

**THE  
MACARONI  
JOURNAL**

**Volume XXXIV  
Number 1**

**May, 1952**

MAY, 1952

*the* **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*An Extra Special Spaghetti Dinner*



TOMATO-TUNA SPAGHETTI—A challenge to all who are hungry. Equally suitable for Lunch, Dinner or late Snack. (Recipe Page 13.)

*Courtesy The National Macaroni Institute*

Official Organ  
National Macaroni Manufacturers Association  
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIV  
NUMBER 1

32x10

25x11

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Farmer's Union Grain Terminal Association

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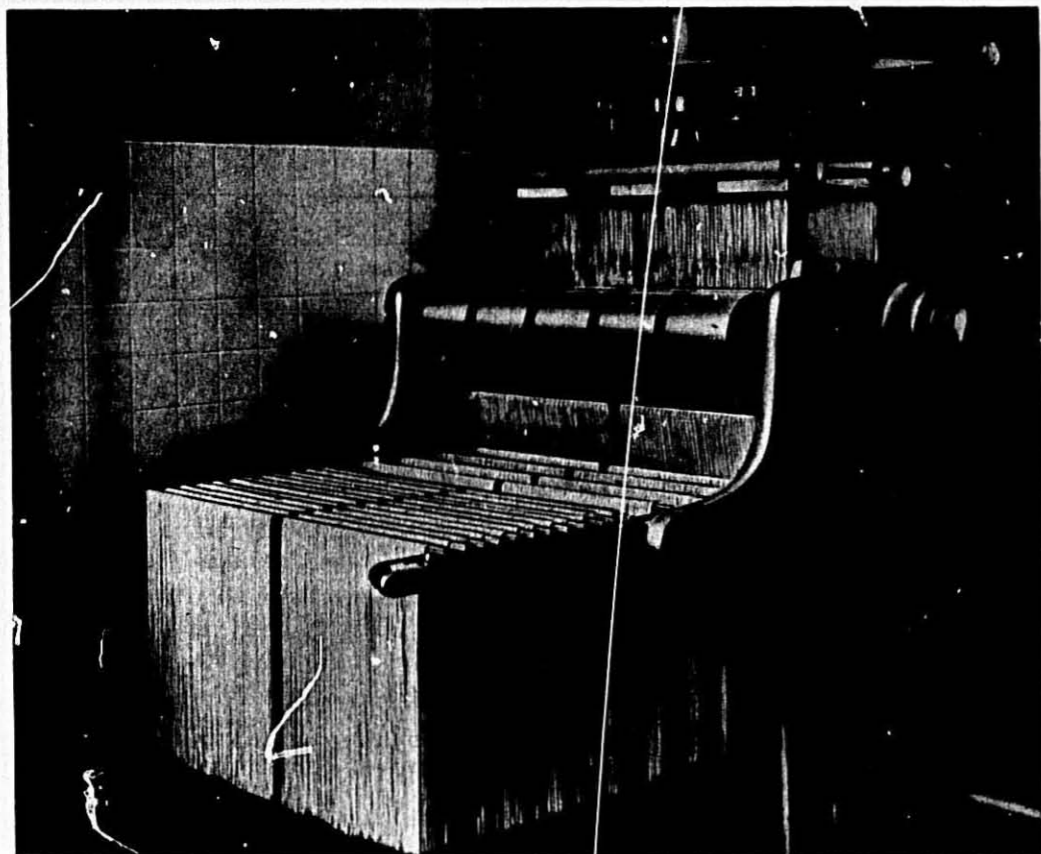
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Both Single & Double Spreaders are completely automatic  
 Trimmings are reduced to 5-7%  
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# The MACARONI JOURNAL

Volume XXXIV

May, 1952

Number 1

## How Lucky Are You?

With the trend to live outside of the heavily populated centers, the number of workers in plants of all categories who drive to work has increased steadily through the years. In many plants, more than half of the executives and employes ride to work, many using automobiles.

Nearly two million casualties, the worst automobile accident toll in the nation's history, were recorded in 1951, according to figures released by The Travelers Insurance Companies of Hartford, Conn., in a booklet titled, "Lucky You."

Last year's traffic deaths totaled 37,100, an increase of 1,600 over the 1950 mark. The injury count soared to 1,962,600, more than 160,000 over 1950, the Hartford firm reports. The company collects and analyzes accident statistics from every state.

More than 13,000 persons were killed and 570,000 injured last year by drivers who were exceeding the speed limit, according to the report. Excessive speed was "far and away the most dangerous mistake" in driving.

More than 11,000 drivers under 25 years old were involved in fatal accidents and 416,000 more in personal injury accidents, the figures reveal. If you drive a car to and from your job, here are more surprising facts discovered in the survey:

More persons lost their lives in 1951 traffic during the hour from 6 to 7 p.m. than in any other hour of the day. Travel is heaviest at two distinct times during the average day: from 7 to 10 a.m., when Americans go to work, and from 4 to 7 p.m., when we return home.

Without the facts, you would assume that each period would produce about the same number of accidents. The figures show instead that more than *twice* as many accidents occur during the afternoon and evening hours as in the morning.

"At the end of the day," continues the report, "you are tired. Unless you make up for duller reflexes with extra caution, you're in danger. At the end of the day, your attitude is against you. Unless you deliberately curb your impatience and your belligerence, you're in danger, too. At the end of the day, visibility is poor, especially in the winter months. Unless you slow up and stay well behind the car ahead, you're in danger."

Drivers and passengers may have been lucky last year. How lucky will you be this year?

## 1952 Industry Conference

Twice yearly, opportunities are presented for open conferences on industry matters by the National Macaroni Manufacturers Association, the only trade organization on the American Continent sponsored and supported by the makers of macaroni-noodle products and the suppliers of their production needs; they are (1) the winter meetings in January and (2) the industry conferences in June.

The winter meeting held last January at Miami Beach, Fla. was enthusiastically successful, providing the opportunity for the industry to consider matters of trade interest that arose in the months that followed the annual get-together last June, both casual and crucial.

The annual conference this year will be held at Montreal, Canada, June 25-27, and being an international affair, should attract most of the leading manufacturers and suppliers from the United States and Canada, because of the similarity of the problems that prevail irrespective of boundary lines.

Reports are that manufacturers and suppliers from several foreign countries are planning to send representatives to the 1952 industry conference in Montreal next June. In recognition of this possibility, the convention planners advise that the program for the three-day meeting is being set up to not only accommodate all visitors from home and abroad, but also to compensate them for their time and expense in attending.

The macaroni manufacturers of Canada will act as hosts for this year's conference, in receiving and entertaining all convention guests. They are united in their determination that the 1952 industry conference will go down in history as one of the best ever sponsored since the organization of the National Macaroni Manufacturers Association in April, 1904.

This might still be an extreme case, but it is the hope of all leaders, for instance, that macaroni manufacturers everywhere will start girdling themselves for a determined fight against nationalization of industry that appears to be the present threat to free enterprise. The old saying, "An Ounce of Prevention," still points the way. Attendance at this year's conference will reflect the industry's attitude towards socialization. Plan to confer with friendly competitors for the good of country and industry.

## Continued Growth Predicted By Food Industry Leader

**GMA President Says Changes  
Will Continue to Mark Progress  
in the Food Industry**

In an address before the annual meeting of the Western Chain Grocers Association at the Del Coronado Hotel, Coronado, Calif., Paul S. Willis, president of Grocery Manufacturers of America, Inc., stated that the most certain element in the future of the food industry is change based on new discoveries in the science of nutrition, new developments in agriculture and progress in food manufacturing and distribution.

Referring to the outlook for the industry, Willis said that while the prospect of continued high volume of sales is good, the outlook for profits is not good. "With back-breaking taxes, restrictions, controls and constantly rising operating costs, management faces one of its greatest challenges which calls for development of new and better patterns of production and distribution as a possible hope for profitable operations."

"There is only one thing that has grown faster and bigger than the food industry, and that is taxes. In 1939, total taxes were 12½ billion dollars. In 1951, taxes had climbed to about 75 billion dollars, and for 1952 they will probably reach about 85 billion dollars. For the first time in history, short of all-out war, our total tax bill is higher than our total food bill. In 1950, the tax bill exceeded the food bill by 5 billion; in 1951, by 18 billion dollars; and it is estimated that in 1952 the tax bill will be about 27 billion dollars higher than the food bill. On groceries alone, \$1 out of every \$5 goes for hidden taxes. The hidden tax bill on groceries in 1951 was about 11 billion dollars.

"We have also reached the point where taxes exceed profits. For example: in 1951, taxes of 29 representative grocery manufacturers exceeded their profits by 36 million dollars, or 13%. There are also instances where the total taxes paid exceed the total payrolls.

"Another alarming trend is that, in 1951, these 29 manufacturers retained 45% less of their earnings than 1950. This raises the question as to where the money is going to come from for expansion and upkeep of one's business."

Commenting on food supplies, he said that, according to government

forecasts, there will be an adequate total supply of food to fill the needs of civilian and military requirements, with some left over for export. He added that, except for a few seasonal products, prices have been holding steady since January, 1951. There has been a decline on some products and

indications are that prices will remain pretty much at present levels.

Developing his point that changes will continue to mark progress in the industry, he said that every selling and advertising dollar must produce more sales. He predicted that competition will be very severe for both manu-

### Industry's Packaging Requirements

Annual Packaging Requirements of the macaroni-noodle industry have been submitted to the Department of Agriculture, claimant agent for the Food Industry under the Controlled Materials Plan, on the basis of the calculations below, prepared by Task Group Committee Member Glenn G. Hoskins:

#### Basis of Calculation

|   |                      |
|---|----------------------|
| 1951 production of macaroni and noodle products   | 1,050,000,000 lbs.   |
| Requirements per 1,000,000 lbs. of production:  |                      |
| Corrugated Shipping Containers  | 20.8 tons @ \$212.00 |
| Carton Board—Usually 20 to 22 point white patent coated news  | 53 tons @ \$254.00   |
| Cellophane—Not printed  | 7.3 tons @ \$1070.00 |
| Cellophane—Printed  | 6.5 tons @ \$2100.00 |
| Wax Paper, including liners for packages, overwraps and liners for bulk containers as per military specifications | 10 tons @ \$345.00   |

#### Breakdown of Production Use

|   |                  |
|---|------------------|
| Packed in WPC cartons with or without wax or cellophane liners or overwraps   | 665,000,000 lbs. |
| Packed in Bulk containers of 10 lbs. or more with or without wax paper liners | 100,000,000 lbs. |
| Packed in unprinted cellophane  | 15,000,000 lbs.  |
| Packed in printed cellophane  | 270,000,000 lbs. |

#### Estimated 1952 Requirements

|  |  |                 |
|--|--|-----------------|
| Shipping Containers  | 21,840.0 tons                                    | \$ 4,630,080.00 |
| 20.8 tons X 1050 (million) = 21,840 tons @ \$212 =   |  | \$4,630,080     |
| Cartons  | 53 tons X 665 (million) = 35,245 tons @ \$254 =  | \$8,952,230     |
| Cellophane—Unprinted   | 7.3 tons X 15 (million) = 109.5 tons @ \$1070 =  | \$ 117,165      |
| Cellophane—Printed   | 6.5 tons X 270 (million) = 1,755 tons @ \$2100 = | \$3,685,500     |
| Wax Paper, including inner wraps, overwraps and bulk liners for domestic and military procurement: |  |                 |
| Wax paper lined military and portion of domestic bulk  | 70,000,000 lbs.                                  |                 |
| Wax paper overwrap on cartons  | 40,000,000 lbs.                                  |                 |
| Wax paper innerwrap in cartons   | 335,000,000 lbs.                                 |                 |
|  | 445,000,000 lbs.                                 |                 |
| 10 tons X 445 (million) = 4,450 tons @ \$345.00 =  |  | \$1,535,250     |

#### Summary

|                        |               |                 |
|------------------------|---------------|-----------------|
| Shipping Containers    | 21,840.0 tons | \$ 4,630,080.00 |
| Cartons                | 35,245.0 tons | 8,952,230.00    |
| Cellophane—Not Printed | 109.5 tons    | 117,165.00      |
| Cellophane—Printed     | 1,755.0 tons  | 3,685,500.00    |
| Wax Paper              | 4,450.0 tons  | 1,535,250.00    |
| Total                  | 63,399.5 tons | \$18,920,225.00 |



Paul S. Willis

facturers and distributors and that management will have to depend on greater efficiency and economies to offset increasing operating costs.

"Packaging plays an important role in mass distribution and there will be continuing change in the style, shape, durability and attractiveness of packages. There will be a steady flow of new products on the market to tempt homemakers and fight for the consumer's dollar. Non-food items in grocery stores will increase in number as this is the most economical method of distribution. Improved refrigeration will continue to contribute toward marketing perishable and semi-perishable products.

"Consumer buying habits have been changed by development of the supermarket, which was pioneered on the west coast. Eating habits of many people have been changed by ready-to-serve and quickly prepared foods, and the convenience factor will influence development of more new products.

"The grocery bill will grow bigger and bigger because of the increasing population and because people generally are eating better. In 1939, per capita consumption of food was 1,525 pounds; last year it was about 1,600 pounds. This increase will continue, for people are becoming more food conscious and nutrition minded. People can afford to eat better. The same basket of food that cost 23 per cent of disposable income in 1935-39, today costs but 19 per cent of disposable income."

In conclusion, Willis said that the food industry has everything to gain by giving the American people more information about its operations, so they will have a more accurate picture of "what we do, why we do it and what it means to them."

"We should tell our story because it is a very good one and it will counteract the false and misleading informa-

tion which is circulated about the industry."

### Half a Century of Evolution in the Food Industry

Tribute was paid to the food industry recently for reducing costs to the consumer during a difficult inflationary period by Walter Barry, vice president and chairman of the food division for General Mills.

Barry spoke to an advanced management class at the Harvard School of Business in a joint lecture with Charles Wesley Dunn, general counsel of the Grocery Manufacturers Association and president of the Food Law Institute, Inc.

Despite the fact that costs have increased, Barry said the food industry has consistently reduced the spread between what it pays for merchandise and the selling price, passing on the savings to the consumer.

For example, efficient food retailers have cut their mark-up from an average of about 24 per cent to around 15 per cent during the last 10 years. This has been achieved despite growing complexities and shows how the industry has adopted efficiency and service to the consumer to provide an improved standard of living, he said.

Speaking on "Half a Century of Evolution in the Food Industry," Barry pointed out the dramatic changes which have taken place for the farmer, manufacturer, retailer and housewife. He said the food industry today has a hypothetical board of directors consisting of members from agriculture, science, government, education, business and consumer homes.

Chairman of the board—"and unquestioned boss of the entire food industry"—is the consumer representative, Mrs. Homemaker, he said.

Today, 67 per cent of all food sold at retail moves through self-service stores, and the decisions she makes affect directly the profit and loss of retailers, wholesalers and food processors, large and small. Her decisions will have much to do with the number and kinds of jobs available; in fact, almost every phase of our economy is affected one way or another by her choice, he asserted.

While the food industry has not been completely successful in telling its own business story to the public, it has been relatively more successful in applying sales techniques for its products. Success goes not automatically to those companies which have the largest sales forces and the most overwhelming advertising budgets, but to those which keep flexible, alert and ready to test any idea, no matter what its source which gives reasonable promise of helping the distributive machine to move merchandise.

"Success has come most consistently to those processors whose advertising men were most willing to dig, not only for new ideas, but for new and more reliable ways of measuring the penetrating power and influence of any selling idea which can attract more consumers to its products."

He said the basic trend today continues to grow toward self-servicing retailing. Competition for the customer's favorable attention was never greater than today in this business where competition is the great tradition.

"That is why you find food industry members among the first and most active users of improved methods for determining consumer attitudes, new methods of measuring the impact of advertising, new systems which may uncover what lurks unspoken in the back of a woman's mind."

He said this is also why there is greater reliance on service in advertising rather than constant repetition of competitive claims. Service means practical ideas which make kitchen work easier and meals more enjoyable. "It is almost a perfect example of enlightened self-interest."

In brief, Barry said, a food industry is a prime example of the whole, accelerating American system—business at its working best. "If the swift changes of the past fifty, or even five, years are an indication, continued evolution in every phase of the food industry will go on hand in hand with continued competition."

He concluded by saying we have only begun to see the development of improvements in the basic food supply. We have seen only the first stages of scientific search that will make our daily three square meals a source of better health and happiness for every living person.

"The food industry is a growing industry in a growing nation. It is the life line of America, and it offers endless challenge and great satisfaction to resourceful young men who are willing to be hard-working students the rest of their economic lives."

### Mostra Delle Conserve Alimentari

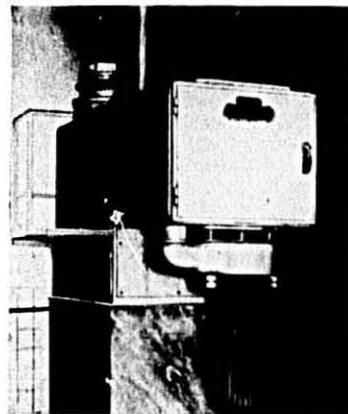
The second Food Fair at Parma, Italy, will be held from September 12 to 25, 1951, according to an official announcement by the management. It will be co-ordinated with the International Fair of Food Canners and Packers at the same place and covering the same period.

Request has been made that several copies of THE MACARONI JOURNAL be sent for display at the 1952 fair. Any who may be desirous of exhibiting at the fair this year should contact E. A. Mostra Delle Conserve Alimentari, Viale Tanara 35, Parma, Italy.

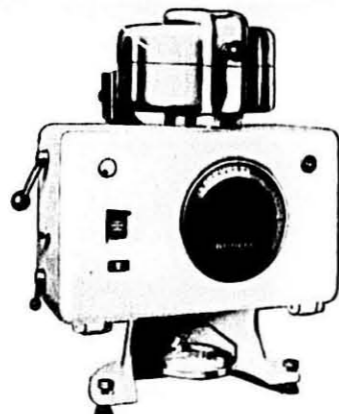
# BUHLER



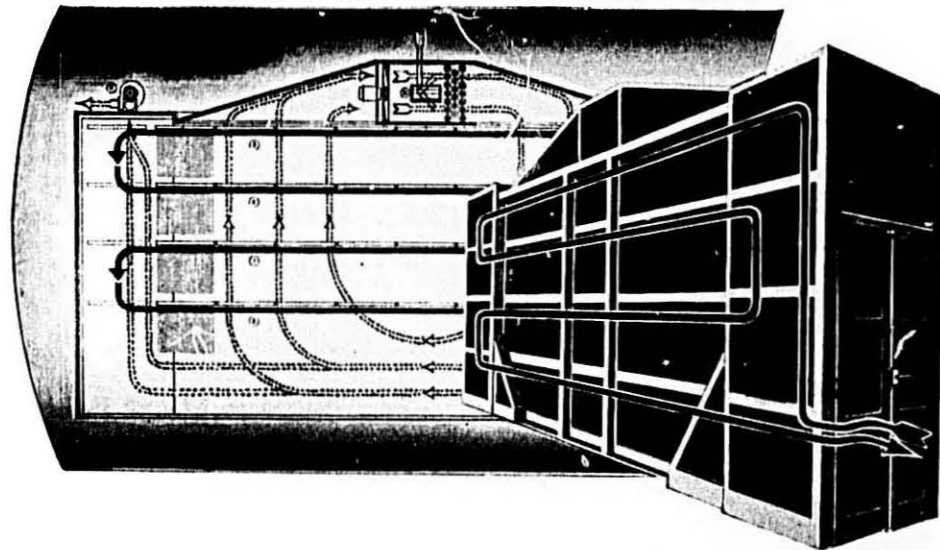
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BUHLER Thermal Torsion Balance, BL 104. An ideal combination of accuracy and speed for continuous checking of product moisture content. Gives readings of micrometer-accuracy in 3-6 minutes with greater operating convenience.

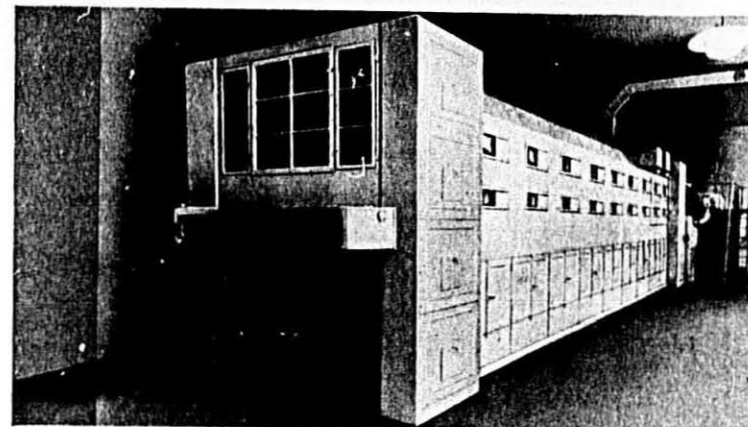


\* { ——— Circulation of Goods.  
..... Circulation of Air.



## ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

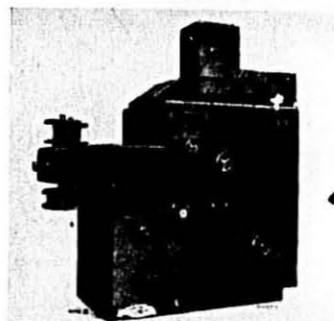
LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



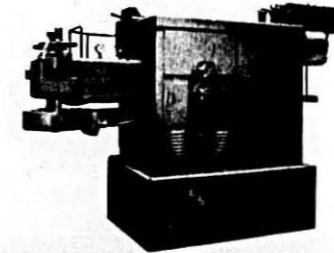
In sizes for capacities to 22,000 lbs. — in 24 hours. ALSO AVAILABLE—A newly-designed simplified spreader for all solid and hollow goods.

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*Engineers for Industry Since 1860*

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

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## THE STEEL CASE

AS of May 5, 1952, the word "turmoil" best describes the situation in the steel and depending industries, following the decision by the President of the United States to "seize" control of the mills. *Legislative Outlook*, official organ of the Chamber of Commerce of the United States, declares that the "Government Handling Sets Ominous Precedent."

"No matter the final outcome of the steel case itself, the precedent it has set will remain long and forebodingly—continuing its threat to freedom until and unless it is overruled by Congress and the people. The question raised is whether government, by executive decree, is to be substituted for our Constitutionally-founded government by the people through Congress. Congress is being asked that question. It is one which the people and Congress must answer—and quickly."

Federal Judge Pines has ruled that President Harry S. Truman exceeded his constitutional authority in his steel industry seizure action. Then the Appeals Court, by a 5-to-4 vote, has ordered that Judge Pine's decision, to return the mills to the owners be held in suspension, pending an appeal to high courts, probably the Supreme Court. In the meantime, the steel workers were called out on strike by the union leaders, who later rescinded that order on advice of the President, who suggested that the workers return to their jobs to continue the production of needed steel awaiting the court's decision.

In an editorial concerning the President's action in taking over the steel industry, the *New York Times* said, in part: "It is obvious that if this (steel industry seizure) order stands up in the federal courts, we shall have entered a new era in which the 'implied powers' of the Presidency go very far indeed. If the President can take over the steel industry, set the wages it shall pay and govern its right to pay dividends to its owners and interest to its creditors, he can, of course, do the same thing in the case of any other industry whose product bulks large in the national economy or is of importance in the national defense."

"In this case, it will no longer be necessary for the President to seek Congressional authority in matters of this kind. The President, any president, will have all the authority he needs in his power to issue executive orders, and to a very substantial extent we shall all be living under a new regime of government by executive decree."

Commenting further, the U. S. Chamber's organ says that in the steel case, the CIO United Steelworkers of America succeeded in forcing their wage dispute with the industry into the jurisdiction of the Wage Stabilization Board. The WSB eventually

reached a decision which was rejected by both its own industry members and the steel industry. The union immediately said that it would not accept anything less than the WSB recommendations and the industry announced that it could not accept the board's recommendations unless it were given a price increase larger than the Office of Price Stabilization was willing to permit. That laid the ground for seizure—the legality of which is highly questionable and is being challenged in the federal courts by the industry as contrary to the expressed intent of Congress.

WSB, with its industry members dissenting, recommended a 26-cent hourly increase, maintaining that it was merely a "catch-up" for the steelworkers and would not have inflationary effects by influencing similar wage increases in other industries. Actually, of course, a WSB recommendation carries the weight of official opinion and in recent years, wage settlements in the steel industry has set the pattern for other large industries. In fact, the steel workers immediately announced that the WSB recommendations also would be pressed for over 500,000 steel fabrication workers.

The WSB, again with the management members dissenting, also recommended a union shop (compulsory union membership while the worker is employed) agreement for the steel industry, a provision which the union had not been able to obtain by collective bargaining for the industry as a whole, although it is in effect in some steel companies. That WSB recommendation amounted to giving official sanction to arbitrary imposition of a labor-management condition which Congress has said (in the Taft-Hartley Act) may be effected only through free collective bargaining.

Two facts are noteworthy in connection with the steel case and the precedent it sets.

One is the failure to employ the Taft-Hartley Act. "It is true that the strike could be delayed for only 80 days by applying that law," says the *Washington Star*. "But it is not true, as Mr. Truman suggested, that a shutdown in the industry of from one to two weeks would have been inevitable had he invoked the law. Under the law, when an impending strike threatens a national emergency, he is empowered to appoint a board of inquiry. He is not required to wait until the eleventh hour. But Mr. Truman did not take timely action. He deliberately waited until it was too late to invoke the law. And then he tried to blame the law, rather than accept responsibility for his own failure."

The other noteworthy fact is that, just before the steel seizure, Congress had granted the President, in accord

(Continued on Page 36)

# only the BEST reaches You!



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



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

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

**General Mills, Inc.**

Durum Sales  
MINNEAPOLIS, MINN.





The King Midas Durum Mills at Superior, Wis., are an important manufacturing center in the macaroni and spaghetti industry of the United States. There are only ten mills in America devoted to the manufacture of semolina and durum flours, and the King Midas Superior Mills are the largest.

### Know Your Suppliers—

## Proud Of King Midas

The people in the twin cities of Duluth, Minn., and Superior, Wis., at the headwaters of the Great Lakes are proud of the many industries and businesses that are located in that important area. This pride is aptly expressed in a very readable story that appeared in a recent issue of the "Evening Telegram" of Superior, beautifully pictured. Excerpts are given because the information contained is of particular interest to macaroni-noodle manufacturers, and is in keeping with a general plan to print, from time to time, articles entitled "Know Your Suppliers," concerning other mills and all the leading suppliers of the needs of the U. S. macaroni-noodle industry. — The Editor.

Featured in a full-page descriptive spread of the *Evening Telegram* of Superior, Wis., March 22, was the King Midas Flour Mill in that community.

Featured in the pictures describing the mill were Edward Novozinski, Walter Peck, O. F. Wilke, E. W. Elmgren and J. D. Retzer.

Excerpts from the picture story are reprinted below:

"Wherever macaroni and spaghetti are processed you are likely to find macaroni flour that originated in Superior. The huge King Midas mill in East End Superior specializes in this flour product, and has become one of the city's most flourishing year-round industries. In 1951 the plant handled 5,461,249 bushels of wheat. It had 105 persons on its payroll, totaling \$510,000.

#### Mill Is Impressive

"As motorists approach the East End waterfront along Superior's new concrete pavement they get an immediate impression of thriving industrial activity when they gaze upon the huge King Midas flour mill. This impres-

sion is registered at night as well as during the day because the multitude of lights in the busy mill and the huge illuminated red-letter sign on top of the storage bins reflect around-the-clock operation. The King Midas industry, which specializes in producing macaroni and spaghetti flour, employs 105 persons and has an annual payroll of \$510,000. The Superior plant is one of three mills operated by the King Midas Flour Mills, the others being located at Hastings, Minn., and Minneapolis. The three mills have a total combined output of 18,500 cwt. per day. While King Midas is not one of the largest flour mills in the United States, it ranks twelfth in size of all milling companies.

#### Former Mill Modernized

"The King Midas Company took over the former Daisy Mill in 1939. Back in the depression days of the 1930s, the Daisy Mill was an idle plant a ghost of the flourishing flour mill days of the past. There seemed no hope for its revival until an Association of Commerce committee contacted the King Midas officials at Minneapolis. The committee received hearty and encouraging response to invitations to reopen the Daisy Mill in Superior.

"As soon as the King Midas concern moved in, the mill was completely modernized and its storage capacity vastly increased by the addition of eight new bins. More than \$100,000 was expended on the improvement project, thus assuring Superior of a flour mill of which it can certainly be proud. Of the 105 persons now employed, 26 have received 25-year gold wrist watches as the firm has given recognition to the men's prior service at the mill before it took over.

William Steinko  
Co-manager, King Midas  
Flour Mills



# KING MIDAS

*means quality*

Actual King Midas  
Semolina is used in  
this advertisement

... SEMOLINA  
... DURUM PRODUCTS

KING MIDAS FLOUR MILLS  
MINNEAPOLIS MINNESOTA

(Continued on Page 35)



## Returns from European Tour

William Steinke, vice president of the Van Dusen Harrington Co., and co-manager of King Midas Flour Mills, Minneapolis, has returned from a six-week tour of Europe, during which he visited England, France, Germany, Switzerland and Italy. He and his wife, who accompanied him on the tour, returned the middle part of April on *S.S. Liberty*, via New York. "While in Italy," he reports, "I visited several semolina mills as well as macaroni plants, and I certainly was amazed at the modern and efficient plants I saw there. We enjoyed Italy particularly, and Rome was perhaps the most interesting of all the cities visited. I hope I may have the opportunity to go back some day to more leisurely visit that beautiful country."

## Durum—307,000,000 Bushels

According to the first survey of the intent to plant, government officials expect a durum crop of approximately 307,000,000 bushels in 1952. However, the final crop will depend on weather conditions entirely beyond the control of the estimators and the farmers.

## Durum Planting Off to Good Start

Prospects appear good for the 1952 durum crop, according to B. E. Groom, the MACARONI JOURNAL'S observer in the durum belt, and one of the leading durum growers in the Langdon, N. D., area. He reports that the plant of durum was on in full blast by the middle of April, with seeding completed by the end of the month. Some farmers are purposely delaying their planting to give the wild oats time to start before the ground is finally worked for seeding.

"Seeding conditions are excellent," reports Mr. Groom, "as we had no snow and the low spots have dried early. The entire field should ripen evenly next fall, eliminating the green spots at harvest time. There is ample sub-soil moisture. A telephone crew setting poles for rerouted lines told me that the frost in open fields was about five feet deep; and as it thaws, it will provide moisture for the seeded crop, a favorable condition."

"We have had little in the way of spring rains. A good rain soaked northeastern North Dakota April 20-21. On account of the damage to the durum crop last fall by excessive moisture during harvest, seed germination tests are low, and we can expect some thin stands unless more than the usual amount of seed per acre is used."

## Mueller Co. Cited

The C. F. Mueller Co., Jersey City, N. J. was awarded a certificate of cooperation from the Economic Cooperation Administration through Richard E. Bissell, Jr., acting administrator. The recognition was for supporting the mutual American-European efforts by furnishing technical assistance to the peoples of the Marshall Plan countries.

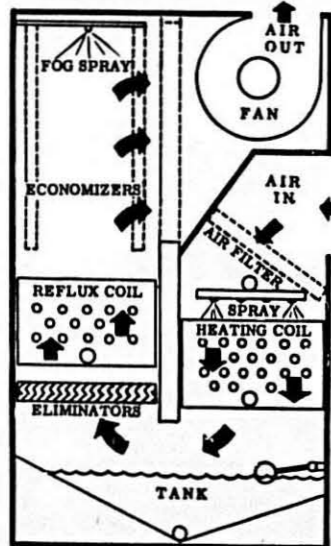
## Controlled Humidity in Macaroni Drying

Niagara Blower Co. is building an improved model concentrator for the drying agent used in the company's controlled humidity method of air conditioning.

This method uses a drying agent to absorb moisture from air directly, reducing humidity without refrigeration; therefore it is applied to increase the performance of existing air conditioning systems as well as to processes and industries where materials are dried or protected from atmospheric moisture—foods, chemicals, lithography, textiles, metallurgical, electronic and other apparatus and instruments.

The drying agent is a liquid (Hygrol) which has hygroscopic properties that afford control of the relative humidity of the area or process that is conditioned. As it is diluted by the moisture it absorbs, a part of the liquid is pumped to the concentrator. In the concentrator, this moisture is continuously removed so that the air conditioning is always operating at full capacity.

In the new model, shown in the illustration, the diluted liquid is sprayed into an air stream over heating surface which raises its tempera-



ture, evaporating the water from it. The air stream then passes through eliminator plates which remove the liquid drops. Then, in a second stage, it passes over a cooled reflux coil which raises the relative humidity in the chamber, condensing the absorbent vapor. In the third stage (the "economizers") it passes through filtration cylinders each of which contains a fog nozzle. Here a build-up of very high humidity completes condensation of the absorbent liquid and its droplets are caught by the filters while the moisture-laden air passes through. The re-concentrated absorbent drains to the tank in the base, from which it returns to the air conditioning unit, completing the cycle.

Using this method, which is patented, consumption of liquid absorbent has been reduced to a point where it is of no importance in practical operations. It is successfully applied to a large scale air conditioning and drying system involving high concentrations. In one installation where the charge of liquid was 2,000 gallons, there was no measurable consumption of liquid in 168 hours continuous operation. The manufacturer is the Niagara Blower Co., 405 Lexington Ave., New York 17, N. Y.

## LaRosa-Ronzoni-Mueller in New York Macaroni Market

In its February-March, 1952, movement of macaroni products (Dry) in the greater New York market, the *New York World-Telegram* gives the brand preferences, on the basis of sales, in the following order:

| Brands and Size    | Avg. Units Sold Per Store | Total Units Sold | Per cent of Distribution |
|--------------------|---------------------------|------------------|--------------------------|
| Total, all Brands: | 889.7                     | 177940           |                          |
| Buitoni ...        | 97.7                      | 19544            | 43.5                     |
| Goodman ..         | 58.1                      | 11613            | 58.0                     |
| La Rosa ...        | 267.4                     | 53471            | 86.5                     |
| Mueller ...        | 154.6                     | 30920            | 79.5                     |
| Prince ....        | 75.0                      | 14995            | 10.5                     |
| Ronzoni ..         | 234.6                     | 46927            | 44.0                     |
| Tenderoni .        | 2.4                       | 470              | 16.0                     |

## PMMI Meets in September

The Packaging Machinery Manufacturers Institute will hold its 20th annual meeting at the Homestead, Hot Springs, Va., September 11-14, 1952, according to announcement by G. Radcliffe Stevens, PMMI president, who is president of Elgin Manufacturing Co., Elgin, Ill.

Charles L. Barr, executive vice president, F. B. Redington Co., Chicago, is chairman of the program committee for the meeting.

May, 1952

THE MACARONI JOURNAL

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## He Was There

The name of John Amato, vice president and general manager of the Clermont Machine Co., Brooklyn, N. Y., was inadvertently omitted in the February issue listing of those who attended the winter



Mr. Amato

meeting of the National Macaroni Manufacturers Association in Miami Beach, Fla., last January. John was very much there, as he usually is at all national, sectional and regional gatherings of macaroni makers. His wife, the daughter of Carmine Surico, president of the Clermont Co., accompanied him.

## Thatcher Favors Price Support

Head of Farmers Union Grain Terminal Association Testifies at Senate Committee Hearing

Members of the Senate Agriculture Subcommittee holding hearings on price supports were warned that wheat farmers face the prospects of getting as little as \$1.10 a bushel for their grain by 1954, unless the present farm act is corrected.

That testimony was given by M. W. Thatcher, St. Paul, president of the National Federation of Grain Cooperatives, and manager of Farmers Union Grain Terminal Association, a marketing cooperative.

"To permit wheat price supports to decline to 75 per cent of parity on a debased formula would not only be disastrous in times when food is needed as part of the defense program," Thatcher told the committee in Washington on April 18, "but it would mean bankruptcy for many farmers, especially those assisted by the government G.I. programs."

The hearings were called to review the 1949 farm act and receive testimony on farm-price bills introduced

by Senators Young of North Dakota, Russell of Georgia and Kerr of Oklahoma.

Senators Russell and Young favor retaining the present method of computing parity, instead of lowering it, and would make 90 per cent price supports mandatory on wheat, corn and other basic commodities, as well as 11 other farm crops. Senator Kerr's bill would establish support prices at parity.

Thatcher endorsed all three measures. He said, "Postponing action on these bills may be a serious mistake, because in the case of wheat producers, a crisis may be forced this year."

The new formula for computing parity does not go into effect until January 1, 1954, but its impact is shown by the fact that as of March 15, 1952, wheat parity is \$2.46 under the old formula and \$2.13 under the new formula. "Wheat producers, under the present law, are headed for 75 per cent price supports. After deductions for freight, warehousing charges until the price-support loan matures, plus normal trade discounts, farmers far distant from terminals could get as low as \$1.35 to \$1.10 per bushel. There is no production cost or other specific evidence which justifies this shocking treatment of wheat producers."

"My experience in marketing grain for farmers for more than 30 years has given me some understanding of the mechanics of the so-called 'free market,'" Thatcher said. "The 'free market' no longer sets the price, the support programs do. The level of price supports determines the price level for grains except when they are scarce."

"In times of surplus, there is nothing which stands in the way of prices of below \$1 a bushel for wheat and corn except price supports."

Thatcher said that, in order to help grain farmers produce abundantly, Congress should continue to use the old parity formula in computing values on grains, eliminate the sliding scale of support prices, fix grain ceilings at not lower than 110 per cent of parity, and find ways to stockpile necessary grains without depressing the price.

## British Executive Dead

A. C. Fincken & Co., Ltd., London, England, has announced the death of its chairman and managing director, Burleigh W. Fincken. He died April 5, 1952, after a short illness.

The Fincken firm operates one of the leading macaroni manufacturing plants in England and its deceased chairman was one of the founders of the British Association of Macaroni Manufacturers, an organization which includes practically all of the important companies in the business.

## Tomato-Tuna Spaghetti

The home economics department of the National Macaroni Institute has kitchen-tested the following recipe and we're absolutely certain it will pass the taste-test with flying colors at any meal. The proof is in the eating and in the requests for seconds. Try it and see! (Illustration on Cover.)

- 2 tablespoons butter or margarine
- ¼ cup minced onions
- 1 clove garlic, minced
- ¼ cup chopped parsley
- ½ cup finely chopped celery
- 1 6-ounce can tomato paste.
- 1-½ cups water
- 1-¼ teaspoons salt
- Freshly ground pepper
- ¼ teaspoon allspice
- ¼ teaspoon oregano
- 1 7-ounce can tuna
- ½ cup grated Cheddar cheese
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces thin spaghetti

In a heavy skillet, melt butter or margarine over low heat. Add onions, garlic, parsley and celery; simmer until golden brown. Add tomato paste, water and salt; simmer 40 minutes. Add seasonings and tuna which has been flaked, but not drained. Simmer 5 minutes. Remove from heat and add cheese, stirring until cheese is melted.

To cook spaghetti, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve immediately with sauce. Makes 4 servings.

## Convention Details Completed

Much Industry Interest in 1952 Conference in Montreal, Canada, June 25-27

Secretary Robert M. Green of the National Macaroni Manufacturers Association was in Montreal the first part of May to complete arrangements for the 1952 industry conference and National Association convention in that city June 25-27, 1952.

He has arranged a program of subjects of vital interest to all manufacturers and suppliers, has been able to obtain outstanding speakers to lead discussions and has organized many social affairs for the pleasure of those who attend.

He urges all industry-minded firms to send representatives to this year's conference, suggesting that room reservations be made early and direct with the hotel of their choice. "The delightful setting for the 48th annual convention, June 25-27," says the popular and efficient secretary, "will be an experience no one concerned about the future of our industry will want to miss."

DEMACO

# DeFRANCISCI MACHINE

CORPORATION

46-45 METROPOLITAN AVE. • Phone (Evergreen) 6-9880 • BROOKLYN 37, N. Y.

JOSEPH DeFRANCISCI, President (Former Secretary and Treasurer Consolidated Macaroni Machine Corp.)

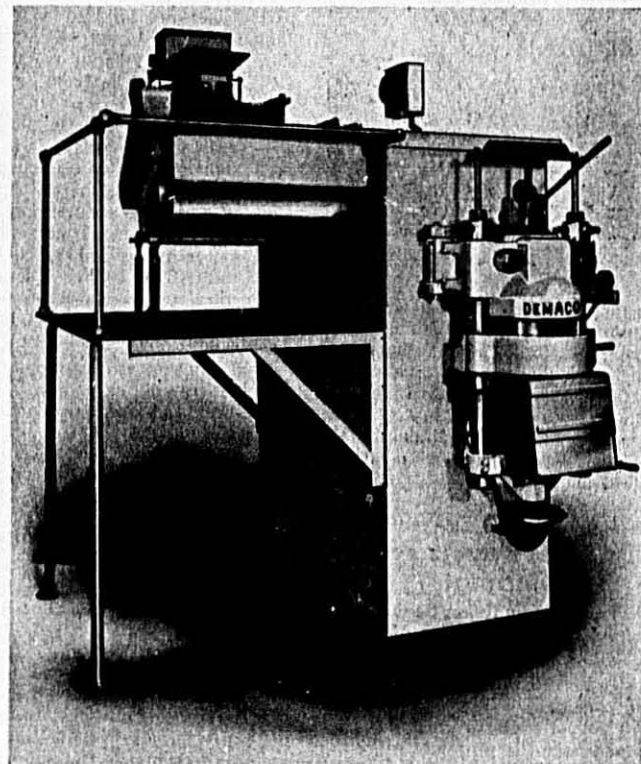
## DEMACO

Continuous Automatic  
Press For Short Cuts

*with the "trade  
accepted" and  
proven 2 shaft  
single mixer*

AVAILABLE IN 2 MODELS

500 Lb. & 1,000 Lb.  
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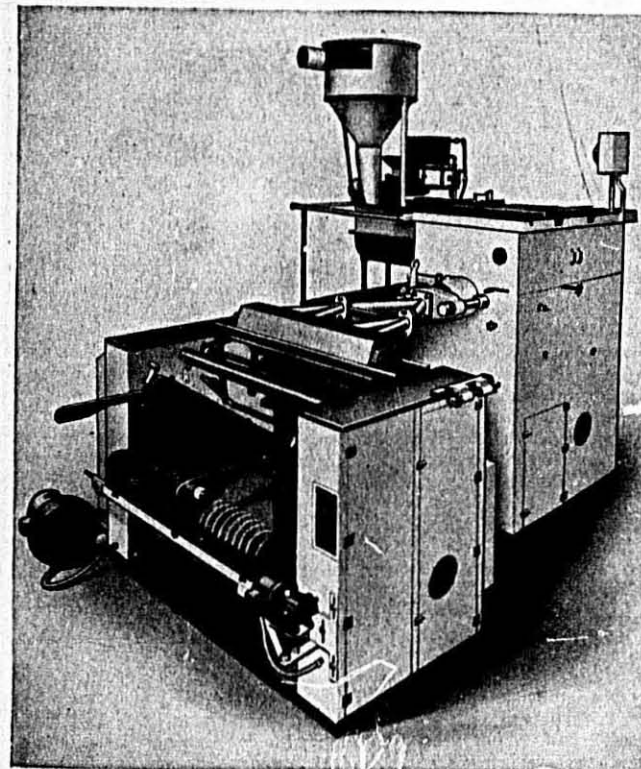


### Note on Repairs

Our president, Mr. Joseph De Francisci, having formerly been connected with Consolidated Macaroni Machine Corp., announces that we are equipped to fully and completely service and repair with genuine and original parts all machines and dryers previously manufactured by the Consolidated Macaroni Machine Corp.

The New  
**DEMACO**  
FULLY MECHANICAL SPREADER

THE SPREADER ATTACHMENT WITH NO BRAKE MOTORS—NO TIMERS NO LIMIT SWITCHES—RUNS ON A 1 HP, 1800 RPM MOTOR.



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### Models

1000 Lb. Long Paste

500 Lb. Long Paste

1,000 Lb. Long & Short  
Cut Combination500 Lb. Long & Short Cut  
Combination

SPECIAL SPREADER  
ATTACHMENT FOR  
ANY MODEL OF  
EXTRUSION PRESS

### Also

Short Cut Automatic DryersLong Paste Preliminary DryersLong Paste Finish Drying  
RoomsDie CleanersMacaroni CuttersEgg Dosers

## LIFE On Pasta

Italian "Pasta," or macaroni products, have greatly increased in popularity in recent years, perhaps in keeping with the liking for many Italian dishes by Americans and other people throughout the world. *Life* magazine, in its February 4 issue, gave recipes for five popular Italian dishes with macaroni products as an ingredient.

### Five Great Italian Dishes

#### MANICOTTI

8 oz. manicotti  
1 tablespoon olive oil  
½ lb. mozzarella cheese, diced  
½ cup cottage cheese  
2 eggs, beaten slightly  
2 tablespoons parmesan cheese, grated  
2 tablespoons butter  
½ teaspoon salt  
Freshly ground black pepper

Cook manicotti according to chart, page 90. Add 1 tablespoon olive oil to water before putting in manicotti. While the manicotti cooks, put eggs, cheeses, butter, salt and pepper in a bowl and mix thoroughly. Drain cooked manicotti and stuff each with cheese mixture. Place a light layer of tomato sauce in a shallow rectangular baking dish; then place stuffed manicotti in the dish and cover with remaining sauce. Sprinkle stuffed manicotti liberally with additional grated parmesan cheese. Bake in 375° oven for 20 minutes. Serves 4.

#### LASAGNA

Cook 8 ounces of lasagna. Add 1 tablespoon olive oil to boiling water before putting in lasagna. Make meat sauce according to recipe page 90. Cover bottom of a rectangular baking dish with ½ of meat sauce. Place ½ pound of mozzarella cheese sliced thin over sauce and top with ½ pound ricotta cheese. Add a layer of lasagna. Cover with ½ meat sauce, ½ pound of both cheeses. Add another layer of lasagna. Cover with rest of meat sauce and another ½ pound of both cheeses. Bake in moderate oven 375° for 30 minutes. Serves 4.

#### MACARONI AND CHEESE

8 oz. elbow macaroni  
3 tablespoons butter  
3 tablespoons white flour  
2 cups milk  
1 teaspoon salt  
Freshly ground black pepper  
1 cup mozzarella cheese, diced  
½ cup parmesan cheese, grated  
4 medium-sized tomatoes, sliced

Cook macaroni. Melt butter over low heat in a saucepan. Add flour and blend. Then add milk and cook until thickened, stirring constantly. Add salt, pepper and cheese; stir and continue cooking over low heat until cheese is melted. Remove from heat. Put half of the macaroni in a shallow 2-quart casserole; pour half of the cheese sauce over this and put half of the tomato slices on top. Repeat layers. Place casserole under broiler (4 inches from flame) for 10 minutes, or until cheese sauce begins to brown. Serves 4.

#### CHICKEN CACCIATORE

8 oz. noodles  
½ cup olive oil  
½ cup butter  
2 cups onion, finely chopped  
3 to 3½ lb. spring chicken, cut into 6 pieces  
1 green pepper, finely chopped  
4 garlic cloves, mashed  
Pinch basil  
1 teaspoon salt  
Pinch dry crushed red pepper  
½ cup red wine  
1 cup canned tomatoes or  
1 cup tomato juice

Warm oil in a heavy skillet; add butter and simmer over low heat until thoroughly melted. Add onion and sauté brown. When the fat is hot, sauté chicken pieces and giblets. Add green pepper, garlic, basil, salt, black and red pepper and cook slowly for 5 minutes. Add red wine, cover and steam for 3 minutes. (This steaming seals the flavor of the wine into the sauce.) Add tomatoes, cover and bring to boiling point. Turn heat to low and cook for 30 minutes, stirring occasionally. Cook noodles. Drain and put back into warm pot. Pour some of the sauce from chicken cacciatore mixture into noodles; stir lightly but thoroughly. Place noodle mixture lengthwise on half of a large serving platter and the chicken pieces on the remaining half. Pour remaining chicken sauce over chicken and noodles. Serves 4.

#### PEAS AND PASTA SHELLS

8 oz. pasta shells  
¼ cup olive oil  
4 tablespoons butter  
4 cloves garlic, minced  
1 cup onion, finely chopped  
1 No. 2 can baby peas  
¼ cup parsley, finely chopped  
½ teaspoon salt  
Freshly ground black pepper

Combine olive oil, butter and garlic in a saucepan and warm; sauté onion

until golden brown, then cook the pasta shells. Heat peas thoroughly in a saucepan and drain. In a 1½-qt. casserole, put cooked pasta shells, oil, garlic, peas and parsley. Mix lightly but thoroughly. Season with salt and pepper to taste. Cover. Place in moderate oven to keep warm. This is a pasta dish that does not suffer if not served immediately, may even be prepared in the morning and kept in refrigerator until ready to heat. Serves 4.

### New Noodle Company Opens

The *Indiana (Pa.) Gazette* of April 3, 1952, carried an illustrated story on the opening of the new Indiana Noodle Co. plant in that city. Five large cuts illustrated the process. John Perfetti, proprietor of the small factory, is the production manager and his wife is in charge of the packaging department. The article continues in part:

An industry lost to Indiana for more than a year has been revived with the activation of M. B. Perfetti's modern Indiana Noodle Co., just off South Twelfth St.

The \$44,000 plant went into operation with a staff of seven, the nucleus of a work force Perfetti hopes will grow to a full score.

He affirmed he is moving into a completely untested market, although distance will mean little since he has a \$9,000 trailmobile, right off the assembly lines, to carry his product over the highways.

Six individual operations, employing all-new machinery, are spaced handily over 3,700 square feet of flooring and designed to turn out 3,600 pounds of noodles daily.

Perfetti, with nearly a half century of noodle product experience behind him, packs 12 one-pound boxes in a carton for shipment. His goal, "if everything goes all right," is to produce 300 cartons a day.

The manufacturer, 62 years old, has spent 48 years in the egg product industry, 22 of them with the old Indiana Macaroni Co., which closed slightly more than a year ago.

Meat output was the highest for the month of March in eight years, pork production running 20 per cent above a year ago. But prices are still high and our products as stretchers should have real appeal to budget-conscious consumers.

The National Macaroni Institute

There's  
of POTENTIAL for  
PRODUCTS

No product available on grocery shelves today offers the homemaker more variety in serving, more nutritive value at a lower cost than macaroni products.

The sales potential of macaroni is as unlimited as the variety of ways which can be used in serving this outstanding food.

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

CAPITAL FLOUR MILLS



## Plant Operation Forum IV

Conducted by Glenn G. Hoskins, Industrial Consultant for the Macaroni-Noodle Industry, at Northwestern University, Chicago, May 8 and 9

NEARLY a hundred of the macaroni-noodle industry's leading executives, plant superintendents, durum millers and equipment specialists from San Francisco, Denver, Dallas, Brooklyn and points in between attended the fourth annual Plant Operation Forum in Wiebolt Hall on the Chicago campus of Northwestern University, May 8-9. The forum was conducted by the Glenn G. Hoskins Co., industry consultants, Libertyville, Ill.

The school was conducted by Glenn G. Hoskins, president of the company, assisted by his two sons, Charles and William, experienced engineers, with Miss Edith Lindeley who helped organize and manage the school.

Key speakers were chosen to lead the discussions of subjects ranging from the most modern presses to proper drying and packaging methods for macaroni, spaghetti and egg noodles. Many of the talks were illustrated by colored slides, movies and talkies.

Special panels of practical manufacturers, technical engineers, millers and chemists were set up as boards of experts to analyze the talks and other presentations and to summarize the conclusions.

President Glenn G. Hoskins opened the forum the morning of May 8 with the lead-off discussion of the keynote subject, "Applied Knowledge Improves Management." He was followed by Earl V. Hetherington, products control manager of General Mills, Inc., whose subject was "Semolina Milling and Quality Control," and by William G. Hoskins, who talked on the subject, "Use Method Analysis in Purchase of New Machinery."

These three introductory papers follow. Others will appear in subsequent issues.

### APPLIED KNOWLEDGE IMPROVES MANAGEMENT

by Glenn G. Hoskins

Rarely does a speaker have an opportunity such as is presented to me this morning. He has no obligation to impress his audience by telling them what fine and intelligent people they are. They know it. His subject is as broad as the wide field of industry. He knows that his listeners will appreciate new and constructive ideas on any part of the broad scope of their responsibilities. He does not have to

talk down to a common level of experience and mentality. He realizes nothing he can say will be beyond the comprehension and experience of his audience. Therefore, he must seek to emphasize not the need for new learning so much as broadening existing knowledge and applying it to constructive objectives. That is the theme of my talk and that is the keynote of this forum. Add to what you know and then use your knowledge effectively.

Let us take a couple of minutes to discuss some of the broad categories of our common knowledge.

It would be interesting to make a list of the materials you use in your daily production schedule—coal or oil for power and heat; water for mixing, cleaning and drinking; wiping rags and soap; brooms and vacuum cleaners; screen wire and plywood, macaroni sticks and sheet metal; saws and lift trucks; electric motors and auto trucks; lubricating oil and electricity—many, many many items in addition to the semolina, eggs, cartons, cellophane and containers that go finally to the consumer. As managers, you know something about all of these. Each day you add more to your knowledge. Your attendance here is proof that you want to learn more facts about more things. But how do you use what you already know and what will you do with what you learn?

Most of the subject matter of this forum deals with machines designed to save labor and produce better quality. Collectively, your investment in equipment tops \$25,000,000. Do you know the operating details of the machines you own? Are you trying to understand them better? Do you make them work at the best rate of output for which they are designed?

Of more importance than materials and machines are the men who use the materials and operate the machines. If you were not more capable than the men you supervise, you would not be here. You have advanced to the rank of management because someone believes that you have the knowledge which will enable you to assume responsibility for the work of others. Without those others, you would lose your superior value. What you do with that responsibility affects the success of your organization and will determine your advancement. Are you

striving constantly to add to what you know about handling labor, and then applying that knowledge to make labor more productive?

This preamble leads to the real objective of this talk—be a better manager by applying your knowledge to the purposes for which you have been given responsibility.

It is relatively easy to plan a talk pertaining to production. All one has to do is follow the line of processing through the plant. All of you know how macaroni and noodles are produced. Many of you know more about some phase of the operation than your boss. You all have a boss. If you are the top man and own the business, then the consumer is your boss and believe me, she is a tough taskmaster.

Preliminary to the function of producing is selection and purchase of materials and machines and hiring labor. Your knowledge of materials comes from many sources. Of course, experience is the most valuable, providing you have the faculty of evaluating experience. Years of service are important, but what you observe and how well you learn your lessons is vastly more important.

In my early days, I worked on the railroad. As the story goes, January Carso came to this country in 1880 and got a job on the C, B & Q as a section hand. He advanced to inspector and held that job throughout ice and snow, rain and washouts until he was retired on a pension in 1920. They gave a farewell dinner to January, and a gold watch. The division superintendent, Hannigan, made a speech on loyalty and dependability with January as a shining example. The well wine and dined gathering applauded boisterously and yelled for a speech from January. He wasn't scared—he might have been without the reinforcement of a full quart of Chianti—so in his inimitable style, he said:

"Mista Hannigan an' my frens', when you talka like dat about me I wanta cry lika bambino, dis loyal' and dependable' she good ting, me I try all time to do wat my boss tella me—He say, tappa da wheel—I tappa da wheel—He say look in da journal box—I look in da journal box. I not know why, but I do."

So many times in our work, we run into the closed-mind type of individual,

although it must be said that he is becoming more rare in this industry. The type, and you have them in your organization, who invariably opposes anything new. The man who says a continuous press will not produce as good quality as mixer and kneader—one who says you can't dry macaroni with automatic temperature and humidity control instruments. These men usually have had long experience, but they actually resist adding to their knowledge.

Then there is the type who gets enthusiastic about new things and jumps into a program before acquiring real knowledge of the sound value of the material, method or machine in question. These men are more dangerous to an organization than the closed-mind type. You can usually find a way, either directly or through the boss, to penetrate the closed-mind, but the unanalytical-enthusiast is apt to spend a lot of time and money on something that would have been refused if a thorough study had been made in advance. When experience is lacking, you can draw on the experience of others. The value of this forum to you will be in your ability to evaluate and use the facts presented to you from the experience and research of others. We sincerely believe that the greatest value of our organization to our clients is our ability to find the facts and present them in usable form. Getting acquainted with others in your field and trading ideas and experience is invaluable to you. Whatever you gain from these sessions is only a small part of what you can gain by the association with those who, like you, came here to learn and to trade experience and knowledge. Just think a minute of the vast pool of production knowhow that is assembled here. If you are wise, you will use it and add to it from your own sources of knowledge.

But of what good is all of this knowledge and source of knowledge if you do not apply it? Of what value

is a record that you do not look at? Let us go down the list and illustrate what I mean.

Today you will hear a fine explanation of milling for quality. Bill will talk tomorrow about a laboratory. Some of you already check every car of semolina for cleanliness, granulation, color, ash and other qualities. If you use your records, you will presently set up a pattern that will make it impossible for an understander car of semolina to get into your plant. Your suppliers have standards, but sometimes they slip.

Maybe they will not admit it, but you can be sure that you will get more uniform quality if the mills know that you have knowledge of what you have been getting and will demand that the standard be maintained. How do you know that your egg solids and color come up to contract? Do you ever put a pair of calipers on your 22 point carton board? Are your containers really 200# test?

Our machinery manufacturers have contributed vastly to the success of our industry. They are always willing to improve equipment if improvement means better and more profitable sales. Do you know what the machine in which you have invested thousands of dollars is supposed to do? Do you know what it is doing in your plant? Have you applied your experience to helping improve the machine? Do you actually know whether it is an asset or a liability? Within the last three months we have checked the weights on many short cut and noodle weighers. Out of 14 machines on which I have personally checked weights, I found only two that I consider satisfactory. Many manufacturers overweight as much as 1/2 ounce to be sure of having at least actual weight. This overweight must be figured at not less than replacement value, say 8¢ per pound of plain goods and 14¢ for noodles. Figuring the average package as 12 ounce, for plain and egg, the loss would be, per million pounds:

24 pkgs. per case @ 1/2 ounce per pkg. = 12 ounces per case.

1,000,000 lbs. ÷ 18 lbs. in each case = 55,555 cases × 1/4 lbs. = 41,666 lbs.

41,666 lbs. × \$14 = \$5,833.24 loss for noodles.

41,666 lbs. × \$08 = \$3,333.28 loss for plain goods.

Now, we concede that the net loss may not be 1/2 ounce average per package because the overs and unders may average out, but here is a perfect example of needing knowledge or not applying it. Do you know what your losses are? Do you maintain a systematic check? Who is responsible to you for maintaining accurate weights? Do you look at the records after they are made? Assuming that hand weighing will produce accuracy, have you balanced the cost of hand weighing against machine weighing? Does speed of the machine cause bad weights? Would another and perhaps more expensive machine do better? At 20 per minute, 450 minutes (two rest periods) per day, you weigh 9,000 packages. If your overweight is 1/2 ounce per package, you lose 280 pounds @ 8¢ or \$22.40 per day, or at 14¢ you lose \$39.20 per day. Maybe a girl to check-weigh every package is needed—you could pay for two girls.

The list is long. The chance to apply knowledge is infinite. Production is measured by elapsed time. Time at current wage rates is truly money. When you reach a supervisory position, you have both the opportunity and responsibility to make each interval of time pay off in production gained. Many of us, as we advance in the organization, broaden our responsibilities to the point that many things do not get the required attention. You must delegate authority but when you do so, you do not give up responsibility. Unless your department or plant is so organized that you can quickly check every phase of performance, you have no right to hold your job or to

(Continued on Page 26)



Glenn G. Hoskins



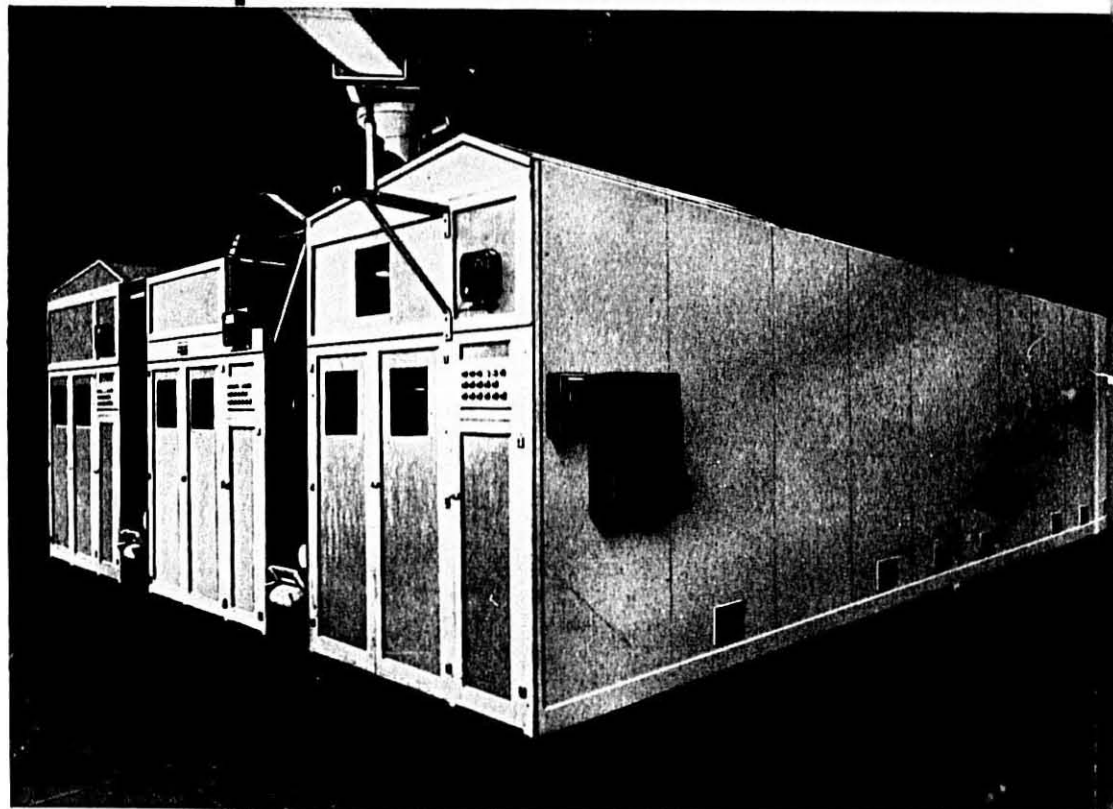
William G. Hoskins



Charles M. Hoskins

# Check Proof Dryer Instrument Controlled Hygienic

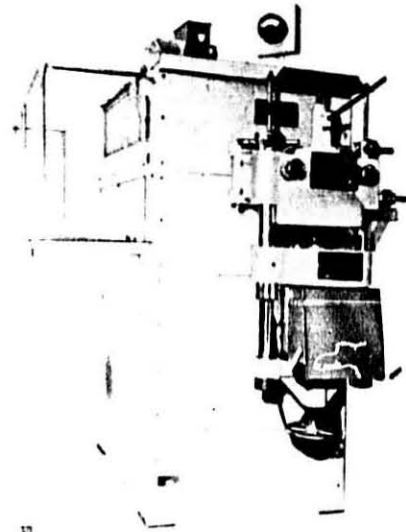
Capacity from 600 to 2,000 pounds of cut macaroni or noodles.



Three finish sections of a four-section automatic dryer to dry all types of cut macaroni.

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

## Time Proven Automatic Presses



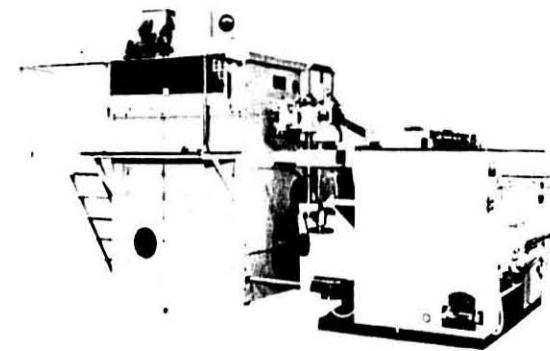
### Continuous Automatic Short Cut Press

MODEL DSCP-950 LBS. PROD.  
MODEL SACP-600 LBS. PROD.

## Combination Press FOR LONG AND SHORT CUT MACARONI

Patented Model DAFSC-950 Lbs. Prod.  
Patented Model SAFSC-600 Lbs. Prod.

The ideal press for macaroni factories with a combined production of approximately 20,000 pounds. Change over from long to short cut in 15 minutes. A practical press to produce all types of short cut or long macaroni.



- Automatic Press with Long Goods Spreader • Automatic Short Cut Press • Automatic Combination Press for Long and Short Goods • Automatic Sheet Former • Quick Change Noodle Cutter • Bologna Machine • Hydraulic Dry Long Goods Cutter • Pressure Die Cleaner • Automatic Long Goods Preliminary Dryer • Automatic Self-controlled Long Goods Finish Drying Rooms • Automatic Short Cut Preliminary Dryers • Automatic Complete Short Cut Finish Dryers • Automatic Complete Noodle Finish Dryers • Automatic Complete Bologna Finish Dryers

**Ambrette**  
**MACHINERY CORP.**  
156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

# Economical - Political - Industrial

National Industries Service

"... but you can't take the country out of the man"

Dear Editor:

Your Washington correspondent got back to the Capital last night from a couple of days in New York more convinced than ever that you have all the best of it. Even though New York went bucolic in a fairly big way, there's nothing like the real thing. The Ringling Circus is playing Madison Square Garden, and those who have seen circuses under canvas sigh nostalgically for "the good old days," while the prisoners of The Big Wall that is Manhattan, Brooklyn and the Bronx confidently believe they are seeing a circus.

Yesterday, they drove a horse and buggy into the grand ballroom of the Waldorf-Astoria to present the outfit to the headmaster of Deerfield Academy at a testimonial dinner. And, at the Roosevelt hotel they were setting up a bovine boudoir for the world-famous Elsie the Cow and a Borden publicity show.

Out in the suburbs, one of the greatest youth-attractions the New York area has ever offered is a domestic animal zoo, where young humans, for an admission fee, are allowed to play with young lambs and goats and calves and colts, to see chickens and ducks and geese and pigs . . . and to buy popcorn from handy vending machines with which to fatten these pampered animals. The owner, of course, markets his livestock as they approach or reach maturity, very profitably.

Sure, there's grass in Central Park, and trees and a lake, too. But there isn't a dusty road, or a fish in its natural habitat, or a bit of terra firma to sit on without getting tripped over, stepped on or invited to move . . . and the world knows, there aren't enough cops in that highly expensive muggers' playground!

You'll see more about New York (and other big towns) in that produce market story that should make you just a trifle smug. And speaking of food, that "squizzling" yarn should be good news to the farmers as well as the housewives.

Are they using Diesels on your railroad? Next time you're down at the station, if you want a good story, ask-the-man-who-drives-one.

Sincerely,  
Bob Taylor  
Editor & Com'l Traveller

## Patriotic, At All Costs

Motorists of the nation's Capital are to have red, white and blue license tags embossed with the Capitol dome and two inches longer than the present plates . . . if the steel is available. Thus, the Capital will be making its tags more expensive and more wasteful at a time when progressive states are thinking (and acting) to provide plates that can be used year after year with suitable tabs to indicate the year.

These fancy plates were to have been ready for 1953, but the factory at Lorton Reformatory needs a year to retool for the job . . . when Washington is telling the rest of the country that machine tool shortage is slowing down defense production.

## Lochinvar of the Rails

Americans have set a fast pace on the highway of progress. Within a single century we have moved from the most primitive wood-burning steam engines to jet propulsion, and are actually building power plants to operate on atomic fission.

But until we get our atom-splitting well under control we will be content for our railroads to continue their program of Dieselization. We like that smooth-starting, smooth-stopping Diesel ride. We like the idea of faster

schedules, and being on time. And considering his responsibility, we like the idea of the engineer being comfortable and relaxed and with a better view of where he is going.

We are also fond of the Diesel because of its spectacular ton-mile economy. What's that to us? It could well mean the difference between a free, competitive railroad industry and permanent government ownership and operation of the rails. Government regulation, such as we now have, is necessary and in the public interest. Government ownership would be a long step toward a socialized state of faceless people, the kind of a country Mussolini used to run.

Next time you see a Diesel at the station waiting for its passengers, give it a pat for us . . . and for you.

20,000 carloads of potatoes from California's Kern County should reach grocers' empty bins late the week of May 5. Distributors from all over the U. S. will be bidding for the crop. The critical shortage should be alleviated by the end of May but potatoes may continue in short supply for a year or more. The supply is now 50 per cent of the normal daily civilian consumption and there is a heavy military demand. Both U. S. and Canadian output is down because of lower yields and decreased acreage. *This is the time to make a strong point of macaroni, spaghetti and egg noodles as side dish items.*

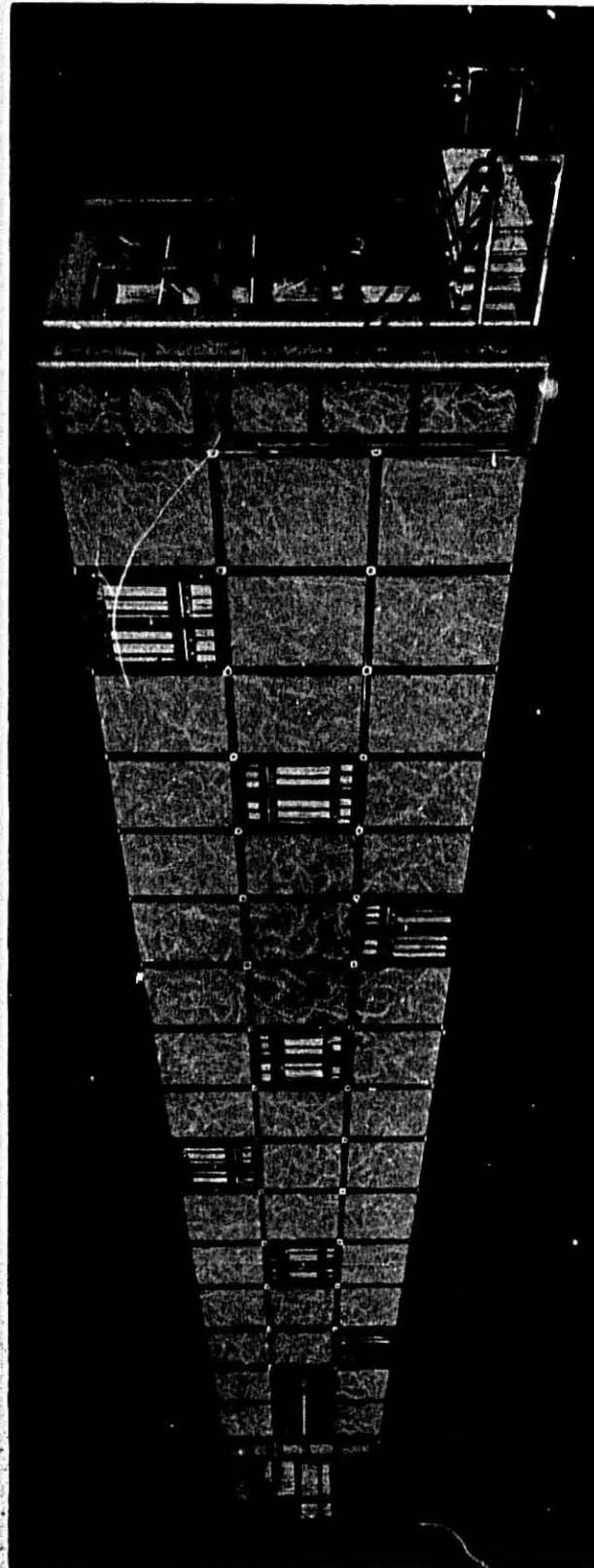
## Durum Products Milling Facts

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

| Month     | Production in 100-pound Sacks |           |           |         |
|-----------|-------------------------------|-----------|-----------|---------|
|           | 1952                          | 1951      | 1950      | 1949    |
| January   | 1,087,057                     | 870,532   | 691,006   | 799,208 |
| February  | 864,909                       | 901,751   | 829,878   | 788,358 |
| March     | 732,491                       | 1,002,384 | 913,197   | 913,777 |
| April     | 693,917                       | 526,488   | 570,119   | 589,313 |
| May       |                               | 774,911   | 574,887   | 549,168 |
| June      |                               | 666,774   | 678,792   | 759,610 |
| July      |                               | 561,915   | 654,857   | 587,453 |
| August    |                               | 915,988   | 1,181,294 | 907,520 |
| September |                               | 827,485   | 802,647   | 837,218 |
| October   |                               | 1,197,496 | 776,259   | 966,115 |
| November  |                               | 882,617   | 700,865   | 997,030 |
| December  |                               | 827,986   | 944,099   | 648,059 |

## Crop Year Production

Includes Semolina milled for and sold to United States Government:  
July 1, 1951, to April 25, 1952 . . . . . 8,491,861  
July 1, 1950, to April 27, 1951 . . . . . 8,296,353



TOP QUALITY — LOW COST — SPACE AND TIME SAVING

To cushion the impact of the new, highly competitive market and increasingly strict sanitary regulations, it is a MUST for manufacturers to install up-to-date long goods drying equipment that eliminates old, costly methods which additionally are dust collectors and an invitation to infestation.

**TOP QUALITY:** Evenly dried product with eye-appealing bright color, straight as a nail, smooth and strong in texture; achieved by maintaining a constant relative humidity, uniform air circulation, resting and drying correctly proportioned.

**PRECISE MECHANISM:** Stick transporting apparatus moving from one tier to another is so constructed that it insures against a stick ever falling; with perfect timing it delivers a stick precisely on successive or alternate chain links dependent on which tier it is being

**PEAK PERFORMANCE WITH LOWERED COSTS:** Self-controlled by electronic instruments for humidity, temperature and air, eliminating the waste and spoilage inherent when control is dependent on the human element. Atmospheric conditions no longer a factor.

**CONSTRUCTION:** Engineered and designed to afford maximum possible cleanliness, compactness, neatness of appearance and sanitary conditions. Constructed of steel structure that is enclosed with heat resistant board that prevents heat in the dryer affecting outside surroundings.

FOR YOUR PASSPORT TO BETTER LONG GOODS DRYING COMMUNICATE WITH

*Clermont Machine Company*

288-276 WALLABOUT STREET, BROOKLYN 6, NEW YORK, NEW YORK, U.S.A.

TEL. EVERGREEN 7-7540

### Ambrette on TV

Louis C. Ambrette of the Ambrette Machinery Corp., Brooklyn, and his wife, were guests of Sherman Billingsley's Stork Club television program on April 24. This program was kinescoped throughout the country through the sponsorship of Fatima cigarettes.

### Quartermaster Corps' Sanitation Requirements

The Quartermaster Corps requires that all food purchased be manufactured in strict compliance with its sanitary regulations. Food, therefore, must be wholesome and free from any contamination with insects, rodents and filth.

Some of the basic requirements are as follows, according to James J. Winston, director of research, NMMA:

1—Raw Materials: Must be sound, wholesome and safe for human consumption. Must be free from infestation and be handled in such a way as to avoid contamination of the finished product.

2—Premises: Must be suitably located, well drained, clean and free from nuisances and pests.

3—Construction of building: Must be suitable and adequate in size for product being processed and shall be used only for food manufacture or storage. Walls and ceilings shall be of a suitable material and shall be kept clean and in good repair. Floors must be smooth, well drained, tight and constructed of such material, preferably of concrete or tile, that can be maintained in a sanitary condition.

4—Construction and Repair of Equipment and Utensils: Must be of a type suitable for the purpose intended and so constructed as to facilitate necessary cleaning, inspection and maintenance.

5—Cleaning and Disinfection: All rooms, equipment and utensils used to process shall be cleaned frequently, using a suitable detergent.

6—Insect Control: Must be properly accomplished by screening and/or other suitable means.

7—Plant Methods: Must be such as to prevent contamination and not contribute to deterioration of the product being processed.

### Are "Pastina" and "Linguine" Macaroni?

Interpretations of Definitions and Standards of Identity for Macaroni Products, as promulgated by the Federal Food and Drug Administration, have been contrary, on occasions, to those of the federal officials and oftentimes against the interests of the macaroni industry. For example: about a year ago the State of Con-

necticut advised a manufacturer that "pastina" and "linguine" could not be marketed as macaroni, as no definitions or standards existed on those items. Similarly, in the State of New York, officials have said that no flat macaroni can be marketed there inasmuch as it resembles noodles and gives cause for deception.

"The interpretation is," comments Robert M. Green, secretary of the National Macaroni Manufacturers Association, "other than the specific items of macaroni, spaghetti and vermicelli are outlawed, there being no standard for other shapes. An association committee is working on the problem with James J. Winston, association director of research. The committee will make its report at the Montreal convention next June and it is urged that all manufacturers attend and participate in the discussion of the subject, which is of vital importance to the industry, and to consider the necessary steps to re-analyze the standards with the object of recommending amendments to adequately express and clarify the intent of the present standards."

### Douglas, Willis and Platt Named Directors

Food Executives Among 32 to Steer Brand Educational Program During 1952

Three well-known executives in the food field will be members of Brand Names Foundation's 1952-53 board of directors, it was announced at the seventh annual Brand Names Day meeting at the Waldorf-Astoria Hotel, New York. John Platt, vice president, Kraft Foods Co., Chicago, was re-elected to serve as a director for a second one-year term. Paul S. Willis, president, Grocery Manufacturers of America, Inc., New York, was again named by that organization to serve on the BNF board of directors for one year. Donald B. Douglas, vice president, The Quaker Oats Co., Chicago,

Stars of "Jack and the Beanstalk," movie comedian Lou Costello, left, actress Shaye Cogan, and Bud Abbott, right, were guests of Joseph Pellegrino, second from right, at Prince Spaghetti House in Boston, where, it is said, more spaghetti is served than any other restaurant in the world. Pellegrino is also head of the Prince Macaroni Co. in Lowell, one of the largest manufacturers.



and former chairman of the foundation's board, continues as an honorary director.

At the Brand Names Day meeting, John W. Hubbell, vice president of the Simmons Co., New York, was re-elected to his second successive term as chairman of the board of directors of Brand Names Foundation.

It was also announced that Major General Julius Ochs Adler, vice president of *The New York Times*, and Theophil H. Mueller, president of Julius Kayser & Co., New York, had been re-elected vice chairmen of the foundation's board. Barry T. Leithead, president, Cluett, Peabody & Co., Inc., New York, was elected chairman of the executive committee; Frank White, president of Mutual Broadcasting System, Inc., was re-elected treasurer of the foundation; and Henry E. Abt was re-elected president of the foundation.

### Maurice L. Stern

Maurice L. Stern, founder of the Standard Macaroni Co., died April 4 in his home at 11909 Oakview Ave., Cleveland, Ohio. He was 66.

Born in Hungary, Mr. Stern came to Cleveland 54 years ago. He was sales manager of the Christine Co. and the Federal Coffee Co., wholesale grocery firms, before starting his own concern. He retired from the Standard Macaroni Co. three years ago after operating the business for 10 years.

Mr. Stern was long active in the Cleveland Retail Grocers Assn. He was a member of the Forest City Masonic Lodge and the Knesset. Israel Congregation.

He is survived by his wife, Bertha; a son, Fred; two daughters, Mrs. Grace Perrin of Van Nuys, Calif., and Mrs. Ruth Baur; two brothers, Abraham and Leo, and three sisters, Mrs. Sarah Goldberg, Mrs. Rose Roth of Canton and Mrs. Marian Tenenbaum of Los Angeles.

Funeral services were held Sunday, April 6.



### BILL STERN TELLS ANOTHER SPORTS STORY



## high - wide and then some!

• To win one Olympic Games crown is a memorable feat in the life of an athlete. To win two Olympic titles is historic. To cop three Olympic crowns is astounding! Only five men in history were able to win as many as four Olympic crowns in one lifetime. But the greatest Olympian of all was an American athlete named Ray Ewry. Ten times he won an Olympic championship!

An athlete from Purdue University, in the 1900 Olympic Games in Paris, Ewry won three Olympic championships: the standing high jump, the standing broad jump and the standing hop-step-and-jump event. In the 1904 Olympic Games in St. Louis, Ray Ewry again won three crowns, in the high jump, broad jump and standing hop-step-and-jump events. And at the next Olympic Games held in Athens, he won two more: the broad jump and the high jump. And when the next Olympic Games carnival was staged in London, there was

Ray Ewry again, playing the part of a "human frog" as again he won two more Olympic crowns, in the high jump and the broad jump! And the strangest part of the story is that Ewry was an invalid as a boy, his life was despaired of, and he didn't compete in Olympic Games until he was 27 years old!

What a record that was! Of course, as in most other things, it's all in knowing how. The same thought applies to the milling of semolina and durum flour. All the hard-won skill of Commander-Larabee technicians, millers, and grain experts assure you of the unerring uniformity and consistent performance you have come to expect from Commander-Larabee durum products. That's why it pays to rely on Commander-Larabee semolina and durum flours . . . they're milled by men who know! Use a Commander-Larabee durum product in your own plant . . . you'll see what we mean.



WHEN PERFORMANCE COUNTS . . .

**Commander-Larabee Milling Co.**

GENERAL OFFICES MINNEAPOLIS • 2 • MINNESOTA

## FORUM IV

(Continued from Page 19)

advance. The top man is out of contact with the details of machine operation, but he is no less responsible for overweight. He must first assign responsibility and then frequently check to see it is well paced. The swivel chair can be the damnation of a man that has the knowledge of how to do things, but is just too comfortable to arise from his broad base and spend at least an hour a day in the plant. If you have over-all charge of production, you had better hit the deck: every few days and walk through the time clock line with the early employees. If you are a department head, take a look at yourself and decide who runs the department, you or Jack Smith that is supposed to work for you, then give yourself a quiz at least once a week to see if you can satisfactorily answer all of the questions the boss would ask if he does hit the deck at 7 A.M. a few days each month.

Are the records that are supposed to help you in your job being kept up to date? How do you know?

Men, you have a great responsibility and a greater opportunity. Ours is an old industry, but you are new men. The sales department may be called the front line troops, but you control the resources without which they must lose. There is an inexhaustible pool of knowledge from which you can drain ideas, but there is no one but you to apply them to the end that our industry shall grow and you along with it.

## SEMOLINA MILLING AND QUALITY CONTROL

by E. V. Hetherington  
Products Control Department,  
General Mills, Inc.

Milling semolina and its quality control are related functions. Therefore, it is advisable that they be discussed together.

## Durum Wheat

In milling semolina and durum products, the type of durum wheat used is most important. The most satisfactory results will be obtained with a durum wheat that produces a large quantity of middling (coarse semolina) and wheat that has good color value. Proper wheat selection is helpful in supplying the miller with this type of wheat.

Wheat selection is carried out by appraising the durum wheat as the new crop comes to harvest each year. A survey is made of all the producing areas. Growth of durum wheat in the United States is confined to three states—North Dakota, South Dakota, and Minnesota. The percentage of durum grown in each state is approximately 90, 7, and 3, respectively. With such a limited growing area, a durum

wheat survey can be readily made. Samples of wheat are obtained from these producing areas and judged for quality by experimental milling and macaroni tests. With this information, the company's grain buyers can fix good and bad producing areas in their minds and be guided accordingly. Use of such a procedure in the selection of durum wheat is necessary in maintenance of uniform and satisfactory milling mixes.

## Semolina Milling

Semolina milling is one of the most scientific processes of all flour milling. It requires expert knowledge of the mill flow and objectives. In semolina milling, the miller's objective is to recover as large a percentage as possible of the wheat berry in the form of large middlings—coarse semolina. He must not only obtain a maximum amount of these middlings to show satisfactory results, but they must be as free from bran as possible.

There is, therefore, a triple objective in the semolina milling—Quantity, Size and Cleanliness. Of these three, Cleanliness of the product comes first; however, due consideration must be given to the other two objectives if the mill is to be a financial success.

Since the objective in semolina milling is different from that of flour milling, the flow of the mill is also different. The semolina mill system is divided in a general way into the following:

1. Wheat Cleaning
2. Breaking
3. Sizing
4. Purifying
5. Repurifying
6. Finishing

In production of semolina, it is necessary to remove all foreign materials from the wheat in the grain cleaning system, as the end product is in granular form and when impurities, such as seeds, hulls, et cetera, are not removed, they may find their way into the finished product and in the form of black specks.

## Wheat Cleaning

The wheat cleaning system is comprised of several machines, which make separations by utilizing screens and air currents in making separations both as to size and shape. The first machine over which the grain flows is a grain separator. In this machine, the coarse foreign material, such as corn, strawjoints, large oats, et cetera, is removed by passing the wheat over perforated metal screens. The wheat passes through these screens while the large material passes over the top of the screen. A magnetic separator removes metallic foreign material that may have gotten into the wheat on the farm or during transit. The wheat then passes through a scouring machine, where beaters cause the wheat to come in contact with a perforated

surface which loosens a portion of the fine branny material, known as beewing, and the brush of the wheat. This material is then removed to a dust collector by air currents in an aspirating machine. A continuation of the cleaning process is the cylinder separator. These machines employ cylinders or discs containing pockets which remove foreign materials by differences in size and shape. Specially developed machines are also used to remove stones. The final step in wheat cleaning is washing. This machine produces a scouring action with water which washes from the surface and crease of the wheat all remaining dirt.

After completion of wheat cleaning, the wheat is tempered. Tempering wheat is wetting it with a small amount of water to toughen it, so that the bran coat may be removed as completely as possible during the milling process, thus avoiding to a great extent the presence of branny particles in semolina. The tempered or wetted wheat is allowed to stay in a tempering bin for about three to six hours for conditioning before being ground.

## Breaking

Considering that, in semolina milling, the object is not only to produce a maximum amount of clean middlings, but also to produce those middlings in as large sizes as possible, very careful grinding is extremely important in order to avoid reducing the size of any middlings unnecessarily, and to avoid making any unnecessary break flour. A semolina mill, therefore, has a long break roll system. This system consists of approximately seven sets of rolls. These rolls are always corrugated and revolve toward each other, with the fast roll revolving  $2\frac{1}{2}$  times as fast as the slow roll, a differential of  $2\frac{1}{2}$  to 1. The corrugations, which are saw tooth, together with the roll differential, gives the desired cutting action to produce middlings. The first break roll corrugations are the coarsest, with finer corrugations being used for each subsequent break.

## Sizing and Sifting or Grading

The sizing system in a semolina mill consists of rolls corrugated in a similar manner to break rolls, but with finer and shallower corrugations. This system is used for resizing the middlings produced by the break system, which are only partly finished semolina, and which carry too much bran to be classed as finished semolina.

After each breaking and each sizing, the products of grinding are conveyed to and passed over a grading sifter, a separate grading system being used for each break. These sifters grade the stock into several different sizes which, with the exception of the coarsest and finest, go at once to separate purifiers. The coarsest stock from each grading sifter flows to the next grinding roll

## Enrichment is a potent Sales Plus...

...It makes a world of difference  
at the point of sale



To the American housewife enriched foods are foods of preference at the sales counter. She is showing, every day, through her purchases that she is aware of the benefits of Enrichment to her family.

When you enrich your macaroni, spaghetti, noodles, and pasta with Merck Vitamin Mixtures, you give your product a positive sales advantage. Prepared by Merck—pioneer in the research and production of Vitamins for almost two decades—the following mixtures are available:

1. Merck Vitamin Mixtures for continuous production.
2. Merck Enrichment Wafers for batch production.

Specify Merck when you order your enrichment mixtures or wafers. The Merck Technical Staff and Laboratories always are available to aid you in the application of enrichment.

Merck Vitamin Mixtures and  
Enrichment Wafers

Research and Production

for the Nation's Health



MERCK &amp; CO., INC.

Manufacturing Chemists

RAHWAY, NEW JERSEY  
IN CANADA: MERCK & CO. Limited—Montreal



for regrinding. The finest is flour.

#### Purification

The middlings purification system employed in a semolina mill is extensive, as it is necessary that the main product, semolina, be relatively free from branny specks. Thus, much of the finished semolina of various sizes goes through three or more purifications and repurifications before it reaches the sack. Separation of the bran from middlings is made in the purifier by the use of particle size and weight. The size separation is made by the opening in the sieves over which the products are kept in motion by use of eccentrics, while the weight separation is made by the use of a properly adjusted flow of air to take off the bran particles.

The primary product, semolina, is removed and finished by the purification system, and therefore it is necessary that the reduction system take care of only the tailings coming from the different parts of the middlings system.

The products of middlings or semolina milling are:

Semolina  
Durum First Clear  
Durum Second Clear  
Red Dog  
Shorts  
Bran

Semolina is, of course, the top grade product and consists of about 50 to 55% of the wheat berry.

Durum First Clear is the best grade of clear flour. While it would be desirable, it is not possible to produce only semolina when milling durum wheat, due to the way in which the wheat breaks in grinding, thus some flour is made. The First Clear product consists of about 10 to 15% of the total wheat berry.

Durum Second Clear is comprised of the darker colored flour streams. This product accounts for about 5 to 10% of the wheat berry.

The total semolina and flour products made account for approximately 70% of the wheat berry. The balance of the products, approximately 30%, are feed, known as red dog, shorts and bran.

Durum Patent flour is made by grinding semolina to flour, which requires additional reduction facilities in a durum mill.

Successful semolina milling, then, is dependent on proper wheat selection, thorough cleaning and proper conditioning of the grain, light and careful grinding, and sufficient purification and repurification to insure production of a clean product.

#### Semolina Quality Control

Quality control of semolina has interested the miller for many years. In the early years of semolina milling, the color was judged by the simple slick or pekar test. While such a test is a relatively good one and still serves

a definite purpose in evaluating the color of semolina, it at times is subject to error, due to variations in granulation and in that it does not allow for working the semolina into its ultimate form—macaroni or spaghetti. Therefore, in order to properly evaluate color and uniformity of semolina at the mill, a control procedure of making test batches of macaroni and spaghetti is necessary.

In 1922, General Mills set up a durum testing laboratory. The macaroni producing equipment consists of a small dough mixer, a kneader and hydraulic press capable of working a dough of approximately two pounds in size. For curing the macaroni, there are preliminary and finishing dryers. Processing the macaroni dough is carried out in an air-conditioned room.

An experimental milling procedure has also been developed to allow for production of semolina in small parcels, thus durum wheat purchases can be evaluated by milling and macaroni processing tests.

This equipment is of great benefit in quality control of semolina, but is rather time consuming because of the relatively long drying period required for macaroni products. Because of this, an additional and faster process has been developed which employs a micromixer and kneader rolls which process about two ounces of semolina into a wide noodle or dough slab. Such a product is more porous than macaroni, and therefore gives up its moisture more readily without cracking and can be dried in about eight hours in a cabinet of controlled air conditions. Such a procedure, therefore, allows for testing of many samples a day of experimentally milled or commercially milled semolina.

In order to standardize the color values of semolina, a permanent standard is needed. To this end, a colorimeter for practical application has been developed. This machine consists of a series of eight color disks which, when in motion, mixes the color of portions of flour on different paper disks. These disks are graded so as to give approximately two color shades variation between each disk.

This equipment allows appraisal of durum wheat purchases by producing semolina, making a dough slab and judging its color value by a fixed standard in only a few hours—in less time than it takes the railroad to move the car of wheat purchased to the elevator for unloading. Such a procedure as this assures that the wheat will be properly filed in bins by its inherent color value. This is the most important step in semolina quality control, as it allows for formulation of uniform quality wheat mixes. Wheat mixes can then be formulated for standard or fancy semolina production.

The standards set for semolina and durum products are color, speck, gran-

ulation, ash, protein and moisture. It is the responsibility of the products control department durum laboratory to make frequent checks of the semolina and durum flour being milled to see that they at all times meet the required standards for all of these factors. The miller also makes frequent quality checks of the various mill-streams and finished durum products during the milling operation.

Production of uniform quality semolina, therefore, is dependent on wheat selection, proper formulation of wheat mixes, efficient milling and laboratory control.

#### USE "METHODS ANALYSIS" IN PURCHASE OF NEW MACHINERY by W. G. Hoskins

##### An Outline

- I. Reasons for purchase of new machinery.
  - A. To save on labor costs
  - B. To save on building space
    1. Figure value of building space at \$0.75-\$1.00 per sq. ft. per year.
  - C. To reduce waste and re-processing
  - D. To increase production capacity
  - E. To replace worn machinery
  - F. To improve quality
- II. Important considerations in purchase of new equipment.
  - A. Effect of over-capacity
    1. If a machine is too big and has too much capacity for a given plant output, it must be shut down a portion of the time. If this results in idle workers, the per-unit cost of the output of the machine is increased.
    2. The yearly amortized cost of a machine must be charged against the number of parts produced. For example: Existing costs for drying short cut macaroni on a production basis of 1,000,000 pounds per year, total are \$4500, or \$.0045 per lb. The cost is broken down:
 

|         |                |
|---------|----------------|
| \$.0006 | Building Space |
| .0006   | Depreciation   |
| .0033   | Labor          |

\$.0045 Total cost of drying per lb.

A line of short cut dryers worth \$40,000 would save two-thirds of the labor and cut the required building space in half. However, the cost of depreciation of equipment would be \$4000 or \$.004 per lb. on the basis of 1,000,000 lbs. per year. The breakdown would then be:

**EASY ENRICHMENT**

OF ALL MACARONI PRODUCTS BY THE BATCH METHOD OR BY CONTINUOUS PRESS

For the Batch Method  
**B·E·T·S**<sup>®</sup>  
The ORIGINAL Enrichment Tablets

For Continuous Press  
**VEXTRAM**<sup>®</sup>  
U. S. Patent No. 2,444,215  
ENRICHMENT MIXTURE

**Accurately** . . . Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.

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

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

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

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

Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.\*

Keep your macaroni and noodle products in step with the growing national demand for enriched cereal products. And give your brand added sales appeal by enriching with Sterwin vitamin concentrates, the choice of manufacturers of leading national brands.

Consult our Technically Trained Representatives for practical assistance with your enrichment procedure, or write direct to:

Prompt delivery from strategically located stock depots: Rensselaer (N. Y.), Chicago, St. Louis, Kansas City (Mo.), Minneapolis, Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

**Sterwin Chemicals Inc.**  
Subsidiary of Sterling Drug Inc.  
1450 BROADWAY, NEW YORK 18, NEW YORK  
Pioneers in Food Enrichment

Distributor of the products formerly sold by Special Markets-Industrial Division of Winthrop-Stearns Inc., and Vanillin Division of General Drug Company

\$.0003 Building Space  
.0040 Depreciation  
.0011 Labor

\$.0054 Cost of drying per lb.

Therefore, in spite of cutting the labor to one-third and halving the building space cost, the cost per lb. increased by 20%. However, if production could be brought up to 3,000,000 lbs. per year, the breakdown becomes more attractive with the new dryers:

\$.0003 Building Space  
.0013 Depreciation  
.0011 Labor

\$.0027 Cost of drying per lb.

B. Importance of the complete system or line, rather than just the machine

1. A package machine which saves a man and requires instead half of the time of two others is not saving anything.

C. Effect of machine shutdown when a lot of people work on one machine.

1. Unit costs skyrocket when a large crew is idle because a machine is idle.

III. Apply Methods Analysis to every machine purchase.

A. Methods Analysis is a system of analysis, improvement and measurement of production functions. Purpose of Methods Analysis is to improve production methods on a sound basis of facts and complete costs.

B. Steps in Methods Analysis are:

1. Measurement of existing methods and costs for a long enough period and in an extensive enough manner to give complete costs. Complete costs would include:

- Labor
- Cost of building space
- Steam costs
- Electric power costs
- Depreciation
- Waste
- Maintenance
- Supervision

a. Measurement of quality might also be the occasion for application of Methods Analysis.

2. Analysis of existing methods by simplifying, eliminating, consolidating and mechanizing.

3. Improvement by actually making changes indicated by analysis.

4. Measurement of all factors to determine actual new costs and savings over old methods.

a. A regular audit should be made to determine how new methods actually compare with old.

|   | Old          | New          | Yearly Savings | Added Yearly Costs |
|---|--------------|--------------|----------------|--------------------|
| Labor Cost/hr. @ \$1.00.....              | \$ 6.00      | \$ 4.00      |                |                    |
| Fringe benefits/hr. @ \$.20.....          | 1.20         | .80          |                |                    |
| Total Labor Cost/hr.....                  | 7.20         | 4.80         |                |                    |
| Units/hr. ....                            | 2000         | 2000         |                |                    |
| Labor Cost/Unit.....                      | .0036        | .0024        |                |                    |
| Labor Cost/Year.....                      | \$14,400     | \$9,600      |                |                    |
| Labor Saving/Year.....                    |              |              | \$4,800        |                    |
| Building Space, \$1/sq. ft.....           | 2500 sq. ft. | 1800 sq. ft. |                | \$ 700             |
| Waste, \$.06/lb.....                      | 25,000 lb.   | 5000 lb.     |                | 1200               |
| Elec. Power, \$.02/kwh. for 2000 hr. .... | 0.5 kw.      | 2.5 kw.      |                | \$ 80              |
| Steam Costs .....                         | 0            | 0            |                |                    |
| Supervision .....                         |              |              |                | 100                |
| Maintenance .....                         | \$ 50        | \$150        |                | 1200               |
| Depreciation, 5 yr.....                   | 0            | 1200         |                |                    |
|   |              |              | \$6700         | \$1380             |
| Net savings/year.....                     | \$5320       |              |                |                    |

**Du Pont's 150th Anniversary**

The 150th anniversary of the establishment of E. I. du Pont de Nemours & Co. will be marked July 18 at the site of the first Du Pont powder mills on the banks of Brandywine Creek, a few miles from Wilmington, Delaware. The ceremonies, which will include a simple historical dramatic prologue, addresses by company officers, and dedication of a marker on the site of the first plant, are the focal point of observances by the Du Pont Co.

About 6,000 spectators—representatives from the 71 plants and Wilmington offices, retired employees, members of the Du Pont family, and guests—will be on hand for the program. Thousands of men and women at Du Pont plants, laboratories and sales offices across the country, as well as their families and friends, can hear the program which will be broadcast over a national network.

In the course of the program on the Brandywine, Crawford H. Greenewalt, president of the Du Pont Co., and Henry B. du Pont, vice president and member of the executive committee, will speak, while Walter S. Carpenter, Jr., former president and now chairman of the board, will dedicate a marker formed by one of two huge millstones ordered from France by the founder of the company in 1801. The stone weighs about seven tons, and its function, by application of water power, was to grind the ingredients of

IV. Example of calculations to determine savings.

Assume a rearrangement of machinery and installation of several conveyors would result in savings. Conveyors and installation would cost \$6000. The present system requires 6 operators. The new one requires 4 and gives the same production rate as the old. Annual production is 4,000,000 units in 250 8-hr. days.

|   | Old          | New          | Yearly Savings | Added Yearly Costs |
|---|--------------|--------------|----------------|--------------------|
| Labor Cost/hr. @ \$1.00.....              | \$ 6.00      | \$ 4.00      |                |                    |
| Fringe benefits/hr. @ \$.20.....          | 1.20         | .80          |                |                    |
| Total Labor Cost/hr.....                  | 7.20         | 4.80         |                |                    |
| Units/hr. ....                            | 2000         | 2000         |                |                    |
| Labor Cost/Unit.....                      | .0036        | .0024        |                |                    |
| Labor Cost/Year.....                      | \$14,400     | \$9,600      |                |                    |
| Labor Saving/Year.....                    |              |              | \$4,800        |                    |
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| Elec. Power, \$.02/kwh. for 2000 hr. .... | 0.5 kw.      | 2.5 kw.      |                | \$ 80              |
| Steam Costs .....                         | 0            | 0            |                |                    |
| Supervision .....                         |              |              |                | 100                |
| Maintenance .....                         | \$ 50        | \$150        |                | 1200               |
| Depreciation, 5 yr.....                   | 0            | 1200         |                |                    |
|   |              |              | \$6700         | \$1380             |
| Net savings/year.....                     | \$5320       |              |                |                    |

black powder—sulfur, charcoal and saltpeter. Bronze plaques designed and executed by Domenico Mortellito, Wilmington sculptor, will be mounted upon the stone, which in turn will rest upon a granite base.

**Student from Down Under**

Students from every section of the United States and Canada made up this year's Hoskins' Plant Operation Forum, held in Chicago May 8 and 9, but the pupil who traveled farthest to attend the two-day school was Kenneth Braidwood Higgins, representing Lillis & Co., Ltd., Balmain, Sidney, Australia. He was very much intrigued by the way the macaroni-noodle manufacturers worked together for general betterment of the industry through free and open discussion of problems.

In turn, the other students were intrigued by his middle name, Braidwood, which is the name of the city in which the editorial offices of THE MACARONI JOURNAL have long been located and which, for more than 30 years, was the small macaroni capital of America.

He explained that his middle name was his mother's maiden name. As Braidwood, Ill., was named after a Scotchman named James Braidwood, he feels that there is probably some relationship between his mother's family and the founder of the little city that has been so long associated with the macaroni industry in our country.

**Two ways you can boost your macaroni sales ...**

**1. A Selling Package**

Food shoppers want to see what they're buying. Macaroni products, packaged in sparkling crystal-clear Cellophane attract attention, tell a convincing quality story ...

**2. A Selling Display**

Sixty-seven per cent of all macaroni and spaghetti purchases are decided on in the store! That's why alert retailers give prominent display to self-selling Cellophane packages. This means more store decisions for them ... more sales for you.

Would you like to make your package a better salesman? Your Du Pont representative will be glad to help. For information on bags and printed Cellophane, get in touch with your converter of Du Pont packaging films. E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

**DuPont Cellophane**

Shows what it Protects—Protects what it Shows



150th Anniversary

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



### Convention Visitors From Italy

Announcement has been made of the plans of Mr. and Mrs. Giuseppe Braibanti of Milano, Italy, to attend the 1952 convention of the macaroni industry of America in Montreal, June 25-27. They plan to reach Chicago on June 20 from the west coast and leave there in time to attend the opening session and especially to attend the registration breakfast on June 25, for which M. & G. Braibanti Co. is to be the host.

### New Germicidal Cloth for Plant Sanitization

A cloth impregnated with enough germicide to make two and a half gallons of sanitizing agent and which can itself be used for swabbing equipment in food and other industrial plants, has been developed by Sterwin Chemicals, Inc.

Called Rocloth, the new product is made from specially woven, thin cotton fabric. Sheets twelve inches square are impregnated with Roccal, a powerful quaternary ammonium germicide.

To make a sanitizing agent, a sheet is immersed in approximately ten quarts of water, preferably warm, and agitated a few seconds. The resultant

agent has a strength of 200 parts per million.

The product is packaged in a stiff fibre carton with a hole punched at the top so that the box may be hung on a wall near the equipment. Sheets are packed 60 to a box. Sterwin Chemicals is making Rocloth available through leading sanitary supply dealers and chemical supply houses.

### New Product—New Package

New La Rosa Extra Special Ribbed Lasagne is claimed by its maker, V. La Rosa & Sons, Inc., to be "the greatest innovation since they put the hole in macaroni." This new La Rosa



product features a patented ribbed surface that prevents strands from sticking together, plus beautiful fluted edges for even cooking throughout and

sauce circulation. New package features three-sided window of full three-dimensional display. Package also features brilliant full color Kodachrome of prepared dishes and recipes. Package designed by La Rosa, lithographed by U. S. Printing & Lithograph Co.

### Macaroni Premiums

The May issue of *Premium Practice and Business Promotion* reports the following offers by macaroni manufacturers:

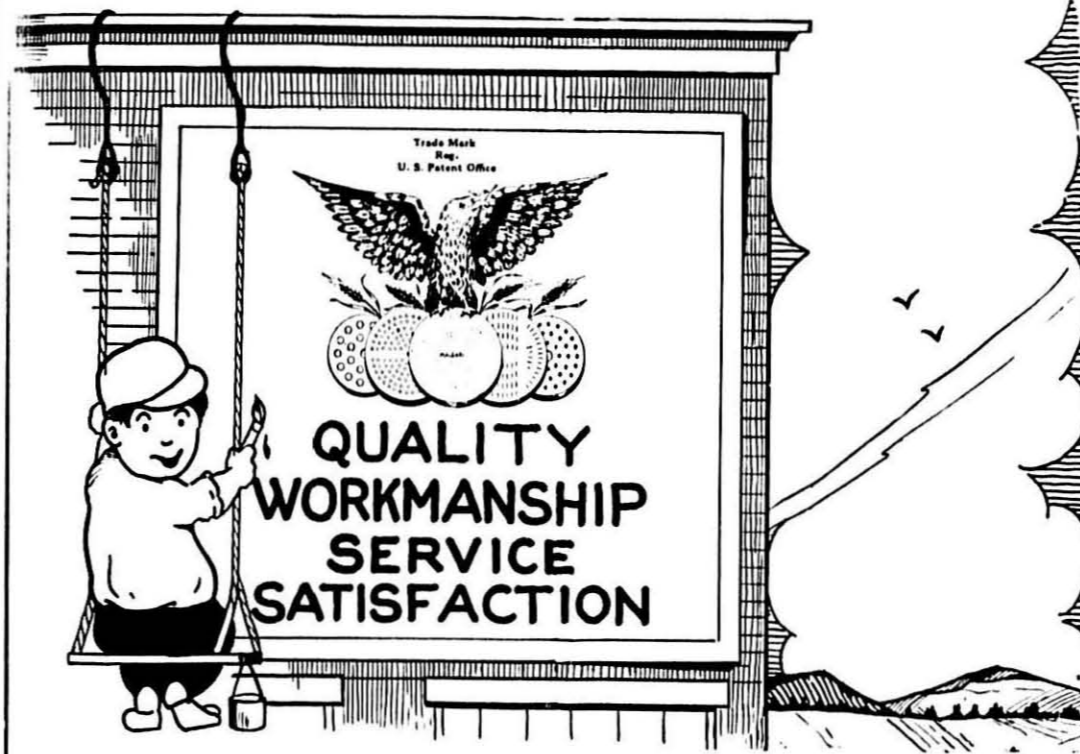
#### Mueller—Cards

Ten plastic greeting cards are offered by the C. F. Mueller Co., Jersey City, N. J., for 25 cents and one trademark from any Mueller macaroni products. Black and white newspaper ads contain an order blank. *Roma—Knives*

In a campaign extensively advertised on northern California television, Roma Macaroni Co., San Francisco, is offering a set of two steak knives for 50 cents and a proof of purchase. According to Frank Cafferetta, Roma's president, "the offer has brought very satisfactory results."

#### Red Cross—Sponge

A Burgess cellulose sponge is offered for fifty cents and a wrapper from any Red Cross macaroni product by John B. Canepa Co., Chicago.



### MALDARI'S INSUPERABLE MACARONI DIES

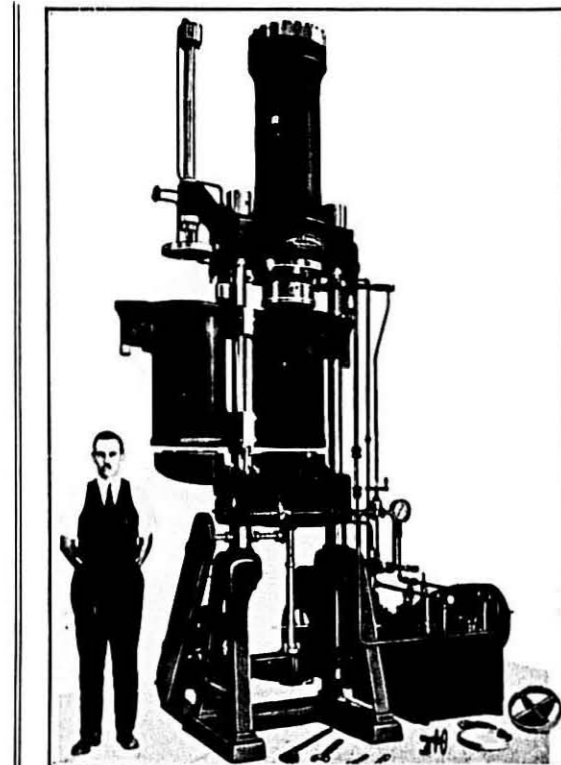
Bronze Alloys      Stainless Steel      Copper



### D. MALDARI & SONS

178-180 Grand Street, New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"



PRESS NO. 222 (Special)

### John J. Cavagnaro

Engineers and Machinists

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

Specialty of Macaroni Machinery

Since 1881

Presses

Kneaders

Mixers

Cutters

Brakes

Mould Cleaners

Moulds

All Sizes Up To Largest in Use

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

### Dobeckmun Adds To Executive Committee

T. F. Dolan, president of the Dobeckmun Co., Cleveland, announces the appointment of Robert J. Christ and John C. Cahill to the firm's executive committee. The committee directs



John C. Cahill

policies and co-ordinates the activities of various elements of sales, production and finance within the company.

Cahill began his career in the paper industry in 1926 with Crystal Tissue, the largest tissue manufacturer in the field. Later he succeeded Howard

Larson of Crystal as sales manager, and in 1940 was elected vice president in charge of sales. In 1945, Cahill joined BenMont Paper, Inc., in the same capacity. He was appointed to the board of directors of BenMont in 1950.

Robert Christ is vice president and



Robert J. Christ

manager of the west coast division of Dobeckmun. In 1935, he moved to Berkeley, Calif., to assume management of Dobeckmun's new plant there. He was elected vice president of the entire west coast division in 1946.

These appointments came as a re-

sult of an expanding sales and product development program, which requires a greater co-ordination between the Dobeckmun Co., its west coast division and its Bennington, Vt., subsidiary.

### Letters to the Editor

Dear Mr. Donna:

The Milano Fair, Milano, Italy, will open again from April 12 to 17, 1952. It is one of the most important, especially as regards machinery for pasta manufacturing. Why not encourage your readers to come over and see it? We can assure you that our organization would supply the visitors with every friendly assistance. In the meantime, please consider me at your disposal.

Yours sincerely  
Pasquale Barracano, Director  
Molini d'Italia

Rome, Italy, March 10, 1952

Chicago, Ill.  
May 5, 1952

Mr. M. J. Donna, Mgm. Ed.  
THE MACARONI JOURNAL  
Braidwood, Ill.

My dear M. J.:

Your 33rd anniversary edition of the MACARONI JOURNAL was the most interesting trade journal I have ever

read. I want to congratulate you on this very interesting edition—it shows a lot of serious hard work. I am sure that the industry is very proud of you and this fine issue.

Truly,  
George L. Faber  
Branch Manager  
King Midas Flour Mills

### Macaroni Institute Shareholders

As of April 24, 1952, Secretary Robert M. Green of the National Macaroni Institute reports that there are now seven supply firms that have come into the Institute Share Plan, namely: Crookston Milling Co., Crookston, Pa.; Doughboy Industries, New Richmond, Wis.; Commander-Larabee Milling Co., Minneapolis; H. H. King Flour Mills, Minneapolis; King Midas Flour Mills, Minneapolis; North Dakota Mill & Elevator, Grand Forks, N. D.; and Pillsbury, Inc., Minneapolis, Minn.

### 5,000 Pounds of Macaroni for Missouri Flood Relief

Two and a half tons of macaroni were shipped to the stricken flood area through the American Red Cross in Omaha, Neb., for victims and workers by Joseph Pellegrino, president of Prince Macaroni Co. in Low-

ell, Mass., during the flood crisis.

The 5,000 pounds of macaroni was accepted from Pellegrino by the Red Cross for feeding workers and victims in the area.

Known for his charitable work, Pellegrino also donated a perpetual gift of macaroni to the Don Orione Home for Aged Italians in East Boston, Mass., during the past week.

He promised to supply all the macaroni needed for the aged guests and staff of the home, which is conducting a drive to raise \$250,000 for a new building, as long as the home remains in existence.

It is estimated that approximately 5,000 pounds of macaroni a year will be needed by the home.

Recently, Pellegrino served as co-chairman of Italian Flood Relief Committee in Massachusetts which raised more than \$60,000.

### Current Prices

At prices that are quite reasonable, demand for macaroni and noodles seemed unnecessarily slow as of the end of April, particularly in the eastern markets. Reports from New York are that the manufacturers experienced a slight upward trend in sales after Easter, probably due to near-exhaustion of inventories, rather than to any appreciable upswing in consumer demand.

The export market was active with government purchases rather limited. Prices were generally steady and unchanged at \$2.30-2.50 per 20-lb. box of macaroni or spaghetti, and \$2.00-2.10 for standard 10-lb. cases of egg noodles.

### KING MIDAS

(Continued from Page 12)

uniformity in the quality of the product. Durum wheat is an amber colored grain of special variety particularly well adapted for the manufacture of macaroni and spaghetti. Durum is a Latin word meaning "hard." The hardness of Durum Wheat lends itself very well to the manufacture of a granular product.

"When Durum Wheat is milled, the inner portion, called endosperm, breaks up into small granules, about as fine as table salt. This granular substance is called Semolina. The gluten content of Durum wheat is of just the right quality to work well in making the long strings of macaroni and spaghetti. The amber color of the wheat is reflected in the rich creamy color of macaroni products.

"Like almost all other products made from cereal grains, Durum Wheat products are economical and give large

## NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

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

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

## BALING PRESSES

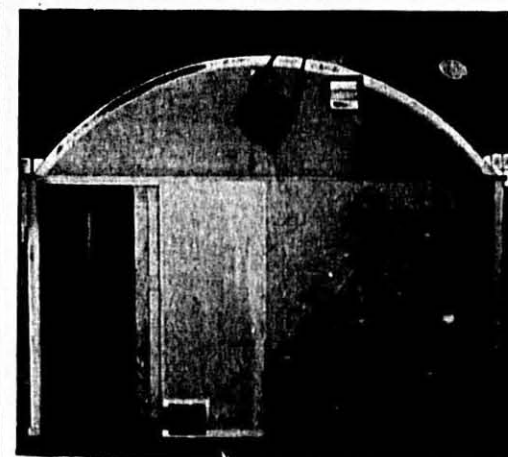
Hydraulic Baling Presses for Baling all Classes of Materials

## HYDRAULIC EXTRUSION PRESSES

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

## N. J. CAVAGNARO & SONS MACHINE CORP.

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



Exterior View—Lazzaro Drying Room

for **ECONOMICAL SPEED DRYING**

## FRANK LAZZARO DRYING MACHINES

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

### ... GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

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

returns in food value for small expenditures of money."

#### Tremendous Capacity

"As with other specialized industries, the King Midas plant has highly intricate machinery of modern design. Especially modern is its air conditioning equipment, and its vacuum dust collecting system which keeps the entire mill as 'clean as a whistle.'

"Processing of grain is accomplished with crusher equipment, purifiers, separators, sifters, aspirators, wheat heaters, scourers, and automatic scales. The power required to operate the mill in the elevator is 1625 h.p., all of which is operated electrically. The power is purchased in its entirety from the Superior Water, Light and Power Company.

"The total grain storage capacity is 1,300,000 bushels. In 1951 the King Midas mill handled the stupendous total of 5,461,249 bushels shipped in from the grain areas of the west. It has always been the policy of the company when buying supplies or ordering equipment for new machinery or for general maintenance, to draw as heavily as possible on local manufacturers and suppliers.

"When the King Midas concern assumed operation of the former Daisy Mill, the plant had 16 storage bins, of which eight had been constructed in

1916 and eight in 1927. They had a combined capacity of 500,000 bushels. In 1941 the King Midas Company added eight new bins of much larger capacity, totaling 460,000 bushels.

"Besides its bin capacity, the plant has a 340,000 bushel capacity in the mill proper and cleaning house. The plant is located on a site which extends 1350 feet from the harbor line at the foot of 21st Avenue East. Its dock is 1,186 feet long and 180 feet wide at its outer end. The processing mill is seven stories high. Between the mill and the storage bins is the cleaning house, a frame structure 102 feet high. The plant clears its finished products through a large shipping warehouse."

#### THE STEEL CASE

(Continued from Page 10)

with his own request, a 60-day extension of his emergency powers which were to end with the country's effective approval of the Japanese Treaty, which would be by his own proclamation. Congress, however, flatly stated in this legislation that the emergency powers were not to be used for seizure during labor disputes of any establishment other than a public utility. Thus was the intent of Congress established.

The powers of the President have been the subject of much debate and many texts throughout the history of this country. It has also been the subject of disagreement among Chief Justices of the Supreme Court and among Presidents themselves. There are two basically conflicting views. One is that the President inherently has any and all power which is not denied to him by the Constitution or by law. The other is that the President has only those powers which are accorded him by the Constitution and by Congress.

On the seizure of the steel mills, *The New York Times* said that, while "Mr. Truman has aroused the steel industry to a fighting pitch by throwing the weight of the Presidency on the side of labor at the bargaining table, we doubt if labor itself will find any great comfort in the situation the Administration's bungling has produced. The precedent may one day come back to haunt labor. That precedent is to be found in the withdrawal by arbitrary executive action of the right to strike."

Both labor and management, the people and the Presidency, too, eagerly await decisions of the courts on the limitations, if any, of the powers of the country's chief executive under the Constitution and the American system of government.

#### Macaroni Imports From Italy

A total of more than 250,000 pounds of various types of macaroni products were imported from Italy in 1951, according to figures released by the government. A total of 85,540 pounds were imported in January and 74,625 pounds in February of this year. Most of the Italian products were sold in the Atlantic seaboard areas. Indications are that the volume of imported macaroni products is on a steady increase.

Reports are that some of the shipments are badly contaminated, and rejections in some cases have reached as high as 80 per cent. The Food and Drug Administration is making a close check of such imports as a measure of consumer protection.

#### Death of Charles H. Kraft

Charles H. Kraft, 71, retired vice president of the Kraft Food Co., Chicago, died March 25. He is survived by his widow, Martha Watson Kraft; three sons, Charles W., Leonard and G. Howard; and two daughters, Mrs. A. E. Nessler and Mrs. Arthur Eilers. Kraft began his lifetime career in the cheese business in 1902 in Buffalo, N. Y. Four years later, he went to Chicago to join his brother, James I. Kraft, who was just starting the business which is today the world-wide enterprise known as the Kraft Foods Co.

One of its popular foods, other than cheese, is Kraft Dinners, a combination of spaghetti and other shapes of macaroni products with grated cheese, and sometimes sauce, the make-ready foods for a quick spaghetti meal.

Charles H. Kraft was fifth in a family of eleven children, eight boys and three girls. Four of the brothers still active in Kraft Foods Co. are: James I. Kraft, chairman emeritus of the board, founder of the company; John H. Kraft, chairman of the board; Fred, chairman of the board of Kraft Foods, Ltd., England, and Norman, advisor of research.

#### Savior Preparer Les Pates Alimentaires

200 Macaroni Products Recipes  
Edited by C.P.L.P.A. (French)

The Comité Professionnel de L'Industrie des Pates Alimentaires of Paris has prepared for wide distribution a well-illustrated macaroni products recipe book of 66 pages. Intended as part of the consumer education campaign undertaken by the French association of macaroni manufacturers, it is French throughout.

The book has an attractive red cover, showing a dish combining elbow macaroni, olives and tomatoes. On

the back cover, background in black, are shown about a dozen varieties or types in attractive cream color. A copy autographed by Jacques Audigier, secretary-general of the French organization, has been sent with his and the manufacturers' compliments for the co-operation given by M. J. Donna, secretary emeritus of the American NMMA.

There is a full page illustration of durum wheat following an introductory page telling of the origin and development of macaroni - noodle making and the chief characteristics of high grade products, edited by Dr. Edouard De Pomane. The book contains 19 illustrated dishes in color, and 14 pictures showing the more popular types of products in black and white. It gives nearly 150 different recipes for preparing a variety of dishes, soups, side dishes, main dishes, salads and in every conceivable combination. It features macaroni products as "a food for the world," emphasizing, in addition to French, such cuisines as "Italiennes," "Venezueliennes," "Hawaïennes," "Espagnoles," "Polonaises," "Indochinoises," "Hongroises," "Hindoues," et cetera.

#### Largest in Mid-West

The 100,000 square-foot plant of Foulds division of Grocery Store Products Co. at Libertyville, Ill., was given deserved publicity in a special article by Ed Baumann in the *Waukegan* (Ill.) *News-Sun* on March 24, 1952. The story was in true reader-interest style, with three large illustrative cuts, one showing the exterior of the plant at 520 Church St., a second showing the spaghetti-cutting department and a third, the packaging room.

Among things of interest in the article were:

"Macaroni products are made from a preparation of glutinous wheat. They should never be called 'pastes,' but if you call them 'pasta,' you can credit yourself with knowing one Italian word.

"F. W. Foulds built the first flour mill for grinding durum wheat into semolina in Cincinnati in 1892, importing a very hard special wheat from Russia. He was instrumental in developing the American durum wheat industry, furnishing Russian seed to farmers in the Dakotas and Minnesota, offering a yearly loving cup for the best crop.

"As Foulds' milling operations grew, he encountered difficulty in selling his semolina, so he started making macaroni. By 1902, business had outgrown the Cincinnati plant, and to get closer to the source of raw material and to the Chicago market, he purchased the National Macaroni Co., which was operating in Libertyville. "Today, using that Russian-type

flour and presses intricately constructed by the Buhler Brothers of Uzwil, Switzerland, persons of all nationalities are turning out the Italian national dish at the Libertyville plant."

#### Shellmar Earnings

1952 first quarter sales and earnings figures of Shellmar Products Corp., supplier of packaging creations to the macaroni industry, and others, reflect the general lessening of purchasing at the consumer level, according to comment by company executives.

Consolidated net sales of the corporation's domestic divisions were \$10,162,236 for the quarter, a decline of 18% from the record high figure of \$12,354,309 for the first quarter of 1951.

Net earnings for the 1952 quarter, before provision for federal income taxes amounted to \$963,330, off 56% from similar earnings of \$2,201,015 for the 1951 period.

Because of the anticipated decline in sales, and its probable reflection in net earnings, Shellmar officials estimate that the amount set aside for federal income taxes in 1952 will be on the basis of an anticipated tax rate of 56¼%, rather than the 65% rate which actually applied on 1951 earnings.

As a result, provision for federal taxes on first quarter 1952 earnings has been set at \$541,900 compared with the adjusted figure of \$1,431,000 actually paid on earnings in the 1951 quarter.

Net profit after tax provision therefore shows a smaller decrease percentage-wise than the before-tax figure.

#### Florence and Harvard Colleges Study "Fatigue" Factors

Announcement of a \$10,000 grant to the Florence-Harvard School Health Research Project has been made by Giovanni Buitoni, president of the international Buitoni enterprises, New York, Paris and Rome, "to support school health and educational advancement."

The project, under the joint direction of the University of Florence and the Harvard School of Public Health, is being undertaken to study fatigue and anxiety factors resulting from too intensive study in the undergraduate student. Although the project is designed primarily to meet the needs of the situation in Italy, it is felt that the findings will be of value to the United States and other countries.

Dr. Cesari Cocchi, professor of pediatrics of the University of Florence, and Dr. Harvin J. Boutourline-Young, of Harvard School of Public Health, will jointly head the project.

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 A Publication to Advance the Macaroni Industry.

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**Stork Busy**

The famed stork has been quite busy in the Brooklyn area: Conrad Ambrette of the Ambrette Machinery Corp. of that borough proudly announces that he has become a grandfather twice within two days.

His daughter, Alice Ambrette King, presented a girl on April 9 to Edward J. King, Jr.

His daughter-in-law, Josephine Gioia Ambrette, presented Paul Ambrette with a girl on April 11.

Congratulations, grandpa and the parents, too!

**A Common Problem—  
 Checking**

Do you have the problem of how to prevent "checking" of your products, despite almost everything that can possibly be done in proper processing?

Are you willing to discuss this problem by submitting a brief or detailed account, telling of your experience, of your attempts to solve it and your success? If so, we will gladly set up a forum for a general consideration of the problem which everyone has had to wrestle in his production efforts, from time to time. One manufacturer writes:

"We have a problem with some bulk

spaghetti and a little with package spaghetti checking after it leaves our plant. When the spaghetti leaves our plant it is in excellent condition, not too dry nor too moist, about 10 1/2 to 11 per cent moisture; several times in the past few months, however, some spaghetti has been returned to us badly checked, and we are at a loss to understand why this should happen."

Because this problem is common to many manufacturers in every section of the country, a general discussion seems most timely and worthwhile. It is hoped that all leading processors will take part in a general study of the problem through letters and articles to the editor and the MACARONI JOURNAL.

THE EDITOR

**Important Industry Dates**

48th Annual Convention  
 Hotel Mount Royal  
 Montreal, Canada  
 June 25, 26, 27, 1952

National Macaroni Week  
 October 16-25, 1952

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**FOR SALE:** 1 Farfalle (Bow Tie) Machine. Perfect condition, complete with 4 Dies. 1—Circular Die Cleaner, with Hydraulic Pump and Motor. Cleans dies up to 26" in diameter. 1—4 Belt, continuous preliminary short cut dryer, complete with all motors and all fans individually driven. For full information, write Box 105, c/o Macaroni Journal, Braidwood, Illinois.

**FOR SALE—Complete Factory Equipment.** 10-in. and 13 1/2-in. press with assorted dies. Mixer, Kneader, Long and Short Macaroni Trucks with equip. 3 ft. preliminary fan; 2 drying rooms with individual equip. Daily capacity of machinery, 6,000 lbs. COSTA Macaroni Co., 2334 W. Polk St., Chicago 12, Ill.

**FOR SALE:** Conveyor for short-cut preliminary drying, 4 decker, size 4 1/4 by 12, 7' high. Made from heavy single iron, adjustable, semi finished. Price \$250 fob Pittsburgh, Roth Noodle Co., 7224 Kelly St., Pittsburgh 8, Pa.

**Dollar-A-Year Men**

It's beginning to look like all of us will soon be dollar-a-year men . . . after taxes.

The market seems to be deluged with books that must be published now or never.



**WHY you should enrich your macaroni products**

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

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

Do they see the familiar "buy-word"—ENRICHED, on your packages? If not, act now to bring your products into the group of dynamic foods.

Enrichment is easy. You can enrich with Roche square enrichment wafers for batch mixing or with enrichment premix containing Roche vitamins for mechanical feeding with any continuous press.

Get all the facts now on enriching your macaroni and noodle products to meet the Federal Standards of Identity.

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