

**THE
MACARONI
JOURNAL**

**Volume 36
No. 2**

June, 1954

Disclaimer: Pages 1 thru 5 are extensively deteriorated and cannot be
filmed in their entirety because handling will cause further damage.

CONVENTION PROGRAM

for the 50th Anniversary Meeting of the National Macaroni Manufacturers Association

An international meeting of macaroni and noodle manufacturers and their allies will be held at Shawnee Inn, Shawnee-on-the-Delaware, Pennsylvania, June 15-17, 1954.

The occasion will mark the Golden Anniversary of the founding of the National Macaroni Manufacturers Association in Pittsburgh in 1904.

The Association's Board of Directors and the district officers will meet on Monday, June 15, prior to the official opening of the convention on the following day.

The Convention will open with a Registration Breakfast at 8 a. m. Tuesday morning, June 16. While most convention goers will take advantage of the advance registration discount, badges and credentials for all social affairs will be distributed at the Registration Breakfast.

Assembly for the first business session will take place at 9:45 a. m., and President Thomas A. Cuneo will give his opening address at 10 o'clock.

Following the greetings from President Thomas A. Cuneo, past president of the National Macaroni Manufacturers Association will comment briefly on the problems and accomplishments of their administrations and will receive recognition and acclaim from the membership.

Henry D. Rossi, a charter member of the National Macaroni Manufacturers Association will present a paper on "How to Manufacture Macaroni".

Luncheon for everyone will be served in the main dining room, and in the afternoon a golf tournament will be held for the conventioners. Handicaps will be set so duffers will have an equal chance in the play. Shawnee is noted as a golfing site, and has been the scene of national golf tournaments.

The traditional spaghetti buffet of the Rossotti Lithograph Corporation, one of the outstanding social events of all macaroni meetings, will be held on Tuesday evening, June 15.

An Early Birds Breakfast will be held at 8 a. m. Wednesday morning, June 16. This is a traditional function sponsored by the durum millers.

The morning's business session on Wednesday will feature one of the country's outstanding merchandisers, J. Sidney Johnson, director of trade rela-



Get in the Swim! Pool at Shawnee Inn.

tions for the National Biscuit Company, is widely respected as a "crusader with his feet on the ground". He is chairman of the Eastern Merchandising Committee of the Grocery Manufacturers of America, Inc.

Following Mr. Johnson's address on merchandising, a panel moderated by Association Past President Fred Mueller will lead a discussion on specific merchandising and management problems in the macaroni field.

The Wednesday luncheon will be served in the main dining room for everyone. Immediately following luncheon General Mills will take the group on a bus trip through the beautiful Poconos. These lovely Eastern mountains present beautiful vistas dotted with small villages and quaint shops.

A barbecue dinner is being planned for Wednesday night. It will be held on an island in the river and will be sponsored jointly by the Ambrette Corporation and the Association.

Home talent will be featured following the barbecue with a special Pennsylvania Dutch theatrical production being produced by the egg distributor Bill Oldach. Dancing in the Grill Room will follow the entertainment.

On the final day, Thursday, June 17,

conventioners will be guests of the DeFrancisci Machine Corporation at breakfast at 8 o'clock.

At the business session National Macaroni Institute public relations counsel Theodore R. Sills will give his report as will Association Secretary Bob Green. There will be special committee reports on durum, traffic, labor and other business matters.

Fred Birkel, German macaroni manufacturer from the Birkel-Nudel-Werk, Endersback bei Stuttgart, will give his observations of the American scene.

A special buffet luncheon will be on the Green Terrace Thursday noon to be followed by a special golf show entitled "The Swing's the Thing."

The Board of Directors hold an organizational meeting Thursday afternoon, and the climax of the Convention will be the banquet in the evening with a sumptuous dinner followed by dancing.

Room reservations are to be made directly with Manager R. E. Quillen, Shawnee-on-the-Delaware, Pennsylvania. Advance convention registration can be made through the Association office at Palatine, Illinois. Further details are available from that office.

1904... Some remember. National Macaroni Manufacturers Association. Lillian Russell. A plush? Who to in?

1912... KING MIDAS FLOUR MILLS mill their first barrel of Semolina at it's Dakota-Mill in Minneapolis.

1917... Imperial yearning for power is balanced with alliance and counter-alliance. WAR inflames the civilized world.

1919... War ended. First issue Macaroni Journal off the press under M. J. Donna. Al Jolson, Babe Ruth and flappers.

1929... Wall Street Crash... Depression grips world. Bank Holiday. N.R.A., C.C.C., W.P.A., P.W.A. etc., Alphabet soup on every tongue.

1939... KING MIDAS FLOUR MILLS mills first Semolina in Sept. in its newly acquired Daisy Mill in Superior.

1940-45... turbulent years. Hitler... Panzers... Blitzkrieg. Dunkirk. Coventry, Pearl Harbor became symbols. World War II. Peace in 1945.

1946-53... Unrest seems normal. Strikes and wage-price spiral up. Communism abroad. Aid to Greece. Berlin Airlift. Korea. United Nations' Peace in 1953.

In the years to come, as in the past 42, KING MIDAS will be facing problems shoulder to shoulder with you, the Macaroni Industry, proud of our past and confident of our future... together.

King Midas FLOUR MILLS



"YOU CAN'T BE IN BETTER HANDS"

THE FIRST ANNUAL MEETING

The National Macaroni Manufacturers Association
Gather in Pittsburgh, April 19 and 20, 1904



THOMAS H. TOOMEY
First Association President

ON Tuesday and Wednesday, April 19 and 20, 1904, a gathering of representative macaroni and noodle manufacturers of America met in Pittsburgh for the purpose of forming a trade association. All sections of the country were represented either in person or by duly authorized representatives and an enthusiastic and profitable meeting was held.

The delegates assembled at the Lincoln Hotel, Tuesday morning, April 19, for their first meeting, and were called to order by E. C. Forbes, of Cleveland, editor of the Macaroni and Noodle Manufacturers Journal. He briefly stated the objects of the meeting, and introduced John A. S. Piccardo of Pittsburg, who welcomed the delegates. J. D. Bobb of the Clayton Macaroni Co. responded to Mr. Piccardo's welcoming address.

Candidates were nominated for temporary chairman, and John A. S. Piccardo was unanimously elected over all the other candidates with a show in his favor. Mr. Piccardo announced that the purpose of the convention was for all to meet in a friendly business way, advance



FRED BECKER
First Association Treasurer

ments, offer suggestions and to better the interests of the industry.

Secretary and treasurer were appointed. A committee to enroll the manufacturers was appointed. It was moved, and carried that they organize the National Association of Macaroni and Noodle Manufacturers. A committee was appointed on constitution and by-laws.

The rest of the morning was devoted to the presentation of papers on subjects of interest to manufacturers.

Mr. Oswaldt Schmidt of Davenport, Iowa presented a paper on "Present Low Prices: their Causes and Remedy", which was followed by a lively discussion. The consensus of opinion was that macaroni products should be of the best quality and not sold for anything less than a fair profit.

On Tuesday afternoon the constitution and by-laws were submitted. The constitution was read and amended in several instances, after which it was adopted. The by-laws were taken up in the same manner and adopted.

The next order of business was the election of permanent officers of the association. Mr. Thomas H. Toomey of Brooklyn, N. Y. was elected president by acclamation after other nominees declined. Mr. Oscar M. Springer of Detroit was elected as first vice-president and Mr. Ernesto Bisi of Carnegie as second vice-president. Mr. E. C. Forbes was elected secretary by acclamation. Mr. Fred Becker of Cleveland was elected treasurer. Nominees elected as members of the Executive Committee were J. D. Bobb elected for three years, U. V. Fontana for two years, H. A. Taylor, John A. S. Piccardo and G. F. Argetsinger for one year each.

The next topic for discussion was "The Freight Rate Question", presented by Mr. Charles Maul of St. Louis. He declared that the manufacturers pay the freight, not figuratively, but in reality. He urged that the Association attempt to have macaroni classified as a fourth class commodity, just the same as cereals.

It was then voted that *The Macaroni and Noodle Manufacturers Journal* be declared the official organ of the organization.

On Tuesday evening Mr. U. V. Fontana presented a paper on "How to Enroll Manufacturers". He pointed out the advantages of advertising in newspapers and magazines. He would entice manufacturers and box should show the net weight.

On Wednesday, April 20, a motion was made and carried that all members of the Association enroll their names and that all persons or firms who have signed their intention to become members be enrolled. The committee on resolutions recommended packing 20-pound boxes as far as practical; also that packages be stamped with net weight. It was moved that trade mark or emblem be adopted by members of the Association. It was moved that the Association should set 85¢ per box (l.o.b. in lots of 100 and 95¢ in lots of less than 25. It was moved that manufacturers help each other out in the case of strikes or disaster.

It was moved that a list for credit collections be carried by the Association. Mr. Frank L. Zerega then moved that the proceedings of the meeting be put in pamphlet form and distributed to the members of the Association.

Mr. John A. S. Piccardo presented a paper on "The Modern Macaroni Manufacturer". He explained how the various suppliers looked to the macaroni manufacturer as a sizeable factor in their respective industries, and how the modern macaroni manufacturer serves to educate the consumer.

A paper on "Benefits of Association" by J. G. Hotelling, was read by the secretary. He described the benefits that have accrued to other industries through the work of associations. "Broken Macaroni—A Menace to Package Goods" by L. R. Lorenz of Milwaukee, Wisconsin, told in detail how such merchandise injures the package trade and

the same time lowers the standard of the product in the commercial world. He recommended a resolution to withdraw broken macaroni from the market.

THE FIRST MACARONI PLANT

The First Commercial Plant Manufacturing
Macaroni and Noodles in the U.S. Was
Zerega's, Founded in Brooklyn, 1898

Should American Macaroni Manufacturers Use an Imported Style Package?" was presented by F. N. Mousbrugger of St. Paul, Minnesota. He believed that if the product was well made with pure ingredients the consumer could be educated to buy under an American label. "How to Manufacture Macaroni" by Henry D. Bossi of Braidwood, Illinois, told in detail the manufacturing process from the raising of raw materials to the finished product. Mr. Bossi welcomed visitors to his factory at Braidwood, Illinois.

"American versus Imported Macaroni—Why Import?" and "The Remedy," was handled by R. Smith of Harrisburg, Pennsylvania. He pointed out that imports had been increasing, mostly because of cheap labor in Europe, with the result that imported macaroni products could be purchased cheaper than domestic even though the imported product were of poorer quality. He summarized the remedy as follows: (1) tariff for protection; (2) quality of goods unsurpassed; (3) full quantity—up to the standard; (4) the best material available; (5) make use of all available facilities; (6) perfect organization—free from "jars" and full-fledged criticism and distrust; (7) best improved and best machinery; (8) prompt, up-to-date business methods; (9) Advertising.

A vote of thanks was tendered to the manufacturers who had prepared and presented papers, and also to the manufacturers living in Pittsburgh for the consideration shown and the time and money spent in entertainment. The motion was made and carried that the next year's meeting would be held in New York, on the second Tuesday in May, 1905.

The founder, Antoine Zerega, was a pioneer who planned with such imagination and built so sturdily that his sons, grandsons and great grandsons have been able to construct an edifice on his foundation of which they can all be proud. It might be the story of several families in the industry except that the span of years is greater.

Antoine built his own machinery. His sons, John and Frank, well remember those cold winter mornings before dawn when they scurried down Front Street, Brooklyn, dodging the bowsprits of sailing ships from many seas, to hitch up and drive the horse which powered the machinery. It was a great day when a steam engine was installed.

The old plant in Brooklyn was modern in its day. The new plant in Fairlawn, New Jersey, with its hundred thousand square feet of brick and glass set in twenty acres of lawn and trees is in keeping with the spirit of Zerega progress. The first Antoine was proud when the old plant labored to produce 1,000 pounds per day. The grandson Antoni can push buttons to start more than one hundred times that amount per day through a modern system of flour handling, pressing, drying and packaging.



ANTOINE ZEREGA
Founder

1914... Imperial yearning for power is balanced with all-out counter-attack. The equipment equal to any installation in the world of today.

Antoine wanted better quality than could be produced from the product of domestic mills. He imported machinery from his native France. In 1898, Zerega worked with Dr. Mark Carlton to test the value of the durum wheat that Carlton brought to America from Russia. From the early days to now they have cooperated with other pioneers for the progress of the industry.

Zerega supplied the first president of the National Association, Thomas H. Toomey was elected to that office at Pittsburgh in April, 1904. Frank Zerega, son of Antoine, was the Association's eleventh president. The grandsons of Antoine, John Zerega, Jr., and Edward and Antoni Vermilion, ably carry on the tradition of service to the industry. Paul, son of Antoni and great-grandson of Antoine, is becoming increasingly active in company affairs and is typical of the younger generation which is so capably taking over industry activities.

The macaroni industry remains one of the few progressive industries in the United States that is made up of a number of small yet strong organizations. This will continue to be true if each new generation follows the Zerega pattern.



JOHN P. ZEREGA



FRANK L. ZEREGA

THE STORY OF MACARONI

A Collection of Stories and Legends on History of Macaroni As They Appeared As Advertisements of King Midas Flour Mills

A Legend of Olympus

The true origin of macaroni is veiled in the mists of legend. One who delves into myth and fable finds many a reference to this ancient food . . . a variety of tales, yet with "facts" and characters sometimes remarkably interchanged.

Who, then, is to know the truth? It is perhaps because of the universal favor this epicurean dish has won that many peoples have claimed credit for its discovery.

The ancient Greeks, for one, had a word for it. In their language "macaroni" meant "The Divine Food". It was, they said, a gift from the gods of Olympus . . . given so that mankind might better enjoy the rains of the field.

Nectar and ambrosia . . . and macaroni. Yes, today macaroni still truly may be called "The Divine Food".

A Legend of Love

One day, hundreds of years ago, a young Chinese maiden was busy preparing her daily batch of bread dough. Becoming engrossed in conversation with an ardent Italian sailor, she forgot her task. Presently, dough overflowed from the pan and dripped in strings that quickly dried in the sun.

When he observed what had happened, the young Italian, hoping to hide the evidence of his loved one's carelessness, gathered the strings of dried dough and took them to his ship. The ship's cook boiled them in a broth. He was pleased to find that the dish was appetizing and savory.

Upon the ship's return to Italy, word of the delicious new dish spread rapidly, and soon it was popular throughout the land.

Thus, says the legend, was macaroni discovered.

A Legend of Lost Labor

In the time of King Frederic of Sicily, there lived a man named Cicho. Said he, "I must find means of giving happiness to all mankind before I die . . . a delicious dish, perhaps, concocted to suit all tastes."

For years Cicho studied and experimented. Finally success rewarded his efforts. Yet before he could give his

discovery to the people, a neighbor who stealthily had watched his work, prepared the dish and presented it to the King.

Mightily pleased, the King called it Macaroni, from the word Macarus, the divine fish.

And when Cicho protested the dish was his, he was told, "An angel revealed the recipe to the King's cook. Macaroni is a blessing from heaven." With head bowed, Cicho returned to his house, never to be seen again.

The Legend of Dough

During the 13th Century, bakers in Germany made a practice of fashioning dough into large, symbolic figures. These they baked and served as bread. The unique figures resembled men, stars, swords, birds, seashells, and the like. Called dough men by their originators, these food products presently were brought by German merchants to Genoa, Italy. At first, the Genoese were reluctant to buy them because of their large form and high price. To the merchants they protested, "Ma Caroni", which today Italian dictionaries give as meaning, "But it is very dear". Thus, in order to obtain new trade, the Germans found it wise to reduce the size of the dough forms and to reduce the price proportionately. Yet strangely enough, the name given to these unusual figures never changed.

The Legend of the Leaf

One fine spring day, many years before the beginning of the Christian era, a gust of wind caused a leaf to flutter into the bread dough a Chinese woman was preparing for baking.

Before she realized that it had happened, the leaf became deeply embedded in the dough. Pondering how she might remove the leaf without wasting precious dough, the cook looked about her for an answer. Reaching for her sieve, she forced the dough through it, using a big wooden spoon.

The dough, of course, came through in strands. Then a strange idea occurred to her. "Why not dry the narrow strands in the sun, instead of baking them?"

Thus, because of a falling leaf, a

delightful new food was discovered. It is how we came to have Macaroni.

So says the legend.

An Epicure

A wealthy man of Palermo who was noted for his love of fine food, possessed a cook with a marvelous inventive genius. One day this talented cook devised the famous tubular tubes with which we are familiar today . . . and served them with rich sauce and grated Parmesan cheese in a large China bowl.

The first mouthful caused the illustrious epicure to shout, "Cari!" or in idiomatic English, "The darlings!". With the second mouthful, he emphasized his statement, exclaiming, "Ma Cari!". "Ah, but what darlings." And as the flavor of the dish grew upon him, his enthusiasm rose to even greater heights, and he cried out with joyful emotion, "Ma Caroni!", "Ah, but dearest darling!"

In paying this supreme tribute to his cook's discovery, the nobleman bestowed the name by which this admirable preparation is known today . . . Macaroni!

Of Shape and Form

According to Webster, macaroni is "a paste, first made in Italy, composed chiefly of wheat flour dried in the form of long slender tubes, and used, when dried, as an article of food".

How drab a description of such a delightful dish! Not content simply with "long slender tubes", the citizens of each Italian community had their favorite ways of preparing macaroni. Romans prepared theirs in strips. In Bologna they preferred flat ribbons. In Sicily they rolled the pasta on knitting needles to form a dried spiral. In any shape or form macaroni, together with its brothers, certainly cannot be discussed as a mere "article of food".

Macaroni is a feast!

"For Macaroni"

In Paris when you tip a cab driver, he calls it a pourboire . . . literally, in order to drink. In sunny Naples your cabbie likely will descend from his



BECAUSE JACK BELVEDERE KNOWS "WHAT'S COOKING"—

You get better Durum Products from General Mills



Durum Sales Family of General Mills has but one aim—to help you manufacture macaroni products that are full strength, perfect color, and made to dry and cook properly.

Want ideas about merchandising macaroni products? Then ask the man to ask—Jack Belvedere, General Mills salesman from Oakland, Calif. Family whose job it is to bring you the best Gold Medal Semoblend possible, to help you manufacture the finest macaroni products possible.

Jack not only has a lot of good ideas to help you make money through merchandising, he knows "what's cooking" in other ways, too! He's of Italian descent and has a natural-born appreciation of your products. His favorite hobby is concocting big batches of spaghetti and macaroni with special savory sauce.

Jack's personal interest in pasta cookery is useful to the many macaroni manufacturers he visits. For one thing he's enthusiastic about making new friends for your products. That's where merchandising helps.

Naturally, Jack's happy to work with you on manufacturing problems, too. In that, he has the cooperation of the entire General Mills Durum

DURUM SALES
General Mills



horse-drawn vehicle, smile and say, "For macaroni".

And likely as not he's referring to his horse.

The custom of nicknaming cab horses "macaroni" began when during great Italian festivals, the studs were decked out in flowers and wreaths to which a crowning touch was added a fox pheasant feather fastened atop the bridle.

This was superb, elegant, "macaroni"!

Macaroni, a word of many meanings, a food of many delights.



"The Macaroni"

In England from about 1770 to 1775 there "reigned" the Macaroni. These were a group of young men who formed a club named for the fish of macaroni, then little known in England, that graced their table at their meeting place.

This group was distinguished by an immense knot of artificial hair worn at the back of the head, on which was perched a tiny cocked-hat. They wore clothes cut to fit the figure as closely as possible and carried an enormous walking stick, with long tassels.

For a time nothing . . . clothing, music, manners . . . was fashionable that was not "macaroni". But presently this vogue was passed by. The food? Never!



Yankee Doodle Dandy

*Yankee Doodle went to town
Riding on a pony
Stuck a feather in his hat
And called it "Macaroni"*

In England, about the time of the American Revolution, the term Macaroni was a synonym for perfection and elegance. It was common practice for the English to use the slang phrase, "That's Macaroni" to describe anything exceptionally good.

So, when the English soldier wrote the song about Yankee Doodle sticking a feather in his hat, he signified that the feather was an object of elegance. Elegant! Like Macaroni, that prince of foods!



Alphabets to Stars

Varied and interesting are the many shapes and forms of macaroni.

Ranging from the king-size smooth tubular Ziti to the thread-like solid rod type Vermicelli, macaroni assumes a variety of shapes and sizes to appeal to all. Short cut macaroni, numerals, alphabets, reeds, stars, and crosses . . . over 100 different types.

All are macaroni — All look different — All taste good.

The Genius of Rossini

One of the most famous macaronis was that concocted by Rossini, composer of the opera "William Tell". Rossini's macaroni, already softened and swollen by the gentle caress of slow boiling water and then dried on a fresh linen cloth, was cooked in a silver casserole. The macaroni was then stuffed with a rich mixture of chicken livers, tender truffles, a few glasses of old Melvaisie, and a small amount of orange juice and nutmeg.

Then it was replaced in the casserole and cooked once more, and a myriad of vapors permeated the dish.

It is said that Rossini claimed that this dish merited as great fame as his music.



Industry Progress

Domestic macaroni first appeared in this country in the East about 1848. Later two other factories started in the Middle-West, the first about 1860 and the other about 1876. One authority states that one factory had a possible daily capacity at that time of 25 barrels, but even as late as 1900 the entire industry did not consume more than 500 barrels a day.

From this small beginning, production increased steadily and today about 200 American plants produce over 1 billion pounds of macaroni products annually.

Production is limited only by the demand for quality macaroni products.



Hail Durum

Hail durum wheat, instrumental in the rapid development of the macaroni industry!

Until an especially hardy variety of durum was brought to America from Russia in 1898 by the United States Department of Agriculture, our annual production was less than 100,000 bushels.

However, macaroni manufacturers were quick to realize the advantages of the new wheat and the macaroni industry began to flourish in America. In three years, durum production leaped to six million bushels . . . and in 1947, almost 44 million bushels were produced.

As one of the important builders of a great industry, durum may rightfully accept its place of honor in the wheat family.



America Leads

Macaroni manufacturing plants of today are a far cry from the first one-man hand operation plants.

Today, macaroni plants are geared for high production through introduction and adoption of automatic, continuous macaroni presses. At the same time,

the importance of sanitation has motivated construction and design of equipment for feeding of ingredients automatically into the presses. Automatic dryers have been developed which put the macaroni through a process of drying and curing in about 12 hours.

That's why macaroni production in America is unequalled in the world.



Universal Favorite

When the industry was an infant, macaroni was sold only in apothecaries' shops, being recommended chiefly for infants and invalids.

But soon others learned of its savor, and before long macaroni was a staple in the food diet of the world.

Enjoyed for its tantalizing flavor, its economy, and the countless tempting ways it can be served, macaroni has enjoyed increasing popularity each year until now over one billion pounds are consumed annually in the United States.

Yes, today you'll find macaroni served and enjoyed in nearly every home.



A Salute

Since April 19, 1904, the macaroni industry has been capably served by the National Macaroni Manufacturers Association. Since 1919, its news and views have appeared in the Macaroni Journal.

During these years, the Journal has seen "a wholesome and healthy growth of understanding among manufacturers . . . a unity of purpose brought about, and an understanding of common problems . . . a greater appreciation of the food value of our products . . . higher standards of quality and manufacturing . . . a pride developed in quality and good name." The purpose of the Association was succinctly expressed in the keynote of its first national conference—COOPERATIVE COMPETITION.

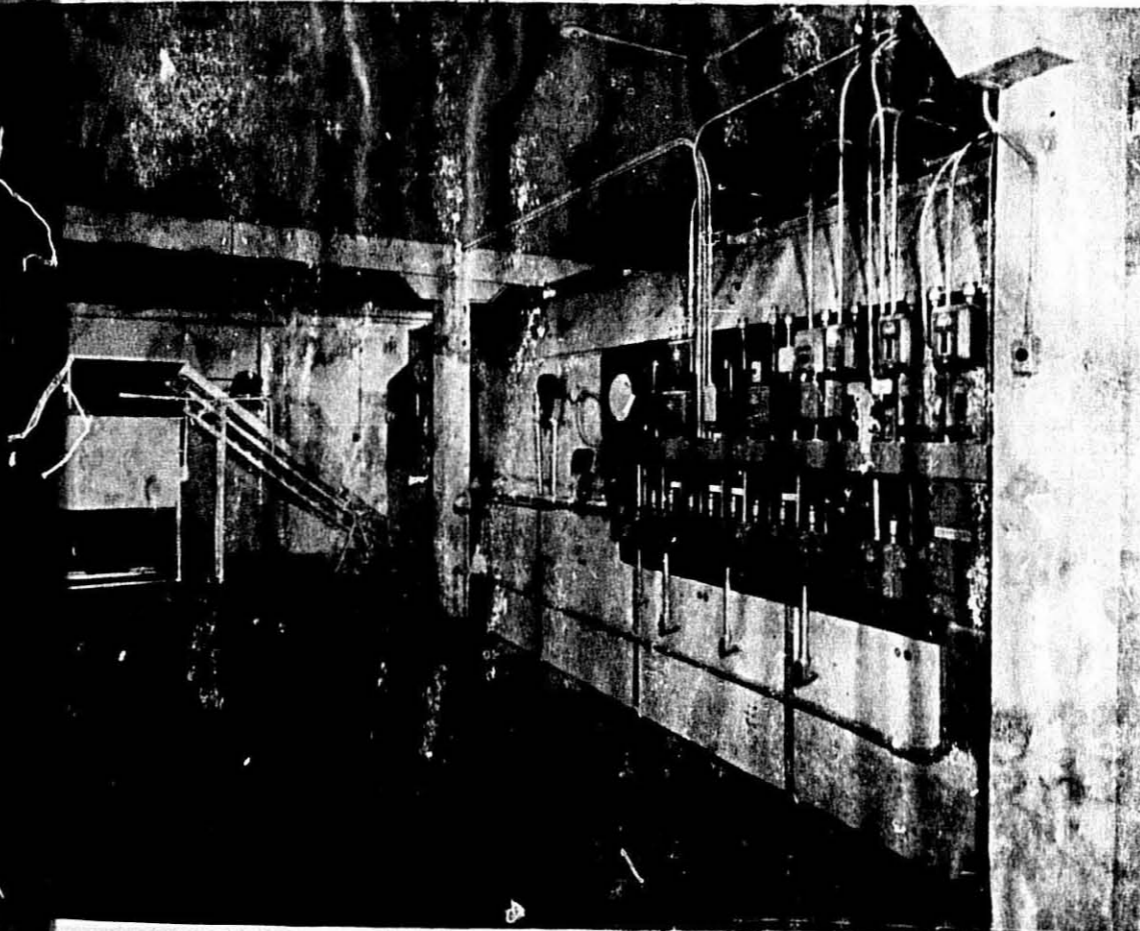


Success Story

You can name the chapters in the success story of the macaroni industry . . . the introduction of durum wheat . . . the specialized milling of semolina . . . the cooperative Association efforts that actively began in 1904.

Add to these the factors that account for macaroni's continuing success—dependable sources of quality wheat . . . improvements in manufacturing equipment and methods . . . attractive packaging . . . advertising . . . and the fact that people LIKE macaroni. Yes, today macaroni is truly a universal dish. Appreciated for its rich food value, appetite appeal and low cost, macaroni is a favorite dish for people in all walks of life.

"One Shift" Automatic Short Cut Drying



Repeating type finish dryer showing electronic control panel board, taken at plant of U. S. Macaroni Co., Spokane, Wash.

CLERMONT'S AUTOMATIC SHORT CUT DRYER OF REPEATING TYPE was designed to meet the needs of medium-sized and smaller macaroni manufacturers confronted with the problem of enlarging their short-cut production to meet their increased demands meanwhile maintaining their one shift operations and without enlargement of existing quarters.

The dryer consists of two units: a preliminary dryer and a finish dryer of repeating type. It can be had in capacities ranging from 8,000 to 12,000 pounds per day.

Please consult us for full information.

Clermont Machine Company Inc.

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

AN INTERVIEW WITH THE PRESIDENT

Columnist Eldon Roark of the Memphis Press-Scimitar interviewed National Macaroni Manufacturers Association President Thomas A. Cuneo and wrote the following story

Spaghetti Men Busy Using Their Noodles

If you've been wondering how things are these days with the macaroni and spaghetti manufacturers, I can tell you.

On the whole, things are pretty good. Some of the boys ran into a little slump the latter part of 1953, but all of them are confident that if they work hard, advertise and use their noodles, they'll have a mighty good year in '54.

That, in a baby sea shell, is just about the situation.

I got macaroni spaghetti behind when I heard that Thomas A. Cuneo was president of the National Macaroni Association. That struck me as a nice honor for a Memphian, and I went around to Robilio & Cuneo's and had a chat with him. And I learned I was a little late in hearing about his honor. Why, he is now in his second term as president! But, as the feller said yesterday when he ran into the income-tax office, flushed and puffing, better late than never.

The Association, President Cuneo said, has 120 members in the United States and in Canada. Representatives from France, Tunis and Algeria have been attending our conventions in recent years. At the convention coming up in June there will be representatives from Germany, but to date there have been no delegations from Italy.

The Italian manufacturers don't seem to worry about us. And why should they? In regard to them, the situation is vice versa. Mr. Cuneo and his associates feel they could learn from their Italian brothers.

"In Italy the per capita consumption of macaroni products is 60 pounds," he pointed out. "Our per capita is only seven pounds." His face took on a dreamy, far-away look. "Sure wish we could get ours up to what it is in Italy."

Only One in This Part of the Country

Altho there are many macaroni-spaghetti plants in this country, the Robilio & Cuneo plant, 70 Adams, is the only one in this part of the country—the only one in Tennessee. There aren't any in Arkansas and Mississippi, none in Alabama, Georgia, Oklahoma. So the local plant does a good business up and down the middle of the U.S. They don't sell much beyond the Rockies nor up on the Atlantic seaboard.

New York, with its big foreign population, is, of course, the country's biggest market. The manufacturers up in that territory supply it.

The local plant does a good business in Texas and New Mexico, where there are large populations of Mexican extraction. They go for vermicelli.

Only Difference Is in the Size

And that brings up the question: What is the difference between macaroni, spaghetti and vermicelli? Well, President Cuneo explained that.

There is no difference except in size. Macaroni, as you know, is the largest. Vermicelli is the smallest.



PRESIDENT CUNEO—He wishes we'd eat our way up to the Italian figures.

But they are all made from the same dough. And the dough is nothing in the world but a mixture of semolina and water. Semolina is the "purified middling of durum or other hard wheat." No salt in the dough. No other ingredients.

"If that's all there is to it," I said, "how is one brand of spaghetti better than another brand? Spaghetti seems to be just spaghetti. All alike."

"Oh, no," Mr. Cuneo said. "There may be a difference in the quality of the semolina. And there may be some difference in the processing."

Macaroni and spaghetti comes in different shapes and styles. From one big batch of dough they may make elbow macaroni, salad macaroni, short cut, soup mix, sea shell, baby sea shell, spaghetti, thin spaghetti, extra long thin spaghetti, elbow spaghetti, macaroni, vermicelli. Oh, no telling what all. Elbow macaroni is so called because it is bent in the middle to resemble an elbow joint. Sea shell macaroni resembles sea shells.

The shape of the finished product is determined by the type of press thru which the dough is forced.

Why the hole in macaroni and spaghetti?

Personally, Mr. Cuneo thinks the hole

isn't so important. But a good many cooks think it is, and nobody dares eliminate it.

"I suppose the hole thru the center does enable the sauces to penetrate the macaroni or spaghetti better," he said. "That is the main idea for the hole."

Potatoes and Rice Give Competition

The foods that probably give macaroni products the most competition are potatoes and rice.

Ordinarily, Mr. Cuneo said, you don't serve spaghetti when you serve potatoes or rice, and vice versa. He recalls, however, that his mother used to make a wonderful dish that was a combination of spaghetti and potatoes.

The competition between the three foods isn't at all ruinous to any one, however, and he feels that spaghetti will always hold its own.

"It can be served in so many ways. It can be either a side dish or a whole meal."

President Cuneo and his fellow manufacturers aren't worried about all the reduction-diet publicity that has swept the country in recent years. They don't think it has hurt their business. After all, even those on reduction diets need some starches. If you like spaghetti, go ahead and eat it. Cut down on other carbohydrates. That's what Mr. Cuneo does. He'd die if he couldn't get his spaghetti. Honest he would.

Started Manufacturing Back in 1929

Robilio & Cuneo started manufacturing macaroni products in 1929. Before that they were a jobbing firm.

Their business has grown steadily. Altho some manufacturers felt a little slump during the last quarter of 1953, they didn't. And this year, Mr. Cuneo said, they are running ahead of last year.

They have 135 employees. The plant has a capacity of 80,000 pounds a day.

They sell their products only under their own brand name. They don't make any products for other selling organizations. As president of the association Mr. Cuneo is advising all his associates to use only the best semolina, and to establish their own brands, thru advertising, as the symbols of quality.

Well, that just about covers my chat with the president of the Macaroni Manufacturers Association. He seems to have his administration well in hand.

Oh, yes! I almost forgot. A feature of the association's annual convention is a big spaghetti dinner. Man, you should see those manufacturers do their duty.



"WE SALUTE THE N. M. M. A. ON ITS 50th ANNIVERSARY"

The Convention provides a real opportunity to discuss mutual industry problems such as Durum prospects, bulk shipments, etc. International representatives will be on hand to serve you. Be seeing you at Shawnee-on-the-Delaware, Pennsylvania.

CAPITAL FLOUR MILLS

SOME LIKE IT HOT! SOME LIKE IT COLD!

The six-week period, June 15-July 31, will highlight the versatility of two popular foods — tuna and macaroni products—in summer menus.

"Some Like It Hot, Some Like It Cold," a promotion jointly sponsored by the National Macaroni Institute and the Tuna Research Foundation, will help American homemakers in their menu planning during June and July.

Here are recipes to
Please Everyone

Recipes featuring both foods in hot and cold dishes have been developed and tested in test kitchens with an eye to making summer meals a joy and not a chore to prepare and eat.

There have always been two definite schools of thought on hot-weather eating—those folks who believe well-chilled food is the only sensible way to keep cool and those who feel no meal is ever complete without a hot dish even if the thermometer registers ninety in the shade.

No matter what your temperature preference you can turn out delicious and nutritious summer meals with canned tuna and macaroni, spaghetti and egg noodles. It's easy to assemble hearty salads, appetizing top-of-the-stove dishes and baked casseroles when your pantry shelf is stocked with these adaptable foods. And best of all, these basic ingredients can be kept right on hand in your cupboard and don't take up precious space in your refrigerator. Vegetables, fruits, spices, cheese and canned soups all lend variety to this magical team.

If your family are die-hards and insist on a hot meal every day, here's a simple way to solve your problem. Make your one hot dish at dinner a compliment-getting casserole of tuna and either macaroni, spaghetti or egg noodles. A piping hot casserole will be a welcome contrast to chilled salads, frosty beverages and cooling desserts. If on the other hand, your kin belong to the cold supper group, you'll be able to relax at the end of a strenuous day over a speedily fixed meal consisting of appetizing macaroni-tuna salads made in the cool morning hours.

Hot or cold, everyone will love tuna with macaroni, spaghetti or egg noodles.

National Macaroni Week

Dates Set for

October 21-30, 1954



Tuna Tomato Noodle Aspic



Chived Noodle Tuna Casserole



Tuna Macaroni Swiss Salad



**DIE-GIENE FOR PRODUCTION
AND SALES HEALTH**

RUN-DOWN DIES RESULT IN COSTLY
PRODUCTION AND SALES CONVALESCENT
PERIODS

BE ECONOMY-WISE

RETURN YOUR DIES TO US REGULARLY
FOR CHECKUP AND RECONDITIONING

SCIENTIFIC ENGINEERING MAKES THE DIFFERENCE

D. Maldari & Sons

America's Largest Die Makers

180 GRAND STREET

NEW YORK 13, NEW YORK

U. S. A.

1903 — MANAGEMENT CONTINUOUSLY RETAINED IN SAME FAMILY — 1954

NEW... BUHLER PRESSES CONVERTED TO BUHLER VACUUM SYSTEM*

*Patented U.S.A.

TOP THEIR PREVIOUS RECORDS WITH

- STILL BETTER PRODUCT
- STILL BETTER COLOR
- STILL BETTER TEXTURE

If you are now using one of the Buhler Continuous Production Presses, you are already supplying a superior product with better color and texture.

Now Buhler's latest research has produced the BUHLER VACUUM SYSTEM which enables you to obtain still better product, still better color and still better texture with your Buhler Continuous Production Press.

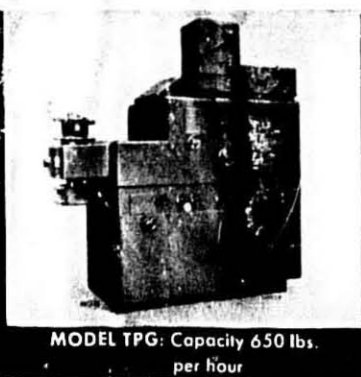
YOU CAN CONVERT YOUR PRESENT BUHLER INSTALLATION TO BUHLER VACUUM SYSTEM. ASK OUR ENGINEERS ABOUT THIS NEWEST QUALITY DEVELOPMENT TODAY.

BUHLER CONTINUOUS PRODUCTION PRESSES

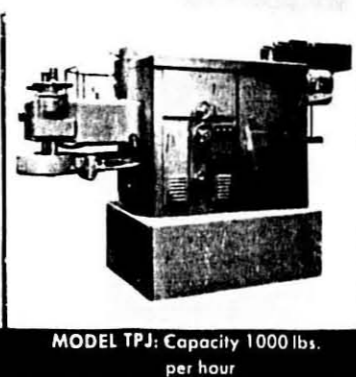
Available in Standard or Vacuum Models



MODEL TATA: Capacity 250 lbs. per hour



MODEL TPG: Capacity 650 lbs. per hour



MODEL TPJ: Capacity 1000 lbs. per hour



BUHLER BROTHERS, INC. (U.S.A.)

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

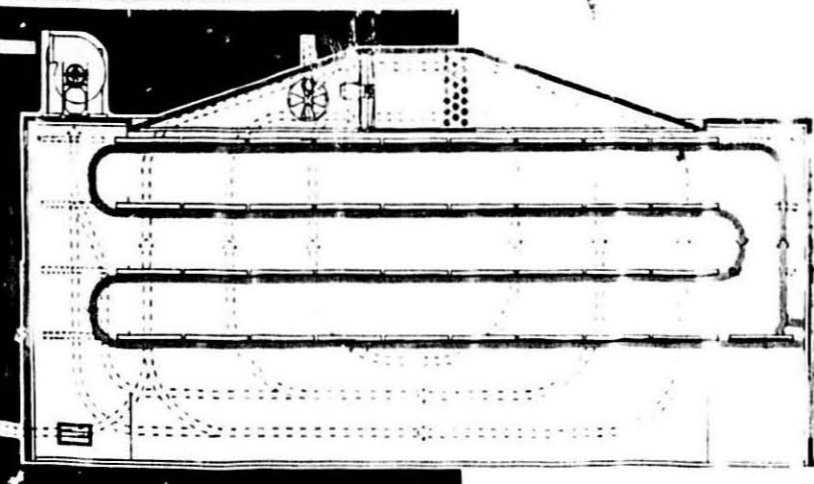
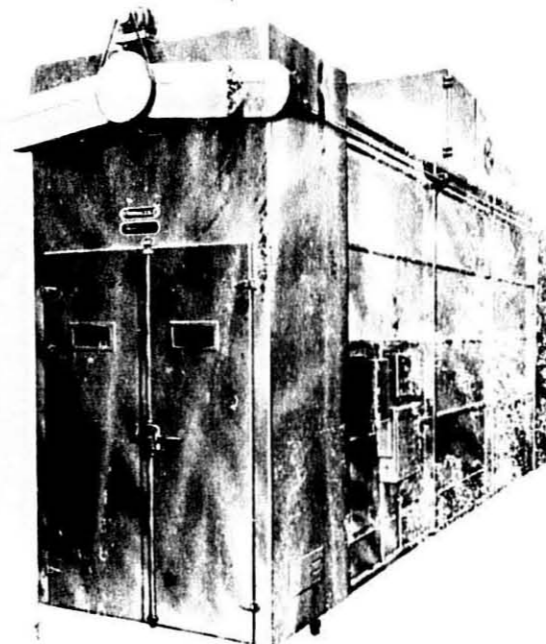
BUHLER BROTHERS (CANADA) LTD.

24 KING STREET WEST, TORONTO, ONTARIO

NEW... ALL METAL

CONTINUOUS
LONG GOODS
DRYER

MODEL CGPl



— Circulation of Goods

--- Circulation of



BUHLER BROTHERS, INC. (U.S.A.)

2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

BUHLER BROTHERS (CANADA) LTD.

24 KING STREET WEST, TORONTO, ONTARIO

SOME LIKE IT HOT

National Macaroni Institute and Tuna Research Foundation



Tuna Spaghetti Toss

Tuna Spaghetti Toss (Makes 4-6 servings)

- 2 6-1/2-ounce cans chunk-style tuna
- 5 tablespoons butter or margarine
- 2 medium-sized onions, chopped
- 1 clove garlic, impaled on toothpick
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti
- 1 egg
- Salt and pepper to taste
- Grated Parmesan cheese

Drain tuna and reserve 3 tablespoons oil. In a skillet, heat tuna oil and melt butter or margarine over low heat. Add onions and garlic and saute until onions are very tender but not browned. Add tuna and cook over low heat until thoroughly heated. Remove garlic.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Turn spaghetti into a large bowl. Pour tuna-onion mixture over hot spaghetti. Add egg and toss lightly but thoroughly. Season to taste with salt and pepper. Sprinkle with Parmesan cheese. Serve sprinkled with chopped parsley, if desired.

Noodle and Tuna Patty Casserole (Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 3 tablespoons butter or margarine
- 1-1/2 cups milk
- 1/2 cup dill pickle liquid
- 1/2 cup chili sauce
- 1 teaspoon Worcestershire sauce
- 1/2 teaspoon salt
- 1/2 cup chopped dill pickles
- 2 7-ounce cans solid-pack tuna, drained
- 2 eggs beaten
- 1 cup fine dry bread crumbs
- 1 tablespoon minced onion
- Salt to taste

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Turn into greased 1-1/2-quart casserole.

Melt butter or margarine and blend in flour; gradually add milk and cook until thickened and smooth, stirring constantly. Add pickle liquid, chili sauce, Worcestershire sauce, 1/2 teaspoon salt and dill pickles; mix well and pour over noodles. Break tuna in-

to pieces with a fork; add eggs, bread crumbs, minced onion and salt to taste. Mix well and shape into 6 patties; place on top of noodles. Garnish patties with cheese rounds, if desired. Bake in moderate oven (350°) 30 minutes.



Noodle and Tuna Patty Casserole

SOME LIKE IT COLD

Team Up for a Joint Summer Promotion

Tuna Ring with Mayonnaise Noodles (Makes 4-6 servings)

- 1 3-ounce package lime-flavored gelatin
- 1 cup boiling water
- 1 cup pineapple juice
- 1 7-ounce can solid-pack tuna, drained
- 3/4 cups thinly sliced cucumbers
- 1 cup chunk-style pineapple
- 1 cup thinly sliced celery
- 1/2 teaspoon salt
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 3/4 cup mayonnaise

Dissolve gelatin in boiling water; add pineapple juice. Chill in refrigerator until slightly thickened. Break tuna into pieces with a fork. Add tuna, cucumbers, pineapple, celery and 1/2 teaspoon salt to lime gelatin; mix lightly but thoroughly and turn into oiled 8-inch ring mold. Chill in refrigerator until

firm. Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally,

until tender. Drain in colander. Rinse with cold water and drain again. Chill. Combine noodles and mayonnaise; mix

well. Unmold tuna salad on chilled platter and fill center with noodles. Surround with crisp salad greens, if desired.



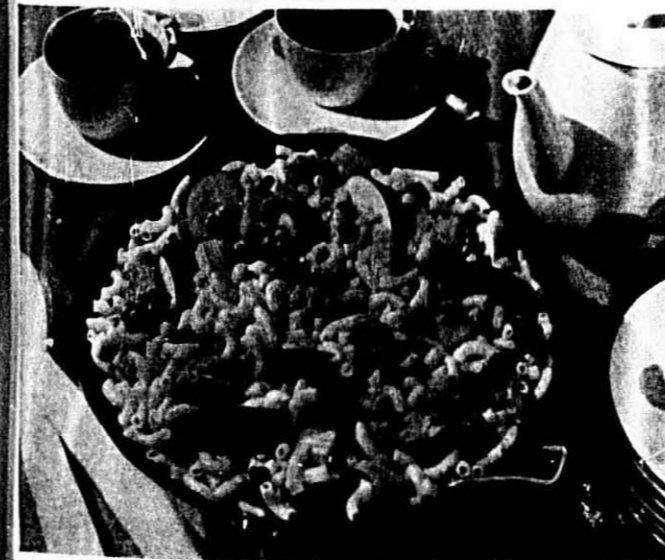
Tuna Ring with Mayonnaise Noodles

Macaroni Summer Salad (Makes 6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces elbow macaroni (2 cups)
- 2 6-1/2-ounce cans chunk-style tuna, drained
- 1/2 cup seedless raisins
- 1/2 cup walnuts
- 1 medium-sized red apple, cored and sliced
- 1/2 cup chopped celery
- Salt and pepper to taste
- Mayonnaise

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water and drain again. Chill.

Break tuna into large pieces with a fork. In a large bowl, combine chilled macaroni, tuna, raisins, walnuts, apple slices, celery and salt and pepper to taste; toss lightly but thoroughly. Chill. Just before serving, add enough mayonnaise to moisten; mix lightly.



Macaroni Summer Salad

"Some Like It Hot—
Some Like It Cold"

Tuna with . . .
MACARONI
SPAGHETTI
EGG NOODLES

Two of the country's leading food organizations—the Tuna Research Foundation and the National Macaroni Institute—are again teaming up to stimulate sales and increase grocers' profits on canned tuna and macaroni products.

The campaign, "Some Like It Hot—Some Like It Cold", which last year resulted in substantial dollar volume gains for the products, will be repeated during 1954. This year's promotion, aimed at the homemaker, has been set for June 14—July 31.

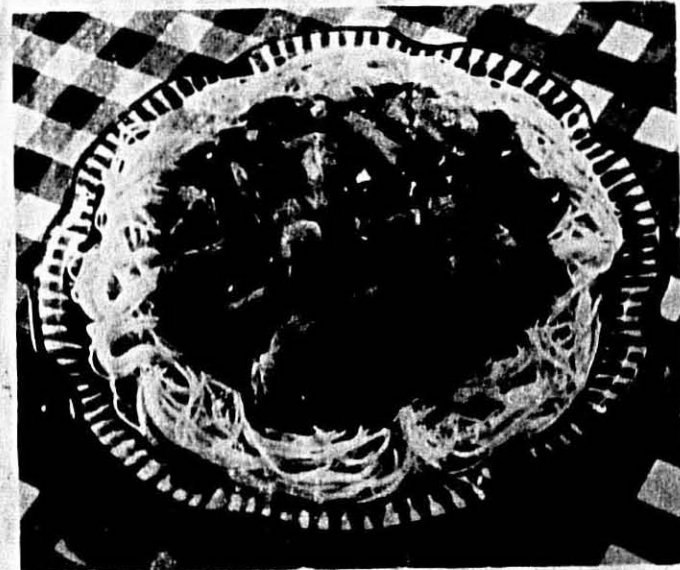
Newspapers from coast to coast will be provided with a series of stories, recipes and photographs to whet the public's appetite for these two high profit foods. Magazines, radio and television stations, syndicated food columnists and farm journals will be covered with special materials on the promotion. Cooperative advertising and publicity with other food organizations will also add impetus to the program. The 1954 campaign will point up the economy, appeal and adaptability of macaroni, and tuna from California. It is also designed to increase interest in both hot and cold meals during the Summer season.

Grocers will be apprised of how to further capitalize on the promotion by pushing related item sales, since the editorial material sent to editors will describe how tastefully tuna-macaroni products go with other foods.

Among the suggested combinations are recipes for combining macaroni, spaghetti and/or egg noodles and tuna with fresh and evaporated milk, cheese, canned soups, canned frozen and fresh vegetables, to name a few of the companion food products.

New and old favorite tuna and macaroni recipes currently being tested prior to sending to every food editor in the country include tossed and molded salads, hot and cold loaves and rings. Unusual casseroles and top-of-the-stove dishes will be presented because of their appeal to families who require or prefer hot meals even in warm weather. Approximately 50 different recipes for tuna and macaroni products will be released to the press and radio before and during the campaign.

Independents, supermarket and chain store operators as well as wholesalers and brokers are being advised to follow a three point program to insure their obtaining the fullest value from the promotion. These points are: adequate advertising support; tie-in displays and product pyramids; and sufficient stocks of both macaroni products and canned tuna.



CHICKEN CACCIATORE turns everyone into an enthusiast for chicken. Full flavored sauce blends tomato soup, green pepper, oil, mushrooms, onion and garlic. (Campbell Soup photo)

Chicken Cacciatore Leads
The Poultry Parade

Creative cooks are having a virtual heyday with chicken recipes now that poultry is in good supply and less expensive than usual.

A chicken concoction that can't be beat is chicken cacciatore. This Italian-inspired dish has cosmopolitan appeal. Condensed tomato soup puts color and flavor into this chicken specialty. The tasty soup is the base for a sauce in which the chicken is simmered after browning. It oozes with flavor!

Chicken cacciatore is especially good when served over spaghetti in true Italian style. While the chicken is simmering in the skillet, cook the spaghetti in boiling water (about 20 minutes).

Appetite-wise, chicken cacciatore can be a meat in itself. However, to complete the meal nutritionally, fresh green salad would be appropriate. And if your family is accustomed to having dessert, choose a particularly light one to follow so hearty a main course. A bit of fresh fruit or a pudding should do the trick.

This is a meal to please the household and do honor to the cook.

Chicken Cacciatore

- 2-pound chicken, cut into pieces
- 1/4 cup flour (seasoned with salt and pepper)
- 1/4 cup olive oil
- 8 small white onions
- 1 medium size green pepper, cut into strips 1/2-inch wide
- 2 cups sliced fresh mushrooms (or 1 4-ounce can, drained)
- 1 small clove garlic, minced
- 1 can (1 1/4 cups) condensed tomato soup
- 1/2 cup water
- 2 table-spoons vinegar or lemon juice
- 1 table-spoon Worcestershire sauce
- 1/2 teaspoon thyme

Dust chicken with flour. Brown chicken in olive oil in a large skillet; remove chicken. Brown onions, green pepper, mushrooms and garlic in same skillet; blend in remaining ingredients. Add chicken; cover and simmer about 30 minutes or until chicken is done. Stir occasionally. Serve over cooked spaghetti. 4 generous servings.

King Midas Flour Mills
Appoints Advertising Agency

King Midas Flour Mills announces the selection of Vance Pidgeon & Associates of Minneapolis to handle its advertising, effective July 1, 1954. King Midas operates three mills and twelve sales offices in various cities in the United States, and produces family flour, bakery flours and durum products.



Rossotti Lithograph Corporation of North Bergen, N.J. exhibited at recent Packaging Show in Atlantic City.

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



DISTRIBUTED NATIONALLY

By

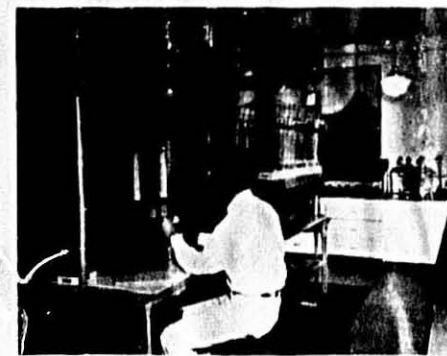
WM. H. OLDACH

PHILADELPHIA 22, PA.

Phone: Garfield 5-1700

American & Berks Sts.

The North Dakota Mill & Elevator Laboratory
Assures Uniformity in Macaroni Products!



- ★ Careful Selection of Choice Durum Wheat
- ★ Each car of wheat is binned and milled according to quality.
- ★ Macaroni and color discs made of finished product
- ★ Chemical Analysis

Our modern control laboratory is your assurance of a complete check on all Durum products shipped from this mill. Remember, we are located in the front yard of the finest durum wheat in the world!

North Dakota Mill & Elevator

R. M. STANGLER, Gen. Mgr., Grand Forks, N. Dak.
EVAN J. THOMAS, Mgr., Durum Div., 520 No. Mich. Ave., Chicago, Ill.

DO YOU WANT TO BE A BETTER BOSS?

By **GLENN G. HOSKINS, G. G. Hoskins Company,**
Presented at Plant Operations Forum VI



GLENN G. HOSKINS

MANY of us feel that we know much about many things but until we are required to tell what we know to other people, we do not realize how many gaps there are in our knowledge. If you want to find out what you really know about a subject, try to write a speech about it. It is taken for granted that the answer to our title question, "Do You Want to be a Better Boss?" is "Yes". It is further assumed that you are a "boss" or that you aspire to be. In fact, when we move away from the common labor strata of our industrial social structure, we find a whole series of man-boss relationships beginning with the head janitor and his helper and extending through the President and his Board of Directors to Mrs. Consumer who bosses all of us.

Regardless of your position in your organization, if you are a "boss", you are part of management and management has been simply defined as "the art of getting things done through groups of people working in collaboration". My effort will not be wasted, if you remember this: *Your value to your organization is measured by your success in getting others to do what you cannot do.*

Your limitations are many. Physically you cannot lift 33,000 pounds one foot off of the floor in one minute but a one-horse power motor can do it. Not many of you could accurately weigh and fill 720 packages of long spaghetti an hour but many of your girls can do so. A set of books kept by some of us would produce most amazing results. Neither the motor, the girl nor the bookkeeper can plan tomorrow's shipping sched-

ule, but they will help you meet the schedule if you know how to direct their efforts and can get them to help you.

These simple illustrations emphasize how you depend on others to get things done. It is assumed that you know what has to be done and are capable of getting the job done in one way or another. We are concerned with whether or not you get it done the best way. Are you getting the most from those who help you whether they be below or above you in organization rank? If the answer to this question is "Yes", then you have established a priceless relationship based upon mutual understanding, respect, confidence and recognition of sound business judgment. These elements of understanding, respect, confidence and judgment are all human attributes; therefore, as we inevitably must do, we arrive at the human relationship of you to your subordinates and of your superiors to you.

Without understanding there cannot be accomplishment. To do your job right you must know what your boss wants and he must know that you are capable of doing the job. When you tell a man to do something, be sure he understands exactly what you want and you must either know that he can do the job because he has done it well before or you must painstakingly explain what he is to do. Be slow to call him dumb. Maybe you do not know how to teach him. Let him know why the job must be done. Take time to explain how what he does affects not only himself but others. Let him feel that you understand his desire to do good work and that you are both willing and eager to help him so that he can take charge of his own job. *Make him feel important* because he is important to you and to the whole plan of operation.

Earning and keeping the respect of your subordinates is a full time job. You have to be right most of the time but you have to be fair all of the time. All of us who have had management responsibility know that we blow up, sound off, blame others for our mistakes and have days when we are too ornery to live with, and during these periods of "spoiled brat" temperament display, we are often unfair. When this happens, be man enough to acknowledge your mistake to the person to whom you have been unfair and both he and you will feel better. Of course this can't happen too often if you want to keep his respect.

Inspire confidence by deserving it. One day is remembered when a thousand

truths are forgotten. You are expected to be honest because you have been given responsibility on the theory that you can be trusted. If you say something is true and you do not know it to be true, you have lied.

There are only three answers that a boss should give a subordinate. These are: "Yes", "No," or "I do not know but I will find out and give you the answer." If you want to keep the confidence of your men, never dodge an issue. They may not agree with you, they may not even like you temporarily, but they will respect you and they will have confidence in you. The dislike is bound to fade as respect and confidence grow. Always remember that everyone depends on someone else. The union leaders capitalize on this. If they can get the men to depend on them for advancement and security instead of depending on the boss, their power grows as your power fades.

And the last of our four elements of human relationship is judgment. How can we define judgment as it is used here? I think it may be defined as "that element of human relationship which enables a man to assemble facts obtained from experience, observation, education and analysis and use those facts to arrive at a logical conclusion". Your judgment is on trial all of the time. You select your helper because you judge him to be competent. You must then decide the extent to which you can assign some of your responsibility to him. The degree of understanding which is established between him and you depends on your judgment of his capacity to understand and carry out your instructions. You must judge his loyalty and the degree of respect and confidence in which he regards you so that you can feel secure in his serving the company's interest by serving you as he believes you deserve to be served.

The principles of democracy as understood in our political life must reach into our industrial life. There can be no wage-slaves. We must have helpers of independent spirit to keep up the tradition that free men produce more. We all want security, but with a sense of security must go opportunity for advancement if we expect to get the most out of our helpers. If you will be a better boss, you must recognize that democratic principles are as necessary in industry as in government and you will make these principles your guide:

- (a) The right of every man to be treated as a person.
- (b) The right of every man to a voice

(Continued on page 34)



You'll make extra dollars in the production of Macaroni Products every time with Criterion Semo-Rina . . . a Semolina Farina product milled from a mixture of 50% durum—50% hard wheats. Because of its quality and uniformity, you can rely on Criterion Semo-Rina to give you the best results and increase your consumer acceptance when you use this consistently high quality product. Make Criterion Semo-Rina a **MUST** on your next order.



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

New PROGRESSIVE Long Goods DRYING SYSTEM

NOW IN SUCCESSFUL OPERATION

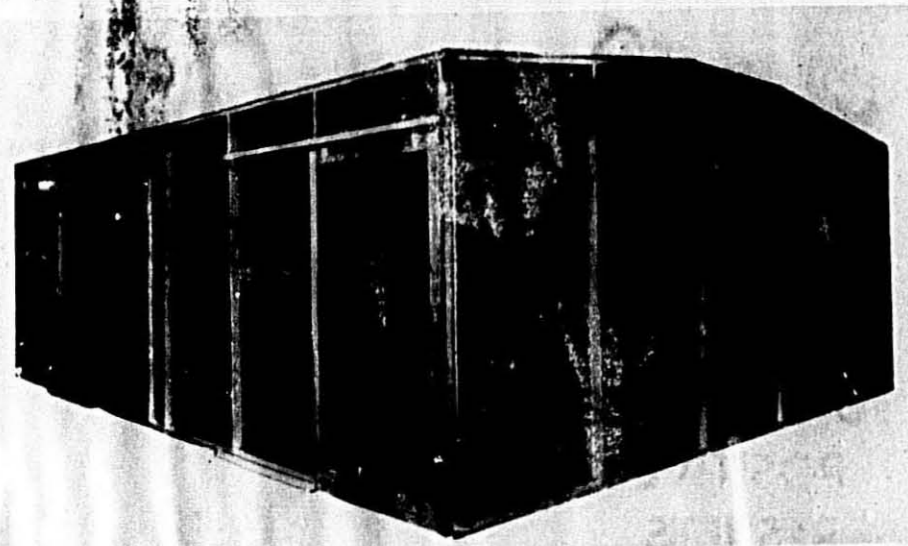
SAVES SPACE

SAVES MONEY

Spaghetti #70"

16 Hours Drying Time

11.8% Moisture



DRYING CAPACITY MORE THAN

DOUBLED IN SAME SPACE

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

Ambrette

MACHINERY CORP.

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

FOR BETTER QUALITY
FOR INCREASED PRODUCTION
FOR BETTER DRYING CONDITIONS
FOR SIMPLICITY IN OPERATION

... HIGH VACUUM SYSTEM*

* PATENT PENDING

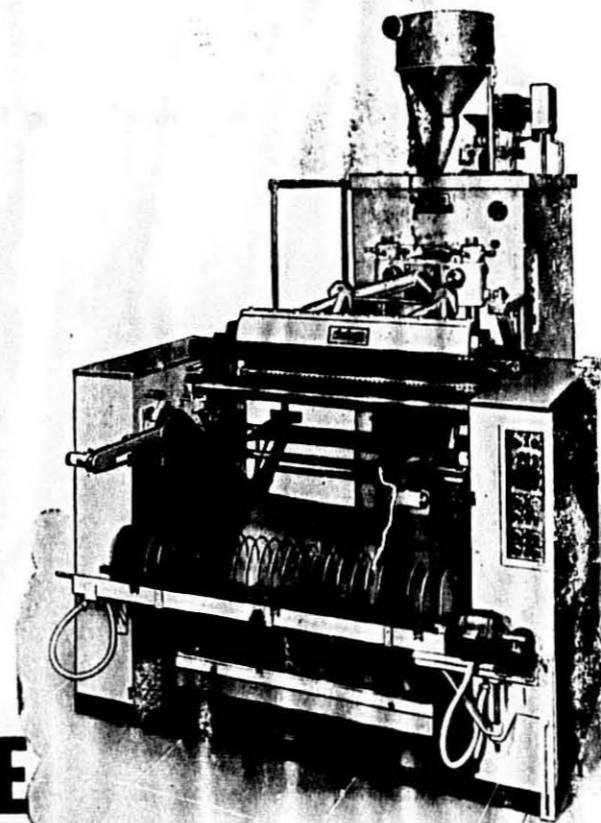
FOR

LONG GOODS
CONTINUOUS
SPREADER

SHORT GOODS
CONTINUOUS PRESS

NOODLE
SHEET FORMER

TO PRODUCE
POSITIVE
RESULTS



VACUUMIZE

YOUR PRESSES

THE AMBRETTE WAY

SEND FOR CATALOG FOR COMPLETE LINE

- AUTOMATIC SHORT GOODS DRYERS • CONVEYORS • DIE CLEANERS
- NOODLE CUTTERS • AUTOMATIC NOODLE DRYERS • EGG DOSERS
- AUTOMATIC LONG GOODS DRYERS • MACARONI CUTTERS

GOOD PLANT MORALE IS NO ACCIDENT

By THOMAS J. VIVIANO, Delmonico Foods Company,
Presented at Plant Operations Forum VI

WE all know fellows who seemingly get all the breaks, and we call them lucky. On the other hand, we know some fellows who seem to be unlucky. No doubt, if we analyzed both kinds of men, studied their habits, character, and social life, we would find an answer to both the good luck of one fellow, and the bad luck of the other. So it is with plant morale. If we analyze our plant relations, we will find that good or bad, it didn't just grow like Topsy, but was a net result of either planned employee relationship, or neglect on our part due to thoughtlessness or lack of concern.

We at Delmonico are concerned over our plant morale and we have endeavored to accomplish good employee relations with a plan containing three elements we think are vital to the success of any such plan. These three elements are:

- (1) Employee benefits — aside from wages
- (2) Security (both present and future)
- (3) Human understanding

Let's take these three steps to our plan and discuss each one separately.

1. Employee Benefits Aside from a Living Wage, and without a living wage, we might as well forget the whole plan. We at Delmonico are confronted with the same financial problems as other members of our industry. We know we can't set a pace for the world to follow and admire in so-called "fringe" benefits. However, if we are to retain the respect of our employees, we must follow the pattern of most responsible companies, and provide hospitalization, life insurance, vacations and pensions. In addition to these benefits, we have a bonus for our employees each year predicated on the profit for that year's operation. This bonus is paid early in December so that our employees can use same for Christmas shopping. Actually, we think we provide these four benefits on a more liberal basis than most companies. Without going into detail, we will just say that we do have these four benefits for employees, and regard them as an important part of our plant morale.

2. We called our No. 2 step "Security." How many times have you heard of a bank called "Security Trust and Investment Company" or "Security Trust Bank", or some such similar name? Those two words, "Security" and "Trust", go together like pancakes and molasses. Without one you can't have the other. Now we said we thought certain so-called "fringe" benefits were

necessary to obtain our employees' respect. We know if we want our employees' trust, we must offer them security. They must be secure in the knowledge that they have steady employment. They must know that! Then they can plan, and remember after all this is most important, their home life, which includes contracting for the necessities and some luxuries of life:

- If they know they have steady employment;
- If they know that no supervisor's partiality or favoritism will concern their welfare;
- If they can look around them and see employees with service records from ten to twenty-four years;
- If they see efficient and improved business activity exerted by management;
- If they know when they get too old to work, they will have not only their Social Security, but a more generous pension from their company to supplement their savings and assure independence in old age.

We do answer these five "ifs" in the affirmative at Delmonico, and that in the main describes how we have handled the No. 2 step, "Security", in our plan of plant morale.

3. Human Understanding. Well, we have said that employees' benefits bring respect, security brings trust, and now we say, without any reservation, that human understanding will bring us loyalty. It's everything in plant morale. Without human understanding, you just can't have good plant morale. This important part of our plan for employee relationship includes a multitude of "do's" and "don'ts". It is not something to be done and dispensed with, but rather something to study, guard carefully, and live every day. We try to see our employees, not as packers, maintenance men, truck drivers, loaders, but as people just like our neighbors. As an example, we go home at night and talk over the fence to Charley, our next-door neighbor. Gee, he's a wonderful fellow. Well, actually he is a clerk for a railroad office, but I never think about that. I just think of what a good egg Charley is. Still, he is someone else's employee. I wonder if his boss knows what a fine fellow Charley really is. Yesterday I saw Charley, and asked him how his project was progressing. You see, Charley is building a boat; he loves to fish, but I bet his boss doesn't even know that.

Do you get the point? We try to

think of our employees just like we think of our neighbors. Take a little human interest in their activities. We don't have to become over-familiar to the extent that we break down our plant dignity and discipline, but we certainly do not want to become the unconcerned executive that has no time or thought for his employees' individual likes and dislikes, hobbies, problems, and so forth.

Our supervisors are in a position to help us achieve the relationship that we want, or to tear down, sometimes with just a few thoughtless words, everything we have hoped to accomplish. If we want our employees to be happy in their work, we should be very careful in appointing supervisory personnel. A man may be a steady, efficient worker, but if he doesn't have the ability to get along with people, he doesn't belong in a supervisory position. If he has in his make-up partiality or is sullen, or if he takes himself too seriously, in other words—thinks he's a big shot, he is the worst possible man we can have for a supervisor.

I know a man in a supervisory capacity who is personally a good worker, and knows his job, but kills his company's chances by always griping and finding fault. This man doesn't know how to get along with people. He thinks he does. He talks with all of his employees, but most of his conversation is some criticism of what or how management is doing something. He thinks he has to belittle management in order to be "one of the fellows". This company would be better off if that man wasn't on their payroll.

If we see a division of girls, or so-called "clans" in department, it is time to stop and check up on the supervisor in that department. Favoritism or partiality can wreak havoc in any department. If a supervisor, through partiality, favoritism, or even extra attention and "buddying" created two factions in his department, you can be sure one faction is going to resent, disregard, and dispute any and everything that supervisor has to say about the good of the company or anything else.

We could discuss "do's" and "don'ts" for supervisors all day long, but it all tends to prove one thing: The most important qualification of a supervisor is the ability to get along with people, and that includes all people, in his or her department. We can't emphasize this fact too much.

It is true we are sometimes pre-occu-
(Continued on page 32)

MANAGEMENT TECHNIQUES FOR EMPLOYEE EFFICIENCY

By H. G. STAMWAY, Skinner Manufacturing Company,
Presented at Plant Operations Forum VI

I am sure you are all agreed with the general feeling in manufacturing that efficiency through increased output and lower costs is taking on marked emphasis in operating practices in this period of so-called readjustment.

Our industry is no exception to the general trends in American industry. We, too, are in the age of automation; specialized machinery, specialized production techniques and specialized know-how.

During the war years, the impetus was on production efficiency with cost a minor factor. Labor shortage was a major problem. Expense in operation generally was not subjected to close scrutiny.

But, the picture has changed. Just as we have sales personnel selling, rather than just order taking, so is plant supervision going to be plagued with requests for reduction in expenses of operations.

It is not likely that material cost or labor rates will go down measurably in the near future. Therefore, one can only conclude that to reduce costs effectively without lowering quality the emphasis will be on increased production efficiency.

There are many policy programs that can be implemented to improve operating efficiency.

To name a few on the employer and employee relations side, we can say:

1. Encourage employees to reduce waste.
 2. Develop employee support in increased effort.
 3. Safety and housekeeping to reduce unnecessary lost time.
 4. Reduce idle time through cooperative understanding.
- On the management side, we can say:
1. Analysis of production methods.
 2. Improved scheduling and production control.
 3. Improved supervision.
 4. The job rate.
 5. Preventative maintenance.

These are just a few of the programs that can be instituted, or if the programs are now in practice, they can be looked at with the objective being improvement.

No one in his right mind would use unnecessary flour, water, power, or package materials to produce his products. Why, then, should low machine and labor efficiency, inaccurate job rates, poor production scheduling, or unproductive man hours, be permitted to swell his costs?



H. G. STAMWAY

I'm sure we can agree that while manpower and machine power, are not the major cost factors in our business, they nevertheless are important cost factors and ones worthy of close consideration by top management and every supervisor.

In introducing or maintaining any program which is designed to better the efficiency in the business, a major factor that must not be overlooked is selling your employee. Some knowledge of human behavior is as important a prerequisite to good supervision and good management as any other qualification.

It has been my general experience that there is much that can be accomplished through the proper approach in dealing with the personnel. Knowing and understanding the job problems and doing something about them has, in many case histories, provided the solution to increased efficiency.

Being properly organized in terms of functions is also an important factor. Good organization results in good coordination of departments, and good coordination can provide a maximum of efficient operation. The lack of good organization can mean confusion and this is costly, though it might be intangible in terms of dollars and cents.

One of the oddities of this industry that has been a stand-out to me is that at surface view there is an appearance that little can be done to further the efficiency. That is to say, that one who is

trained to spot, almost at a glance, points of inefficiency, is apt to conclude that a macaroni plant is already highly efficient after touring the plant.

However, after a little time, checking and watching things, you'd be amazed at how different the facts of the uncovered potential stand out.

I noted a few minutes ago in listing several policies on the management side as the basis for increased efficiency, first on the list—

"Analysis of Production Methods"

The technique I am thinking about is getting a completely defined and minute study of an operation. This entails timing each procedure, both human and mechanical, checking quantities of materials; noting reactions, and results; listing running time and down time and the reasons, and even sometimes checking the statements made by the manufacturers of the equipment.

In short—getting to know what the equipment was sold to do in comparison to what it is doing, and learning the reasons for the method performed.

It is surprising sometimes what can be learned from this information about each of the various processes.

As number two on this list, I noted—

"Improved Scheduling and Production Control"

This subject is one which to be perfectly clear would require more time to present than my allotted time would allow here. However, I might say this, that if we know what the equipment, personnel and storage space have as a potential, and we can establish in terms of units, a sales or shipping forecast, over a period of say a month, by analytical scheduling and production control methods, it is possible to attain closer to productive potential than it ever might be attained by haphazard scheduling to individual orders. The result, which in this case is measured in dollars and cents, is likely to be a considerable drop in cost of operations.

Next on my list is,

"Improved Supervision"

In this category, I have already touched on the factor of good organization. It is important to have the proper amount of supervisory personnel. Inadequate supervision is equally as costly in operations as is too much supervision. Supervisory personnel who find little time for operating procedure analysis, and planning and checking in their departments are a very costly adjunct to expense of operations.

Adequate time for training and watch-

DEMACO

DEFRANCISCI MACHINE CORPORATION

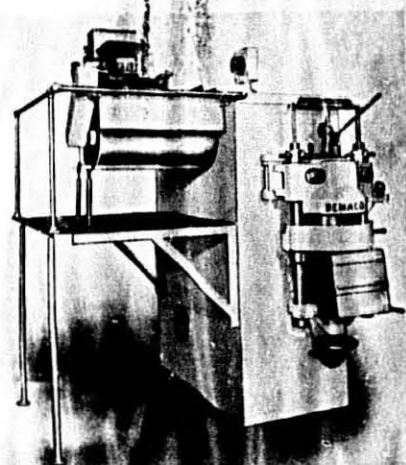
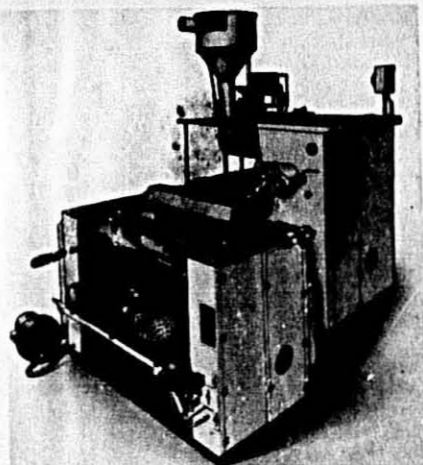
46-45 METROPOLITAN AVE • Phone Evergreen 6-9880 • BROOKLYN 37, N. Y.

DEMACO SPREADER

FOR LONG GOODS

WITH VACUUM MIXER

Model SAS—1000 lb. Production
Model SAS— 500 lb. Production

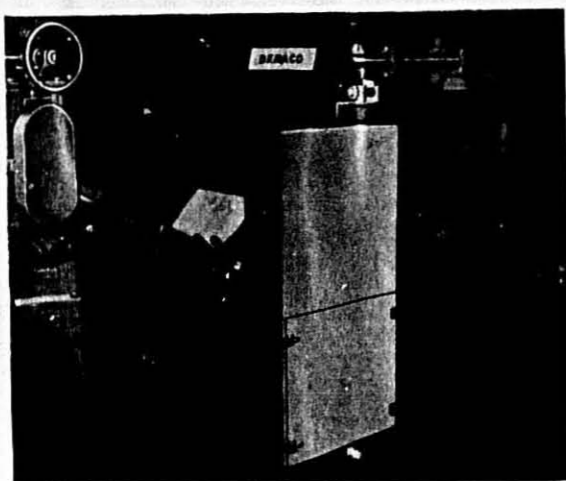


DEMACO Continuous Automatic Press

FOR SHORT CUTS
WITH VACUUM MIXER
Model SCP—1000 lb. Production
Model SCP— 500 lb. Production

DEMACO SHEET FORMER

FOR "Taste Tempting Noodles"
WITH VACUUM MIXER



ON THE DEMACO VACUUM MIXER —

There is no change on the "trade approved" DEMACO SINGLE MIXER PRINCIPLE. Air is removed from the mix from the very first blending of semolina and water, no extra mixer, no extra feed screw, and no shredding after mixing. Can be adapted to any mixer.

DEMACO

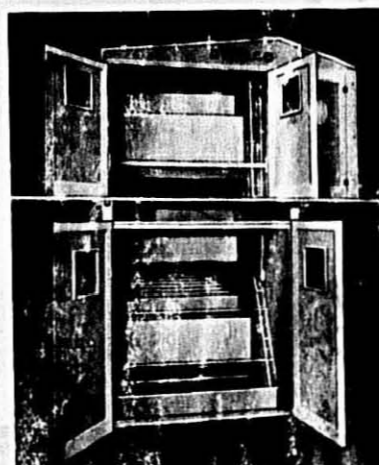
DEFRANCISCI MACHINE CORPORATION

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

DEMACO-HOSKINS Long Goods Preliminary DRYER

WITH NEW PATENTED STICK PICK UP and TRANSFER

Hoskins Designed Humidity and Temperature Controls



DEMACO-HOSKINS LONG GOODS DRYERS

with Glenn G. Hoskins Designed Humidity and Temperature Controls

DEMACO-HOSKINS Short Cut Continuous DRYERS

- Sanitary Construction
- Glenn G. Hoskins Designed Humidity and Heat Controls
- Consistent Final Moisture



Write for your copy of the report on the DeMaco Vacuum Mixer, . . . a report prepared by Jacobs-Winston Laboratories, Inc.

ing new personnel, as well as regular personnel, can be a cost reducer. When the supervisor gets to the state that it is easier for him or her to do the job and get it done, than to take time to "have" it done, this is costing your company unnecessary operating expense.

Next on the list is,

"The Job Rate"

To most employees the take-home pay is one of the most, if not the most, important factor of interest in the job. That is at first. But later, the interest swells to be concerned about not only his own job rate, but also what the other job pays. The first question that arises in the employee's mind is — "Why the difference?" Can this question be answered fully and convincingly?

Lots of times it can not. Most times there is not available a complete definition of each job. No description of the duties or requirements, only a job title. And, it is not unusual that even the distinction of job titles are relatively ambiguous.

The one best answer is a system of job classification, which entails a completely defined job description for each job.

Now, if you wanted to go further and satisfy your management as to just how equitable the job rates are, in terms of relative values of one job to the other, you can advance your system of job classification to include job evaluation, based on a more unbiased system of evaluating the various factors in the job—such as skill, judgment, work conditions, training, etc.

The question of whether this latter system of advanced scientific management technique is essential in our industry, I believe is one best answered at the individual company level.

There is no question in my mind it would be a help in working toward greater employee efficiency; however, I am also cognizant of the many other fields of endeavor which might more readily provide a tangible picture of cost reduction for the money invested or expended toward that objective.

The last item on my list is,

"Preventative Maintenance"

Maintenance work on equipment during the production hours is a very expensive item. It is not unusual that a piece of equipment which needs the attendance of a mechanic several times a day involves 3½ hours of labor time lost, for 15 minutes of repair time.

I recognize considerable resistance in our industry to record keeping in general, but particularly so in maintenance time.

It seems to me that if management is considering investment in equipment, there is great value in having data available that will show just how much maintenance cost there is on the present unit. The resistance of maintenance people to record time spent on equipment is based

strictly on the reasoning that it has never been done, or that it would be a burden on the mechanic. Yet, if you check the metal industries, you will find it to be an accepted practice of charging time diligently.

Without such records, management has no real facts to determine the proper solution to breakdown problems. Secondly, with a reasonable record of maintenance of specific equipment, it is difficult to plan preventative repairs.

To illustrate this point, let me tell you of an organization, which although not related to this industry, has the same problem. This company had losses of some \$200,000 per year on a \$3,000,000 volume. When called in to assist in providing a solution, an investigation of the records showed that maintenance on its 200 units of rolling stock was running 38% of the sales dollars. From long standing factors, this figure was more than double the average percentage I had come to know for that industry. With this information and with further details on the job analysis, we developed a system of checks and repairs based on periods relative to the studied expectancies. In the words of the company's Superintendent of Maintenance, the program saved the company \$125,000 per year in maintenance expense.

Now, tie this principle into our industry operations. Instead of running maintenance cost sky-high with overtime expense, because most major repairs are over the week-ends, and during the interim of bolting or taping pieces together to try to keep running, the record may readily substantiate a capital investment that would pay for itself in a truly short time.

I am aware that introducing anything that is new is always difficult. But, let's face the facts, if you don't, someone else will, and as the old saying goes—it is only possible to fool some of the people some of the time, at least this is my experience. Sooner or later the management will become aware of the fact that there are many, many opportunities for improved efficiency.

Some 41 years ago, an industrial engineer presented a paper to the Society of Mechanical Engineers. The title of his subject was "Shop Management". This is said to be the birth of scientific management.

In order not to confuse this term with test tube techniques, may I clarify the point by saying that the term "scientific management" is merely "orderly investigation, observation, and accumulation of factual information on operating practices" and clearly defined to form the basis for sound and substantiated reasoning in good shop management.

The order of our times generally and equally specific in our industry is making a determined, orderly effort toward implementing techniques for greater efficiency in manual and mechanical operations.

Good Morale —

(Continued from page 28)

pied with various problems, and as we go through the plant, our failure to say "Hi, Joe", or "Hi, Charley", gives our employees the wrong impression of us. We try to guard against such reactions.

We have in our plant cafeteria, free coffee, available every morning before working hours. This is an opportune time and a logical place to visit occasionally, or chat with various employees over a cup of coffee. We try to arrange these little chit-chats with different groups, because there again, we don't want to start some employees thinking that we are partial, or showing favoritism.

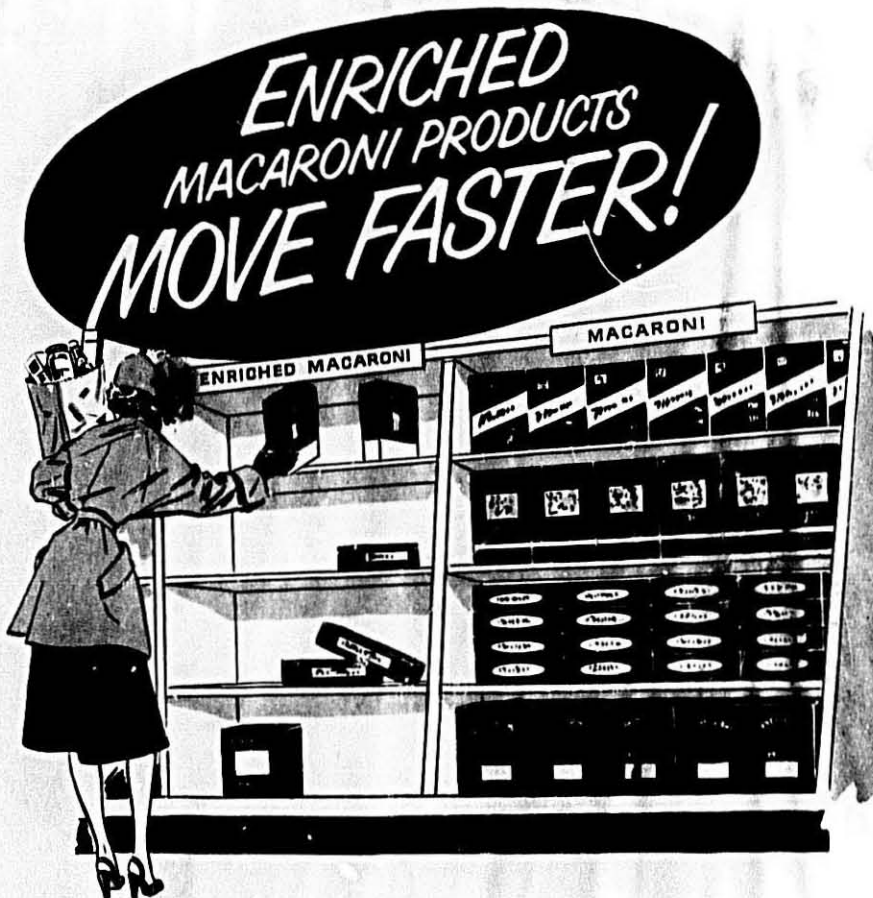
We have a picnic every year, a real old-fashioned picnic for employees only. There we have a chance, and this is why it is just for employees, to really get down to earth, play baseball, poker, and have a beer, and join the employees in all the day's festivities. We always give prizes at our picnics, and try to have one for everyone. These prizes are something the employees really can use, but usually are not able to find the money to buy. Just imagine a woman having an electric toaster on her breakfast table that was given to her on a company picnic. For a long time she will think of her company every morning when she uses that toaster.

We have a free Thanksgiving dinner the day before Thanksgiving in our cafeteria, and a real Christmas party. Our Christmas party starts at 10:00 in the morning, usually two or three days before Christmas. We have a fine dinner, music, dancing, presents for all, and there again the management has the opportunity to be "one of the boys".

There are a number of little inexpensive things that we can do for employees that show them we are considerate of their feelings. As an example, we have Mus-ac, which is a form of piped-in music, installed in our plant with loud speakers in each department. This music plays intermittently and breaks the monotony of tedious work. It is surprising how the employees appreciate just these little things.

Once a month we have a meeting attended by one spokesman from each department, chosen by the other employees. This spokesman cannot be a supervisor. At this meeting, things beneficial to both the employees and the company are suggested and acted upon. The first meetings were not too productive, but the employees soon felt at ease and now seem to be anxious to suggest various changes, both for employee comfort and convenience, and for changes in plant operation. This is what you might call a verbal 'suggestion box' meeting. We have had several practical, money-saving ideas advanced for the company and a number of changes,

(Continued on page 34)



Now—ENRICHMENT IS MORE ECONOMICAL WITH

B·E·T·S

(The original food enrichment tablets)

FOR THE BATCH METHOD

VEXTRAM

(Brand of food-enrichment mixture)

FOR CONTINUOUS PRESS

Both Enrich Macaroni Products to Conform with Federal Standards of Identity

**ACCURATE, ECONOMICAL
EASY ENRICHMENT!**

Today's dollar-conscious food shopper is mighty cagey about how she spends it. And, more than ever, she's nutrition conscious, too. No wonder that enriched products, in step with the modern food trend, find her much more willing to part with that dollar. (For instance, the fastest moving item in grocery stores is enriched bread). Your macaroni products will move off grocers' shelves faster when they meet the buyers demand for enriched foods. Keep pace with enrichment. Give your product this added sales appeal.

Consult Sterwin's technically-trained representatives for practical help in starting your enrichment program with B-E-T-S or VEXTRAM.

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.
1430 BROADWAY, NEW YORK 18, NEW YORK

Pioneers in Food Enrichment

Plant locations: New York, Philadelphia, St. Louis, St. Paul, Minneapolis, Chicago, Detroit, Cleveland, Columbus, Cincinnati, Indianapolis, Kansas City, Omaha, St. Paul, Denver, Salt Lake City, San Francisco, Portland, Eugene, and Atlanta.

CAN ATOMIC ENERGY KNOCK OUT RUST?

By ED WINGE in the Detroit Free Press

NEW rust-resistant strains of oats and wheat—
—"Super-fertilizers" that double crop yield—
—deadly new chemicals to control the insect and fungus pests that ravage agriculture to the tune of six billion dollars a year—
—a "booster" feed that miraculously increases a cow's milk production—

These are just a few of the glittering promises—still mostly in the laboratory stage—that atomic energy holds out to the American farmer.

In a variety of research projects scattered from Florida to Wisconsin, nuclear scientists are gaining new knowledge that will some day fatten the wallet of the farmer by giving him better cereal crops, more efficient fertilizers, and hardier and healthier animals.

At Brookhaven National Laboratory on Long Island, a young biologist "cooks" oat seeds for eight hours in the atomic reactor and comes up with a new strain of oats that is resistant to rust.

At the University of Tennessee's experimental farm at Oak Ridge, professors feed an artificial thyroid extract to a Jersey cow and marvel at the way her milk production increases.

At the Agriculture Department's Beltsville, Maryland experimental station, research scientists feed radioactive fertilizer to potatoes, corn, beans and cotton, following the tagged atoms through the plant with Geiger counters.

Atomic research in agriculture follows two basic methods.

One method uses radioactive isotopes in their familiar role of "tracers" to study plant growth, utilization of fertilizers, relationships between host plants and parasitic fungi and effectiveness of insecticides.

Tracers are also being employed in the effort to crack the riddle of Nature's most elusive and valuable secret—the process of photo-synthesis, by which plants convert water and carbon dioxide into the world's food supply.

Phosphate fertilizers have been tested on 25 types of crop plants in efforts to find out when and how they can be most effectively used.

The Agriculture Department says more has been learned about soil-plant phosphorus relationships in the last four years by using tagged isotopes than during the previous 50 years.

Farmers, who spend \$750,000,000 a year on phosphate fertilizers will welcome the new knowledge.

The second type of "atomic research" in agriculture involves exposing plants and their seeds to all kinds of radiation.

Biologists already have achieved some rather spectacular results by using radiation as a prod to speed up mutation far beyond the rate it occurs in Nature.

Each living cell contains thousands of specialized chemical units called "genes", which are strung together into a smaller number of rod-like bodies called chromosomes.

Genes and chromosomes determine heredity. Under normal conditions, they faithfully reproduce their characteristics for new generations, a mutation or "sport" coming along only once in a million times or more. But by focusing the violent force of the atomic rays upon the seeds, scientists can rearrange the genes and chromosomes, causing a variety of mutations that would require centuries to occur in Nature.

Hybrid corn is an example of the valuable new types of plants produced by mutation, although it does not have an atomic origin.

Perhaps the first atomic-induced mutation to have economic value is a new true-breeding strain of oats that shows a remarkable resistance to rust. Rust wiped out 40% of Iowa's oat crop last year and did additional millions of dollars worth of damage to oat fields in Minnesota, Wisconsin and South Dakota. So farmers listened closely when Dr. Calvin F. Konzak told how he has produced a new strain of the familiar Mohawk variety of oats that resists rust damage. Dr. Konzak exposed his oat seeds to bombardment by neutrons, lowering the seed container right down into Brookhaven National Laboratory's huge nuclear reactor.

Although tests are still continuing on oats, Dr. Konzak already is making plans to develop a similar rust-resistant strain of wheat. "Rust almost wiped out the durum wheat crop last year," Dr. Konzak said. "Much of it was not fit for macaroni production. Wouldn't it be something if rust resistant wheat could be developed?"

The chances that just this very thing will happen are pretty good. The technique of causing plants to "sport" or mutate by exposing their seeds to radiation could be used to develop a host of superior new strains. "Eventually, plant height, yield, and quality as well as disease resistance may be improved by radiation-induced mutations," says Dr. Konzak.

This genetic research is going on at the Argonne and Oak Ridge Laboratories of the Atomic Energy Commission as well as the Brookhaven. Neither "tracer" isotopes nor radiation-induced

mutations are exactly new techniques to biology. As early as 1923 a Professor G. C. de Hevesy used radioactive lead to trace the distribution of that element in bean plants. And for at least 25 years scientists have known that radiation would cause mutation. But it was not until the advent of the Atomic Age that either tracer isotopes or radiation sources were available in quantity for experiments.

Increasing the world's food supply is one of the most important problems facing mankind. More than half of the world's two billion people do not now get enough to eat, and the population is increasing at the rate of 20 million a year. The world's farmers need all the help they can get from the atom.

Good Morale —

(Continued from page 32)

mostly at no cost, making things better for employees.

The spokeman at these meetings is not personally involved in any complaint. If he voices a complaint, it is considered that he is speaking for his department, and we are closer in touch with all our employees' thinking, when they know they can voice a problem without any thought of censure from management.

Those are some of the things we do at Delmonico, and we believe we have been successful in creating good plant morale. Good plant morale is no accident—neither is it easy to accomplish, but it is certainly profitable.

Be a Better Boss —

(Continued from page 24)

in his own affairs, which includes his right to contribute, to the best of his ability in the solution of problems common to him and his boss and his company.

- (c) The right of every man to adequate recognition of the value of his contribution to the common good.
- (d) The right of every man to develop and make use of his highest capacities.
- (e) And above all, the right of every man to fairness and justice in all his relations with his fellows and superiors.

Call it the worker's "bill of rights" if you will, but remember it always.

This Industry looks to you for leadership. Most of you look forward to many years of happy participation in an economically sound and progressive industry. If I have started you thinking along lines that will make you a better boss, I have done a good thing. Just remember that the quality of leadership which you develop as you reach the top in your organization will be passed on and shared by those who look to you for leadership.

Will you be proud of that leadership?

INSURE THE PERFECT COLOR

IN YOUR PRODUCT

WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



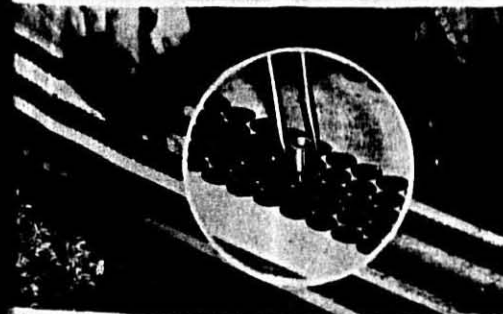
"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS

... prove the unequalled performance

LET ME PROVE TO YOU

... that I can produce the qualities in your products



GUIDO TANZI

- PERFECT COLOR
- UNRIVALLED SMOOTHNESS
- RINGLESS PRODUCT
- IDEAL COOKING QUALITIES

3252-54 W. 5th Ave., Chicago 24, Ill.
Telephone NEVada 2-0919

SEED SELECTION IMPORTANT

By LESLIE GRUBER, Grand Forks Herald

SEVERE 1953 stem rust damage clouds the durum picture for this year, but out of the spore showers comes indication that 1954 will see a large acreage of that grain planted after all. Main factors encouraging continuance of durum in the face of heavy rust damage possibilities are: (1) the comparatively favorable price for durum; (2) its adaptability to the north central section of North Dakota.

Through two severe rust epidemics growers have learned some things that might minimize their losses should the stem rust hit hard in 1954. They will plant mainly Venum and Mindum, going along with Venum as far as the seed supply will go, Victor Sturlaugson of Langdon, superintendent of the branch experiment station there said.

These plantings will go mostly on good second crop land, where stands tend to be thinner than on summer-fallow where most durum has been grown. Thinner stands suffer comparatively less rust damage than the heavier stands obtained on fallow.

The main thing for this season is to try and keep the durum crop going, despite rust, for probably beginning in 1955 a more resistant durum variety will appear in the field.

The first of the new durums Ld. 356 is not immune to race 15B but it is quite early and has a definite tolerance to the dread scourge that makes it a reasonably safe gamble if planted early. The state experiment station sent 25 bushels of this variety to California for winter planting and expects to get back about 1,200 bushels of seed early in May for distribution in small lots to seed growers in the state. By 1955, with normal luck, there should be a fair quantity of this seed available.

What is the rust picture for 1954? Sturlaugson said: "When rust becomes as general as it was last year, and as deep seated, we can expect its recurrence as a matter of course unless weather is highly unfavorable, as long as it has susceptible host varieties."

"When resistant varieties supplant the present Venum, Stewart, Mindum and hard wheats, the race will gradually disappear as spores will have nothing on which to feed and develop, but it could always re-develop if susceptible varieties returned."

Behind the fight for durum survival stands the need for this product by the macaroni industry which uses virtually all of the durum produced. The extreme shortage of durum this year is forcing the industry to substitute other wheat.

"We must recognize that Mindum and Stewart are 'risky' for seeding on summer fallow since they are highly susceptible to 15B," Sturlaugson declared in his

annual report. Where these two varieties along with Stewart 221 are used, they should be planted on clean second crop land. When safer durum comes along, planting can be resumed on summer fallow. Of present varieties Venum offers growers the best gamble. It is distinctly early—four or five days earlier than Mindum and Stewart—and it does have slight tolerance to Race 15B. Its weak straw makes it a poor crop for summer fallow. In 1953 tests at Langdon Venum yielded 29.5 bushels of 60-pound wheat, compared with Mindums yield of 20.3 bushels of 53-pound wheat and Stewart's 18.3 bushels of 51-pound wheat. Ld. 356 yielded 38.3 bushels of 62-pound wheat to lead all varieties in the 1953 tests. Test plot yields showed sharp increases where fertilizer is applied and that normally field yield increases can be expected. However, on rust blasted Stewart plots little difference appeared—the fertilized plot yielded 16.3 bushels and the check plot 15. Ammoniated phosphate has shown better results than straight super phosphate at Langdon for some time, Sturlaugson said.

Durum Planting Under Way

Seeding operations have begun in the durum area according to Burt E. Groom, durum grower and chairman of the Board of Directors of the Greater North Dakota Association, April 15.

Mr. Groom reports plenty of moisture in the durum area for a good start, but that growers would feel much more secure if they could have one more good fall of wet snow or rain. There has been little snow during the past winter and no excessive moisture last fall, so sub-soil moisture is definitely deficient.

Mr. Groom writes, "Whatever and wherever I have had a chance I have tried to get a line on farmers' intentions to seed durum this spring. In the North-western section of the state I have concluded there will be some increase in acreage, but not over 10% of normal seeding. Of course, the legislation passed by Congress giving authority to former durum growers to increase acreage allotments should help."

"A high percentage of seed being used is light weight, running 48 to 52 pounds. Germination tests show this light weight stuff is germinating surprisingly well, with most tests running about 80%."

"In reading the Cavalier County Republican in Langdon this week (April 15) I was surprised to note the number of growers that have durum seed for sale. The demand for seed at the high prices it has been commanding has certainly been a factor in getting acreage, and now it is getting late to sell much seed."

Professor Parker Plugs Proteins

Both extremes of the food problem—shortages and surpluses—probably would disappear soon if the world made better use of high quality protein foods.

The opinion was expressed by Prof. Milton E. Parker, director of the food engineering department at Institute of Technology, Chicago, in an article in the April 14 issue of The Journal of Agricultural and Food Chemistry.

"There is increasing evidence that our world food shortages are, in reality, shortages of protein with the proper nutritional qualities," Parker pointed out.

He also said that although much progress has been made with carbohydrates, fats, oils, vitamins, and minerals, the food industry has not learned how to refine, recover, process, store, and distribute food proteins "without serious diminution of their nutritional qualities."

The high quality proteins are animal produced, such as fish, meats, milk, and eggs, while vegetables produce relatively poorer quality food protein, he explained.

He suggested that the food industry improve nutritional efficiency by the proper combination of food proteins such as those in cereal and milk, and by promoting more even distribution of high quality proteins among daily meals.

"When nutritionally efficient food production is encouraged and implemented we probably will find that many of our present-day nutritional shortages will disappear," Parker said.

He also said that farmers have not solved the problem of producing food rich in protein as economically as they have the crops basic to production of many refined foods.

"The time is rapidly approaching when food protein will prove the controlling economic constituent of our foods. The pressure of population alone will force it," he claimed.

Because protein quality and quantity is so important to health, it also should be made an important criterion in influencing supply and demand, he said.

About 5 per cent of the daily food bulk should be in proteins, according to Parker. This, he said, provides an interesting contrast with the more glamorized vitamins, which usually are needed only in fractional quantities.

Experts in the food field, Parker said, must establish the chemical, physical and commercial values of food proteins. "The dairy industry, for example, is already wrestling with the problem of tying its products' evaluations to some sort of protein base."

Parker predicted that "when protein prices are quoted on our major food markets, most of our present food surplus problems will be in the process of being resolved."

your product woo's 'em

and wins 'em

WITH A Milprint PACKAGE

Naturally shoppers go for your line of macaroni and spaghetti products when it's dressed up in the best looking packages on the shelves—Milprint packages! Eye-catching design created by Milprint merchandising and designing experts attracts their immediate attention. Their crisp brilliant Milprint precision printing quickly convinces em to buy your brand—and you find your products going steady with customers.

For packages with the most selling appeal, developed from the nation's most extensive source of packaging materials and printing processes, call your Milprint man—MIL!

Milprint INC.
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

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

GENERAL OFFICES MILWAUKEE WISCONSIN • Sales Offices in Principal Cities

FARM PRICES — WHAT SUPPORT?

A Special Bulletin from the Chamber of Commerce of the United States

ONE of the most important issues before Congress today is farm price supports.

Their bearing on the high national debt, food prices, huge government surpluses as well as the nation's agricultural welfare has made them everybody's business.

The public interest is directly related to the pocketbooks of the taxpayer and the housewife. Under present government policies, surplus commodities are piling high and quite probably will cost the taxpayers vast sums of money. And, while farm prices have come down despite government stockpiling, there has been no corresponding cut in food prices for the housewife.

In the agricultural areas, the farmers are caught in a squeeze. There has been a marked decline in the level of farm income during the past two years but the costs to the farmer—costs of production and for his living goods and services—have remained high.

President Eisenhower asked that the present rigid 90% of parity formula the government has been using to prop up the prices of basic farm commodities be loosened gradually. (Parity is a formula designed to assure to the farmers fair returns for their products in relation to the costs of the things they must buy.) The President's plan would permit a flexible and generally lower schedule of farm price supports to take effect after the 1954 crops.

Arguments for and against this approach are now being presented in lengthy hearings before the House and Senate Agriculture Committees, and it is important that the issues be analyzed correctly and set forth clearly.

Among the most important of these issues are the following:

(1) The effect of arbitrarily-high farm price supports on farm markets. The question is whether there is a market—other than dumping in the government's lap—for all basic commodities at 90% of parity prices. Congress is faced with the problem of whether the maintenance of farm prices at artificially-high levels through the use of high supports has not frequently resulted in pricing farm products out of the market, both at home and abroad.

(2) In the national interest, what is the sound and irreducible minimum below which a further decline in farm prices would have a possible "triggering" effect on deepening a nationwide recession?

(3) To what degree would the gov-

ernment have to regulate and control the daily business operations of the farmers to make rigid high price supports effective?

(4) How do artificially-maintained prices, keyed to past relationships under the definition of parity, affect the balance within agriculture? Do high price supports stimulate too much production of some commodities while diverting from production others which are more realistically needed by consumers and markets?

Growing public concern over the costly farm price support program poses another consideration: How long can the government go on paying high support prices and, thus, building up great surpluses, before the city-dwellers revolt against the whole idea of farm price supports?

Before that point is reached, the government must move in the direction of more flexible pricing by adopting a formula of supports ranging from 75% to 90% of parity on all basic commodities, except tobacco. In addition, the Administration would permit "modernized" parity for wheat, corn, cotton and peanuts, beginning January 1, 1956. This "modernized" parity was instituted in the Agricultural Act of 1948 and is already applied on other commodities. Its effect is to peg price relationships between different farm commodities to the level of those relationships existing in the most recent 10 years rather than the level of 1910-14.

High price supports will inevitably lead to the complete regimentation of the farmer. To stave off a concerted drive by some farm state members to retain the present program, Congress will need strong public support.

Politics and election along with the recent slump in farm income and prices and spot unemployment enter into the debate. Groups on both sides claim to have the right answer for the farmer as well as the general taxpayer. The group for rigid high supports contend they are needed to maintain at least a solvent agriculture and to prevent the slump in farm prices and income from going deeper.

The Administration forces claim the present system has been tried and found wanting in its first adequate test under nonemergency conditions. When first placed on the statute books in 1938 the idea was to put a floor under farm prices with a system of flexible supports which go up when supply slumped and drop when supply increased. The law establishing 90% parity was adopted to meet

the peculiar circumstances of World War II. During that period demand was so high and constant that support prices did not mean anything. Prices and farm income were up then because of demand and not because a floor existed under prices.

Demand is still the key to the farm problem, and the question of consumption and how best to stimulate more of it has become a major point in the farm support price argument. Present high support prices discourage increased consumption of the basic crops while encouraging their excessive production. A recent drop in price supports for dairy products will soon show if the resultant drop in their prices will bring an upswing in consumption and help wipe out some of these government-held surpluses, or at least halt further heavy accumulations.

Because the flexible support prices already are provided in law, after 1954, Chairman Aiken's bill presented in the Senate did not include the parity mechanics recommended by the President. It covered these major implementing features.

(1) Provide for setting aside \$2.5 billion worth of wheat, upland cotton, cottonseed oil and dairy products from government stocks purchased under the present farm price support program. This set-aside would not be counted as carry-over in the calculation of future price support levels for those items. These surpluses would be "insulated" from the commercial market and used for such programs as school lunches, disaster relief, aid to people of other countries and stockpiled reserves at home.

(2) Require the Secretary of Agriculture to keep acreage which is diverted from crops under production controls from being planted so as to create surpluses that would distress prices of other commodities. The President asked that special measures be taken to deal with the use of acres diverted from crops under allotment and said they must be related to the basic objective of soil conservation.

(3) Provide for a transition to "modernize" parity as a basis for the new support program on basic commodities after the 1955 crop year. This would carry out the President's recommendation that such a shift be made at the rate of 5% of old parity per year.

The President recommended vigorous steps to find new foreign markets for American agricultural products, including sending special agricultural missions abroad to help discover and develop such markets.

The President emphasized that research and education are basic functions of the Department of Agriculture and are "indispensable" if the farmers are to improve their productivity and enlarge their markets.

See what sight can do to increase your impulse sales!

There's nothing like a good look at a food product—fresh and inviting on the display counter—to give shoppers a menu idea. That's why packaging your noodles and macaroni in sparkling Du Pont Cellophane swings more impulse sales your way.

Cash in on the sales appeal of modern transparent packaging . . . get in touch with your Du Pont representative or your converter of Du Pont packaging films—today! E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Del.



Why Du Pont is packaging film headquarters

1. WIDE VARIETY OF PACKAGING FILMS scientifically tailored to meet the needs of varied products and packages.
2. TECHNICAL assistance to help you plan the most practical and efficient construction of your package.
3. MERCHANDISING help through continuing nation-wide surveys of buying habits, to keep your package up to date.
4. NATIONAL ADVERTISING to continually strengthen consumer preference for your packaged products.

DU PONT PACKAGING FILMS

CELLOPHANE
POLYETHYLENE • ACETATE



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Granulation Test on Semolina-Farina Blends

James I. Winston, Director of Research, National Macaroni Manufacturers Association has informed members by bulletin:

The Quartermaster Corps requires in the fulfillment of the specifications for macaroni products that the semolina-farina blend contain not more than 3% flour. Recently, a number of manufacturers have been penalized owing to the presence of more than 3% flour.

Manufacturers who accept government's bids should make certain that the farinaceous ingredient is analyzed according to the standard Ro-Tap Tyler granulation test to insure compliance with the requirements.

Regarding Food and Drug Administration activities in sanitation, during the month of January 1954, fifty-six shipments of foods were seized on charges that they violated the Federal Food, Drug and Cosmetic Act. They were considered unfit for human consumption. A large portion of these shipments consisted of flour and cereals which had been stored without protection from rodents. During the month of February 1954, forty-five shipments of foods were seized by the FDA on the basis of being contaminated with filth, insect and rodent.

Every manufacturer should take certain precautions in order to safeguard his firm and product from violating the sanitation requirements of the FDA. A manufacturer should make certain that he is following good commercial practice consisting of the following:

1. Periodic sanitary plant inspection by a sanitation consultant.

2. The analysis of raw materials and finished goods to make sure that the amount of foreign material in the finished products parallel the amount in the farinaceous materials. This will give you a sanitation index.

3. Maintain exterminator service on a weekly or monthly basis in addition to operations done by employees of the company.

An effective sanitation program will guarantee compliance with the requirements of the Food and Drug Administration.

THE HALE AMENDMENT, which will simplify procedures in the promulgation of food standards, was sponsored by the Food, Drug and Cosmetic Law Section of the New York State Bar Association and received the support both of all industries and the Food and Drug Administration.

This amendment will expedite food standards procedures by eliminating formal hearings on proposed or revised food standards on such proposals and provisions which are not controversial. However, any interested party has 30 days to file objections to any provision of the proposed standard and request a public hearing which will be confined to the controversial issues. All concerned will have full opportunity for a fair hearing, but no one will have the needless expense of proving fact- and supporting proposals about which everyone is in full agreement.

This bill will therefore provide economy and more efficient methods of establishing food standards.



JAMES J. WINSTON

Trade Mark Registration

Our trade-mark service in Washington, D. C. lists the following companies and individuals who obtained registrations for macaroni, noodles, spaghetti and other alimentary products in 1954. All of which must be renewed in 1954 if in use. Contact the Journal for further information:

B. Filippone & Co., Inc.
Fontana Food Products Co.
General Importing Company
Kentucky Macaroni Company
A. C. Krumm & Son Macaroni Company
Milwaukee Macaroni Company
David Pender Grocery Co.
L. A. Pacific Macaroni Co.
Mother's Macaroni Company
Porter Scarpelli Macaroni Company
J. B. Canepa Company
H. I. Dort
Golden Age Corporation
Kansas City Macaroni & Importing Co.
Lee and Lee Company
Floral Crown Food Corporation
Boeger Brothers Products Company
R. Raulli
S. Viviano
Vimco Products Company
Italian-American Paste Co.
V. La Rosa & Sons
Vesuvio & Piedmont Paste Co.
A. Farinella & Co.
Columbia Macaroni Manufacturing Co.
Minnesota Macaroni Company



NEW Sales Power... Lower packaging costs with KVP Super Kalakote®

This is important news in Macaroni marketing—the kind every producer likes to hear. It is now possible—using new KVP high-fidelity printing equipment on Super Kalakote—to add greater



MAKE THE NAIL TEST!

You can really be rough, and get no where, on a lightly sealed Kalakote wrap. Kalakote is unrivalled for its brilliant gloss and sure-sealing qualities.

sales appeal to macaroni products packages and reduce overall packaging costs. (The economies are possible for all who use more than an ordinary shell to package their products.)

Greater sales appeal comes from the perfect pic-

torial reproduction of the products, or the tempting dishes that can be made from them. The savings come from eliminating the inner wrap, the printing on the shell, or an expensive outer wrap. Full protection against moisture, mould, staleness, and infestation is provided by the tight seal and moisture-vapor resistance of Super Kalakote.

Would you like to see samples of this remarkable new wrap for your products, with suggestion for its use on your packages? Write us for full information.

KALAMAZOO VEGETABLE PARCHMENT COMPANY

Parchment, Kalamazoo, Michigan

BRANCH AT DEVON, PA. ASSOCIATED COMPANIES: KVP CO. OF TEXAS, HOUSTON, TEXAS—HARVEY PAPER PRODUCTS CO., STURGIS, MICH.—KVP CO. LTD., ESPANOLA, ONT.—APPLEFORD PAPER PRODUCTS LTD., HAMILTON, ONT.—MONTREAL, QUE.

Specialists in FOOD PAPERS



For Protection and Sales Appeal



CHEF CARDINI, world famous KGO-TV star, is pictured above with radio-television screen star Jerry Colonna, who was his guest recently on his San Francisco telecast. Colonna cooked his favorite dish—spaghetti and meatballs—using Rome spaghetti much to the amusement of Cardini and his quarter million daily viewers. Act climaxed with Cardini playing his guitar and two stars singing. Photo by Ray deAragon

DuPont Features Packaging Ideas

A series of cellophane and polyethylene packages illustrating the latest developments in convenience, fractional, variety, non-food, bundling, and automatic packaging were featured by the Du Pont exhibit at the National Packaging Exposition.

A "new idea" display included: The new "snap open" cigarette package, hailed as the "big major advance in cigarette packaging in 10 years"; a flick of the tear tape, made from Du Pont cellophane, simultaneously removes a corner of the package foil and cellophane overwrap, exposing the cigarette. The "snap open" feature also acts as a reclosure device, since it can be folded back in place.

A large baking potato packaged in a polyethylene bag, and suitable for two servings. Recipe suggestions, brand identity, and price spot are on a saddle label.

One outstanding item was a combination package of spaghetti, macaroni, and noodles, each separately pack-



aged in printed cellophane bags. All three products, mounted on a stiffener with a header label, are in a durable polyethylene bag. The label carries brand identity, price spot, and other selling information.

Frozen food packers will be interested in an unusual "TV Dessert" combination package. Three individual cartons—vanilla ice cream, sliced strawberries, and four shortcakes—are overwrapped in reverse printed cellophane. Each product is illustrated with a full-color reproduction.

Final item in this "new idea" section was a patented closure device for cellophane bags. A package demonstrates how a strip for easy-opening can be automatically inserted into the bags when they are sealed.

The Du Pont exhibit pointed out that 1951 marks the 50th anniversary of the company as America's first domestic cellophane producer. This event was closely followed by Du Pont's development of moisture-proof cellophane in 1927, the first of the company's extensive line of customer packaging services. The development of this new type cellophane also inaugurated a packaging revolution, and opened new markets to the food industry.



Viviano Award Winner

Macaroni Packages Win Folding Box Awards

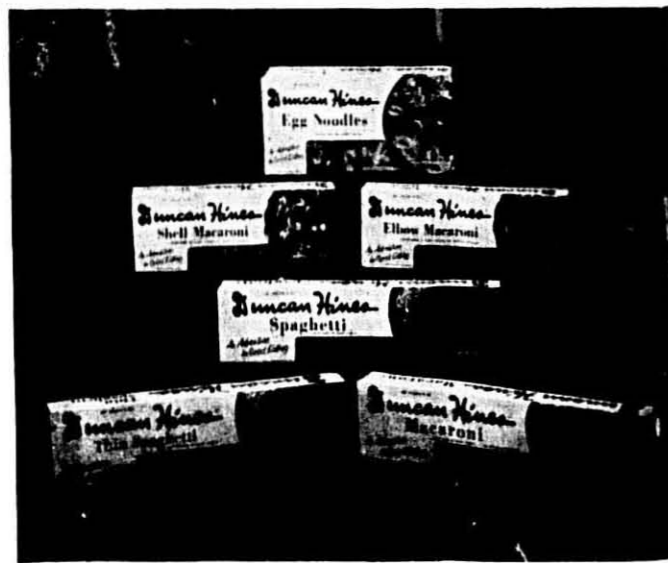
The Folding Paper Box Association of America opened its annual meeting in Chicago with awards galore in the folding carton competition. This year's competition hit a new peak of excellence. Entries numbering 6,288 towered by 37.2% over last year's total of 4,516. Approximately 58% of the Association's membership participated in the 1951 event.

In the judging, the first group—"Technical Superiority of Printing"—was divided into (1) "Best Letterpress and Flexographic printing" and (2) "Best Gravure and Offset Lithographic Printing". The second group was judged on a basis of "Technical Superiority of Construction", the third on "Best Potential New Volume Use for Paperboard", and the fourth group had 15 subdivisions.

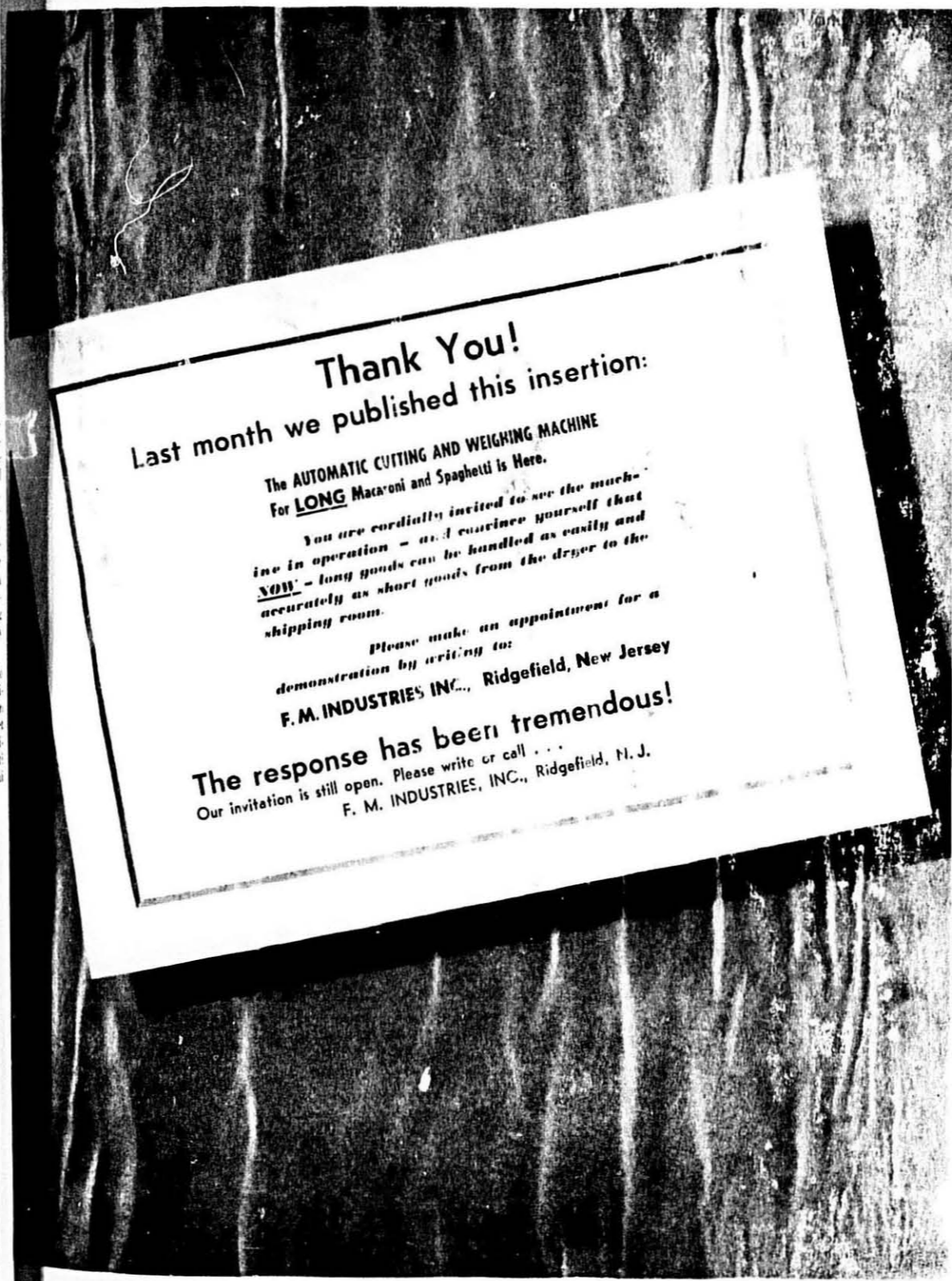
The Andre Paper Box Co. of San Francisco, for the second consecutive

year has captured the top food category award with its entry of a two-color carton for "Nut Tree" tea bags. This entry was considered by the judges to be "a bold step away from the conventional tea cartons on the market today... Distinctive lettering plus outstanding design provide a subtle approach and appeal to the customer. The use of the same design but different colors for various types of tea gives the cartons a "family" appearance. Cartons are displayed with fronts and sides alternating for maximum eye appeal and variety identification."

Awards of merit went to Antonio Palazzolo Company and the Lord Baltimore Press for the "Duncan Hines" thin spaghetti package. Gravure, Offset Lithography winners included the "Viviano" line of macaroni and spaghetti of the V. Viviano and Bros. Macaroni Manufacturing Co. Inc.



Palazzolo Award Winner



Thank You!
Last month we published this insertion:

The AUTOMATIC CUTTING AND WEIGHING MACHINE
For LONG Macaroni and Spaghetti is Here.

You are cordially invited to see the machine in operation - as I guarantee yourself that LONG - long goods can be handled as easily and accurately as short goods from the dryer to the shipping room.

Please make an appointment for a demonstration by writing to:

F. M. INDUSTRIES INC., Ridgefield, New Jersey
The response has been tremendous!
Our invitation is still open. Please write or call . . .
F. M. INDUSTRIES, INC., Ridgefield, N. J.

New Goodman Package

Capitalizing smartly upon the current trend toward food packages with end use pictorials which whet the appetite of Mrs. America, A. Goodman and Sons, Inc. of Long Island City, N.Y. have commenced distribution of their macaroni, spaghetti and vegetable soup mix in new packages which amount to almost complete transformation of former cartons. The highly attractive new full color packages are the result of re-design and production by Rosotti Lithograph Corporation of North Bergen, N.J.

While maintaining brand identity in the original form as it was upon the former packages, the lighter blue back grounds give greater light reflectance and the new front and back pictorials command definite appetite appeal. The Noodleman has been retained but with improved relationship to hand and pictorials. The new packages are easier to identify on supermarket shelves. The macaroni and spaghetti packages feature table tested recipes which undoubtedly will provide further activity for supermarket cash registers because of the sale of related meats, cheese, vegetables, etc. required to prepare these tempting and economical meals.

Goodmans has been famous for noodles spaghetti and matzos since the firm was founded by Augustus Goodman in 1865. Compelled to move a few



TOM SANICOLA (left), Salesman of Rosotti Lithograph Corporation, Robert Cowen (center), Vice-President of A. Goodman and Sons and Peter C. Hitt (right), Sales Manager of Rosotti watch operator fill first of the redesigned macaroni cartons with Goodman's #5.

years ago because of one of the new housing projects on New York's east side, the company selected a location in Long Island City, building a completely modern plant with over 100,000 square feet of floor space. Robert Cowen, vice-president of the organization and their engineer of manufacturing, achieved significant improvement in production by synchronizing multiple units of their packaging machinery.

Goodman products sell heavily in New York City and along the Atlantic seaboard between Boston and Baltimore. Erich Cohn is president of the company.

Milprint Appointment

Arthur Konig, Jr. has been appointed new manager of the Packaging Materials Service Division of Milprint, Inc., Milwaukee, Wisconsin, Roy Hanson, vice-president and director of sales, announced recently.

Former sales manager for the Draper Hat Corporation of New York, Mr. Konig headed that company's unique and successful merchandising program. While in this capacity he had extensive experience in promotion and public relations as well as sales work. Mr. Konig has also been employed with the Knott Hat Corporation of New York, and the Potter Press of Waltham, Massachusetts.

Keystone Changes Name

At the last stockholder's meeting of the Keystone Macaroni Manufacturing Company it was resolved to amend the Articles of Incorporation of the said Corporation to read as follows: "The name of the Keystone Macaroni Manufacturing Company be known hereafter as SAN GIORGIO MACARONI, INC."

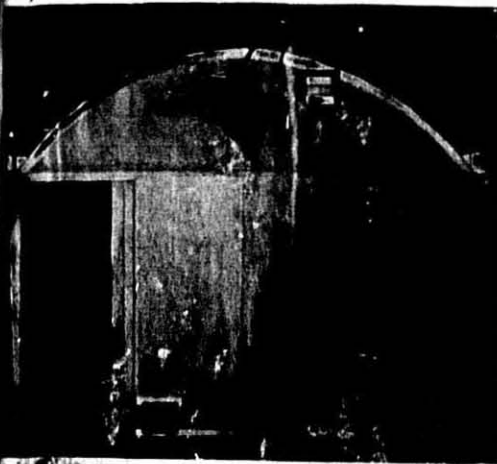
The vote in favor of the amendment was unanimous and final approval was recently received from the Department of State of the Commonwealth of Pennsylvania. This amendment will in no way effect the present management or alter the financial structure of the said corporation.

Keep Your Weather Eye Open

Two noodle advertisers are using television weather forecasters. The Schmidt Noodle Company sponsors the weather forecast over WXIZ-TV, Detroit, while the Grass Noodle Company in Chicago has a weather show on WB-KB-TV.



A NEW AUTOMATIC FOOD FILLER with a micrometer adjustment that can increase or decrease quantity of fill while machine operates is announced by the F. L. Burt Co. of San Francisco. The filler can be stopped instantly even in the middle of a discharge stroke without turning off motor switch. Fill liquids or semi-solids at 10 to 30 containers per minute. Adjustable from gallon to 8 ounces. Easily dismantled to clean. Stainless contact or acid resistant nickel alloy contact. 8 foot conveyor optional.



Exterior View—Lazzaro Drying Room

for **ECONOMICAL SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices—Plant and Service:

9101-09 Third Ave., North Bergen, N. J.

Union 7-0597

... GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

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

CENTRAL FIBRE IS
At Your Service
IN 14 CONVENIENT CITIES



Paperboard Materials
Corrugated Shipping Containers
Folding and Set-Up Boxes
Produce House Supplies

PAPERBOARDS

Corrugating Material—Liner Boards—Facing and Set-Up Boards—Case, Tube and Case Stock—Beer Case Partitions—Mills of Quincy, Illinois; Lyons, Ohio; Hutchinson, Kansas; Vancouver, British Columbia; Denver, Colorado.

CORRUGATED SHIPPING CONTAINERS

C. F. Denny Box Co., North Kansas City, Missouri; Everett O'Hara, Omaha, Nebraska; Frank Paper Box Company, Denver, Colorado; Marshalltown Container Co., Marshalltown, Iowa; Fanning Manufacturing Co., Vancouver, British Columbia; Quincy Container Division, Quincy, Illinois; Western Paper Products Co., Salt Lake City, Utah.

FOLDING AND SET-UP BOXES

American Folding Box Co., St. Louis, Missouri; Black-Cotton Company, Memphis, Tennessee; Continental Paper Products Co., Denver, Colorado; Lazzaro Drying Machines, North Bergen, New Jersey; Western Paper Products Co., Salt Lake City, Utah.

CENTRAL FIBRE PRODUCTS CO., INC.

General Office, Quincy, Ill.
Telephone 9700

More than 80 Years of —
Continuous Service and Progress

Culture's Touch

George Weller of the Chicago Daily News Foreign Service met a spaghetti Maestro aboard the S. S. Independence at sea, and wrote the following story on his advice: "Lift it high, Quench its Thirst."

American colleges need a course in creative spaghetti, according to the Italian maitre de'hotel of this American liner.

Advanced spaghetti can be understood only by cultured men. The absence of the spaghetti fork in the spoon-fed American college troubles the father's heart of big, handsome Mario Sorre.

Mario lifted his son out of Trieste, Italy, to make him a college student at New York's Fordham University and an American citizen. "Wonderful boy — big, like me—more a brother than son," says Mario proudly. Then his hands fly up in horror.

"But his spaghetti—a disaster!"

At almost every port Mario gets a report of studies from 21-year-old Lucio, who has Americanized his name to Lucius. "My college grade are mostly A's and B's" writes Lucius. "But last night I tried again to make spaghetti like you. It was a mess, Pop, you must teach me all over again."

THE SWALLOW-tailed, elegant father teaches spaghetti-making with rhythm, with his long arms and expressive hands raised in air, like a maestro conducting an orchestra. In a voice partly houts, partly hisses, he rehearses his son whenever he reaches New York:

"Lift it! Lift it lightly! To have your spaghetti come right, you must never give it a chance to stick together. Lift it with your shoulders, your hands, your spirit! Encourage the spaghetti!"

Where the spaghetti education of his son went wrong, the father sadly admits, is that in the United States Lucius has been using too small a kettle and too little water.

For these two 6-foot Italians, in their Greenwich Village flat, everything is too cramped to make spaghetti with a flourish.

A STINGY MAN can never make spaghetti, Mario claims.

"Water! Water is everything! The spaghetti drinks up water. How can one give it salt and deny it water? In two years Lucio will have a bachelor's degree, and still he does not realize the thirst of spaghetti!"

As a veteran of cuisine, Mario is often asked for eating advice by travelers. "The one thing every gourmet must avoid," Mario confides, "is spaghetti a la Lucio."

NMMA 50th ANNIVERSARY MEETING
JUNE 15-16-17, 1954

DETERMINING EGG YOLK COST PER POUND

By FRANK E. JOHNSON, G. G. Hoskins Company

THE attached table may be used as a guide in figuring cost of commercial egg yolk. It assumes that the price per dozen shell eggs, price per pound egg white and conversion cost are known. The conversion cost used in this table is \$5.00 per hundred pounds of egg.

Yolk costs may be calculated as follows: If, for example, the cost per dozen shell eggs is 31¢, cost per pound egg white is 16¢ and conversion cost is 4.5¢ per pound:

Shell eggs @ 31¢/doz. (30 dozen)	\$ 9.30
Yield per case — 38 pounds	
Cost of 100 lbs. (\$9.30 ÷ 38 × 100)	24.47
Conversion @ 4.5¢/lb.	4.50
Cost of 100 lbs. whole egg	\$28.97
Less 58 1/2 lbs. whites @ 16¢/lb.	9.28
Cost of 42 lbs. Yolks	\$19.69
Yolk cost per lb.	46.88

Certain assumptions have been made in the above calculation, namely—

- Average case yield — 38 lbs.
- Egg separation ratio of 42# yolks and 58# whites.
- Conversion cost of \$5.00/100 lbs.

Several of the larger egg breakers agree that the average yield per case is 38 lbs. and make their calculations accordingly.

In commercial egg separation some of the white is left with the yolk. If this were not the case, the yolk would be 51.0% solid. The commercial "yolk" solid content is determined by the amount of white remaining with the yolk after breaking and separating. If the separation is such that out of the average 100 pounds of egg meal, 42 pounds are "yolks" and 58 pounds are whites, the "yolks" will be 45.1% solid.

On the basis of the experimental data from the U.S.D.A. it can be accepted that an egg separation ratio of 42:58 as between yolks and whites will give a 45% solid egg "yolk".

It is difficult to substantiate a figure for conversion cost, since the factors involved are known in detail only by the egg breakers themselves. However, what available evidence there is for us indicates that \$4.50 — \$5.00 is not too far out of line.

In order to make numerous calculations similar to the above, it is helpful to use a formula:

- Let Y = C of egg yolks/lb.
- S = Cost of shell eggs/doz.
- W = Cost of egg whites/lb.
- C = Cost of Conversion/100 lbs.

Then, by derivation, $Y = 1.88S - 1.38 + C/42$

In compiling the accompanying table, the conversion cost "C" was assumed to be \$5.00. The formula would then reduce to:

$$Y = 1.88S - 1.38W + .119$$

Example: If S = \$.43 and W = .30
 $1.88 \times \$.43 = .808$
 $- 1.38 \times \$.30 = .414$

$$.394 + .119$$

$$Y = \$.513$$

The table may be used for various conversion costs as follows:

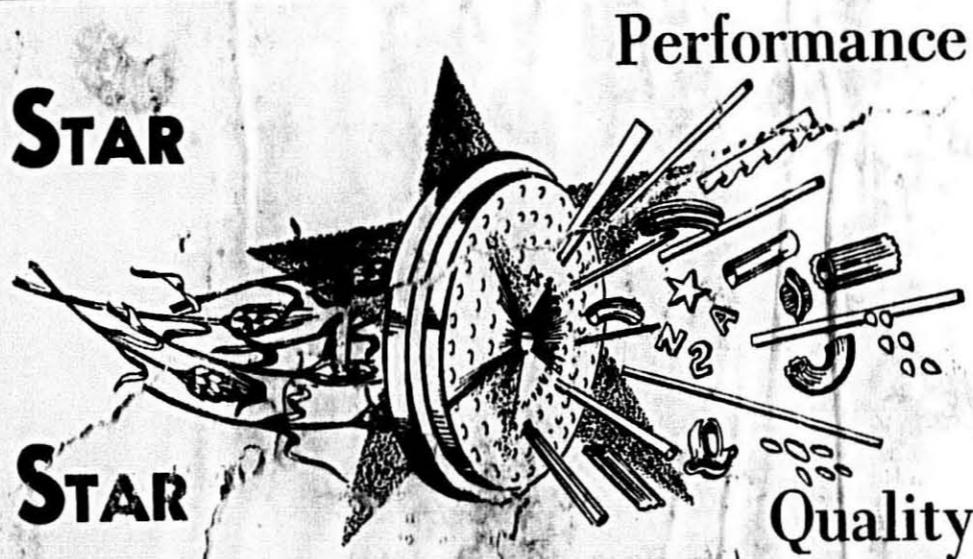
Let V = Variation from the \$5.00 conversion cost used for the table.

Then, take the cost per lb. yolks as found using the table and add or subtract V/42, as the conversion cost is more or less than \$5.00, respectively.

Example: Suppose the conversion cost is \$4.50. Then V = .50 and V/42 = .0119. If shell eggs/doz. are at 31¢ and whites/lb. are 16¢, then the table gives yolks at \$.481/lb. (Conversion cost \$5.00)

$$$.481 - .0119$$

$$= \$.4691 = \text{Cost yolks/lb. @ conversion cost of } \$4.50$$

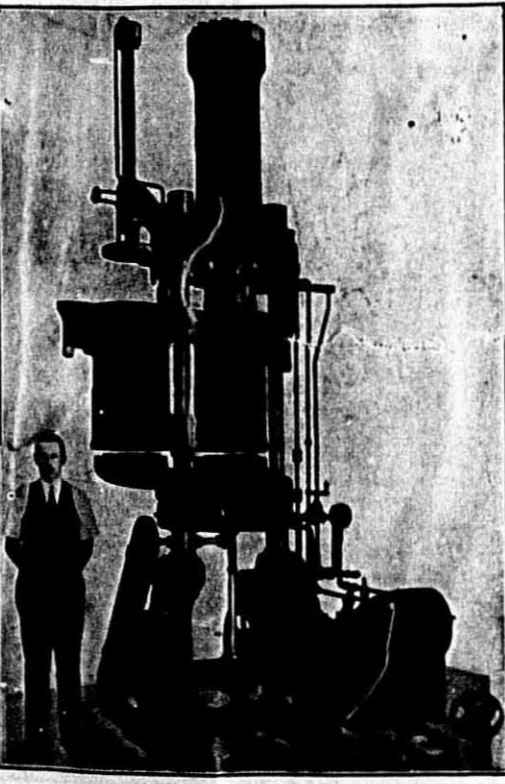


★ DI-gby 9-1343

STAR

MALDEN, MASS. 02148
57 RAYMOND ST. NEW YORK, N. Y.

13, N. Y. ★



John J. Cavagnaro

Engineers — Machinists

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

Specialty of
Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop

255-57 Center St.
New York City

THE MACARONI JOURNAL

Volume 36
No. 2

June, 1954

Disclaimer: Pages 48 thru end page of issue are extensively deteriorated and cannot be filmed in their entirety because handling will cause further damage.

EGG YOLK COST PER POUND
Knowing Cost per Dozen Shell Eggs, Cost per Pound Egg White
with Conversion Cost of 5¢ per Pound

COST PER POUND EGG WHITES	COST PER DOZEN SHELL EGGS														
	\$.30	\$.31	\$.32	\$.33	\$.34	\$.35	\$.36	\$.37	\$.38	\$.39	\$.40	\$.41	\$.42	\$.43	\$.44
.15	.476	.495	.514	.533	.552	.571	.590	.609	.628	.647	.666	.685	.704	.723	.742
.16	.462	.481	.500	.519	.538	.557	.576	.595	.614	.633	.652	.671	.690	.709	.728
.17	.448	.467	.486	.505	.524	.543	.562	.581	.600	.619	.638	.657	.676	.695	.714
.18	.435	.454	.473	.492	.511	.530	.549	.568	.587	.606	.625	.644	.663	.682	.701
.19	.421	.440	.459	.478	.497	.516	.535	.554	.573	.592	.611	.630	.649	.668	.687
.20	.407	.426	.445	.464	.483	.502	.521	.540	.559	.578	.597	.616	.635	.654	.673
.21	.393	.412	.431	.450	.469	.488	.507	.526	.545	.564	.583	.602	.621	.640	.659
.22	.379	.398	.417	.436	.455	.474	.493	.512	.531	.550	.569	.588	.607	.626	.645
.23	.365	.384	.403	.422	.441	.460	.479	.498	.517	.536	.555	.574	.593	.612	.631
.24	.351	.370	.389	.408	.427	.446	.465	.484	.503	.522	.541	.560	.579	.598	.617
.25	.338	.357	.376	.395	.414	.433	.452	.471	.490	.509	.528	.547	.566	.585	.604
.26	.324	.343	.362	.381	.400	.419	.438	.457	.476	.495	.514	.533	.552	.571	.590
.27	.310	.329	.348	.367	.386	.405	.424	.443	.462	.481	.500	.519	.538	.557	.576
.28	.297	.316	.335	.354	.373	.392	.411	.430	.449	.468	.487	.506	.525	.544	.563
.29	.283	.302	.321	.340	.359	.378	.397	.416	.435	.454	.473	.492	.511	.530	.549
.30	.269	.288	.307	.326	.345	.364	.383	.402	.421	.440	.459	.478	.497	.516	.535
.31	.255	.274	.293	.312	.331	.350	.369	.388	.407	.426	.445	.464	.483	.502	.521
.32	.241	.260	.279	.298	.317	.336	.355	.374	.393	.412	.431	.450	.469	.488	.507
.33	.227	.246	.265	.284	.303	.322	.341	.360	.379	.398	.417	.436	.455	.474	.493
.34	.214	.233	.252	.271	.290	.309	.328	.347	.366	.385	.404	.423	.442	.461	.480
.35	.200	.219	.238	.257	.276	.295	.314	.333	.352	.371	.390	.409	.428	.447	.466

RUSTS FACE CHEMICALS

A LONG new step was taken recently at Minnesota University Farm in a plant scientists' project of developing ways to fight with chemicals the deadly and costly epidemic diseases of grain called rusts. This step is the pooling, by leading plant scientists and chemists of three nations, of available information on research projects and plans for scientific study in this new field. The three nations are the United States, Mexico and Canada.

The pooling of information is of keen interest to farmers and grain and milling industries in the Twin Cities and surrounding where grain rust epidemics have spread the most havoc. Last year, for example, a black stem rust epidemic destroyed about two-thirds of the nation's crop of durum wheat, all grown in three Northwest states.

Dr. E. C. Stakman working the U. S. Department of Agriculture and the Rockefeller Foundation described problems facing the nations and their scientists in a world where two-thirds of the people are hungry and many starving and where some populations are rising at a frightening rate.

A great objective now is to supplement plant-breeding work with the new project of using chemicals that will kill or check plant diseases. A special field of interest is the use of what are called "systemic" chemicals meaning the use of chemical substances that are carried through the plant's circulatory system. These may remain in it during a period of danger from the disease so that one

This effort with sulphur like other chemicals, it was a hope all interest

Country	1950	1951
Canada	115,242	173,393
Mexico	315,580	357,832
Guatemala	62,742	53,884
El Salvador	165,699	202,775
Honduras	3,525	24,098
Costa Rica	20,510	14,124
Panama	13,834	9,317
Cuba	16,000	50,200
Haiti	25,001	46,479
Dominican Republic	271,976	80,285
Netherlands Antilles	16,680	33,912
Venezuela	499,465	563,697
Bolivia	54,816	27,619
Belgium & Luxembourg	109,091	215,440
France	88,964	78,679
Portugal	237,641	139,228
Lebanon	138,570	140,695
Saudi Arabia		840
Siam (Thailand)	170,120	176,030
Philippines		6,200
Hong Kong		274,937
Japan		
French Pacific Islands		
Angola		
Belgian Congo		
Kuwait		
Other countries		
Totals	4,750,018 lbs.	6,149,560 lbs.

Follow Today's Trend to **NEW**
All-Steel Sanitary Equipment



★ DI-gby 9-1343

STAR

MACARONI
57 GRAND ST. N.Y.

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

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR
THE MANUFACTURE OF CHINESE
TYPE NOODLES

Harrough Brakes — Dry Noodle Cutters
Noodle Cutters — Mixers — Kneaders
Machinery for the Manufacture
of Ghetto, Macaroni, Noodles, etc.

BALING PRESSES

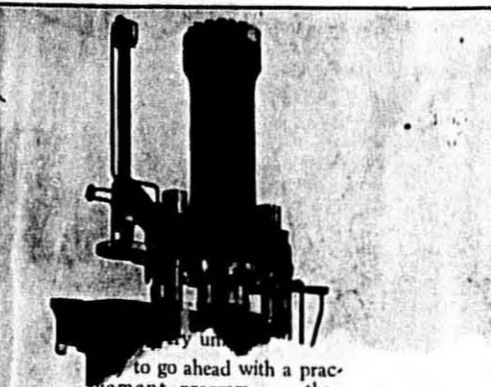
Hydraulic Baling Presses for Baling
All Classes of Materials

**HYDRAULIC
EXTRUSION PRESSES**

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

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

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



to go ahead with a practical improvement program... then has something to offer you in the latest type of All-Steel Sanitary Equipment with time-saving operating features, and large size door openings to give quick accessibility for easy cleaning. Champion engineers solicit inquiries on the conversion of old style wood types to modern all-steel units that meet today's strict sanitary requirements. We are fully experienced in all details of special type installations, and can build the proper units for giving you efficient, low-cost production. Write us direct —

SERVING THE
MACARONI
AND NOODLE
INDUSTRY FOR
66 YEARS

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS