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JOURNAL**

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December, 1952

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MACARONI JOURNAL

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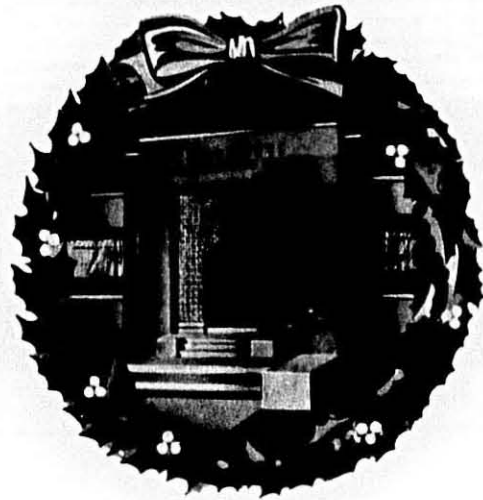
With Best Wishes for a Joyous Holiday Season



Organ
Macaroni Manufacturers Association
Chicago, Illinois

PRINTED IN U. S. A.

VOLUME XXXIV
NUMBER 8



To Our Friends . . .

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

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

ALFRED F. ROSSOTTI
President

CHARLES C. ROSSOTTI
Executive Vice President

Rossotti *packaging consultants and manufacturers since 1898.*

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December, 1952

THE MACARONI JOURNAL

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Merry Christmas

AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn. General Offices, St. Paul, Minn.

Roy Rutledge, Langdon, Crowned
1952 Macaroni Wheat King

1952 Durum Show at Langdon
A Big Success

"Durum is King," was the cry that echoed across the prairies of north-eastern North Dakota last month on the occasion of the 15th annual State Durum Show at Langdon, N. D., November 13 and 14.

The show was an outstanding success, attracting millers and macaroni manufacturers from many sections of the country and thousands of durum growers from the 13-country area where durum is truly king.

Victor Sturlaugson, superintendent of the state experimental station at Langdon and for several years president of the State Durum Show organization, again presided over the several sessions planned for the 1952 celebration. The weather, for a change, was most agreeable.

The exhibit of durum samples was the second largest in the history of the show, the entries totaling 364 this year as compared with 369, the record set in 1949. The general quality of the grain exhibited probably broke all previous records.

Roy Rutledge—1952 Durum King

After a careful check by three experienced judges consisting of Henry O. Putnam of the Northwest Crop Improvement Association, Minneapolis, R. B. Widdefield, extension service agronomist, Fargo, N. D., and Everett A. Todd of North Dakota State Seed Department, Fargo, the 6 1/2 pound sample of mindrum durum was judged the best in the show. Its owner, Roy Rutledge, Langdon, N. D., was crowned "1952 Durum King" and was presented a fine plaque commemorative of his victory by C. L. Norris of the Creamette Co., Minneapolis, director and past president of the NMMA and chairman of its durum growers public relations committee.

In making the presentation, Mr. Norris urged all of the leading samples shown be rushed to the International Livestock, Grain and Hay Show in Chicago to compete for the international championship in durum, for which the National Macaroni Manufacturers Association will also present a plaque to the exhibitor of the sample declared the best at the International Exhibition there the last week in November and the first week in December. (The winner is announced elsewhere in this issue.)

Among the macaroni manufacturers and representatives in attendance at the 1952 Durum Show, in addition to Mr. Norris, were Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Nebr.; Maurice L. Ryan, Quality Macaroni Co., St. Paul; Virgil C. Hathaway, The Quaker Oats Co., Chicago; Robert M. Green, Palatine, Ill., secretary-treasurer, NMMA, and Ted Sills, Chicago and New York, public relations counsellor, NMMA.

All appeared on the program during the two days, praising the relationship that has been created between the durum growers, the semolina millers and the macaroni products processors.

4-Way Conference on Durum

A new but most promising activity at the 1952 Durum Show was a luncheon conference sponsored by the National Macaroni Manufacturers Association at Langdon, N. D., last month. First attempted on a trial basis at the 1951 Durum Show, indications are that

it will be a feature in future state shows.

The affair that brought together representatives of the organized macaroni industry, county agents from the natural durum area of North Dakota, representatives of the durum mills and officers of the State Durum Show was held at noon, November 14, at Hawley's Wagon Wheel, with Robert M. Green of the Macaroni industry as toastmaster. Mr. Green pointed out the need for expanding interest in durum wheat production to meet the growing demands of the macaroni trade and the cereal business.

It was the conclusion of those present that: (1) there should be a determined attempt to win the co-operation of the elevator managers in the area and (2) that the best way to win more effective support and increased plantings of durum in the future was more frequent meetings with the groups that will bring the promotional message personally to their friends, the grow-

Winners

Placings in the various competitive classes at the 1952 State Durum Show at Langdon, N. D., November 13-14, were:

PLACE	NAME	ADDRESS	VARIETY	TEST WT.
CLASS 1—OPEN				
1	Carl Monson	Osnabrock	Mindum	66
2	Ernest F. Fox, Jr.	Michigan	Stewart	64 1/2
3	Henry E. Stamm	Nekoma	Mindum	63
4	Herman Tollefson	Osnabrock	Stewart	63
5	Clyde & Emma Bark	Egeland	Stewart	64
6	Clark Seed Farm	Rolla	Stewart	64
7	Lester B. Stevens	Dresden	Mindum	63 1/2
8	Elmer Dammen	Edmore	Mindum	64
9	Russ Shortridge	Nekoma	Stewart	64
10	Edwin Werner	Hampden	Stewart	65
CLASS 2—CERTIFIED				
1	Dan Power	Langdon	Stewart	65
2	Albert P. Johnson	Osnabrock	Stewart	62
3	D. C. Dick	Munich	Mindum	62 1/2
CLASS 3—PROFESSIONAL				
1	Roy Rutledge	Langdon	Mindum	64 1/2
2	T. S. Iverson	Hampden	Mindum	63 1/2
3	Lawrence Knokke	Derrick	Mindum	64
CLASS 4—FFA				
1	Dale Sturlaugson	Langdon	Stewart	65
2	Selmer Heck	Osnabrock	Mindum	63
3	John Dunford	Osnabrock	Mindum	62
CLASS 5—4-H				
1	Bill Kenney	Park River	Stewart	64
2	Virgil Ferry	Lakota	Mindum	64
3	Gary Kern	Hannah	Carleton	63
SWEEPSTAKES—NMMA AWARD				
*	Roy Rutledge	Langdon	Mindum	64 1/2
RESERVE CHAMPION				
	Dan Power	Langdon	Stewart	65

ers. Advertising has its good purposes, but in the case of the present macaroni industry, the co-operation of the contact-groups seems to be preferred.

In line with that thinking, a group led by Robert Green of the macaroni manufacturers, Henry O. Putnam of the Northwest Crop Improvement Association, T. E. Stoa of the North Dakota State College Station, A. M. Challey, of the state extension service, and several other interested representatives, will meet in Fargo, N. D., in December to discuss ways and means to get more durum acreage in the future.

Mr. Green, with the aid of maps and charts, painted a picture of continuing increased demand for quality durum, saying: "At the time when macaroni production was going in keeping with the publicity program of the NMMA and NMI to increase the annual consumption of macaroni foods, we are confronted with a problem of our supply going down. We are doing a good job of increasing the demand for our products, but the more important problem of obtaining more good raw materials is not yet answered."

In attendance at the luncheon were A. M. Challey, North Dakota Agricultural College, Fargo; Edsel L. Boe, county agent, Langdon; Randell Johnson, county agent, Cavalier; Lyle W. Currie, county agent, Park River; John Coles, county agent, Lakota; Victor Sturlaugson, Langdon Experimental Station; Dick Forkner, durum show manager, Langdon; M. J. Mathius, durum show board, Langdon; Roy Rutledge, 1952 Durum King, Langdon; Henry O. Putnam, Northwest Crop Improvement Association, Minneapolis; K. W. Quaintance, North Dakota State Mill, Grand Forks; Roy Wentzel, Doughboy Industries, New Richmond, Wis.; W. P. MacDonald, King Midas Mills, Minneapolis; Royce Ramsland, General Mills, Minneapolis; R. C. Benson, Pillsbury Mills, Minneapolis; Douglas C. Moore, Pillsbury Mills, Minneapolis; C. L. Norris, The Creamette Co., Minneapolis; Lloyd E. Skinner, Skinner Mfg. Co., Omaha, Neb.; Virgil C. Hathaway, Quaker Oats Co., Chicago; Theodore R. Sills, Inc., Chicago and New York; Robert M. Green, NMMA, Palatine, Ill.

Maurice Johnson, Commander Larabee Milling Co., Minneapolis; Joseph Hamer, Crookston Milling Co., Crookston, Minn.; Alma Oehler, North Dakota State Mill, Grand Forks, N. D.; were at the show but were unable to attend the luncheon.

Industry Backs Show
The promoters of the North Dakota durum shows have been counting on getting the full backing of the macaroni industry to an increasing degree, year after year, through the

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Plaque Presented to 1952 Durum King



C. L. Norris, Minneapolis, director of the National Macaroni Manufacturers Association, presents trophy to Roy Rutledge, Langdon, for his winning entry of Mindum durum wheat at the North Dakota State Durum Show held at Langdon, N. Dak., November 13-14.

In awarding the plaque, an annual

event of the Durum Show, in behalf of all macaroni manufacturers, Norris said: "The industry intends to maintain full scale participation in the Durum Show for many years and will work to help solve farm problems."

Rutledge's entry was also declared Grand Champion of Show and he was named Durum King of 1952.

New Durum End Use

Many of the durum growers who attended this year's durum show at Langdon, N. D., were surprised to learn of a new market for their grain.

Because of the interest long taken in the welfare of the durum farmers by the durum buyers, the semolina millers and the quality macaroni manufacturers, they had become of the opinion that the sole end use of durum was macaroni, spaghetti and egg noodles, except for the low-grade portion that went for feed.

Virgil Hathaway, National Macaroni Manufacturers Association director and executive of Quaker Oats Co., Chicago, told the gathered growers that more and more quality durum now goes into making Puffed Wheat, breakfast cereal, thus helping to expand the durum wheat market and bolstering its price through competition. He was not able even to estimate the quantity of durum that went into Puffed Wheat.

Joins Association

G. Santoro & Sons, Brooklyn, N. Y., macaroni manufacturer, has made application for membership in the National Macaroni Manufacturers Association and has been placed on the association's roster. J. Santoro will represent the firm at conventions and regional meetings.

Monett's Noodles, Columbus, Ohio, is another new member of the NMMA.

So You're Going to the Winter Meeting!

As a general rule, all business firms arrange to be represented at most, if not all the meetings, conferences or conventions of their respective lines, observes John S. Morgan, associate editor, *Steel Magazine*, in a special article on the American habit of convention attending. The representative is usually the president, a vice president, the sales or public relations director or the production manager. Research proves that two or more will find it practical and profitable to attend.

In the macaroni-noodle industry meeting, attendance is not too heavy an obligation, involving not more than two national affairs annually: the trade convention in June and the winter meeting in January, plus the more convenient section affairs in nearby cities. The cost involved in sending one or two representatives to industry meetings should always be looked upon as an investment in the business' future never purely an expense.

It is unfortunate that in every line of business there are some firms that consider themselves "above" their competitors, and will not play ball fairly with their trade associations—even so in steel. But, according to American Trade Association Executives, a trade association composed of the leaders of organized trades, and the trade association division of the U. S. Chamber of Commerce, the efforts of the dissenters have in no way retarded the progress of associations and conventions that has increased five-fold in 40 years.

The author reasons that the executives of any going concern owe it to their business and their industry to go to at least one of the conferences or conventions of their particular trade. Depending on the distance, the cost of such participation means an investment of the three days usually involved, which range from \$50 to \$150, but which should pay you rich dividends if you plan your investment carefully and if you are determined to benefit most from what such friendly, well-planned get-togethers offer.

For trade conventions have answers to give in return for your time and money, answers coming from the combined experiences of the delegates about how to interpret the latest government regulations, what you can substitute for scarce materials, how you can get defense subcontracts, how you can improve your cost accounting system. Those meetings offer good times, too, but their real business is

To be held at the
Flamingo Club,
Miami Beach, Fla.,
January 20-22, 1953

trouble. Proof is the fact that the greatest attendance and interest at conventions and shows has always occurred in troublous times, during the depression of the 1930's, after the end of World War II—and now.

An estimated 10 million people or more will attend the 20,000 conventions of all types to be held in the coming season which will see most of its activity from mid-September to next June 1. About one-third of those 20,000 gatherings will be religious, social or labor. About 2,500 of those 20,000 will be important to business, being sponsored by trade or professional associations. Of those 2,500, more than 800 will have exhibits or will be trade shows.

Those quarter of a million people will spend at least 750,000 man-days and \$37.5 million at conventions. How can you as a delegate help assure that that time and money will be well spent? Much of the success of a trade convention or show is up to you, not to the people running the affair. Here are some of the things you can do to get more out of your next trade meeting:

Let the trade association know your problems. That's the best way for the group's program committee to plot the convention agenda. That's the best way, too, to assure yourself that part of the program, at least, will directly concern your interests.

Prepare an advance memo of the questions you want answered, the problems you want aired. That will be a reminder to you in any panel discussion or corridor shop talks to find out what you want to know. That will help keep your panel discussion questions pertinent.

Register in advance, if at all possible. That saves the time of both you and the association staff. If you can't register in advance, do so as early as possible at the meeting to avoid the long waits.

Don't change your mind about the various events you sign up to attend when you register.

Make sure about hotel reservations

at least two weeks in advance, even further ahead if the meeting is large.

Look the convention program over in advance. You can get advance copies from the associations; business magazines carry program details of the larger gatherings.

If you take your wife, see that she comes equipped with the required membership cards and other credentials for the various women's activities. If you don't want to take her, tread warily. The old refrain of "no women allowed, dear, at this affair" is passe. Many associations now are encouraging delegates to take their wives. Their presence is thought to contribute to a saner, more business-like gatherings.

Be on time at the meetings. Be don't be like one delegate last fall who arrived at an Atlantic City affair precisely one year too early. His association, a forehanded one, sent out its 1951 schedule in 1950 and one member got the years mixed. Likewise, if you're neither too early nor too late and the meetings don't start quickly, you have a legitimate complaint. Also, once you have arrived at the convention, attend the sessions. What else are you there for?

Be careful about your entertainment. If you or your company are throwing a cocktail party, be sure that it doesn't conflict with any convention sessions. Be certain, too, that it doesn't drag on.

Be moderate in your convention business and pleasure. The good-time Charley convention days are as out of date as the speakeasy, but nobody wants a convention atmosphere of unmitigated gloom either.

If you're a technical man, don't devote all your time to the technical papers. If you're in sales, don't ignore the technical phases of the meeting altogether.

Participate in the affair as much as possible. In question periods, ask pertinent questions, but don't hog the show. Don't dare everyone to educate you about the business. Nobody will accept the dare.

Take notes on what you see and hear. It's wise to write a report when you return.

Know in advance something about the major speakers. That will help you and may eventually help further the trend against that curse of many conventions, the long-winded introduction.

Talk shop with other people attending the meeting. You may get as much from them as from formal sessions.

Finally, let the association know

end macaroni color worries



General Mills solves your color problem . . . at the mill . . .
by a 3-way check:

1. Scientific Durum Wheat selection with pre-milling color control of wheat mixes.
2. Color control in milling.
3. Pre-testing for proper color and full strength.

You're sure of quality and products of uniform color because General Mills' Products Control Laboratory makes sure!

General Mills Inc.

Durum Sales
MINNEAPOLIS, MINN.



what you disliked or liked—especially liked—about the meeting. Do it after the affair is over. Did you like the city, the date, the hotel? Did you like the panel discussion, and do you want even more from now on? Were there too many speakers at the affair? Would you just as soon drop the plant visitation next time? At the next meeting do you want at least one speaker on a subject of general interest, and not all of them to deal with your trade's economic, production and technical problems as they did this time? Was the amount of free time allotted adequate in which to conduct your private social and business affairs? Was the program for wives satisfactory?

The checklist just given won't help, of course, if a convention is badly managed from the start by the trade association. But inept administration is a rarity these days because trade associations are big business. No fewer than

1,500 national groups exist in the U. S. today.

Trade associations—and their corollary conventions—date almost as far back as civilized man. But American associations and conventions as we know them today evolved around 1915 or 1920. The NRA period of the 1930s saw a great spurt in trade association formation because the program forced companies to form associations to represent them. NRA had to be abandoned, but the trade associations and their conventions stayed.

You'll help assure that they'll continue to flourish if, as association officials put it, you remember that what you put in you'll get out—with dividends.

So plan now to attend the winter meeting of the macaroni-noodle industry in Miami Beach, Florida, January 20-22, 1953, and the national convention at Colorado Springs next June.

Senator Frank Carlson (R), Kansas, Addressed Farmers Union Annual Meeting



Senator Frank Carlson of Kansas, one of the top farm advisers on the staff of President-elect Eisenhower, spoke December 9 at the annual meeting of Farmers Union Grain Terminal Association in St. Paul.

During the recent campaign tour, Senator Carlson was one of the General's closest confidants. He gave the more than 3,500 co-op delegates at the GTA meeting a preview of the new administration's plans for handling farm problems during the next few years.

In his home community of Concordia, Kan., Senator Carlson is a farmer and stockman. Experienced in farm matters, he served in the Kansas State Legislature, as governor of the state, United States Representative and was elected Senator in 1950.

He spoke at the annual dinner of Farmers Union GTA delegates and employes in the St. Paul Auditorium, Arena section.

The talk was broadcast from 7:30 to 8:00 p.m. over WCCO in the Twin Cities area, and a network of northwest radio stations. Auditorium doors were opened to the public, for the talk, according to M. W. Thatcher, GTA general manager.

Delegates to the GTA meeting, from the two Dakotas, Montana and Minnesota, centered their attention on the problem of farm price protection.

The price protection problem will come to a head in 1955, when the present 90 per cent support loan program on wheat, corn and other basic crops expires. This is one of the major problems with which the Republican administration will be called upon to seek a solution.

The three-day GTA meeting, largest of its kind in the nation, opened December 8.

Tentative Program for the 1953 Winter Meeting

Robert M. Green, secretary-treasurer of the National Macaroni Manufacturers Association, has released to the macaroni industry, manufacturers and allied, a tentative outline of the business and social program of the winter meeting of the industry scheduled to be held in the Flamingo Club, Miami Beach, Fla., January 20-21-22, 1953.

A meeting of the NMMA Board of Directors, will precede the industry meeting. It is scheduled for Monday, January 19, from 9:30 a.m. to 4:00 p.m., during which association matters will be discussed.

Tuesday, January 20. Topic of the day: "Advertising and Selling."

The industry meeting will open at 9:30 a.m. with an address of welcome and a message to the trade by President Thomas A. Cuneo of NMMA.

9:45 a.m. "The Music Box," a color film on advertising.

10:15 a.m. "More Data on the Macaroni Market"—An A. C. Neilson Report by John H. Betjemann.

11:15 a.m. "Selling at Par." There's hard selling ahead. Discussion.

12:00 noon—Adjournment.

Evening—Rossotti Spaghetti Buffet and entertainment.

Wednesday, January 21—Topic: "Production and Packaging."

9:30 a.m. "What Goes In The Package"—A round table on the outlook for supplies.

10:30 a.m. "20 Questions for the Experts"—On presses, dies, drying, packaging and material handling.

11:30 a.m. "Probing Into Profits"—

A consideration of what profits are and where they are.

12:00 noon—Adjournment.

Evening—Social function being arranged.

Thursday, January 22—Topic: "Co-operative Competition."

9:30 a.m. "Weight Reduction Through Diet," a National Dairy Council film.

10:00 a.m. "Nutritional Research on Durum and Macaroni."

10:45 a.m. "Publicity Plans and Projects"—Ted Sills.

11:45 a.m. "Co-operation's Dividends"—Robert M. Green.

Evening: The NMMA Dinner Party.

The theme for the entire winter meeting is—"The Magic Keys to better business." A practical working conference for every level of management.

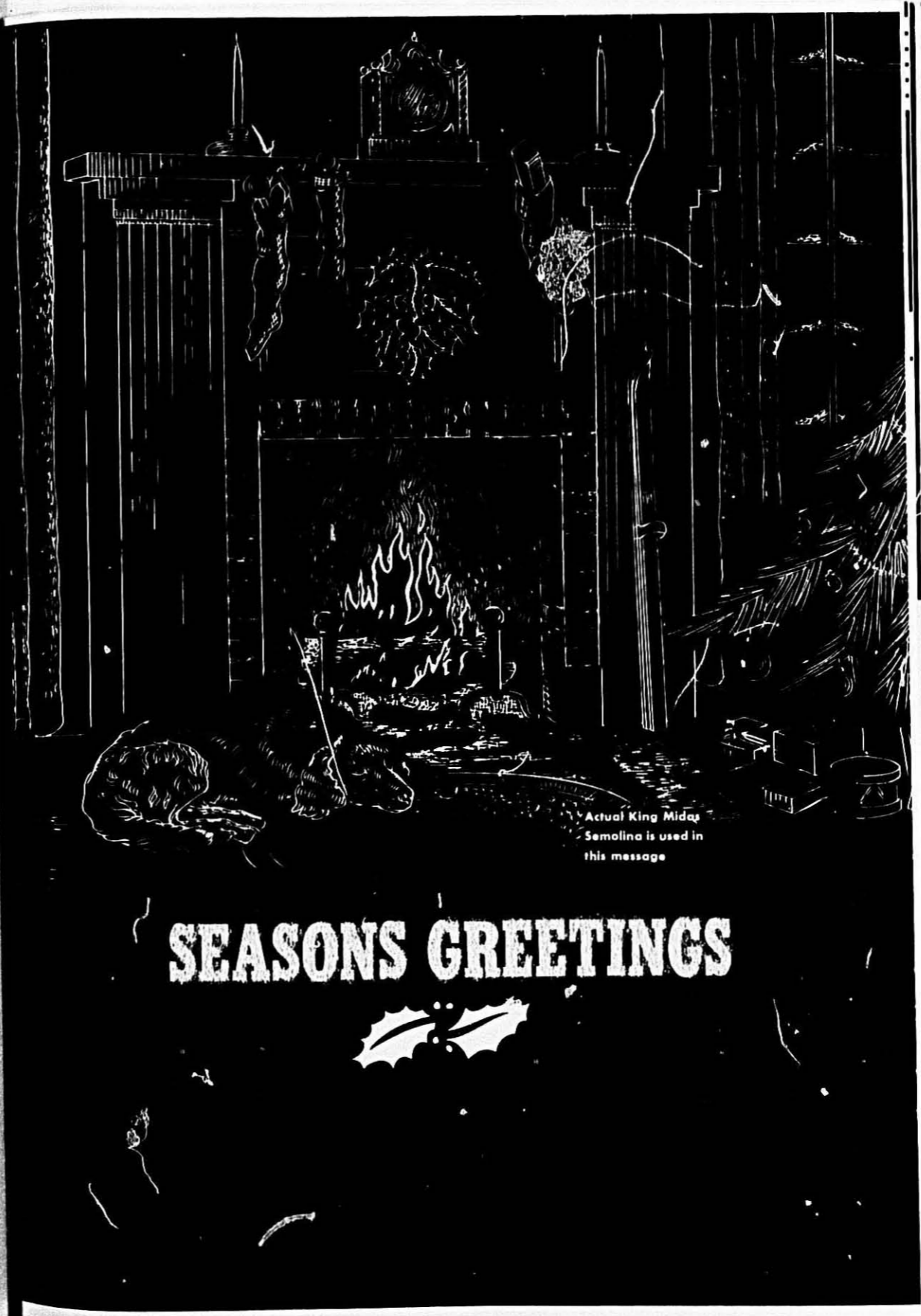
Note: Morning sessions only. Plan to attend, but make both your hotel and meeting reservations early. Ladies are invited to all sessions. They should be interested particularly in Thursday's program.

Reservations for the entire conference, including tickets to the Rossotti spaghetti buffet, NMMA dinner party and all other social functions—\$15.

Registration for business sessions only—\$10.

Single dinner party tickets for guests of registrants—\$7.50.

Registration discount if paid in advance—\$1.50 off on tickets for business sessions only; \$2.50 off on tickets for full conference.



Actual King Midas Semolina is used in this message

SEASONS GREETINGS

FDA's Clarification of Methods of Analysis

By James J. Winston
Director of Research, National Macaroni Mfrs. Assn.

Recently, in our Bulletin No. 154, the chemical methods for analysis of noodles for egg solids were discussed. As you know, there are two procedures: Lipoid P205; Cholesterol—time consuming and therefore more expensive on a fee basis.

We are enclosing a copy of a letter received from Deputy Commissioner George P. Larrick of the Food and Drug Administration which is self-explanatory. You will note that in the FDA Law Enforcement activity, they do not confine themselves to a single fixed procedure, since in some circumstances more than one method can be used to advantage in determining egg solids content. It is also to be noted that certain changes have taken place in the Lipoid P205 procedure, due to improvements in technique with the adoption of procedure 1. Our laboratory participated in the collaborative studies of the A.O.A.C. which has been carried on for the past two years. Our laboratory, therefore, has been using the Lipoid P205 procedure 1 for routine analysis of noodles and Cholesterol test for checking the Lipoid P205 when the occasion required it.

We shall be pleased to analyze noodles—either the Lipoid P205 or Cholesterol test as per request. The charge to members of the NMMA is as follows:

Lipoid P205-Procedure 1: A.O.A.C., \$12 per sample

Cholesterol Procedure: A.O.A.C., \$35 per sample

In all cases where the Food and Drug Administration suspects low egg solids, it would be advisable to have data using both tests, since one procedure would serve as a check on the other.

Federal Security Agency
Food and Drug Administration
Washington 25, D. C.

Mr. James J. Winston
Jacobs-Winston Laboratories, Inc.
156 Chambers Street
New York 7, N. Y.

Dear Mr. Winston:

Following your visit to our offices recently we have discussed with our scientists in the Division of Food your letter of October 12 concerning the official lipoid P205 and the cholesterol method for determination of egg-solid content in noodles and noodle products.

As you of course know, collaborative studies by the Association of Official Agricultural Chemists on newer



Mr. Winston

procedures for lipoid P205 determination of the egg content of egg noodles have been carried on for the past two years. The conclusion drawn from this work, in which you participated, has resulted in action being taken dropping the official lipoid P205 method and adopting the procedure 1 which was used in the collaborative studies this year.

The standard for noodles and noodle products requires a minimum of egg or egg-yolk solids. No method presently available determines these egg or egg-yolk solids directly. In our law enforcement work we do not now and have not in the past confined our interpretations to a single fixed procedure. We cannot approve a single procedure since in some circumstances more than one method can be used to advantage to establish beyond question the egg or egg-yolk solid content. Thus, we are sure that you will appreciate why we cannot state that lipoid P.O. results, standing alone, will, in all cases, be regarded as entirely conclusive.

We understand from our conversation with you that you are faced with the very practical problem of acting essentially as a control laboratory for a manufacturer who is perhaps holding manufactured merchandise until after your results are obtained. The rapidity with which the analysis can be completed is of importance to you and your clients and they are also very much interested in keeping the costs of the analysis as low as possible. There are many instances where the lipoid P205 method will give reasonably accurate results and if as a matter of practical expediency you find it necessary to use the lipoid P205 method as a short-cut control measure you will simply have to decide whether the practical advantages are great enough to incur the chance that occasionally results will not be as accurate as

though you used a second method and had first-hand knowledge of the make-up of the batch and data on the analysis of the ingredients.

Very truly yours,
GEO. P. LARRICK

Important Dates

The winter meeting of the National Macaroni Manufacturers Association and industry will be held at Hotel Flamingo, Miami Beach, Fla., January 20-21-22, 1953.

A meeting of the board of directors of the National Association will precede the general meeting in the Key Club of the popular hotel.

Court and Probate Bonds

Giving court bonds in litigation, and of fiduciary bonds in probate proceedings, is a practice which dates back to the middle ages, but execution of such bonds by corporate sureties is of relatively recent origin. The custom of accepting personal sureties had been so ingrained in the courts for centuries that the strides made by corporate suretyship during the comparatively few years of its existence have been remarkable. Today court and probate bond premiums account for approximately 25 per cent of all surety premium volume.

Name Vice President

John F. McKiernan, regional director of the United States Department of Commerce's bureau of foreign and domestic commerce, who has been active in South American affairs, has been appointed as executive vice president of the National Coffee Association.

He assumed his duties December 1, according to Edward Aborn, president of the coffee association, and succeeds W. F. Williamson who resigned last July.

National Tuna Week

Tuna Week was nationally observed in the United States November 6 through 15. Miss Mary Timms of California was selected as Tuna Queen.

Wheat Champion

Ronald Leonhardt of Drumheller, Alta, Canada, was named the new wheat champion of the world at Toronto, Canada, last month. He won the trophy at the Royal Winter Fair with his entry of Marquis wheat.

Leonhardt is a member of the Drumheller Junior Grain Club and the third 4-H boy in three years to take the title.

Runner-up was R. Sharp of Munson, Alta, also a 4-H member.

Never resent jealousy; it is the height of flattery. No one is ever jealous of a fool.
There is one book that influences too many—the pocketbook.

December, 1952

THE MACARONI JOURNAL

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From little acorns . . .

. . . Oodles of Noodles!

The Story of Avery's Vermicelli, Ltd.

Reprinted from *The Grocer Monthly Supplement*,
September, 1952

SURE enough, "there's oodles of noodles in our chicken soup," and few manufacturing companies can have achieved such a successful "double"—to have hit on a first-rate publicity slogan, a "Tomtopian" catchphrase if ever there was one, and to have it featured in a popular ditty. In the course of a year or so a nation has become noodle-conscious with only the dimmest notion, though, about noodles, what they are and how they are made, and with even less knowledge about the origin of their manufacture in this country.

There is a vague idea that noodles have something to do with macaroni, and on this point one of the pioneers of the industry has his own favorite story. One day a carman was delivering goods to his factory and after seeing machines working for a while asked, "What are you making?" When told, "Macaroni," he answered, full of surprise "Coo, I thought it grow'd." Growth there has been, and it started from a seed blown to these shores by the ravages of World War I and planted in a baker's shop in the North London suburb of Stoke Newington. There, at 80, Green-lanes, N. 16 Mr. John Bowden Avery was attending to his baker's and confectioner's business when the progress of hostilities made even more acute the prevailing shortage of labour. So he gave a job to one of the many thousand refugees from Belgium who had left their homes when the German armies overran King Albert's country.

"Nearest Thing to Lokshen"

FOOD was neither plentiful nor particularly good in 1917 and Mr. Lachman, the new man at Avery's, believed in self-help. He took a little wheat semolina, mixed it with water and made a stiff paste which he dried in the fire. Then he rolled it, cut it into strips and boiled it with a little milk. More often than not this was his midday meal. It was the nearest thing to lokshen, a traditional Jewish dish he remembered from his mother's days. There was in those days, and still is, a substantial Jewish community in Stoke Newington and certain of Mr. Avery's customers were more than interested when they saw "the Belgian" make his own noodles.



John Bowden Avery

Hitherto they had to make them at home as their mothers made them, rolling the dough out on a board in the kitchen, and here was a chance to get them done at the baker's. "Make us some lokshen, Mr. Avery," they would suggest, and the baker, his business hemmed in by wartime restrictions and shortages—or because of them—decided to have a try. There was an opening there for enterprise, and a proposition which made sense by any theory of economics: Why should one baker not make noodles for 100 housewives rather than that 100 women make their own and by-pass the shop? Mr. Avery then decided to specialize in noodles and vermicelli.

With the help of his son, John Christopher, just 16 and out of school, he started up and very soon the business became known as J. B. Avery and Son, macaroni manufacturers. A

mangle was the first piece of machinery, and in a barn at the back of the house an industry grew up. No claim was laid to the invention of elaborate or costly drying machinery—the total output of those days, some five or six hundredweight, was dried in the sun in the garden. There was more made than just for the immediate and regular clientele of Mr. Avery's shop and the nucleus of a marketing organization was formed; young Avery started delivery, on bicycle and by tram, mainly to the East End of London, to families whose background made them retain their continental culinary habits.

Even today much of the firm's business is marked by its cosmopolitan character. There is the Soho trade directed at Italians and French people, a growing turnover with those shops serving Polish camps and communities spread over the country and a dozen or so direct accounts with old-resident Chinese families who like to order up to half a hundredweight at a time. And despite many changes, Avery's name continues to do the business in East London.

A small factory was started in 1920, still in London, machinery was bought from Switzerland, the baker's shop was sold and everything went on steadily until disaster came in 1924. A traveller, who also collected accounts for the firm, had done some particularly heavy collecting, but failed to return to the office. He disappeared abroad and Avery's, still a small firm in the development stage, having spent much of their resources on equipment,



Excellent for display purposes are these packs of vermicelli and plain noodles. The customer interested in something new can see what she is buying—and (most important) how much she gets for her money.

THE *Mud* THAT GOES AFTER BLACK GOLD



DRILLER: And this is what we call "drillers' mud." I wish you could see how we put it to work, out in the oil fields.

MILLER: Mind telling us something about it?

DRILLER: When we go deep down into the earth for "Black Gold"—that's crude oil, you know—we need all the help we can get from science and engineering. After all, it may cost anywhere from a few thousand to several hundred thousand dollars to send a rotary bit churning through thousands of feet of clay and shale, prospecting for a crude oil pay zone.

MACARONI MAN: A mighty big "down payment," I'd say. But where does this mud come in?

DRILLER: Mostly we use a hollow drill pipe, tipped with a rotary bit. This very special kind of mud is pumped down the center of the drill pipe. Hundreds of feet below the surface it moves out and around the bit. Because of great pumping pressure, the mud then flows upward between the drill pipe and the sides of the well.

MILLER: And this circulation is kept up during the entire drilling operation?

DRILLER: Right. It counteracts the pressures exerted by oil, gas or water. It lubricates and cools the whirling bit. It seals up the porous strata in the walls, lessening the danger of cave-ins. And it keeps flushing the well hole, bringing cuttings to the surface.

MACARONI MAN: And for that you couldn't use any old mud.

DRILLER: Actually, what we use is composed of special grades of clay, weighting materials, chemicals and specially processed cereal products, such as Mikol. That Mikol—it's a blessing—the greatest thing that ever went to work in a well! Archer-Daniels-Midland prepares it—of all things, from cereal grains! The finished product looks almost like flour. Mikol has the unique property of "gelling" or licking up watery mixtures. In our drilling for this precious "Black Gold," we mix anywhere from two to eight pounds into every barrel of drillers' mud. In the oil field Mikol is worth its weight in gold.

MILLER: This oil-field miracle worker, Mikol, is a product of the Industrial Cereal Division, one of the dozen divisions of Archer-Daniels-Midland. Another, of course, is Commander-Larabee. And, as the case of Mikol, what is new and practical in any of these fields is important to the miller and the macaroni man. While the tie-in may not be direct, the ideas behind the development of such ADM products are often put to use for you. That is why, by taking advantage of such facilities and such research, we supply our customers with better semolina and durum flour for better macaroni foods any time of the year.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

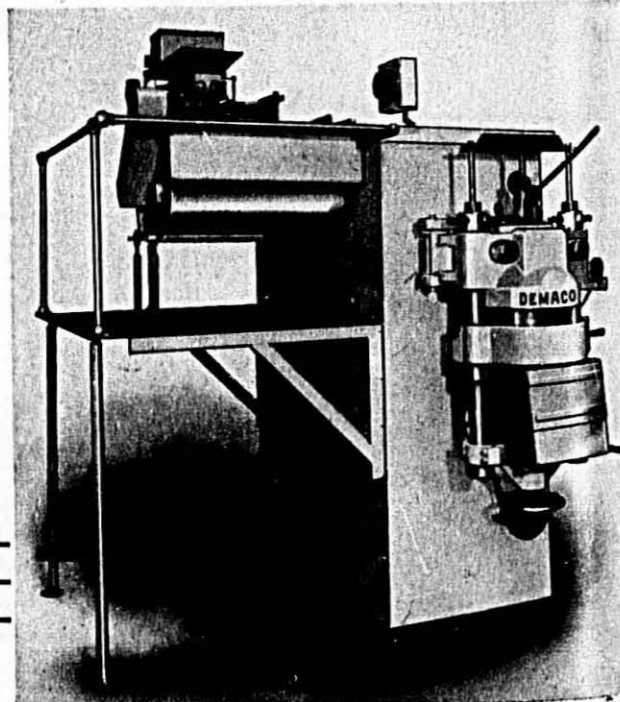
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JOSEPH DeFRANCISCI, President (Former Secretary and Treasurer Consolidated Macaroni Machine Corp.)

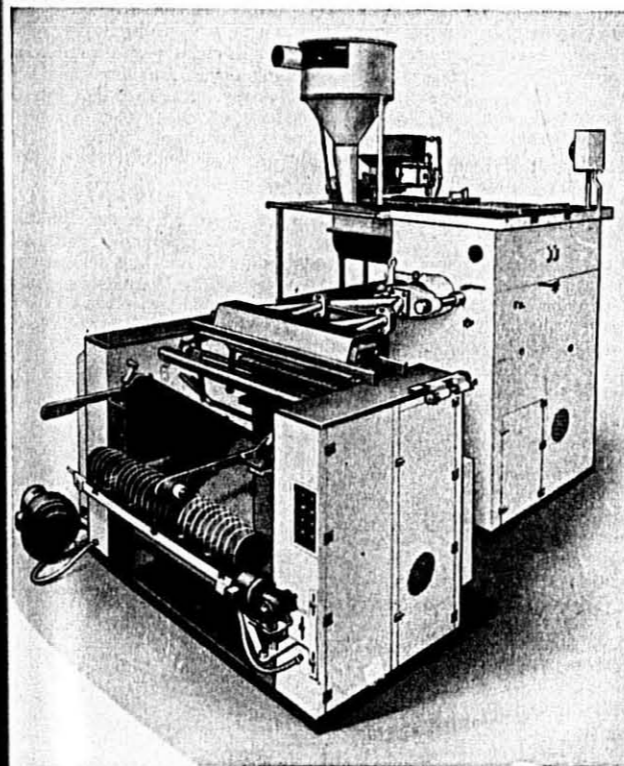
Automatic Mechanical Spreaders • Automatic Combination Continuous Presses for Long and Short Pastes • Continuous Short Paste Presses • Long Paste Preliminary Dryers • Automatic Noodle Sheet Formers • Automatic Continuous Short Cut Dryers • Egg Dosers • Automatic Continuous Combination Short Cut and Noodle Dryers • Macaroni Cutters • Die Cleaners

**DEMACO**Continuous Automatic
Press For Short Cuts*with the "trade accepted" and proven
2 shaft single mixer*

AVAILABLE IN 2 MODELS

500 Lb. & 1,000 Lb.
Production*The New***DEMACO**

FULLY MECHANICAL COMBINATION
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.

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

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found themselves in difficulties. There was only one way out. An advertisement was put into a newspaper offering a "unique business for sale."

Principles of Noodle-making

Mr. C. Womersley, a Yorkshire business man, headed a group who formed Avery's Vermicelli, Ltd., a small company which bought out the founder—who later returned to the confectionery trade and now lives in retirement in Bournemouth—John Christopher, the former junior partner, became works manager. Mr. J. C. Avery is still with the company, has been a director since 1945, and his younger brother, Mark Bowden, with the firm for 27 years, is now the works foreman.

The new company moved to St. Albans in 1927, to larger premises. Machines were bought from Germany and in the course of the 'thirties a new line was added, potato crisps, only to come off when the outbreak of World War II made things difficult again. Immediately after the war an association was formed with Highfield Foods, Ltd., Featherstone, near Pontefract, and Mr. W. E. Ackroyd is managing director of both companies with Mr. C. Sladdin director in charge. Under the name of the latter company a new branch was set up at Great Yarmouth over a year ago, which concentrates on producing all the noodles required by the largest manufacturer of chicken noodle soup in the country. In fact, so large is that side of the business now that a considerable amount of the group's weekly output is coming from the Yarmouth plant which Mr. Womersley manages.

The largest noodle makers in the country, the firm undertook to supply the manufacturers of packet chicken noodle soup when that new article was launched on the British market. In the principles of noodle making little has changed in recent years. The raw materials are mixed—Durum semolina, a wheat product known for its creamy, yellowy tinge and finely ground, then water, salt, eggs and colour. The resulting paste comes in lumps on to a wide shallow bowl where a four-ton "millstone" running anti-clockwise rolls it into a thick sheet. It is transferred to another machine which concentrates on the rolling process until a much thinner sheet is carried to the roller-cum-cutter, where the sheet of dough is reduced to a thickness of 1 mm. and cut lengthwise and sideways into the final product. A 4- to 16-hour drying process concludes the production side and the goods are then ready for packing.

Plain noodles are made, and Egg-noni which contains eggs. The width of broad noodless is $\frac{1}{4}$ in., medium $\frac{1}{8}$ in. and vermicelli (fine noodles) are 1 mm. wide. The latter are folded in small heaps easy to pack and handle by the housewife. Another article



Dextrous hands and nimble fingers are essential in the tricky process of folding vermicelli—illustrated here—is to be properly carried out.

made is the $\frac{1}{4}$ in. square, and the associated company also produces fancy, alphabets and cut macaroni.

Before the war Mr. J. C. Avery was a crack egg-breaker. Taking four eggs into each hand, holding them between his fingers, he cracked the lot at one go. He had to be pretty good because his factory was using 12,000 to 14,000 shell eggs a week. Now Avery's depend on Ministry of Food allocations of dried egg, which is added in the proportion of $3\frac{1}{2}$ per cent by weight to those products labelled as containing egg.

About the virtues of the rolling process rather than manufacture through an intruder, Avery's are quite emphatic. The latter, they fear, "kills" the dough. Noodles, made from a rolled sheet do not disintegrate even when boiled excessively long, they do not

New York Meeting

The meeting for macaroni manufacturers in New York City, November 12, drew the largest representation, local and out-of-state, of any past regional meeting on record.

President Tom Cuneo flew in from Memphis. Other manufacturers from Nebraska, Minnesota, Maryland, Pennsylvania, Connecticut, Massachusetts and New Jersey, joined those from New York.

The durum situation was described by secretary Robt. M. Green with charts showing supply, distribution and acreage. Stress was laid on the Association's doing a sound public relations job with the growers if we hope to have sufficient acreage next year.

Fred Mueller gave a report on current traffic problems, stating that little could be done to halt the change in classification of macaroni products in the Atlantic area, which will boost freight rates 25 to 30 per cent on November 23. It was pointed out that Section 35 of CPR 22 permits passing on increased common carrier rates for outgoing freight authorized by regula-

stick, they hold their shape and they stay tender. Having wheat as their main ingredient, macaroni products are very nutritious and easy to prepare. That virtue was probably responsible for their origin. Easy to use in soups and milk dishes, or as savoury with meat, cheese or tomato, they have an immediate advantage over potatoes—no peeling required.

But the story would not be complete without another reference to Mr. Lachman. After 1918 he returned to his native country and started in business on his own, running a hotel and restaurant. He did not do badly at all—until 1940. The Germans came again, and he found himself a refugee for the second time in his life, again finding a sanctuary in England. He did not go back this time, and again took up his connection with Avery's

tion, filed with the Office of Price Stabilization.

While there was great concern about narrowing margins of profit made by macaroni manufacturers because of increased costs of flour, freight and labor, it was noted that all manufacturers are not selling at ceiling now and that some relief can be obtained by most manufacturers with higher flour costs, which will permit refiling prices under Section 21 of CPR 22.

Ted Sills gave a report on the volume of publicity obtained for National Macaroni Week. It was the opinion of the group that next year the National Macaroni Institute should prepare brochures for the distributing trade but that manufacturers should prepare their own point-of-sale material. Approval was given to the idea of a summer salad promotion.

Jim Winston described the two tests for determining egg solids in noodle products and clarified the difference between the Lipoid test and the Cholesterol. He stressed that the same results should be obtained by a competent chemist using either test, and that

the Cholesterol is a check on the faster Lipoid method.

Joe Giordano, reporting for the standards committee, told of contacts made with Food and Drug officials on the pending case over 20 per cent protein macaroni. He stated the association's interest in this matter is to determine whether this product can be made by one or by all.

He also reported on clarification of labeling requirements as interpreted by officials of various states. Apparently literal interpretation of the standards will allow labeling of "macaroni," "spaghetti," "vermicelli" and "egg noodles" to be made without further clarification, but any other shape or size must be qualified by "a macaroni product" or "a noodle product." Elbows must be called "elbow macaroni" or "a macaroni product," and further clarification on this point was requested by the group.

A list of those in attendance: Thomas A. Cuneo, Ronco Foods, Memphis, Tenn.; Lloyd E. Skinner, Skinner Manufacturing Co., Omaha, Neb.; C. L. Norris, The Creamette Company, Minneapolis, Minn.; Edward C. Nevy, Cumberland Macaroni Co., Cumberland, Md.; Frank Pepe, Jr., Pepe Macaroni Co., Waterbury, Conn.; Joseph Scarpa, Bay State Macaroni Co., Everett, Mass.; Joseph Pellegrino, Prince Macaroni Co., Lowell, Mass.; C. W. Wolfe, Megs Macaroni Co., Harrisburg, Penn.; Vincent J. Cuneo, La-

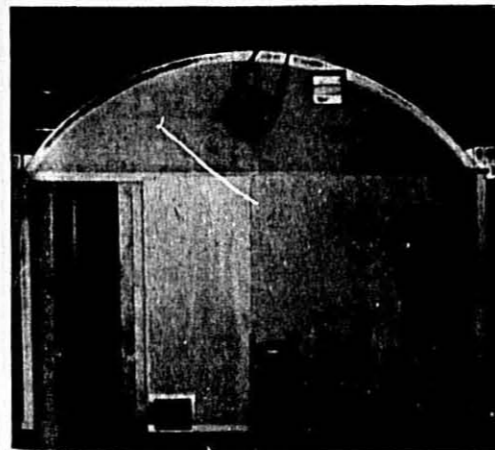
Premiata Macaroni Co., Connellsville, Pa.; Raymond J. Guerri, Keystone Macaroni Co., Lebanon, Pa.; Sam Arena, V. Arena & Sons, Norristown, Pa.; Louis Roncace, Philadelphia Macaroni Co., Philadelphia, Pa.; John Zerega, Jr., A. Zerega's Sons, Inc., Fairlawn, N. J.; Joseph Biancone, National Macaroni Co., Garfield, N. J.; C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J.; John M. Murphy, C. F. Mueller Co., Jersey City, N. J.; Horace P. Gioia, A. Gioia and Sons, Rochester, N. Y.; Alfred Rossi, Procino & Rossi, Auburn, N. Y.; Horace A. Gioia, Gioia Macaroni Co., Buffalo, N. Y.; Kurt Eichler, Eichler's Noodles, Long Island City, N. Y.; Emanuele Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.; Eric Cohn, A. Goodman & Sons, Long Island City, N. Y.; Robert I. Cowen, A. Goodman & Sons, Long Island City, N. Y.; Jacob L. Horowitz, Horowitz Bros. & Margaret, Long Island City, N. Y.; Irving S. Horowitz, Horowitz Bros. & Margaret, Long Island City, N. Y.; Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.; Vincent S. LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.; Joseph Giordano, V. LaRosa & Sons, Brooklyn, N. Y.; Joseph Santoro, G. Santoro & Sons, Brooklyn, N. Y.; Ben Marchese, Refined Macaroni Co., Brooklyn, N. Y.; Joseph Coniglio, Paramount Macaroni Co., Brooklyn, N. Y.; Louis Coniglio, Paramount Macaroni Co., Brooklyn,

N. Y.; Luigi Abbenante, Colonial Fusilli Mfg. Co., Brooklyn, N. Y.; Silvio Bernardo, Impero Fusilli, Brooklyn, N. Y.; A. Saavedra, LaRinascente Macaroni Mfg. Co., Bronx, N. Y.; Ted Sills, Emily Berckmann, Gloria Marshall and Heather Allen of the New York office of Sells, Inc., and Robert M. Green, secretary of the NMMA, Palatine, Ill.

Reception Follows New York Meeting

Eastern macaroni manufacturers, as well as several representatives from midwestern firms that attended the regional meeting at the Chatham Hotel, New York, November 12, were entertained at dinner by a group of allied firms at the New York Rifle Club.

According to Charles C. Rossotti, executive secretary of Rossotti Lithograph Corp., North Bergen, N. J., chairman of the six hosts' firms, approximately 35 enjoyed the hospitality. Other hosts included: Joseph De Francisci and Ignatius Bontempi of De Francisci Machine Corp., Brooklyn, N. Y.; William Steinke and David Wilson of King Midas Flour Mills; M. C. Alvarez and Louis Viviano of Capital Flour Mills; Ulysses De Stephano of Crookston Milling Co., and Frank Lazzaro of Frank Lazzaro Drying Machines. John Tobia of the Rossotti firm also assisted.



Exterior View—Lazzaro Drying Room

for **ECONOMICAL
SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices: 55-57 Grand St., New York 13, N. Y. Digby 9-1343
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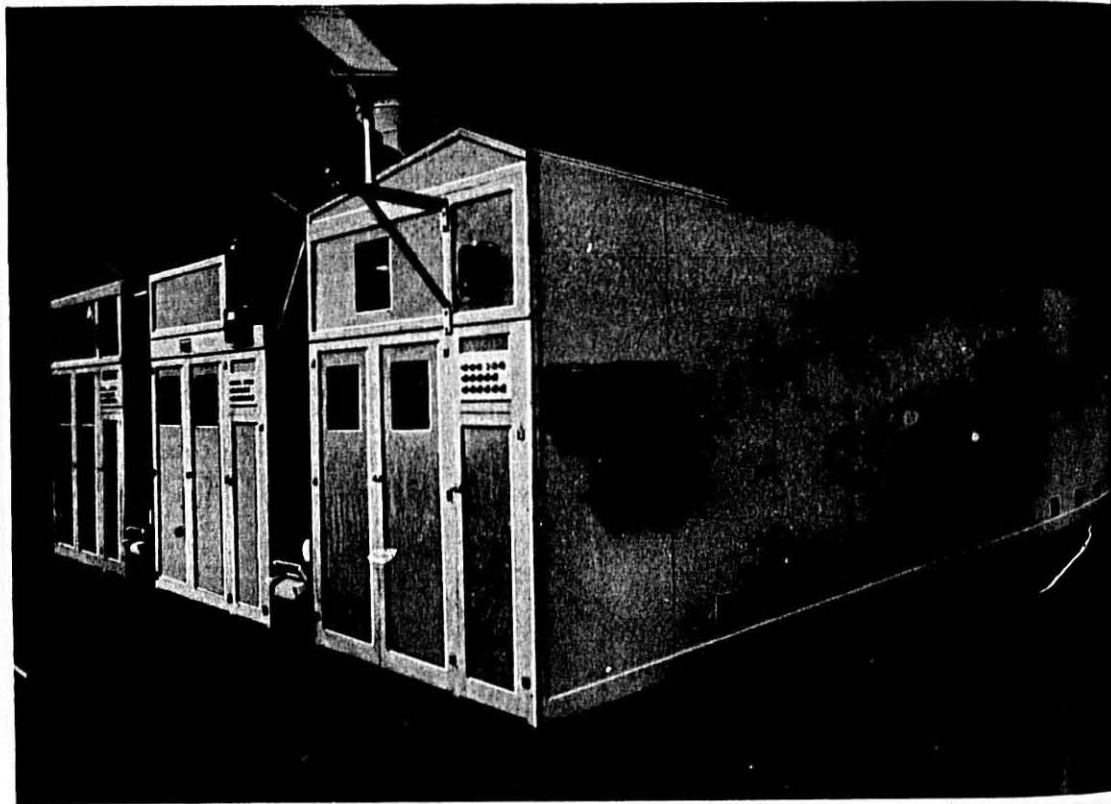
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our large line of
completely rebuilt
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DOUGH BREAKS
VERTICAL HYDRAULIC PRESS
KNEADERS • MIXERS
NOODLE MACHINES
DIE WASHERS
and many others

Check Proof Dryer Instrument Controlled Hygienic

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



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

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

Ambrette

MACHINERY CORP.

156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

SOLD and Satisfied!

That is why old customers repeat with confidence purchases of Ambrette Designed Macaroni Machinery.

That is why macaroni manufacturers are switching to Ambrette Designed Presses and Spreaders. These original design machines are proven constant superior performers—not just a flash in the pan!

PROVEN "Electrodynamical" SPREADER

A Modern Progressive Electrically Co-ordinated System in Keeping with the Technology of Our Times"

SIMPLICITY

Just a few moving parts operating approximately 15 seconds in every minute. Brake plates and limit switches synchronized with motor to operate electric timer. This is a solid, simple assembly.

Has no gear box with ratchet, clutches, tension springs, and V-belts which must be continually while spreader is in operation.

MINIMUM WASTE

Dough is self-equalizing over die, giving even extrusion of long goods.

No choker bushings are used in tubes or die block to bring about even extrusion of long goods.

MAINTENANCE

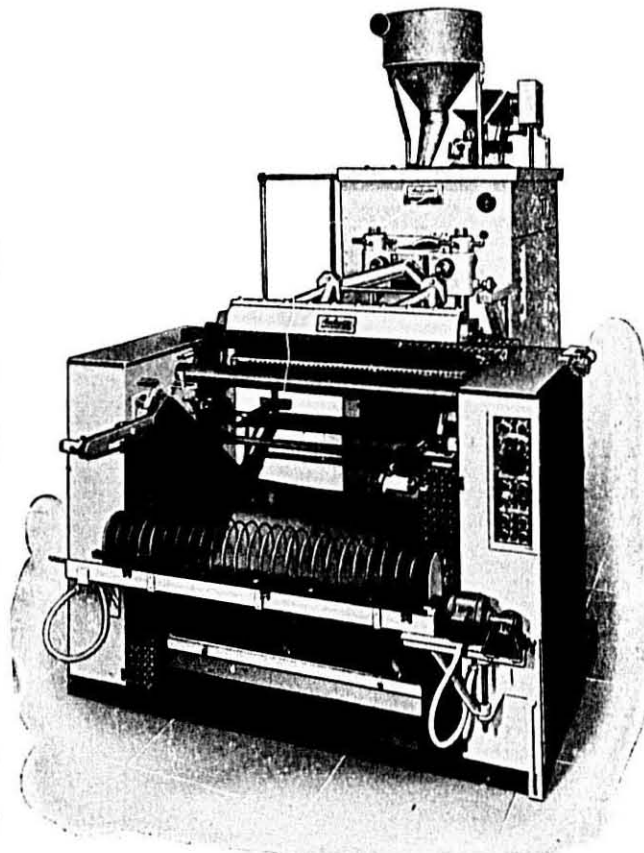
Average over 7 years has proven amazingly low.

This is understandable when you consider that you have only a few moving parts operating for only a short period of time.

Model DAFS—Long Goods Spreader

Model DAFSC—Combination Long and Short Goods

Model DAFSX—Combination Standard Long Goods, Fusilli, Short Goods.



Death of Ernest Conte

Ernest Conte, 73, a former vice president of the Milwaukee Macaroni Co., Milwaukee, died November 18, after a two years' illness, at his residence, 504 5th Street, Brooklyn, N. Y. Mr. Conte was born March 13, 1879, in Villanova del Baptista, Italy, and came to America in his early teens. He worked at various jobs for a few years and then became a salesman for Washburn Crosby in Brooklyn. In 1909, he moved his family to Keewatin, Minn., and was the distributor for the old Rex Brewery of Duluth and the Jung Brewery of Milwaukee.

In 1918, he became associated with the Milwaukee Macaroni Co., of which his brother, Arminio Conte, the former Italian Consul of Milwaukee, was the original founder. Ernest Conte represented the Milwaukee Macaroni Co. in the New York area until fall of 1929, when he became vice president and general manager. He served in that capacity until September, 1938, when he sold his interest to go into the food brokerage business in New York.

While in the macaroni business, he served on many committees of the National Macaroni Manufacturers Association, and headed the quality control panel for four years. He was instrumental in establishing the laws prohibiting use of coloring in macaroni and egg noodles in the state of Wisconsin, which were later adopted by the Federal Government.

He is survived by his wife, Anna, sons Ralph of Milwaukee, James of Levittown, Long Island, and seven grandchildren.

A Semolina Miller's View

No Time to Think About Jeopardizing Quality

"There has been considerable anxiety expressed concerning the overall supply of durum wheat. There is no emergency existing at the present time, but the supplies will no doubt dwindle to a point where the carryover by the time another crop is harvested will be very short. However, in our opinion, there should be enough durum wheat to take care of the industry needs. While this short supply may result in continued high prices for durum wheat, the price factor reflected in a package of macaroni is insignificant and in no way should curtail the consumption of an already low priced, high quality food product.

"The increase in consumption of macaroni products has resulted primarily from the high quality standards maintained throughout the industry by the use of durum wheat. Therefore, as no emergency now exists, it would seem unwise at this time to jeopardize this high quality standing by resorting to the use of cheaper substitutes."

I. J. Grass Noodle Co.

Appointment of a new distributor and three new brokers to widen distribution of Mrs. Grass' noodle soup mixes on the eastern seaboard was announced by A. Irving Grass, president of the I. J. Grass Noodle Co., Chicago.

Distributor for the Boston area will be the Beatrice Foods Co. Broker for a New England area comprising eastern Massachusetts, Maine, Vermont, New Hampshire, and Rhode Island will be the Ralph G. Crevier Co., Boston.

Named broker for West Virginia was the Walter Dorsch Sales Co., with offices in Wheeling. The Clyde Baylor

Co., Atlanta, has been designated broker in Georgia and northern Florida.

Ossola Lentil Soup

Betty V. Ossola, vice president of J. Ossola Co., New York, recently introduced a whole lentil soup for the first time in the United States. The firm, an importing and food processing company, assures consumers that this is the first time a non-condensed type of this kind is to be packed for general distribution. It is claimed to be based on an old family formula and recipe handed down through the generations from Italian forebears.

Golden Grain Macaroni Is Saga of Amazing Success

From a small two-story building at Twentieth and Valencia Streets in San Francisco to a three and one-half acre, million-dollar plant in San Leandro, Calif., the largest west of Chicago for the production of macaroni . . . from one manually-operated press to the world's finest automatic mixers, presses and dryers . . . from two-thousand pounds per day output of macaroni to sixty-thousand pounds per day—such is the success story of the Golden Grain Macaroni Company over a period of forty years.

During the last twelve years alone, Golden Grain's volume has sky-rocketed by 1,500 per cent, to the point where it is now the largest macaroni-producing concern west of Chicago, packing 15 million pounds per year.

Golden Treat Candies

Started in 1912 as the Gagnano Products Company by the father and grandfather of the present owners, Domenico de Domenico (which, when translated means "Sunday of Sundays") and Antonio Ferrigno, Golden Grain now employs 110 people. Vince

de Domenico and his brother Tom, are in charge of the San Leandro plant, while the oldest brother, Paskey, president of the firm, maintains his office at the Seattle, Wash., plant, which was acquired in 1941.

In 1934, the brand and trade name "Golden Grain" was adopted by the firm. Three years before, the de Domenico's decided to experiment with cellophane packaging for their products—thus, Golden Grain became one of the first macaroni producers to use cellophane. Consumer response was instantaneous, and despite the depression, business doubled and tripled.

Colorfully designed and printed in red, white, yellow and blue on heavy cellophane, Golden Grain packages are shock-proof, capable of withstanding handling and stacking, and assure a minimum of loss through breakage.

In addition to their complete line of macaroni products, Golden Grain also produces beans, peas, rice, nuts and dried and glace fruits. Newest member of the Golden Grain family is Golden Treat Candies. This 50-variety line of fine-quality candies is also attractively packaged in double cellophane bags to insure freshness and eye-appeal.

Pacific Coast Review.



Success Team! Above are the boys who maintain Golden Grain's giant macaroni plant at San Leandro, Calif., at peak efficiency. Left to right, are: Vince de Domenico, secretary-treasurer; Tom de Domenico, vice president and sales manager; Don Ferrigno, plant manager; and Frank Viola, the production manager.

Insure your Share of the
for Macaroni Products

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

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



CAPITAL FLOUR MILLS



General Mills, Inc. and Macaroni Week

Display window prepared by General Mills, Inc., in the foyer of its office building prior to National Macaroni Week, October 16-25, which was seen by 600 to 800 passers-by daily. The display was supervised by Lee Merry, durum sales.



George Hackbush on European Vacation

George Hackbush, on a two-month European vacation, writes from Nice, France: "I extended the greetings of our NMMA to the French Delegation through Claude Reyon, and he likewise extends their greetings to all in our association. . . I sure had a nice visit with him, and saw samples of some wonderful wheat and macaroni products. After traveling through Europe, I can see why their per capita consumption of macaroni and noodles is so high."

On their vacation, Mr. and Mrs. Hackbush visited England, France, Germany, Switzerland and Italy.

Roy Rutledge—1952 Durum King

Roy Rutledge of Langdon, N. D., was named Durum King of North Dakota, a title that naturally covers all of the United States, since North Dakota leads all other states in production of durum wheat.

His sample of 64 1/2 pounds per bushel of the mindum type was chosen as the best among the 364 samples shown at the 15th annual North Dakota State Durum Show, held at Langdon, Nov. 13 and 14, 1952. This won for him the sweepstakes plaque, presented annually by the National Macaroni Manufacturers Association to winner.

Mr. Rutledge also won the title of "Durum King" with his prize sample shown at the 12th annual durum show in November, 1949, thus becoming the second exhibitor in show history to become a two-time winner. The other two-time winner is Tom Ridley, also of Langdon, who won in 1947 and 1948.

Durum King Rutledge also won the trophy in the professional class to bring his total of prizes on durum to 12 in seven successive years.

His prize-winning sample and most of the runner-up 1952 durum exhibits were rushed to Chicago to compete

for the honor of International Durum King at the International Livestock, Grain and Hay Show held there November 29-December 6, winners of which are reported elsewhere in this issue.

New Cellophane Printing Method Solves Dehydration Problem

A new method of printing Cellophane has been developed by the Dobeckmun Co., Cleveland, which proves an effective solution to the cellophane industry's problem of dehydration in printed roll film.

The new process, called normalizing, has been hailed by Cellophane manufacturers as a significant step forward in the flexible packaging industry.

Normalizing is a method by which Dobeckmun controls the moisture content of cellophane while it is being printed. Under ordinary conditions, high speed printing and attendant drying of inks results in loss of moisture in the film, making it brittle and susceptible to breakage.

Dobeckmun's new process eliminates dehydration during printing. The Cellophane retains its original life and pliability at levels recommended by the three manufacturers of the film. This insures optimum performance on the part of the material in heat-sealing, flexibility, packaging strength and appearance.

Printed normalized film will be especially valuable to four types of users: (1) those in extremely dry climates, or in colder climates where film is stored in heated buildings; (2) those whose products are sensitive to odors from printing inks; (3) those who use DuPont-Olin LST and LSAT film and Sylvania 300 DS and 300 DSB.

Dobeckmun offers Normalized cellophane printed either in rotogravure or in its "Lithopaque" aniline method. Dobeckmun printed prefabricated bags have long been protected against dehydration through use of its Humidopad packing program.

Grass Noodles on Radio

"Space Adventure for Super Noodle" was recently introduced as a new radio program for youngsters by the I. J. Grass Noodle Co., Chicago. It features the firm's Mrs. Grass Egg Noodles and Noodle Soup Mix. It can be heard over radio CBS each Saturday from 10:15 to 10:30 a.m., EST.

G. M. A. Convention

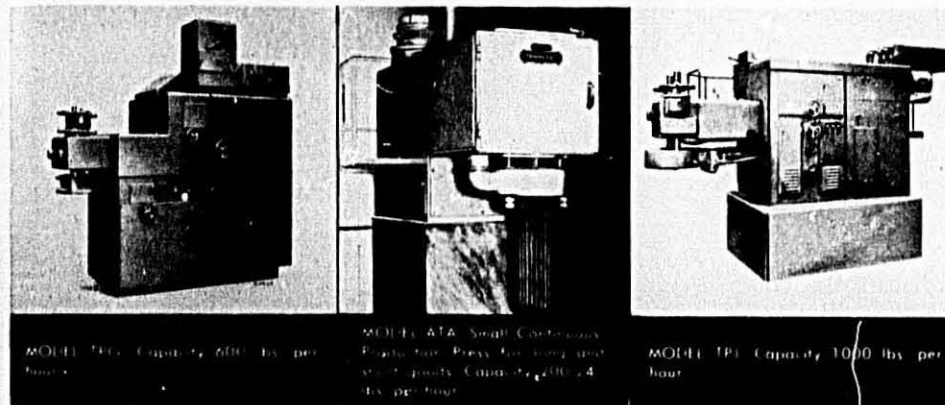
The Grocery Manufacturers Association's 44th annual meeting in New York, Nov. 10-12, chose the theme of "Close Ranks for a United America." Many of the leading macaroni-noodle manufacturers are members of this grocery association. Leaders from the grocery industry stressed repeatedly that the smashing Republican victory was not a vote to return to the 20's but rather a challenge for business to prove the real worth of the free enterprise system. All saw a better climate for business to work in.

GMA President Paul Willis said with adequate food supplies in sight, prices for 1953 should remain pretty much at present levels provided we do not have the continued increase in wages, transportation and taxes which have added so much to the cost of production and distribution in recent years. Taxes now cost more than the nation's food bill—the 1952 estimated tax bill is \$85 billion against a food bill of \$63 billion. Under the impact of rising operating costs profits for the industry have declined from 4.6c per dollar of sales in 1939 to 2.4c in 1951 and an estimated 2.2c for this year.

Allan Temple of the National City Bank of New York sees good business through the first half of 1953. He points to a 15 month downswing with a liquidation of inventories. The upswing should run through spring with construction holding up and a good backlog of orders for most industries. He views the better climate for business as the best guarantee against a "Republican recession" with confidence and incentives stimulants for expansion.

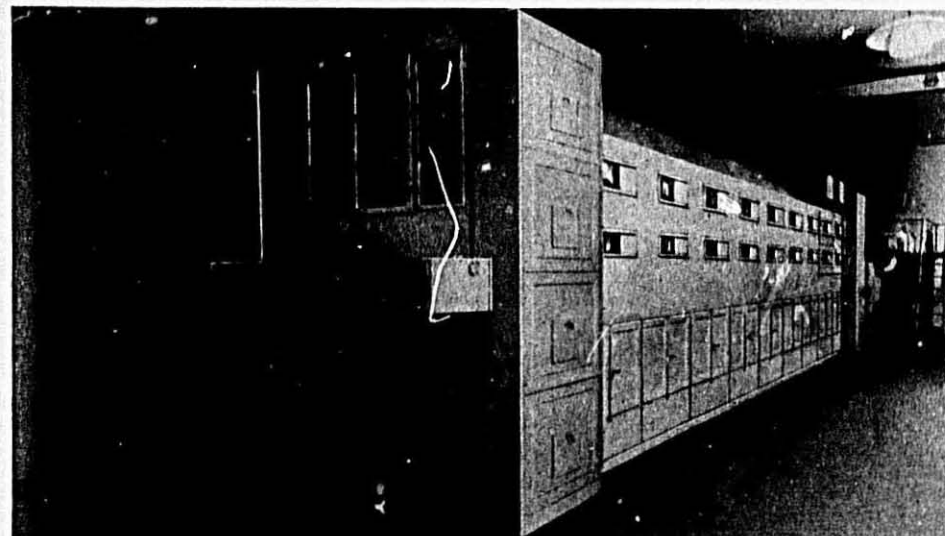
A. C. Nielsen, marketing research expert, stated that executive decisions are becoming more critical because with higher costs and diminishing profit margins there is no room for mistakes. With a mass of facts and figures he pointed out marketing trends such as the growth of self-service in grocery stores from 26% in 1940 to better than 70% in 1952. He said that self-service selling makes it necessary to maintain your share of promotion to obtain your share of sales but he warned, "Don't waste money promoting inferior products." Special efforts ranked as follows in popularity: (1) Special prices; (2) Coupons; (3) Premiums; (4) Contests. Mr. Nielsen pointed out that last year food got 17.3% of all dis-

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posable income, this year only 16.5%. You are competing with many other products for a share of the consumer's dollar.

A panel discussed "The Job Ahead for the Food Industry":

J. H. Letsche of Heinz said, "Profits are supposed to be the villain of high prices—where are they? All items of cost have been going up—wages, taxes, freight, cost of distribution and competition has been getting tougher. Low profits will hurt expansion."

George Coppers of National Biscuit Co., said their wages are up 150% since 1939, prices up 70%, productivity of workers up 33 1/3%.

Clarence Francis, Chairman of General Foods, stated: "We must create a surplus of food and a surplus of time for living. We must close ranks and make each group closer to one another. We must have faith—every challenge presents an opportunity."

Braibanti Co. a Shareholder

The Braibanti Co., Milano, Italy, through its U. S. representatives, Lahara Sales Corp., New York, and Perrish Steel Products, Inc., Los Angeles, has been enrolled as an Allied Share-Holder by the National Macaroni Institute, according to Robert M. Green, managing director.

Perrish Steel Products, Inc., represents the Italian macaroni machinery firm in the Western portion of the country and Lahara Sales Corp. looks after sales and repairs of machines in the eastern half.

Products Exhibit at Shows

A survey made of the visitors at the International Livestock, Grain and Hay Show in Chicago in the mid-forties brought out the information that a goodly percentage of even the durum farmers of North Dakota had only a hazy idea of the end-use of their grain. They did not realize that there was much connection between durum wheat and macaroni products.

As a means of acquainting the grain growers of the use to which quality durum is put to make it practical for human consumption, and thereby win greater co-operation from growers, exhibits of macaroni-noodle products were arranged at the International, at the North Dakota State Durum Show and at the many grain shows in Minnesota and the Dakotas throughout the winters, starting in 1945-46.

This educational feature has continued through the years with a most beneficial effect, even creating a change in the eating habits of the durum-growing families. The National Macaroni Manufacturers Association's exhibit at the Langdon show was most elaborate and educational, almost simulating the hey-day of 1947-1948 when

the famous Spag MacNoodle put on acts at both the state and international shows. This year's exhibit featured a large variety of the shapes and forms

of spaghetti, macaroni and egg noodles, including many of the odd shapes seldom seen in small town and country stores.



MACARONI CONTESTERS—During the observance of National Macaroni Week, five attractive models of the Marimba Co.-eds. who appeared on Ed Sullivan's TV show recently, lined up to give the points on the art of consuming Marco Polo's famous discovery from Joseph J. Perrino, left, head of Prince Macaroni. Seated, left to right, are Miss Vera McNary and Miss Rayma Hotchkiss; rear, Miss Nancy Lee Van Antwerp; Miss Strawberry Freleigh and Miss Mary Louise Freleigh. The girls' interest in macaroni was inspired by statistics which revealed Bostonians consume more macaroni than baked beans.

New "Quakeroni" Package

The Quaker Oats Co. has just added a new product, Quakeroni, to its famous line of food items. Quakeroni is the firm's trade name for a new elbow-type macaroni product. It is being sold in midwestern, eastern and southern sections of the United States, where Quaker Oats sells its egg noodles and flour products.

Quakeroni is packaged in a cellophane bag, colorfully printed in yellow, red, blue and white. The Quaker Oats

appears on three sides of the package to identify the product as part of the company's line.

The new Quakeroni package is manufactured and printed by The Dobeckmun Co., Cleveland, and is designed for competition in self service markets. The brand name appears on every side of the package in large red, white and blue letters to insure positive identification from every angle. Cooking directions and a recipe for Cheese Supreme with Quakeroni are printed on the back of every package. Cellophane was chosen for the new package because of its tremendous sales appeal.



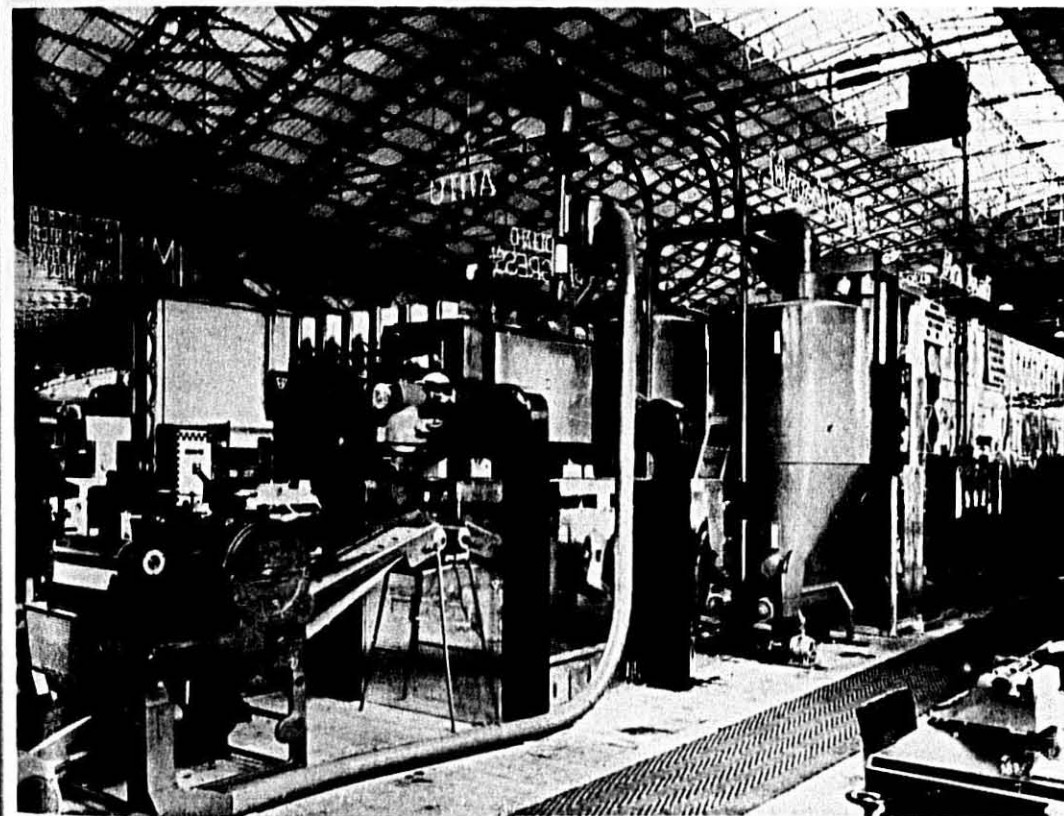
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COMPLETELY AUTOMATIC INSTALLATION FOR PRODUCTION OF BOW-TIES



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Send your inquiries to:

Eastern Zone: Lahara Sales Corp., 16 East 42nd Street, New York 17, N. Y.

Western Zone: Perrish Steel Products Inc., 1206 S. Maple Avenue, Los Angeles 15, Calif.

The President's Column



ness of business people to give as well as to receive." Let's remember our duty to our journal.

THOMAS A. C. President

Report Squashed

Carl D'Amico, president of the D'Amico Macaroni Co., Steger, Ill., has squashed reports that his business has been sold. He writes:

"We have not sold our business. We were negotiating but the deal fell through. We are still the principle of this business and probably will be for a long, long time."

Waving Fields of Spaghetti

Ask the average American where spaghetti comes from and he probably will look at you with consternation and dismay, observes the *South Bend Tribune*. The chances are he has no idea where it comes from and the odds are he has always had a picture in the back of his mind of waving fields of ripe spaghetti waiting for the harvest or, in the case of macaroni, some kind of water reel which is picked, dried and put up in packages for the supermarket.

Mac. 10/12/52 situation didn't seem like them.

C. B. Larrabee of Printer's Ink

"Contributors to our columns are hardly actuated by the desire to see their names in print. One motive is pride of creation. But over and above that, I think, is a sense of obligation. They realize that any man's business career is made up to a considerable extent of ideas that he has borrowed from other, often with no way to say a thank you. They want to give a little of that back.

"I know of too many that want to make this a one-way operation. They want to borrow, but they don't want to lend. I don't believe even the American businessman realizes to what an extent he exists by the interchange of information. The great appeal to many businessmen of the trade association is that it gives the like-minded men in an industry an opportunity to get together and talk over common problems. The average convention program is an amazing example of the willing

ness of business people to give as well as to receive." Let's remember our duty to our journal.

ness of business people to give as well as to receive." Let's remember our duty to our journal.

Transparent packaging makes the most of impulse buying

Nothing suggests a purchase of noodles or macaroni to shoppers like the sight of the products themselves. That's why a package of sparkling Du Pont Cellophane steers impulse buying in your direction. If you'd like to have your products cash in to the

fullest extent on the 67% rate of unplanned noodle and macaroni purchases, let us show you how transparent packaging can help. Write: E. I. du Pont de Nemours & Co. (Inc.), Film Dept., Wilmington 98, Del.



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- 4. **NATIONAL ADVERTISING** to continually strengthen consumer preference for your packaged products.

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BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

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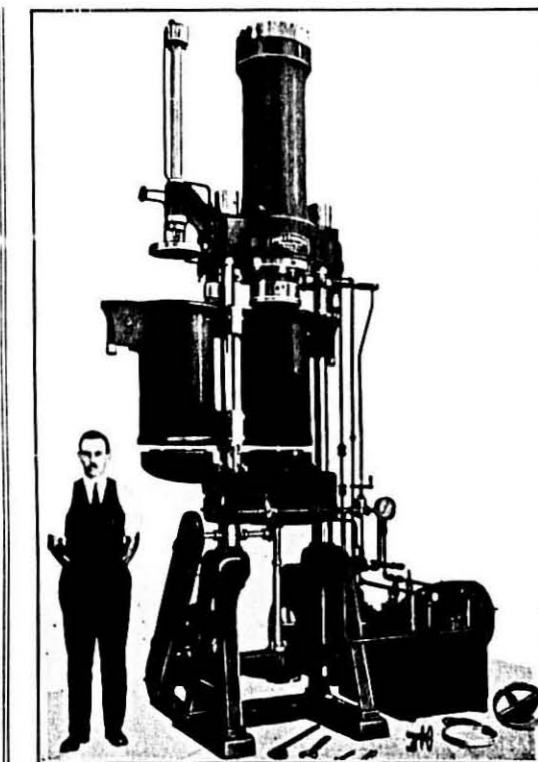
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PRESS NO. 222 (Special)

Packages Get TV Screen Tests

Television reproduction of package designs was the subject of a clinic recently held in Milwaukee for the package designers of Milprint, Inc., printing and packaging firm.

The clinic was held at WTMJ-TV, television station owned and operated by the Journal Co., publishers of the *Milwaukee Journal*. It was arranged by Bradford Haywood, national director of package design for Milprint, and Joe Fox, art director for the television station. A unique study of the techniques needed to make packages appear at their best on television was the result.

More than \$100,000 worth of television equipment was placed at the group's disposal. Technicians and engineers televised many Milprint packages on closed circuits. Monitoring sets were placed at strategic points in the auditorium for viewing by the entire gathering of Milprint artists, sales and production personnel.

A continuing question and answer commentary revealed a great interest among station and packaging personnel in solving mutual problems. Detailed information was presented to Milprint's package designers by Colby Lewis, WTMJ-TV assistant program director, Philip Laeser, chief engineer, and Nick Brouer, studio supervisor.

The TV station had prepared a variety of backgrounds and color cards in advance for the study of how colored packages reproduce in black and white television. Milprint contributed sample packages.

Chief Engineer Laeser began the technical discussion by showing why packages frequently have to be given television makeup. He pointed up one of the major conclusions at the meeting when he showed that some of the most beautiful packages on the market today appear poorly on TV. Brilliant colors and glossy surfaces have top in-person appeal which cannot be accurately transmitted to TV audiences. It was thus suggested that certain packages which do not photograph at their best should have makeup. Some glossy surfaces may need to be subdued so that they will not cause undesirable black halos on the screen. Other retouching may also be desirable.

Laeser pointed out that the same general rules which cover proper dress for television actors and speakers also apply to dress for packaging. TV performers are cautioned against extremes of contrast in clothing. They are urged to avoid pure white, in shirts, for instance, since the TV screen cannot register white as clearly as off-white shades. Performers are reminded that every color of a dress or suit becomes some shade of gray when it appears on the screen which carries only gray shades between

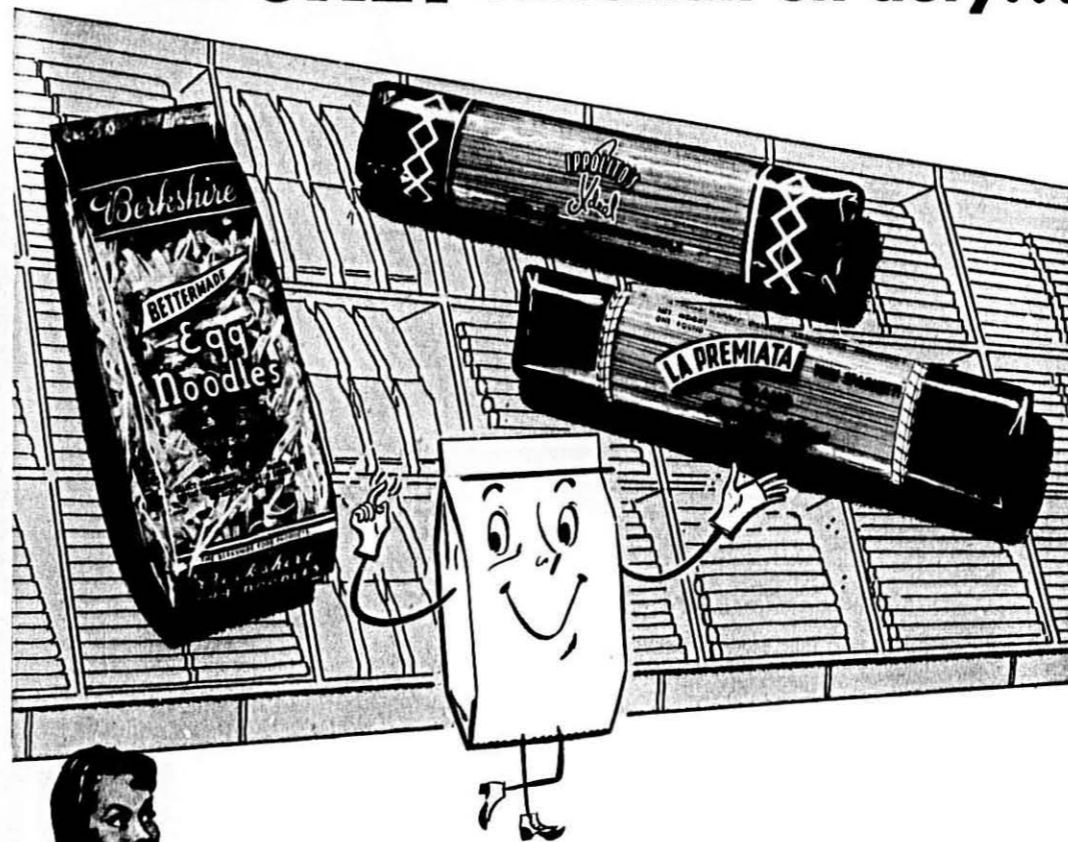
black and white. Just as clothing is selected by tones, so will proper tones make a package reproduce faithfully.

The study of various colors showed that a mere difference in shade can change an entire package on the TV screen. It was decided that a definite advantage can be offered to the manufacturer when the packaging designer is aware of shade differences. At times, a change in tone which would make no difference in the store appearance impact of a package, would make a definite difference in the TV appearance. It may also be possible for the alert artist to avoid some patterns and designs, it was decided.

While TV actresses are cautioned against glittering jewelry, those who display packaging in advertising also need to make adjustments for glittering packages. This can be done with makeup and special handling for TV. Thus a manufacturer can have a photogenic package for TV and at the same time retain in his packaging all the features which count for sales-appeal in stores where the customer and the package come face to face.

Television will not reproduce 100 per cent contrast, as the Milprint artists learned when black and white designs were placed before TV cameras. Foggy, dark halos showed on the screen and black and white patterns were indistinct. A similar design of light and dark grays, on the other

the ONLY salesman on duty...



your Milprint package!



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

What are your package requirements? Varied materials for packaging different products? New, higher-appeal designs? The "right" printing process to assure a successful result? Milprint provides them all—in greater variety and better quality than any other source. Call your Milprint man first!

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

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities



"Wilbur heard that the directors are going to split the company stock."

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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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hand, gave the TV appearance of being much sharper in contrast than the black and white design.

Milprint artists were able to see for themselves how certain shades of yellow fade to white, although they were vivid colors to the naked eye. The artists were also able to study how effective the same shades can be when they are used in combination with other colors.

In addition to studying reproduction of color combinations the artists learned the reflection values of various surfaces. They found it interesting to learn that one manufacturer of a popular beverage uses stand-ins on TV for shiny foil neck labels. The stand-ins are photostatic copies of the real labels which give the bottles personal sales appeal. There is just enough contrast in lettering and background, and just enough gleam on photostatic copies to make the photostats appear on TV as perfect stand-ins for the real foil.

Milprint artists concluded, as a result of their TV studio visit, that some packaging which has bright color with sales appeal, including beautiful reproductions of actual products, may not show up on the TV screen as it does on the retailers' shelves. This is a problem for TV camera technicians to solve, they learned, and surprising improvements are being made from day to day.

Bob Johnson Appointed Sales Representative



Bob Johnson is a newly appointed national sales representative of the Paramount Paper Products Co., Omaha printed tape and label producers. Mr. Johnson, a Creighton University graduate, was a sales supervisor for Lever Brothers Co., from 1940 to 1946 except for a period during which he served in the army. Prior to joining Paramount, Mr. Johnson operated his own chain of theatres in Iowa. His efforts will be devoted to developing the sale of Paramount products through distributors.

Liquid, Frozen and Dried Egg Production October 1952

The quantity of liquid egg produced during October totaled 6,972,000 pounds, compared with 4,305,000 pounds in October last year and the 1946-50 average for the month of 8,467,000 pounds the Bureau of Agricultural Economics reports. The quantities produced for immediate consumption for freezing, and for drying were all larger than a year ago.

Dried egg production during October totaled 758,000 pounds. This compares with 370,000 pounds last year, and the average of 1,686,000 pounds. Production consisted of 198,000 pounds of dried whole egg, 395,000 pounds of dried albumen and 165,000 pounds of dried yolk. Production during October last year consisted of 10,000 pounds of dried whole egg, 308,000 pounds of dried albumen, and 52,000 pounds of dried yolk.

The quantity of frozen egg produced during October totaled 4,824,000 pounds. This compares with 3,174,000 pounds in October last year, and the 1946-50 average of 3,299,000 pounds. Frozen egg stocks decreased 29 million pounds during October, compared with a decrease of 30 million pounds during October last year and the average October decrease of 28 million pounds.

JACOBS-WINSTON LABORATORIES, Inc.

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

- 1—Vitamins and Minerals Enrichment Assays.
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To All Our Customers And Friends

"STAR" MACARONI DIES

MFG. CO.
57 Grand St.
N. Y. 13, N. Y.
Dlgbby 9-1343

CARTOON CORNER
by ART ROSS

Merry CHRISTMAS AND A HAPPY FIFTY-THREE TO ALL OUR FRIENDS IN THE INDUSTRY! THE EDITORS

SANTA CLAUS IS A NOODLE FAN! JOLLY OLD ST. NICK NEVER MAKES HIS ROUNDS WITHOUT ENJOYING A DISH OF NOODLES!

BOY, OH BOY— THIS IS GOOD!

YUM, YUM!

T.V. NOODLE SOUP SALESMAN, ARTHUR GODFREY, USED TO FIND SPAGHETTI IN HIS STOCKING ON CHRISTMAS!

MACARONI WAS SERVED AT CHRISTMAS DINNERS BEFORE ANYONE EVER THOUGHT OF THE CHRISTMAS TREE!

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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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 no later than **FIRST** day of the month of issue.

THE MACARONI JOURNAL assumes no
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Vol. XXXIV December, 1952 No. 8

National Macaroni Manufacturers Association

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Noodle Flutes

"Costly Noodle Flutes Silenced After Losses," comments the *Miami Herald* in reporting a dispatch of interest to manufacturers of the dainty type of macaroni products bolstered by egg yolks. The item, submitted by Irving Grass of the I. J. Grass Noodle Co., Chicago reads:

TOKYO—Brig. Gen. Protip L. Sen, military attache to the Indian embassy, was kept awake night after night by a Japanese noodle man blowing his flute in front of his house.

Noodle sellers in Japan have a distinctive musical instrument whose sound pierces the night and advertises their wares.

Gen. Sen could stand it no longer. He put on a robe, walked to his gate and bought all of the noodles the man had for \$9.

The next night, the noodle man came early and had with him \$24 worth of noodles. Sen decided sleep was getting too expensive.

He went into an extensive dicker and succeeded in buying the noodle man's flute for \$6. Again he had a good night's sleep.

But the word had gotten around. The third night three noodle men tooted outside his window. When he went out, they proposed to sell him their flutes for \$4 each—a bargain, they said.

That was \$12 worth of flutes and more than Sen could handle.

He pleaded with them that he already owned all of the noodles and flutes he needed. Please wouldn't they go away. They refused.

For three nights the general got no sleep. Then he discovered ear plugs to deaden stray sounds.

He now sleeps with all windows closed, blinds drawn and plugs in his ears.

The noodle men still come, believing persistence eventually will reward them.



JOIN THE MARCH OF DIMES

CLASSIFIED

4 TO GO!—Only 4 copies of the last consignment of Dr. Charles Hummel's fine book on Macaroni Products—225 pages in English on Manufacture, Processing and Packaging of Macaroni Food remain unsold and are being offered for the last time at the regular price of \$6.20, plus postage—first ordered, first served. Every factory should have this book in its library. The Macaroni Journal, Braidwood, Illinois.

Fight Infantile Paralysis

Perversely, polio seems to be putting up a last titanic struggle just before joining the limbo of conquered diseases—because conquered it seems now it surely will be.

As polio casts its shadows over its potential victims of 1953, the need for a quick knockout blow grows in significance. That punch will take a tremendous amount of March of Dimes funds.

We must make certain that, as in the past no polio patient goes without care for lack of funds. It is hoped that Americans in every station of life will give support to the 1953 March of Dimes, because polio is no respecter of class or station in life. *Fight Polio! Join the March of Dimes, January 2-31, 1953.*

How to make your macaroni and noodle products better

One word gives the answer—*enrichment!*
 Why does enrichment make them better?
 Because enriched foods are nutritionally more valuable. People want nutritious foods. Enrichment makes food more nutritious. You should make your products more nutritious by enriching them. Qualified authorities—physicians, nutritionists, dietitians—support enrichment.

'ROCHE' SQUARE ENRICHMENT WAFERS for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B₁, 1.7 mg. vitamin B₂, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.

**ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS**

for mechanical feeding with any continuous press

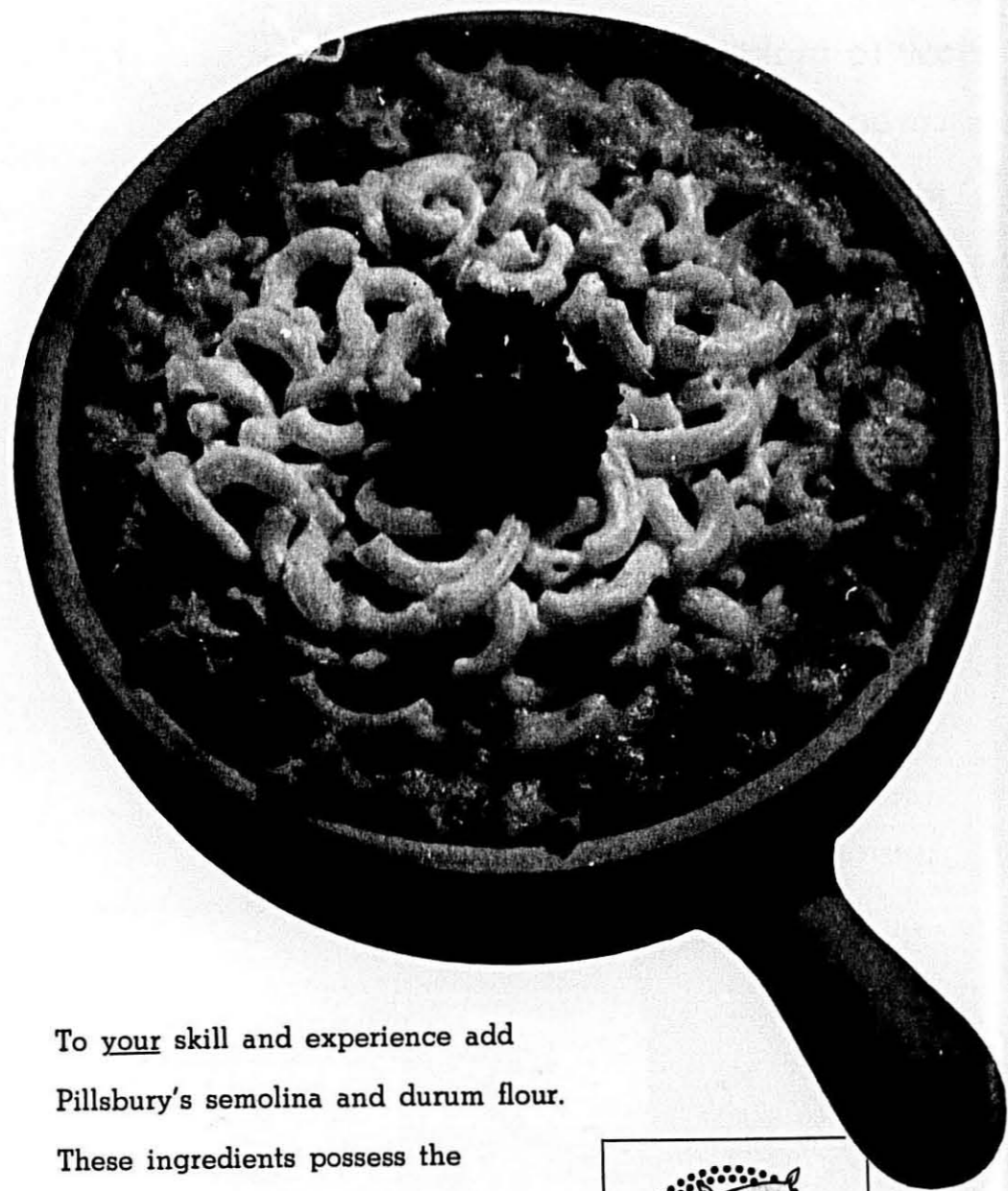


1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on available mechanical feeders.

ROCHE *Vitamin Division*

HOFFMANN-LA ROCHE INC., NUTLEY 10, NEW JERSEY

ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED BY WALLACE & TIERNAN CO., INC., NEWARK 1, N. J.



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unvarying quality essential to
production of the finest possible
macaroni and noodle products.



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