is *Non capisco*. This is the place to use it.

No Bare Feet

One should have no trouble tasting the difference between other shapes and ravioli or the kind called "Venus' Navel," since these last two are stuffed with cheese or spiced meat or poultry. But there is, apparently, something really distinctive about each of the others: the eye appeal of "Little Cockles," the pleasant associations aroused by the name, "Corkscrew," or the feeling under the teeth of "Stripped Snails" and "Little Baskets."

With visions of gay Italians singing "O Sole Mio," and stamping the stuff out with their bare feet, and pasta hung to dry in the breeze like Lorelei's

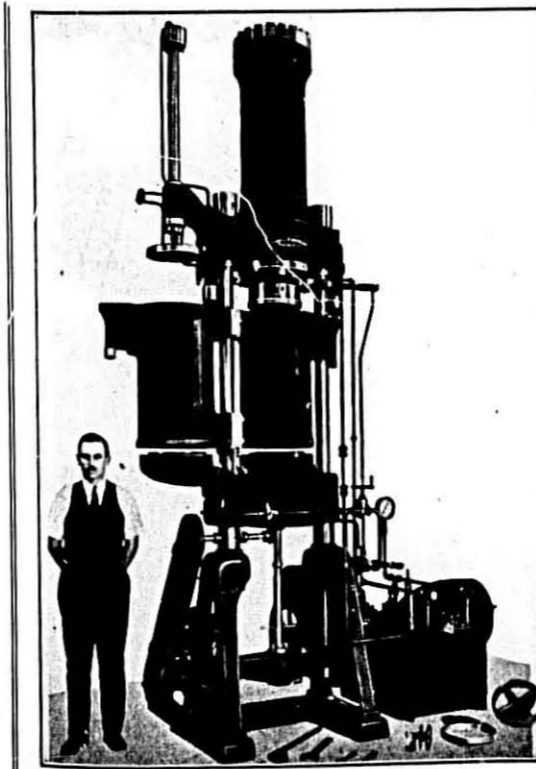
golden hair, I went to visit modern pasta factories.

The biggest ones belonged to the Buitoni brothers, Italian spaghetti kings who have spread their dynasty to France and America. With their white coats and laboratories, four-colored advertising folders and push-button Swiss machines, they were a cruel blow to my innocent imaginings.

In the back streets of the Italian south, they said, I might still come upon spaghetti racks lolling in the sunshine, but I'd have to search hard. Ever since Great-Grandma Buitoni ordered the first pasta-cutting machines and established the family business in 1827, the tide of mechanization, sanitation and other concomitants of mass production has engulfed the creation of "Frilly Butterflies" and associated foodstuffs.

At the factories I saw very few human hands touching the merchandise, except when jumper-clad workmen dug into sacks and boxes and pridefully let "Angels' Socklets" and "Smooth Teeth" trickle through their fingers like the Crown Jewels of Ruritania.

Each of these men, including the owner and his son, had his favorite shape of pasta, and each of them felt although he knew there could be no scientific difference—that his favorite tasted different and better than any of the other 199 varieties made.



PRESS NO. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

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- Brakes
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All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St. New York City

How to Eat It

They disputed, too, about the proper way of eating the stuff, especially the long, stringy varieties. It can be twirled on the fork, while pinned against the plate or a spoon, and the resultant cocoon popped into the mouth. It can be sucked into the mouth from the fork—if time is no object and the napkin is well under the ears. It can be held aloft and lowered into the mouth, in the manner of a nestling taking worms from a parent bird.

But it can never, never, never be cut up with a knife and eaten like any other food. Never.

The only time a knife's supposed to come into contact with a hank of pasta is during manufacture. Machines automatically feed the flour or semolina into a trough, where it is automatically mixed with hot water.

In the mixing stage the batter looks like foam rubber and smells like moist cardboard. Pressure forces this mixture against what looks like a giant sprinkler, and through the holes flows pasta, either flat or scalloped or stringy or hollow, depending on the shape of the sprinkler holes.

Hole Comes First

Speaking of holes, the hollow variety is not punched out like a doughnut, but is rather a wall of pasta built around a central hole. The feat is achieved by forcing the batter around a spindle built into the center of each die.

Automatic knives chop off the pasta at the proper length, and moving belts carry the shaped, but uncooked material through a drying oven, where it is shaken and turned as it moves, emerg-

ing all done after about one and a half factory shifts. The old sun-drying method, uneven and unsanitary, took four or five days, and most pasta plants gave it up about 30 years ago.

The few remaining old-fashioned machines don't have automatic knives to clip spaghetti, *sopracapellini*, *butatuzzi*, and other long varieties. Slowly, the pasta snakes out of the machine about 100 strands deep, and is whacked off by a uniformed girl wielding a spaghetti machete. She folds the stricken spaghetti over her arm, carries it to a stand and drapes it over a bamboo rod.

Another operative stands by with a calibrated scythe which lops off any extra inches dangling beyond standard length. Later on, you know, you can't bend it to get it into the box.

To encourage his girls to be more accurate in their pasta mowing, one boss awarded prizes to the crew with the least amount of surplus collected by the evener-upper. Anxious to leave nothing extra to be trimmed, and thus win the prize, the girls turned out several crew-cut batches which were no good to anybody.

Now there's a system of lines for spaghetti too often too long or too short. Works splendidly, but by next month the whole routine will be machine done, and there'll be no more racks of 40 bamboo sticks for the boss to show to visitors, saying, "See that rack? Twenty miles of spaghetti there."

Once all this yardage has been attained, there's almost no limit to what can be done with it. Small items can be dumped into soup and stew and a sturdy dish I remembered from childhood as "pastafazoola." The thick, flat *lasagne* is designed to be baked

with cheese and meat, and other sorts are administered with sauces.

Quest for Vitamins

Sauces are contrived of shell fish (*crengola*), of oil and tomato, oil and cheese, egg and chopped bacon (*crebano*, coal miner), of chopped meat and grated vegetables. For variations on the same broad theme—add or do not add green peppers, onions, garlic, et cetera.

Added to the starchy staple, these ingredients keep everybody from breaking out with beriberi or some other vitamin deficiency disease. The pasta itself is fraught with calories and proteins but the sauces and olive oil are the vitamin bearers.

The Britonis—and very possibly their competitors—are studying up on the possible vitaminization of pasta itself, but they hesitate to tamper with its time-honored neutrality.

Up to this date, pasta does not pop you up, fails signally to deter tooth decay, remains indifferent to your success in the office, on the playing field or on the front porch swing.

Pasta just lies there, basking in its sauce, huring out the beast in you, not promising a thing. However, in view of Italian acceptance of soaps which insure irresistible epidermis and unguents which guarantee daintiness, the pasta labs are bubbling with test tubes in quest of vitamins.

GOOD MARKETING

(Continued from Page 6)

tors, but I feel that I should make the point that it is wise for the manufacturer to be sure that he can afford such deals and that they will pay off in the long run beyond the immediate advantage which might be gained.

The need for good merchandising in the coming year is indicated by the fact that competition from other foods will be intensified. Rice and potatoes are supported by big budgets for consumer education, and advertising and promotional plans should be made with the idea of meeting this competition.

Point-of-sale merchandising activity has become more important with the steady growth of self-service merchandising. Good point-of-sale activity, plus attractive packaging, is important to capture the shoppers impulse.

It has been demonstrated by authoritative surveys that 39 per cent of all items in the self-service market are bought on impulse and that 66 per cent of the items bought on impulse were on display. This indicates that good point-of-sale activity and attractive packaging can do a lot to attract the self-service customer at the point of sale.

The Market Is Still Growing

There was a big time when a macaroni plant could be started on a shoe-

string, compared with the large amount of capital required today. With the growth of mass production and mass distribution in the grocery industry, the management and merchandising problems of our business have multiplied and competition has become intense.

Under these more complex conditions, only the well managed business will survive, but there is an expanding market to be shared by those who stick to the fundamentals of good business and trade practice, including the small regional manufacturers.

The long-range outlook for an expanding market is based on our increasing population and the fact that aggressive advertising and promotion methods can increase per capita consumption.

When it is considered that per capita consumption of macaroni products runs as high as 14 pounds in France and 20 pounds in Switzerland, there is good reason to promote a much wider market in this country.

In 1940 with a population of 130 million, per capita consumption in this country was only five pounds; today, with a population of over 150 million, it has reached seven pounds.

We can still do a promotion job that can increase per capita consumption, and this, plus the increase in popula-

tion, should insure a growing market for the industry in the future. In developing this market, however, let's be sure that we do so in a way that will keep it healthy and show a profit.

WINTER MEETING REPORTS

(Continued from Page 6)

Industry also was carried regularly in the business columns of such daily newspapers as the *New York Times*, *New York Herald Tribune*, *New York World Telegram and Sun*, *Wall Street Journal*, *Chicago Tribune*, *Chicago Daily News*, *Chicago Journal of Commerce* and other daily newspapers which feature news of the business world.

National Macaroni Week

The 1951 National Macaroni Week was supported by a tremendous amount of publicity in newspapers and magazines, over radio and television, and by co-operative advertising by manufacturers of other foods which combine well with macaroni, spaghetti or egg noodles.

Newspaper publicity totaled approximately 1,500,000 lines prior to and during Macaroni Week. Every one of the 1,820 daily newspapers in the

United States was supplied with photographs or mats, stories and recipes featuring the macaroni products and Macaroni Week. In addition, special photographs and recipes were sent to selected lists of hundreds of newspapers throughout the nation.

All of the major news syndicates featured macaroni material during Macaroni Week including N.E.A., Associated Press, United Press, Western Newspaper Union, Bell Syndicate, General Features, King Features Syndicate, Chicago Tribune Syndicate, Christian Science Monitor Syndicate and International News Service.

Most of the top consumer magazines featured the macaroni products in September, October or November issues. Magazine coverage of the Week included story and picture articles in *Better Homes & Gardens*, *Good Housekeeping*, *McCall's*, *Ladies' Home Journal*, *Holland's Practical Home Economics* and others.

Special recipes and scripts featuring macaroni products and Macaroni Week were sent to more than 1,000 radio and television stations. The syndicates which service hundreds of radio stations also were supplied with Macaroni Week material which they passed on to their customer stations.

Prior to Macaroni Week, the gro-

JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis
- 4—Rodent and Insect Infestation Investigations, Microscopic Analyses
- 5—Sanitary Plant Inspections

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

A "STAR" from any angle!

Yes... from any angle Star Macaroni Dies have been tops for over 20 years. Our skilled craftsmanship is your assurance of quality and long life.

Learn Why Dies a Specialty
Consult us on your requirements
Send in your worn out Dies for expert repairs—
Get our quotations.

Star MACARONI DIES MFG. CO.
57 GRAND STREET
NEW YORK, N. Y.

U.N. Official Visits Korean Hospital



To help the Korean people in rebuilding their war-shattered land, the United Nations this year established the U.N. Korean Reconstruction Agency, in which 43 nations are now cooperating. Here, J. Donald Kingsley, Agent General of UNKRA, checks conditions during a visit to the Akasagi Refugee Camp near the Korean city of Pusan.

**you
cover
the
field**



**with the 33rd Anniversary Edition of the
MACARONI JOURNAL**

official organ of the National Macaroni Manufacturers Association and the National Macaroni Institute

for April, 1952

Space rates and complete information on request to The Macaroni Journal, P.O. Drawer No. 1,
Braidwood, Illinois

cery and related industries were kept informed of the progress of the plans for Macaroni Week and its advantages as a merchandising event to everyone in the grocery field.

As in the case of the 1950 Macaroni Week, manufacturers of other foods which combine well with the macaroni products again spent thousands of dollars for national advertising, tying in their items with the macaroni products.

Among the national advertisers who featured macaroni, spaghetti or egg noodles with their own products were the Campbell Soup Co., The Borden Co., American Dairy Assn., Kraft Foods, Inc., Hunts, Inc., Westgate Sun-Harbor Co., Swanson Chickens, and Franklin Worcestershire Sauce.

Co-operative publicists also helped to swell the volume of Macaroni Week publicity by distributing stories, recipes and photographs featuring their own products and macaroni, spaghetti or egg noodles. Among the groups which gave publicity support to the week were the Brewers Foundation, Wine Inst., Evaporated Milk Assn., National Dairy Council, National Fisheries Council and the American Meat Inst.

Macaroni-of-the-Month Club

A tremendous amount of "extra" newspaper publicity for macaroni and egg noodle products resulted from the Macaroni-of-the-Month gift to food

editors which was initiated at the Food Editors Conference in New York in October, 1950.

Each month, more than 200 of the most influential newspaper and syndicate food editors receive a gift package of macaroni products. Last October, at the Food Editors Conference in Chicago, the gift was expanded to include, each month, another food item which combines well with the macaroni products.

The macaroni for the gift packages to editors is donated by individual manufacturers who volunteered to handle the gift for one month as a goodwill service for the entire industry. The other foods which are included are also donated by the manufacturers of the specific products on a volunteer basis. Thus far, co-operating food manufacturers have included Campbell Soup Co., Tabasco Sauce, Westgate Sun-Harbor Co. and the Wilson Co.

Each gift package is accompanied by recipes prepared by the Sills organization to fit the specific products included in the gift package. The monthly gift not only serves as a regular reminder of the macaroni products to the recipient editors, but most of the editors make a point of using the enclosed recipes in their food columns. In addition, the gift package has contributed immeasurably in building the prestige of the National Macaroni Institute and

the macaroni industry in the eyes of the editors.

Food Editors' Conference

The National Macaroni Institute gained further good will with the nation's food editors at the 1951 Food Editors Conference at the Drake Hotel in Chicago.

For its part of the conference program, the Macaroni Institute installed a small Buhler macaroni press and a miniature Buhler mill in the hotel to demonstrate to the food editors how durum wheat is ground into semolina and the actual process of making macaroni products.

Speakers at the meeting included G. Cullen Thomas, vice president of General Mills, who spoke on the subject, "A Tight Woman's Budget"; Dr. Glenn Smith, associate director of the North Dakota Agricultural College experimental station; C. W. Wolfe of the Megs Macaroni Co., and Theodore R. Sills of Theodore R. Sills & Co.

The effectiveness of the National Institute's program was evidenced by the excellent stories written by the editors for their respective papers describing the macaroni meeting.

Durum Growers

As in previous years, the Macaroni Institute devoted a considerable portion of its public relations efforts toward the task of convincing durum growers



"She was raised on condensed milk."

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR
THE MANUFACTURE OF CHINESE
TYPE NOODLES

Dough • Brakes—Dry Noodle Cutters—
Wet Noodle Cutters—Mixers—
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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 De-
signing and Manufacture of all Types
of Hydraulic Equipment

N. J. CAVAGNARO & SONS MACHINE CORP.

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

that it is to their best interest to grow more durum wheat.

During the course of the year, special stories were prepared for release to daily and weekly newspapers in the durum growing areas and to farm publications showing the importance of the macaroni industry and its growth in recent years. The releases emphasized the expanding markets for durum and the favorable profit prospects for the farmers who produce it.

Sills representatives covered the annual North Dakota Durum Show in Langdon and distributed publicity on the show to interested publications as a good will gesture to the durum growers.

Conclusion

The results achieved by the Macaroni Institute's public relations program in 1951 mean that macaroni products have been more in the public eye and public mind than ever before in the history of the industry.

Through the activities of the NMI and the Sills organization, more and more homemakers are learning new ways of preparing macaroni, spaghetti and egg noodles. Through the program, consumers are constantly being reminded of macaroni products and their many advantages as a food.

Every story, picture and recipe that appeared in a newspaper; every macaroni article that appeared in a consumer magazine; every broadcast or telecast of material telling about macaroni products creates *selling forces* which expand the demand for macaroni products.

In 1952, the Macaroni Institute's program will continue to be on the job, bringing macaroni products to the favorable attention of consumers everywhere and enlarging the public's appetite for macaroni, spaghetti and egg noodles.

ESTIMATE OF TOTAL DURUM CROP SUPPLY AND DISAPPEARANCE

By H. I. Bailey, Manager
Durum Division, General Mills

Last October 4, I presented to the San Francisco Conference our estimate of the durum crop situation, and that estimate has changed very little since that time. The major changes are a one-half million bushel reduction in durum production based on the final government crop report. Another change is an increase in estimated mill grind for this year. This is based on statistics from the U.S.D.A. which show mill grind from July 1, 1951, through December 31, 1951, as 13,001,000 bushels, a gain of 1,040,000 bushels as compared to the same period last year.

In checking our durum receipts since the first of September, we can draw two conclusions: First of all, cars

which have moved to Minneapolis locally from South Dakota and southern North Dakota are running considerably ahead of last year. This, of course, is understandable when one understands the only good durum we have on this crop is coming from this area. Because color is such an important factor on this crop, prices for durum from the southern area have

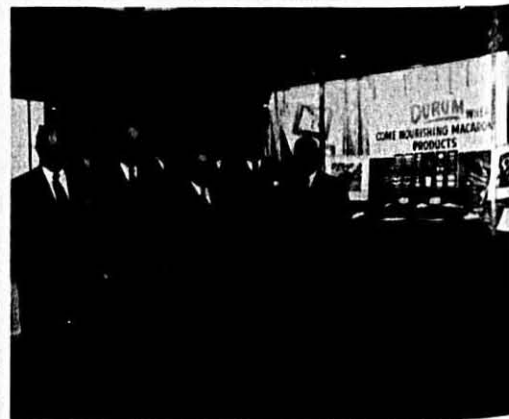


H. I. Bailey

been high throughout the movement. I believe we can safely say that more than three-quarters of the durum raised in this southern area has already moved to market.

Secondly, the receipts of durum at the inspection and diversion point at Grand Forks are only one-half of what they were last year for a comparable period. This, too, is understandable, due to the fact the durum from this territory is badly sprouted and has abnormally poor color. Also, this will help bear out our contention that we believe the 1951 crop was closer to 32 million rather than the 35,820,000 the government published. I know you are aware that the northern durum territory was the hardest hit by our adverse weather during Sep-

General Mills salesmen specializing in durum flour distribution for food division met in Minneapolis last month, toured the flour mill and conferred with executives. Left to right: Harry L. Bailey, manager of durum sales; Lee Merry, assistant manager; Joe DeMarco, New York City; E. L. Schujahn, vice president in charge of general flour sales; S. E. McCarthy, Chicago; G. S. Kennedy, food division vice president; Walter R. Barry, food division president, and M. J. Grimaldi, Rochester, N. Y.



tember and October, and we feel the four million decrease took place in this area.

Summing up, we can look for fairly good durum receipts for the next six months, but the quality of these receipts is going to be much poorer than at the present time.

At the present time, a very careful survey is being conducted in the durum territory to determine what percentage of durum acreage will be cut next spring. Although the survey isn't complete as yet, the indications seem to point to about an 18 per cent decrease in the number of acres sown to durum. This decrease is taking place in the main durum territory of northern North Dakota because two years ago the farmer was plagued with a mild rust epidemic and this year his crop was badly damaged by excess rainfall during the harvest season.

Our estimate of durum supply, total disappearance and estimated carryover as of September 1, 1952, is listed on the attached page:

STOCKS OF DURUM AS OF 7-1-51

Farm ...	7,015,000
Inter. Mills & Elevs.	3,245,000
Commercial	8,287,000
Mills ...	4,318,000
	22,865,000
New Crop	35,820,000
Total Supply as of 7-1-51	58,685,000
Estimated Exports to 7-1-52	8,785,000
Estimated Mill Grind to 7-1-52	24,500,000
Estimated Cereal Usage to 7-1-52	2,500,000
Seed	4,000,000
Domestic and Export usage other than Feed	39,785,000
Balance	18,900,000
Red Durum	2,800,000
Damaged Durum fit only for feed	10,000,000
Mill grind from 7-1-52 to 9-1-52	3,500,000
	16,300,000
Carryover old Durum which could be used for milling	2,600,000

THE LONG AUGUST NIGHT WAS HOT—but not as hot as the bitter fighting that raged about Agok, Korea, in the Nakdong River area. Sergeant Kouma, serving as tank commander, was covering the withdrawal of infantry units from the front. Discovering that his tank was the only obstacle in the path of an enemy breakthrough, Sergeant Kouma waged a furious



nine-hour battle, running an eight-mile gantlet through enemy lines. He finally withdrew to friendly lines, but not until after his ammunition was exhausted and he had left 250 enemy dead behind him. Even then, although wounded twice, he attempted to resupply his tank and return to the fighting.

"A withdrawing action is not my idea of how Americans should fight," says Ernest Kouma. "If we must fight, let's be strong enough to take the offensive. In fact, if we're strong enough, we may not have to fight at all. Because, nowadays, peace is for the strong."

"So let's build our strength—to keep a strong America at peace. You can help by buying Defense Bonds—as many as you can afford. It's far less painful to build for peace than to destroy in war. And peace is what you're building when you buy Bonds."

M/Sgt. Ernest R. Kouma



Medal of Honor

Remember that when you're buying bonds for national defense, you're also building a personal reserve of cash savings. Remember, too, that if you don't save regularly, you generally don't save at all. So sign up today in the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you bank, or your country's security, and your own, buy United States Defense Bonds now!

Peace is for the strong... Buy U.S. Defense Bonds now!

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The MACARONI JOURNAL

P. O. Drawer No. 1, Braidwood, Ill.
 Successor to the Old Journal—Founded by Fred
 Becker of Cleveland, Ohio, in 1903
 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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 Industry. All matters intended for publication
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THE MACARONI JOURNAL assumes no
 responsibility for views or opinions expressed by
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 Want Ads... 75 Cents Per Line

Vol. XXXIII February, 1952 No. 10

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**The Anniversary Issue—
 and You**

The close of another year of service
 to the macaroni-noodle industry of
 America—to the industry throughout
 the world—rapidly approaches. Prepara-
 tions are under way for a feature
 edition in April to commemorate the
 completion of thirty-three years of in-
 dustry reporting and promoting. The
 unstinted co-operation of the entire
 trade is solicited.

Macaroni-noodle manufacturers can
 help in many ways. First, they can
 show increased interest in the birthday
 celebration plans by contributing arti-
 cles about their plant, their personnel,
 and their experiences and hopes. Clos-
 ing date is April 1, 1952. Second-
 ly, it would benefit us if they would
 call the attention of their suppliers to
 this annual feature which is usually
 considered as a dependable directory
 of the dependable suppliers of the in-
 dustry.

Regular advertisers should take the
 fullest possible advantage of the many
 possibilities offered by this feature edi-
 tion as well as the other regular issues.
 They, too, will find it to their advan-
 tage to submit articles of general in-
 terest, based on their experiences or
 expectations. All such articles as well
 as their advertisements—copy, cuts and
 layouts—should be in the hands of the

editor or the printer by April 1, 1952.
 Non-advertising suppliers should
 seriously consider taking some display
 space in the Anniversary Issue to call
 attention of the trade to their ma-
 terials, their machines and their ser-
 vices in this trade paper that covers the
 American industry almost 100 per cent
 and hits the high spots among the
 macaroni-noodle makers in most of the
 civilized countries of the world . . . to
 tell their story to friendly customers.
 Everybody's co-operation is invited
 toward making the 33rd Anniversary
 Edition for April, 1952, the big feature
 the occasion warrants.

M. J. Donna, Managing Editor

**Health Not Jeopardized
 by Chemicals**

There is no evidence that consump-
 tion of foods resulting from the use
 of new chemicals in crop production or
 in the processing of foods has created
 mysterious diseases and epidemics or
 endangered the health of the people,
 the National Research Council de-
 clared today.

A carefully worded statement re-
 leased by the food protection com-
 mittee notes that these chemicals are
 essential in producing and processing
 many crops. Panels of outstanding
 scientists, nutritionists, government

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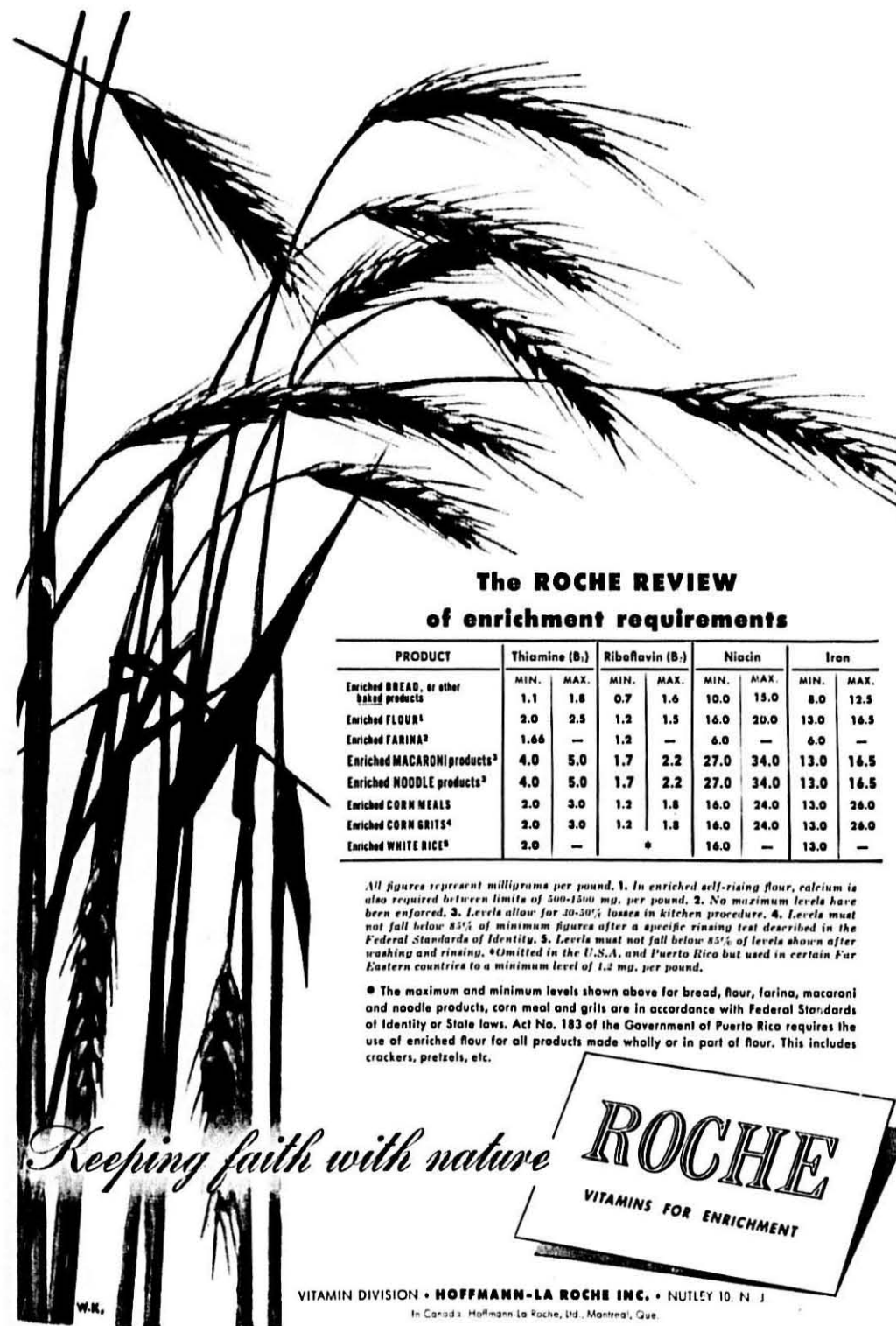
FOR SALE: JAY BEE HAMMER-MILL No. 30X, directly connected to a 40 Hp motor. 3 phase, 60 cycle, 220 volt unit complete with dust collector, starters, etc. Buitoni Macaroni Corp., 99 Hudson St., New York 13, N. Y.

specialists, and industrial research
 directors based their report on a
 year's study of scientific data on the
 benefits and possible hazard of
 chemicals used in connection with
 foods.

"Contrary to some ideas that have
 been circulated, reliable food processors
 have not reduced the nutritional
 quality of our foods or created in-
 ferior products through the use of
 chemical additives," the statement
 reads. "Actually, the quality and
 sanitary characteristics of our foods
 have been improving."

Recognizing the challenge to in-
 crease and improve food production,
 the committee adds, "It is to the credit
 of industrial concerns and law-
 enforcing agencies that they have been
 able to make so much progress with-
 out jeopardizing the health of the
 public."

Women are never satisfied. They are trying
 either to put on weight, take it off, or rearrange
 it.



**The ROCHE REVIEW
 of enrichment requirements**

PRODUCT	Thiamine (B ₁)		Riboflavin (B ₂)		Niacin		Iron	
	MIN.	MAX.	MIN.	MAX.	MIN.	MAX.	MIN.	MAX.
Enriched BREAD, or other baked products	1.1	1.6	0.7	1.6	10.0	15.0	8.0	12.5
Enriched FLOUR ¹	2.0	2.5	1.2	1.5	16.0	20.0	13.0	16.5
Enriched FARINA ²	1.66	—	1.2	—	6.0	—	6.0	—
Enriched MACARONI products ³	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched NOODLE products ³	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched CORN MEALS	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched CORN GRITS ⁴	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched WHITE RICE ⁵	2.0	—	*	—	16.0	—	13.0	—

All figures represent milligrams per pound. 1. In enriched self-rising flour, calcium is also required between limits of 500-1500 mg. per pound. 2. No maximum levels have been enforced. 3. Levels allow for 30-50% losses in kitchen procedure. 4. Levels must not fall below 85% of minimum figures after a specific rinsing test described in the Federal Standards of Identity. 5. Levels must not fall below 85% of levels shown after washing and rinsing. *Omitted in the U.S.A. and Puerto Rico but used in certain Far Eastern countries to a minimum level of 1.2 mg. per pound.

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



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... a name that stands for Durum Products carefully tested to make sure they will give your products uniformly fine color, flavor, and cooking quality.



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