

**THE
MACARONI
JOURNAL**

**Volume XXXIV
Number 6**

October, 1952

OCTOBER, 1952

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Answering The General Call



Chef Helen Olson helped in the successful celebration of National Macaroni Week (October 16-25, 1952) by serving heaping platters of macaroni and spaghetti.

Organized by the National Macaroni Manufacturers Association
Chicago, Illinois

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Is Your Competition Actually A Package?

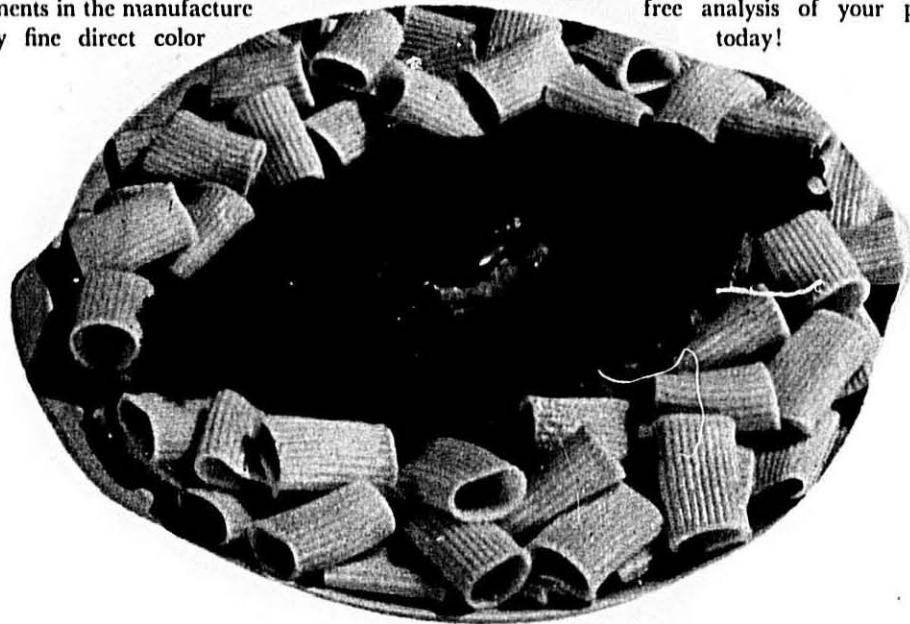
The macaroni manufacturer who watches his competitors thrive, when his product is a good match both in quality and price, looks for an explanation of "What's He Got That I Haven't Got?" Is his competitor's success a bigger advertising budget or a larger company name? Actually, his rival's hard-hitting "promotion" may be a super-selling package.

Many macaroni manufacturers have lifted their products out of a rut by using Rossotti multicolor folding cartons.

When you specify a Rossotti carton, you employ the remarkable facilities of our two modern plants, with equipment representing the latest developments in the manufacture of really fine direct color

lithography. You also specify peak efficiency—the production of quantities, large or small, with utmost speed and economy. You employ our highly specialized knowledge of more than 54 years, which assures accurate solutions to your individual packaging problems. You employ the skill and expert craftsmanship of an organization well known for its habit of going far beyond the usual scope of ordinary carton manufacturers in rendering a valuable service to its customers.

We are staffed and equipped in every way to make your product sell itself right from the shelf . . . *against your stiffest competition!* Call in a Rossotti Packaging Consultant for a free analysis of your package today!



Why not cut out this food pictorial and paste it on your present package? See the difference?

Rossotti packaging consultants and manufacturers since 1898.

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MORE IMPORTANT THAN *Business as Usual*

There's a price tag attached to our freedom . . . yours and mine. It doesn't come very high, but some of us fail to meet even the small payment that comes due every four years.

Right now every United State citizen of voting age fully intends to go to the polls November 4th. But too many will find some excuse . . . some interference . . . some obligation more important than voting.

Don't let anything interfere with your decision to vote. Urge your employees to go to the polls. It's the price of our freedom . . . more important than business as usual.



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Farmers Union Grain Terminal Association

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Craftsmen*

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self-selling packages

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

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

**BE SURE TO TIE IN
WITH MACARONI WEEK
OCTOBER 16-25**



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Sales Offices in Principal Cities

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

The MACARONI JOURNAL

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Industry Conventions and Trade Shows

For nearly half a century, the macaroni-noodle manufacturers and their allies have held annual conventions, many enthusiastically attended and others just so-so, but never in the history of the industry has there been held a real trade show of the nature sponsored by other food trades. At some of the conventions within the last decade, several suppliers have arranged booths for displaying materials and services, but never to the extent to be classified as a trade show.

Some of the directors of the National Macaroni Manufacturers Association have, from time to time, discussed the advisability of holding a trade show in connection with conventions, but never did the proposal arouse more than passing interest. From practical experience, the macaroni industry is not in a position to take sides in the question of whether or not it is advisable to hold a convention and a trade show simultaneously. Presently, the frozen foods trade is giving serious consideration to the matter.

Adolph Strauss of Strauss Associates, Philadelphia, consultant for the frozen foods exposition, in an enlightening release on the subject feels that the fusion of a trade show and convention hardly makes for a happy combination. "It is natural for the inexperienced to assume that the two go admirably well together, but strangely enough, after some long, hard experience in this connection, we have found that the two will not blend satisfactorily. Each has a function of its own to perform and blending the two would unquestionably be detrimental to the cause of both. Instead of fusion, it would be confusion."

It is reasoned further that, in order to do justice to an assignment, an executive in attendance at a convention must give those meetings his undivided attention without worrying about appointments elsewhere, and no responsible executive can afford to miss any of the varied

aspects of these meetings if he wishes to derive the fullest benefit of the findings at these conventions. These meetings are important to continuing expansion of the industry, and any division of interest tends to destroy the purpose for which conventions are held.

On the other hand, it is felt that exhibitors at an exhibition or trade show want to receive undivided attention from the buyer, unhampered by any outside interest. The exhibitor does not want to feel that the buyer has only a certain limited time available to spend at his booth before he must break away to attend a convention meeting. The exhibitor cannot afford to be made to feel that he is just a small part of a big event. When he spends his money to buy booth space, he wants concentration of sales thinking, and it is the responsibility of the directors of the trade show to see to it that the exhibitor's efforts result in sales and good will.

Too much time is consumed going from one meeting to another for anyone to get the full impact of what is going on in both places. To attend both the convention and the exposition at the same time is asking too much of any individual.

Most all organizations have their key executives in attendance at conventions and exhibitions. The member companies want their personnel to bring home something other than just a smattering of knowledge of what transpired at the conclaves. They want their men to come home with the bacon, reason the supporters of separate shows and conventions. Both industry conventions and trade shows are big business, requiring the full time of able executives to accomplish the end of either.

Unquestionably there may be very good reasons, too, for the show and convention combination which will be searched for and given later.

The Durum Situation

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

DURUM growers have been somewhat discouraged during the past three years because of Race 15B of stem rust coupled with unfavorable harvest weather in the falls of 1950 and 1951 which lowered the quality of the durum. An unusual rainfall during the harvest season of 1950 and 1951 caused severe weather damage such as sprouted, bleached and moldy kernels, to a large percentage of the durum crop. Some of the durum producers planted a portion of their acreage to bread wheat in 1951 and a greater number in 1952 because bread wheat is ten days to two weeks earlier in maturity than the approved durum varieties. This difference in harvest dates allowed much of the bread wheat to be stored with much less weather damage than the later maturing durum crop. Bread wheat also has a better chance of maturing ahead of severe stem rust damage. It was thought that Nugget, a new early durum, might be the answer to this problem. In 1952, however, Nugget was badly damaged by Race 15B of stem rust. Nugget produced the highest and most desirable color of macaroni products, and everyone connected with the durum industry is disappointed to see this variety lose favor with the durum growers.

Plant breeders are doing their best to provide new durum varieties with resistance to Race 15B of stem rust, as well as other races of stem rust. Such a procedure requires several years for seed increase and testing to evaluate them both agronomically and commercially. Any new variety must yield well, have the desired disease resistance, and produce the desired macaroni color if it is to compete with hard red spring wheat. An early maturing, high yielding variety could best compete with bread wheats. Plant breeders, as well as producers, need encouragement if they are to produce the desired varieties of durum. A relatively high price for durum in the next year or two is the best practical means of preventing a further decline in durum acreage. Durum production has decreased from 46 million bushels in 1948 to 21.5 million in 1952, according to the USDA estimates. When deductions are made for 1953 seed, red durum, puffing and low quality durum, it leaves a short supply of the 1952 crop for macaroni products. The durum industry cannot afford a fur-



Mr. Putnam

ther decline in durum production. Durum premiums of 30 to 50c per bushel may look high to the semolina

North Dakota State Durum Show

According to an announcement by Victor Sturlaugson, president of the North Dakota State Durum Show which is annually held in Langdon, the show this year is scheduled for November 13 and 14.

In a letter to C. L. Norris, vice president of the Creamette Co., Minneapolis, and chairman of the durum relations committee of the National Macaroni Manufacturers Association, President Sturlaugson is anticipating the presence of several of the NMMA officers and leading macaroni-noodle manufacturers.

"Plans are rapidly shaping up for what we hope to be the best durum show ever," reports Sturlaugson. "We have a lot of beautiful durum up here this year, which indicates that the sample display should be one of the best, if not the best ever. Dates for the 1952 show have been set for November 13-14, and we hope that the weather man will co-operate in giving us good weather on those days.

"I still believe that the government estimate incident to durum is a bit on the conservative side. Believe the total production will reach the 25 million mark, or nearly that. The greater por-

tion of the durum is of very good quality, even though some of it, particularly in the area along the Canadian border, suffered rather severe damage from rust.

"Since the crop there was later and heavier, it suffered greater rust damage than that which prevailed in the greater portion of the durum section. The early seedlings were damaged very little. Late seedlings in the whole area suffered rather extensive damage.

"In our regular durum experimental plots, the bushel weight on all but one variety ranged from 63 to 65 pounds per bushel. The best durum out-yielded the best hard wheat by nearly five bushels per acre. This, together with the generous premiums offered for good durum, will tend to encourage increased durum seedlings in 1953.

"While we have to face the fact that durum is more vulnerable to damage from 15b, rust and weathering than the hard wheats, nevertheless, if the powers that be continue to offer the presently favorable premium for good durum, I feel confident that the farmers in this area will continue to seed a goodly acreage of durum."

More than 80 per cent of all accidents last year on our streets and highways involved vehicles going straight-

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.



A Sanitation Control Program

by T. L. Huge'
American Sanitation Institute
Division of The Huge' Company, Inc.

As our company's sanitation consulting program has become more popular in the macaroni industry, particularly through our periodic confidential sanitation surveys, one outstanding fact becomes more and more apparent. The Food and Drug Administration inspector has made the macaroni plant operator conscious of the need for achieving a high level of sanitation. Unfortunately, this is too often brought about because of FDA action against the plant for insanitary practices and conditions.

Patterning our sanitation surveys or audits along food and drug lines, we find the same type infractions as does the FDA inspector, and these grossly insanitary items are fairly easy to correct. The problem lies deeper, however, for quite frequently the plant, after once achieving a passing level of sanitation, will lapse back into its old ways again, becoming vulnerable for regulatory criticism. An initial frenzied cleanup and establishment of a definite sanitation program is completely nullified if that program is not maintained through the years. This maintenance of the program is the direct responsibility of the plant owner or manager, and can only be done through him by follow-up check procedure. Accordingly, this paper is dedicated to a suggested managerial check-up program, as based on our experience of just what should be emphasized in a macaroni plant.

The following should constitute in outline form, a check list for the manager's use, which will require about two to four hours of his time once a month. It is assumed that the plant would have an appointed plant sanitarian responsible for the actual mechanics of the sanitation program, who would be devoting anywhere from four hours a week to his full time on sanitation details alone, depending upon the plant's size.

It is also assumed that a basic sanitation program has been worked out by a professional sanitation consultant.

Once a month, then, the manager will take this list and, with the plant sanitarian, proceed as follows (both the manager and the plant sanitarian carry notebooks and make notes of actions required, which the manager rechecks in a week to see if they have been accomplished):

Step 1: A tour of the outside of the

plant is made for the purpose of discovering any possible entries through which rats or mice can gain access to the building, bearing in mind that a rat, for example, can enter the building through any opening into which your forefinger can be inserted. Not only the building's wall and ground level junctures are examined, but also any possibility where the rodents could climb and gain entry through a higher level.

Particular emphasis is placed on closing each door to see if when closed it allows rodent passage underneath or at the sides. Of equal importance are those doors that must remain open a good portion of the time; in these cases, they should be studied to see that they are open no more than absolutely necessary. Even then, if possible, an inner door can be closed or provided to perform a secondary barrier.

During these tours, the surrounding neighborhood is also analyzed for rodent traffic or burrows. Very often the local health department can help by burrow dusting, if such are in evidence.

Step 2: Then, as the plant itself is entered, they will scrutinize either the receiving clerk's or plant sanitarian's records of incoming raw ingredients, such as semolina and flour. These records will show that, before each box car is unloaded, a spot check by sifting has been undertaken to determine if the car should be accepted. This method is simply choosing four to six bags of flour and semolina from various places in the car, and sifting them through either a hand or mechanical 16-20 screen, in the case of semolina, and 40-50 in the case of flour. Where the bags average more than two filth items apiece, an additional six to eight bags are taken and similarly sifted. Insects or insect parts, hairs, glass, pieces of metal, et cetera, fall in the category of filth items. If the second sifting also averages more than two filth items per bag, the box car is not unloaded, but instead is rejected, and the supplier notified to pick up the merchandise.

The manager and plant sanitarian know that occasional rejections result in cleaner flour and semolina, and so carefully study the records to see how many rejections have occurred that month, and which suppliers are guilty.

Step 3: From here, they look through the office records for similar reports from their outside laboratory source, which micro-analyzes the amount of extraneous matter in both their raw ingredients and their finished product. Once a month, each supplier's material is sent to this laboratory for a filth determination test by the FDA method. This is to determine which supplier has the cleanest products, which can only be done by repeated micro-analytical tests. If one supplier's products have been subjected to several such tests and his flour or semolina, for example, are repeatedly high in filth content, he is dropped from the approved list. The plant's packaged goods are likewise analyzed to compare with the average extraneous matter in their raw ingredients, to see just how much they themselves are adding to the product. A continuous sheet is kept on both these tests, and this sheet is studied as above by the manager and sanitarian once a month for the reasons already given.

Step 4: The next records checked are those concerning returned goods. In this case, similar sheets are maintained to show what percentage of that month's production was returned for insect infestations and from where. If these records show that a particular grocery store, for example, is returning an excessive amount of insect infested goods, then the sanitarian visits this outlet to diplomatically try to determine the source and help correct the excessive infestation there. Careful flow-type records are kept as to just what happens to returned goods that are infested, so that these infestations will not spread in the plant. Also included in such records are all batches that are regraded, and the source of these batches are studied to see if they could be guilty of carrying an infestation.

Step 5: Again records are analyzed by the two, and this time the plant sanitarian's own records, showing where and how many rat and mice traps are placed throughout the plant, plus poison locations, to determine just how many rodents were captured or killed that month. Included in these records is the plant sanitarian's notation as to the six or eight patches of flour he has sprinkled out in possible runways to be later observed for rodent tracks, denoting their traffic.

Enrichment ADDS EXTRA SALES APPEAL to your Macaroni and Noodle Products

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

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

For users of the
BATCH PROCESS

B-E-T-S

The ORIGINAL Food-Enrichment Tablets

OFFER THESE ADVANTAGES

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

Stocked for quick delivery:
Rensselaer (N. Y.), Chicago,
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Angeles, San Francisco, Port-
land (Ore.), Dallas and Atlanta.

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LOOK Magazine

For users of the
CONTINUOUS PROCESS

VEXTRAM

U. S. Patent No. 2,444,215

Brand of Food-Enrichment Mixtures

OFFERS THESE ADVANTAGES

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

*Also available in double strength

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

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.

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

Step 6: Next, the manager makes use of his own insect infestation check points. This is a list of 25 danger spots in the plant most likely to accommodate stored food product type insects of the weevil variety. This list would include such places as boots of his bucket conveyors, the dead space at the end of his screw conveyors, difficult-to-clean areas in his dryers, such as behind the sliding doors and in the rear air cooling chamber, horizontal ledges throughout his travelling long goods dryers, similar ledges where food dust builds up on his packaging and weighing machines, in crevices of his flour and semolina skids in the storage area, et cetera. These places have been revealed previously as danger spots by the outside firm the company employs to come into the plant semi-annually to conduct an unofficial FDA inspection. Routine coverage of these are the sanitarian's responsibility, but the manager should check them, or at least a portion of them, each month, to see if a good control job is being done.

Step 7: Since the plant sanitarian also has the job of treating the entire plant with residual insecticide once a month for crawling insect control, his records are next analyzed to see how many and where roaches were produced with each treatment. Decisions must then be made to see if the serious roach harborage can be eliminated.

Step 8: The plant sanitarian and manager, on their tour through the processing areas, also check the wearing apparel and food handling practices of employees for such malpractices as no hair covering, fingernail polish, et cetera.

Step 9: With a flashlight, the two visit each of the hidden corners and areas of the plant, which probably are never contacted by either men. They make it a point to go to places they probably only see during these monthly tours.

Step 10: The next thing is to check, item by item, the special danger in plant practices listed by their sanitation consulting firm in their rendered reports. These items include such miscellaneous possibilities as screening on all the windows; whether the flour dump man is brushing the bags before dumping into the conveying system; if the pipe lines conveying egg products in to the macaroni are regularly cleaned; if the flour and semolina, as well as all food items, are stored on skids up off the floor and away from the walls, and if the white traffic line provided for this in the storage areas shows any insect or rodent evidence, et cetera.

Step 11: Following the tour, the plant manager and the sanitarian conduct a meeting with all the key personnel in the plant, and particularly the various foremen involved, to discuss their findings of the day, so that any

unsanitary practices or conditions discovered can be eliminated.

Step 12: The manager has prepared for his records just what was found during this monthly inspection and what actions were taken.

This whole procedure, as stated before, takes no more than two to four hours on an average per month, and is the only way of insuring continuance of the sanitation program. Any other haphazard, wishful-thinking method will eventually result in weak points in the program, which are the usual cause for FDA action.

To avoid contaminated products or insanitary plants, a sanitation program must be established and supervised by plant management. Never forget that it is management's responsibility, and management can insure against a bogging down of the sanitation program by just such a procedure as outlined above.

Wanted: Equipment Supply Information

A foreign macaroni manufacturer, looking to American suppliers for his needs, asks if there is in existence a published list of manufacturers of machinery, equipment and other necessary needs of macaroni-noodle plants. "If you publish a list of the manufacturers who supply the macaroni products industry with the various materials and accessories required in all its phases, I would appreciate receiving a copy."

While the value of such a list is recognized, we had to write the inquirer to the effect that no such special listing exists. The manufacturer is desirous of purchasing some plastic cloth mesh and plastic belt conveyor

material, and wants samples and prices. Suppliers in a position to fill this or similar orders, will be put in touch with the prospective customer or customers on communication with the editorial office of the MACARONI JOURNAL.

Liquid, Frozen and Dried Egg Production August 1952

The quantity of liquid egg produced during August totaled 12,115,000 pounds, compared with 13,655,000 pounds a year earlier and 30,686,000 pounds, the 1946-50 average for the month, the Bureau of Agricultural Economics reports. The quantity produced for drying was larger than a year ago. The quantities produced for freezing and immediate consumption were smaller.

Dried egg production totaled 1,140,000 pounds, compared with 498,000 pounds last year and the average of 5,510,000 pounds. Production consisted of 290,000 pounds of dried whole, 478,000 pounds of dried albumen, and 372,000 pounds of dried yolk. Production during August last year consisted of 15,000 pounds of dried whole, 266,000 pounds of dried albumen and 217,000 pounds of dried yolk.

The quantity of frozen egg produced during August totaled 9,346,000 pounds, compared with 10,867,000 pounds in August last year, and the 1946-50 average of 10,313,000 pounds.

Frozen egg stocks decreased by 19 million pounds during August, compared with 15 million pounds in August last year and the average August decrease of 17 million pounds.

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	845,109	774,911	574,887	549,168
June	866,612	666,774	678,792	759,610
July	726,694	561,915	654,857	587,453
August	748,864	915,988	1,181,294	907,520
September	938,266	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 to Sept. 26, 1952.....2,413,824
 July 1 to September 31, 1951.....2,313,672

Only the choicest durum wheat thoroughly tested for richness of color, protein and milling qualities is selected for King Midas Durum Products

Actual King Midas Semolina is used in this advertisement

KING MIDAS FLOUR MILLS
 MINNEAPOLIS MINNESOTA

Groom's 25 Years of Service

Preparing North Dakota's Grain Exhibit for Last Time

B. E. Groom, chairman of the board of the Greater North Dakota Association, is busily assembling the state's grain, seeds, and corn exhibit for the International Livestock, Grain and Hay Show in Chicago, November 29 to December 6. It will be his 25th consecutive and his last showing, according to LeRoy Pease, executive secretary of GND.A.

Mr. Groom has been a fixture at the international show, and will be missed after this year's exhibit.

In his appeal to the farmers of North Dakota to supply samples of grain, seeds, and corn for the exhibit, Mr. Groom is very anxious to have the very best possible showing under the growing conditions in 1952, saying: "Naturally, I am anxious to make this just as good as can be made from the crops of grain, seeds, corn and hay grown in the state this year." During these 25 years, GND.A. has spent approximately \$2,000 annually in preparation and showing North Dakota's crops and in prizes to the winning exhibitors. It has also been Mr. Groom's and GND.A.'s policy to exhibit the winning samples at hundreds of local shows throughout North Dakota, exhibits which have never ceased to be of real interest to all farm-minded people of the state.

The officers of GND.A. feel that this project has been a potent factor in stimulating greater interest in and use of the best commercial seed for crops. That means greater farm returns, the chief objective of the farm program of GND.A.

This year the association, represented by Mr. Groom, has allocated \$1,500 in special prizes, including \$100 each for championships in wheat, durum, flax, barley, sweet clover, and alfalfa; \$75 each on oats, rye, ear or shelled corn, field peas, Great Northern beans, soy beans, crested wheat, brown or timothy seeds. The association also pays \$50 in any of the foregoing classes for entries ranking higher than any other U. S. entry. Other awards are \$25 for second place winners, \$10 for third, fourth or fifth placings and \$5 for an entry winning any listed premium.

A division of the International Show which North Dakota has dominated for years—durum wheat—will have a plaque awarded at the 1952 show for the first time from the National Macaroni Manufacturers Association.

Samples of durum will be assembled at the plant of Noody Goodman, Inc., Fargo, N. D. Peck samples of durum, all cleaned, are required. For growers who do not have cleaning and grading facilities, Groom suggests that they select a full two-bushel bag of their best durum and ship it to him. The grain will be cleaned and graded without expense to the grower. One peck will be entered in the show and the balance sold with proceeds going to the farmer or, if requested, will be returned to him.

Shipments should be made as early as possible if the exhibit samples are



Mr. Groom

to be given the cleaning and grading attention needed. Since the exhibit in Chicago opens on November 29, it is hoped to have all samples ready by the first of that month.

Successful West Coast Meetings

The three meetings planned by Secretary Robert M. Green, NMMA secretary and NMI manager, to acquaint West Coast manufacturers with plans for the nation-wide observance of National Macaroni Week, October 16-25, were successful, resulting in increased capitalization of the event. Theodore R. Sills of Sills, Inc., Chicago and New York, who accompanied Secretary Green, gave a thorough report on the plans for 1952 and obtained the views of the western manufacturers as to their wishes in connection with the 1953 plans.

From the lively discussions that followed the talk of Mr. Sills, who is public relations counsellor for the macaroni industry, the three groups are about equally divided between those who feel that the National Macaroni Institute should offer point-of-sales pieces for merchandising follow-up, and those who felt that they could do an adequate job on their own.

Secretary Green gave a report on general business trends, on the 1952 durum crop, and on future association and institute plans.

Association Director Guido P. Merlino, Seattle, presided at the Seattle meeting on September 9, and aided in its planning and presentation. In attendance from that region were: John Madonna, Joseph Merlino, Guido P. Merlino, Harry G. Greenleaf, Howard L. Sather, Dominic J. Foote and John Deanigi of the Mission Macaroni Co., Seattle; Armand Favor of Favro Macaroni Co., Seattle; P. De Felice of U. S. Macaroni Co., Spokane; Paskey De Domenico of Golden Grain Maca-

roni Co., Seattle; Frank Taskett of Taskett Advertising Agency; Ivan Lattafeldt of Rossotti Lithograph Corp., and Beverly Dach of Commander-Larabee Milling Co., all of Seattle.

At the San Francisco meeting September 10, presided over by NMMA Director Vincent DeDomenico, there were present: Thomas DeDomenico, Golden Grain Macaroni Co., San Leandro; George Paolini, Roma Macaroni Co., San Francisco; D. Merlino and R. E. Merlino of D. Merlino and Sons and J. DiDonato of West Coast Macaroni Co., both of Oakland; Thos. L. Brown, Commander-Larabee Milling Co.; Jim M. Laughman, Capital Flour Mills; J. Ferroggiaro, Rossotti Lithograph Corp.; W. K. McLeod and S. J. Whitman, Coast Dakota Flour Co.


At the Los Angeles meeting September 11, presided over by A. Fred Spadaforo of Superior Macaroni Co., NMMA director, were: Robert William, Robert William Foods; C. DeRocco, Florence Macaroni Co.; H. Saidener, Carmen-Weber Noodle Co.; E. Spadaforo, Superior Macaroni Co.; Bill Spaulding, Budget Pack-Spaulding Macaroni Co.; Del Jaeger, Gold Medal-Grocery Store Products; Phil Ewing, Pillsbury-Globe Al; Hugh Burras, Sills, Inc., and Hawthorne Vanslyter, Rossotti Lithograph Corp.

Ninety-eight per cent of drivers involved in fatal automobile accidents in the U. S. last year had at least one year's driving experience.

Teacher: "Who can name a liquid that won't freeze?"
Johnny: "Hot water."

MALDARI'S

INSUPERABLE



MACARONI DIES

Never Say Die—
Say Maldari


Scientific Engineering Makes the Difference

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America's Largest Die Makers

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1903—Management Continuously Retained in Same Family—1952



Trade Practice Rules for the Grocery Industry

Statement by the Commission:

Trade practice rules for the Grocery Industry, as hereinafter set forth, are promulgated by the Federal Trade Commission under the trade practice conference procedure. The rules constitute a revision and extension of the trade practice rules for this industry as promulgated by the Commission on March 14, 1932, and supersede such previously promulgated rules.

The rules are directed to the prevention and elimination of unfair trade practices to the end that the industry, the trade, and the public may be protected from the harmful effects of such competitive methods and that the conduct of business throughout the industry may be effectively maintained on a high plane of free and fair competition.

Members of the industry are the persons, partnerships, corporations and organizations engaged in the business of marketing one or more products to or in the grocery trade and include manufacturers, brokers, wholesalers, retailers, and other marketers of such products. The total annual volume of business of the industry is estimated to be in excess of twenty-six billion dollars.

Proceedings to revise the 1932 rules for the Grocery Industry were instituted upon application from members of the industry. A general industry conference was held in Washington, D. C., at which suggestions and proposals for rules were submitted for the consideration of the Commission. Thereafter, a draft of proposed rules in appropriate form was made available and public notice was given whereby all interested or affected parties were afforded opportunity to present their views, including such pertinent information, suggestions, or objections respecting the rules as they desired to offer. Pursuant to such notice a public hearing was held in Washington, D. C., on November 1, 1951, and all matters there presented, or otherwise received in the proceeding, were duly considered by the Commission.

Following such hearing, and upon full consideration of the entire matter, final action was taken by the Commission whereby it approved the rules as hereinafter set forth.

Such rules become operative thirty (30) days after the date of promulgation.

The Rules

The rules are set forth under four separate sections but all are of the

Group I classification and embrace practices considered to be prohibited under laws administered by the Federal Trade Commission. Subject to jurisdictional requirements, appropriate proceedings in the public interest will be taken by the Commission to prevent the employment of any such practices by any member of the industry.

Definitions

The term "member of the industry," as used in all rules herein, means any person engaged in the business of marketing one or more products to or in the grocery trade. The term "person," as thus used, means any individual, partnership, corporation, association, or other organization.

Part I

Part I contains rules which repeat the statutory language in Section 2(a) and (c) to (f) of the Clayton Act, as amended by the Robinson-Patman Act and otherwise. This law is qualified by the following meet-competition provisions in Section 2(b) of the Clayton Act:

"Upon proof being made, at any hearing on a complaint under this section, that there has been discrimination in price or services or facilities furnished, the burden of rebutting the prima-facie case thus made by showing justification shall be upon the person charged with a violation of this section, and unless justification shall be affirmatively shown, the Commission is authorized to issue an order terminating the discrimination: Provided, however, That nothing herein contained shall prevent a seller rebutting the prima-facie case thus made by showing that his lower price or the furnishing of services or facilities to any purchaser or purchasers was made in good faith to meet an equally low price of a competitor, or the services or facilities furnished by a competitor."

The term "commerce," as used in the Part I rules is to be construed as it is defined in Section 1 of the Clayton Act. This definition is as follows:

"Commerce" * * * means trade or commerce among the several States and with foreign nations, or between the District of Columbia or any Territory of the United States and any State, Territory, or foreign nation, or between any insular possessions or other places under the jurisdiction of the United States, or between any such possession or place and any State or Territory of the United States or

the District of Columbia or any foreign nation, or within the District of Columbia or any Territory or any insular possession or other place under the jurisdiction of the United States: Provided, That nothing in this Act contained shall apply to the Philippine Islands."

Rule 1—Prohibited Discrimination in Price

It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities of like grade and quality, where either or any of the purchases involved in such discrimination are in commerce, where such commodities are sold for use, consumption, or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, and where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them:

Provided, That nothing contained in this rule shall prevent—

(a) differentials which make only due allowance for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities¹ in which such commodities are to such purchasers sold or delivered; or

(b) price changes from time to time where in response to changing conditions affecting the market for or the marketability of the goods concerned, such as but not limited to actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales under court process, or sales in good faith in discontinuance of business in the goods concerned; or

(c) persons engaged in selling goods, wares, or merchandise in com-

¹This exemption of quantity price differentials is further qualified by the following additional provisions in amended Section 2(a) of the Clayton Act: " * * * the Federal Trade Commission may, after investigation and hearing to all interested parties, fix and establish quantity limits, and revise the same as it finds necessary, as to particular commodities or classes of commodities, where it finds that available purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminatory or promotive of monopoly in any line of commerce; and the foregoing shall then not be construed to permit differentials based on differences in quantities greater than those so fixed and established * * *"

THE MILLER — THE MACARONI MANUFACTURER — THE CIGARETTE MAKER



... and the **1,000,000,000** paper kimonos!

MILLER: Like to have you meet a friend of mine. Interesting business he's in—connected, of all things, with kimonos. Actually . . . paper kimonos . . . cigarette wrappers.

GUEST: You see, I'm in tobacco—buying cigarette papers by the billions every year. Have to keep an eye on the crops, year after year.

MANUFACTURER: Crops? Who ever heard of cigarette papers growing in a field?

GUEST: You might be surprised to know that wrappers for cigarettes are made from the stalks of plants. Seed flax plants. Flax straw. In fact, the same flax straw that makes strong linen paper—air mail stationery—business letterheads. Same flax straw that furnishes about 25% of the material now used for paper money issued by the U.S. Government.

MANUFACTURER: Sounds like big business to me.

GUEST: It is. We used to import most of our cigarette papers. American industrial leaders kept working for years on cotton, but burning cotton doesn't smell so good . . . so, after trying out all sorts of products, they discovered that seed flax straw was just the thing to use. Today I'd say the United States consumes thousands of tons of cigarette papers every year. Most of it is produced in "bobbin" rolls, about an inch wide—some of it in "booklet" form for the smoker who rolls his own.

MILLER: Flax straw certainly used to be a nuisance.

GUEST: It is used to be destroyed by burning. A case of good money going up in smoke, considering that industry today uses over 300,000 tons of this straw every year—and pays good prices for it. It's still going up in smoke, but it makes money for farmers nowadays, thanks to ADM, who changed that waste into a profit. And ADM today is the world's biggest buyer and processor of flax straw.

MILLER: Just another example of ADM policy—creating new values from America's harvests. And let's remember that flax fibre is just one of the many divisions of Archer-Daniels-Midland—as Commander-Larabee durum products is another. And, as in the case of these billion paper kimonos, what is new and practical in any of these fields, many times turns out to be mighty important to the miller and the macaroni manufacturer. Of course, many of these new methods can't be applied directly to flour milling—but you'd be surprised how many times the ideas behind them are put to our use. It's a matter of research—a matter of discoveries—what ADM terms "scientific shortcuts." That's one reason why Commander-Larabee can offer every macaroni manufacturer better durum products the year 'round.



Commander-Larabee

MILLING COMPANY

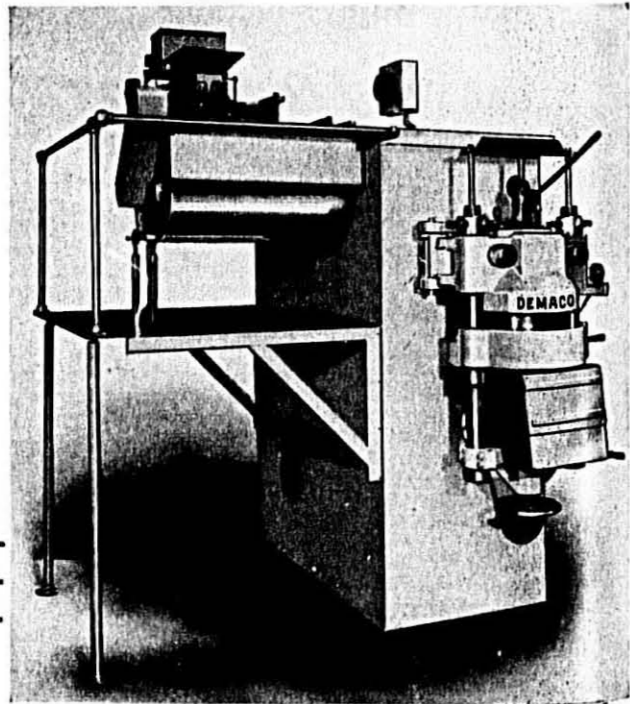
A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

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

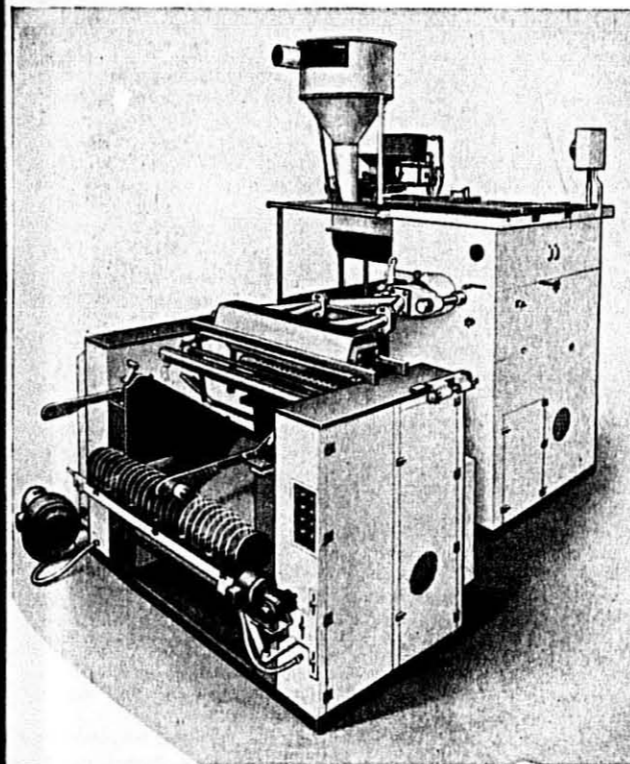
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FUSILLI & LONG PASTE
SPREADER - MODEL - CFSAS



THE SPREADER THAT CAN BE USED FOR BOTH LONG PASTE & FUSILLI. A SIMPLE CHANGEOVER ALLOWS THE LENGTHS TO BE VARIED TO SUIT STANDARD LONG PASTE LENGTHS OR FUSILLI LENGTHS.

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

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merce from selecting their own customers in bona fide transactions and not in restraint of trade.

Rule 2—Prohibited Brokerage and Commissions, Etc.

It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to pay or grant, or to receive or accept, anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, except for services rendered in connection with the sale or purchase of goods, wares, or merchandise, either to the other party to such transaction or to an agent, representative, or other intermediary therein where such intermediary is acting in fact for or in behalf, or is subject to the direct or indirect control, of any party to such transaction other than the person by whom such compensation is so granted or paid.

Rule 3—Prohibited Discrimination in Advertising or Promotional Allowances

It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to pay or contract for the payment of anything of value to or for the benefit of a customer of such person as compensation or in consideration for any services or facilities furnished by or through such customer in connection with the processing, handling, sale, or offering for sale of any products or commodities manufactured, sold or offered for sale by such person, unless such payment or consideration is available on proportionally equal terms to all other customers competing in the distribution of such products or commodities.

Rule 4—Prohibited Discrimination in Services or Facilities

It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to discriminate in favor of one purchaser against another purchaser or purchasers of a commodity bought for resale, with or without processing, by contracting to furnish or furnishing, or by contributing to the furnishing of, any services or facilities connected with the processing, handling, sale, or offering for sale of such commodity so purchased upon terms not accorded to all competing purchasers or proportionally equal terms.

Rule 5—Prohibited Inducing or Receiving Discrimination in Price

It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, knowingly to induce or receive a discrimination in price which is prohibited by the Part I rules.

Exemptions in the Part I rules—

(a) shall prevent a cooperative association from returning to its mem-

bers, producers, or consumers the whole, or any part of, the net earnings or surplus resulting from its trading operations, in proportion to their purchases or sales from, to, or through the association;² or

(b) shall apply to purchases of their supplies for their own use by schools, colleges, universities, public libraries, churches, hospitals and charitable institutions not operated for profit.³

Part II

Part II contains rules based on Sections 5 and 12 of the Federal Trade Commission Act. Said Section 5 prohibits the use of all unfair methods of competition and of all unfair or deceptive arts or practices in commerce, and said Section 12-a(1) prohibits the dissemination of "any false advertisement by United States mails, or in commerce by any means, for the purpose of inducing, or which is likely to induce, directly or indirectly the purchase of foods, drugs, devices, or cosmetics." As used in said Sections 5 and 12, the term "commerce" is to be construed as it is defined in Section 4 of the Federal Trade Commission Act. This definition reads as follows:

"Commerce" means commerce among the several States or with foreign nations, or in any Territory of the United States or in the District of Columbia, or between any such Territory and another, or between any such Territory and any State or foreign nation, or between the District of Columbia and any State or Territory or foreign nation."

The term "purchasing public," as used in the Part II rules, means actual and prospective trade or consumer purchasers, as the case may be.

Rule 6—Prohibited Wrongful Selling Below Cost

It is an unfair trade practice for any member of the industry to advertise, offer, or sell a product at a price less than the cost thereof to the seller, with the purpose or intent, and where the effect may be, to injure, suppress, or stifle competition or tend to create a monopoly in the production or sale of such products. As used in this rule, the term "cost" means the total cost to the seller, including the costs of acquisition, processing, preparation for marketing, sale and delivery.

This rule is not to be construed as prohibiting all sales below cost but only such selling below the seller's cost as is resorted to and pursued as a monopolistic practice with the wrongful intent referred to and where the effect may be unreasonably to restrain trade, tend to create a monopoly, or substantially lessen competition.

Rule 7—False Use of the Term "Bargain" Prohibited

It is an unfair trade practice for any member of the industry to advertise, offer, or sell a product (a) at a price purported to be reduced from what is

in fact a fictitious price, or (b) at a purported reduction in price which is in fact a fictitious one.

Rule 9—Prohibited Use of Any False or Misleading Term of Sale

It is an unfair trade practice for any member of the industry to quote or disseminate any price or any other term (including condition) of sale which is false, or which otherwise has the capacity and tendency or effect of misleading or deceiving the purchasing public.

Rule 10—Prohibited Use of Any False or Misleading Invoice, Etc.

It is an unfair trade practice for any member of the industry, in connection with the sale or purchase of a product, (a) to make an invoice a false record of a sale by adding or omitting any statement with respect to it, or (b) to falsify a purchase record by any manipulation of it or (c) to use an invoice or purchase record which otherwise has the capacity and tendency or effect of misleading or deceiving the purchasing public.

Rule 11—Prohibited Misrepresentation of Available Product Supply

In connection with the advertisement, sale, offering for sale, or distribution of products, it is an unfair trade practice for any member of the industry, either expressly or impliedly, to misrepresent the available supply of a product.

Rule 12—Prohibited Use of Any Misleading or Deceptive Selling Method

It is an unfair trade practice for any member of the industry to use any method of selling a product which has the capacity and tendency or effect of misleading or deceiving the purchasing public in any material respect.

Rule 13—Prohibited Misrepresentation in General

It is an unfair trade practice for any member of the industry, either directly or indirectly, to make any misrepresentation in the advertisement, offer, or sale of a product (a) about its production or distribution, or (b) about its identity, nature, character, composition, grade, quality, quantity, size, use, or value, or (c) in any other material respect.

Rule 14—Prohibited Defamation of Competitor

It is an unfair trade practice for any member of the industry to defame a competitor or to disparage his product, his business or its conduct, by any false or otherwise unfair representation.

Rule 15—Prohibited Enticing of Competitor's Employee

It is an unfair trade practice for any member of the industry to entice

²Paragraph (a) repeats the statutory language in Section 4 of the Robinson-Patman Act.
³Paragraph (b) repeats the statutory language in an amendment to the Robinson-Patman Act.



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

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



CAPITAL FLOUR MILLS



away any employe of a competitor with the purpose and tendency or effect of unfairly injuring him: Provided, that nothing in this rule shall be construed as prohibiting employes or agents from seeking or obtaining more favorable employment.

Rule 16—Prohibited Substitution of Competitor's Product

It is an unfair trade practice to ship or deliver products which do not conform to samples submitted to specifications upon which the sale is consummated, or to representations made prior to securing the order, without advising the purchasers as to such substitution and obtaining consent thereto at or before the time of shipment or delivery, and with the capacity and tendency or effect of misleading or deceiving the purchasing or consuming public.

Rule 17—Prohibited Interference with Competitor's Contract

It is an unfair trade practice for any member of the industry (a) to induce the breach of a competitor's lawful purchase, sale, or other business contract, or (b) to interfere with or obstruct the performance of such a contract by a competitor where either of such practices has the capacity and tendency or effect of substantially injuring or lessening present or potential competition.

Nothing in this rule is intended to imply that it is improper for any member of the industry to solicit the business of a customer of a competing member of the industry; nor is the rule to be construed as in anywise authorizing any agreement, understanding, or planned common course of action by two or more members of the industry not to solicit business from the customers of either or any of them, or from customers of any other member of the industry.

Rule 18—Prohibited Coercion of Purchase

It is an unfair trade practice for any member of the industry to require by coercion, or by any other means, the purchase of one or more products as a condition to the purchase of one or more other products, where the effect may be substantially to lessen competition, unreasonably restrain trade, or tend to create a monopoly.

Rule 19—Prohibited Use of Lottery Scheme

It is an unfair trade practice for any member of the industry to sell or promote the sale of products by means of a game of chance, gift enterprise, or other lottery scheme, or to sell or distribute any punch-boards, push cards, or other lottery devices which are to be used, or may be used, in the sale or distribution of merchandise to the public by means of a game of chance, gift enterprise, or other lottery scheme.

Rule 20—Prohibited Forms of Trade Restraints (Unlawful Price Fixing, Etc.)

It is an unfair trade practice for any member of the industry, either directly or indirectly—

(a) to engage in any planned common course of action or to enter into or take part in any understanding, agreement, combination, or conspiracy with one or more members of the industry or with any other person or persons, unlawfully to fix, maintain, or enhance the price of any goods, or otherwise unlawfully to restrain trade; or (b) to use any form of threat, intimidation, or coercion to induce any member of the industry or other person or persons to engage in any such planned common course of action, or to become a party to any such understanding, agreement, combination, or conspiracy.

Part III

Rule 21—Prohibited Use of Unfair Exclusive Deals

It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to make a sale or contract for sale of goods, for use, consumption or

This rule is based on Section 3 of the Clayton Act. The term "commerce," as used in this rule, is to be construed as it is defined in Section 1 of the Clayton Act. This definition is quoted in the heading to Part I of the rules.

The "20% Protein Spaghetti" Case

By a resolution adopted by the National Macaroni Manufacturers Association at its annual convention last June, James J. Winston, director of research for the organization, has obtained a statement in connection with a case that has been pending in the Federal District Court, Wilmington, Del., for nearly four years, involving the question of the legality of the term, "20% Protein Spaghetti." The standards committee of the association has been and is of the opinion that the term, and that of "High Protein Macaroni," are definite acts of misbranding under the Federal Food Regulations.

The statement, dated August 22, 1952, by John L. Harvey, associate commissioner of Food and Drugs, Washington, D. C., ordered sent to all macaroni manufacturers by President Thomas A. Cunco of NMMA, reads in part as follows:

We are glad to give our position on the use of such terms as "Macaroni Products," "Macaroni," "Spaghetti" and "Vermicelli" on products made to resemble these items, but which contain approximately 20 per cent protein.

"As you know, standards of identity for macaroni products have been promulgated under the authority of the

resale within any place under the jurisdiction of the United States, or fix a price charged therefor, or discount from, or rebate upon such price, on the condition, agreement or understanding that the purchaser thereof shall not deal in the goods of a competitor or competitors of the seller, where the effect of such sale or contract for sale, or such condition, agreement or understanding, may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

Part IV

Rule 22—Prohibited Aiding or Abetting Use of Unfair Trade Practices

It is an unfair trade practice for any member of the industry, either directly or indirectly, knowingly to aid, abet, coerce, or induce another to use or promote the use of any unfair trade practice forbidden by these rules.

Industry Committee

A Committee on Trade Practices is hereby authorized to co-operate with the Federal Trade Commission and to perform such acts as may be legal and proper in the furtherance of fair competitive practices and in promoting the effectiveness of the rules.

Promulgated by the Federal Trade Commission, March 18, 1952.

Federal Food, Drug, and Cosmetic Act. The standards provide for the use of gum gluten as an optional ingredient, although limiting the addition of this substance by providing that the protein content of the finished food is not more than 13 per cent. Thus a macaroni product which contains added gum gluten to result in a 20 per cent protein content of the finished food would not be in compliance with the standard. This would result in a misbranding under section 403 (g) (1) of the Federal Food, Drug, and Cosmetic Act.

"It is our view that such a misbranded product continues to violate that section of the Act, even though the name specified in the standard is modified by such a designation as '20% Protein.' This view obviously is not shared by all manufacturers of macaroni products, as evidenced by the fact that there is a pending court action in the Federal District Court at Wilmington, Del., involving just that point. The action involves a seizure of a consignment of an article labeled in part 'Buitoni 20% Protein Spaghetti.' The manufacturer of this item elected to contest the case and, while the case has been pending for over four years, we are extremely hopeful that the court will hear it and announce a decision during the next term of court at Wilmington."

The man who figures that life is too short to spend in worrying usually lives a useful, long life.

Proposed New World Calendar One World Calendar for One World

A proposed resolution has been submitted to the nations of the world, asking the United Nations General Assembly this autumn to request the Economic and Social Council to consider the world calendar in the spring of 1953 and to submit its recommendations to the eighth session of the General Assembly in the autumn of the same year. The purpose is to adopt the new calendar on the first day of 1956, the date on which both old and new calendars automatically merge.

Seventeen governments have approved calendar revision in principle. Thus a nucleus has been formed, and these governments will doubtless be ready to co-operate in forthright action to place the subject on the United Nations agenda immediately, thus enabling decisive consideration by

ECOSOC next spring. Faith without works is dead.

What stands in the way? There are three dragons which must be overcome—Fear, Do-Nothingism, Apathy.

Fear is an obsession of our present world. Fear of war, fear of change, fear of taking the lead—these paralyze effective action of world leaders. There is truth in Francis Bacon's potent phrase: "Nothing is terrible, except fear itself." Fear is an emotion of weakness, of incompetence, that can be overthrown only by courage, faith and confidence.

The second dragon, Do-Nothingism, an escape complex. Under its influence, inaction increases and opportunities are lost. It withers leadership and discourages constructive movements.

The third dragon—Apathy, indifference, the shrug of the shoulder, let the other fellow do it, complete inertia. The best way it can be eliminated is by righteous indignation and an alert zeal for the public good.

The world today is too much in the grip of this threefold menace which impedes progress and advancement. It must be subdued and conquered. Nations need a David with the strength and faith to kill Goliath, a Hercules to perform heroic labors, a St. George to vanquish the dragons.

The capacity for such valiant, noble and constructive deeds is still with us. It needs but to be released by courageous, vigorous action. Approval and acceptance for the world calendar now will create order and harmony within our time-system. All nations and peoples can co-operate in this unifying action whereby a cornerstone will have been laid on which to build better days. They should not allow this precious opportunity to be lost through delay. "Where there is no vision, the people perish."

It has been said that the adoption of the solar calendar in Egypt was the earliest dated intellectual event in human affairs. Historians of the future may well record that the adoption of the new calendar, during bewildering and uncertain days, was a miracle of this age—a progressive intellectual achievement of high import to all mankind.

—Journal for Calendar Reform.

Business Good on Pacific Coast

"Business is good on the West coast, with everyone busy and quite optimistic of fall prospects," reports Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Association and general manager of the National Macaroni Institute, on his return from a tour there to promote National Macaroni Week, October 16-25. A competitive situation exists in Los Angeles, where stability will only come when a better job is done with consumers.

An Institute Appeal

The National Macaroni Institute has sent out an appeal for success stories on what has been done to fully capitalize the many possibilities offered by National Macaroni Week. Where possible, manufacturers are asked to supply photos, figures showing sales increases and profit increases. These will be used in a brochure of the national picture for use by salesmen and through salesmen to show retail grocers how to merchandise macaroni, spaghetti, egg noodle products in National Macaroni Week in 1953.

No man is a success until he works as hard for the love of his job as for wages.

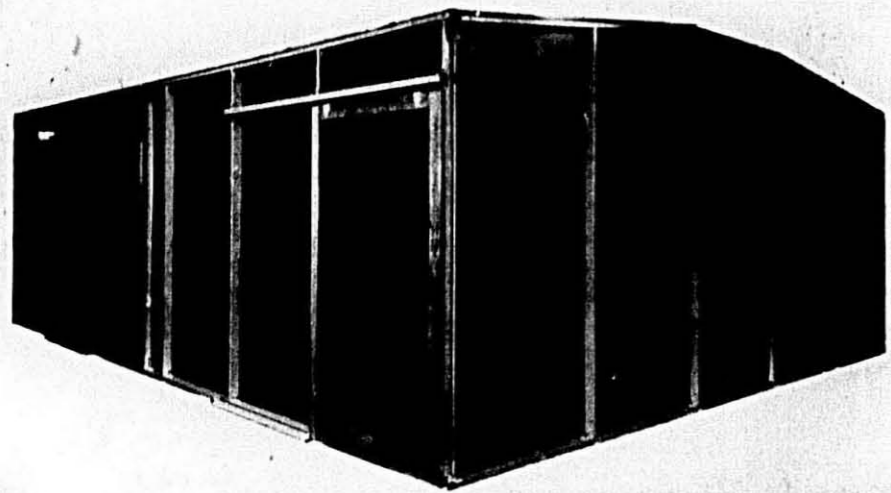
THE WORLD CALENDAR

Calendar grid showing months from January to December with days of the week and quarter indicators (1st, 2nd, 3rd, 4th Quarter).

- In this Improved Calendar:
• Every year is the same.
• The quarters are equal: each quarter has exactly 91 days, 13 weeks or 3 months; the four quarters are identical in form.
• Each month has 25 weekdays, plus Sundays.
• Each year begins on Sunday, 1 January; each working year begins on Monday, 2 January.
• Each quarter begins on Sunday, ends on Saturday.
• The calendar is stabilized and perpetual, by ending the year with a 365th day that follows 30 December each year, called Worldiday dated "W" or 31 December, a year-end world holiday. Leap-year day is similarly added at the end of the second quarter, called Leapyear Day dated "W" or 31 June, another world holiday in leap years.

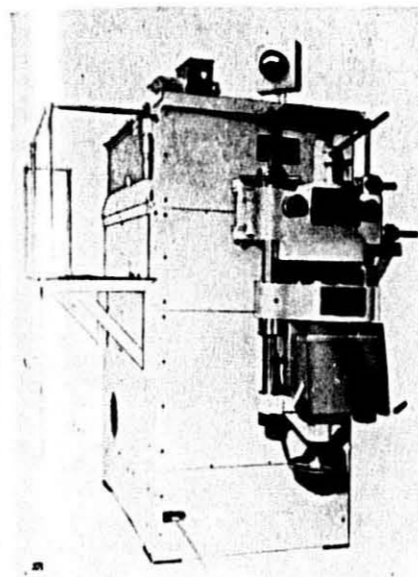
New "Self-Controlled" Room FOR LONG GOODS

- QUICK POSITIVE DRYING
 - REDUCES DRYING SPACE
- STRAIGHT FIRM DRYING
 - LESS PACKING WASTE
- HYGIENIC CONSTRUCTION
 - EASY TO KEEP CLEAN



100% AUTOMATIC
AN *"Original"*
**AMBRETTE
DESIGN**

ORIGINALITY IS PROGRESS



Time Proven Automatic Presses

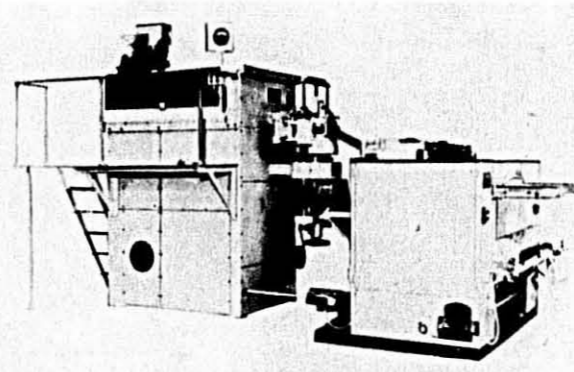
Continuous Automatic Short Cut Press

*"Has Two Mixers to Stop
Unmixed Semolina from
Dropping into Extrusion Screw"*

MODEL DSCP-1000 LBS. PROD.
MODEL SACP- 550 LBS. PROD.

Three-Way Combination Press FUSILLI LONG GOODS SHORT GOODS

SIMPLE
PRACTICAL
CHANGEVER
MECHANISM



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.

A picture story—

THE DEVELOPMENT OF MACARONI-MAKING EQUIPMENT

WHILE operators of today's plants are naturally more interested in present machines and methods, they have a yen for the early history and development of the macaroni products manufacturing process from its ancient beginning. The readers of the April, 1952, issue of the fine Molini d'Italia, Rome, Italy, were given an illustrated and word picture of the progress through the centuries. The article is reviewed by the managing editor in English, as follows:

Technical Progress in Pasta Manufacturing

The article supplies an accurate and practical study of the present situation of pasta manufacturing industries in connection with the availability of the most efficient technical means, the necessity of realizing a better income bearing production, to cope with the home and foreign markets in the best possible and advantageous manner. Setting out with establishing the origins and sources of the alimentary paste, declaring that the latter should be identified with the Provinces of S. Italy, which, by tradition, are the principal consumers and producers, subsequently, the article gives the history of the working systems employed from the middle of the 17th Century, when all the instruments were made of wood, gradually reaching our present days, following in pace the technological evolution, which first witnessed the substitution of wood instruments with metal structure, followed by the embodiment in one single machine of the 3 fundamental original bodies, i.e., the dough-mixer, the kneading-machine and the press, finally reaching the advent of automatism. It has been lamented, that generally speaking, the greater part of Italian establishments have not lined up with the progress of modern times and arguments are supplied, precisely with the scope of demonstrating and convincing the only modern technology can assure greater savings, jointly with a constant quality of the product. The demonstration follows up all the various manufacturing phases, and is developed without losing sight of the technical and economical requirements.

Nearly 20 cuts of machines and

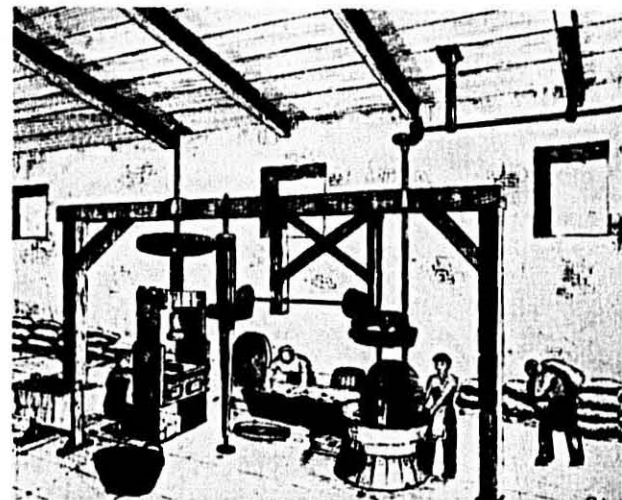
Courtesy Molini d'Italia
Published in Rome, Italy

other equipment were used to show the progress from the crude of early years to the refined of the moment, from the wooden equipment to that of

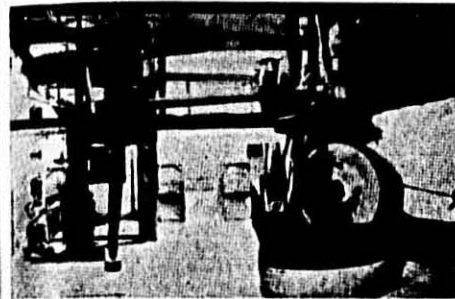
stainless steel. Nine of the illustrative cuts and their explanatory captions are shown, with the compliments of the editor of Molini d'Italia.



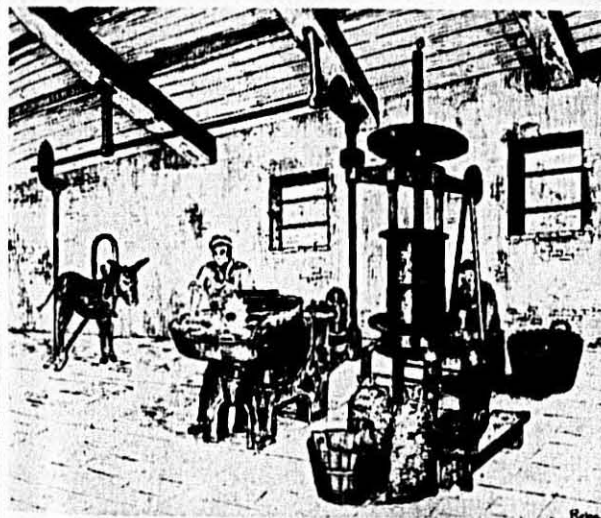
A spaghetti factory of early days, with hand-operated kneader and press. (Il pastificio—a stanga—da una stampa dell' epico—ricostruzione.)



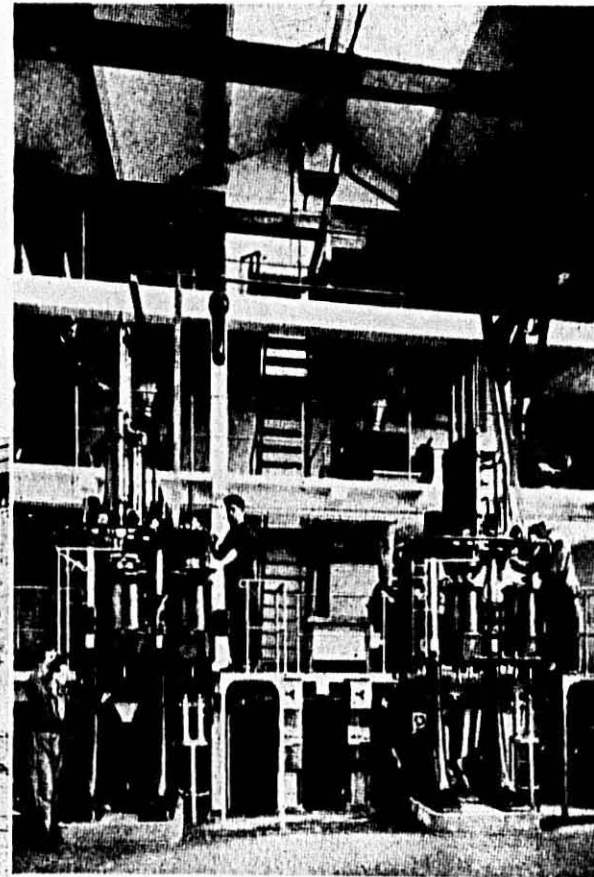
Another ancient factory. (Antica pastificio—ricostruzione.)



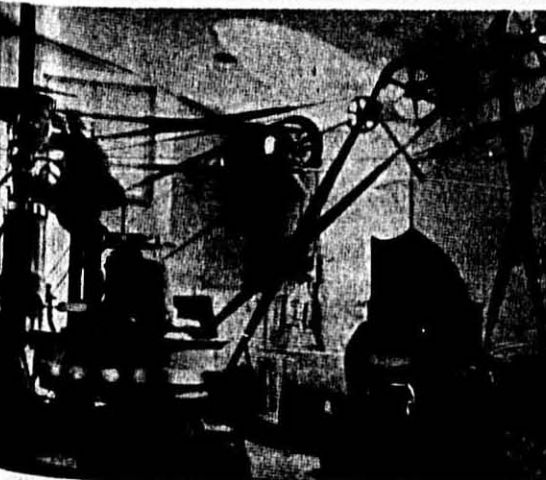
A 1750 model plant. (Un pastificio del 1750.)



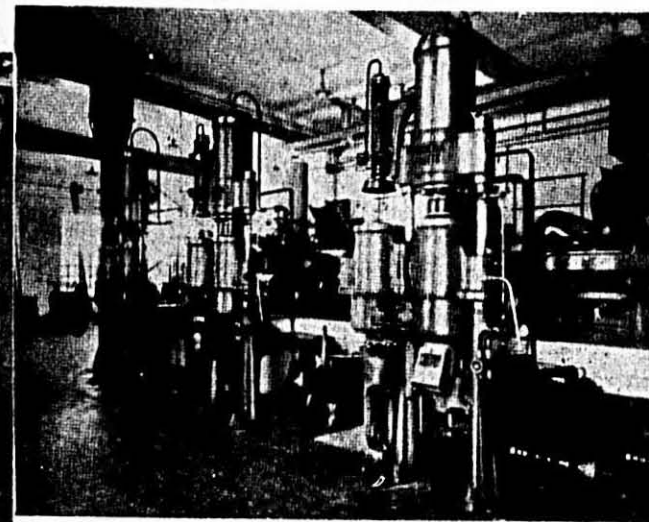
An 1800 plant, with mule power. (Un pastificio del 1800.)



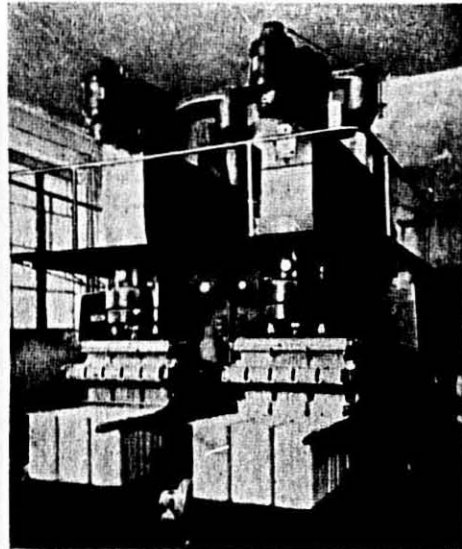
Grouping idea perfected towards the end of the 19th century. (Sala a ripiani con gruppi. Impastatrice, gramola, pressa idraulica.)



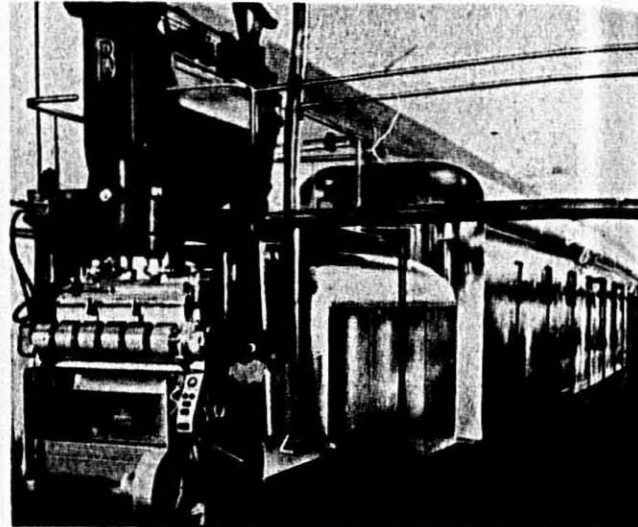
Improvement. Metal equipment first used. (Impastatrice, Gramola-torchio a vite.)



Assembly in terrace arrangement. (Sala di gradino.)



A tandem of modern automatic machines. (Gruppi automatici, V serie accoppiate a due stenditrici doppie.)



Complete automatic assembly for production and drying of long goods. (Complesso automatico per la produzione di pasta lunga. Automatico IV serie. Stenditrice semplice. Galleria d'incartamento. Galleria di associazione su canne.)

Quality Control of Macaroni Products

Instruments Needed and Procedure to Follow

A foreign manufacturer of macaroni products (pasta) has written the editor of THE MACARONI JOURNAL for a clarification of some of the statements contained in an article on "Quality Control," published in the February, 1952, issue. The letter was referred to James J. Winston, director of research, NMMA, for technical answer. The questions propounded and the replies thereto follow:

"In our laboratory, we use several instruments for raw materials quality control; We miss an instrument for color control. Therefore we should like to receive some explanation, or still better, an offer from the firm manufacturing the disc colorimetry of which you hint in your article. We beg you also to let us know what do you mean, i.e., color score 11, or yolk with a color score of 76 equivalent to a NEPA color of 5.

"We need to classify, by color, the semolina we receive from our supplier, the macaroni goods (of semolina only) and egg noodles we produce in different shapes.

"Among the analysis we accomplish in our laboratory is a sifting test in order to evidence the percentages of semolina in the different granulations and, specially, the percentage of flour contained for this has a clearer color and ashes are in a more elevated percentage than in a product having a coarse and uniform granulation. It should be very useful if we could know how these tests are accomplished by you and what mesh you use to

divide products having different granulation. We also request that you let us know the greatest percentages of a good semolina suitable to macaroni manufacturing.

"In semolina, we note also some small white grains and little black particles which can easily be seen at a glance and appear then also in the dried macaroni goods.

"Please let us know whether there's on the market an instrument suitable for this test."

"In our laboratory we make moisture test with a Brabender oven and with a little instrument for the fast moisture determination which, however, gives no guarantee. We should like to know what are the so-called moisture meters that many manufacturers have employed. We also desire to check macaroni moisture during the successive steps of drying.

"In our egg noodles manufacturing, we must use five eggs (whole eggs yolk and white) per kilo of semolina. As the controls on the right quantity are difficult, we want to know if there are instruments or meters to be applied on macaroni producing machines."

The clarification given will be of interest to all manufacturers faced with like problems.

1. Color score of farinaceous material as measured by disc colorimetry. The Wallace and Tiernan Co., Inc., Belleville, New Jersey, has in the past manufactured and sold a disc colorimeter.

2. In color score of yolks, we refer to the extracted yellow pigments which are measured chemically by means of carotinoid color. In the latest issue of the "Book of Methods," Association of Official Agricultural Chemists,

there is a procedure for carotinoid extraction.

3. Granulation tests are usually conducted by a Ro-Tap Tyler sifter for a period of 2 minutes. The mesh sieves used in our laboratory consist of the following: 40; 80; 100; The material passing through the 100 mesh sieve constitutes the flour portion.

4. There are a number of moisture meters manufactured in this country. We have found the Hart meter a reliable one for quick moisture determinations. This instrument is manufactured by the Hart Moisture Co., New York, N. Y.

G. C. Parenzo Dies Suddenly

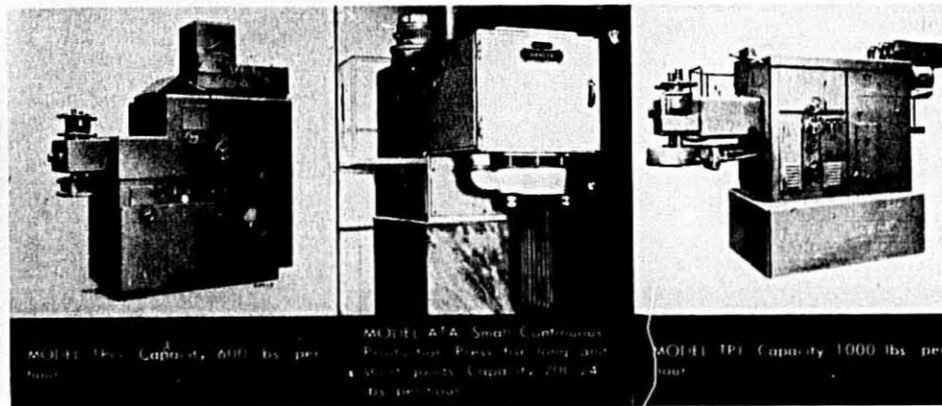
Dott. Ing. G. C. Parenzo of M. & G. Braibanti & Cie., Milano, Italy, died suddenly September 18 in Milano.

He was the chief technical engineer of the Braibanti firm and its U. S. representative. On his return to Italy last December, after several months in the United States, his plane crashed on landing at his home city in Italy, and though he had apparently recovered from the injuries received, he evidently was more seriously injured than he believed at the time. Of late, he had been complaining of violent headaches.

Dr. Parenzo was a very delightful person and made many friends among the macaroni-noodle manufacturers at the 1951 convention which he attended. The Lehara Sales Corp. of 485 Fifth Ave., New York, continues as the representative of the Braibanti firm, manufacturers of macaroni processing machinery, as does Joseph Santi, engineer and contact man.

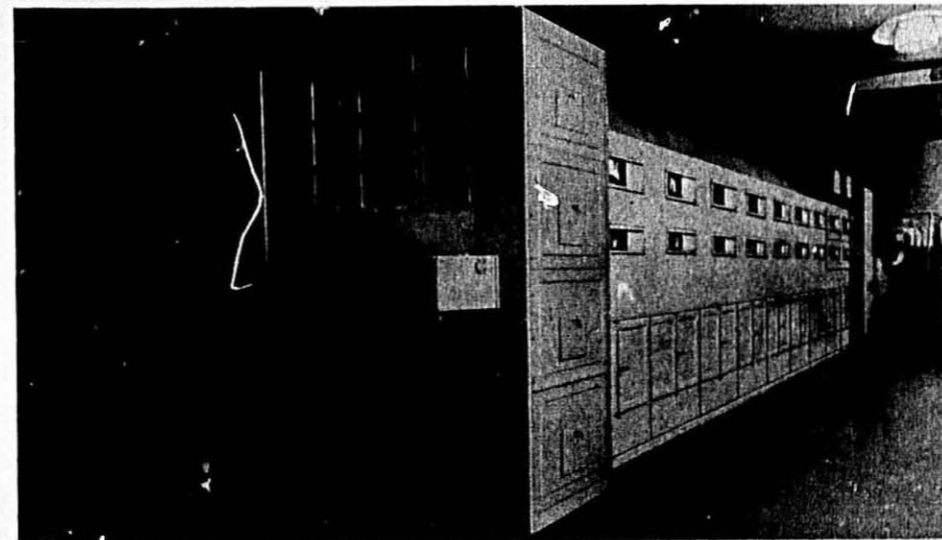
BUHLER ENGINEERED EQUIPMENT FOR EVERY PLANT PRODUCTION NEED

CONTINUOUS-PRODUCTION PRESSES



Engineers for Industry Since 1860

LONG GOODS PRODUCTION UNIT FOR MEDIUM AND LARGE PLANTS



Engineers for Industry Since 1860

In sizes for capacities to 22,000 lbs. in 24 hours. No handling of drying rods. Dried goods are stripped off rods automatically — rods are returned to spreader automatically.



BUHLER BROTHERS, INC.

2121 STATE HIGHWAY 4 FORT LEE, NEW JERSEY

General Mills Promotes Macaroni Week

General Mills, Inc., Minneapolis, used several publicity events to tie its national advertising in with National Macaroni Week, October 16-25. On the "Time for Betty Crocker" daytime radio show of October 16, Betty Crocker featured the special week and presented her recipe for Macaroni Sauté. The broadcast had a coast-to-coast coverage of 240 radio stations. The October issue of *Milkweek*, General Mills' employe publication, carried a spread on macaroni wheat along with the following recipes for macaroni dishes:

National Macaroni Week October 16-25

DIVINE DISH. That's what macaroni meant to the ancient Greeks and Romans. Today, it means the same to millions of Americans who savour the honey yet exotic, flavorful yet eco-

All you need with one of these savory dishes to complete a satisfying dinner is a crispy green salad, crusty bread, and a simple dessert of fruit. For example:

- Macaroni Sauté (Recipe in "10 Easy Main Dishes" enclosed with *Milkweek*)
- Individual Lettuce Cups filled with Chopped Fresh Vegetable Salad
- *Cheesed French Bread
- Chilled or **Baked Canned Pears
- Coffee

*Cheesed French Bread

Place on a cookie sheet thick slices of bread spread generously with butter and Parmesan cheese. Just before serving time, slide the sheet under the broiler and broil until cheese bubbles and is golden brown.

**Baked Canned Pears

Arrange well drained pear halves, hollow side up, in baking dish. Put

- Tossed Green Salad
- Italian Bread Sticks
- Bunches of Grapes
- Coffee

Spaghetti, Italian Style

Cook until browned in 2 tbsp. hot olive oil . . . 1 lb. ground beef or beef and pork. Add and simmer slowly 1/2 to 1 hr. (long cooking improves flavor) . . . 3 1/2 cups cooked tomatoes (No. 2 1/2 can) 2 cloves garlic, finely cut 1 bay leaf, crumbled 1 tsp. salt 1/2 tsp. black pepper Pour over hot drained Boiled Spaghetti (1 lb. uncooked) (see "10 Easy Main Dishes") on hot platter. Sprinkle with grated Parmesan cheese. Makes 12 servings.

Honor George E. Hackbush

Friends of George E. Hackbush, now Chicago sales manager for the Capitol Flour Mills, honored him at a party on the occasion of the 25th anniversary of his entrance into the flour business. Harry Larsen of Habel, Armbruster & Larsen presented Mr. Hackbush a gift from his friends. Mr. Hackbush was secretary of Habel, Armbruster & Larsen in August, 1927.

New PMMI Officers

At its 20th annual meeting at the Homestead, Hot Springs, Va., Sept. 11-14, the Package Machinery Manufacturers Institute elected the following officers for the new fiscal year:

- President, Edwin H. Schmitz, gen. sales mgr., Standard Knapp, div. of Emhart Mfg. Co., Portland, Conn.
- 1st Vice Pres., S. Chester Markley, pres., Conas Machine Co., Salem, Va.
- 2nd Vice Pres., Mrs. Helen Horix Fairbanks, pres., Horix Mfg. Co., Pittsburgh, Pa.

Four new directors: Robert T. Foreman, R. A. Jones & Co., Cincinnati, Ohio; Tom Miller, V. P. Package Machinery Co., Springfield, Mass.; E. A. Oliver, gen. mgr., Economic Machinery Co., Worcester, Mass., and John B. Wilson, pres., Wright Machinery Co., Durham, N. C.

Roger L. Putnam, administrator, Economic Stabilization Agency, one of the charter members of PMMI, was the principal speaker. William J. Donald, mgn. director of the National Electric Mfgs. Association, who organized the institute in 1933, was the banquet speaker.

H. Lyle Greene, pres., Peters Machinery Co., Chicago, was the winner of the Wallace D. Kimball Memorial Trophy, and John B. Sylvester of Amsco Package Machinery, Inc., Long Island City, N. Y., was the winner of the E. Kirke Becker Trophy,

A Glamorous Past

History records that macaroni is an ages old food . . . its origin wrapped up in the romantic past of various lands. According to some authorities, it was first discovered by Marco Polo in the 13th century on one of his exploring expeditions to China. But other historians claim that the Germans first imported macaroni to Europe from China . . . and taught the Italians the art of making it. By the 13th century, it had become so popular in Italy that Emperor Frederick II coined the name "macaroni" from "marcus," meaning "divine dish." By the time of the American Revolution, it was well established in the United States.

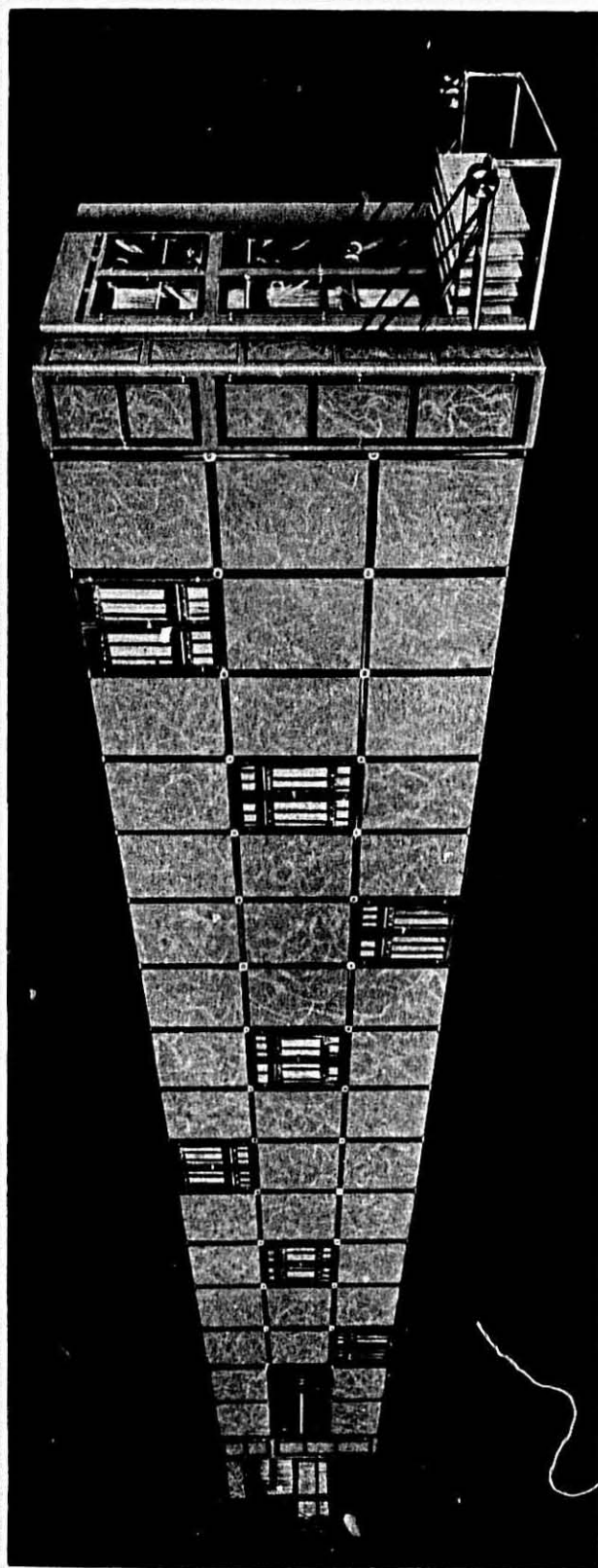
The finest macaroni and spaghetti products are made from durum semolina.

Reminiscent of Sunny Mediterranean Shores Spaghetti, Italian Style



nomical delicacies made from this product of the nation's grain fields. Prepared from semolina, milled from durum wheat, macaroni is a year-around favorite. During National Macaroni Week, it is receiving a special boost from General Mills. Betty Crocker featured the promotion October 16, when she presented *Macaroni Sauté* on a coast-to-coast radio network. And the company's durum salesmen from New York to California are helping keep the nation macaroni conscious. Harry Bailey (center above), manager of durum sales for General Mills, and Lee Merry, assistant manager of durum sales, put their stamp of approval on a Macaroni Sauté served by the Home Service Department's Helen Nelson. You'll find the recipe for this and nine other *divine dishes* in the booklet enclosed with this issue of the *Milkweek*.

Betty Crocker Suggests . . . Homey Macaroni and Spaghetti Dishes for Fall and Winter Meals
They're flavorful, delicious . . . They save you time in the kitchen . . . They save you money . . .



in Automatic Long Goods Drying

TOP QUALITY — LOW COST — SPACE AND TIME SAVING

To cushion the impact of the now 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.

PRESENT PROGRESS
The dryer pictured above is one of the three units embodied in the complete Clermont Long Goods Dryer, which consists of a preliminary dryer, a first section finish dryer (shown above) and the second (final) section finish dryer.

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.

TIME SAVING: Not minutes, not hours but two days! Product completely dried in twenty-four hours!

SPACE SAVING: 24,000 lbs. of dried product had in only one-quarter the floor space. It permits substantial increase in your production without addition of one foot to your present plant.

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 processed.

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

286-278 WALLABOUT STREET, BROOKLYN 6, NEW YORK, NEW YORK, U.S.A.

TEL. EVERGREEN 7-7648

by Paul S. Willis, President
Grocery Manufacturers of America, Inc.

Food Supplies and Prices

By careful shopping, the American housewife can fill a basket of groceries for the family table for less money than it cost her a year ago.

The latest index of the Bureau of Labor Statistics, which put average food prices at an all-time high, had tended to create the impression that all food prices were soaring. But in actual fact, consumer prices for beef, beverages, sugar and sweets have remained virtually unchanged during the year, while on many other major items, such as the following, they have dropped substantially:

Fats and oils, down 14 per cent; eggs, 5 per cent; fish, 4 per cent; frozen, canned and dried fruits and vegetables, 7, 2 and 4 per cent, respectively. By using such items, together with the meat and poultry products that are lower than a year ago, the consumer would find his food bill less than it was last September (1951).

Now as never before, there is need for complete public understanding of the over-all food picture and the many inter-related factors which affect retail food prices.

To begin with, the best possible form of control over prices is an adequate food supply. We have an adequate, total, over-all food supply right now; and indications are that the 1952 harvest will rank as the third largest in the nation's history.

Now the BLS index shows an average rise of 16 per cent in the retail food prices since the outbreak of war in Korea two years ago. Prices have risen over the emergency period, to be sure. But the trend today for the great bulk of products which make the consumer's food market basket is downward, not upward as the index would indicate at first glance.

The big rise of 12 per cent as shown by the index came in the first few months of the crisis—from June, 1950 to August, 1951. From then to August of this year, however, the average rise was put at only 4 per cent; and that average was weighted by the weather factor.

Recent regional droughts caused the retail price of fresh, perishable fruits and vegetables to rise 27 per cent from extremely low levels which previously had prevailed for those commodities. That pulled up the general average as shown by the index for many major food items which actually had re-

mained unchanged in price during the period or had been selling for substantially less. Some 1,800 items, as a matter of fact, have been selling below Office of Price Stabilization ceilings.

Clearly, then, the price trend has been downward and the overall average for the year would have been considerably lower than 4 per cent had it not been for the sharp rise in a few perishables.

But all the way back to Korea and beyond, the major factors contributing to rising food costs for the consumer have been mounting taxes, increased wage and transportation rates, higher prices for food-producing machinery and equipment. These are the things that have boosted production costs to all-time highs throughout the industry—from the farmer right along the line through processors and distributors to the retail grocery store outlet.

Over that two-year period for which the index shows an average rise of 16 per cent in retail food prices, wages in the industry rose 16 per cent and transportation costs went up 15 per cent. At the same time, there was a 20 per cent rise in national income; and of course a close relationship always has existed between food prices and national income levels.

Historically, the food industry has been exerting concerted efforts over the years to offset the many factors which increase the cost of production and tend to inflate the retail price. It is constantly seeking to produce in greater volume; to perfect new products; to increase operating efficiency through research, new and improved methods, up-to-the minute machinery and equipment.

The keen competition for the consumer's dollar which exists throughout the food manufacturing industry makes it essential for each company to do its utmost to stay in business. The same applies to the distributors.

In the food industry high prices do not mean high profits. To the contrary, there has been a steady decline in net profits on dollar sales for both manufacturers and distributors since 1939. Profits have now declined to a point at which there is cause for considerable disturbance in the situation from the viewpoint of the consuming public as well as of the industry itself.

In order for the industry to expand and produce in greater volume, its

profits must be adequate to insure growth. The national economy will expand, and the benefits of increased production will be available for the consuming public, only to the extent that its industry is able to expand and turn out more goods.

Today in the food industry profits have declined to an all-time low. For example, profits per dollar of sales for a selected list of 89 grocery manufacturing companies whose products make up the average consumer's grocery basket have declined from 4.6 cents in 1939 to 2.4 cents last year. During this same period, 18 food chain retail companies' profits dropped from 1.8 cents to .9 cents on each dollar of sales.

Taxes take the biggest bite. For the first time in history, other than during all-out war, taxes now are costing more than food. Best estimates indicate that the nation's tax bill will be \$85 billion this year as compared to a total food bill of \$63 billion.

In the first half of 1950, net profits earned by a sample of 26 leading grocery manufacturers exceeded taxes by \$36 million. In the first half of this year the situation was reversed: Taxes exceeded profits by \$29 million.

Taxes, hidden and direct, today account for \$1 out of every \$5 that the housewife spends in the grocery store.

While regional drought conditions did affect the price of perishable foods and cause hardships to farm producers in the areas, they had no appreciable effect on total food supplies.

Wheat is expected to equal or exceed early estimates of 1.2 billion bushels. This year's corn crop is likely to be the second largest in history at about 3.2 billion bushels.

The total number of cattle on feed for market this year already is 13 per cent higher than that of a year ago, and it is expected to increase still more. There will be about 140 pounds of meat available per person as compared to 138 pounds in 1951—four pounds more of beef and a half pound more each of veal, lamb and mutton, which more than offsets three pounds less of pork. Turkey production is up 13 per cent to a record figure of 59 million birds.

Carry-over and this year's production is expected to bring the total for canned fruits and vegetables to about 287 million cases—second only to 1951.

Dott. Ingg. M., G.

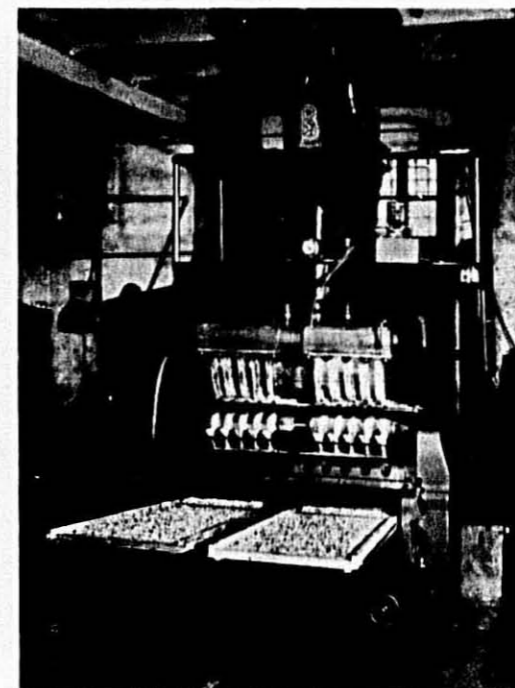
Braibanti.

SOC. A. R. L.

Cable: Braibanti—Milano
Bentley's Code Used

MILANO—Via Borgogna 1, (Italy)

THIS NEW MATASSONA MACHINE SPELLS - - \$ ECONOMY



Whereas there were SIX.....Now there are NONE

At minimum pay rates for these girls, this New Braibanti Double Type "MATASSONA" machine paid for itself in 1400 hours of operation.

U.S.A. Representatives:

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

Western Zone: PERRISH STEEL PRODUCTS, INC.—1206 S. Maples Ave., Los
Angeles 15, California

when the total exceeded 300 million cases. Frozen fruit holdings in cold storage as of July 31 were 592 million pounds, and the 1952 pack is expected to exceed 1951 by 12 per cent.

All told the situation looks all right as regards food supplies, which are adequate. Prices probably will remain stable, with a downward tendency. Meantime, keen competition in all branches of the industry is the best possible protection of an inalienable right for the American housewife—that she will be able to buy food at the most reasonable price consistent with production costs.

The only sad note is that costs, forced upward by taxes, increased wage and transportation rates, have reduced profits to the level at which it is alarming from the standpoint of the ability of the industry to go on expanding in the future so that it may continue to serve in full measure the needs of the American people.

Full Page La Rosa Newspaper Ads

V. La Rosa and Sons, Inc., makers of La Rosa macaroni products, will feature a dramatic new copy approach based on food science research in the macaroni field. First in a series of important full-page announcements will appear in all major newspapers in the La Rosa distribution area starting October 2.

Peter La Rosa, general sales manager, stated that his company's use of



Peter La Rosa

large space newspaper ads represented a major change in the La Rosa advertising policy. "In the past," said La Rosa, "we featured primarily an appetite appeal which we felt was best suited to description by the human voice. Therefore we placed the major part of our past budgets in radio and in television. Now, this year, we are

presenting an entirely new copy theme, based on extensive scientific research. We are presenting the facts about calories and protein to a diet-conscious public. To give these announcements the importance they deserve, we are using the editorial approach in attention-getting, full page ads in all papers. Because our copy is aimed to set the record straight regarding the calorie and protein value of our product, we require space enough for complete documentation. We have chosen full page newspaper ads so that we may lay before our customers all the facts about our product. These facts about diet and weight control are of vital interest to the public. Only with full page ads can we tell our complete story in a clear, easy-to-understand manner."

The first of the series of full page announcements appeared October 2. Kiesewetter Associates, Inc., is La Rosa's advertising agency.

"Get-Out-The-Vote" Campaign

This being presidential year, diverse drives have been inaugurated to urge American citizens to exercise their right to vote, and to actually vote in November. Among food firms that have sponsored such campaigns is Chef Roy-ar-dee, manufacturers of macaroni products and other foods. It is offering more than 400,000 American grocery outlets display material to assist in the "get-out-the-vote" drive.

Salesmen of the firm are contacting their retail customers, asking their cooperation in urging citizens to register, study the issues and vote at the coming national election.

Mill-Brook Buys Dog Food Plant

A two-story plant and warehouse of Champion Animal Food Co., located at 751 Taft N.E., Minneapolis, has long sported a message painted in large bold letters on the side of the building which reads: "Our Business Is Going to the Dogs." There's a new twist just added—macaroni is going to cater to the hounds as Mill-Brook Macaroni Co., a long established local firm, has purchased the dog food company.

The manufacturing of food for dogs and other pets has developed into a big business in the forty years since Champion Animal Food was founded by the late Lewis F. Bolser. The company now turns out about three million pounds of dog food each year.

After the death of Lewis Bolser, the firm changed hands. It was purchased from his estate by Mutual Products Co., and has been operated as a division of that firm since its purchase in 1950.

Under its new affiliation with Mill-Brook Macaroni Co., Champion Animal Food will be operated as a separate unit, with the management under Russell A. Anderson, a brother of Alden Anderson, who heads Mill-Brook Macaroni.

Italian Machine Maker to Tour U.S.A.

Dott. & Eng. Mario Braibanti, chief executive of M.G. Braibanti & Co., Milano, Italy, arrived in New York October 6, for a six-week tour of the country that will take him into every important macaroni-noodle manufacturing center. His first week was



Mario Braibanti

spent in the Greater New York area and New England. His itinerary will take him into the north central states before returning to New York, where he will meet his daughter, Miss Nicoletta Braibanti, on October 22. She will remain in this country for a short time, studying art and music.

Late in October, Mr. Braibanti will go to the west coast and return by way of the southern states to complete his tour.

Advice to Hunters

The hunting season is with us, and every day the papers write of hunting accidents; "Hunter accidentally shot," "Rifle or shotgun explodes when hunter drops gun," and so on.

A loaded gun should not be taken into a house, hunting shack, or car. Many times some other person tries out the sight, pulls the trigger, and a fatality is the result. Pulling a loaded gun through a door by holding the barrel is a dangerous stunt.

Do not clean a gun until you have made positive inspection of chamber and barrel. Never point a gun at anybody; it's a foolish and senseless action.

The supposedly unloaded gun is the gun that has killed many people.

Sterwin Chemicals Inc. Promotions

Changes in the national sales organization of Sterwin Chemicals, Inc., are announced by P. Val Kolb, president.

Lyle P. Carmony, a member of the Sterwin organization since 1947, has been transferred from St. Louis to Kansas City, Mo., as district manager, with headquarters at 1517 Walnut St. He will represent the firm in Missouri, Nebraska and Kansas.

L. L. McAninch will continue to represent Sterwin jointly with Mr. Carmony. James M. Doty will act as technical consultant for the entire Sterwin organization, with headquarters at 8 West 9th St., Kansas City, Mo. Mr. Doty is a former president of the American Association of Cereal Chemists. He is president of Doty Technical Laboratories, recognized as one of the country's leading cereal-testing laboratories.

Replacing Mr. Carmony in St. Louis as district manager is William O. Edmonds, who will operate from Sterwin's offices at 634 North Grand Blvd. His territory covers Arkansas, Kentucky and Mississippi, as well as parts of Illinois, Indiana, Missouri and Tennessee.

Taking over the duties vacated by Mr. Edmonds is James L. Campbell, who has just joined the company as technical sales representative.

The President's Column



Greetings to fellow manufacturers and friendly allies. This is my first opportunity to provide this column for the magazine of the National Macaroni Manufacturers Association and the National Macaroni Institute since my election last June. I have been unusually busy trying to put my business and personal affairs on a footing to permit my performing this duty.

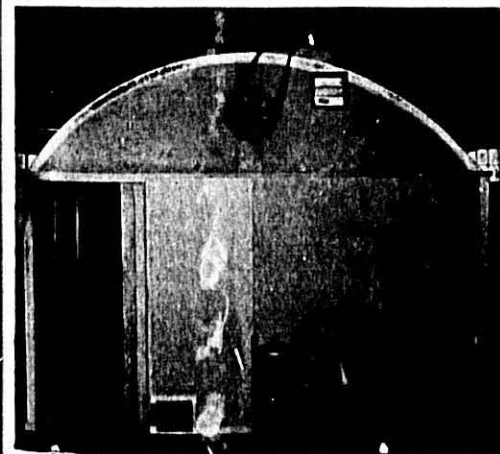
Naturally my first thought is to express my appreciation of the doggedness of my friends in forcing upon me the new obligations which my position involves. Having pledged my best efforts in serving the association, institute and industry, may I ask your full assistance to successfully carry out the high hopes of my friends.

A fellow doesn't know really what an organization is until he has spent a great deal of time with it. Fortunately,

I have long been associated with the officers of the association, the leaders and the rank and file, to know their thinking and hopes. For the life of me, I cannot understand why any macaroni-noodle firm or individual should refrain from joining the National Association or from supporting the NMI. As I see it, no firm is too large to be independent of its organized industry, no individual too small not to be dependent on its unity of action for the industry's extension and advancement.

My hope is that, with the help of everybody, I will have the pleasure of reporting a stronger and more widely supported organization at the June, 1953, convention. Towards that end, I solicit the fullest support of every one in the trade.

THOMAS A. CUNEO, President



Exterior View—Lazzaro Drying Room

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and many others

New Hopalong Cassidy's Food Label Series

A colorful and eye-catching series of Hopalong Cassidy food labels has been introduced by the Macaroni Packing Corp., San Francisco. The products of these four color labels are the first to be put on the market under the Hopalong Cassidy brand and were designed and produced by Rossotti California Lithograph Corp., San Francisco.

The series consists of three labels for the following items: Beef Stew with Vegetables, Spaghetti with Meat Balls in Tomato Sauce, and Chili Con Carne with Beans.

Their rustic and western design makes these labels appealing to both youngsters and adults.

The entire background of the labels is a blue and white sky effect above a prairie scene. On the front panel is the brand name lettered on a wooden shingle effect. A photo of William Boyd (Hopalong Cassidy) cuts into an appetizing and sales-stimulating food pic-



torial illustrating the product in use. The back panel also has that western touch by having consumer copy enclosed in Hoppy's lariat.

Raymond R. Wentzel, V. P.

Raymond R. Wentzel, general manager of the milling division of Doughboy Industries, Inc., and a nationally known figure in the milling, flour and farm feeds trade, has been elected a vice president of the company, announces E. J. Cashman, president of the firm.

Mr. Wentzel was named an officer of the company at the annual meeting of Doughboy Industries stockholders in New Richmond, Wis., where the company's offices, farm feeds and flour mill are located.

A native of Crookston, Minn., Mr. Wentzel has been associated with Doughboy Industries since 1916. He started as superintendent of the company's mill and directed the installation of modern, streamlined equipment which has made the Doughboy mill one of the most efficient in the nation.



Later Mr. Wentzel became the manager of the company's flour and oat products department. He was largely responsible for changing the Doughboy spring wheat mill to a durum wheat flour operation and Doughboy's durum flour is now used throughout the nation by the manufacturers of macaroni and noodles.

At the present time, Mr. Wentzel

has charge of the entire milling operation and he also directs the company's extensive sales, research, promotional, educational, farm service and marketing programs throughout the area served by Doughboy.

Before joining Doughboy Mr. Wentzel was associated with the Crookston (Minn.) Milling Co., a chemist miller. He is a member of the Association of Operative Millers, a national organization of men in the flour milling industry.

Russian Fringe-on-Top Travel Is Zero in Touring

One thing certain to come from behind the iron curtain is that the Russian civilian is still living in the horse and buggy era.

George Sims, director of the Chicago Motor Club Touring Bureau, says he isn't anticipating a great rush in tourist travel to Russia.

"Even if the travel restrictions in Russia were lifted I don't think many Americans would care to walk over the millions of square miles that the Russian countryside has to offer," he remarked.

Sims' observation is based on the fact that the auto-conscious American would be entering a country where the private passenger car is almost unknown. At last count the Russian people were eyeing their meager 619,000 passenger vehicles and comparing them with the U.S.'s total of 40,315,175. According to population counts there are seventy-five foreign Russians for every one passenger car. In the Chicago area there are 4.3 people for every passenger vehicle in operation, while the U.S. as a whole has an average of 31 per vehicle.

When the Russian wedges himself on one of his nation's 26,000 buses he must dream of the American riding on one of 223,652 which operate on the streets here.

There must be a great wait for deliveries in Moscow, Leningrad and the other large cities, for there are only 1,935,000 trucks in service over there. With the majority of these on official duty the housewife must grow very weary of waiting for her rationed goods to arrive. With 8,637,175 trucks in the United States the American housewife doesn't have to worry about prompt and efficient delivery of a multitude of products from a free market.

"Although horse-drawn transportation has its sentimental value," said Sims, "I just can't imagine our tourists facing the hardships that it imposes. It must fall a little flat when the Russian agent in a spy movie leaps into a surrey with the fringe on top and tells the driver to 'follow that ex-car.' All in all I think the Russian on travel is a little silly."

Awarded Italian Star of Solidarity

The Star of Solidarity, highest award of distinction given by the Italian government to foreigners as a reward of merit, was presented to Giovanni Butoni (left) president of Butoni Macaroni Co., by Dr. Aldo Mazzi (center) Italian Consul General, in recent ceremonies at the Italian Consulate in New York. Also present for the ceremonies was Signora H. E. Angela Maria Gaudi Cingolani, Undersecretary of the Italian Ministry of Industry and Commerce, who is presently visiting this country in an official capacity. Mr. Butoni, well known Italo American philanthropist, was honored by the Italian government with the award because of his efforts to foster better relations between the two countries. Mr. Butoni has sent more than 100 Americans to Italy to study, including 10 City College students on summer scholarships to the Italian University for Foreigners at Perugia, Italy; he brought the Virtuosi di Roma, famed Italian string ensemble, to this country for their first tour.



and recently gave a large grant to Harvard for joint studies to be made in Florence, Italy, by the American university and the University of Florence.

Caution Sometimes Costly

People who are too timid to go out on a limb never get to pick the fruit.

In 1950 9,400 pedestrians were killed in the United States.

Haller Gets Milprint Appointment

Appointment of John Haller as assistant to the general sales manager of Milprint, Inc., is announced by Roland Ewens, president of the Milwaukee printing and packaging firm.

Haller was formerly district sales manager with the Hiram Walker Distributing Co., Inc., and brings a background of sales promotion, merchandising, market analysis, and sales supervising experience to his new job.



Mr. Haller

John J. Cavagnaro

Engineers and Machinists

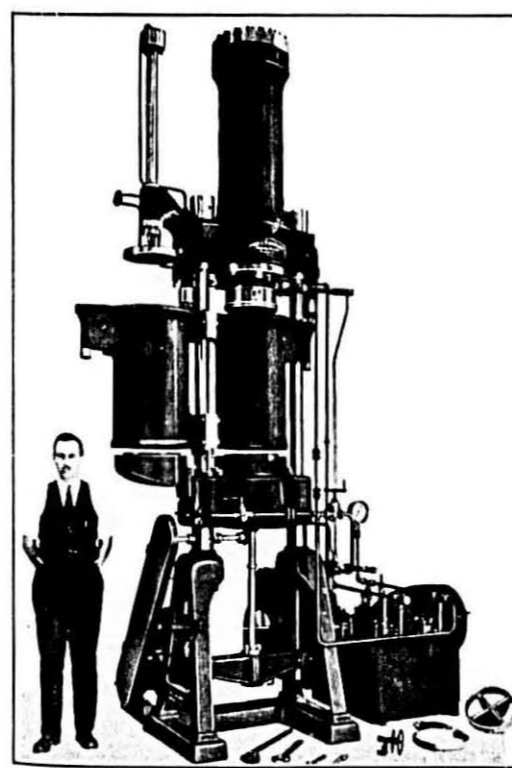
Harrison, N. J. - - U. S. A.

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- 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



PRESS NO 222 (Special)

He attended Coe College and built up a variety of sales experience before joining Hiram Walker nine years ago.

At Milprint, Haller will work closely with Bert Hefter, general sales manager, in co-ordinating Milprint's coast to coast printing and packaging service for members of 64 different industries.

Macaroni Property Sold

The Connecticut Macaroni Co. recently sold its property at 143 Wooster St., New Haven, Conn., to Max Bleich, who will use it for purposes other than macaroni making. The amount involved was \$38,500.

Shellmar Pays Regular Dividend

Directors of Shellmar Products Corp. have declared the regular quarterly dividend of 50¢ per share on the common stock payable October 1, 1952, to stockholders of record September 15, 1952.

Also declared was the dividend on the corporation's issue of 4½ per cent preferred stock. This preferred stock dividend of 56¼¢ per share was payable on September 30, 1952, to stockholders of record September 15, 1952.

Cincinnati Macaroni Products Packaging

One of the most attractive macaroni package families on the market today is that of Antonio Palazzolo & Co. of Cincinnati.

The company is run by Antonio Palazzolo, who came to this country from Italy in 1892, and his five sons, Peter, William, Dominic, Paul, Joe. Besides being among the foremost pasta producers in the country, the Palazzolos operate a wine distributing business, import foreign foods and run Caproni's Restaurant. The restaurant has a national reputation and was featured in *Collier's*, as were the versatile owners.

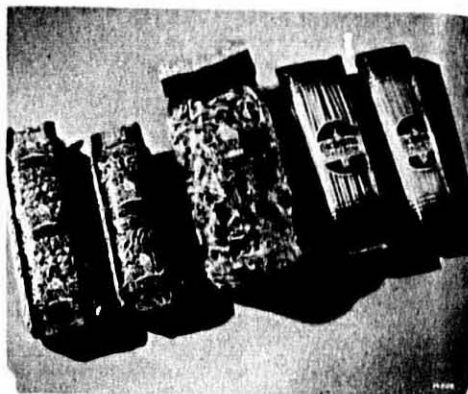
Approximately 70 pasta products are made by the Palazzolos. These can be classified in three groups: macaroni, spaghetti and egg noodles. In addition, many hybrid varieties are made, in a galaxy of sizes and shapes.

Self-service sellers in this group are the more standard types, of course, and these go to market in printed Cello-

phane packaging produced by Milprint, Inc., Milwaukee.

Distribution is in a 200-mile radius of Cincinnati, making the Cincinnati brand name and illustration appropriate. Other package markings vary, but the brand illustration is easily identified on each package.

Before the railroads established standard time in 1883, a traveler crossing the continent was obliged to change his watch about 20 times during the journey, compared with three times now.



Sterwin's New England Representative

David T. Gill has been appointed technical sales representative in the New England area by Sterwin Chem-



Mr. Gill

icals, Inc., it was announced by P. Val Kolb, president. Gill succeeds C. E. Noe, retired.

Born in Griswold, Conn., Gill received a B.S. degree in bacteriology

from the University of Connecticut. During World War II, he served with the U. S. Navy.

Prior to joining Sterwin, he was associated with American Steel & Alloys Corp., Hartford, Conn., as the firm's representative in New England. In his present post, Gill will cover the entire New England territory, including the Albany market area, on behalf of Sterwin's products for the food, baking and milling, animal feed, sanitation, confectionary and ice cream, flavoring and dairy fields. He will operate from the firm's Boston headquarters at 441 Stuart Street.

New Vibratory Filler

The Stuyvesant Engineering Co., Lyndhorst, N. J., makers of package-filling machines, announces completion of a new Fillmaster that will handle packaging of macaroni-noodle products at considerable savings. The manufacturer claims that the Fillmaster fills short-cut noodle and macaroni products into any type of container. High filling speeds are obtainable. It is equipped with vibratory action to achieve very close weight accuracy, as well as to prevent breakage or damage of the product.

The machine is built for heavy duty, rapid filling, precision weight accuracy



Stuyvesant's Fillmaster

and fills many different shapes and sizes of bags and containers at a speed of from 2 to 121 per minute.

EQUILIBRIUM MOISTURE OF MACARONI AT 90° F.*

Equilibrium Moisture Per Cent Wet Basis	Relative Humidity (Per Cent)
23	95
20	92
18	89
16	81.5
14	71.5
12	58.5
10	43.5

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.

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

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"The field sure is nice and clean - maybe that's the scrub team."

DEPENDABLE PERFORMANCE

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PROCESSED WITH RIGID SPECIFICATIONS BY SKILLED CRAFTSMEN. PREFERRED BY MACARONI MANUFACTURERS THROUGHOUT THE STATES. PERFECTION AND LONG LIFE GUARANTEED. WE USE ONLY HIGHEST GRADE MATERIAL. "STAR" MACARONI DIES RECOGNIZED AS "TOPS". OUR SPECIALTY: LONG TYPE DIES. YOUR DEFECTIVE DIES EXPERTLY RECONDITIONED.

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

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

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



Medal of Honor



Lieutenant Frederick Henry of Clinton, Oklahoma—Medal of Honor for sacrificing himself to save his platoon in combat near Am-Dong, Korea, September 1, 1950. When the platoon could no longer hold its position, Lieutenant Henry ordered the men to pull back. But someone had to stay behind to provide covering fire. He chose to be that man, and was lost.

Always remember this—Lieutenant Henry offered his life for more than just a small platoon in far-away Korea. It was also for America. For you.

Isn't there something you can do when this man did so much? Yes, there is. You can help keep the land he loved solid and strong and secure. You can do a job for defense . . . by buying United States Defense* Bonds, now! For your bonds give your country greater strength. And a strong America is your best hope for peace and freedom—just as it was his.

Defense is your job, too. For the sake of every man in service, and for yours, start buying more United States Defense Bonds now.

Remember that when you're buying bonds for national defense, you're also building a personal reserve of cash savings. Remember, too, that if you don't save regularly, you generally don't save at all. Money you take home usually is money spent. So sign up today in the Payroll Savings Plan where you work. For your country's security, and your own, buy U. S. Defense Bonds now! Defense Is Your Job, Too!

*U.S. Savings Bonds are Defense Bonds - Buy them regularly!



Cartoon Corner by ART ROSS

IN THESE DAYS OF HIGH PRICES MY SINCERE WISE ADVICE IS THAT HOUSEWIVES SERVE DISHES WITH MACARONI—IT'S DELICIOUS—AND SO REALLY ECONOMICAL; THE SAVINGS ARE ASTRONOMICAL! BUT IT'S NOT ONLY A CASH SAVER—IT'S ABUNDANT WITH FLAVOR—IT'S WONDERFUL IN SO MANY WAYS—I COULD RAVE ON FOR DAYS!



THE ODDS WERE IN HIS FAVOR!



"SPARKY" SUMMERFIELD, CO-OWNER OF RUBY KESSLER'S RESTAURANT (CONEY ISLAND, N.Y.) WON A BET WHEN HE GUESSED WITHIN 5% HOW MANY STRANDS OF SPAGHETTI WERE IN A POT!



The MACARONI JOURNAL

P. O. Drawer No. 1, Braidwood, Ill.
 Successor to the Old Journal—Founded by Fred
 Becker of Cleveland, Ohio, in 1903
 A Publication to Advance the Macaroni Industry.

Registered U. S. Patent Office and published
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 Association as its Official Organ since May, 1919.

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 Industry. All matters intended for publication
 must reach the Editorial Office, Braidwood, Ill.,
 no later than **FIRST** day of the month of issue.

THE MACARONI JOURNAL assumes no
 responsibility for views or opinions expressed by
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Vol. XXXIV October, 1952 No. 8

**National Macaroni Manufacturers
 Association.**

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"We would have had you over
 sooner but it took us 6 months to
 save up money for the steaks."

"Off The Fire"

The Antonio Palazzolo & Co.,
 macaroni-noodle manufacturers, Cin-
 cinnati, Ohio, has started issuing a
 newsy bulletin to its many clients that
 is considerably different from the ordi-
 nary news letters and come-alongs. It
 features headlines in the news, giving
 preference to those concerning foods,
 particularly macaroni products.

The heading carries a line drawing
 of a chef forking cooked spaghetti
 from a boiling kettle to an individual
 serving plate. The title is in red. An
 idea of the items is gained from the
 following that made up the September
 8 bulletin:

**BAKED MACARONI
 WITH TUNA FISH:**
 These budget-wise
 macaroni casseroles
 use cream of celery
 soup, tuna fish and
 cheese in a new
 way. Chopped pi-
 mentos and cooked
 spinach add color
 contrast to the flavor-
 ful combination.



National Macaroni Week, October
 16-25, is receiving a generous volume
 of publicity. Suggestion: Our friends
 should have a good stock of our maca-
 roni products as they play up The
 Week for profit.

THE MACARONI JOURNAL publishes
 some reasons why people buy our
 products: because they are relatively
 inexpensive; easily available; because
 they have a new recipe and want to try
 it; because they are advertised and
 when they see them on the grocers'
 shelves, they just naturally buy; be-
 cause they like them; and, "just be-
 cause."

Rent controls seem on the way out.
 Prediction: Starting 1953, short of
 all-out war, the general demand, im-
 pressing the trend, will force down-
 grade pricing.
 Closing: A story, "The Naked
 Truth."

Important Dates

Winter Meeting—Flamingo Hotel,
 Miami Beach, Florida, Jan. 20-21-22,
 1953.

National Convention, Macaroni In-
 dustry, Colorado Springs, Colo., June,
 1953.

✓ CHECK AND FILE THIS IMPORTANT INFORMATION
FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as
 required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from
 which cooking water is discarded—
 Four ounces when cooked supply the
 following of the minimum daily require-
 ments:

Vitamin B₁50%
 Vitamin B₂15%
 Iron32.5%
 Niacin4.0 milligrams

For short-cut goods from which cook-
 ing water is not usually discarded—
 Two ounces when cooked supply the fol-
 lowing of the minimum daily require-
 ments:

Vitamin B₁50%
 Vitamin B₂10.5%
 Iron16.2%
 Niacin3.4 milligrams

for batch mixing
**'ROCHE' SQUARE
 ENRICHMENT WAFERS**



Each SQUARE wafer
 contains all the vita-
 mins and minerals
 needed to enrich
 100 lbs. of semolina.
 They disintegrate in
 solution within sec-
 onds... have finer, more buoyant par-
 ticles... and break clean into halves
 and quarters. Only 'Roche' makes
 SQUARE Enrichment Wafers.

for mechanical feeding
 with any continuous press
ENRICHMENT PREMIX
 containing 'ROCHE' VITAMINS



1 ounce of this pow-
 dered concentrate
 added to 100 lbs. of
 semolina enriches to
 the levels required
 by the Federal
 Standards of Ident-
 ity. If you use a con-
 tinuous press, get the
 facts now on mechanical feeding of en-
 richment premix with 'Roche' vitamins.

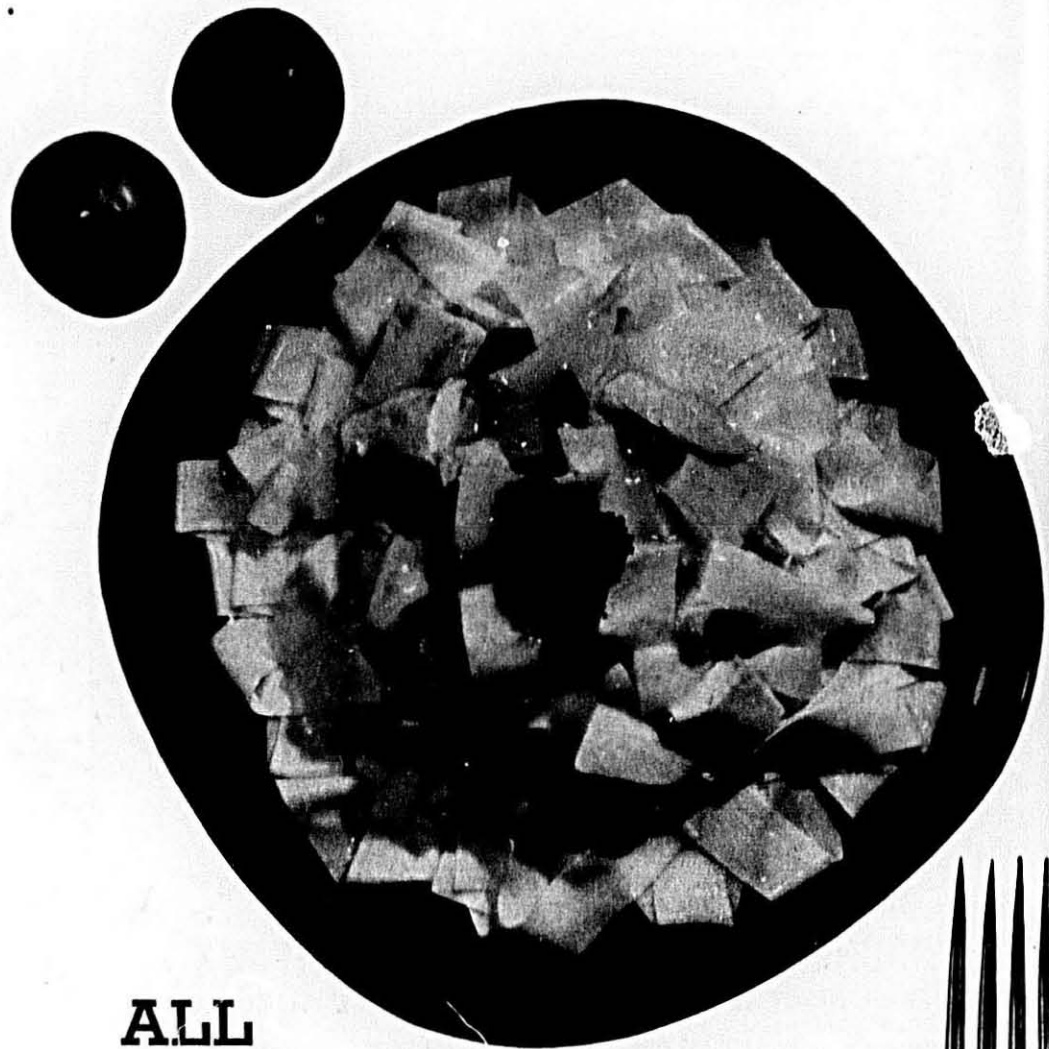
VITAMINS 'ROCHE'

For help on any problem involving enrichment, write to

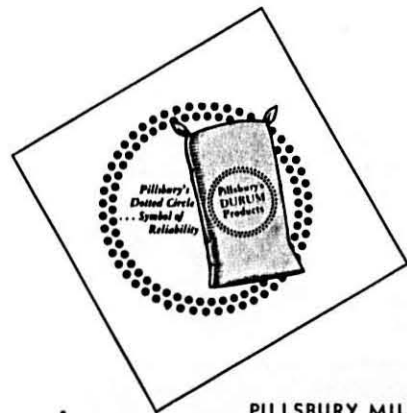
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ENRICHMENT DATA



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flour measures up to your skill
and experience . . . you're all set.
For good noodles and macaroni
products—you have what it takes.

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