

**THE
MACARONI
JOURNAL**

**Volume XXXIII
Number 12**

April, 1952

APRIL, 1952

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



*Our
Thirty-Third*
ANNIVERSARY

WE'RE HAPPY!

With This Issue, We Complete a Full Generation of Loyal and Faithful Service to the Macaroni Food Industry of the United States.

Our Happiness is Enhanced by the Well-Wishes of Hundreds of Readers, of Scores of Advertisers and Contributors Who Join Us in Celebrating this Memorable Birthday.

The Publication Committee

Editor
National Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIII
NUMBER 12

25x100

CONGRATULATIONS...

to
the
MACARONI JOURNAL
and
M. J. DONNA
on
your

33rd Anniversary

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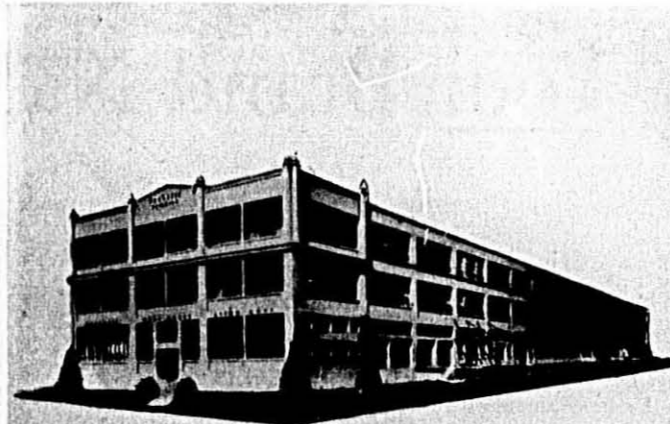
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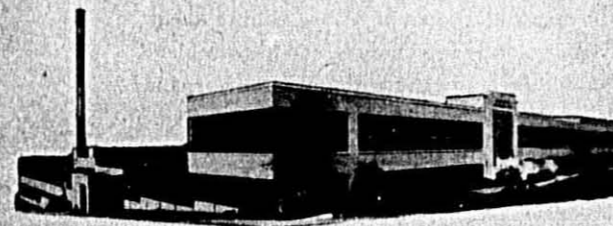
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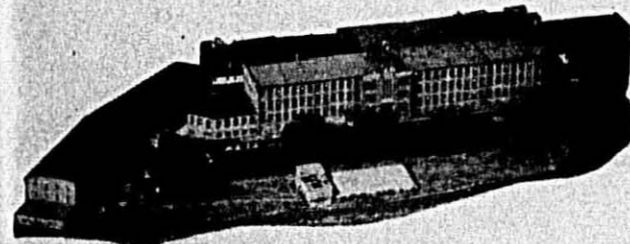
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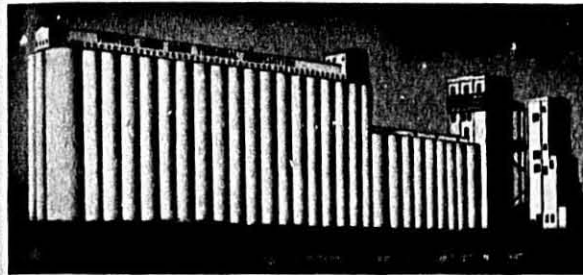
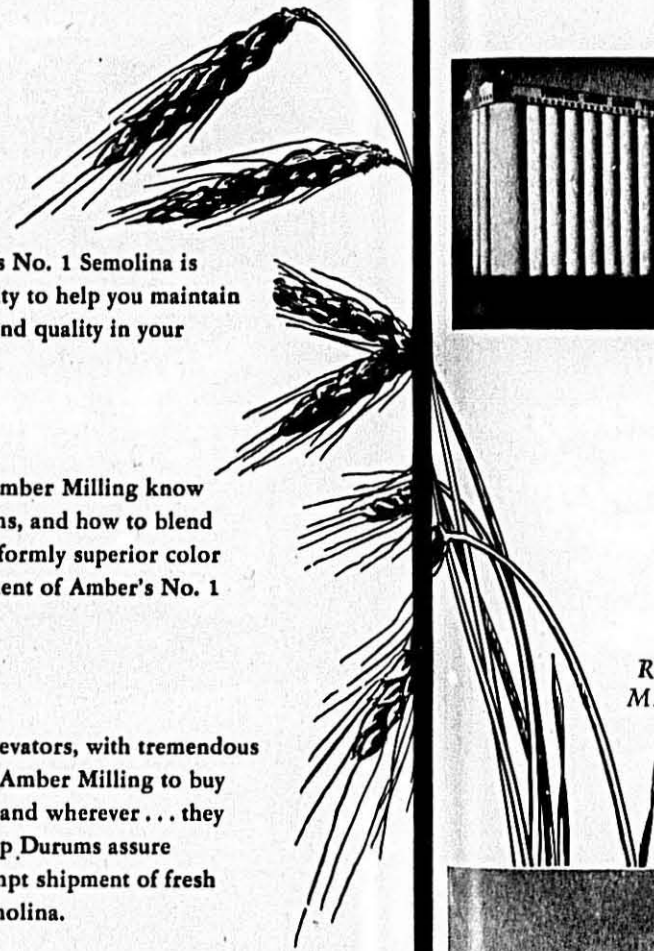
The men and women of Amber Milling know where to locate top Durums, and how to blend and mill them to yield uniformly superior color and quality in every shipment of Amber's No. 1 Semolina.

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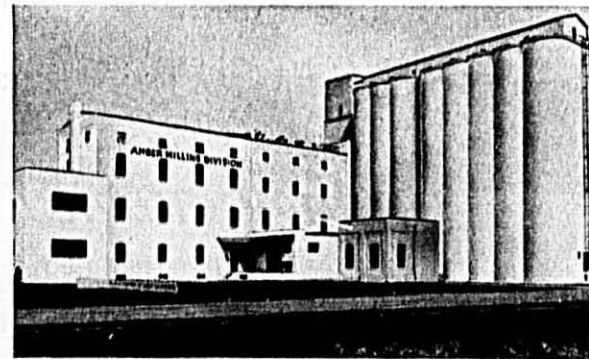
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invites

all American Macaroni Manufacturers
to join their Canadian friends and
visitors from abroad during the

48th Convention

of the Macaroni Manufacturers and
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in **Montreal**

June 25-27, 1952

Welcome to Montreal

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*Portrait
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Oneida Packaging DOES MORE THAN CATCH THE EYE!

Good macaroni packages do more than catch Mrs. Shopper's eye... they capture her imagination too!

Oneida's packaging engineers know how to dramatize the rich goodness of your macaroni... to bring out the taste and quality appeals that suggest tempting macaroni meals. And Oneida packaging helps protect the crisp, tender goodness of your macaroni... keeping it fresh and delicious right to the boiling pot.

Oneida creates hard-selling packages from virtually every type of film and paper; producing bags, rolls, sheets. Bag styles include flat, square, automatic, sachel-bottom, envelope and window. Printing is always sharp, crisp; featuring processes such as aniline, rotogravure, and oil.

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The combination of the COLOR and PROTEIN, high in quality and quantity, of the Durum from the "Durum Triangle" is what makes Macaroni stand up in the package, in the can, in the kettle, and on the plate.

Mixtures of cheaper bread wheats by any one on this team of "3" can result only in brittle and floury macaroni that will reverse the trend of increasing and near record sales of Macaroni Products.

Crookston's Semolinas and Durum Fancy Patent flours have been maintaining the "Margin of Safety" since 1903. They "stand up" in your plant and for your customer, Mrs. Housewife.

CROOKSTON MILLING CO.

Crookston, Minnesota

The
MACARONI JOURNAL

Volume XXXIII

April, 1952

Number 12

Proudly We Celebrate

All macaroni-noodle manufacturers, suppliers and friends in every country wherein this trade magazine circulates are cordially invited to join with us in commemorating the completion of thirty-three full and helpful years as the official organ of the National Macaroni Manufacturers Association, the active force in the macaroni food's organized activities.

It took a world war to crystallize the progressive thinking of pioneer industry leaders to establish the trade association on a more solid basis by setting up permanent headquarters—first by employing a full-time executive, and second by launching an industry magazine for a rapidly growing business. Heavy government demands, added to those of the industry, itself, during World War I (1917-1919), piled almost unsurmountable problems on the National Association's president and his small but willing executive committee.

The late President James T. Williams of the Creamette Company, Minneapolis, who served as the struggling National Association's chief executive during the war years, found it almost impossible to efficiently serve both his own business and that of the organized industry. The 1918 convention of the industry sympathized with him and unanimously approved his suggestion to relieve the situation by establishing headquarters,

efficiently staffed, and launching a badly needed industry magazine to keep the industry better informed.

Action to that end was taken on the first of March, 1919, when a permanent secretary of the association was named, obligated to manage and edit a trade magazine in keeping with the progress being made by this expanding food trade. The result was that on May 15, 1919, the first edition of *THE NEW MACARONI JOURNAL* was in the mail to hundreds of manufacturers and advertisers who had helped to underwrite the undertaking.

It was a triumph for the struggling association and its honored president, and provided a formal introduction to the industry of the new secretary and editor, who is still on the job as secretary emeritus of the organization and the active managing editor of the official organ and industry spokesman . . . a long, but pleasant thirty-three years of faithful service to a leading and growing food trade.

That's our reason for this general invitation to join in celebrating our thirty-third birthday. May *THE MACARONI JOURNAL* continue to speak for the industry in the progressive and aggressive manner it deserves.

33

A salute to the **MACARONI JOURNAL** on their

33rd Anniversary

of service to the Macaroni Industry

King Midas Flour Mills

Suppliers of Quality Durum Products Since 1912

Pv

MINNEAPOLIS

MINNESOTA

Actual King Midas Semolina
is used in this advertisement

Now We'll Have to go to School

by Ernest W. Fair

THE manpower squeeze is on everywhere and every indication points toward its getting worse in 1952 as the months roll by. Finding the man who can step into a job without help or schooling of any kind in our food processing plants is becoming more and more difficult.

Even men who have had some experience require schooling to adapt them to the specialization that we have found necessary to develop because of competitive conditions in the past.

In addition to that, even our present employes require refresher schooling from time to time. In the past, this was exclusively a problem of the big plants, but today it is becoming one for the smallest of plants also.

The smaller the plant, the more necessity there is to develop a training program within the organization, for bringing in outside help costs money these days. Though the project may seem a mysterious and highly technical one, actually it is not. We have within our own plant all of the materials, equipment and know-how needed. All it takes is a well organized training program.

The necessity for having trained employes and the fact that all employes should know other employes' problems is the backbone of the program, and it should be designed with this thought in mind.

Within its framework there should also be provisions for bringing about better co-operation through employes' knowledge of the limitations of each process and each step of procedure in the plant's manufacturing steps. The more they understand these very important factors, the more capably they can perform their own tasks.

The program must also be designed to eliminate confusion when one employe is off duty by making certain there are other employes who can handle that individual's job. A final factor should be a better understanding of each process of production in the plant, leading to faster service throughout the entire organization.

Determining how often the school is to be held is also a matter of considerable importance, for if held too often the whole thing will become a drudge and a chore to one's employes. On the other hand, if held too infrequently the cumulative enthusiasm on the part of employes will die away and their willingness to co-operate will deteriorate. The ideal time, based on considerable practical experience, seems to be to hold such a school twice a

month, with each session lasting approximately two hours.

The procedure in most small plants is for the manager or superintendent to give a lecture on the process to be studied. This lecture should include information on such things as the type of equipment involved; operation; technique in elimination of waste; cleaning and maintenance of equipment used; types of materials; handling materials, and methods of checking and preparing the finished product for delivery.

Question and answer periods are a must for each of these lectures. It should be impressed upon those attending at the very start that each employe will be expected to make notations of questions that arise in their minds during the lecture so that the questions can be answered when the period is finished. And the person giving the lecture had better be able to answer these questions accurately and without evasion.

It is also a good idea to have someone on the office staff present to take down the entire lecture, including questions and answers, in shorthand and write them up later. Each employe can then be given a copy for his study and reference. Cost of producing any number of copies on a duplicating machine is very little.

Experience has also shown it an excellent idea to make every other period entirely demonstration, with questions and answers. Nothing can put over an idea better than seeing it demonstrated as the explanation or discussion is being presented. Lectures alone will never accomplish a tenth of what can be attained where demonstrations are combined with lectures.

It is generally best practice to have the actual operator demonstrate each machine or unit presented to the class, and in this demonstration put the machine to actual use rather than merely explain how it works. This person should be also available to answer questions both during and after the demonstration.

The question of wages also enters into these demonstrations and required attendance by employes at such schools. The general practice is to pay overtime wages to the employe who gives the actual demonstration and heads the class. Some firms pay regular wages to employes required to attend refresher classes in their present skills. The general practice is to not pay wages where schooling is part of the actual initial training, or to pay wages of ap-

proximate to the amount paid on the job for such periods.

The training program should be planned carefully in all its aspects, but one of the most important bits of planning should be centered on the order of the subjects to be offered. These should encompass the entire production procedure of the plant, step by step, with the simpler and more easily understood procedures at the head of the list. Care should also be taken to see that subjects which blend into one another or are dependent on each other in the over-all plant production scheme be presented in their proper order. Scheduling them out of turn can lead to an enormous amount of confusion.

One proved procedure is to hold one meeting with a lecture on each subject and to include questions and answers. Then, two weeks later, follow this with the actual demonstration. In any case, the program schedule should always call for one to follow the other in order to obtain the maximum results from the training being offered.

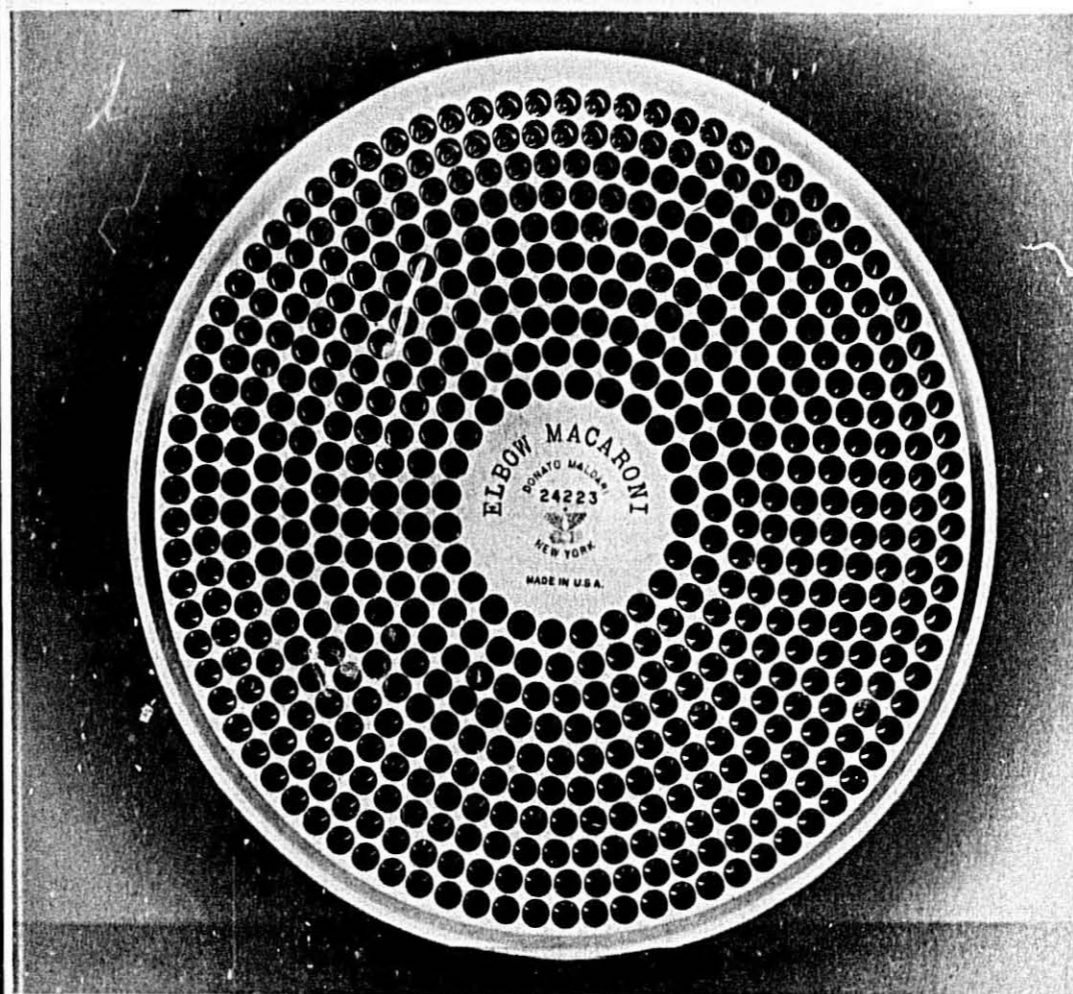
Another point to be included in any such training program is to cover the operations of the firm outside of the actual production processes. The employes who are attending the school may never work in these departments, but the more knowledge they have of every operation of the company, the more capable they will be at their own posts.

Such training should include information on materials and why certain materials are used at particular steps in the production process; how inventory is kept and its importance to the over-all operation of the plant; the office routine of every form with which the individual will come in contact, as well as the reason for the form's existence and what it contributes to the successful operation of the business.

One thing to remember in all such company training program plans is that if the individual understands why he is supposed to do something a certain way, he is much more apt to do it that way consistently. Far too many programs concentrate on steps and procedures and leave the "why" out altogether.

There can never be too much "why" in anyone's training program . . . it's the big secret ingredient that can make even a mediocre training program over into a successful one.

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The Board

1951-1952

WHAT should be the National Macaroni Manufacturers Association's attitude to price controls? Why do not more macaroni-noodle manufacturers take a greater personal interest in the general promotion of their industry in the U.S.A.? Is the National Macaroni Institute doing the job expected of it—and would the supporting manufacturers agree to doubling their small contributions to get infinitely greater benefits from its promotions? What about the industry's national convention at Montreal, Canada, June 25-27, 1952? In Colorado Springs in 1953?

Can anything more be done to encourage increased production of better amber durum for making the best possible semolina? Which is the industry's greatest competitor—a certain individual or group within the industry, or factors outside it? How best to combat either or both? These and many other matters require the constant and undivided attention of the Board of Directors of the National Macaroni Manufacturers Association, day in and day out. As a group, they last gave their attention to the many industry problems when they met in annual con-

ference at Miami Beach in January. Many attended at great personal sacrifice of time and money, not to enjoy the warm Florida sunshine, only, but to fulfill a duty to the industry. The Board, pictured here, comprises the National Association's current administrators, a group of successful leaders who are willing to give of their time and experience, traveling a total of more than 18,000 miles last January to render unselfish and helpful service. It was in 1904 that the first Board was set up to administer the affairs of the newly organized National Association of the macaroni and noodle manufacturing trade. It then was com-



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Memphis, Tenn.



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Los Angeles, Calif.

posed of three volunteers, titled "The Executive Committee," obligated to work with the first president in all between-conventions actions for trade betterment. As the industry prospered and the association's membership enlarged, the Board's personnel increased until it presently consists of leading manufacturers from every important productive center in the United States and Canada. Throughout the years since its founding in 1904 (its 48th birthday is being celebrated in conjunction with the 33rd anniversary of the founding of its official organ, THE MACARONI JOURNAL) several hundred of the industry's leading manufacturers have unselfishly served as board members, to ponder and to decide matters of increasing perplexity and importance. Perhaps there has never been a perfect (?) Board in everyone's opinion, but nevertheless all have been and are best intentioned and merit the support of all elements in the industry. Get determinedly behind the Board, become a greater sponsor of the industry's institute, and continue your staunch support of THE MACARONI JOURNAL as readers, advertisers and contributors to its editorial columns.



Director A. S. Weiss
Cleveland, Ohio



Director A. I. Grass
Chicago, Ill.



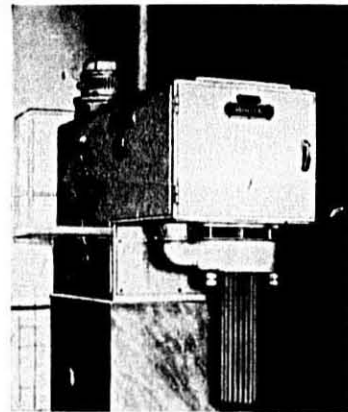
Director A. Ravarino
St. Louis, Mo.



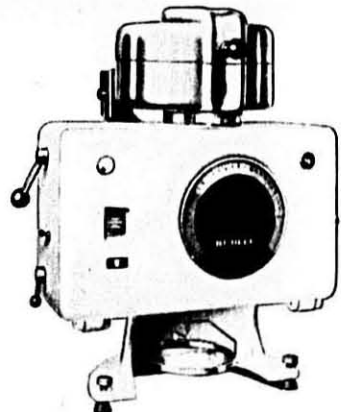
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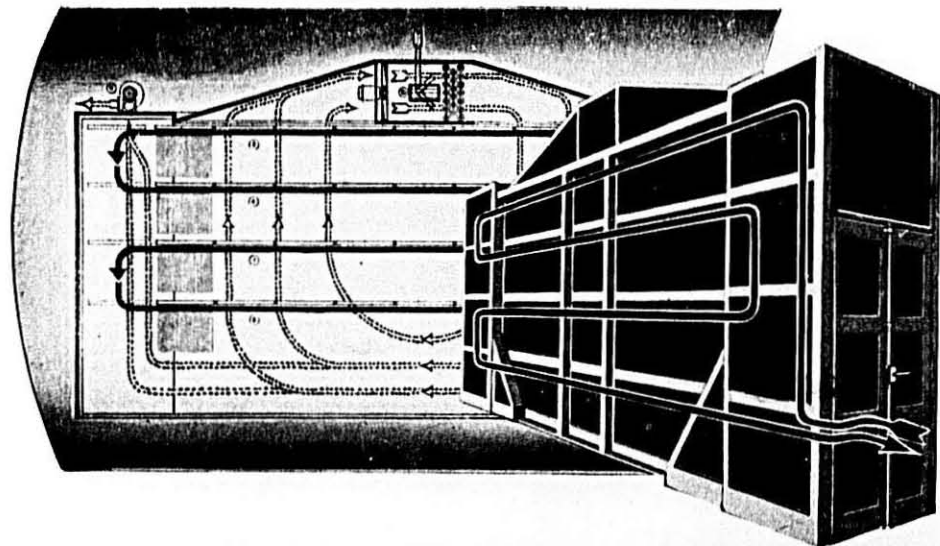


Small Continuous-Production Press, Type ATA. For long and short goods. Capacity: 200-240 lbs. per hour.



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

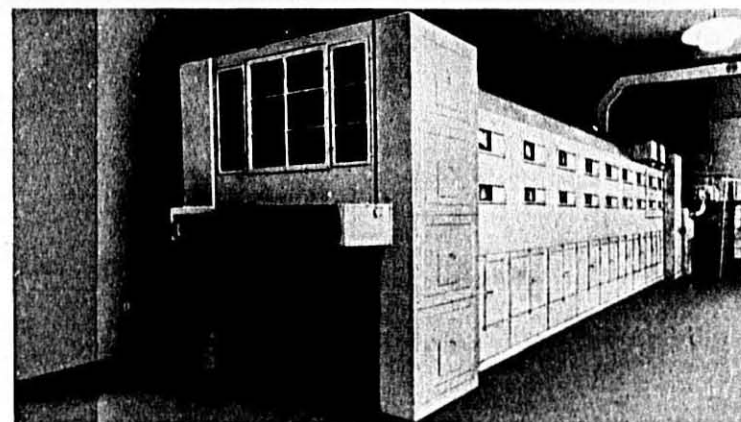
CONTINUOUS DRYER FOR MEDIUM AND SMALL PLANTS



* { ——— Circulation of Goods
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ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

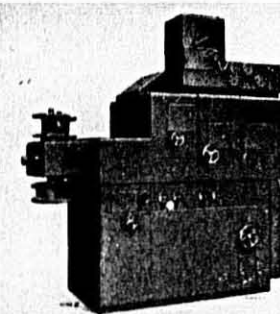
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



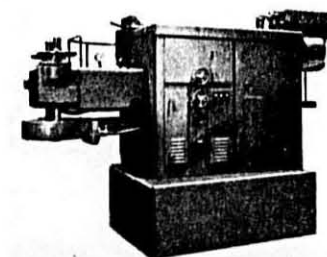
In sizes for capacities to 22,000 lbs. ——— in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

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MODEL 1PG Capacity 600 lbs. per hour



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C. Daniel Maldari

How Dies Affect Quality

by C. Daniel Maldari

that we endeavor to control and subsequently eliminate obvious flaws in appearance which include dough rings, roughness, splits, breakage, collapsing, color, uneven wall thickness, raggedness, and shape. Every one of these undesirable flaws can be apprehended by visual inspection at the plant. Once the product reaches the cooking pot of the consumer, quality control is pretty well out of our hands, with the exception that the product may not stand up during cooking. It thus behooves us to spot test by cooking and thus make certain the product will pass the final surveillance of the most critical consumer.

QUALITY appears to be a matter of conjecture in the macaroni field—a probable inference which resolves itself into comparative visual testing, rather than scientific expounding of basic inherent characteristic properties of macaroni products. Quality is today so closely associated with quantity in our mass production economy that it is well-nigh impossible to talk about one subject and not refer to the other—for a quality product must be produced in quantity in order to make a running profit.

When we talk of quality control of your product, we mean, specifically,

Product flaws are danger signs which demand immediate investigation. Find the source of the difficulty, and we can control and eliminate the flaw. A great many macaroni manufacturers have assumed the mistaken attitude that the die is a cure-all for all ills. Maybe yes—then again, maybe no!

What causes dough rings? Roughness? Splits? Raggedness? The die? If you are driving your car through heavy traffic and step on the accelerator instead of the brake pedal, thereby causing an accident, would you attribute

the cause of the accident to brake failure, thereby condemning the brake as unsatisfactory?

Let us bear in mind, therefore, that we are at present limiting ourselves to quality control with dies, and that there are a great many outside factors to be considered in the production of macaroni.

The basic design of the die is invariably left to the discretion of the manufacturer, who endeavors to manufacture his die with the greatest number of outlets possible consistent with a good, strong, and colorful extruded product. Maximum production from each die is not always desirable, for the results may prove detrimental when undergoing the visual quality test. Some macaroni manufacturers are satisfied to have just enough outlets in the die to result in complete coverage of the stick with no overlap. Whether or not this practice is commendable depends upon a number of factors, but most manufacturers—and understandably so—take the stand that they must have maximum production in order to reap maximum profit.

If the die is designed with too many

(Continued on Page 91)

THE NATIONAL MACARONI INSTITUTE

The Public Relations Affiliate of the Organized Macaroni Industry

FOUNDER



M. J. DONNA
September, 1937

MANAGER



R. M. GREEN
October, 1948

PUBLICIST



T. R. SILLS
March, 1949

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.

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Photo Courtesy of
LOOK Magazine

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- 1. ACCURACY**—The original starch base carrier—free flowing—better feeding—better dispersion.
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- 3. EASE**—Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.*

*Also available in double strength

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28th Annual Experiment Station Report

by Victor Sturlaugson, Superintendent
North Dakota Station, Langdon

Realizing that the readers of THE MACARONI JOURNAL are especially interested in durum tests, durum crops and durum prospects, as are the farmers in the cold triangle, many other equally important matters are not included in this brief résumé.

Seasonal Data

The 1951 season was generally favorable for crop production, with two exceptions: the month of July was very dry, combined with a brief heat wave which tended to reduce crop yields materially, particularly so on old land, and secondly, the very unfavorable harvest and combining season which saw frequent rains and damp weather extending throughout most of August and September.

Prevalence of wild oats in many fields constituted another factor which caused a considerable reduction to general crop yields. Favorable moisture in the fall of 1950 contributed largely toward making production of another good crop possible. Precipitation for the season was slightly below normal.

The 1950-51 winter was about normal from the standpoint of temperatures and snowfall. The winter set in abruptly on November 8, 1950, with many roads in the area blocked with snow the following day. A blinding snowstorm continued on November 9. A minimum temperature of 38 degrees below zero marked the low temperature reading for the 1950-51 winter.

The character and the time of the spring break-up was about normal, with favorable soil moisture conditions. The summer was relatively cool, with well-distributed moisture, with the exception of the month of July, which was very dry.

A heavy rain occurred on July 30, and this was followed by plentiful moisture in August and September. Frequent rains during the harvest season rendered harvest operations very difficult and resulted in heavy damage to grain crops, durum in particular.

Field work and seeding was started in this area on April 25, and with a generally favorable spring, most of the crops were seeded in good season. Rust did little damage to crops this year, although a heavy infestation of 15b rust was noted late in the season, after most crops had passed the stage where they could be materially dam-

aged by rust. Most of the intended fall tillage work was completed prior to freeze-up on October 26, 1951.

Durum Varieties

Stewart and Mindum are still the two leading durum varieties in commercial channels. Stewart maintains a moderate but consistent yield advantage over Mindum. Both are susceptible to rust 15b. Carleton, another good quality durum, is recommended where strength of straw is of particular significance. The long time average yield of Carleton is about the same as that of Mindum.

The new variety, Nugget, has gained some popularity in the durum area and elsewhere. This is a short-strawed, early maturing durum of excellent quality. Its weaknesses are susceptibility to lodging and lower average yield than Stewart and Mindum.

Another relatively early maturing durum of acceptable milling quality, which is gaining favor among durum growers, is the Vernum variety. Like Nugget, it has weak straw, and on the average has yielded less than Stewart and Mindum, although it led the durum yields at the Langdon station this year (1951).

These two earlier maturing durums, while susceptible to rust 15b have a better chance of escaping rust damage than the later maturing kinds. The Ld. 308, which has been questionable as to milling quality, showed more damage than the other durum varieties this year. It still maintains its characteristic high yield, however.

The Ld. 341, a medium early, short, stiff-strawed variety, is among the most promising of the selections recently introduced into the regular variety plots. It has two years of suitable quality test data in its favor. It outyielded Stewart by a margin of five bushels per acre in 1950, and yielded about the same as Stewart in 1951.

Several of the still more recent crosses and selections show a distinct resistance to the new rust, 15b. Among these are C.I. 3255 and P.I. 94701. Breeding new durum varieties resistant to rust 15b will be greatly accelerated as a result of better facilities, including a new greenhouse at N.D.A.C. and added funds allotted for that specific purpose.

Farmers in the durum area are again cautioned against too great a

swing from durum to the bread wheats. Some of the reasons for this caution include the following: consumption of durum products has shown a marked increase in recent years thus insuring future demand for quality durum; no other section in the United States can compete with the durum area in growing quality durum; durum has yielded greater returns than hard wheat, within the durum area, when considered on a long-time basis.

Neither one of the two major factors which resulted in penalty to the durum grower in 1950 and 1951 is too liable to occur too frequently, namely the heavy rust damage in 1950, which we believe was caused largely by the lateness of the season, and the heavy damage from weathering in 1951, due to the unusually drastic harvest season. Thus let us think twice before we throw away a crop upon which the durum triangle has a monopoly.

Where durum and common wheats are grown on the same farm, proper precautions should be taken to prevent admixtures in either. One of the most common causes of admixtures lies in following common wheat with durum, or vice versa. Proper precautions should also be taken in cleaning combines and grain bins in order to avoid harmful admixtures.

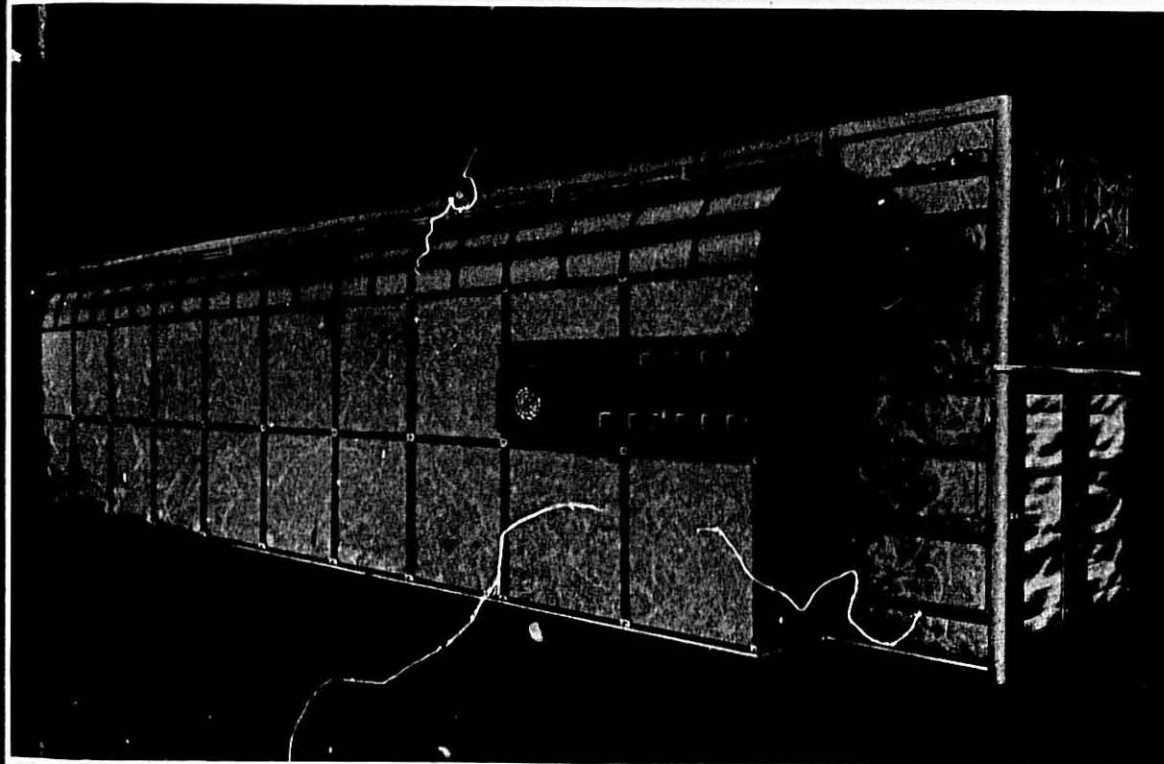
Death of Frank Eggert

Frank Eggert, 53, long an executive of the Tharinger Macaroni Co., Milwaukee, died March 9, 1952, after a heart attack. He had apparently recovered from a similar attack last December and had resumed his duties at the plant for a month or six weeks, when he suffered a relapse, necessitating his removal to the hospital where he was given treatment for six weeks. A third attack snuffed out his life.

Mr. Eggert first entered the employment of the Tharinger firm at the age of 14 years, and gradually made his way to the top during the 39 years of service. "He really knew the macaroni business," says J. G. Luehring, company president, "and his passing, of course, will be a great loss to us." Mr. Eggert frequently represented his firm at industry meetings, sectional and national, and will be greatly missed by his many friends at such conferences.

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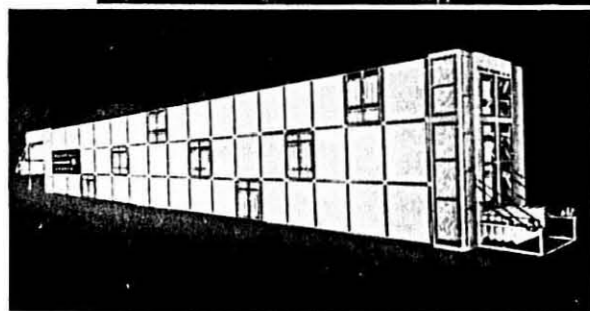
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Front view of long units - taken at new plant of the Ronzoni Macaroni Company, Long Island City, N. Y.

Patent Pending

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

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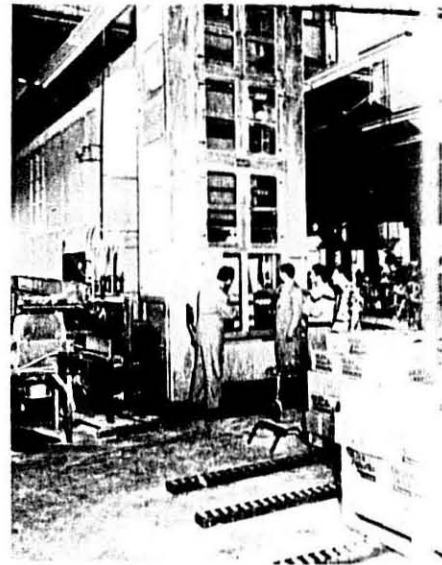
New Golden Grain Plant In Full Operation

IT'S easy to understand why Golden Grain is one of the West's fastest selling macaroni products after viewing the company's new million dollar plant in San Leandro, Calif. Climaxing a 1,200 per cent increase in business in the past 11 years, the new plant has tripled the production of the company's previous facilities in San Francisco. The new plant has the distinction of being the largest west of Chicago and is located on a three and one-half acre tract of land of which approximately an acre is under roof.

Towering above the main portion of the building are the large storage tanks for the No. 1 Durum Semolina which is used exclusively in all Golden Grain macaroni products. It's this special type of hard wheat that accounts for the natural, golden color, fine flavor and quick cooking qualities.

The storage tanks have a capacity of 600,000 pounds and are filled from freight cars more than 100 feet below by a system of air pressure conduits. The sifting and cleaning process and adding the vitamin enrichment and salt are all done mechanically. During the

GOLDEN GRAIN DRYERS: Golden Grain dryers have a capacity of 40,000 pounds of spaghetti at a time. This dryer is 200 feet long and operates 24 hours daily.



entire manufacturing process, the flour is never touched by hand.

From the silo, the semolina is fed by direct pipe lines to bins over three spaghetti and macaroni mixing machines. Each bin holds 10,000 pounds and is filled several times a day to meet current production. The mixing machines are so entirely automatic that they require only an occasional check from the foreman to see they are functioning properly. This mechanical control is a great asset in mixing the ingredients to the exact proportions of the formulae. Each batch is always identically the same. This point is of particular importance to the housewife, as it guarantees a standard cooking time that never varies from package to package of the particular item of Golden Grain products purchased.

The mixing machines complete the entire manufacturing process and re-

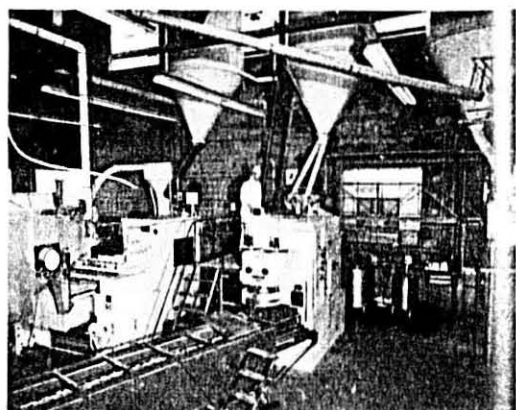
quire only a change of dies to make the 34 different varieties of spaghetti, egg noodle and macaroni products manufactured by the company. The machine that makes all the cut macaroni products was imported from Switzerland.

A continuous conveyor belt takes the finished macaroni and egg noodle products to enormous drying machines where the elaborate drying and curing process determines the final quality. These machines were manufactured in New York and it took the factory representatives eight months to install the units for drying and curing spaghetti.

Yards and yards of spaghetti made and pressed from the mixing machine every minute of the day, the entire process is mechanical, even cutting the precise length and hanging the spaghetti over wooden rods



GOLDEN GRAIN EXECUTIVES: Pictured above are the boys that make the new San Leandro plant click. Left to right: Vince De Domenico, secretary-treasurer; Tom De Domenico, vice president and sales manager; Don Ferrigno, plant manager, and Frank Viola, production manager.



THREE GIANT MIXERS: These machines require only a change of dies to make the 34 different varieties of spaghetti, egg noodles and macaroni products manufactured by Golden Grain.



STRICT QUALITY CONTROL: A laboratory and test kitchen are maintained for frequent quality checks on all products. Every run of every product is checked to rigid specifications.



PACKAGING LINE: All new machinery has been installed to pack the dried beans and rice lines. Most of the pasta products are packed by machine; however, a trained crew of girls pack the dried fruits and glace fruits by hand.

which it makes its 40-hour trip through the drying and curing machine.

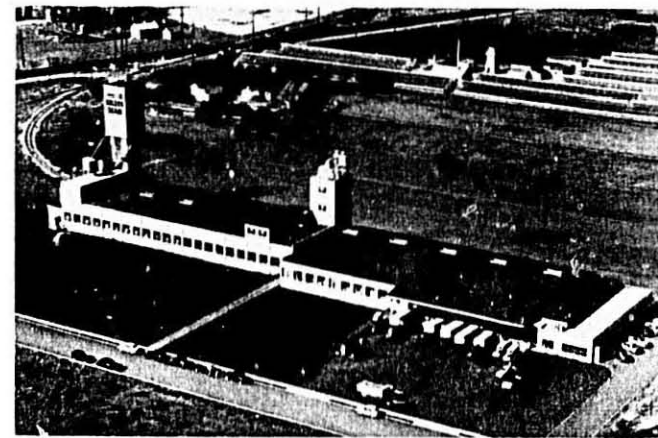
Forty thousand pounds of spaghetti are in the dryers at one time. This 200 foot dryer is the giant of the plant and is in operation 24 hours daily. Once the drying and curing process is started, it cannot be interrupted until completed. A master mechanical brain controls the entire operation, keeping an alert check on humidity in the dryers so that as the spaghetti comes out for cutting and packing, it is dried to exact specifications.

Fresh frozen egg yolks for the egg noodles are stored in a special refrigerator room at zero degree F. The room has a storage capacity of two carloads and is adjacent to a holding room for fruits and nuts which are also packed by the concern. This room has a temperature controlled at 40 F. and is capable of storing a carload of merchandise.

The packaging machinery is of the latest design, and the packaging process, except for the more fragile items, is entirely automatic. The machines fabricate the bags from a printed sheet of cellophane. All new machinery has been installed to pack the line of dried beans and rice put out by the plant. A crew of trained girls pack the dried fruits and glace fruits by hand.

Deliveries to more than 80 per cent of the grocers in northern California and to leading wholesalers are made from the stock room, where the inventory control system moves out all items within a week of manufacture so that each shipment is guaranteed fresh. A laboratory and test kitchen are maintained for frequent quality checks on all products.

The Golden Grain Co. is owned and operated by the same family that started in the macaroni business more than 80 years ago, in Salerno, Italy. In 1912, the De Domenico family established the Gragnano Products Co.



Golden Grain's new million-dollar plant in San Leandro, California, is the largest plant of its kind west of Chicago.

which was the forerunner of the present Golden Grain setup. The brand and trade name, Golden Grain, was originated in 1934. Paslay De Domenico is president, maintaining his office at the Seattle plant. Vince De Domenico is secretary-treasurer and his brother, Tom, is vice president and sales manager. Don Ferrigno is plant manager and Frank Viola is production manager.

In the near future, company officers expect to have conducted tours through the plant for grocers, their families and other visitors.

Hal M. Ranck Joins Kingan & Co.

Former Field Representative of National Macaroni Manufacturers Association Now a Merchandising-Advertising Executive

Appointment of Hal M. Ranck, Chicago, as manager of merchandising and advertising for Kingan & Co., In-

dianapolis, has been announced by N. Bruce Ashby, vice president in charge of sales. Ranck heads a new Kingan division.

In the sales and merchandising department of the *American Home*, a division of Hearst publications, for five years, Hal Ranck has had a total of 20 years of food background and experience in selling, advertising and merchandising. He was with the Great Atlantic and Pacific Food Co. with the National Macaroni Manufacturers Association and for 14 years previous to his appointment. His post was with the Greater Chicago, as head of sales, merchandising and advertising.

His work in planning and directing certain outstanding food campaigns, including the use of dextrose in canned fruits and juices, makes him one of the best-known food men in the country. His acquaintance among food manufacturers, industry executives, wholesale and retail grocers and chain store personnel is far reaching.

by Henry O. Putnam, Executive Secretary
Northwest Crop Improvement Association,
Minneapolis

Durum A Valuable Crop

Durum vs. Bread Wheat

Mixtures of bread wheat creep into the durum when they are grown on the same farm, which reduces the value of the durum. Good seed may seem expensive but the added return per acre should more than pay for the cost of seed. The durum area has established a reputation for quality. It is a valuable asset to every durum grower who can ill afford losing it through bread wheat admixtures. Every industry must expect adverse conditions in certain years. The law of averages should bring the durum area a better harvest season in 1952. Durum has proved to be the most profitable crop over the past twenty years and should remain so for many years to come.

Durum Outlook

Durum products have become an established item of diet for a large percentage of our population during the last 50 years. Domestic consumption of macaroni products has doubled in the last 20 years in the United States. We are now using seven pounds of durum products per capita. This requires approximately 24 million bushels of durum. When one considers seed requirements, the United States macaroni products requirements are over 30 million bushels annually. When allowance is made for production of red durum and low grade amber durum, the United States can readily use an annual crop of at least 35 million bushels of durum.

The high percentage of sprout damage in much of the 1951 durum crop has severely reduced the germination ability of prospective seed in many localities. Badly sprouted kernels cannot be expected to produce healthy plants. However, kernels with swollen germs and cracked bran coat over the germ may still produce normal plants.

Durum Seed Situation

Some grain was stored last fall (1951) with too high moisture content. Such grain is subject to germ damage and heat damage. One cause of these damages is lack of oxygen. All sound grain kernels breathe or respire, using oxygen and releasing carbon dioxide gas. Wet grain requires more oxygen than dry grain because of more rapid respiration.

Kernels with dead germs are known

as "sick kernels." Such kernels are useless for seed. High quality durum seed may be a scarce item at planting time. All potential seed should be tested for germination as soon as possible. If germination is poor, better seed should be secured if possible. If a grower considers it necessary to use seed of low germination, he must sow enough seed to compensate for percentage of dead kernels; for example, durum which germinated only 80% would require almost 25% additional seed to provide the desired stands. Money can be saved by locating your seed early. Some elevators may have saved durum for seed and some localities may have harvested a portion of their durum before it became too severely weathered.

Durum Varieties

Kubanka has been grown in the United States for the last 50 years. It produces good macaroni products. It has been largely replaced by Mindum and other newer varieties. Mindum has yielded more per acre, but Kubanka is resistant to certain races of stem rust to which Mindum is susceptible.

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	799,088
February	864,909	901,751	829,878	788,588
March	732,491	1,002,384	913,197	913,777
April		526,488	570,119	589,138
May		774,911	574,887	549,688
June		666,774	678,792	759,101
July		561,915	654,857	587,353
August		915,988	1,181,294	907,202
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:

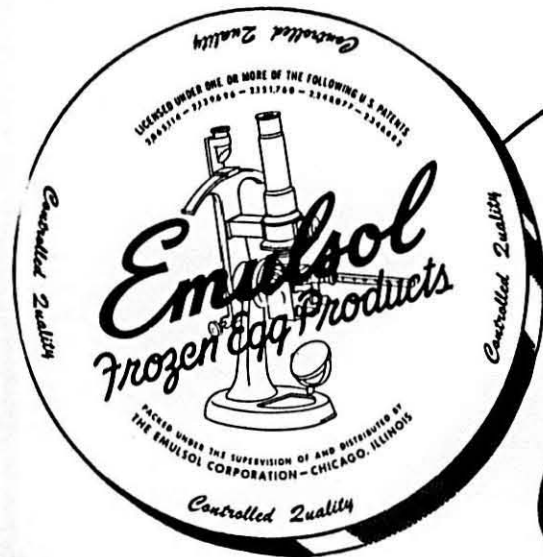
July 1, 1951, to March 28, 1952	7,797,944
July 1, 1950, to May 2, 1951	7,776,317

Mindum has been extensively grown throughout the durum area. It produces excellent macaroni products. It yields more per acre than bread wheats in the principal areas. Mindum is resistant to leaf rust and to many races of stem rust, but susceptible to some races.

Carleton is a stiff strawed durum released in 1943. It is resistant to common races of leaf rust and most races of stem rust. It produces excellent macaroni products. It is resistant to stem rust races which prevailed before Race 15B made its appearance in 1950. Carleton is especially suitable for growing where lodging is a problem.

Stewart was released in 1943. Like Carleton, it is resistant to leaf rust and to the prevailing stem rust races except 15B. It is the highest yielding variety at the Langdon Substation. Stewart produces excellent macaroni products.

Vernum is about three or four days earlier than Stewart. It produces good macaroni products. However, macaroni color is not considered quite equal to that of Mindum and Stewart. Vernum is resistant to leaf rust and most common races of stem rust. It was re-



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Free Enterprise Is Not A Hunting License

by Clarence B. Randall

Clarence B. Randall, who graduated from Harvard in 1912, has been with the Inland Steel Co. since 1915 and since 1949 has been its president. He was invited by Paul Hoffman to be the steel consultant for E.C.A. in its first year. This brought Mr. Randall into close association with the steel masters on the continent and in Britain and has enabled him to speak with more than usual authority for the American system of private enterprise. The paper which follows is to be part of a book Mr. Randall is now writing for the Atlantic.—The Editor.

THESE are very sobering days for the American businessman. The world as we have known it is falling to pieces around us. The relentless and paralyzing creep of socialism day by day draws nearer to the things in which we most deeply believe.

The other evening I happened to be at the home of a friend of mine in one of our Chicago suburbs which is very remote, and as I sat there in his lovely country home, I said, "What do you do around here when the house catches fire?"

He said, "Perfectly simple. We know exactly what to do. We get on the telephone immediately. All the neighbors rush over and watch the house burn." We mustn't be that way in the business field today.

Or to put another metaphor to you, think of the villagers who live on the side of Vesuvius. Suddenly they see the top of the mountain blow off. The hot lava starts flowing relentlessly down the side of the mountain, burning here a bush and there a tree, and they wonder whose house will be first. They stand idly by with a sense of desperate futility because they don't know what to do about it. That must not be true with us. And in my judgment it need not be true with us. This avalanche can be stopped.

I have searched my mind as to why it is, as businessmen, we seem so paralyzed with fear these days, and so certain that we are going down the chute. We know that socialism is a failure. If ever the people of the world needed a laboratory experiment to disprove the theories of the Fabian socialists, they have it in the conditions in England. And it is no mere accident that the one nation strong enough to bear the troubles of the whole world is the last citadel of free enterprise.

Across the seas we have seen our Anglo-Saxon cousins try the experiment which is offered now to us, and

have seen them go down close to complete bankruptcy and destruction. I have watched it with my friends in the British steel industry. Because of my service in the Marshall Plan, I have come to have wide acquaintance with men in the steel industry in Europe.

I once talked with an officer of one of the great steel companies of England, and he told me: "I say to you something I have said to no countryman. I don't think I can take it. I think I must stop. All the things that I believed in are gone. I have no incentive to go forward. If I win, nobody will give me credit; if I lose, I will be blamed. I think I must stop."

Now, what can that mean in the economic stagnation of a country? What will it mean if the men who should be the national leaders suddenly feel they can't take it, that they have to stand aside?

That great laboratory experiment in socialization is before the world; and yet, in the face of it, disguised socialization is offered to us day by day in myriad forms, and we know it, are disheartened, but are not certain what to do about it.

I have searched my mind as to what may be the reason why the American businessman today is not making headway against this trend with the same vigor, the same determination, that he ought to have, and I am afraid I am led rather sorrowfully to this conclusion: that in his own natural circle of influence the American businessman today is not looked to as the leader. I say that sadly, but I am afraid it is true. Yet if we in our own individual circles of influence are not the natural leaders of the people, we cannot collectively form public opinion.

Now, it was not always thus. A hundred years ago, when our prairies were being broken into civilization, the businessman was the leader. He formed the communities. He built the churches and the schools and established the courts; he participated in the territorial and then the state government; he went to Washington; when war threatened, he raised the company of volunteers; it was he who formed public opinion, and it was toward him that people looked for guidance and leadership.

That was still true fifty years ago in my boyhood, and I think of a figure in the village I lived in in New York State who typified the things I am talking about. In my little town of less

than 800 people, a farming community, my father kept the general store. We had one industrialist in that town, and he was the blacksmith.

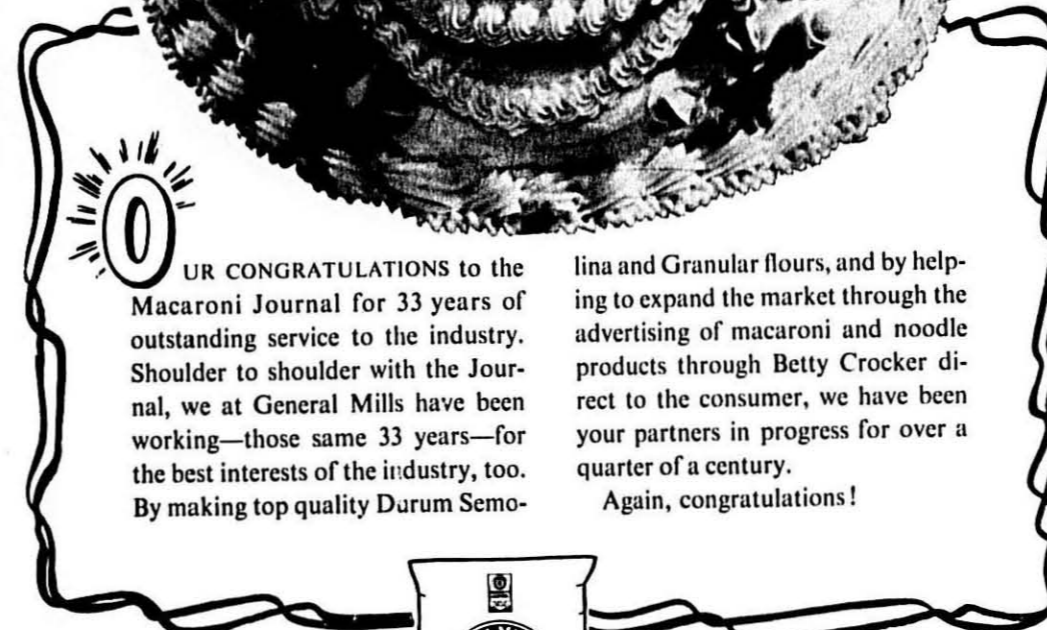
Now, he was the best blacksmith in all those parts. There were other blacksmiths in the villages near by, but whenever there was a tough job, it came to our man. He had a good forge, good tools, he was absolutely tops in his craft; but that wasn't why he was the leader in our village. Without that he could not have qualified, but he knew that when he went home at night from the forge, having been a good craftsman all day, his job wasn't done. As his fame spread from our village to the surrounding villages, he came to be widely known in the county, and we sent him to the legislature as the representative of all the people.

Four things about that old blacksmith typify the qualities needed today in business leadership. The men in the steel industry and the forging industry are the lineal descendants of that early blacksmith, spiritually speaking. We must be tops in our job. We owe it to American production to let no man excel us in competence in our business jobs, but we have no right to think that in itself establishes us as leaders in our communities, because it doesn't.

Who among us takes the active part in the day-to-day political life of our nation that he should? We shrug that off, assuming that somewhere there is a group of wise and able men with leisure to perform those tasks. We cry out for the best of leadership in American life, but who among us has run for office, who has gone down to Washington, who has left his business desk to stand at Charles Wilson's side to help bear the burden of government in this crisis?

Those are heart-searching questions, my friends, but they bear directly upon this problem of business leadership. I have the feeling that as businessmen we worship production too much. That is a strange thing for me to be saying. I am tremendously proud of the job of production that the steel industry has done. When I look back at what steel capacity was when the other war began, and what it is today, it seems to me unbelievable that, in the state of advancing costs that we have faced, the steel industry has brought about the miracle of increase in production that it has.

All of the steel production of the free world outside of the United States



OUR CONGRATULATIONS to the Macaroni Journal for 33 years of outstanding service to the industry. Shoulder to shoulder with the Journal, we at General Mills have been working—those same 33 years—for the best interests of the industry, too. By making top quality Durum Semo-

lina and Granular flours, and by helping to expand the market through the advertising of macaroni and noodle products through Betty Crocker direct to the consumer, we have been your partners in progress for over a quarter of a century.

Again, congratulations!



is, of course, less than ours; and yet, as I say, I think we can go too far in polishing our own ego by telling ourselves over and over again what great big wonderful men we are in production. After all, production is not an end in life. Production is a tool. God didn't put man on this earth just for industrial production. He put man on this earth to live the good life, the rich, full life, to develop the powers of his mind and the powers of his spirit, to make the world a better place because he has lived in it. We must keep production in its place as we think about life.

The people in your community, frankly, aren't terribly excited just because you have increased your production 50 per cent since 1945. That leaves them just a little cold. They would like to know what is going to happen to the pavement in front of their house; they would like to know how long you are going to stand by and see gambling places open to their high school seniors. They want to know how long the hospital in your town is going to be unable to take in the desperately ill, and so on through the whole gamut of community and civic services which are your job as well as theirs.

Only by re-establishing ourselves in leadership in the things that mean something to the people, and not merely in production, will they turn to us for guidance on these social and economic questions with which we think the country is threatened.

Now, when people lose the respect of those about them, several things ordinarily account for it. One of the first is always the question of integrity. No man can have an important part in forming public opinion if there is the slightest question about his integrity. I don't mean vulgar things like stealing money or juggling accounts, but I think we may well do some heart-searching on various aspects of our business creed on the subject of intellectual honesty. We dislike people in government who talk out of both sides of their mouths. We must, however, be very careful that we, ourselves, don't talk out of both sides of our mouths.

The first and obvious question is whether we have genuine, vital, honest competition one with the other. The free-enterprise system is not just a hunting license to you to get all that you can get without restraint. The free-enterprise system is a way of life which brings the greatest good to the greatest number, but it must be policed by the free market. The two are inseparable.

We resent price controls. We say that price controls are not required because the operation of natural laws, supply and demand, will themselves adjust prices. The thing we dislike about it is that those natural laws are suspended by government. Now, if

that be true, and if those natural laws are what guarantees to the public the integrity of the free-enterprise system, we have no right as private individuals to suspend them. We have no right as honest men to tamper with that automatic control mechanism.

My friends of the British steel industry tried it and they got nationalization. They wanted price rigging; they would rather have the guaranteed price than freedom. They took price fixing under government control, and thereby created the handy tool which government needed and used to nationalize them, and I say we can't have it both ways. We can't have the freedom of free enterprise and not assure to the American people a free market.

The second thing that bears upon our intellectual honesty is our understanding of the sources of capital. The free-enterprise system must perpetuate itself; it must find the capital for expansion in the savings of the people. If we can persuade enough new people to become partners with us in industry, we shall simultaneously find our required new capital and solve our public relations problem. We have no choice but to turn boldly toward the mass savings of the two most powerful political groups in America—the worker and the farmer. That the worker and the farmer have in the aggregate sufficient savings to relieve the capital stress in heavy industry seems to be clear from every authoritative survey. But it is equally clear that, at present, neither of these groups is devoting its savings to the purchase of common stocks.

One thing is certain, and that is that there must be no employer pressure. Our job is to explain and to create an atmosphere of understanding, but the action must be voluntary on the part of the worker. He must take the risk because his self-interest is aroused, but he must do it with his eyes open.

I know of no reliable statistics on this subject, but as nearly as I can guess, less than two per cent of the men and women employed in the production of steel own stock in their respective companies. And one of the most revealing figures is the low percentage of officials and supervisors who buy the stocks of their companies. They buy new automobiles and television sets, but not common stocks. As their future has become more secure through the operation of pension plans, they have tended to live more and more right up to the limit of their current incomes. They show little understanding of their personal relationship to the perpetuation of the industry that provides their livelihood.

We have help at hand where self-interest is very much at stake. The security exchanges and security dealers across the country sense this problem keenly and would welcome support from the industry.

Some think that the best medium is the open-end investment trust, designed specially for the farmer or the worker. The thing that might be lost there is the sense of ownership and stake in a particular enterprise. The worker and the farmer do pay insurance premiums, and insurance companies lend money to companies, but the process is so diluted that the ultimate investor does not know our successes or fear our losses.

To these and similar questions, I have no specific answers. But, twenty-five years ago, neither did the engineers who were struggling with continuous rolling. They saw a job to be done and did it. And because they were determined and resourceful, vast new areas of usefulness to the public were opened up to the steel industry. This new challenge is different. It is abstract. It is intangible. But its possibilities are likewise vast. When we reach every responsible segment of the American public through the time-honored method of joint venture, we shall find our future expansion adequately financed.

We shall have the public with us instead of against us.

Unless we can bring into industry the mass savings of the workers, we shall not have sufficient capital for further development of industry. We have to teach the American public the profit-and-loss system of risking for gain. And we must not take the easy way out, of asking government for capital. I say integrity is involved when any advocate of the free-enterprise system turns to government for anything, whether it be money or a special law or a special regulation.

We must be tough; we must recognize that if we believe in free enterprise we have to accept its limitations in order to get its values.

Now, this takes me straight to this point; the time has come when every American businessman must have his own thoughtful, personal philosophy. He has to know what he believes and why. We sometimes think that we have put in a terrific day because we have worked so many hours or kept so many appointments.

I am a little tired of hearing how hard men work, in terms of the hours they put in and the number of places they have rushed to by automobile or airplane. *It isn't the number of hours you put in in a day, it is the number of ideas you have in a day, that counts now.*

We are in a conflict of ideas, and the forces of darkness are well equipped with men who understand ideas and how to use them. I know a man in business who has a very responsible job, and thinks he is a great success, who to my knowledge hasn't read a book in twenty-five years. He wouldn't know what to do with a book if

This man is reaching for an idea

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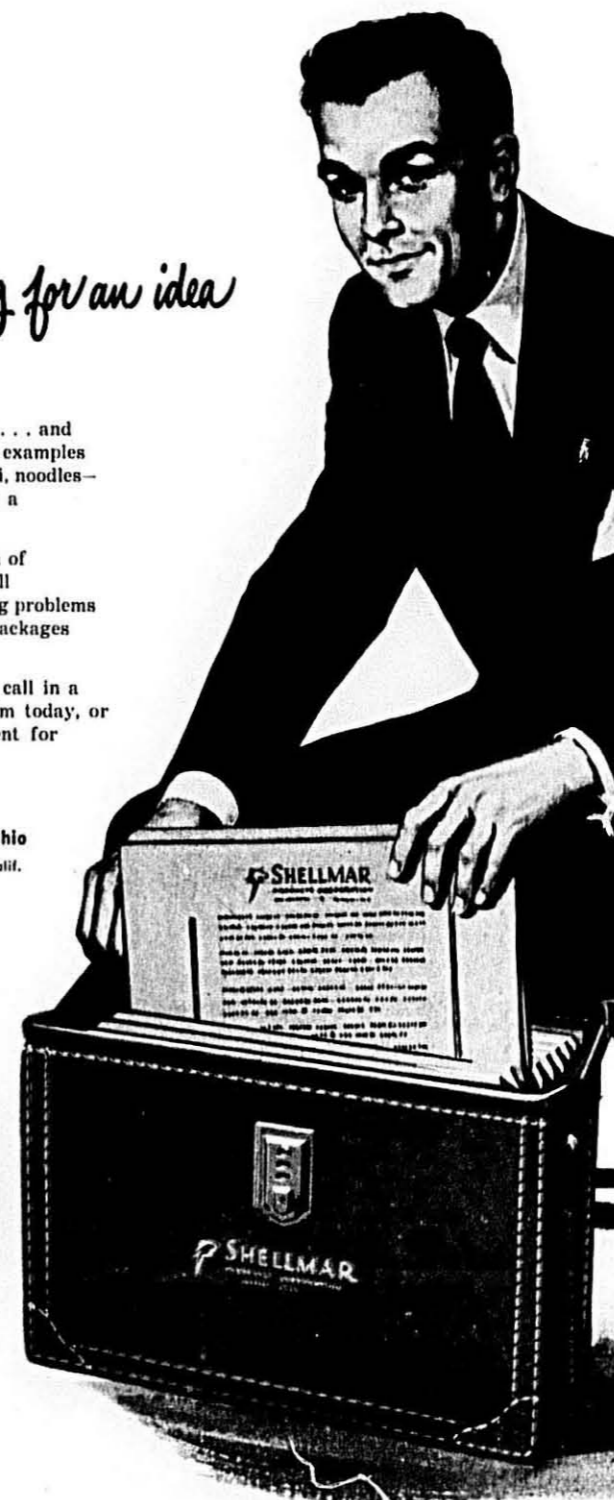
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you gave him one.

We need time to think; we need time to reflect and to understand and to do the heart-searching that I have been talking about. We must have opinions on the questions that are perplexing these friends of ours who are in government. We must understand the problems of business. We must also get to the top level and try to understand the implications of the foreign problems of our country. As we approach those difficult questions, we must study, have patience and honest discussion with those who differ from us. We must consciously try to forge a philosophy that is clear in our own minds.

That is all necessary if we are to be restored as leaders in America. Having once formed that philosophy, we must do something about it. We must communicate those ideas to those about us on every conceivable occasion, by every medium at our disposal.

Take the worker. Why should the worker be barred from knowing what the opinion of the boss is about taxes, about Korea, about politics? If the worker is barred from our leadership, it is by our default.

Now, I would be the first to insist that no management plan intrude upon the proper function of labor leadership in such things as collective bargaining. It is right that the worker who is organized should turn to his leaders in the subject matters that deal with employment, but there is no reason at all why he should turn to those leaders any more than to you for guidance and for wisdom in the great social, political, and economic questions of the day. And I have a sneaking opinion he would rather know your opinion than he would the other fellow's. He honestly thinks you know more about these things than his labor leaders and you aren't telling him, you aren't doing a thing about it. And in that connection you are certainly overlooking the distaff side. What the woman thinks is awfully important today, and it seems to me not only proper but compelling that the employer have views on these important questions and from time to time, in personal meetings or by letters to the home or any other means of communication, tell the workers and their wives what he thinks.

If we honestly believe that the free-enterprise system is God's greatest gift to man, why can't we believe in it so deeply and understand it so clearly that we talk about it everywhere we are, to everybody who comes within the sound of our voice? We have to use the written and the spoken word to expound and develop and promote a clear philosophy, but I don't advise you to start talking until you have begun thinking. It is no good opening the tap if there is nothing in the tank. There are people who do that. You

have to have a head of steam before you release it, and that means you must take time out from the busy, bustling worries of your life and make up your mind what it is you think. Then when you know what you believe, you can convince anybody of it if you believe it deeply enough.

What is the essence of freedom in business? It is not the right to do as we please. It is not the right to do all that we want to do, for ourselves. We are restrained, but by what? The essence of the American way is not restraint by law, but restraint by conscience. It is the self-imposed restraints that are the essence of the free-enterprise system. We may press our advantage to the full, but we must stop short of damaging others, and we are to be the judges of when to stop short. It is the abuse of that freedom that creates law. It is when men do not impose the restraint their conscience dictates that we turn to government, and the more we fail in self-restraint and the more we turn to government, the greater is the likelihood that we will go the socialist way.

We must on the one hand preserve the great drive that comes from freedom. In some forms of society, man is kept to his job by the whip. Under our system, we are kept to our job because we know that our interest parallels that of society, but when the time comes that those lines cross, and we press our advantage to where we are causing damage to the common good, law is necessary. Therefore, the greater our abuse, the more the law and the inevitability of socialization.

The freedom that we enjoy in the free-enterprise system is the last strength of civilized man. It is for us to preserve it and develop it. We do that by understanding it and, with scrupulous integrity, maintaining it.

Mr. Sponsor—Emanuele Ronzoni, Jr.

Vice President Ronzoni Macaroni Co., Inc., Long Island City, N. Y.

Italian "firsts" range from Columbus' discovery to Marconi's wireless but, strangely enough, don't include macaroni. That was introduced by the Chinese and later brought to Europe by the Germans.

Now macaroni is a fixture on New World menus. Helping to keep it there is Ronzoni, one of the leading regional brands. (In macaroni merchandising, national brands are a rarity.) From a 210,000-square foot factory, Ronzoni turns out well over 1,000,000 pounds of macaroni products weekly. Behind this production is Emanuele Ronzoni's chief sales tactic: consistent, pin-pointed air advertising.

Brooklyn-born Emanuele Ronzoni (Genoese ancestry) reminisces: "My

Dad, now 80, started the business in 1918. At that time we sold to grocers in bulk. This continued until 1931. In that year, two important innovations took place. We inaugurated one-pound packaging; started a seven-day-a-week schedule on WOV. Our purpose: to win over our customers, predominantly the foreign language folk, to the new package. Effective? We've been in radio ever since." Programming is as varied as Ronzoni's 55-product line, runs nowadays



Emanuele Ronzoni, Jr.
Director, NMMA

from classical music to transcribed gossip reports from Rome (in Italian), religious dramas, and radio announcements in some nine eastern cities. There are also children's and home-maker show participations. A recent addition is a TV situation comedy. The budget, increased tenfold in the past seven years, is split up 55% for TV, 35% radio, 10% for other media (through Emil Mogul). Estimated radio-TV expenditure is several hundred thousand dollars yearly.

Commercially, Ronzoni stresses quality and taste goodness; comments that it takes three days from mixing to packaging to make a single strand of spaghetti.

Radio and TV put over this sales message convincingly. For Ronzoni admits that—even with machines going 24 hours daily, six days a week—it's impossible to keep up with customer demand. His brother, Angelo, is in charge of production.

Yet Ronzoni, devoted to his work, doesn't slacken his pace. In 1922, when he started to learn all phases of the business at the old Ronzoni plant, he worked all hours. Now, 30 years later, he does the same, comes in Saturdays, and tunes in all the firm's shows. Courtesy—Sponsor

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



LIFE on Pasta

In the February 4, 1952, issue of *Life* magazine, this popular magazine carried a pre-Lenten story on "Pasta," the Italian name for the group of wheat foods of many shapes and sizes commonly known to Americans as macaroni products. First, there was a full page illustration of many of both the common or popular shapes and of the less known fancy shapes, listing among the latter their Italian names, such as "acini di pepe" (dots); "torroncini" (ridged tubes); "lasagne riccia" (wide strips, ridged edge); "cantele" (fat tubes); "tubettini" (little tubes); "mostaccioli" (tubelike little mustaches); "malfadina" (ridged strips); various spaghetti types including "spaghettini," "capellini," Linguine, "lasagne" (wide strips); "matassa" (skeins); "rigoletti" (twists); "ziti" (short strips) and "maruzze" (ridged sea shells).

Heading the article was a picture of Gene Leone, owner and master chef of a popular New York restaurant, performing the "bite test" to determine whether the boiling spaghetti is properly firm (*al dente*).

PASTA

How to Get Better Mileage from the Spaghetti Family

Gaily formed bits of flour and water paste come in 200 shapes and, under the family name of pasta, constitute one of the most generally appreciated and most consistently abused foods in the U. S. Pasta is the staple item in America's thousands of spaghetti joints and Italian restaurants, and the amateur chef's spaghetti dinner has become an institution for Sunday suppers. The average American now downs seven pounds of pasta annually, far below the 60 pounds averaged in Italy, but up 40% over U. S. consumption 10 years ago. This increasing U. S. popularity is doubly remarkable, considering pasta's generally faulty preparation: it is sadly overcooked and is usually served in watery tomato sauce. Actually pasta is an easy food to prepare and it can be varied indefinitely simply by shifting sauces. It provides an inexpensive, filling meal for the night before payday, or it can acquire a party manner and be served to an elastic number of hungry guests.

Pasta is simply a paste mixture of durum wheat, which has been ground to the coarseness of sugar, and water. The paste is pressed into plain or fancy shapes, which determine the name, and then dried. The high gluten content of this amber-colored wheat, grown in the north central states, gives the adhesiveness necessary for shaping. Since gluten is protein, it makes the finished product equal to lean meat in protein content, although pasta is

largely a starch. A diligent following of the even recipes for sauces and dishes given on pages 90, 93 and 96, and strict adherence to the basic rules for preparing pasta products will make a cook out of almost anyone who can boil water.

How to Cook Spaghetti

There are three fundamental rules which must be followed in cooking spaghetti if it is to taste as good as it should. In general, the rules apply to all pasta. The first is to use plenty of water. Using too little water is the most common error. For 8 ounces of spaghetti (enough to feed 4) use six quarts of water, if a large enough pot is available. Four quarts of water are the minimum requirement for cooking even a handful of spaghetti. Spaghetti cooked in too little water is sticky and has a pasty taste.

The second rule is to bring the water to a furious boil. It must be bubbling and steaming before the spaghetti is put in. For 8 ounces of spaghetti, add one tablespoon of salt to the water. Then place the spaghetti gently in the boiling water so that it does not break. Stir immediately with a long-handled spoon so that the spaghetti will not stick to the bottom or sides of the pot. Spaghetti should be cooked from 8 to 10 minutes, with the lid off so that the water does not boil over on the stove. Taste a few strands after 8 minutes. Italians prefer their spaghetti *al dente* or firm to the bite.



Bite test by Gene Leone, owner and master chef of a popular New York restaurant, determines whether boiling spaghetti is properly firm (*al dente*).

Those who like it a little softer cook it for the full 10 minutes, but test-tasting is important.

The third rule is to drain the spaghetti in a colander or strainer the very second it is done. Letting spaghetti or any pasta stay in the cooking water ruins its taste and consistency. Do not rinse spaghetti in cold water. After draining, put the spaghetti back in the hot pot. Add a little butter. Mix well and cover until ready to serve.

Like spaghetti, all pasta requires lots of salted water that is boiling furiously. All require stirring to keep from sticking and all should be drained as soon as they are done. There are variations in timing for different kinds of pasta, as chart below shows. Ideally, all pasta should be served as soon as it has finished cooking. The sauce should be put on each individual serving and grated parmesan or romano cheese should be provided for diners to sprinkle liberally on top of the pasta.

Life magazine, in its excellent article on "Pasta," gave an interesting story on this food that is becoming increasingly popular among all classes and gave what it chose as the six basic sauces for flavoring any of the many shapes and sizes of macaroni products.

SIX BASIC SAUCES

Meat Sauce

- ¼ cup olive oil
- ½ cup butter

(Continued on Page 92)

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INNER-JOINT

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Favorite Dish

Italian Linguini with Tomato Sauce

by
Francis Dawson, Food Editor
St. Louis Post-Dispatch

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the Post-Dispatch



Mrs. Joseph Ravarino (right) shows her niece, Mrs. Albert Ravarino, how to chop vegetables. The celery, onions and carrots must be chopped very fine.

As a young girl in Italy, Mrs. Joseph Ravarino of St. Louis visited Bologna for the opera season. There she learned how to make a popular Bologna pasta dish, Linguini with Tomato Sauce, preparation of which has since become a family recipe.

Mrs. Ravarino, instructing her niece in the various steps in making the linguini dish, begins by chopping the vegetables. The chopped onions, carrots and celery next are placed in sauce pan to simmer in olive oil and butter until tender.

Ground round steak is added and stirred until well mixed with vegetables over a low fire, for about ten minutes. Milk is added. When milk is almost absorbed into the mixture, canned tomatoes, which have been strained with tomato paste, are added. Mixture



Linguini are cooked in boiling salted water until tender, about 15 minutes. Soup plate, which contains water, covers simmering sauce in order to prevent evaporation, thereby preventing a layer of grease from forming on surface of sauce.

is then seasoned to taste and allowed to simmer for three-quarters of an hour over very low heat.

Linguini, a flat macaroni, is boiled for about 15 minutes in salted water. It is then drained and part of the sauce and grated Parmesan cheese are

added and mixed thoroughly. The finished dish is topped with the remaining sauce and cheese.

Ingredients: one-third cup olive oil, one-third stick of butter, one medium-size onion, three medium pieces celery,

two small carrots, one cup milk, one pound ground beef, one small can tomato paste, one number 2½ can solid-packed tomatoes, one pound box linguini and one cup grated Parmesan cheese. These amounts serve six to eight persons.



Linguini topped with sauce and cheese are served in the Italian manner with a tossed green salad, red wine and bread sticks.

Italian Macaroni Industry—1951

By
Ing. Dott. Giovanni Coppa Zuccari
Rome Correspondent

The Italian macaroni factories have not wasted their time since the war: the industry as a whole has been modernized and made more efficient in a spectacular manner. Symbolic of the change is the record of the Buitoni factory that celebrates its anniversary in 1952.

It was exactly 125 years ago that a young widow, Giulia Buitoni, ventured to rent a modest building in San Sepolcro at the spectacular charge of one lire a day (about 50 cents a year in American money) to open a primitive macaroni-making establishment. To get the rudimentary equipment necessary, the young widow sacrificed her family heirloom. The motive power for the factory was supplied by the vigorous and willing arms of her eldest son, Giovanni. Today this leading firm is one of the largest and most

modern in our country, worthy of the celebration of its 125th anniversary.

Pleasing as it is to note this historical event, we cannot forget that, as a whole, the Italian macaroni industry has hardly lived up to that pace, though production has increased enormously. Italian factories now produce two million tons of macaroni products a year, or double that of the national consumption.

No agreement exists among the pasta makers, with the result that each forces his output to the utmost, thinking that by so doing he will reduce the per pound cost. Throughout the year 1951, except in cases influenced by international political factors, the demand for pasta was so slack that it filled the managers of most factories with apprehension.

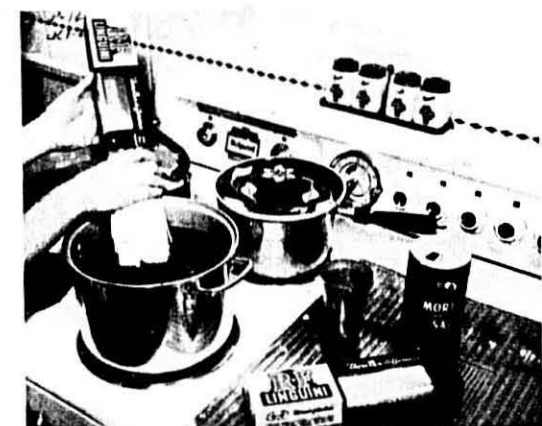
Many plants closed, but this did not

effect a reduction in the total output because others reopened the closed factories, sinking fresh money in production and pushing competition to the limit in the hope of allowing others out and grabbing their share of the slack demand. This, of course, has provoked a further slump in the market.

Nor has the situation been any more consoling to flour millers. The present capacity of the Italian flour or semolina mills is about 11 million tons. In 1951, they milled about two million tons of state wheat, utilizing about 23 per cent of their capacity. This was in some cases supplemented by milling for private individuals. The precise figures under this heading are not as yet available, but they will probably not exceed one million tons.

Insofar as the mills are concerned, the cause is due to the fact that Italy has more mills than is warranted by the limited and state-controlled wheat trade in this country.

What about the macaroni making and semolina milling business in 1952? Time only will tell.

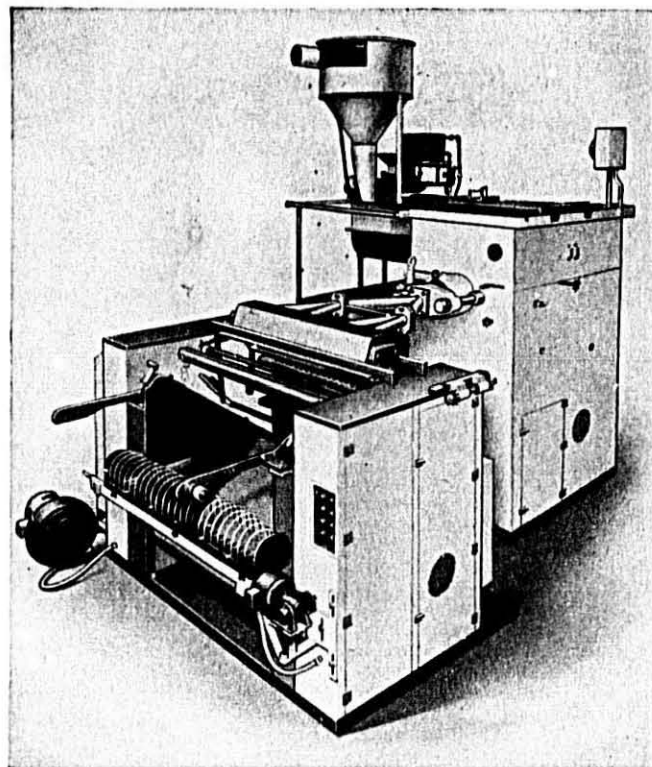


Olive oil is poured into a deep sauce pan before the vegetables and butter are put in to simmer. This mixture is simmered over low heat.



Ground lean beef is added to vegetables and the mixture is simmered and stirred for about ten minutes or until the meat changes color. Milk and tomato sauce are then added.

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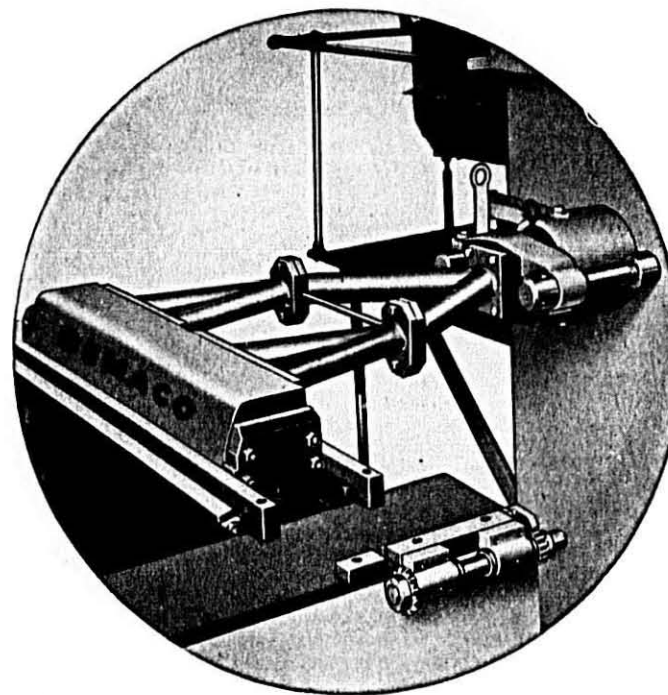
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DEMACO Congratulates THE MACARONI JOURNAL on its 33rd Birthday!

by Robert H. Bingham
Research Economist,
GMA, Inc.

Restrictions On Distribution

IN discussing the important question, "Can human freedom survive in a regimented world," we must first realize that we all have a vital stake in conducting ourselves, and our government, in a way to insure that the answer will be "Yes."

To deal specifically with "restrictions on distribution," I will first make some brief comments on the general problem of restrictions.

In principle, restrictions are inconsistent with the American way: the United States was created as a result of a war against restriction.

However, as a practical matter, we have found that some limitations on individual activities are necessary if freedom itself is to survive. In other words, not all restrictions are bad.

The need for restrictions has increased as the country has grown, and as we have become involved in world affairs, wars and near wars.

But granting this, we have had so many new and complicated restrictions in the last 20 years that our basic freedom is seriously threatened. The government intervenes in production and marketing processes at each step. Either directly, or as a condition of price support, the farmer may be told how many acres he may plant, how much he may sell, how his product shall be divided among marketing channels.

The food manufacturer may be told how little and how much he may pay for farm products, the price at which he can sell the finished merchandise, what he may call the product, what he must disclose in the label, what he may claim in his advertising. He is told the quantity of tin cans he can use in packaging food, how little and how much he may pay his employees. Wholesale and retail grocers are told the maximum markup which may be added to the cost and, in some cases, the minimum. Everyone is told how much of his income he may keep for his own use and how much he must turn over to various levels of government.

These are only a few of the many restrictions on food marketing. I do not claim here that any or all of them are necessarily undesirable. But it is true that we have departed a long way from our original concept of a free market. In fact, we have permitted ourselves to be put into a straight-jacket which could be really binding if

someone in authority decided to tighten up on the laces. It is time to re-examine our whole position on government controls.

Who Makes Restrictions?

If we honestly want a freer marketing system, we need first of all to recognize who makes restrictions. Washington does not impose regulations entirely on its own initiative. Regulations are frequently imposed through urging by some group which would like to have another group controlled. This is scarcely a way to preserve freedom, since the other group may be in a position to retaliate with counter-regulations. Moreover, Washington doesn't make all the rules. Many of the regulations which govern food marketing are state and local laws on sanitary conditions, co-operative marketing, minimum pricing, et cetera. Finally, we should remember that some of the restrictions on marketing are those we impose on each other—buyer against seller, union against employer, et cetera. For example, the co-operative marketing development in agriculture, while perhaps highly desirable, is certainly a restriction on the marketing process.

A Checklist on Restrictions

The second thing we need to do if we wish to return to a freer marketing system is to develop a means of evaluating restrictions. In a free society, every restriction—public or private—should be able to pass a test like the following. If not, it should either be changed or thrown out.

- Is the restriction really necessary or can the objective be achieved by self-restraint, persuasion or education?
- Are the restrictions devised in the public interest?
- Are they intelligent, simple and practical?
- Do they retain as much freedom as possible?
- Do the gains offset the loss of freedom involved?
- Do the new restrictions create the need or the excuse for even further controls?
- Are they set up in a manner to avoid graft, corruption and discrimination?

h. Do the gains outweigh the cost of administration?

i. Are the various restrictions consistent with each other?

j. Is adequate provision made for the removal of emergency restrictions at the earliest possible date?

k. Are the restrictions flexible enough to meet the needs of changing conditions?

Perhaps you would add additional questions.

Basic Restrictions on Food Distribution

From farmer to consumer, food is a highly regulated industry. There are two special reasons for this. The first is the relation of food to the public health. The second is our adoption of parity for farmers as a goal of national policy. Most of the special restrictions on food distribution tie back into one of these factors. Beyond this, of course, food distribution is subject to the restrictions applicable generally to all marketing operations.

Raw Farm Products

Most of you know a great deal about the restrictions on raw farm products. You understand the mysteries and complications of government price supports, acreage allotments, marketing quotas. You understand how marketing agreements work. You know about board of health requirements and how they may affect marketing.

From testimony of farm leaders and our surveys among the GMA Farm Panel of America, we feel confident that farmers, in general, do not wish to continue indefinitely under rigid price supports accompanied by acreage allotments, marketing quotas and penalties.

Grocery manufacturers of America recognize the virtue of price supports, particularly as insurance to farmers at a time when government calls for all-out production. But, we have also gone on record in favor of flexible vs. rigid supports and have urged removal of detailed production and marketing controls at the earliest moment.

Processed Foods: Pure Food Law

One very basic restriction under which food processors operate is the Federal Food, Drug and Cosmetic



BILL STERN TELLS ANOTHER SPORTS STORY



• In his younger days, Stanislaus Zbyszko was a rare 300-pound hunk of bone and muscle... a graduate of the University of Vienna, a philosopher, lawyer, poet, master of eleven languages... and the best wrestler in Europe! In 1917, when the Russian Revolution broke out, Zbyszko was in Russia, ending a successful wrestling tour. A Russian wrestler named Alex Aberg, jealous of his fame, falsely informed the Revolutionary authorities that Zbyszko had been not only the favorite wrestler of the murdered Czar of Russia, but was also a spy!

Zbyszko was summarily arrested and sentenced to be shot at dawn. The Russian commander, animated by an odd sense of humor, ordered the doomed Zbyszko to wrestle against his accuser, in an area packed with a wild, drunken mob of soldiers, all rooting for Aberg!

In a gruelling match that lasted three hours, Zbyszko pinned his opponent to the mat. The

referee had no choice but to give Zbyszko the traditional bag of gold in token of victory, though the enraged soldiers pressed against the ring, shouting for his life! Zbyszko ripped open the bag, threw the gold pieces into the crowd, and as they madly fought for the gold, slipped out of the ring and escaped across the border. Eventually, he made his way to America where he won the heavyweight wrestling championship of the world!

"All that glitters is not gold" is true in any business. Profits certainly evidence success, but in our business, profits derive from service... service that's based on giant milling and storage plants and the "know-how" of skilled personnel devoted to serving the macaroni industry of America. There is a Commander-Larabee durum product precision-milled to meet your every need. You'll help your profit record by putting it on your next semolina or durum flour order.



WHEN PERFORMANCE COUNTS...

Commander-Larabee Milling Co.

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Act. This law, adopted to safeguard consumers against adulterated and misbranded foods, is thoroughly supported by those whom it regulates. Not only is the public protected, but legitimate manufacturers are protected against unscrupulous competitors.

Truthful Advertising

A restriction similar to the misbranding provisions of the Food & Drug Act is the Wheeler-Lea Amendment to the Federal Trade Commission Act. This authorizes the FTC to prevent false advertisement of food and certain other products.

Anti-Trust Laws

Food distribution practices are subject to the anti-trust laws. From an

operating standpoint, the most important is the Robinson-Patman Act. It was enacted about 15 years ago to restrict the ability of large chain distributors to obtain preferential prices from manufacturers. The act limits quantity discounts to those justified by differences in costs, and requires that any service rendered by the seller, or any consideration received by the buyer, be made available to all other competing customers on proportionally equal terms.

In the highly competitive grocery industry, distributor and consumer promotions, co-operative advertising, point of sale merchandising, and store demonstrations are the order of the day. Since all such practices are af-

ected by the act, both manufacturers and distributors must examine nearly every change in pricing and promotion practices to be certain that it meets Robinson-Patman requirements.

The Robinson-Patman Act is a restriction which substantially limits the freedom of both buyer and seller. However, the food processing and distribution industries are in general agreement with its provisions. Those against whom it was originally directed are now among its strongest policemen.

Fair Trade

One restriction on distribution with which the food industry is not greatly concerned is Fair Trade, or "resale (Continued on Page 93)

Joseph Pellegrino One of the Ten Best Dressed Men

Joseph Pellegrino, president of Prince Macaroni Manufacturing Co., Lowell and Boston, Mass., and a director of the National Macaroni Manufacturers Association, had the honor and distinction of being selected recently as one of the ten best dressed men in the nation by the American Women's Institute. He came in for many congratulations and some kidding by his fellow manufacturers at the winter meeting of the macaroni industry of America at Miami Beach in January. Commenting on the presence of a man of distinction, the *Florida Sun*, Miami Beach, tells the following story:

"Joseph Pellegrino, who owns a home in Surfside, Fla., recently attended the mid-year convention of the macaroni manufacturers of America, of which he is one of the directors, at the Flamingo Hotel, Miami Beach. He spends most of his time traveling around the country. As a matter of fact, it was while en route between Boston and Montreal that he first heard of his selection. He said that he was the most surprised of all the men in the country, having had no previous warning but the turn on a radio dial.

"Regarding the effect of Florida, its atmosphere and climate upon men's fashions, Pellegrino stressed the casualness and comfort for which Miami-ans are so famous. Although he doesn't go so far as to feel that all of the southern innovations such as loud shirts, ties and light jackets are of the best taste (this must stem from a conservative Boston upbringing) he believes that the lightweight suit is the biggest news item.

"If men would get used to wearing specially designed fabrics conducive to comfort, men's fashion would take its biggest step forward."

"This gentleman of expert taste was indeed practicing what he preached. Selected for the warm afternoon was

a biege suit of imported Italian silk, similar in appearance to shantung. Wrinkle-free, it presented an appearance of cool and comfortable smartness.

"Pellegrino puts bow ties . . . especially stripes . . . and fabrics light in color as well as weight, at the top of his preferred list for comfortable wear. This trend, he feels, has spread throughout the country and its acceptability has been greatly due to the influence of Florida on world designers.

"Evening wear, he feels, will always center on formal tuxedos, although their supremacy has diminished in the last few years. Light-weight fabrics will have their influence felt in such evening wear also.

"Comfort above all is the most important consideration . . . smartness and chicness can accompany this type of casual wear.' And that's according to the expert.

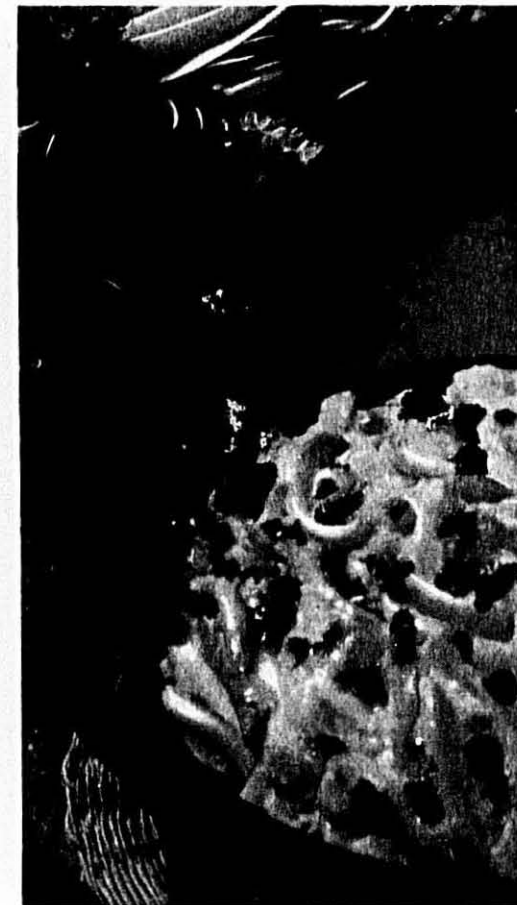
"This well-traveled gentleman would like to spend most of his time in Miami Beach, as he feels that it is 'probably the most beautiful spot in the world.' But until the city grows still more in population, macaroni will have to be shipped from New England. As soon as the size and importance of our city warrants manufacture here, Miami Beach will . . . in all probability . . . claim itself to be the permanent home of one of 1952's 10 Best Dressed Men in America."



Joseph Pellegrino, New York-Memphis society figure, and Martha Cuneo, daughter of Mr. and Mrs. Thomas Cuneo, Macaroni maker, Memphis, Tenn., strolling through the beautiful grounds of the Flamingo Hotel at Miami Beach in the 79 degree January weather.

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Durum Sales
MINNEAPOLIS, MINN.



New Continuous Automatic Dryer For Short Macaroni

by **Georgio C. Parenzo**
U. S. Representative
M & G Braibanti & Co., Milano, Italy

ALL macaroni manufacturers know very well that with the old drawer type of dryers (*a cassetti*) or with the big trays type (*a grandi telai*), the first step of the drying process—technically called "preliminary drying" or *incartamento*—of the short cut macaroni was made by spraying the product in thin layers on those drawers or trays and moving it continuously by hand.

This system has not changed and continues at the present time in the fully automatic drying installations; indeed, we can find it in the *incartamento* process with rotating drums, suggested and kept up by the technical people of one of the most important manufacturers of macaroni machinery, Dott. Ingg. M. G. Braibanti & Co. of Milano, Italy.

In the rotating drums, the macaroni receives a very wide *incartamento* because the product, divided in very thin layers, is always removed by slow rotation of the drums. In fact, rather than *incartamento*, we should speak of "half-drying," since the water content in the macaroni products can be reduced to 17-19%.

The Braibanti rotating drums (Fava Patent) are widely used in all truly

modern macaroni factories. They are excellent not only for half-drying purposes, but also for complete automatic drying of pasta and small-size shapes of short cut macaroni.

For final drying of medium size, large size and voluminous size shapes, there was developed an apparatus to be put in operation right after the half-drying rotating drums.

After a long period of studies and several months of practical operating tests in the experimental macaroni factory in Parma, the firm is today in the position to supply a new continuous dryer, travelling trays type, that solves this problem.

In the old hand-operated drying systems, the product, after preliminary drying in the drawers type apparatus, was poured for final drying operations into other drawers, on thicker layers, and placed into the drying chambers. From time to time it was removed by hand and the drawers were rotated inside the chambers in order to equalize the drying effect of the air. Today, this process of final drying is automatically done by the new dryers mentioned above.

The macaroni products coming out of the rotating drum are equally and

uniformly spread on travelling trays in thick layers and are removed, from time to time, by the fall from the upper to the lower range of trays.

The Braibanti Co.'s dryers result from the following details:

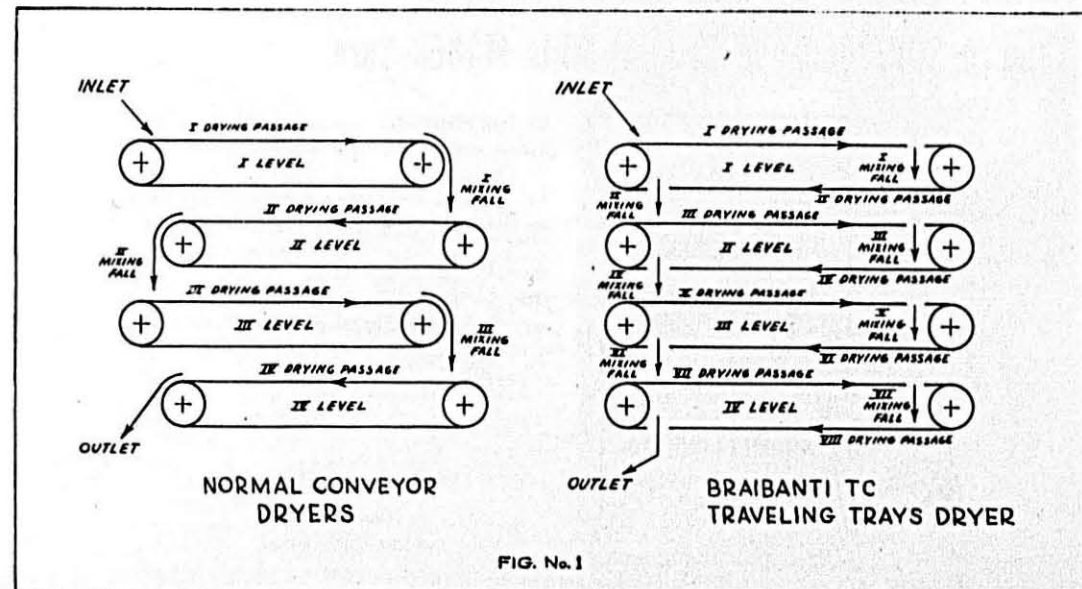
In normal dryers, the product is carried by endless conveyors of metal netting, and falls from the upper to the lower one. Each conveyor is operating only on the upper side.

In the new dryer, the conveyor consists of several metallic frames, each 12 inches wide, to which is attached the metal netting.

With this method, the netting is much less strained by the weight of the products and is not continuously bent at each end of its horizontal movement, so that there is no risk of tearing or breaking the netting.

In addition to this, the new dryer has another outstanding advantage: in the normal endless metallic netting dryers with four operating levels, the macaroni makes only four trips inside the dryer and is mixed only three times; in the new TC type dryer, the return trip of each conveyor is also used for conveying the product to be

(Continued on Page 90)



Continuous Flow in Dryers

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Doughboy

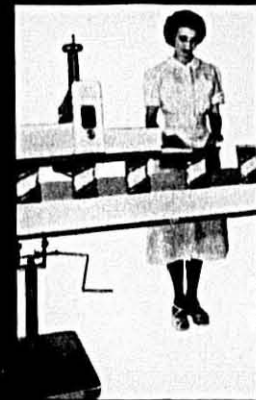
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Grain Drying on Farms

Durum Growers Studying
Advisability of
Installing Equipment

BECAUSE of the unfavorable harvesting conditions that prevailed in the durum-growing areas of North Dakota and adjoining states, including the grain-growing provinces of Canada last fall, a larger proportion of the 1952 durum crop was laden with excess moisture that encouraged sprouting and other kinds of spoilage. So heavy was the loss on durum and other grains stored in ordinary bins on the farms that grain men throughout the area have been trying every known method of post-harvest drying to prevent deterioration in the quality of the wet-harvested durum.

Seeking to dispose of most of their crop before spoilage became too great, growers shipped millions of bushels of wet durum to elevators during the fall, taxing the storage and drying facilities of the elevators. Because of its high moisture content, the wheat graded low and brought the grower unsatisfactory returns. Every possible effort was taken by the elevators with their limited installations to save the crop for milling, but a large portion that had sprouted unduly or was burnt in drying was usable only for feed.

Naturally this loss revived the controversial subject of the advisability and practicability of grain-drying on the farm, as the probable means of retaining the quality of a greater portion of the harvested grain. The problem was seriously considered at the North Dakota State Durum Show in Langdon last November and later at all grain shows and meetings throughout the state and in Canada during the winter.

Victor Sturlaugson, superintendent of the North Dakota Experiment Station at Langdon, has taken up the matter with farmers and elevator men everywhere. The practicability of drying small grain before marketing is based on books and articles on the subject published in this country and Canada, where durum growers suffered heavy losses, too.

Why Dry Crops? *The Nebraska Crop Drying Handbook*, by Arthur H. Schultz, extension agricultural engineer, says:

"Use of crop drying equipment will permit an earlier harvest, thereby reducing the shatter loss during harvesting and lessening the danger of wind, hail, and excessive rain damage. It also permits the grain combine to be operated longer hours each day, with the full assurance that high moisture grain can be safely stored.

"The main items of equipment needed for crop drying are (a) power, (b) a blower, and (c) an air distribution system.

"Either unheated or heated air may be used. Favorable weather conditions with low humidity make drying with unheated air practical for the average

farmer. If the weather is unfavorable, unheated air will still keep the grain cool, thereby preventing it from spoiling. When unheated air is used, it may take a considerable length of time to dry the grain. In case of a very late fall harvesting, the grain may not be completely dry during the fall operating and the drying process may have to be continued into the next spring. Operating the fan for a few hours each week during the winter months will keep the grain cool and prevent it from spoiling.

"With heated air, the equipment costs and operating expenses will be greater than with unheated air. However, heated air produces more rapid drying and increases the effective hours of operation per day. It should be given serious consideration if a large volume of grain is to be dried. Fire hazards may be a serious problem unless equipment is properly installed and operated and unless the equipment has sufficient protective devices on it to prevent overheating. Commercially assembled driers will have adequate protective devices to eliminate fire danger.

Costs of Equipment and Operation

"With unheated air, the electric motor and blower will cost about \$250 to \$300 for a 1,000 bushel capacity fan and from \$500 to \$800 for a 3,000 to 4,000 bushel bin. It will cost approximately 3c to 5c per bushel of capacity to install the air distribution system in the bin.

"With heated air, the cost of heated air equipment will vary from about \$1,200 to \$3,000. The cost of adapting the grain storage will be approximately the same as unheated air unless a batch drier is used or unless a continuous drying system is installed.

"Operating costs, using unheated air for small grains, will run from one-half to two cents per bushel, depending upon the amount of moisture that is removed and the weather conditions during drying. This will be primarily the cost of the electric current for operating the fans. For heated air, the cost of drying will include the labor of moving the grain, electricity for operating the fan, and the oil costs, which will vary from two cents to eight cents a bushel."

The Agriculture Engineering News, realizing the need of educating the grain growers on drying their grain before delivery to elevators, gives this advice:

Summary of Results of Grain Storage Grain Drying Work Done This Past Fall

"During the past fall, the Agricultural Engineering Department had under observation four grain drying installations using unheated air and about 10 or 12 heated air installations. The results obtained from these installations were very satisfactory. The short summary shown below describes

some of the results we obtained from these installations.

"Three of the unheated air installations used a duct assembly described in our mimeographed circular on Grain Drying Recommendations. The fourth installation used a perforated sheet metal floor. It appears to us that there is little reason for going to the added expense of perforated sheet metal floor over the duct system. The duct system is cheaper and easier to install. It is more flexible than the perforated floor. It is also possible to erect the duct system so that it can be lifted from the floor for ease in unloading the bin and cleaning the bin after it has been emptied.

"Three of the installations used high pressure propeller type fans. The fourth one used a forward curved blade centrifugal fan. All four gave good results.

"In one installation, we attempted to put small quantities of grain on the dryer and dried the grain rapidly. On the other three installations, grain was piled on the duct assembly with the intent of leaving it there until the grain dried. Our limited experience this fall indicates that the weather conditions are too uncertain to depend on rapid drying of grain without heat and that the installations should be planned so that the grain can be left on the dryer as long as it is necessary to get it dried without any intent of moving it after a short period of time. This will very probably be true regardless of whether two or six per cent of moisture is to be removed. This means that a farmer should plan for sufficient storage space with drying facilities to take care of a major part of the grain that he feels he may need to dry. Some additional capacity can be used on a temporary basis for keeping the grain cool.

"The cost of electricity for operating the grain dryers was very small. In fact, it was so small as to be insignificant. In one installation, 1,200 bushels of grain were dried from about 20 per cent to 13.5 per cent at a cost of slightly under one-fourth cent per bushel for electricity. On another installation, 400 bushels were dried from approximately 15.5 per cent to 13.5 per cent at a cost of one-quarter cent per bushel. In another installation, 1,000 bushels were dried from 17 per cent to 13.5 per cent at a cost of about one-third cent per bushel. In all cases, the dryer was operated only during those days when drying would be effective. In all three cases, it took from 60 to 100 hours to get the grain dry.

"There was a somewhat greater variation in the results among the heated air dryer installation. In most cases, the heated air dryers were hooked up to a trailer in which was installed a false floor. Approximately 18 inches to 24 inches of wheat was piled on the false floor. The heated air dryer

started and hot air ran through the grain for approximately 45 minutes.

The heat was then turned off and the grain was cooled, using unheated air. Most of the drying takes place during the cooling process. The heated air dryers gave capacities ranging from 70 to about 100 bushels per hour. The cost of operation in most cases was under one cent per bushel for electricity and fuel. Where the floor area of the drying bin was adequate, this cost per bushel was somewhat lower. The operators all feel that at least one man must be assigned to the job of taking care of the dryer during the time it is operating. The cost of equipment for drying varied from approximately \$2,000 to \$3,000 per installation. Several of the operators used incline bins installed across a bin in a granary with overhead grain storage so that the wet wheat could be run into an overhead storage and then allowed to run down into the incline bin where it was held until dried and then run off into permanent storage. These installations worked very satisfactorily.

"It appears to us that grain drying is definitely something that we ought to consider very closely. The results we obtained from our very limited experience this year are identical to the results that have been obtained in other states where the practice has been used more extensively than it has in North Dakota. It appears that the cost of the installation itself will be small enough so that it can be justified on practically every farm. It appears that the cost of operation will be so small as to be insignificant in terms of the total cost of producing a crop. The farmers who used these installations this fall definitely feel that this practice will be a permanent and regular part of their farming operations. They feel that the grain dryer will be used to advantage to permit earlier combining, permit combining earlier in the day, permit longer day operation and also to permit the combine to operate after rains on days when it would not be possible to combine otherwise. Farmers used their combines successfully this year for combining grain with as much as 20 to 22 per cent moisture with practically no loss. Excellent combining was done when the grain had moisture contents of 16 to 18 per cent. Many of the operators feel that a grain dryer will take the place of an extra combine. This is particularly true on larger farms where the heated air dryer would be feasible.

"We definitely feel that this practice should be tested by demonstrations in every area so that farmers in every area will have an opportunity to watch an actual installation in operation. Neighbors to the installations we have in operation this year have definitely become interested in the practice."

The grain trade press, sympathiz-

ing with the unfavorable position in which growers, elevator men and millers are placed by the wet grain and heavy spoilage problem, have been cooperating to the fullest extent and are about unanimous that grain drying on the farms is the coming thing. Canadian growers and grain handlers are facing the same excess moisture removal problem. Here's an example of the trade papers' interest in the problem:

Damp Canadian Grain

The first shipments of damp Canadian grain to Duluth for drying and storage were expected to arrive at the Great Lakes port early last February.

A group of seven members of the Canadian grain inspection staff went to Duluth to supervise drying operations at terminal elevators there. Most of the grain moving to Duluth will receive its primary inspection at Winnipeg and the balance at Calgary, according to officials of the Canadian Board of Grain Commissioners.

It was expected that the movement of damp grain to Duluth-Superior would involve from 7 to 10 million bushels. The movement and drying operations will take about two months, it was understood.

After being dried, the western Canadian grain will be stored at the Head of the Lakes, awaiting the opening of navigation on the lakes.

In addition to the drying facilities at Duluth-Superior, it is expected that some grain will be dried at the Co-op Vegetable Oils plant, Altona, Manitoba, where drying equipment is located for use in processing sunflower seeds.

Meanwhile, it was reported in Winnipeg that additional problems in connection with western Canada's damp grain have arisen for officials employed in handling the crop.

In their anxiety to remove the risk of deterioration of damp grain, many western Canada farmers are said to have constructed home-made driers. Some of these are proving satisfactory, while others are destroying the gluten content and rendering wheat unsuitable for flour milling, it was reported. Some other drying equipment also was reported unsatisfactory or was not being used properly.

In many instances, it was said, improper use of driers by inexperienced help threatened to reduce at least some of the estimated 60 million bushels of damp wheat, chiefly in Saskatchewan, to feeding grade.

The Canadian Wheat Board has taken action to prevent burned wheat from drying equipment from reaching domestic consumers for export markets. All country elevators have been advised to forward samples of all wheat suspected or known to have been handled by farm driers to the Board of Grain Commissioners Research Laboratory in Winnipeg, for tests.

Dott. Ingg. M., G.

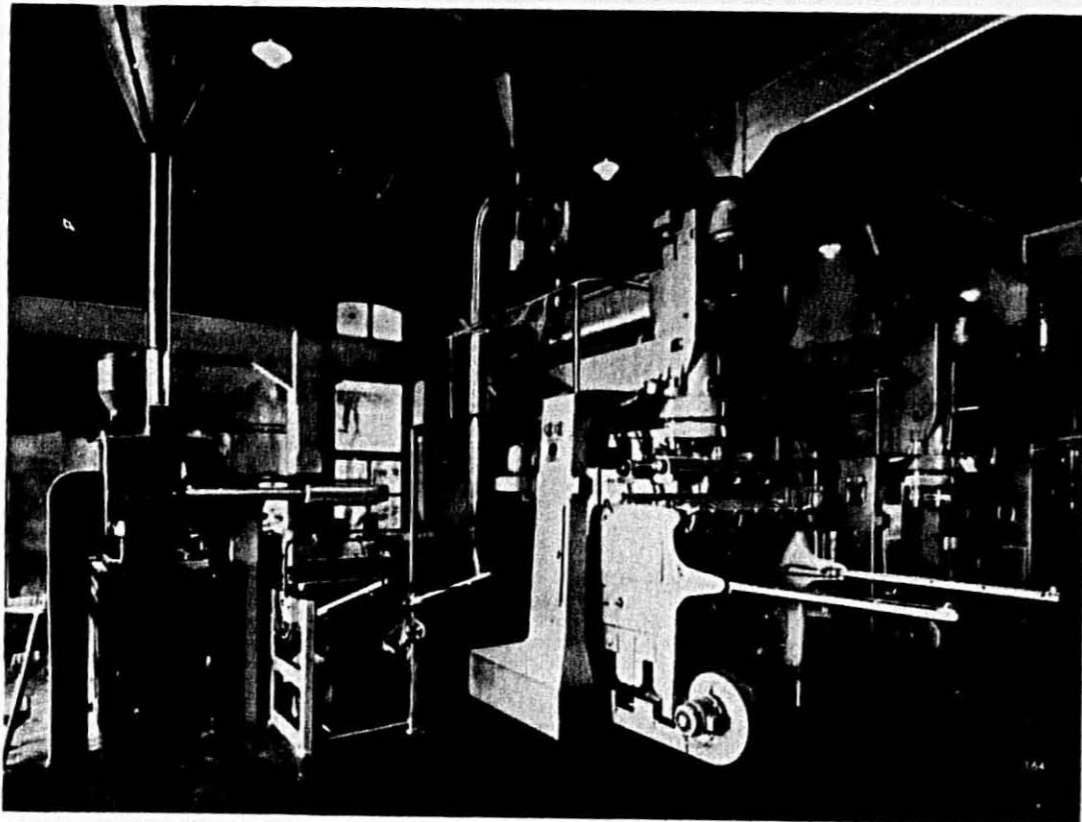
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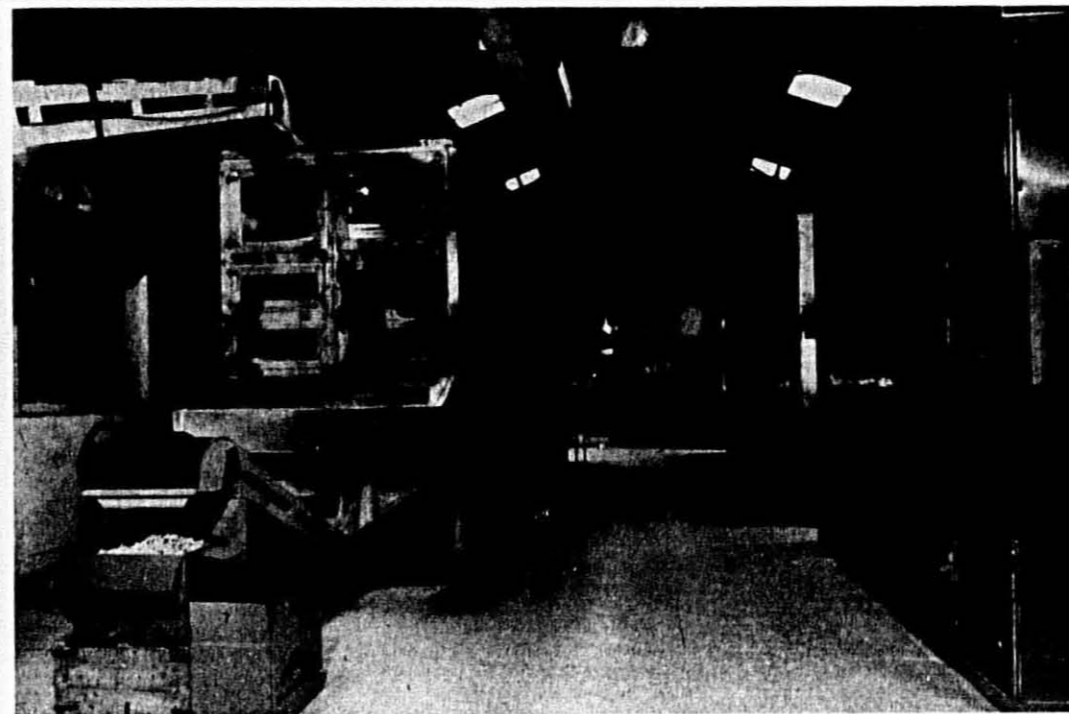
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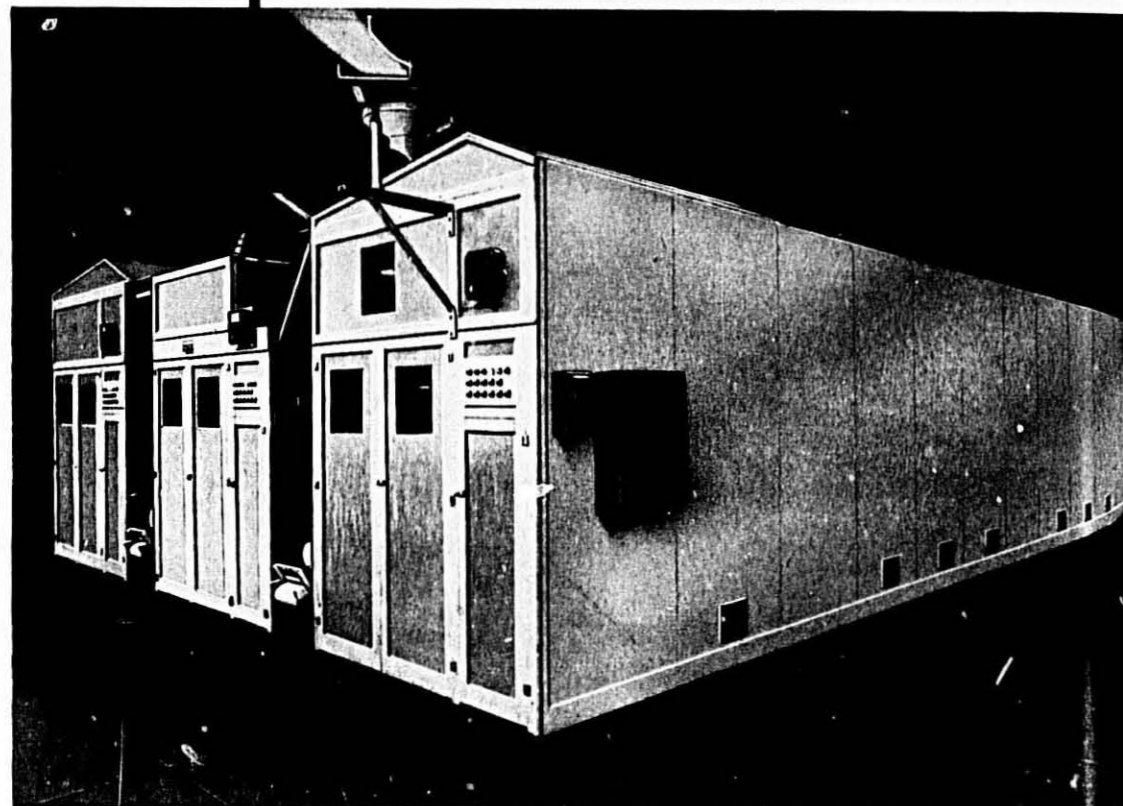
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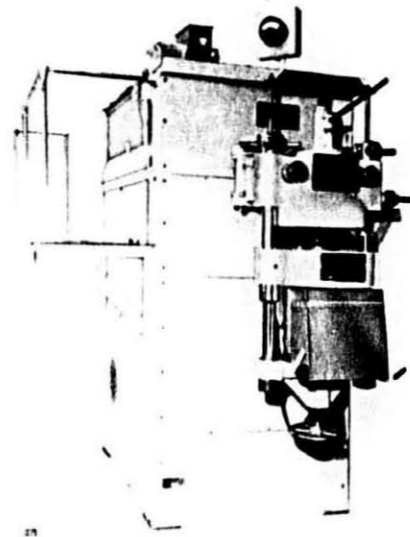
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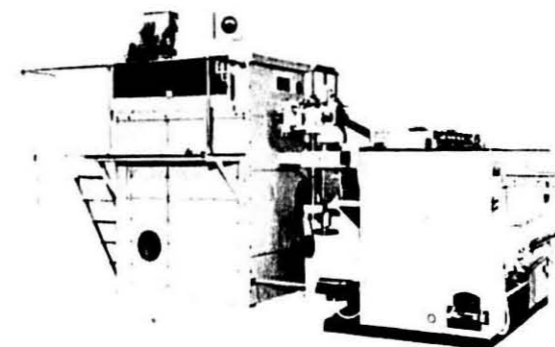
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Conrad Ambrette, President — Formerly President of Consolidated Macaroni Machine Corp.

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A gastronomic panorama of Piedmont, with particular attention to Bagna Cauda, Fon Duta, Agnolotti, and other such delights that serve to justify our existence on the face of the earth.

Dinner Is Served

by Mina Caudana

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"Tour Italy"—G-L-T International
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AMONG my many experiences as a Piedmontese who roams the wide world with a nostalgic longing for his native dishes, I remember the "bagna cauda" I had in the foggy and aristocratic city of London, made with ingredients, conjured, one could almost say, out of thin air.

For twenty days, noon and night, I had been taking my meals at the Quo Vadis, a charming little restaurant on the outskirts of Soho. It was run by a genial and easy-going Italian, Mr. Leoni, who knew how to work very real miracles with the meager provisions handed out by the austere Mr. Cripps. With the seven pats of butter, the five eggs that were almost fresh, and the twelve transparent little slices of meat consigned to him daily by His British Majesty's Government he was able to stage a magical performance of gastronomic slight-of-hand that left his customers gaping.

On a cold and foggy day, Giorgio Sansa, Piero Ottone and I invited a young and very aristocratic official of the Foreign Office to luncheon. "Today," we calmly informed him, "you will have bagna cauda." And he, not knowing what it was, agreed with a small, diplomatic smile.

Negotiations with the chef proceeded slowly. Finally after much tedious prevaricating on his part, that personage brought himself to admit to the possession of a tin of that "certain oil" that Giorgio Sansa had praised in a speech studded with charming imagery. The good man further conceded that garlic, anchovies, cardoons and peppers were not so hard to find as his tragic and impassioned words at the beginning of our trying conversation would have led us to believe.

There was a long wait. We whiled away the time in erudite political discussions during which the exceptional talents of the British official shone brilliantly. Talk, however, could not blunt our appetite. And when the bagna cauda made its appearance, Giorgio Sansa, Piero Ottone and I received it with full honors. It was all

there in one small earthen pot, after the fashion of the old Piedmont inns, and it sent forth a fragrance, the description of which, no matter how painstaking, could only be feeble and inadequate.

At first, the Foreign Office official, busily engaged in making some difficult points, deigned it no more than a passing glance. But almost immediately, seeing us take turns dipping pieces of cardoon and pepper in the piping hot sauce, the aristocratic young man looked at us wide-eyed. Then in a rather agitated voice, he peremptorily demanded an explanation. "Bagna cauda?" he asked suspiciously, his forefinger pointed at the pot. And he shook his well-groomed head, as though we had suggested that he eat a roasted native of High Katanga. No doubt he feared that he was the victim of a terrible joke and, though we repeatedly invited him to take his turn, he was reluctant to pick up a piece of cardoon and dip it in the sauce.

The moment finally did come when the official of the Foreign Office steeled himself for the ordeal. This was after Giorgio Sansa had vividly described the ritual peculiar to the consumption of bagna cauda in Piedmont. The young man was pale as he dipped the first bit of cardoon in the sauce. He knew that he was being watched, studied, judged. "Bagna cauda?" he kept stammering, for no good reason. And he still hesitated to put the morsel dripping with that certain oil in his mouth. Piero Ottone nodded encouragement, I smiled at him sympathetically, Giorgio Sansa watched him closely, waiting for the reaction. And the reaction did come, at long last. "Wonderful," exclaimed the official of the Foreign Office, "extraordinary." And from then on, we could not divert him from the fateful little earthen pot. We were finally forced to remind him that the right of each to his turn should be respected. The young man smiled gently, as embarrassed as a child caught in a naughty deed. Then he invoked the leniency that all neophytes may rightfully claim.

I saw him again during the following days. Engaged in the performance

of the duties of his high office, he was distinguished, austere and very severe. But no sooner would he see me coming than he would immediately pause in the consultation of his musty documents and turn to me with blithe cordiality. "Bagna cauda?" he would murmur greedily, and to complete his little joke he would pretend to lick his lips.

My thoughts sometimes go back to him. Perhaps after his bold assault on Piedmontese gastronomy he has made an orderly retreat. But surely a sediment of nostalgia must have settled at the bottom of his heart and I should like to help him dissolve it, in the most pleasant way, by piloting him on a tour of the inns of my sweet country.

Should my friend choose to come to Piedmont in the autumn, to overcome his timidity, I would at once persuade him to brave the fragrant mysteries of "bruss." This bizarre concoction is made by knowingly melting and blending together the rinds of several varieties of soft cheese. Those who have mastered the art of preparing it claim that a very decisive contribution to its plebeian succulence is made by the oil, the vinegar, the pepper and the salt added to this delicacy during the long marinating process.

If your stomach does not run on three cylinders, eat the fiery bruss at dawn, under the grape arbour of one of those inns to be found in the Asti hills and wash it down with several glasses of barbera. This is a plain, honest wine, a favorite with the old alpini, that plays no other tricks save the pardonable one of suggesting a more optimistic interpretation of the world.

(After his daring feat, a true bruss lover always sings some of the old folksongs which, rather confusedly perhaps, speak of little blondes and big blondes. But that is another story.)

In instructing the untutored foreigner in the ways of our gastronomy, I would not, of course, neglect to take him to the capital of the bagna cauda. A busy city of weavers, situated beyond the hills of Pino, Chieri owes fifty per cent of its renown to the cotton goods it exports all over the world and the other fifty to the diabolic clev-

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erness of its inn-keepers in preparing this famous little sauce.

Anyone who has once dunked cardoons or peppers in it contracts a disease against which the wisest medical advice cannot prevail. Doctors do, in fact, maintain that when the traditional recipe is faithfully followed, digesting bagna cauda is a difficult and lengthy process. In any case, they add, the dreams of its aficionados are troubled by confused visions in which unhonored drafts and women more tender, and whiter of skin, than the cardoons grown in Chieri, whirl about madly in a country dance. So the prudent doctors would like their patients to omit the garlic—that troublemaker—from their bagna cauda. But we would hardly go so far as to suggest that you stoop to such an undignified expedient. Deprived of that pungent aroma, the sauce tastes as flat as a cigarette made of straw. So take courage! If of an autumn evening, when the hills of Turin, their outlines softly blurred, assume a pastel-like quality and winter has already injected a warning note into the air, you should suddenly crave a bagna cauda, enjoy the original, uncensored edition.

Use the utmost care in choosing the friends who will gather 'round your table. Beware of the cantankerous, the melancholy, the apprehensive. Their presence alone is enough to spoil, to a great extent, the pleasure that you expect from this dish. Bagna cauda pre-supposes gay and trusting friends who will not make a great to-do about hygiene and similar myths at the fateful moment when each in turn dunks his piece of cardoon in the same peilott.

In its lack of concern, this ceremony has much in common with smoking the peace pipe: for, while all puff at the same pipe, no one thinks of mentioning microbes or sickness.

Opinions are divided as to which wine is the best accompaniment to bagna cauda. Two schools lead the field: Paolo Monelli's which advocates the heavy barbera, and mine, which suggests freisa instead. I hope my colleague will not mind my upholding here the postulates of the school to which I have been devoted for so many years.

Actually, I think barbera has too much body to be the right accompaniment to a dish whose indigestibility is no joking matter. To drink barbera with it is to risk aggravating things still further and, frankly, I see no need for doing so. In my opinion, freisa is more appropriate. This is a light wine, that makes no claims to virility but performs its task of inducing a harmless, temporary amnesia as gaily and thoroughly as a gossipy minis. Sparkling and transparent, it will not coat your tongue or aggravate the harmless lesions made on your palate by the boiling hot sauce. With

the patient good-will of a childhood friend, it will genially help prolong the ceremony of dunking.

However, whether you drink freisa or barbera, be careful to avoid all gallantries after the ritual of the bagna cauda. The aroma of garlic added to that of wine, would doom them beyond hope. I know of many men, both wise and brave, who were forsaken by their beloved five minutes after such attempts.

The agnolotti are, in any case, less insidious. Go to Langhe to eat them. And take this delightful trip in the spring.

After the long months of cold and snow, spring does not come to the Langhe with the shyness and diffidence of a virgin. It explodes. It would almost seem as though by making a clamorous debut, it would like to retaliate for the humiliation of winter with childish splashes of color. Subtle, rich, incredible, spring's palette drives painters mad. It shimmers with softest pinks, heart-rending blues, singing greens, colors that only the confectioners in small villages and the manufacturers of crèches are able, unwittingly, to recapture with happy effect.

The first hill I chanced upon, while roaming through the Langhe in the springtime, was a hill of agnolotti and I cannot tell you now, in the words such a happy encounter demands, how delightful was the sight that met my eyes, though the thoughts it inspired were not entirely of a romantic nature.

The agnolotti were small in size, but well rounded out with a filling, compounded with skill and imagination, that united in a fraternal bond, rice and cabbage, cheese and beef; and they were embellished with a little border which in its touching simplicity, was reminiscent of the embroidery done by little girls.

To just sit and admire them in silence, without so much as touching one's knife or fork, was already in itself an extraordinary pleasure, but, alas, the purely intellectual joy of contemplation was intellectually endangered by less noble temptations.

I had just begun to succumb to these, around one o'clock on a singing April day, proving for the nth time how little aptitude I have for sacrifice, when one of those little wrinkled old women, bowed under the weight of many years and many proverbs, such as one usually meets only in 19th century novels, cautiously made her way into the dining room of the Vecchio Cervo.

In a quavering voice she informed me that she was the humble author of the agnolotti and, with my permission, she would like to have the pleasure of observing, at close quarters, their effect on me, "a cultured stranger with a refined palate."

She watched me fixedly. Not one of my gestures was lost on her. She was as anxious as a playwright who, on the opening night of his first play, watches from the wings the public's reaction to his lines. Little by little, as I made my way up the hill with increasing greediness, her eyes, dimmed by the years, began to brighten, regaining a youthful sparkle.

The tremulous little old woman was not satisfied until in an uncontrolled outburst of sincere enthusiasm I finally gave the verdict, mumbling, with my mouth still stuffed with filling, the word she was waiting to hear: "Delicious."

It seemed to me in that instant that I saw hover over her face the beatific smile that, in cheap prints, illuminates the faces of the saints who protect the humble.

Enough has not been said or written about the soft and tender agnolotti of Piedmont, crammed with surprises that are all wonderful. Too often the foolish ambition of wishing to seem important and above prosaic temptations leads the writers of our regional history to neglect them sadly, in favor of the monuments. Instead, I would like those imposing volumes to dedicate to them the space and the lyrical words of praise they so well deserve so that people living far from Piedmont would have an accurate idea of the super-human delights hidden in their little paunches, each as round as that of a "commendatore."

While eating them at the Vecchio Cervo (and my excursion up the little hill was happily interspersed with sips of a dolcetto that could be worthily celebrated only by a poet of other times with an ever-ready supply of rhymes and tears in his pocket) my thoughts went back, automatically, to the sorry-looking Italian ravioli inflicted on me in the United States, machine-made like the buttons on one's under-drawers and imprisoned in boxes like criminals.

In those unforgettable moments, I knew to the full the intense happiness of being in Italy again, in this adorable, chaotic, mad Italy, where the difficult art of eating is still a respected tradition, the only one, perhaps, to have survived the outrages of present-day customs.

Later, as dusk began to fall, I slowly reached Barolo. I was told that the local wine would help me digest the agnolotti. That was no lie. I sampled it again and again, for Barolo varies from edition to edition and each edition, for one reason or another, deserves to be consulted at length.

Should you chance to make its acquaintance during your stay in Piedmont, don't let yourself be rushed; it is a solemn wine, in the great tradition, that must be drunk in leisurely fashion; it is for the discriminating

(Continued on Page 95)

Two-way plan to increase your macaroni and spaghetti sales

1. THE RIGHT "SELLING" PACKAGE

Successful manufacturers agree that there's nothing like showing the product to spark macaroni and spaghetti sales. Crystal-clear Cellophane enhances the appetite appeal of macaroni and spaghetti and keeps them fresh and crisp at the same time!

2. THE RIGHT "SELLING" DISPLAY

Remind your retailers that 67 per cent of all macaroni and spaghetti purchases are decided on *in the store*. Show him how your sparkling Cellophane package can boost his profits when he displays it out front where shoppers will be attracted and sold.

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150th Anniversary

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



Women In Industry

by Mrs. Ione T. Kingsley
Director, Publicity and Research
The Employers' Association of Chicago

The female figure has planes, angles and curves . . . much admired if they are properly distributed and coordinated. Obviously, the female mind is also well supplied with planes, curves and angles.

Since the two world wars, all traditions as to women's work and men's work have been broken down. The mass entry of women into business and industry is such that today more than one-third of all the work is done by women! (37%)

World War II brought the peak of women employed to 19,980,000 by July, 1944, not counting the 210,000 others in the armed services. This was approximately 36 per cent of all the women in the nation. Currently, 19,204,000 American women are employed.

Today, in the Chicago-Calumet area, 36 per cent of the total working force is composed of women—higher than the national average of female employment.

So, there may be a scramble for the available womanpower. That's one angle.

Working Fathers vs. Working Mothers

It would seem none too soon to examine a few of the other feminine angles which may need review, where the employment of still more women may be under consideration. Do they need different handling than men? Not in many respects, but perhaps in some, for their problems are different.

For example, you employ fathers . . . but they don't have the responsibility of washing, dressing, feeding and seeing that the kids get off to school. Working mothers do. You employ fathers . . . but they don't do the shopping, cook the meals and clean the house. Working mothers do. You employ fathers . . . but they don't become pregnant. Working mothers do.

So you see the problems of your women workers in part become your problems.

Take the matter of shifts, for example. Obviously, young, unmarried women prefer the first of three shifts. Women having small children, and who have someone to care for them while they are sleeping, prefer the third shift. Where shifts are rotated, women having children usually are permitted to choose their own shift, but they remain on the shift chosen, not being permitted to change except in urgent cases. Of course in case of an all-out war and

"With the Nation's Defense Preparation in the Making, More Women Must be Employed in Defense Plants . . . and Industry Must Get Ready to Receive Them!"

full employment, the matter of nurseries must be considered.

A Woman-Wise Employer Is Interviewed

We recently talked with one who presently employs 5,000 women, or one-third of the whole number employed. During World War II, 50 per cent of their work force were women. Among other things he said, "Any company that has never employed many women would better have a woman look over the plant and make recommendations. She will see things that need changing which a man never sees." Further, he said, "You've got to think of things differently when you employ women. For example, they like to clean up before lunch and going home. Men don't care as much. That means better attention to powder and rest rooms, more mirrors, a supply of hand lotion."

Our woman-wise member rattled off a number of things to watch out for, like jewelry, full skirts, goggles, and hats. He particularly dwelt on hats. Said he: "If you don't give them a Lilli Dache' they won't wear them. (Feminine angle of course. Women like to look pretty.) You will perhaps recall that in World War II, Miss Dache' was in the field of designing factory headgear for women.

Our member said, "Nothing is 100 per cent, but the most satisfactory thing is something light, so the air goes through." Your reporter ventured to ask if something like a Juliet cap might be good. "Now you're over my head," he said. But we got together when it was suggested that a net type of hat might be good. "That's it," he said. "They've got to be light, so they won't perspire, and also give a glimpse of their hair." (We expanded on the hat angle, since most employers seem to have their trouble getting gals to wear them.)

Supervisors—Male or Female?

We asked several employers of women, "Do your women employees prefer men supervisors? We understand that very often women do." One industrial director with 1,200 women on the payroll, said that all of their supervisors are women. He stated further that he

believed women would rather take instructions from men, but on the other hand, they were reluctant to tell the men supervisors about their domestic problems. They felt freer to present them to a woman. Other employers confirmed this opinion. Of course a company nurse is helpful when a woman wants to confide. Some companies have women counsellors. Often it depends on your product, of course, whether male or female supervision is preferred.

More Married Than Single

Now about the maternity cases which need special handling from several angles. They're bound to occur, because very likely you may have more married workers than single among the women. In the USA, the married women workers now outnumber the single. Nearly one-half of the married women of the United States are holding part or full-time jobs. No reason at all why a pregnant woman can't work. The important thing is to have her tell you early that she is pregnant—so that there will not be any mishaps because of doing work unfitted to early pregnancy.

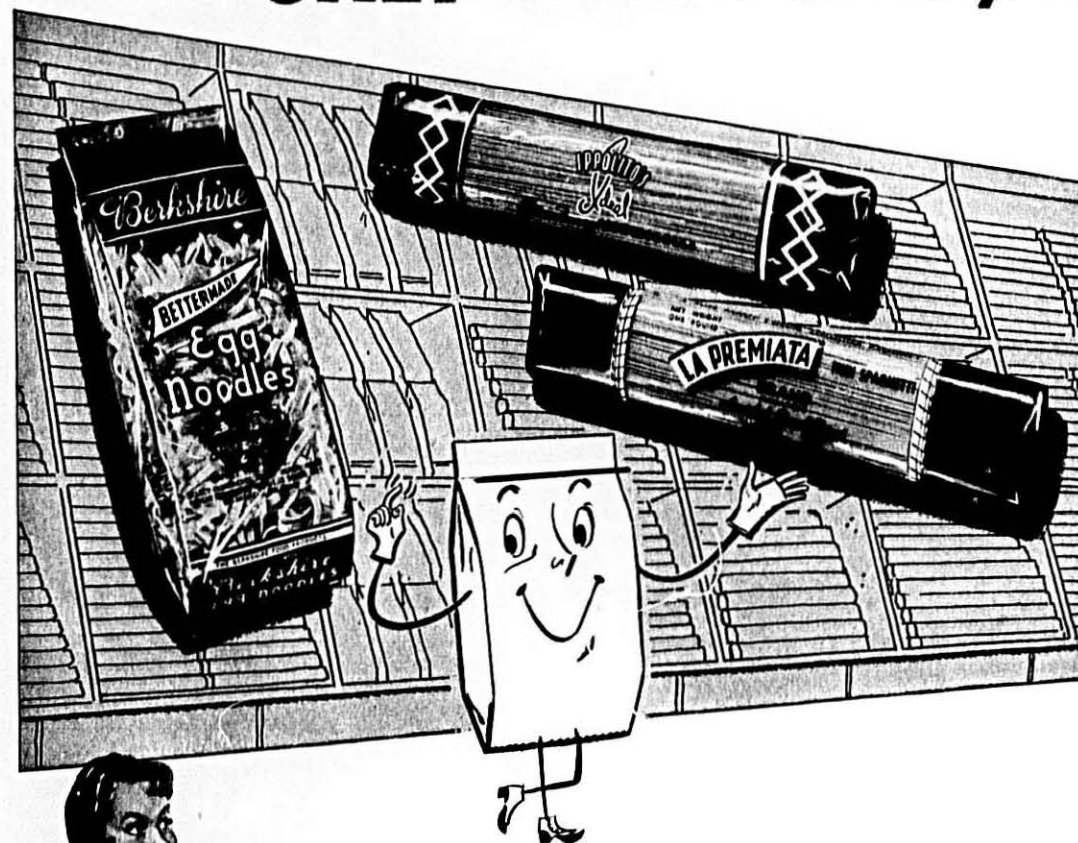
Those first two or three months are the so-called dangerous period. The middle months are the safest period. The thing to do is to adopt a maternity policy, so that your employees will know what to expect and will not be afraid to tell you of their pregnancy for fear of dismissal. Industrial relations men employing large numbers of women say this is most important.

The Sky Is the Limit

If you have never employed women and are thinking of future expansion, you will of course look over your jobs to see which ones might be done by women. The sky is practically the limit. From the record of facts and figures reported by the U.S. Department of Labor during World War II, women acquired skills and special training which qualifies them to fill 1,050 out of a total of 1,500 industrial occupations, with 350 more listed as "partially suitable."

That leaves only 100 occupations (Continued on Page 96)

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Macaroni shelves are crammed with packages . . . yours has to be a real standout to attract and sell today's self-service shopper! That's why macaroni and spaghetti manufacturers naturally turn to Milprint packages — for that extra sparkle, that bonus punch, that self-selling display that turns casual glances into solid sales.

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Now is the time when the voice of the food faddist is heard in the land. As Commissioner C. W. Crawford, of the U. S. Food and Drug Administration, has said: "We in America have the most abundant and nutritious food supply and are enjoying the best health of any nation in history. But the food faddists are spreading the false doctrine that our staple foods are debased and deficient . . . a vigorous campaign of truth about nutrition and diet is needed."

Factual statements about food fads and their inherent fallacies, sophisms and sophistries are hard to find. A very useful bulletin has recently been issued by the Utah State Agricultural College (their Extension Bulletin No. 226), *Facts about Foods and Nutrition*, prepared by Elna Miller and Dr. Elfriede Frederick Brown at the request of the Utah State Nutrition Council. This 32-page leaflet is required reading for anyone interested in teaching good nutrition at reasonable cost.

As the authors write: "Food fads and fallacies flourish because so many people want them, like them, and blindly follow them. They are in search of nutritional help. They feel that they will benefit from such information. . . . Possibly one of the reasons why food faddists make such inroads with their misinformation is because the public is conscious of the close relationship between food and health. . . . Food fads flourish because the food faddist, of all quacks, is the most prolific. . . . He makes converts faster than scientific knowledge can be broadcast. . . ."

"Most food fads do not have the support of scientific nutrition research. They all add too much cost to the food supply. The promoter of food fads usually makes money. People with big incomes are the only ones who really have enough money to follow these expensive food fads."

The following are some of the more harmful of the current food fads they list:

1. Diets without milk.
2. Raw milk in the diet. These raw milk advocates recommend that milk not be pasteurized, yet use dried milk which is processed at a temperature about 50°F. higher than that which is used in the pasteurization of milk.
3. Use of small amounts of yogurt to replace other forms of milk.
4. Diets without meat.
5. Diets without eggs.

Some of the following food fads are probably harmless from the standpoint of nutrition, but take too much time and money.

1. Grinding wheat at home.
2. Use of raw sugar and blackstrap molasses.
3. Use of liquid vegetable diet.
4. Use of brewers' yeast as the main source of thiamine.
5. Use of vitamin concentrates

Facts About Food Fads

Courtesy Nutritional
Observatory
Volume 13

rather than natural foods for vitamin supplies.

6. Rejection of aluminum utensils as safe cooking ware.

7. Use of home grown bean sprouts.

Milk Is an Excellent Food

Milk is an excellent, almost indispensable source of calcium, needed both by the very old and very young. A quart of milk contains as much protein as 1/3 of a pound of beef; this protein is of very high biological value. Milk is an outstanding source of riboflavin, and supplies good amounts of other B vitamins.

Yoghurt and Other Fermented Milks

Dairy Council Digest No. 6, available from the National Dairy Council, 111 N. Canal St., Chicago 6, Ill., summarizes the known information on nutritive value of fermented milks—buttermilk, acidophilus milk, kefir, and yoghurt. The important thing to remember is that the nutrient contribution of any dairy food depends primarily upon the concentration of milk fat and non-fat milk solids in the product—yoghurt made from concentrated whole milk will have added food value in direct proportion to the degree of concentration, at a price which is out of proportion.

Meat in the Diet

In this, the fifth decade of the twentieth century, protein occupies a more important place in nutrition than ever before. Man's needs for the ten indispensable amino acids, the desirability of an adequate intake of the other, dispensable amino acids, the necessity of simultaneous intake of all the essential amino acids; the importance of adequate protein intake in maintaining or restoring health is recognized as never before.

Meat is a good and exceedingly palatable source of protein. One can live in health and good nutrition without meat, but it requires very liberal quantities of eggs, cheese and milk. Fruit and vegetables alone will not supply adequate protein.

Eggs and Cholesterol

Normal diets cannot safely omit eggs, milk and meat. At least four eggs per week for adults is one recommendation. Whole eggs contain protein of the highest quality (used as the standard of comparison in assays for protein value), iron, vitamin A and some D, thiamine, and essential fatty acids.

The current emphasis on cholesterol and atherosclerosis has caused some people to omit eggs from their diet. Cholesterol is so readily formed in the body that controlling the food intake of cholesterol may have little or no effect upon the cholesterol metabolism in the body. Dietary restriction of fat must be extreme before any effect can be noted on blood cholesterol. Fats used in excess may have bad effects, but when the needed amounts are left out, fatal results can occur.

Low-cholesterol diets are a very useful tool for the physician in treating certain diseases—but there is no need for the layman to scare himself into nutritional deficiencies by avoiding foods just because they contain cholesterol.

White vs. Whole Wheat Flours

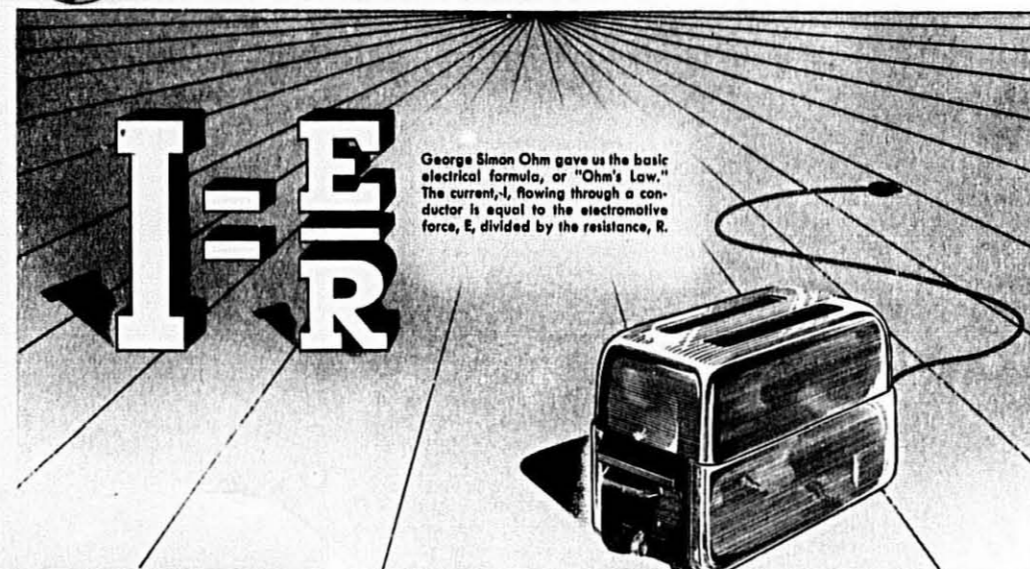
Both whole wheat and enriched white flour are good foods for man. Enriched white flour has slightly less protein and iron than does whole wheat. Three B-vitamins are added to enrich white flour, giving it twice as much riboflavin and about the same amount of thiamine as whole wheat flour. Whole wheat has about one-fifth more niacin than enriched flour.

Whole wheat flour is somewhat more nutritious than white flour. But, these extra nutrients are lost to those whose digestive organs can't take care of it. Diarrhea caused by the irritating bran in whole wheat would prevent the digestion and absorption of other foods. Patients with ulcers, colitis, or other troubles of the stomach cannot take care of the kind of roughage in whole wheat products. Although whole wheat flour and other whole wheat products do excel in nutritive value, you can have an excellent diet without them.

A recent fad has been grinding wheat at home. People who say they cannot afford meat for their families find money to buy electric mills (at \$65 and up) to grind their own flour. The loss of vitamin E from whole wheat due to storage or age is practically nil. The destruction of B vitamins in whole wheat during storage is almost too low to be measured during the first 60 days. Commercial whole wheat flours are not subjected to temperatures over 80° in milling, and receive no chemical treatment. They are 100 per cent pure



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wheat—nothing added, nothing taken away. There is no practical or nutritional justification for grinding flour at home.

Raw Sugar

Raw sugar is a dry product, selling for about 20c a pound, as compared to 13c for brown sugar and 11c for refined. The little amount of iron you get from raw sugar is not worth the extra cost. The conversion of raw sugar into refined sugar is not at all like the conversion of wheat into white flour. Most of the dark colored compounds found in white sugar have no nutritive value. Some thiamine is lost, but it would take six pounds of raw sugar to supply a day's allowance of thiamine. The minerals, potassium, calcium and magnesium in raw sugar are present in fourfold concentration in brown sugar. Sugar is primarily an energy source, and refined sugar furnishes calories at lowest cost.

Drink Your Vegetables

There are a number of highly efficient contraptions on the market for converting raw vegetables into pulps and juices. The vendors of some of these have made very extravagant therapeutic claims for the juices. We wonder if even they really believe that raw carrot juice dissolves cancer and ulcers, or that this and other juices cure heart trouble, rheumatism, anemia, diabetes, gall stones, high blood pressure, varicose veins and other disorders.

Most people do not chew enough crisp raw foods to give the teeth and gums the exercise they need. If we drink our vegetables, we lose one of the values they can offer. Two quarts of carrot juice, from 8 pounds of carrots, is one of the recommendations made for the users of these machines. If we add the cost of the contrivance—from \$40 up to \$199—to the cost of eight pounds of vegetables every day for every family member, it really increases the family food budget.

One of the points made by the raw juice advocates is the high sodium content of vegetable juices. This is true, but table salt can provide as much sodium as is needed, and these juices flood the body with vast excesses of sodium.

The Use and Abuse of Vitamin Concentrates

Normal individuals on adequate diets can expect no results from taking vitamins. Vitamin preparations cannot take the place of food. A haphazard diet, bolstered by vitamin concentrates may be lacking in calories, protein, mineral elements, or in some vitamins or essentials as yet unknown.

Vitamin preparations may well be used to supplement:

1. Unsatisfactory diets, such as those in war-torn areas.
2. Restricted diets—such as those used during certain illnesses.
3. Infant feeding—where the needs are great and the number of foods necessarily limited during the first few months.

4. Diets of those with greatly increased needs—as in hyperthyroidism, fever, pregnancy, lactation and periods of great physical exertion.

5. Large doses of vitamins are prescribed in treatment of vitamin deficiency symptoms and as drugs.

Summary

Food fads come and go. The foods stressed differ, but the basic approach remains the same. The following statement is reproduced from the Utah bulletin cited above—it should be a useful guide to those faced with local food faddists.

"New facts about food and nutrition are being accumulated at intervals by persons who are well qualified to do scientific research in the field of nutrition. These facts are verified by controlled experiments, which continue over long periods of time. Many of these controlled experiments are repeated in different laboratories by other workers who also are well trained in the techniques necessary to conduct such scientific research.

"This type of research in nutrition is done in the research laboratories of our colleges and universities, in industries and in the government research laboratories located in different parts of the United States.

"Persons connected with such organizations are chosen carefully for their training, their knowledge, and their abilities. Their continued membership depends on their further training, their adherence to the truth, and their usefulness in accumulating and bringing these new truths to light.

"The typical promoter of food fads has little or no formal training in nutrition. He may have impressive letters, with no significance, after his name. The letters may represent a fake degree given by a third rate institution founded for the express purpose of conferring the degree. Some few food faddists of today do have a bona fide degree from a reputable institution whose professional and ethical standards they have long since abandoned. Instead of using the scientific method for proof, the self-styled 'food scientists' cite individual testimonials.

"Here are Some of the Recognized, Authoritative Sources of Facts about Food and Nutrition. Let Them Help You with Your Questions.

"Bureau of Human Nutrition and Home Economics, Agricultural Research Administration, U. S. Department of Agriculture, Washington, D. C.

"Food and Drug Administration, Washington, D. C.

"State Agricultural College Experiment Stations.

"Home Economics Schools and Departments of recognized Colleges and Universities.

"Council on Foods and Nutrition of the American Medical Association, 535 North Dearborn Street, Chicago 10, Illinois.

"Food and Nutrition Board of the National Research Council, 2101 Constitution Avenue, Washington 25, D. C."

Granulation Test of Semolina Products

by James J. Winston



Mr. Winston

According to the Standards of Identity, semolina should contain not more than 3.0 per cent flour when subjected to the standard granulation test. The manufacturer of macaroni products is interested in buying a semolina product with a minimum of both flour and coarse flour.

Our laboratory has been reporting the results of the granulation test as follows:

No. 1—Portion which remains on the 40 mesh sieve.

No. 2—Portion which passes through the 40 mesh sieve and remains on the 80 mesh sieve.

No. 3—Portion which passes through the 80 mesh and remains on the 100 mesh sieve—coarse flour fraction.

Flour—Portion which passes through the 100 mesh sieve.

Analysis of many samples of semolinas and granulars shows that in many cases the coarse flour portion may vary from 5 to 20%, thereby indicating an excessive amount. Analysis of this fraction has in many instances shown it to consist of a clear flour with an ash content varying from .9% to 1%.

It is therefore important for each manufacturer to make certain that he is getting the required quality of ingredient in order to safeguard his finished products.



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Packages That Appeal, That Make for "Repeat" Sales

For Hearty Eating—for Thrift—Macaroni

L. Ethel Somers in The American Family Magazine

Vigorous appetites rejoice in hearty meal-in-one noodle dishes. The green-to-gold-and-red gaiety of color is mirrored in one of the many vegetable combinations that spell success for these casserole or skillet dinners.

Thrift-wise homemakers today know that economical noodles are excellent extenders in the same variety of tasty meal-in-one dishes in which macaroni and spaghetti have long been the principal bulk food. Because noodles made from durum wheat cook quickly to a tender firmness while holding their slender shapes, they may be used interchangeably in macaroni and spaghetti entrees.

Budgets balance better when noodles appear frequently on the family table. As a protein-stretcher of meat, poultry, fish, cheese and eggs, noodles extend the flavor of a small amount of these more expensive and concentrated foods to sizable servings, while adding food protein of their own. If they are egg noodles as most noodles are, they are excellent food in themselves, even without extras added. Egg noodles can always be identified by the label.

H. H. Lampman, executive director of the Durum Wheat Institute, composed of the leading durum semolina millers of the United States, points with pride to the article in the March, 1952, issue of *The American Family* magazine with its fine two-page spread, in color, of macaroni food, because the recipes and pictures in that four and two-thirds page editorial feature were supplied on request by Mrs. Ethel Somers, the noted home economist, associate editor of the magazine.

"The basic advertising principle, that full-color reproduction, with its tremendous appeal to eye, mind and appetite, sells food. A good example is the beautifully colored, attractive and intriguing article, 'A Budget Meal's Salute to Wheat Products Trio—Noodles-Macaroni-Spaghetti.'"

The American Family is distributed by independent grocers. It has a circulation of about a half-million monthly. If the macaroni industry set out to buy this space, relates Lampman, it would cost almost \$11,000.

The institute recipes were developed primarily for taste, comments the executive director. It is believed that taste and palatability should come first, before consideration of arbitrary standards such as a minimum eight ounces of macaroni in a recipe. In the long run, people consume more macaroni food when dishes taste good. The editor of *American Family* seems to agree.

"The beauty of the color pictures of two of the recommended dishes must be seen to be fully appreciated, and *The American Family* article," says the commentator, "is just one small example of the many things accomplished for macaroni foods through the durum wheat program of the Durum Wheat Institute."

Food Decontrol to Get OPS Priority

The Office of Price Stabilization will give priority to the food industry's arguments for decontrol. The agency will also make adjustments in ceiling prices wherever it can be demonstrated that earnings have been impaired.

These assurances are made by Edward F. Phelps, director of the office of price operations, and George L. Mehren, director of the food and restaurant division, whose statements appeared in the *N. Y. Journal of Commerce*.

Editors of the business publication met with the OPS chiefs to present a list of the eleven most pressing questions in the minds of food industry leaders.

Referring to "soft" markets where certain food items are selling below ceiling prices, Phelps said, "The recently appointed Decontrol Commit-

tee certainly intends to study all of the proposals and resolutions offered thus far by food industry representatives, with a view to determining whether or not decontrol or suspension is proper, possible or consistent with the future development of the price stabilization program."

As to rumors that OPS plans to reduce ceilings on those foods where market prices are currently below ceilings, Phelps asserted, "This impression is almost entirely fallacious."

Durum Index up 3 Cents a Bushel

The agricultural statistician of the bureau of agricultural economics, U. S. Department of Agriculture, Fargo, N. D., advises that the grain index rose four points from mid-February to 245 per cent as of March 15, and that durum and other spring wheat were up three cents per bushel each while rye was up 15 cents and corn was up one cent.

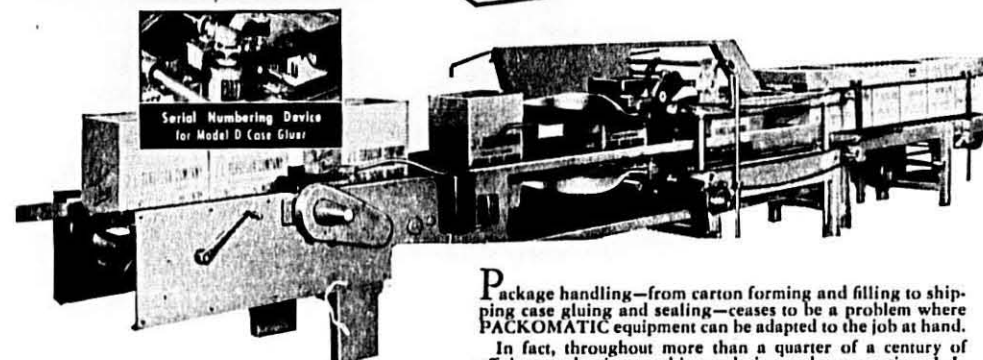
The all commodity index of prices received by North Dakota farmers on March 15, 1952, remained the same as a month earlier at 270 per cent of the 1909-14 base period. The index in mid-March was 16 points lower than a year earlier and the lowest since September.



COOKING FOR TELEVISION AN UNUSUAL ART: In one of his recent visits to the La Rosa Kitchen at WOR-TV, Vincent S. La Rosa (right) lends his personal experience to preparing a La Rosa tested recipe. Judging from the rapt attention of Carl Busso (left), M.C. of the "La Rosa Movie Matinee" (WOR-TV 3:30 to 4:30 PM daily), and Elise Manning (center), home economist of the show, cooking for television is as scientifically produced as the product itself. Commenting on the extensive precautions taken to insure realistic food presentation, La Rosa said, "We in the macaroni industry feel each communicative medium requires separate and adequate consideration. The demands of television are unique. Color picture balance is probably as important as integrated copy points. However, our TV staff has one important prerequisite: No matter what is done to the food, each dish must be edible." Spraying with mineral oil or other artificial chemicals only to make a better picture is forbidden." La Rosa insists that the cast must eat each dish that is prepared, the underlying theme in all La Rosa telecasts being, "the proof is in the eating." His visit was in connection with La Rosa Egg Noodle Week, held in March.

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- Shipping Case Gluing and Sealing Equipment:
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 - Hand Gluers & Compression Sealers.
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 - Top & Bottom Sealers for individual & standard packages
 - Automatic Case Imprinters
 - Serial Numbering (Coding) Devices
 - Paper Can cutters, gluers, shrinkers, cappers and conveying equipment

In addition to a wide range of standard and semi-standard packaging equipment, PACKOMATIC is also a dependable source for specialized packaging counsel, design, construction and installation, where unusual carton filling—or shipping case handling—situations present themselves.

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J. L. Ferguson Co., Packaging Machinery Manufacturers

A PLEDGE

General Omar Bradley said:

"A long-range commitment to fight this battle for peace with America's most powerful weapon—industrial productivity—is the surest guarantee of victory for the free world."

The J. L. Ferguson Company pledges its facilities and personnel, without reservation, to the assuming of its share of the responsibilities implied by the General.

J. L. Ferguson.

A COMPREHENSIVE and colorful bid for defense contract and subcontract volume is made by J. L. Ferguson Company, Joliet, Ill., packaging machinery manufacturers.

A six-page, 6x9 brochure, "At Your Service," presents the Ferguson organization and a brief sketch of its manufacturing history. Typical Packomatic packaging machinery is pictured. A complete listing of the company's available production facilities, including type, scope and make of lathes, grinders, shapers and presses is made in a manner that permits a contractor's engineering department to allocate jobs intelligently.

A cover picture in full color of the Ferguson's general offices at Joliet lends an impressive note to the informative brochure. Inside are pictures of the official family of the company and of the modern machines manufactured.

We have the men, equipment, know-how . . . for the production of civilian and armed forces components and machines.

Thirty years experience in designing

and manufacturing machinery (custom built to handle hundreds of different products), has given us confidence to believe that we are now, more than ever, qualified to serve our country in a crisis and our customers, too.

To customers the nation over, we are known as the makers of Packomatic packaging machinery, but to Uncle Sam we are satisfied to be known as the J. L. Ferguson Company, ready and willing to adapt ourselves to any work which our country may need for defense.

We started the packaging machinery business in 1921 when Mr. J. L. Ferguson, after 20 years service with The Quaker Oats Co., left his position to found the company bearing his name. Our customers are the finest in the world.

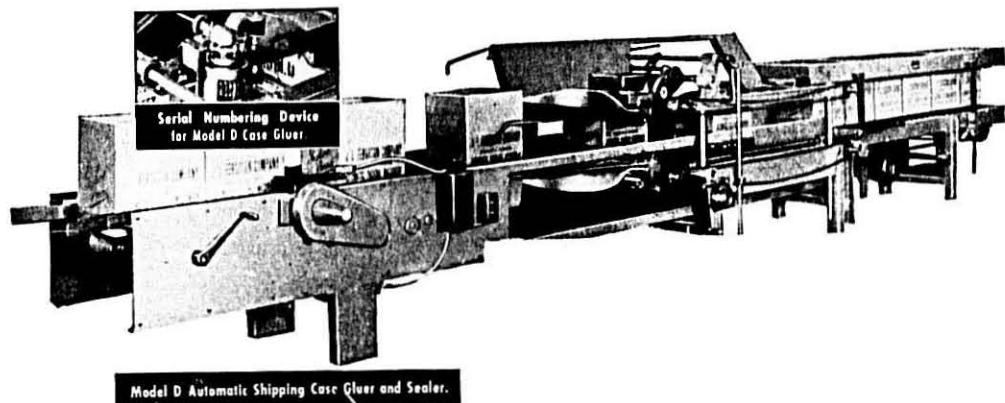
The first machines marketed were package filling and sealing machines from patents of the founder. These machines folded and glued bottoms of

J. L. Ferguson was born in Joliet, Illinois, of Scotch and Irish parentage. He was educated in the public schools of Joliet, and furthered his formal training by attending evening classes at Armour Institute in Chicago. His practical training in engineering came under the tutelage of R. O. Kim, an engineer on the processing and manufacture of rolled oats. Mr. Ferguson was associated with the Quaker Oats Company for more than twenty years in various operating and engineering capacities, and was greatly encouraged in his creative abilities by Prof. A. W. Anderson, inventor of the process of making puffed rice and wheat. Over the years, many patents have been issued to J. L. Ferguson, and he is nominally conceded an outstanding authority in his field.

cartons, placed them in position for filling by weighing or volumetric machines and then glue-sealed and folded the opposite ends, the whole making a sift-proof carton or package for dry products such as cereals, macaroni products, coffee, soap powders, sugar and similar merchandise. It is a ma-



J. L. Ferguson Plant, Highway 52, Joliet, Ill.



Model D Automatic Shipping Case Gluer and Sealer.

chine which is now basic in the packaging industry.

In 1925, the shipping case sealer was developed and marketed. This machine automatically glue-seals the flaps on corrugated or solid fiber shipping cases.

From these two machines have come endless adaptations and models. For instance, in the carton sealer line are now such machines as automatic carton feeds, telescoping type volumetric fillers, automatic case loaders and others devised to reduce packaging costs, increase production and present a more salable and uniform package. The same progress applies to the case sealer, with such units as case imprinter, end flap case sealers and serial numberers.

It was not until 1929 that the trade name, Packomatic, was registered but it has since become synonymous from coast to coast with machines and equipment manufactured by the J. L. Ferguson Company.

Our experience, know-how and "can-do" is at the disposal of our customers for development, research or engineering, with production and material facilities to match.

Your Association invites

The Most Successful Industry Organizations Are the Best-Supported Ones

"Why don't all join your industry trade association?" asks Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Association, in a general letter to non-members. "Our association would welcome you."

Charley McCarthy is wooden, yet he co-operates fully with Edgar Bergen, a unity which assures the success of the combination. Closer and fuller co-operation with the National Macaroni Manufacturers Association by the minority still outside its fold would make easier the solution of the many problems common to the industry.

Charley may or may not be an official member of the Southern Lumbermen's Association, but he surely will listen to the editorial invitation by the *South-*

ern Lumber Journal on the relation of the operator to his industry organization, which seem to apply equally well to the non-co-operators in the macaroni field. It reads:

"Trade association membership is a measure of CHARACTER, because it shows a man's ability to get along well with others.

Trade association membership is a measure of INTELLIGENCE in business methods, because it is the most successful method now known to eliminate the destructive waste of competition.

Trade association membership is a measure of JUDGMENT, because it offers a choice between unnecessary individualism, now quite out-of-date, and co-operation, as a means of economical business growth.

Trade association membership is a test of SPORTSMANSHIP. The bad sport drinks always on the other fellow. The good sport pays as he goes. The good sport declines to accept the benefits that come to his business through the co-operation of his fellow businessmen without paying his share.

Trade association membership is a measure of CREDIT. Bankers lend more readily to a businessman who has enough standing in his industry to be entitled to association membership.

Trade association membership is a measure of PROTECTION. Bankers lend more readily to businessmen who distribute the risk of business judgment.

Trade association membership is business INSURANCE. The free exchange of business information by a group engaged in the same business cuts down credit losses, cuts out wasteful practices, avoids useless experiments, saves the high cost of using original ideas only.

Trade association membership is a measure of the SOUNDNESS of the INDUSTRY AS A WHOLE."

Absenteeism Costs \$56.02

Absenteeism costs employers, on the average, \$56 per employe per year for every employe on the payroll, according to findings of a survey on the cost of absenteeism conducted by Benson Laboratories, Inc., Pittsburgh.

This survey, probably the first of its kind ever made, covered 249 representative companies in all sections of the country. It revealed three significant facts.

1. Less than 25% of the companies surveyed maintain any records whatever of employe absences, this in spite of indisputable knowledge that absenteeism disrupts operations, slows down production in both plant and office, and is therefore an expense factor of sizable proportions.

2. Only 8% of the companies surveyed maintain records complete enough to permit their use in determining the cost of absenteeism.

3. The average cost of absences among companies keeping accurate records is \$56.02 per employe per year. This is the direct cost only—wages and salaries paid to employes for time lost and for work not done.

Based on this average, the total cost of absenteeism to American industry, with its 60 million workers, is more than \$3 1/4 billion dollars per year.

Copies of the report showing the results of this survey are available from Benson Laboratories Inc., Bessemer Bldg., Pittsburgh, Pa.

Wm. A. Schnell

William A. Schnell, sales engineer for 40 years with Link Belt Co., is now associated with the sales staff of Consolidated Products Co., Inc., rebuilt machinery dealers.

Gair Buys American Coating Mills

Acquisition of the American Coating Mills division of Owens-Illinois Glass Co. has been announced by George E. Dyke, president, Robert Gair Co., Inc. Net sales of the division in 1951 exceeded \$20,000,000. The business will be carried on by American Coating Mills Corp., a new wholly owned Gair subsidiary, with principal office in Chicago.

This step follows the affirmative vote of Robert Gair Co., Inc., stockholders at a special meeting held March 24 approving the acquisition.

Gereke-Allen Carton Co.

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Are You Spread Too Thin?

by Harold J. Ashe

Among the many macaroni manufacturers there are undoubtedly a goodly number of business geniuses. In fact, the industry probably has its share. These are the manufacturers who have made notable successes of their plants. Some of them may have such rare management qualities that the macaroni business cannot possibly occupy all of their time or their creative energies, so they branch out into other beckoning industries, looking for new commercial worlds to conquer.

However, for most macaroni manufacturers with slightly lower business I.Q.'s, say from 110 to 140 which is still nothing to be ashamed of, it is a pretty smart idea to stick strictly to one business venture. Most of us have justified contempt for the town handyman and the neighborhood jack-of-all-trades who strictly don't know from nothing. Yet the same unmistakable marks of the amateur and blunderer are all too often on any of us when we step out of our own field of specialized knowledge. Too frequently we end up by botching a management job outside our own field of specialized experience just as completely as does the handyman up against a complex piece of machinery for the first time.

Sidelines, outside of the macaroni industry, can be made to look extremely attractive to the unwary. And who is not unwary at times? The less a manufacturer knows about another line of endeavor, the more he may be tempted to venture into the unknown. Unconsciously, at least, he may even be working under a compulsion to explore in the realm of business, even though such ventures can be extremely expensive.

If a manufacturer has pounded hard pavement all of his life, the lure of farm ownership may trick him into a bad real estate investment. Or, with surplus funds burning a hole in his pocket, he may become a silent partner in a farm implement dealership, an automobile agency, theatre, or what not, the practical day-to-day problems of which he is blissfully ignorant.

The macaroni manufacturer has learned the hard way, and in his own business, that he must have know-how and management skills. He knows that competitive conditions will not permit carelessness, or making serious mistakes very often. Nevertheless, he too

often forgets this lesson when he ventures far afield to invest his money.

Not infrequently he is so sorely tempted by siren-like appeal of another venture that he starves his own business for funds so that he can make such outside investments. For those not in the genius class, it is still a pretty good idea to concentrate all energies and all funds in the one business about which the manufacturer has real knowledge: his own macaroni manufacturing business.

10 Safety Rules in Cashing Checks

Proper check-cashing procedure was suggested during the recent National Crime Prevention Week to eliminate at least a portion of the frauds amounting to an estimated \$400,000,000 committed annually, according to George W. Adams, a veteran check detective and chief investigator for the Todd Co., of Rochester, N. Y., manufacturer of protected, insured checks and equipment. He offers 10 suggestions for foiling passers of phony checks.

1. Don't let a check-passer hurry you while you are examining his check. Remember, it is your money that will be paid out.

2. Don't cash a check for a stranger unless he has positive identification. Remember that social security cards and auto licenses can be easily forged or stolen—an easy trick for a check artist.

3. Don't cash checks signed with a rubber stamp or written in pencil—or checks that show any sign of alteration—of date, payee name, amount, or anything else. If you cash a raised check, the only amount you can possibly recover is that for which it was originally written. The difference is your loss.

4. Don't cash a check out of business hours or on Sunday without rigid investigation, and beware of out-of-town checks, unless you are certain of the presenter's identity and the check's validity.

5. Don't cash bank counter checks unless you are positive as to the identity and character of the presenter. And, although a check appears to be a bank cashier's or certified check, be just as careful about cashing it as you would about personal checks.

6. Don't cash checks for juveniles. They are not legally responsible and often they are runners for gangs of check crooks.

7. If a check is presented with an endorsement already written, request the presenter to re-endorse it in your presence.

8. If you are a merchant, be extremely cautious about cashing a check for considerably more than the amount of the purchase.

9. Be sure the check is the check of an existing concern, and that the bank shown is an actual bank.

10. Don't accept a bankbook as identification. Phone the bank!

Liquid, Frozen and Dried Egg Production February 1952

Liquid egg production during February totaled 46,451,000 pounds, compared with 34,688,000 pounds during February last year and the 1946-50 average of 59,575,000 pounds, the Bureau of Agricultural Economics reports. The quantity frozen was relatively larger than last year and accounts for most of the increase in total production over a year ago.

Dried egg production during February totaled 1,681,000 pounds, compared with 1,846,000 pounds in February last year and the average of 7,228,000 pounds. Production consisted of 149,000 pounds of whole egg, 589,000 pounds of dried albumen and 943,000 pounds of dried yolk. Production during February last year consisted of 1,313,000 pounds of dried whole, 370,000 pounds of dried albumen and 163,000 pounds of dried yolk.

The quantity of frozen egg produced during February totaled 38,117,000 pounds, compared with 25,582,000 pounds during February last year and 34,139,000 pounds the 1946-50 average. Frozen egg stocks increased seven million pounds during February, compared with an increase of two million pounds during February last year and the average February decrease of one half million pounds.

\$500,000 "Hot" Checks Losses

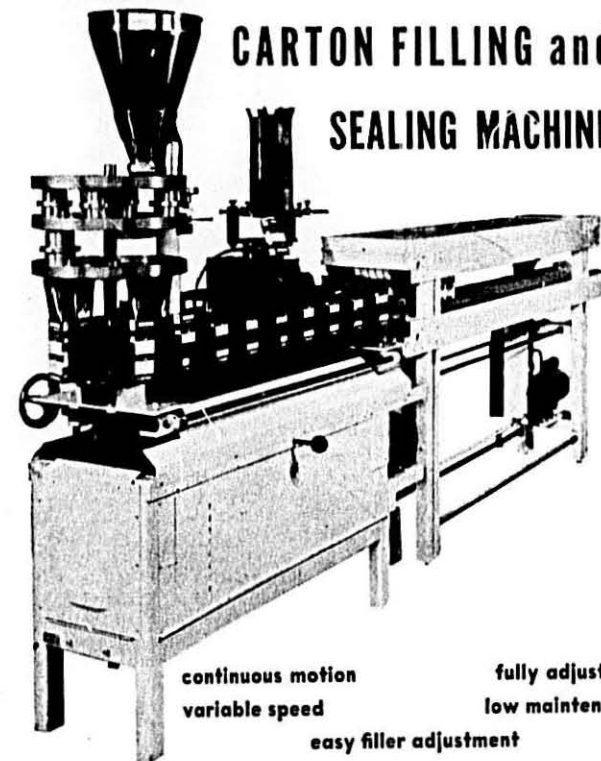
Rare is the business that accepts checks in the course of daily business that does not experience some loss through "hot" checks. Quite familiar to most retailing businesses are the letters "NSF" on checks that are not honored by banks.

From Los Angeles comes the report that check-cashing costs one unnamed firm there a loss of more than a half million dollars, despite the utmost care. It is estimated that the loss to hot-check artists' activities ranges from 1/20 to 1/2 of 1 per cent of gross sales.

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A Complete Production Line in a Single Packaging Machine

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CARTON FILLING and
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continuous motion
variable speed
easy filler adjustment

fully adjustable
low maintenance

- 1—Automatically feeds the carton from magazine.
- 2—Automatically glues bottom flaps.
- 3—Automatically fills carton.
- 4—Automatically glues top flaps.
- 5—Readily changed from one size carton to another.
- 6—Low maintenance cost.
- 7—Uses little floor space.

CLYBOURN MACHINE CORPORATION
6479 N. AVONDALE AVENUE
CHICAGO 31, ILLINOIS

*This machine can also be supplied to package Long macaroni and Spaghetti semi-automatically.

CARE Enlists Public Aid for UN's Global Fight on Disease

For Americans who want to know what they can do personally to promote the universal well-being so essential to peace, the new CARE world health program offers an opportunity to join a global fight against disease, the enemy that needlessly kills and cripples and incapacitates millions of the world's people in underdeveloped countries.

Launched at the request of the United Nations' World Health Organization (WHO), the program will serve as a channel for meeting acute medical needs in critical health areas, through specific CARE packages or projects for which the public will be asked to subscribe funds.

Now underway as the initial project is a \$60,000 campaign to establish an Iron Lung Bank in Asia. The funds will cover CARE's purchase and delivery costs for 30 respirators, at \$2,000 each.

Ten respirators will be deposited in each of three hospital centers in Tokyo, Bangkok and probably Cairo (or some other Middle Eastern city). These centers will serve all of Japan, Thailand, Egypt, Afghanistan, Burma, Ceylon, India, Parkistan, Nepal, Indonesia, French Indo-China, and other nearby countries. At the call of WHO representatives, iron lungs and trained personnel to operate them will be sent from the nearest center into any area stricken by a polio epidemic.

Contributions in any amount to the Iron Lung Bank, CARE, 20 Broad St., New York 5, N. Y., or any local CARE address, will help provide the respirators as a gift from the American people. Should an organization or individual donate the complete cost of a respirator, delivery will be made in the name of the donor.

Guinea Pig Testing

Trial Balloons Precede Actual Promotions

The wise businessman will feel out his markets before launching an expensive advertising program, observes columnist Elmer Roessner, marketing and advertising expert, in a recent treatise on the guinea pig testing idea.

You may be a guinea pig without knowing it. That is true whether you are a consumer or a merchant.

Few new products with long-term possibilities and few national advertising themes are introduced these days without tests that make the residents and businessmen of a few communities the guinea pigs.

Conceivably, a new product could be introduced for very little money; a new advertising theme could break, full blown, from coast to coast. But to introduce a new product on a broad

scale and to get it into most of the stores that might reasonably handle it can cost up into hundreds of thousands. An advertising campaign with an offer that doesn't click can waste a million dollars. Therefore testing has become an important form of insurance.

The product is placed in stores and advertised and the results noted. Sometimes the product is withdrawn or re-priced, or the advertising is revised. But when sales hum, the manufacturer knows he can go ahead with national distribution and advertising. If the test has been properly run, he can tell how much he will sell and what profits will be, and how retailers respond to his deal.

Selection of a test market depends much on the product. Key West is regarded as a pretty poor spot to test snow shovels and New York is no good for testing cow vaccine. But in general, manufacturers like compact markets; they also like markets that give them a cross section of their prospects.

An Australian cough syrup is being market-tested in Minneapolis and Yankton, S. D. Yankton and New York are being used to test a headache remedy. Another remedy is being tested in Rockford, Ill., and Madison, Wis. A new hair coloring preparation is being tested in Binghamton, N. Y., Peoria and Columbus. A new macaroni is being tested in Waco, Tex., Greensboro, N. C., and Waterloo, Iowa. Other new products may be under test right now in your own neighborhood.

Advertising campaigns for old products are being tested the same way. Some large companies subscribe to advertising clipping services just to keep tabs on advertising themes competitors are trying on consumers. Almost no direct mail campaign is ever launched now without test mailings of a few thousand. Sometimes dozens of tests are made until the best combination of persuasion and price is arrived at.

Even national contests are tested. In planning a million-dollar give-away, a company will put on a very similar campaign in a few test areas. This shows them how much the big contest will do and also gives an idea of how much work is involved in handling entries, deciding ties and so on.

Of Rats and Men

It is estimated that ravenous rats take about 200 million bushels of wheat a year out of the country's bins. At times this rodent thievery may tie in with the farm price support program by draining off surpluses, but the trouble is that the rats are at it whether there is surplus or shortage. Now it appears that there is another

species of creatures raiding our grain supply—at least that in government storage. It begins to develop that some of the grain on the books of the Commodity Credit Corporation "just ain't there" in the bins or the elevators.

Just how much is missing and where it went and who got it hasn't been clearly established, but there is a mouldy smell to the whole business. "No fraud—just bad mismanagement," says Secretary Brannan (mismanagement is always bad, we would think), who estimated that such grain losses might run upwards of \$5 million.

The Senate Committee hearing charges of mismanagement in CCC operations was interested in finding out more about it, voted to ask the Senate for \$50,000 for a full scale investigation. With the chain of scandal spreading from the RFC to the Treasury Department to the CCC, it is regrettable that so much of the time of our legislators must be occupied with investigating shenanigans in the administrative branch. Management of a business concern is supposed to be able to detect skulduggery in the organization and root it out. The heads of government agencies should accept and discharge that responsibility. There are too many indications that they are remiss in discovering such practices and then in exposing and punishing them. There are too many implications that they are more concerned with covering up such deficiencies and letting the culprits off. So comments a recent issue of *Wholesale Grocer News*.

New Shapes of Macaroni

St. Louis Concern Turns to the Animal Kingdom to Keep up with Modern Marketing

by Clementine Paddleford, Feature Writer, New York Herald Tribune

Italians, down the centuries, have been artists with the pasta. While Michelangelo and Leonardo da Vinci were painting their masterpieces, humble noodle makers in the very shadow of the Vatican were performing their little miracles on the dough boards. Clever fingers could model masses of dough into delicate statuary, exquisite in detail as a collection of carved ivories. The pasta was pressed into fantastic shapes, delicate shells, miniature bows, tubes big as steam pipes—there were long twirls of fine rope, stars that might have been beaded together to make a queen's necklace. Prizes were awarded annually for the macaroni bender who could twist dough into the most unusual or amusing of shapes.

Macaroni Zoo

Macaroni makers in America have matched old Italy if not surpassed

Assisting the Industry For Over 40 Years With Original Appetizing Forms



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Select "TANZI" Dies

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her in the art of the pasta. Here every variety of shape is made as of old, and pressed out by machine. But few of the designs are new. Almost without exception, the shapes repeat on those from the past. Now a first-generation, American-born Italian family, the Viviano's, of St. Louis, nationally known macaroni makers, have turned out a fresh idea—the animal kingdom. They have produced a zoo in a box, ten different animals, Zoo-Mac the name. It was three years ago the zoo was suggested, then developed. No more difficult to do animals, the Vivianos reasoned, than to make alphabet noodles. Mothers cheered; children were delighted to find a circus in the soup bowl. These little critters can be made into ring molds to hold a creamed dish; use them any way you would the regular macaroni or noodles.

The forms show distinctly—no guess work for junior. You know this is a bear, that one an elephant; here is a lion. What a fine sitting rabbit! Today, animal noodles sell in 38 states and are just being introduced into New York.

A Family Affair

A visit to Viviano Brothers plant in St. Louis is like a visit with the family. It's a family-run operation. Two sisters lend a hand. Vita is secretary-treasurer; Sasa helps in developing recipes; brother Peter is vice president and general sales manager; oldest brother Frank is the dignified president. And there's mother; the children have named her honorary vice president—"she keeps us all under thumb," is their claim.

Five Viviano brothers came out of Italy in the latter part of the nineteenth century, bringing along a vast knowledge of wheat and macaroni products. Peter and Vito, two of the five, started a bakery, making Italian bread and fresh noodles for day-by-day use. Immediately the noodles outsold the bread by a mile and the brothers decided to concentrate on pasta products. They were among the first to interest millers here in producing semolina, a product made of durum wheat grown only in the northern part of the United States. This semolina the Vivianos had known at home in old Italy. Semolina differs considerably from flour; white flour is white, semolina is golden, and it is granular in shape. It is milled from the heart of the durum wheat and contains less than three per cent flour and, therefore, is classified as a cereal. It is almost starch-free, easily digestible and highly nourishing.

It was in 1900 that the present Viviano company was established by the two brothers and it has continued under family management in all its 52 years. Brother Peter died when he was 37, leaving his wife with six small children. Brother Vito, who had no

family, took over his brother's flock to raise. Now Uncle Vito is gone and it's Peter's children who run the St. Louis firm. Now the company is four companies, the St. Louis branch, managed by Peter's family; with other Vivianos in charge of Vimco Company, Carnegie, N. Y.; Vivison, Detroit; Delmonico Foods, Louisville, Ky.

President Frank Viviano took us touring through the plant, showing off its automatic equipment, which was installed in 1948. We asked him to describe the looks of a good macaroni product. He picked up a handful of elbows. "See," he said, "the color should be translucent like this." To us it looked bright amber. "A smooth finish," he said, rubbing a piece between thumb and forefinger. "But the real test," he admitted, "comes by cooking. Macaroni pieces must all cook alike, all be done at the same moment, a uniform product."

Dinner at Home

The Viviano family lives in a St. Louis mansion, 22 rooms and not a room too many. Three of Peter's six live at home with Mama. The three married ones are close neighbors, running in and out, bringing the grandchildren. There is a slender fragile Mama who moves like an angel among her energetic, home-loving tribe. And Angel they call her, a pet name of years. Angel paints china, has a kiln in the basement. Every dish in the house wears gold bands or a flora decoration. Mother loves cooking the dishes of old Italy and the family loves eating. A remarkable family; it has its own orchestra; each member plays one or two instruments. The family loves dogs and these join the evening circle around the piano. Dinner with Vivianos is an unforgettable experience and one unforgettable dish, a meatless spaghetti lentil dish you might like making in Lent.

Safe Delivery Begins at the Home Terminal

by P. L. Schuler, Personnel Director
Theo. Hamm Brewing Co., St. Paul,
Minn.

Motor vehicle safety must start at the home terminal. The fleet superintendent must assume the responsibilities for safety, proper maintenance and operation of all motor vehicles. He must not be the kind of person who will attempt to save effort, time or money by neglecting minor repairs. When new equipment is purchased, serious consideration should be given to driver safety and driver comfort.

It is extremely important that all motor vehicles are properly housed. With this in mind, the Theo. Hamm Brewing Co. built and equipped one of the finest garages in this part of the

country. Everything possible was done to make it a pleasant place for mechanics and garage attendants to work. A good lighting system was installed; the ventilating and exhaust systems were the best obtainable. Even heating temperatures, good tooling equipment, modern motor vehicle lubrication and washing facilities, power doors that operate by electric eyes, modern locker and wash rooms were provided. The interior of the building was cheerfully painted and provisions for good housekeeping were made.

The working conditions for garage personnel were greatly improved and their work showed a marked improvement. Conditions that heretofore had gone unnoticed were repaired without notification. This in itself paid dividends. Road failures became fewer each month. The few that do occur today are not due to the neglect of our repair department, but are usually caused by a mechanical defect or mental fatigue.

One of the most important factors of safety in the transportation system is that of proper driver selection. The employment manager should select men who are physically fit, men who are tactful, alert, and have the skill to drive. The prospective driver's attitude should be that of one who wants to drive and is willing to operate his truck in accordance with the state highway laws and the instructions given him by the plant safety engineer. The net result will be fewer injuries to the driver, longer life of the vehicle and good public relations.

It is needless to add, of course, that driver selection and instruction is not the only solution to the problem of accident prevention. Mechanical equipment must be kept in perfect order. Vehicles must be inspected and checked. Maintenance on each unit must be kept as efficient and as safe as reliable mechanics can make them.

A program of safe and efficient transportation cannot run itself. There must be constant supervision, repeated emphasis on carefulness and intelligent operation, and above all, close personal contact with the employees. Informal interviews may sometimes be necessary. A few questions and answers are usually sufficient to convince the men that the company is interested equally in the safe operation of the vehicles and in the avoidance of all kinds of accidents. If the drivers are once assured that the prevention of accidents and the preservation of life are more important than anything else, they will not only co-operate willingly, but relationship between them and the firm will be greatly improved.

It is management's responsibility to provide physical examinations for all driver applicants. At the time of examination, particular attention should be given to eyesight, blood pressure, heart condition. It should be estab-

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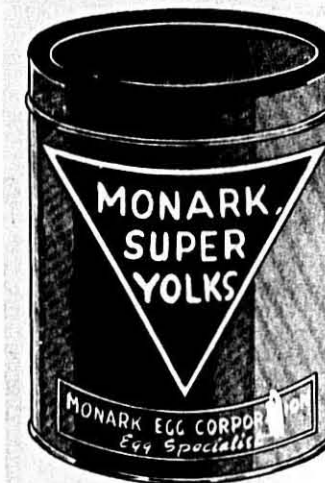
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Monark Egg Corporation

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Kansas City, Missouri

lished that the applicant does not have a history of epilepsy. A driver must have good vision so that he sees what is to the front and either side of him. His heart must be good, to rule out the possibility of his succumbing to a heart attack while doing his regular work. His blood pressure should be normal to eliminate the chances of his having a dizzy spell or suffering a stroke while operating a truck. All operators of motor vehicles should be given a medical examination at least once a year.

At the Theo. Hamm Brewing Co., the applicant who has passed a medical examination and is successful in passing a satisfactory road test, then makes student trips with a seasoned driver. If the test driver's report shows that the prospective driver operates a truck properly and drives safely, he then stays on that truck in the capacity of a truck helper and remains on that job until he has completed a training course in advanced first aid. I am convinced that the most satisfactory approach of teaching safety to a driver is through the medium of first aid. This training makes him more vigilant and prepares him for the emergencies which often occur on the streets and highways.

The majority of drivers realize their responsibilities while driving. They want to play the game safely and are desirous of having an accident-free record. But what about management at the home terminal? What is it doing to stimulate safety in the minds of drivers? What kind of equipment has it furnished them so that they can drive safely? Good equipment, personal contact, safety literature, safety posters, meetings, contests, No Accident Award pins, or cash bonuses—any one of these items will help. The use of all of them spells a successful safety program in any transportation system.

Finally, the safely driven and neat appearing motor vehicle represents the company to the public and the trade. It must be remembered that macaroni-noodle truck drivers are handling a food product, and any product that is transported in a clean and safely driven vehicle is perhaps more in demand than a competitor's sold from a dirty, dilapidated and unsafely driven vehicle.

Food Safety—National Safety Council

"Quiz 'Em," \$2.00

Tom Henry, *This Week*, 420 Lexington Ave., New York City, paid two dollars to Mrs. W.H.Y., North Scituate, R. I., for submitting the following quiz and answer based on current news:

Question: What food is taking preference in Boston, Mass., over the traditional baked beans?

Answer: Macaroni — 37,500 tons of macaroni are eaten annually and only 12,500 tons of beans.

America Is Great BECAUSE . . .

A General Mills, Inc. Americanism Promotion Contest

A contest that will encourage youngsters to think about reasons why America has attained the position of world leadership has been announced by General Mills, nation-wide cereal manufacturer.

The contest is unusual in that it requires no box tops or other types of merchandise to enter. It asks the youth of America to tell in his own words why the American form of government has brought the highest standard of living to the greatest number of people.

Top prize is a \$4,000 scholarship to any recognized college or university in United States. There are 24 other first prizes which will include a flight to the shrines and cities which have played an important part in American history.

The idea originated when appeals were made to the company to use its cereal boxes to encourage discussion of the American way of life. As breakfast often serves as an occasion for family discussion, it was felt that panels in simple language telling about America's freedom and economic development would create a curiosity among youngsters.

To further the interest, a contest was originated which invites children to write in 50 words or less reasons why they think America is great. Judging will be done by three members of the University of Minnesota faculty.

In addition to the 25 first prizes,

there are 100 second prizes of Brownie movie cameras and kodascope projectors. For third prize there will be 1,000 view-master stereoscopes plus 42 full color Kodachrome pictures with each set.

Schools encouraged General Mills to develop panels. Before the mechanics were worked out, educators were consulted on whether such panels would be helpful in classroom discussions of America's heritage.

To obtain materials for the panels on the cereal boxes, research was conducted and historians were consulted. An expert on child literature was brought in and the copy simplified to appeal to 11 and 12-year-old youngsters. The panels were then placed on Cheerios boxes.

Before the contest started, the boxes were on display in grocery stores for several months. Unsolicited response from the public was enthusiastic. Many people wrote that family breakfast discussions are now along the theme of the American Bill of Rights or the privilege of a child to pick his own career in this country.

The contest opened March 24 and closes April 21. It is supported by an extensive advertising program. Teachers have asked for panels to use in classroom discussions. There is no mention of product on the panels which go to the schools.

The tour for the winners will take place in August aboard an American Airlines DC-6 flagship. Such cities as Boston, Los Angeles, New York, Washington, Detroit and Chicago will be visited. Each of the 25 first place winners will be permitted to take along a parent, his teacher and grocer.



Ray Brang, General Mills vice president, discusses unique contest sponsored by company to encourage youngsters to think about principles of faith, freedom and equality which have helped to build America. Children are (from left) Ginger Markham, Janet Holand, Billy Svensson and Jimmy Seod.

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Seek Tariffs on Tuna

With the macaroni-noodle industry collectively, and many manufacturers individually, featuring macaroni products with tuna in their Lenten promotions and for year-around serving, there is much interest in the recent application to the U. S. Tariff Commission by the California Fish Cannery Association and others calling for increased tariffs to protect the domestic tuna fisheries. Hearings are being held on the application to determine a more protective tariff policy on imports of canned tuna and bonito.

The complaint is that, at the low 15 per cent ad valorem tariff, large quantities are being imported. Tariffs have been reduced in recent years under the reciprocal trade agreements program. Tuna fishermen are supporting the proposal and are also seeking protection from imports of fresh and frozen tuna, on which there is no tariff at present.

Macaroni Contract

The Lusco-American Macaroni Manufacturing Co., Inc., Fall River, Mass., has been awarded a government contract to provide 260,000 pounds of macaroni, a Mobilization Associated Industries of Massachusetts bulletin disclosed. The contract for the macaroni is for \$29,900.

Standard Times, New Bedford, Mass.

Gunther Joins Schmidt Noodles as Sales Manager

A business change of special interest to the Michigan grocery trade was announced recently when Fred K. Gunther joined the Schmidt Noodle Co. of Detroit, as sales manager.

Gunther, for the past nine years, has been a key salesman for Lipton teas. He is putting his wide merchandising experience back of another quality line, in making this change.

Sterwin Chemicals Names Chicago District Manager

John A. Revord has been named to fill the newly created post of district manager of the Chicago office of Sterwin Chemicals, Inc., it was announced by P. Val Kolb, president.

Revord has been associated with the company since 1943 as a sales representative covering the midwestern states. In his new capacity, he will supervise sales activities on behalf of Sterwin's products in North and South Dakota, Minnesota, Wisconsin, Michigan and parts of Indiana, Ohio, Illinois, Iowa, and Nebraska. Service calls by Revord and his staff will be made on the baking, milling, confectionery, meat packing, flavor and pharmaceutical industries.

Revord's office is in the Chicago headquarters building of Sterling Drug, Inc., of which Sterwin is a subsidiary, at 445 Lake Shore Drive.

Shellmar Predicts Record Sales in 1952

New high records were set in both net sales and net earnings before taxes it was revealed in a preliminary statement of 1951 results recently issued by Shellmar Products Corp., Mount Vernon, Ohio, converters and fabricators of flexible packaging materials.

Net sales for the year were \$43,067,017, an increase of 27 per cent over the 1950 sales record of \$34,039,990.

Net earnings before provision for federal income and excess profits taxes rose to \$5,986,280. This is 20 per cent above the previous high of \$4,971,016 reached in 1950.

Because of the new corporate tax rates which became effective last year, however, provision for federal taxes increased 62 per cent over the 1950 figure, from \$2,408,334 to \$3,918,885. Because of this increase of more than \$1,500,000 in anticipated federal taxes, net earnings available for dividends were \$2,067,395, a decline of 19 per cent from the \$2,562,712 in 1950 net earnings.

After providing for dividends on the

preferred stock, earnings were equal to \$4.37 per share on the 447,515 outstanding shares of common stock. This compares with earnings of \$5.72 per share on the 433,000 shares of common outstanding in 1950.

Officers of the Shellmar corporation expressed the opinion that net sales and earnings can be expected to reach somewhat the same levels during 1952, although slow demand at the consumer level now affecting several industries using the corporation's products will probably be reflected in results during the first half of the year. This would be offset, it was said, by the fact that a free supply of films now available would permit exploitation of markets closed since before the war by shortages of such materials.

U. S. Cheese Production in 1951

Use in Macaroni and Spaghetti Dishes Increasing

Though cheese is a companion of macaroni-noodle products in an almost endless variety of macaroni food recipes that are popular favorites among Americans, no estimate has been made of the approximate quantity that goes into consumption annually with macaroni, spaghetti and noodles. It is safe to say, however, that increasing quantities of cheese go into macaroni prod-

ucts dishes each year. Casserole dishes of macaroni and cheese account for the biggest portion of cheese consumed with these wheat foods.

According to the records of the Bureau of Agricultural Economics, production of cheese of various types in 1951 constituted an important part of the dairy business. The total cheese production in 1951 was estimated at 1,135,600,000 pounds, the fourth highest on record, down three per cent from 1950, but up one per cent from the 1945-49 average. By months, total cheese output was lower than a year earlier for the first six months of the year, also in November and December, almost unchanged in July, but higher in August, September and October.

The total of American cheese in 1951 was 862,340,000 pounds, the lowest since 1948, three per cent lower than a year earlier and two per cent lower than the 1945-49 average. Wisconsin, which makes about half of the entire domestic output, had a gain of between two and three per cent and was the only state having a higher production in 1951 than in 1950. The combined production of all the remaining states declined nine per cent. Production for the entire country was lower in all months, except August, September and October.

The 1951 United States production of both Swiss cheese and plain condensed whole milk (bulk goods) were

the highest on record, but the output of Blue Mold cheese was the lowest on record. During 1951, less butter, American cheese, Brick and Munster cheese and miscellaneous varieties of cheese were produced than in the preceding year. Products showing gains from 1950 to 1951 were Swiss cheese, Limburger cheese, cream cheese and Neufchatel cheese.

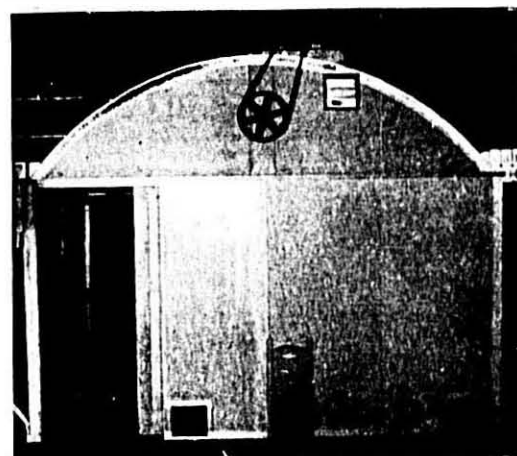
Swiss cheese production in 1951 of 100,020,000 pounds reached a new record high. Output was one per cent higher than in 1950 and 52 per cent above the 1945-1949 average. The combined production of Brick and Munster cheese for 1951 totaled 27,430,000 pounds, the lowest since 1948, nine per cent smaller than the preceding year, but 18 per cent larger than the five-year average.

Limburger cheese totaled 6,460,000 pounds, up eight per cent from a year earlier but down 20 per cent from the five-year average.

Cream cheese production was estimated at 66,380,000 pounds, the second largest on record, exceeded only in 1946. Compared with 1950, the 1951 production was up one per cent, and, compared with the 1945-1949 average output, was up 11 per cent.

Neufchatel cheese production gained 10 per cent from 1950 to 1951, but at 3,930,000 pounds was 28 per cent less than the 5-year average.

Output of Italian cheese, many va-



Exterior View—Lazzaro Drying Room

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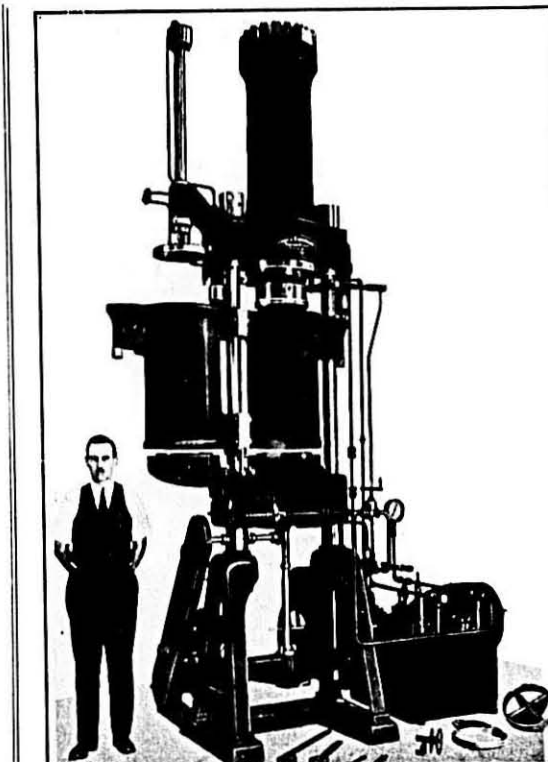
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Macaroni . . . Four Floors Up

By **Veronica Volpe**
Pittsburgh, Pa., Post-Gazette
Food Editor

Historically, and primarily from the consumer's angle and education The "Laff in the Dark" at Kennywood has nothing on the factory of the Vimco Macaroni Products Company in Carnegie, Pa.

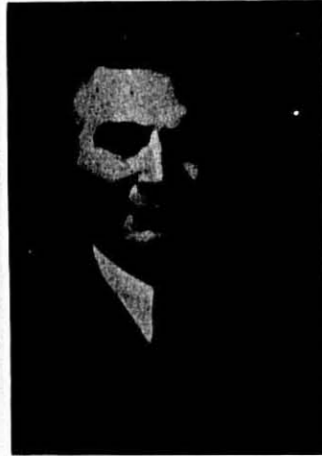
Through the consumer's eye, one look inside, and we think the macaroni manufacturing plant is the closest thing to a "nut house" outside of an amusement park. To further confound the image are a great many trappings of a walloping battlewagon with its busy complement geared to a ship under way and full speed ahead.

On the first floor of the factory, a little man empties 100-pound sacks of golden-flecked semolina, the middlings of durum wheat, into a hole in the wall. And almost the next time you see anything of the semolina, or what has happened to it, it comes out, four floors above, in a variety of forms of the macaroni, of which there are hundreds of shapes.

Mostly the actual process of macaroni making is a purely mechanical one which goes on in huge machines in vast rooms. The raw materials are exposed only at the beginning of the process and at one interval, before

they come out of the presses as a finished product ready for moving into drying rooms, where temperature and ventilation are controlled.

An endless chain conveyor lifts the semolina, at the rate of 10,000 pounds an hour, up to a mixing room on the fourth floor, passing the middlings through a "sifting" machine en route.



Salvatore Viviano
President, Vimco Macaroni Products Co.

On the fourth floor, it flows into eight tanks, each of which has a capacity of 10,000 pounds, enough semolina for

an eight-hour run. And from these tanks, the semolina flows down through long chutes into mixing troughs.

In the troughs, if you are still with us, jets of water, with the speed of flow controlled and heated to a temperature of 100 degrees, fall in a thin stream into the semolina to form the dough, as revolving blades chop and cut through the mix.

From there on, it's every strand or shape for itself as the dough passes onto the presses, and under a pressure of three to four thousand pounds per square inch, is forced through the selected die to form any one of the hundreds of forms of the nutritious macaroni on which middle and southern Europeans have subsisted for generations.

The art of making macaroni is so old that the date of its origin is lost in the annals of history.

A thirteenth century king, who cried, "Macaroni," when served the dish, is credited with naming the food.

The generic term "macaroni," or "macaroni products," includes macaroni, spaghetti and egg noodles in an astonishing number of shapes and sizes.

Best quality macaroni is made from a mixture of semolina and water. Noodles are made from a mixture of semolina flour and eggs.

Semolina is the purified middlings of durum wheat, the hardest wheat

grown, which the United States Department of Agriculture imported to this country from Russia in 1898.

The deep golden or amber color is the natural color of the wheat.

Ninety per cent of the 1950 crop, 36 million bushels, of durum wheat was grown in nine counties in the northeast corner of North Dakota.

Today's durum is of a higher grade and finer quality than the 1898 import variety. A seed certification program, established and maintained by USDA at the experimental station of North Dakota Agricultural College, provides the best possible seeds for growers.

There are hundreds of varieties of the wheat. And improvement of seeds is based on a hybridization program of the various seeds, for each carries some desirable characteristic. The goal of the improvement program at the experimental station is to produce a high quality variety resistant to disease and insect infestation, and one which will give a good yield.

Dough made from durum has the special plastic property for making macaroni. It holds its shape without shattering. And part of the improvement goal is to produce a wheat that is more resistant to shattering than the present form.

It is because of the high quality protein of the gluten of durum wheat that macaroni products have nutritive value.

Taxes Now Cost More Than Food

In an interview with Senator Harry F. Byrd (D., Va.), Paul S. Willis, president of the Grocery Manufacturers of America, Inc., said that our best safeguard for world peace is a sound, healthy economy at home. He asked the Senator whether, in view of the already huge national debt of 260 billion dollars and continually higher taxes, we are not reaching the point where the soundness of our economy would be endangered and, if so, what can be done about it?

Said Willis: "For the first time short of all out war, taxes are costing us more than the food we eat."

"In 1951, we paid 18 billion dollars more in federal, state and local taxes than we spent for food. The tax collector took one dollar for hidden taxes out of every five spent for groceries."

Senator Byrd stated that present fiscal policies can only lead to economic chaos, and that in the next year government spending would put us in the red by nearly 15 billion dollars while we are staggering under the highest tax rates and the highest tax collections in our history. He estimated that, two years from now, the federal debt would be 300 billion dollars, an increase of 40 billion dollars above the present high level.

"There is only one way to reduce public taxes, without increasing public debt," said Senator Byrd, "and that is to reduce public spending."

After carefully analyzing every functional item, every payment program and every payroll in almost 1,700 pages of the budget of 85.4 billion dollars submitted by President Truman last January, Senator Byrd is convinced government spending can be reduced by 9 to 10 billion dollars without impairing a single essential function of government—military or civilian. This analysis by Senator Byrd has been submitted to the Senate and is now part of the Congressional Record and the Senator hopes that his proposed reductions will be carefully considered when the various appropriation bills come before Congress.

Senator Byrd expressed the opinion that, with our form of government being responsive to the will of the people, public expenditure and taxes will be reduced only when the public will is forcefully impressed upon the executive leadership and the legislative representation.

An overwhelming majority of motor vehicles involved in accidents last year were reported in apparently good condition.



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NEWARK, OHIO

Rossotti Pictorial

The Rossotti Lithograph Corp., North Bergen, N. J., has distributed an illustrated four-page brochure showing the activities at the spaghetti buffet supper at the Flamingo Hotel, Miami Beach, in connection with the winter meeting of the National Macaroni Manufacturers Association in that city, January 24-25, 1952.

The "Rossotti Reporter" features the 4th Miami Spaghetti Buffet, by this firm that regularly sponsors such appreciated affairs at national and regional meetings. It reports that the Miami Beach affair last January was "acclaimed as a smash hit by conventioners." The memorable affair was held in the Flamingo Room the evening of January 24.

Assisting Charles C. Rossotti, executive vice president of the host firm, were Thomas F. Sanicola and John Tobia. President C. Frederick Mueller of the C. F. Mueller Co., Jersey City, N. J., and of the National Macaroni Manufacturers Association, was master of ceremonies.

The brochure's front page shows a large picture of the Flamingo Hotel, facing Biscayne Bay, and 27 smaller pictures of groups of guests on the inside and back pages. In attractive



Alfred Rossotti, President



Charles Rossotti, Vice President

headlines appear the words, "Good Friends, Good Fellowship and Good Food—Gaiety Reigned Supreme." Notes on this outstanding social affair appear on the two inside pages under the title—"Flamingoings-On." Cutlines give names of guests pictured.

Copies were sent to manufacturers

and suppliers. Additional copies are available from the Rossotti Company. It was also announced that the firm would be host to a similar affair in connection with the annual convention of the macaroni-noodle industry at Mount Royal Hotel, Montreal, Canada, June 25, 26, 27, 1952.

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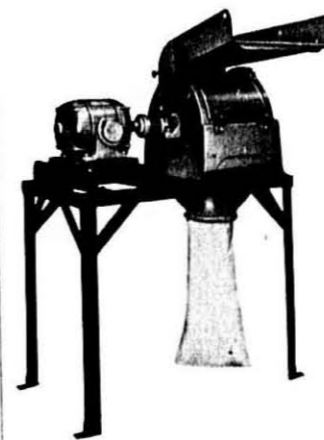
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What is it you want most in a new Macaroni Mill? Dependability? . . . simple, trouble-free design? . . . economy? . . . cleanliness? You'll find them all in a Prater Macaroni Mill—that and much more!

For example: The Prater Macaroni Mill is clean, dust-tight, effectively sealed against any leakage. Of the three screens furnished; two produce a granular product most similar to Semolina, the other may be fine for producing flour. One man quickly, easily, dumps broken macaroni, sacks grind. The Prater Mill is economical—30¢ per 100 pounds should cover labor and power.

On any basis, from any angle . . . Prater is the mill that gives you the most! A Macaroni Mill with a future built-in from a past that goes back 24 experienced years.

But the only way to really convince yourself is to get all the facts. You can do that by simply mailing the coupon below, today. Do it now.



Prater Mill requires only 8 sq. ft. floor space. Unit is complete, ready for service. 5 H.P. motor produces 400-500 lbs. per hr. 7½ H.P. delivers 700 lbs.

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.
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Mr. Green

GREEN LIGHTS

By Robert M. Green

R. L. Ely, contracting officer, and Colonel Wall in the Food and Container Institute and the officers' training school.

Colonel Ely pointed out that, while all export business is handled through the Chicago QMD, purchases for domestic use are being made locally by the various armed forces camps. This saves freight costs and warehousing, and distributes the business more widely to local manufacturers. Obviously, it makes a greater problem of inspection.

Macaroni specifications are clear and explicit, requiring No. 1 semolina; inspection before purchase, during manufacture and after completion of contract. Research work is being done in the Food and Container Institute to see if color standards can be established which will give proof that No. 1 Semolina is used in macaroni for the armed forces.

As taxpayers, we want the government to buy the best products possible at the lowest fair price. As macaroni

manufacturers, we want to give the men in service the best food possible. Poor quality for the sake of price loses repeat business customers and gives the industry a black eye.

Noodle freight rates are being studied by the Ohio Motor Carriers Association, which objects to rates on noodles in LTL lots on intrastate shipments. New rate changes were effective March 29, with noodles getting first class classification. There are no exceptions on noodles shipping intrastate under the fourth class heading of Macaroni Products. The association is protesting this discrimination.

Hearings to consider a proposal to cancel all Less-than-Carload and Any-Quantity-Exemptions-Ratings, including intrastate classifications, were held in Chicago, March 18-19; in New York, March 25-26, and in Atlanta, April 1-2. It is felt that a uniform classification rating will result in different rates for a lot of manufacturers, some up and some down.

Lenten business has not been up to last year's level, but the grocery trade, just as in other fields of distribution, is working on low inventories. The demand should continue to be steady during the next few months, rather than the usual spurts about this time followed by sharp declines.

At the Chicago Quartermaster Depot, I recently talked with Estelle Andrulis, macaroni buyer, Colonel

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SELL MORE MACARONI!

with an individually designed package, with or without windows, that does a full-time selling job—that's easy to stack on store- or pantry-shelf!

PROTECT YOUR PRODUCT!

with a sturdy BRADLEY & GILBERT package that really protects the macaroni product it contains!

SAVE ON FILLING and PACKING!

with a carton that is designed for high speed machine or manual filling.

WE design and manufacture packages that fulfill these requirements. Send us your packaging problem . . . our counsel is yours without obligation.

The Bradley & Gilbert Company

BOXMAKERS

650 South Seventh Street • Louisville, Kentucky

Start Durum Planting About April 15

Durum growers in the favored section of the country's best durum area in North Dakota are surveying their fields as to the probable planting time and making up their minds on how much durum wheat they will plant this spring. B. E. Groom, THE MACARONI JOURNAL representative in that area, who has more than a half century of experience in the durum state, writes that, "as of April 3, the weather and soil conditions throughout the durum area indicates that seeding will be under way by April 15, and that is plenty early for durum. Seldom do we get much seeding done earlier than that."

"Over the durum area, the snow is practically gone and, as the fall was light during the entire winter, no

Kroger Co. Named "Brand Name Retailer of the Year" in the Food Field

Cincinnati, Ohio, Firm Receives Plaque, Four Other Stores Awarded Certificates of Distinction Before 1,500 Executives Attending Brand Names Day Dinner on April 16 at Waldorf-Astoria

The Kroger Co., Cincinnati, is the Brand Name Retailer of the Year in the food field.

This was announced in a telegram to Joseph B. Hall, president of that



B. E. Groom

floods are expected. Last week I talked to men at Langdon who were setting poles for Otter Tail Power Co. lines and they told me that where the lines crossed fields or bare ground, the frost was about five feet deep. That's a good thing for our crops, as it provides the required moisture for growing crops when thawing out.

"On account of the excessive weather damage to the durum crop in 1951, there is a great deal of anxiety regarding the germination of seed stocks. Practically all are having their seed tested for germination. Reports are that many find it to be only around 60 per cent, so many are changing their seed. There are no general reports of a seed shortage, but this low germination of durum will be a factor in cutting durum acreage, probably around 10 per cent. With good growing weather this summer and normal harvesting weather next fall, there should be a good durum crop in 1952."

Uneasy lies the head that ignores a telephone call late at night.

Full Line of Dehydrated Vegetables

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Spinach
Onion
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And All Other
SOUP MIXES

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Unsurpassed versatility of equipment is one reason why so many important factors in the macaroni industry rely on Sutherland for their packaging needs. Long, short, tall, squat, square, round—whatever type package you want—this completely integrated packaging center has the facilities to produce it.

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SUTHERLAND PAPER CO., Kalamazoo, Mich.

get their deliciousness; they are more difficult to forget than one's first love.

Opulent and full of surprises, this dish is a composite of many dishes. It is, usually brought to the table by a host with a broad and beaming face whose too casual manners would meet with the severe disapproval of the manager of the Ritz.

Romantically veiled by a white cloud of steam, it offers a most inspiring view: beef broth lean and fat, capons with a patina of gold, shiny and fragrant cotecchini. Without being aware of it, lost in admiration, you will be impelled to murmur: "little slice, a small piece, a little bit, a smidgin..."

Finally, after having come to the end of a long and hypocritical series of little slices, small pieces, little bits and smidgins, you will find before you a little hill of meat still to be scaled.

As a rule, bolliti misti are the choice of good-natured men who dislike the too violent taste-thrills of the black carbonata of the Val d'Aosta and of the mysterious mocetta made of smoked antelope, and who want to eat wholesome food and while eating like to speak of simple and soothing things. It is impossible to discuss the hydrogen bomb in the vicinity of bolliti misti. They are conducive instead to calm and lengthy discussions on the immortality of the soul, the squaring of the circle and the rebuilding of the Regio Theatre.

Before the time comes when, sated and satisfied, you must leave the table, I should like to give you a few more words of advice. What would you say to topping off your luncheon or dinner with a bit of Castelmagno cheese? If it is included among the wonders on your menu don't miss it. But it is not likely that you will come across it. Only a very small quantity, at the most a hundred forms a year, are produced and its illustrious authors live in Valgrana, not far from Cuneo. When you question them concerning their secret, they answer that it is all in the grass the cows eat in the pasture and in the air the dear creatures breathe.

And now what would you say to a half dozen marrons glacés? They are the delectable delicacy of the bad season in Piedmont. When autumn ends and some people, as the fog thickens, begin to doubt the existence of the Mole Antonina, the imminent approach of winter in Piedmont is heralded not so much by an epidemic of colds as by the marrons glacés.

The real ones, the famous brand ones, are made with the chestnuts of Chiusa Pesio, exclusively. Before leaving Turin, have a box of them sent to your beloved; they are a superior substitute for sonnets and they melt in the mouth more sweetly than any words of love.

WOMEN IN INDUSTRY

(Continued from Page 56)

which were considered unfitted for women, and these, in the main, required brute strength. Even that has been supplied by the use of electric hoists, trolleys and similar mechanical devices so that women have been and can be employed on heavy work such as the operation of large radial drills, milling machines and forge work.

Dual Responsibilities

It would appear that one of the most important things to bear in mind is that many women employes may have dual responsibilities. The employer, of course, does not have to set up a program of special privileges for them. He can expect them to do their work well and earn their money.

However, he will have to take into consideration that he may have a larger percentage of absenteeism and turnover among women who may have no one to look after Junior when he gets the measles, falls out of a tree and breaks a leg, or any one of the unexpected things which come up. You

know all about them if you are a family man.

Boning up on Women in Industry

Have you any books in your office library, or in that desk drawer where you tuck things that should be in the files, about women in industry? Booklets covering a variety of subjects, all helpful, are available from the women's bureau, U. S. Dept. of Labor, Washington, D. C.

In conclusion, when you hire women, think of these angles:

- (a) Sell the idea of women workers to present employ staff—the foremen and men workers.
(b) Survey jobs to decide which are most suitable for women.
(c) Make adaptations of jobs to fit smaller frames and less muscular strength of women.
(d) Check your safety devices. Some might need correction for smaller hands, for example.
(e) Provide service facilities in the plant to accommodate anticipated number of women.
(f) You may wish to appoint a woman personnel director to organize and head a woman-counselor system.
(g) Select women carefully for specific jobs.
(h) Develop a program for the induction and training of women.



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