

**THE
MACARONI
JOURNAL**

**Volume 36
No. 5**

September, 1954

THE JOURNAL

SEPTEMBER, 195



Your Package Can Be . . . YOUR BEST SALESMAN!

BUT Only If It Meets The Public Eye In Modern Dress.

It has been reliably stated that 80% of the Food Packages sold in Self-Service stores today lack the fundamental sales-making quality of Appetite Appeal.

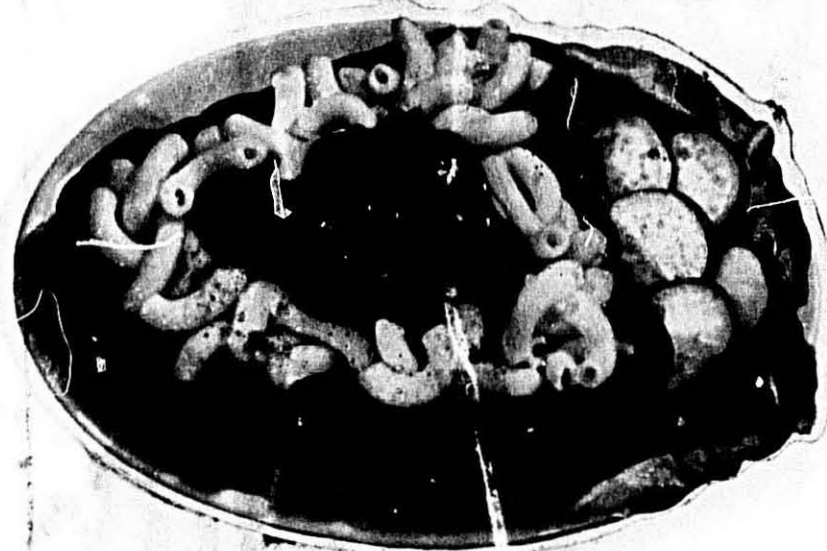
Is your package qualified to compete successfully under modern merchandising conditions? Where more than 60% of all consumer buying decisions are made right in the store? On the Impulse of the Moment? Whether or not your package appeals to the appetite of the shopper at that critical Instant-Of-Decision, more often than not determines whether you make or lose a sale.

Your package today must carry more of the sales load than ever before. Unless it does its job successfully you are losing sales every day.

Our job at Rossotti is creating and producing packages for Macaroni Products that will do their job successfully.

The list of our customers reads like Who's Who in the Macaroni Field. Many of them have been with us for more than two generations. During that time they have forged ahead to positions of leadership, and even under today's tough competitive conditions are increasing that leadership.

There must be a reason for their confidence in us. There is a reason. The reason is that Rossotti Designed and Produced packages pay them in increased sales. In increased leadership. And in increased profits.



Will you make this simple test? Cut out this Pictorial and place it on your present package. Doesn't it whet your appetite for a good, appetizing Macaroni dish? It will have the same effect on shoppers in Self-Service stores.

We will be happy to consult with you on your packaging Problems. There is a qualified Rossotti representative near you. He has many helpful facts and figures at his fingertips. Just call or write us for an appointment. It could be the beginning of a very profitable increase in your sales.

Rossotti

packaging consultants and manufacturers since 1898.

ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonelle Ave., North Bergen, New Jersey

ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California

SALES OFFICES: New York • Rochester • Boston • Philadelphia • Chicago • Orlando • Houston • Los Angeles • Fresno • Seattle

September, 1954

THE MACARONI JOURNAL

3

Be Good

TO YOURSELF

You can make quality control of your macaroni products easy and sure by depending upon us.

Amber's Durum-Hard Wheat Blend is always uniform in color and quality, shipment after shipment. And every order is shipped on the date specified.

Be good to yourself. Order Amber's dependable blend.



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 8, MINNESOTA



*Never Say Die -
Say Maldari*

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

The MACARONI JOURNAL

September, 1954
Volume 36, No. 5

Officers

President.....Peter La Rosa
1st Vice Pres.....Lloyd E. Skinner
2nd Vice Pres.....Guido P. Merlino
3rd Vice Pres.....Horace P. Gioia
Secretary.....Robert M. Green
Research.....James J. Winston
Emeritus.....M. J. Donna

Directors

Region 1 Joseph Pellegrino
Region 2 Saverio Arena
Emanuele Ronzoni, Jr.
Raymond Guerissi
Region 3 Horace P. Gioia
Albert S. Weiss
Region 4 A. Irving Grass
John A. Viviano
Region 5 Albert Ravarino
Peter J. Viviano
Region 6 Paul Bienvenu
Maurice L. Ryan
Region 7 John Laneri
Region 8 Lloyd E. Skinner
Region 9 Guido P. Merlino
Region 10 Vincent DeDomenico
Region 11 Alfred Spadafora
Edward DeRocco
At Large Robert I. Cowen
Peter La Rosa
Dominic Palazzolo
Alfred E. Rossi
Arthur Russo
Jerome L. Tujaque
Robert William
Thomas A. Cuneo
J. Harry Diamond
C. Fred. Mueller
C. L. Norris
C. W. Wolfe
Louis S. Vagnino

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor.

You'll Find:

	On Page
About Durum	6
The Problem of Stem Rust.....	7
1954 Durum Prospects.....	10
Management Matters	12
In the Industry.....	14
Report on National Macaroni Institute.....	16
Macaroni on Television.....	18
Macaroni on Display.....	20
The Vacuum Press in Italy.....	21
More on the Vacuum Press.....	26
The Ambrette Vacuum System.....	28
Winston Reports	32
Packaging	36
M. J. Donna's Retrospections.....	42
Index to Advertisers.....	42

Cover Photo

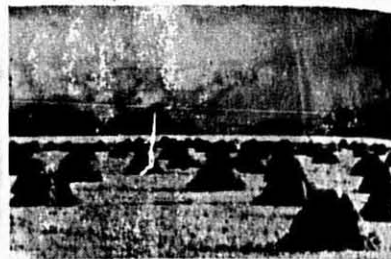
Formula for a perfect September meal: Boil spaghetti in a big pot on the grill, simmer tender frankfurters in a spicy tomato sauce, and serve them on colorful barbecue-patterned paper plates. A king-size pot of coffee and a crisp tossed salad are popular accompaniments.

The Macaroni Journal is registered with U.S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Entered as second class matter October 7, 1953, at the Palatine Post Office, under the act of March 3, 1879.

Subscription rates:
Domestic.....\$2.00 per year
Foreign.....\$3.50 per year
Single Copies.....25¢
Back Copies.....50¢

ABOUT DURUM

... the Macaroni Wheat



DURUM WHEAT, used in the production of macaroni, is different from the bread wheats in being harder, more flinty, and more highly pigmented than the bread or hard red spring wheats. Durum is the hardest of all wheats.

Durum seed was brought to the United States by a few Russian farmers about 1864. In 1899, Mark A. Carleton, Cerealist for the United States Department of Agriculture, imported seed of Kubanka and Aramka, wheats from Russia. Mr. Carleton determined after many tests in various geographic locations that North and South Dakota produced the most successful results in the growing of these grains. The yield was excellent and he considered the grain to be often of better quality than the original seed.

Other durum wheats were brought to North Dakota in 1903 by Dr. H. L. Bolley, a plant pathologist on the staff of the North Dakota Agricultural Experiment Station.

Durum wheats were found to be more resistant to stem rust than the bread wheats (until race 15B came along). This fact coupled with the larger yield of the durums led to grower acceptance. The commercial demand for durum varieties was not great at this time and for many years the harvest was in excess of the demand. In view of this, prices were uncertain, which tended to discourage durum production. Bread wheats again became the dominant crop.

After the severe rust epidemic of 1916-19, as investigations at Langdon, a branch station of the North Dakota Agricultural Experiment Station, disclosed that serious rust infection did not affect durum varieties as much as it did bread wheats, the farmers again returned to growing durum. The development of durum milling, macaroni demand for semolina, and a favorable export market stimulated production. Prices became more nearly stabilized to make this type of wheat more attractive to the growers. In 1919 durum wheat comprised 35% of the North Dakota wheat acreage, and by 1929 it was 39%.

1928 was the top year of durum production—almost 100,000,000 bushels, North Dakota producing almost 75% of this crop. With the development of bread wheats resistant to stem rusts and a sharp decline in 1930 of the export demand for durum wheats, the durum acreage decreased. In 1935, there was

vast damage to durum by rust infection and many growers reverted to the growing of the new resistant bread wheats. Flax and barley have also absorbed much of the former durum acreage.

Research continues to be conducted at the North Dakota Agricultural Experiment Station, to produce new varieties of durum wheat resistant to rust and satisfactory for macaroni production. New varieties of durum emerge from these experiments from time to time. The laws of heredity control the character of the new types, but much progress has been and is being made.

Two new varieties, Carleton and Stewart, were released to North Dakota growers in 1943. These were the result of a breeding program begun at the Langdon Station in 1929. They were highly resistant to stem rust and macaroni quality was equal to or superior to Mindum—a variety introduced in 1917, having the desirable qualities required to produce bright amber translucent macaroni. Another new variety known as Vernum was released in 1947. These three varieties were developed by Dr. Glenn Smith of the Bureau of Plant Industry, United States Department of Agriculture and the North Dakota Experiment Station. Mindum was crossed in 1930 with Vernal emmer—a rust resistant distant relative of wheat, with poor quality. From tests made on several of the progeny, the most resistant wheats were selected and back crossed to Mindum four times to recover the desirable semolina qualities of Mindum. From these experiments, Carleton and Stewart varieties have become members of the prevailing group of durum wheats.

Some of the most common of the durum varieties are:
MINDUM—one of the oldest (1917) and most commonly grown varieties. It gives good yield under favorable conditions, producing grain of clear amber color. It is susceptible to some prevailing races of stem rust, lacks some in strength of straw, and is not very tolerant to drought and high temperatures.
STEWART—is highly resistant to stem rust, has about the same strength of straw as Mindum, and requires two days longer to ripen. The kernels are held tightly. The color of the grain and quality of the semolina are equal to Mindum. It is especially suited to the more northern part of the growing area.
CARLETON—has high resistance to

stem rust and produces grain of excellent semolina quality. It has a stronger straw than Stewart or Mindum. It ripens later than Mindum and the yield is more variable than Stewart or Mindum.

VERNUM—is an amber durum having stem rust resistance equal to Stewart and Carleton, but ripening from three to four days earlier.

NUGGET—released in 1950 as a short strawed, early, rust resistant variety. It produces macaroni of excellent quality.

Durum wheats are later to head than the hard red spring bread wheats, but have good resistance to frost, which permits earlier planting.

The varieties of durum wheat have been highly productive and rust resistant over the years until the rust race 15B struck in 1950. This new race of rust appeared on leaves and stems of the durums and resulted in a vast damage to that year's crop. Each year since 1950 the rust has reappeared, and the result has been a gradual drop in the acreage planted, from 3,767,000 in 1949 to 2,098,000 acres in 1953 and 1,640,000 acres in 1954. The 1954 acreage is the lowest on record, 22% under 1953 and 38% under the average.

Durum is a specialty wheat used almost wholly by the macaroni processors, whose requirements reach the amount of 30 to 35 million bushels per year. In 1951, 25,533,000 bushels were used by the macaroni industry, one million bushels were used for cereal, and three million were required for seedling the next crop. The 1952 crop was 23,097,000 bushels, far under the immediate domestic needs. Last year's disastrous crop of only 13,883,000 bushels forced the macaroni industry to ask durum millers to blend 50% hard spring wheat with 50% durum, to make the best possible use of the durum available and to provide the industry with a uniform product.

This year's crop estimate made by the U.S. Department of Agriculture on July 1 was 18,654,000 bushels. With rust on a rampage in July, this figure will undoubtedly be cut. An industry meeting of macaroni manufacturers and durum millers has been called for August 17 at the Sherman Hotel in Chicago to weigh the alternatives created by the durum shortage.

THE PROBLEM OF STEM RUST

The Scourge of 15B Strikes Again

In 1950, North Dakota had its greatest infection of stem rust since 1938. A new kind of race known as 15B occurred in 15 states from Pennsylvania to Idaho and from Texas to Canada. The heaviest losses occurred in the durum wheat areas in the Dakotas and Minnesota. The loss in North Dakota was estimated at ten to twelve million bushels.

Each year since 1950 the rust problem has been a paramount worry to growers, millers and processors, and 1951 will be no exception. At this writing the situation is about on a par with that at this same time last year.

What is this scourge known as stem rust? It is a parasite that attacks the stems and leaves of wheat and other cereal grains. It has a double life cycle, one stage of which occurs on the grain stem; the second on the barberry bush. Red pustules appear on the stems and leaves of the grain. These are the fruiting bodies or clusters of the fungus. They are made up of a large number (50,000-250,000) of spores, each capable of infecting other wheat plants, and within a week or ten days producing another cluster of spores. The tiny spores blown about by the wind cling to the moisture on the wheat plant and then send out miniature roots which enter the stem of the wheat to obtain nourishment. Thus the wheat plant is robbed of water and food that it would normally use in making or at least filling the wheat kernel.

The red spore is of interest because it is a portion of the vegetative part of the fungus, and reproduces without fertilization. Within a week after the spore has infected the wheat plant it begins to send out its fruiting bodies which in turn produce spores to be wafted by the wind to infect other plants. Thus the infection is spread.

To provide against extinction as the wheat plant reaches maturity, the fungus produces black spores which are different from the red in kind and appearance. These cannot directly infect the wheat plant as do the red spores. Each of these black spores must be fertilized by combining with another cell to produce a new crop of red spores. This is the second phase of the life cycle—the over-winter stage. This phase occurs on the barberry bush.

The second phase of this life cycle is not essential to the perpetuation of the stem rust. The spores are blown North or South, East or West, as the wind may blow. Thus, the winter crops of the South may be infected by spores

blown by winds from the North and the Northern crops in like manner by winds from the South. It has been determined that spores can move from the winter wheat to the spring wheat areas in as little as three days under favorable wind conditions. In this way infection may be transferred South to North and North to South without the need of the intermediate host.

Race 15B stem rust is one of the most virulent of all stem rust races. It attacks all varieties of wheat—even red durum which has withstood attacks of all races for years.

What must be done to eliminate this scourge?

It seems the most important first step is the eradication of the barberry bush. This would reduce the possibility of new races developing. Only about one rust collection in sixty-four gives a new race in wheat fields, whereas one in four gives a new race near the barberries. Eighteen states approximating about 1300 counties and about a million square miles are engaged in destroying the barberry bush. More than 450,000,000 plants have been destroyed. Nearly complete eradication has been accomplished in North Dakota. For the past twenty years the job has been one of maintenance, to find and eliminate any volunteer plants that might appear. In the East and the South, there are still areas where the barberry bush is grown as a decorative plant, and through seeds scattered by birds in wooded areas has gone wild. The elimination of these sources of infection is necessary, and obviously, will require a long time.

The Rust Prevention Association with Donald G. Fletcher as Executive Secretary, and headquarters in Minneapolis, has been working on the problem of rust control and barberry eradication for many years. The National Macaroni Manufacturers Association has supported this effort by being a member of the Rust Prevention Association for the past few years.

The next step and as important as the first is to breed rust resistant varieties of grains. This program is well under way. A group of thirty-two of the best durum hybrid selections resistant to 15B were grown in California last winter. They were planted in North Dakota this spring and will provide enough grain this fall to determine yield and macaroni quality.

Last fall at the North Dakota State Durum Show in Langdon, the National Macaroni Manufacturers Association

presented Dr. Glenn Smith of North Dakota Agricultural College a check for \$1,000 to speed the work on plant breeding for rust resistance.

The Dominion Laboratory of Cereal Breeding, Winnipeg, Canada, has made several crosses and has come up with a wheat called C7186 resistant to 15B at low temperatures.

The United States Department of Agriculture has established a nursery on the Island of St. Croix in the Virgin Islands. Wheat is grown under ideal conditions for stem rust to develop, and can be inoculated with the new severe races without danger to commercial wheat. A similar planting is being made in Puerto Rico to test new wheats of the plant breeders. Further tests are being conducted at St. Paul, Winnipeg, and Fargo.

Wheats from all plant breeders are being tested in cooperative tests in Mexico, Columbia, Brazil, Argentina, Chile, Peru, and of both North and South America in this important program.

At the Winter Meeting in January, Don Fletcher of the Rust Prevention Association presented a plan to the National Macaroni Manufacturers Association to work cooperatively with the Rockefeller Foundation in Mexico, the Mexican Department of Agriculture, U.S. Department of Agriculture and the Canadian Department of Agriculture on cooperative research and plant breeding projects. The Association is underwriting the project with a contribution of \$1,000 each year for the next three years, with the durum millers matching the amount. Progress of the work is to be reviewed annually. It clearly demonstrates the concern in the entire hemisphere of doing something about the rust problem.

New Durum Wheat Variety Is Released

A new variety of durum wheat will be available for limited planting next fall. Stewart-221 is the name of the durum developed at the North Dakota station.

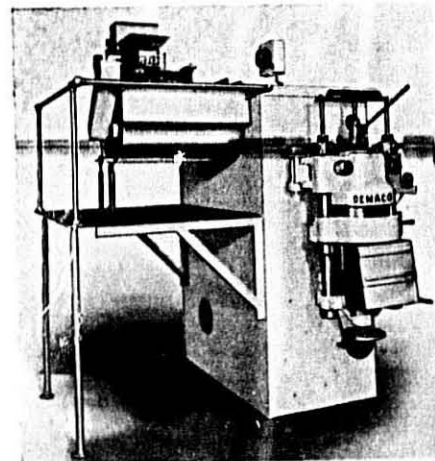
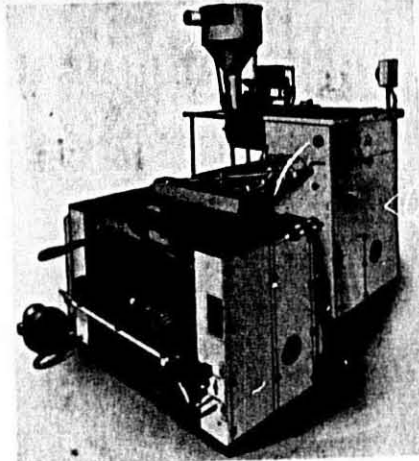
Stewart-221 is a cross of Mindum and the older Stewart variety. It consistently yields more than the parent and is easier to thresh. The new variety is not resistant to race 15B of stem rust which swept durum areas in 1953. Breeders feel Stewart-221 will be useful in combining varieties to get the necessary resistance.

DEMACO *DEFRANCISCI MACHINE*
CORPORATION
46-45 METROPOLITAN AVE. • Phone (Verqueen 6 9880) • BROOKLYN 37, N. Y.

DEMACO SPREADER

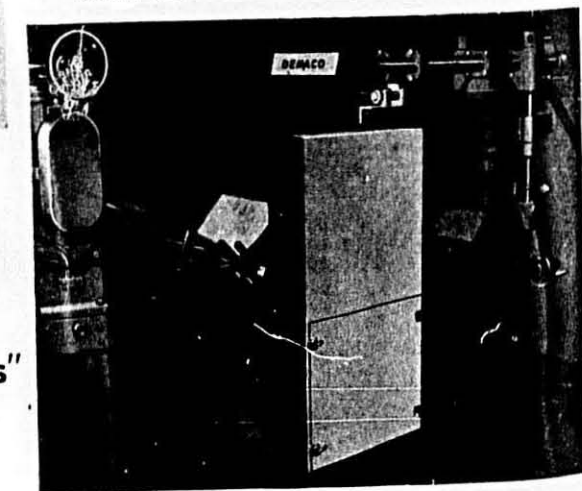
FOR LONG GOODS WITH VACUUM MIXER

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



DEMACO SHEET FORMER

FOR "Taste Tempting Noodles" WITH VACUUM MIXER



DEMACO Continuous Automatic Press

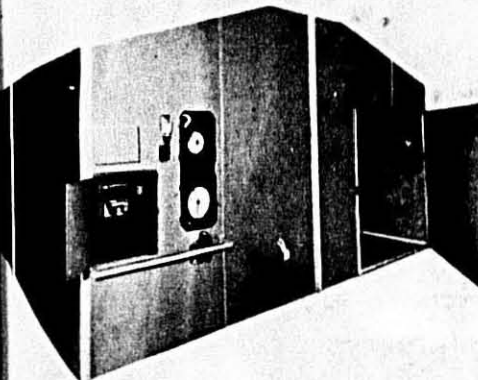
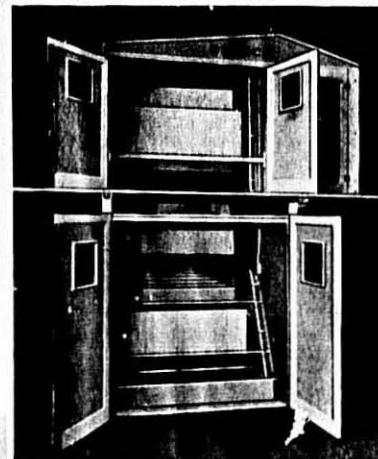
FOR SHORT CUTS WITH VACUUM MIXER
Model SCP—1000 lb. Production
Model SCP— 500 lb. Production

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 (Verqueen 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

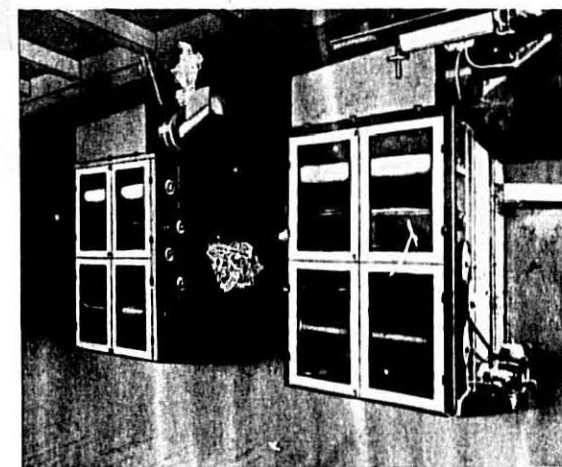


DEMACO-HOSKINS LONG GOODS DRYERS

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.



1954 DURUM PROSPECTS

WHAT'S the outlook for the 1954 Durum Crop? How much damage will rust do? To get first hand answers from observers in the Durum Territory the National Macaroni Manufacturers Association made a survey in mid-July. Here is a summary of some of the replies:

A. M. Challey, District Extension Supervisor of County Agents in North Dakota: "I have covered a considerable part of the durum area, talked to County Agents and several durum producers. The facts on July 19 are:

- (1) Rust is prevalent in all durum fields varying in degree from light infestation to very heavy.
- (2) The stage of crop development varies greatly from the shooting stage to the early milk stage.
- (3) Most of the durum area has had a very large amount of precipitation which has resulted in heavy stands of grain. The great moisture coupled with these heavy stands resulted in a condition where a great part of the plants are weighted with moisture practically every morning. Sometimes this condition maintains until in the afternoon.
- (4) The weather of late has been hot and favorable for rust development.

All this would seem to add to a hopeless situation as far as durum is concerned. However, growers as a rule have not written off the durum crop. My personal opinion is that the crop is going to be harder hit than last year, but I do not think that my guess is any more accurate than the judgment of some of the more optimistic durum producers with whom I have talked recently."

Ben Groom, Durum Grower and Chairman of the Board, Greater North Dakota Association: "As I looked over my fields yesterday, (July 10) I just about concluded that a 100% hail-storm might prove my best return. Excessive rainfall for six weeks has left fields full of small ponds, and as a result ground spraying for weeds has been almost impossible. If the crop matures, these wet spots will yield poorly and grain will be only partially ripe when the bulk of the field will be fully matured. It seems impossible to imagine any combination of weather

and crop development that can give us a better than average durum crop this year."

Glenn S. Smith, Principal Plant Breeder, North Dakota Agricultural College (July 20): "Even though there has not been excessive rainfall in the past three weeks, the moisture reserve has insured frequent dews, which tend to make the rust situation more critical. I am very pessimistic about the outcome and fear the total loss may be even greater than in 1953. There was a considerable amount of early seeding and we can still hope that much of this will come through without too much damage."

Rae H. Harris, Cereal Technologist, North Dakota Agricultural College (July 22): "My estimate is only a guess at this time of a durum crop between 12 and 15 million bushels. There is little doubt that much of this wheat will be light in weight. The situation, as you no doubt realize, could change rapidly for the worst. Dry hot weather, while it retards rust growth, tends also to reduce yield and test weight."

R. B. Waddifield, Extension Agronomist, North Dakota Agricultural College: "If I had to make a guess at this time, I would estimate total durum production for 1954 at about 10 million bushels. Many things can happen to change the prospects materially."

Victor Sturlaugson, Superintendent Langdon Experimental Station: "15B rust became very general here about the same time as it did a year ago. The potential was even worse than a year ago since the rust appeared as early this year, but our crops are about a week behind the 1953 schedule and they are heavier, both of which would normally give the rust just that much more opportunity for severe damage. However, the progress of the rust development thus far has been slow and our durums are still about four to five weeks from harvest (July 22)."

"Rust is in every field and on practically every plant. Infestation on Mindum and Stewart runs about 15 to 20%. Venum runs somewhat lighter. The new Sentry is best. We have about 1,200 acres of Sentry under increase this year. With reasonably good luck

we should have enough seed to supply the demand for 1956. Other still more resistant durum varieties are already under increase, so there is some hope ahead."

Thomas A. Martindale, Nelson County Extension Agent (July 23): "Chances for even a fair crop are very poor. In spite of the fact that it is dry, rust seems to be increasing rapidly. Fairly heavy dew each evening possibly accounts for this."

"Much of the durum was seeded on land which was cropped the previous year to avoid the heavy lush stand normally found on fallow which rusted so badly last year. Even on lighter stands of durum, I have noticed that rust seems to be more prevalent over the hills where the crop is thin than is present in the sloughs and potholes where the stand is heavier. I cannot account for this situation. If rust continues to build up as rapidly as it has in the past few weeks, I can't see how we can possibly expect much of a crop."

Don Fletcher, Rust Prevention Association: "Durum wheat is heavily infected with stem rust everywhere this grain was observed. Heavy losses in yield and test weight are inevitable, but may not reach last year's extremes in South Dakota (July 14). In the Minot area of North Dakota (July 20) the few durum fields seen have ten times as much rust or more as bread wheat fields. In the vicinity of Regina to Saskatoon, Saskatchewan, Canada (July 22), it is too early to tell how fast rust may develop on bread wheat, but the durums are certain to suffer considerable damage. How far it will go is a question which can be answered only at harvest time."

Henry Putnam, Northwest Crop Improvement Association: "All reports indicate durum will be severely damaged by stem rust. I would not expect a larger crop than in 1953. At the Edgeley station, Sentry is earlier and filling better than Stewart and Mindum. Nugget is very severely attacked by stem rust. Mindum at the Maddock station was so badly attacked by stem rust that it may not be worth cutting. Ld357 was fairly free of stem rust (July 20)."

(Continued on page 32)

You get Better

Durum Products

Faster

from CAPITAL!

Two strategic mill locations plus representatives from coast to coast assure you of the best possible service on Capital top-quality durum products.

MILLS AT

St. Paul, Minnesota and Baldwinsville, New York

SALES OFFICES AT

New York—Jersey City, Boston, Philadelphia, Pittsburgh, Detroit, Cleveland, Chicago, Cincinnati, Louisville, Kansas City, New Orleans, Tampa, Los Angeles and San Francisco.

CAPITAL FLOUR MILLS

Division of INTERNATIONAL MILLING COMPANY
General offices: MINNEAPOLIS 1, MINNESOTA



MANAGEMENT MATTERS

A Panel Discussion at the 50th Annual Meeting
Continued from the August Issue

Question: How about public warehouses—cost of service?

Mueller: Public warehousing may be good if you have the volume. We have the old contract of the LCL freight with carload shipment. Carload shipments generally run about 50% of the LCL freight so you have quite a little to play with if you ship by carload. Public warehouses have lessened the freight cost of many large shipments. We find that stopover car privileges save money but generally there is more damage caused by the reloading of the cars.

Pool shipments are used occasionally when shipping to distant points, and the saving is considerable. The only trouble with pool shipments is that you frequently lose time in getting an order to a customer. You usually have to wait until enough orders are accumulated to make up a pool shipment.

A new trend in railroading is putting three or four trucks on a flatcar and shipping them, for example, from New York City to Boston, and thereby saving the wages of two truckmen, gasoline and wear and tear on the truck. I suggest that this "piggyback" hauling is going to grow in the forthcoming years. From the railroads standpoint, it involves less handling and less breakage.

This operates much more successfully in the East than in the middle west.

Al Weiss: You should watch reclassification of freight rates in your own state. In Ohio they have changed egg noodles from a fourth class classification to first class. The reason we have all shifted to the trucking companies is because of the more efficient handling, lower rates, better delivery, and so forth. Now if the railroads will be able to do the job just as efficiently and still maintain low rates, then that's what we want. I believe in the near future we will all be using this service, and it might be well to look into it.

V. F. LaRosa: Regarding bulk flour shipment, there is always the problem of infestation. Once the weevils get into the cracks of the wood in the cars, even though the mills try to clean them out and they do the best job they know how, by the time the flour gets to your plant you see the evidences of infestation. Now, with the airslide car, the walls are completely smooth, they're clean; they're only being used for semolina, and because you're leasing only your own cars you're quite interested in having these cars in the best sanitary condition. In some spots where there is no railroad siding, you have to get

hold of a special conveyor system to be connected to a truck.

Question: How can we increase marketing and merchandising effectiveness of salesmen's work at retail level?

Mueller: At a GMA meeting in New York City, Wes Parker gave a little dissertation on this subject. He is now general manager of Post's Cereal Division at Battle Creek of General Foods, and he discussed the development of a \$100,000 sales manual, the creation of beautiful point of sale advertising material and all of the other possible help that you could give a retail man to operate at the retail level.

Wes' big question still remains, "What do you do to make a retail salesman effective after he gets into a retail grocery store?" This is significant—you can get him there, you can furnish him with material, you can do everything, but how do you make him effective when he gets there?

Johnson: A salesman today must have totally different qualifications than were required some years ago. I don't think our greatest problem today is getting the merchandise on the shelf or selling it to the store. I think our greatest problem is getting it out of the store. We tell our salesmen that is their primary responsibility. They have to have a totally different concept of selling. Our biggest job today in selling is to get that salesman trained, qualified to move the merchandise out of the store.

Mueller: In a recent checkup in one of the A&P supermarkets they found that 87 manufacturers' representatives call on one supermarket in the period of a week. Now, how possibly can the store manager interview 87 salesmen in one week. We must train our salesmen to come with a message other than "How's business?"; with a way on how to sell more macaroni; with less items but better displayed items.

We have the problem in grocery marketing of macaroni products of "out of stock"—a very serious problem. Surveys show that this is true 7 to 8% of the time, and when they are, 40% of the consumers buy a competitor's brand, go elsewhere or don't buy at all.

Palazzolo: One answer to that problem is to have better delivery service, better planning, which all begins with the management. In Ohio we run into difficulty with deliveries. On Mondays the stores won't accept any deliveries; nor on Fridays because it is a big day and they don't want anyone deliver-

ing from 12:00 on. On Wednesday afternoon, they're closed so we've got about 18 hours left to deliver.

Mueller: Another problem to be concerned about is the salesman's call at headquarters. How well are those men trained and how can they be trained? I sold at the wholesale level for a couple of years some years ago, and to me you have a duplication at the wholesale level of what we have had for many years at the retail level. Salesmen calling that were poorly prepared to tell the chain operator how to sell more macaroni products—to give them something that they could use in their business to make more money—to give greater turnover. There is little talk of a horizontal display or a vertical display and which one could be used to greater advantage. Those are the things we have to train our men to do. We have to have our men experts in marketing macaroni products. Buyers don't want to just shake hands with manufacturers' representatives, and they don't want to be asked "How's business?"

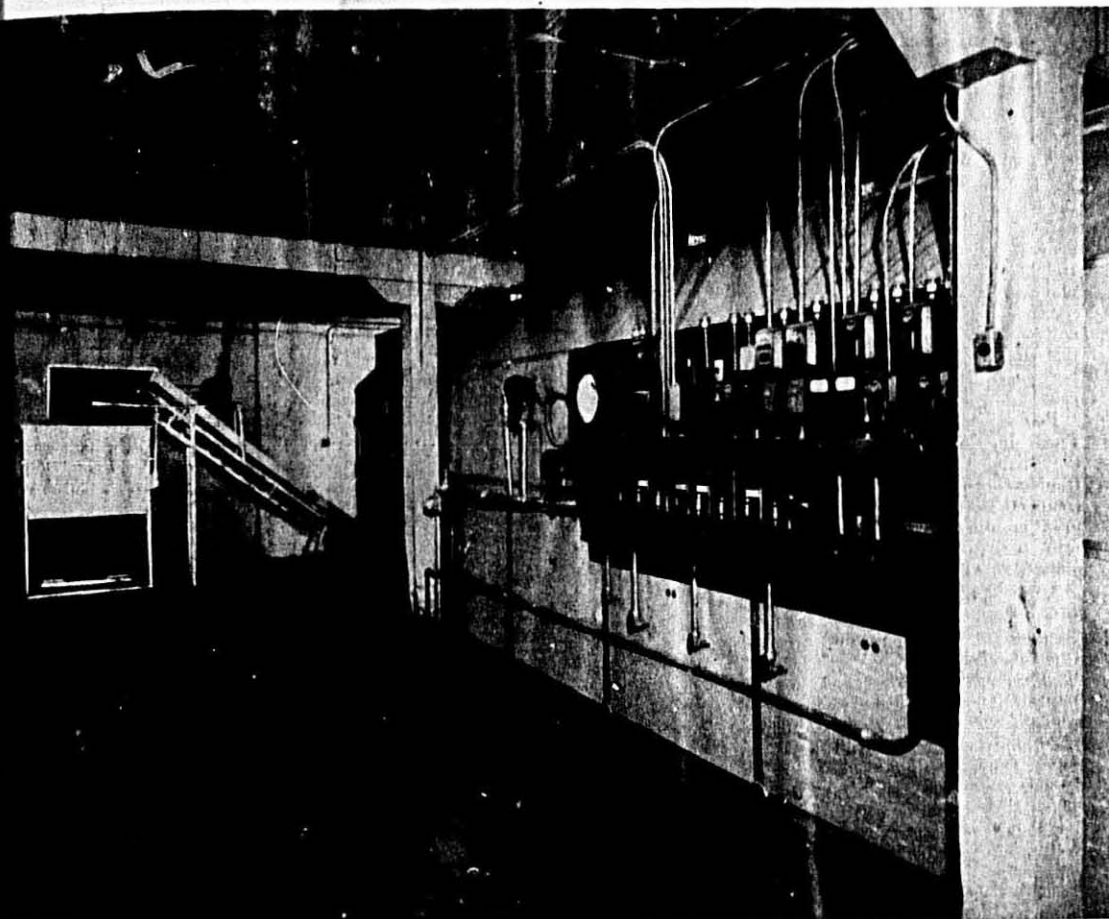
Johnson: One of our greatest mistakes with our salesmen is that we train them to be good company men, but we don't train them to be good customer men. We give them a good background on the manufacture of our products, on quality, on packaging, on prices and how they compare with our competitors, but we don't train them to sell merchandise where the merchandise is sold.

Mueller: Regarding in-store promotions, here again chain store operators want plenty of notice before a promotion breaks. They say that ten days before the promotion breaks is too short a time—they need at least six weeks time before a promotion breaks and they want all of the details of the promotion written down. This is the age of committees—not the age of macaroni buyers who make all the merchandising decisions and sales decisions. Now four or five men get together to discuss a promotion.

Palazzolo: To get distribution of a new product, you have to have faith in yourself, in your product, you have to have an attractive package, you have to answer your merchandising needs. If you can meet your marketing needs, you'll have success.

Mueller: I think when introducing a new product, you have to be able to show how the retailer is going to make more money on it. We're interested in selling our various items, but he's only

"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.

interested in more money and more volume on macaroni products.

Bill Hoskins: It is my feeling that we get a lot more interest in macaroni if we do have a variety on the shelves and if we have a spread on the shelves. Am I right in this feeling, or should we aim for a fewer number of products?

Johnson: When the consumer comes into the store, she doesn't have to pick macaroni, spaghetti or noodles just because they are the big sellers nor does she want to be faced with 90 or 95 varieties of macaroni. She'd be confused and not know what to buy. I think there's a compromise between the two. An analysis of the space and productivity will tell you that there are approximately a third of those items on the shelf that might be eliminated. We had the same problem you have, and when we cut down the number of cookie items from 158 down to 55, we maintained the same volume and saved space and increased the sales 33 times per square foot. I think a thorough study and test will prove this to you.

Al Ravarino: Regarding training to move the merchandise of the shelves, it seems to me that the merchant himself has the answer on how to move the merchandise, and he too often wants concessions.

Johnson: We know some of these concessions are illegal and we know that they're recalcitrant to engage in. I think that one of the great faults of us manufacturers is that we don't have the guts to say "No". We lay out a sales program that is good and then don't adhere to that program. In my company we don't need the counsel of the GMA Merchandising Committee to tell us when we can go into a food show or go into a promotion of some kind. We make up our minds ourselves. I think we should concert our efforts and money in developing a better program and then have the guts enough to sell the program the way we develop it.

Lloyd Skinner: In the cracker industry and the cereal industry prices are set high enough so they can advertise enough to force the super market merchant to handle their wares even if he doesn't want to handle it and thereby have better control over their sales program than does the macaroni manufacturer. If macaroni prices were higher, there would be more money for advertising, there would be more business, we could create greater desire among people to eat spaghetti and the whole industry would be healthier.

Mueller: I think we ought to differentiate between under-the-table hand-outs and legitimate trade practices. It is our own personal opinion that under-the-table practices do not pay off in the long run. What happens when you stop? What happens when the other man finds out? Sound selling pays off for the individual company—Sound selling will strengthen the Industry.

IN THE INDUSTRY



AT THE GOLDEN ANNIVERSARY CONVENTION—Left to right: Secretary Bob Green, Mrs. Skinner, Vice-President Lloyd Skinner, Mrs. LaRosa, President Peter LaRosa, Mrs. Green, Past President Tom Cuneo, Mrs. Cuneo.

La Rosa Pastina Gets A.M.A. Seal

V. La Rosa & Sons, Inc. announce that La Rosa Pastina has been granted the "Seal of Acceptance" by the Council on Foods and Nutrition of the American Medical Association. The Seal of Acceptance denotes that La Rosa Pastina, and nutritional claims made for it, are completely acceptable to the Council. The seal will appear on La Rosa packages of Egg, Carrot, and Spinach Pastina.

La Rosa Enriched Pastina is available in food stores, in its three delicious varieties, as a nutritious food for infants and children, and for the entire family. It is high in energy value, and the smallness of the tiny Pastina ringlets makes it particularly suitable for infant feeding; it is ideal for baby's first solid food. La Rosa Pastina is very tasty served alone as a cereal, mixed with strained or mashed vegetables, and added to soups or broths.

Food Stores Offer Talisman Italian Cook Book For Only \$1

Chain and independent stores in the N.Y. Metropolitan area are featuring



the world-famous Talisman Italian Cook Book (in English) for only \$1 with the purchase of any Ronzoni product . . . spaghetti, macaroni, egg noodles, pasta or spaghetti sauce.

The Ronzoni Macaroni Company supplies the books, in units of one dozen pre-packed, in a set up colorful corrugated display carton for checkout counter use.

The Talisman Italian Cook Book is one of the most successful cook books of the year. It contains over 300 pages of easy-to-read, easy-to-follow recipes in English for authentic Italian dishes, is cloth bound and covered with a colorful jacket. The offer is advertised extensively on radio and television, including the "I Led 3 Lives" program on WNBT, Channel 4, Sundays at 10:30 p.m. and "Junior Frolics" on WATV, Channel 13, Wednesday at 5:00 p.m.

Golden Grain to Expand Plant in San Leandro

Golden Grain Macaroni Company, 1111 139th Avenue, San Leandro, California will construct a \$150,000 addition to its plant.

Vincent DeDomenico, general manager of the firm, said the one-story, tilt-up concrete building will provide more than 27,000 square feet for manufacturing and warehousing operations.

Contract for the project is held by Greuner Construction Company of Oakland. Completion is expected by September.

The main Golden Grain plant was completed in 1951 at a cost of \$750,000. More than 100,000 pounds of food products are being packaged at this plant daily, according to DeDomenico.

The plant produces macaroni, spaghetti, and noodles and 49 other varieties of macaroni products and has expanded its operations to include packaging of beans, rice, fruits and candies.

*It pays to talk to King Midas
when you're ready to buy*

King Midas

You can't buy better Durum Products

Or get a better Value

Or receive better Service

Or be in better hands

KING MIDAS FLOUR MILLS

660 GRAIN EXCHANGE



MINNEAPOLIS 15, MINNESOTA

NATIONAL MACARONI INSTITUTE

Report by THEODORE R. SILLS
Continued from the August issue

THIS year National Macaroni Week will run from October 21 through 30, which will include two Thursdays, two Fridays and two Saturdays, which are the important selling days. All the big magazines were notified and given material on Macaroni Week way back last December and January. We expect to get some very good cooperation from national magazines. The newspaper syndicates, the supplements, the direct mailings to the editors, all will be taken care of, and I think we can guarantee you a very hard-hitting National Macaroni Week from the standpoint of publicity.

From the standpoint of merchandising and agencies and then again to manufacturers of related products who we felt would want to tie up with National Macaroni Week, we had very good response. We've had cooperation promised from such people as Dole Pineapple, Heinz, Tea Council, the National Cheese Institute, the National Restaurant Association, Proctor and Gamble, Hunt's Tomato Sauce, Beatrice Foods, Campbell's Soup, Dean's Milk, Columbia River Packers of Salmon, Kraft, Borden's, Lever Brothers, the National Cranberry Association, Reynolds Aluminum. We've got a lot of big people who are willing to get behind National Macaroni Week and go along with us because of what they think we have. They think we've got a successful promotion and they think it will help them. If they're willing to spend their money on pushing our products, we've got to spend our money and our energies to do the same thing.

We've been talking with the Restaurant Association who are very much interested in a promotion—a Restaurant promotion on macaroni products, and they have said that if we will supply them with posters, table tent tip-ons and displays, things that they could use as point-of-sale window displays, on the tables, on the menus, they will go along with us and do a good, hard-hitting promotion. In order to do that, we have to have money set aside for the promotional pieces and printed display material, and I think we can get good cooperation from the restaurant industry.

October is also the time of the Cheese Festival of the American Dairy Association. We were offered a chance to be included in their super market kit, but this was passed up because of the lateness of time and we couldn't get a committee meeting together to do it. We would like to go along with them in October of 1955, which is approximately 16 months hence. The only way we can go along with it is if our commit-

tee has access to an appropriation, so that if we go along with them they can print up a poster and include it in the super market kit.

Now what we are getting this year in the super market kit that is being sent out by ADA is a complete resume of what the National Macaroni Institute is doing publicity-wise to sell cheese products in combination with macaroni, and we expect to get a lot of tie-in displays between cheese and macaroni during the Cheese Festival and National Macaroni Week.

Now here is a display piece based on this color ad which ran in the Ladies Home Journal. This is in connection with the ADA Cheese Festival and here is a Collier's suggestion, and this is being put out by Colliers to 2650 chains and super markets, and this is a macaroni and cheese dish. These posters will be available to us for 15¢ a piece, but whether we buy them or not they're still going out to 2650 stores. In other words, if you want additional stuff for any of your own customers, you may have it for 15¢ a piece. We are getting complete cooperation from ADA which is important to us because macaroni and cheese go together and we have a tremendous industry behind us in our own selling efforts.

Now, for the benefit of those who are not familiar with Red Feather Dinner, I would like to give you a quick rundown. I think this is one of the most important promotions to have ever come before the industry—not for what it actually accomplished last year or for what it might accomplish this year in 1951, but for the vast potentialities and for what it can mean to the industry. The Red Feather Dinner is something that we all worked on in Dayton last October. On Friday, October 23, approximately 30,000 people in the city of Dayton sat down and had a spaghetti dinner. Now Community Fund was behind this, and the Red Feather Dinner was created for one purpose. If a solicitor comes to your office and asks you for money, you are very likely to say (as has been proved) that we give to Community Fund at home. Then the solicitor comes to your home, and your wife says, "Yes, we're very much interested, but my husband gives at the office." And somewhere in between these two reasons that are given, the Community Chest has lost a lot of potential funds. So this suggested plan was made in Dayton and adopted, and approximately 2,000 women solicitors went to a kick-off dinner, received instructions on how to proceed, and then they made door-to-door calls on women. They sold for \$2.50 a coupon entitling



THEODORE R. SILLS

the person holding that coupon to a spaghetti dinner for four. The spaghetti dinner consisted of these things: a can of soup (soup for four); a pound of spaghetti, spaghetti sauce, jello and a fruit salad. The grocer put up this Red Feather spaghetti dinner in a shopping bag with a big red feather on it, and that was given to the consumer for her coupon worth \$2.50. The material in this bag came to 78¢ at the retail price. The grocer was selling at straight retail. He turned the coupon in to Community Fund, which gave him 78¢ per coupon and kept \$1.72 for the Fund. Now there is a very easy, simple way of raising money from people from whom the Fund would ordinarily not be getting money. In addition they found that there were many people who ordinarily would not have been called upon, who thus gave \$50 to \$100, and in one case \$200, and the Fund raised about \$15,000 on this whole deal. As this thing develops, it becomes a community thing where a lot of people are sitting down to have a spaghetti dinner at the same time. If this thing spreads, as we think it will, it is entirely conceivable that on a given night all over the country 10, 15, 20 million people can sit down to a spaghetti dinner. Think of what this means to us! Not the 20 million meals—that's comparatively a small matter, but the fact that we may be introducing some people to spaghetti, that we're selling some people to the idea of sitting down to a spaghetti dinner.

Along with this we got tremendous publicity. We had someone from our office down in Dayton for two weeks and we had constant radio and TV publicity, newspaper publicity, and the chains and super markets were running a big red feather and featuring the Red Feather Dinner in their advertising. Everybody in Dayton was talking about the Red Feather dinner. We expected everybody in Dayton to be eating the Red Feather dinner, but unfortunately they didn't. But they did serve a lot

(Continued on page 20)

ENRICHED MACARONI PRODUCTS MOVE FASTER!



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.

Prompt delivery from strategically located stock depots: Rochester, N. Y., Evanston, Ill., St. Louis, Kansas City, Mo., Minneapolis, Denver, Co., Angeles, San Francisco, Portland, Ore., Dallas, and Atlanta.

Sterwin Chemicals Inc.

Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, NEW YORK

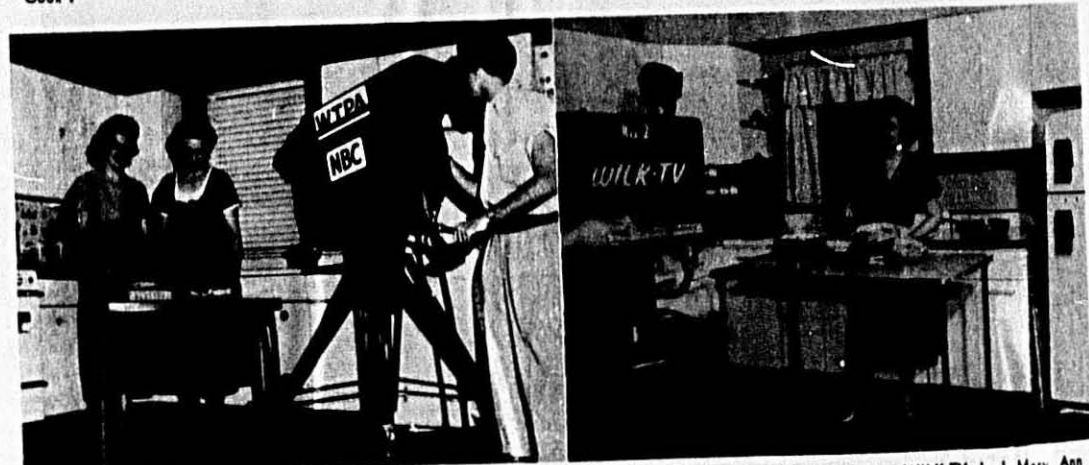
Pioneers in Food Enrichment

MACARONI ON TELEVISION



Ruth Bean and Mary Ann Connor appeared on WATV network in New Jersey on Wednesday, July 7, on the show "Shop, Look and Cook".

Janet Miller had Mary Ann Connor as her guest on "Living Today" over station WARM-TV, Scranton, Pennsylvania, on June 9.



"Look What's Cooking" on station WTPA-TV in Harrisburg: Mary Ann Connor with Pauline Cooper on June 23.

In Wilkes Barre, Pennsylvania, station WILK-TV had Mary Ann Connor as the guest of Mrs. William Lloyd on the show "The Woman's Place".

MARY ANN CONNOR, roving home economist for Theodore R. Sills & Company, appeared on eastern television programs during the campaign "Some Like It Hot, Some Like It Cold".

Mary Ann was allowed to demonstrate at least one recipe featuring macaroni products and canned tuna from California on each show. During the course of each demonstration, the following pertinent items were mentioned at least once, and in the case of food products themselves several times:

- (1) The name of the promotion, "Some Like It Hot . . . Some Like It Cold" and the dates of the promotion. June 15th to July 31st, were mentioned at the beginning of each program. Whenever possible, this information was repeated at the end of the program.

- (2) The names of both associations participating in the promotion, THE NATIONAL MACARONI INSTITUTE and the TUNA RESEARCH FOUNDATION, were always mentioned at the beginning of the program.
- (3) The versatility of the products as a pair and separately was frequently referred to during the demonstration.
- (4) The meaning of the term "macaroni products" was explained each time.
- (5) The amount of macaroni products recommended by the Institute for 4-6 servings and 6-8 servings was emphasized.
- (6) The Institute's directions for the cooking of macaroni products was repeated several times during every demonstration. Particular emphasis was

placed on this point since homemakers are apt to cook their macaroni products in too little water.

These five television programs covered the Pennsylvania area and in some cases surrounding states quite thoroughly, giving us a decided promotional boost for the "Some Like It Hot . . . Some Like It Cold" promotion. In each case, copies of the recipes were left, with the TV food expert or the program director, to be distributed to viewers upon request.

Miss Connor appeared first on station WILK-TV, Wilkes Barre, Pennsylvania, on Mrs. William Lloyd's show "The Woman's Place" from 1:30 to 2 on June 8. A Dutch Tuna Macaroni Salad was demonstrated. WILK-TV is affil-

(Continued on page 20)



BECAUSE PETER PENCE KNOWS GOOD SPAGHETTI— You get better Durum Products from General Mills



Betty Crocker
Durum Sales
Manager



Lee Merry
Assistant Mgr.,
Durum Sales



Ted Somerville
Durum Sales
Western



W. A. Parsons
Durum Sales
Western



Earl W. Olson
Durum Sales
Western



D. W. Kuntze
Durum Sales
Central



Joe DeLorenzo
Durum Sales
Eastern



M. J. Grimaldi
Durum Sales
Eastern



M. B. Marshall
Durum Sales
Western

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.

When pretty Dorothy Rogers of General Mills' Betty Crocker Kitchen served up this heaping dish of spaghetti and meatballs, Peter Pence (above) took one look at it, speared himself a stretched-out forkful, and immediately got that far-away look in his eyes.

YOUR General Mills salesman has this folder for you. Have a talk with him. Like the entire General Mills Durum Family, his job is to help you manufacture and sell the finest macaroni products possible.

Peter saw himself telling a macaroni manufacturer about the wonderful ways Betty Crocker's Kitchen prepares spaghetti and meatballs.

That's part of his job. Peter Pence sells durum products for General Mills in northern California. Naturally, he's always hunting for good recipe ideas for his customers. Betty Crocker's Kitchen is a great hunting ground. Salesmen, like Peter, go there to learn proper preparation of macaroni, spaghetti, and noodle dishes. In the kitchen much time is spent concocting new and exciting dishes. Some of the best of these were put in a special recipe folder. Peter Pence has these recipe folders to help you sell your products.

DURUM SALES General Mills



Macaroni Institute —

(Continued from page 16)

of meals, and consequently, we think this is an important promotion that can only be sold on the local level. Community Fund nationally will not endorse it for every city. It has to be done locally. They believe from the experience in Dayton that it will not work with a town of over half a million. Now we have sent you a couple of letters, some bulletins and suggestions, and we have a kit which is available to you now which has sample stories, which tells you how to approach this thing, which tells the local Community Fund what to do and how to set this thing up. We have this kit complete which will be put in your hands so that you can take it up with your Community Fund. You have got to sell them on the local level. Irv Grass suggested that in a town of 2 or more manufacturers, they ought to get together and form a committee and go to Community Fund.

This is a non-commercial thing. You cannot get Community Fund to endorse your spaghetti. The only thing you can do is sell spaghetti and take a chance on your own distribution, and when they buy from a dealer who favors you, he will put your spaghetti in the package. That's the only way you're going to sell your own spaghetti. But it must be approached on an altruistic basis—it must be approached with a desire to do something for Community Chest rather than just sell some more spaghetti. So again I urge you very strongly to go not only to the city that you live in, but to all the cities in your territory which are under half a million population, and go to that Community Chest and do a selling job. Tell them the success of Dayton—we will supply them with all this information. Show them how it will work for them. Show them how it will enable the mto gather up many thousands of dollars that they ordinarily wouldn't get. Over a period of time the macaroni industry will benefit from this because we will get tremendous publicity—we'll get a tremendous number of people eating our products, and that's the thing that we need.

Jerry Tujaque and a number of his representatives called on several towns down in Louisiana and they had a very good response. Some of the other manufacturers have talked to me, and they too have had very good response, so I urge you again to talk to your Community Fund.

In conclusion, I want to say very briefly that the promotional program is sound, it's expanding, it's hard-hitting, it is doing a job of acquainting the consumer, your ultimate customer, and the retailer with the merits of macaroni products, and I think if we will get behind the program, merchandise it and sell it at the retail level, we won't have to worry about any per capita slump for the first quarter in New York City or Boston or anywhere else.

MACARONI ON DISPLAY



ELINOR EHRMAN AND EMILY BERCKMANN of the Sills agency explain the varieties of macaroni shapes to magazine food editors, Dorothy Marsh of GOOD HOUSEKEEPING and Beryl Walter of SEVENTEEN. The occasion was the American Home Economics Convention in San Francisco, July 6th-9th.



A display rack with some 60 distinctive macaroni shapes.

Macaroni on Television —

(Continued from page 18)

ated with the ABC and Dumont networks and covers 173,000 sets in the Wilkes-Barre-Scranton area.

On June 9 Miss Connor was the guest of Mrs. Janet Miller on the program "Living Today" over station WARM-TV, Scranton, Pennsylvania. The demonstration on this show was a Toasted Tuna Macaroni Curry Salad. WARM-TV covers the northeastern corner of Pennsylvania with some 154,000 sets. It is affiliated with the ABC network.

Dutch Tuna Macaroni Salad and a Red Flannel Tuna Noodle Hash were demonstrated on the "Kitchen Door" program over station WGAL-TV, Lancaster, Pennsylvania, June 22. Miss Connor was the guest of Miss Carriehelle Lee Lounsberry. WGAL-TV covers Harrisburg, Reading, York and Lebanon, as well as Lancaster. There are 297,652 sets in this area.

On June 23 Tuna Lasagne was demonstrated on the show "Look What's Cooking" over station WTPA-TV, Harrisburg, Pennsylvania. Mrs. Pauline Cooper interviewed Miss Connor. 118,150 sets hear this station in the capitol

(Continued from page 32)

At Home Economics Show

Over 3,000 professional home economists visited the exhibit of the National Macaroni Institute during the 45th Annual Meeting and Exposition of the American Home Economics Association in San Francisco. The display of sixty distinctive macaroni shapes inspired tremendous interest among the home economists who stopped at the Sills' booth during the exposition period July 6th-9th. Elinor Ehrman and Emily Berckmann were on hand from Sills' New York office to welcome the visitors and answer their many questions on macaroni products. Each guest was given a Macaroni FACT Sheet which described the history of macaroni, its manufacture, method of cooking, etc.

The convention attracted from all parts of the country home economists engaged in various branches of the profession: college and high school teachers, extension specialists, food editors, radio and television editors, food equipment and utility home economists and home economists in research, social welfare and public health and institutional administration.

NATIONAL MACARONI WEEK
October 21-30, 1954



Count on Criterion Semo-Rina, day after day, to measure right up to YOUR QUALITY STANDARDS.

Put Criterion Semo-Rina on your NEXT order.



Commander-Larabee
MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

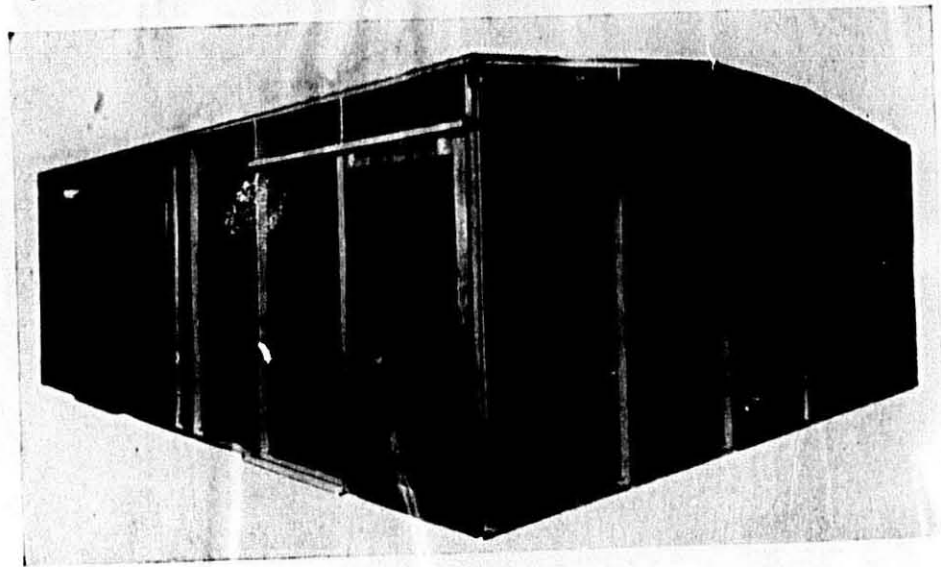
GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

New PROGRESSIVE Long Goods DRYING SYSTEM

NOW IN SUCCESSFUL OPERATION

SAVES SPACE SAVES MONEY

Spaghetti 070' 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

VACUUM SYSTEM

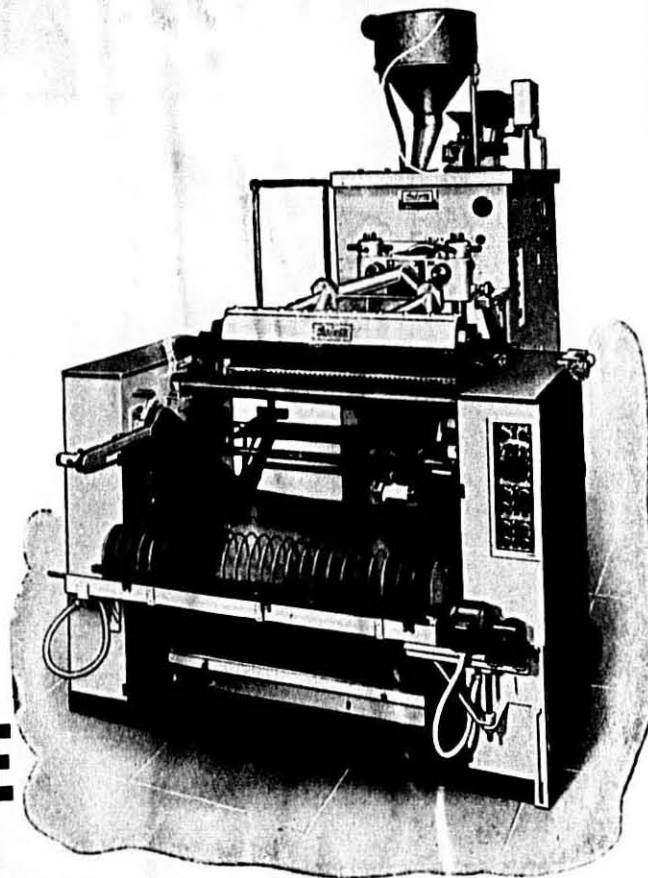
* PATENT PENDING

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

THE VACUUM PRESS IN ITALY

By CELLE from "Technica Molitoria," Pinerolo, Italy

FOR many years the feasibility of making macaroni products under vacuum conditions has been known both to technicians and manufacturers of macaroni.

However, both of them neglected the practical application of their theoretical knowledge in the field. The only result of the improvement was a better appearance of the product, while the quality was practically unaffected by the new process. On the other hand, macaroni manufacturers realized quickly that it was easy to introduce the improvement to continuous presses in a rather inexpensive way. They felt there would be a further complication of the manufacturing process without any hope of increasing sales volume. It was obvious that all macaroni makers could quickly adopt the new manufacturing system.

We feel that if this new process had not been put on the market, macaroni manufacturers would not have felt the necessity to replace equipment. Their money could have been better invested in technical improvements to reduce production costs.

However, with the vacuum system working with some measure of success, we will attempt to discuss objectively the new problems faced by the macaroni manufacturers.

It is well known that macaroni products appear to be more or less opaque due to the fact that small air bubbles are retained in the dough. These bubbles show up in the dried product as an assembly of microscopic holes, the internal surface of which is capable of being pulverized to a fine powder, thus giving an opaque appearance to the product. The drying of the macaroni products affect very deeply the transparency, more or less inflating the air bubbles.

The complete or almost complete elimination of the air out of the product causes more compactness, the porosity of the macaroni being reduced in a corresponding amount. This causes an increased cooking time, a diminished volume increase during cooking, and a reduced absorption of the seasoning by the product. It is also noted that the short thick cuts or the long, heavy products will cook only in the external layers and not internally even when the product has a very high gluten content, and would never present such problems in connection with any other method of production. It is apparent then that technological advantages and drawbacks proceed together. Due to the in-

creased transparency achieved through the new process, extra precautions must be taken in cleaning the raw materials. The whitening substances in improperly mixed raw materials appear more easily when macaroni has been subjected to the vacuum process.

Taking into account the variations of mixtures and the types of macaroni products to be produced, it is necessary to increase the vacuum degree in the case of thin, small cuts, and reducing the vacuum degree in the case of thick, solid types of macaroni.

The vacuum degree must also be regulated according to the quality of the raw materials used. A relatively low degree of vacuum is necessary when using semolinas and other materials having sticky or high gluten content, while a higher vacuum degree is needed for the other types of farinas or mixtures.

The system of air extraction in the region of the holding screw has been adapted from the field of clay working presses. It is applied to the vertical screw presses and the modification consists in eliminating a number of threads of the screw. The upper section of the screw is occluded by means of a die forming a very large spaghetti. The flow then passes through the chamber created by the absence of the threads and is caught again from the lower section of the screw. This is where air extraction is effected. Since the press is designed for a given output, both the screw and the threads have been calculated according to this output. When removing a certain number of threads, it is necessary to increase the number of revolutions of the screw. The vacuum process does not improve the kneading capacity, and in cases where the mixers do not work properly it is possible that some semolina that is not completely water soaked may reach the screw. This will cause little white spots to appear in the finished product.

In the process of air extraction from the second mixer, the dough is passed from the first to the second mixer through an endless screw and a small set screw pushing the dough through a kind of die. Sometimes a knife or blade is used causing the dough to reach the second mixer in the form of small cylinders or "cannoli". Air extraction takes place in the second mixer which is completely closed and airtight, a glass or plexiglass window allowing the dough inspection from outside.

Air extraction from the second section

of the mixer is similar to that above. This is applied to machines with a single mixer, the end portion of which is air-tight and sealed.

Air extraction from the upper section of the screw is applied to the vertical screw presses. The extraction takes place in the chamber formed by one or two threads of the vertical set screw situated in the upper section of the screw or screws carrying the dough. The device is simply made by connecting this chamber with the extracting apparatus consisting of pump, filter, condenser, air-tank or "lung". The operator provides a seal gasket under the thrust-bearing. Sometimes, a kind of small die is applied on the head of the horizontal loading screw or screws, as in the case of the extraction from the mixer.

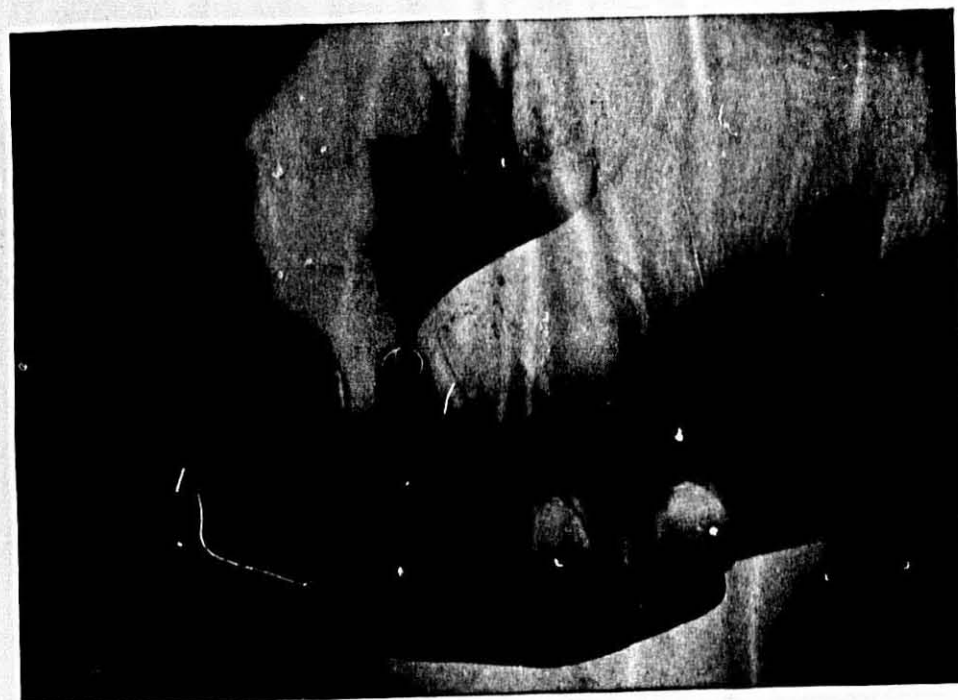
Air extraction from both the mixers. Many macaroni manufacturers prefer completely vacuumized presses provided with special dosing air-tight devices both for the flour and for the water. This keeps the mixers completely airtight and a large plexiglass window is provided for inspections.

This last mentioned method causes the amalgamation to take place under depressing conditions in contrast to the other methods which remove the air from the already formed dough. The latter system makes possible an excellent regulation of the vacuum degree, and above all does not have the drawback of destruction of the gluten. It has been noted that air extraction from the dough causes some weakening of the fibres of the gluten. Experience has shown that there is no gluten content reduction when the air extraction takes place in both mixers, whereas a small gluten reduction is noted when extraction takes place in ready doughs. Gluten reduction is the strongest possible when extraction is effected along the screws.

The explanation is in the fact that the air amalgamated and compressed in the dough must break the continuity of the gluten lattice in order to come out of the dough. The compression further effected is not able to amalgamate completely the gluten.

To date all comparisons have been made between equipment modified for vacuum working and non-modified equipment. Soon when comparisons will be made between modified equipment and equipment properly designed, the results will be much more significant, and the drawbacks of any system will become clearly apparent.

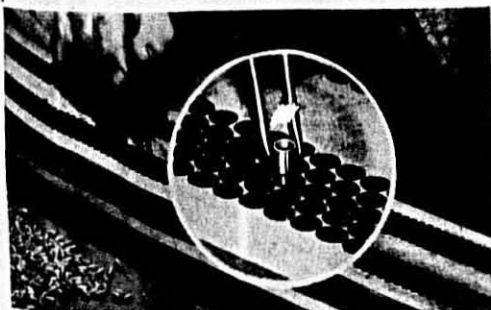
INSURE THE PERFECT COLOR IN YOUR PRODUCT WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



"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



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

GUIDO TANZI

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

MORE ON THE VACUUM PRESS

By DOTT. INGG. M.G. BRAIBANTI & CO., Milan, Italy

THE newest development which, in the field of the macaroni industry, has attracted the greatest attention is undoubtedly the vacuum system.

All discussions and all articles published up to date on the subject emphasize the importance of the "VACUUM" process in the macaroni industry, especially for the strong impulse given to it by the competition among all macaroni manufacturers in Italy and abroad.

However, at the start there was no objective and complete analysis of this process and the real advantages of this new development in comparison to the existing production system, nor any study made of the troubles caused by wrong installations and the many different types of "vacuum process" equipment. It is possible today, two years after the start of this new development, to have enough reliable information, after many tests, which are unquestionably positive.

Our Company, which undoubtedly has installed the greatest number of "vacuum" equipment on presses in Europe purposely avoided to be engaged in polemics on the subject and to make any statement because otherwise we would have become involved in off-hand statements as are readily found in several technical and technological pamphlets printed by other authors.

The purpose of this article is the analysis of the "vacuum" process used in the macaroni industry, both from the technical and technological point of view, with particular reference to the features and performances of the "BRAIBANTI" vacuum equipment.

Everybody already knows the principle of the "vacuum" process since this has been used for many years in the chemical and pharmaceutical industry as well as in the canned food and brick industry, though for different purposes.

In the manufacture of bricks, similar to the macaroni manufacture, the air removal from the clay has the purpose of obtaining a more compact product, having a higher specific weight and being thus more resistant. In the manufacture of macaroni, the greater compactness gives after cooking a better taste to the "vacuum treated" goods and a slight increase in the cooking time. The most remarkable result is however represented by the appearance of the color. Using the same semolina, the product becomes a brighter yellow in comparison to the product manufactured without "vacuum". Also the goods have a crystalline translucency, caused by the absence of the small

air bubbles which remain, if not using the "Vacuum", incorporated in the dough and they appear like opaque points as they deviate the rays of light. Manufacturing with "vacuum" these rays run instead uniformly across the crystalline structure of the macaroni products.

In Italy, home of the macaroni, 80% of the production is manufactured today with the vacuum system, on account of the great favor met with consumers of the goods produced with this new process. Furthermore, all restaurants are now demanding only macaroni products produced "with vacuum" because the goods manufactured with this system can be half-cooked and then cooked completely at the time they have to be served to the customers, without losing any of its organoleptic features, taste and appearance.

Regarding the quality, we can state, from our own experience and that of many of our customers, that the type of "vacuum" process we use does not involve any "fall" or "enervation" of gluten as compared to the usual manufacturing without "vacuum", using, of course, the same raw materials.

We feel it necessary to make this last statement inasmuch as some macaroni manufacturers, taking advantage of the better natural color of the goods, have used a cheaper semolina or flour and put on the market a product which has a nice appearance but with a low organoleptic quality.

The same mistake is made by some macaroni manufacturers when they artificially color the goods, which is a great harm to the industry, since cheap quality of products unavoidably causes a reduction in consumption.

Regarding the degree of "vacuum" best suited for the manufacturing of macaroni, several tests made with competency and accuracy by reputable technicians have proved that the best results have been obtained with a high "vacuum" degree, (at least 730mm. Hg., better 760), which has been confirmed in the macaroni factories which adopted this "vacuum" equipment.

Types of Vacuum Installations

The "vacuum" process in the manufacturing of bricks has been well known for many years, but the trials made to use this process also in the manufacture of macaroni products did not give satisfactory results until two years ago. We know that the previous tests were not satisfactory because the macaroni industry copied the same system used for bricks at the same time neglecting, and even today it is still neglected by some people, that the macaroni dough is a plastic material all right, but with

very different requirements than from clay. For this reason the devices used in the brick industry had to be modified to make them suitable for macaroni production.

It is known that the "vacuum" can be made in one of the two phases of the working cycle: either during the mixing process of the dough, or between the mixing and compression stage.

Vacuum Process During Mixing Stage

At first this system may seem the simplest and most rational one. In practice it has proved, however, to be very difficult to be effected, especially when the "vacuum" equipment has to be installed on existing machines built to operate under normal conditions at atmospheric pressure. We have patented and tested such type of vacuum equipment on the mixer too, (Italian Patent #A/16139) and we are in a position to express our opinion with a thorough knowledge of the subject.

As a matter of fact, in order to apply this system, we had to put a cover provided with sealing packings on the mixer of an automatic press. Incidentally, we emphasize that with this type of "vacuum" equipment the mixer and its covers must be very strong in construction in order to secure a sufficient adhesion between the edges of the mixer and the covers, to oppose the atmospheric pressure. When transforming existing presses, whose mixers are usually of light construction, it is very difficult to secure, even with the use of sealing gaskets, an air-tight closure.

In our case we noticed that under the action of the vacuum pump a relevant quantity of air passed through the unavoidable holes caused by the imperfect air-tight closure. Furthermore, a lot of evaporation is produced inside the mixer. To reach a high vacuum degree, (depression 730mm. Hg. at least, better 760), it was necessary to use a high power pump to suck out not only the small quantity of air coming in through the holes but also the steam which is released in considerable quantity during the mixing of the dough.

After this experience, we built a completely new automatic press with all the required equipment to reach a thoroughly air-tight closure of the mixers, but also in this case we noticed that:

1. The inlets of the semolina and of the long goods trimmings require devices having a hermetic seal, which is very difficult to obtain especially for the semolina.
2. The opening of the cover over the

(Continued on page 30)

Dott. Ingg. M. G.

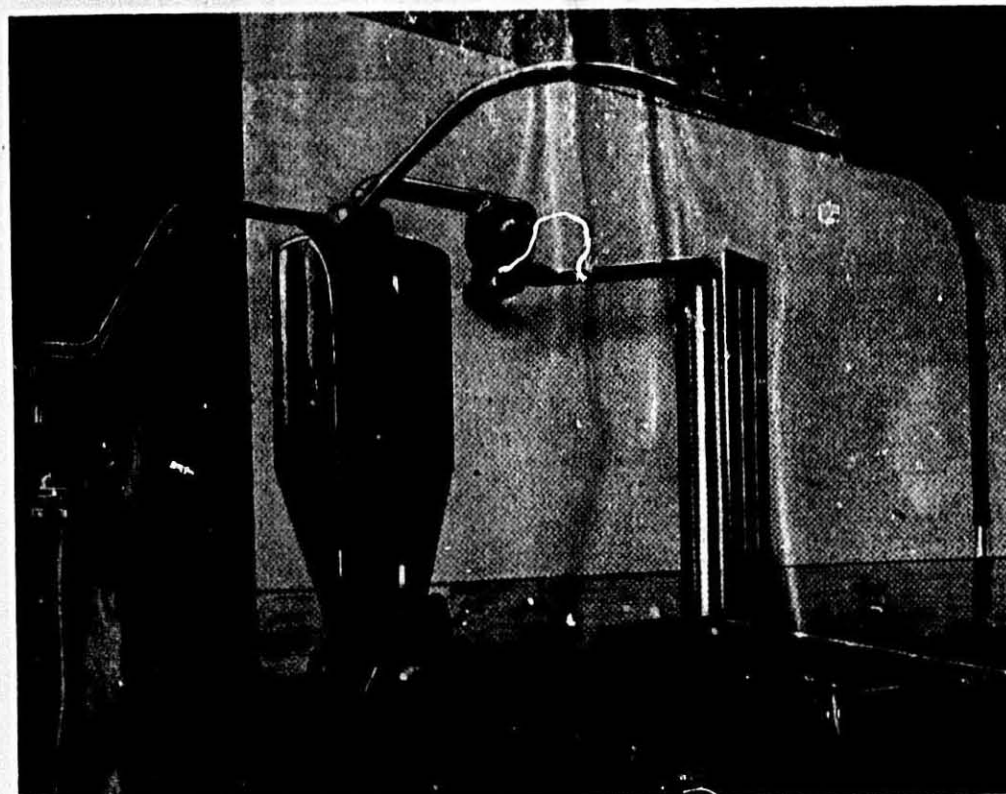
Braibanti

SOC. A. R. L.

Cables Braibanti—Milano
Berley's Code Used.

MILANO—Via Borgogna 1, (Italy)

PNEUMATIC CONVEYING OF FLOUR AND SEMOLINA



Pneumatic systems for bulk conveying from railroad car to storage bins are also available at an economical cost.

SEND YOUR INQUIRIES TO:

EASTERN ZONE:

LEHARA SALES CORPN.
16 EAST 42ND ST., NEW YORK 17, N.Y.

WESTERN ZONE:

PERMASCO DYN. OF WINTER, WOLFF CO., INC.
1206 S. MAPLE AVENUE, LOS ANGELES 15, CAL.



PAUL AMBRETTE

THE AMBRETTE VACUUM SYSTEM

By PAUL AMBRETTE,
Ambrette Machine Corporation

Vacuum Gauge (Reading Mercury) (Inches)	Expansion of Air (Times)	Atmospheric Pressure Remaining (Pounds)	Boiling Point Fahrenheit (Degrees)
0	0	14.7	212
15	2	7.35	179
18	2½	5.9	169
20	3	4.9	162
23	4	3.4	146
25	6	2.5	134
26	7½	1.9	126
28	15	.91	100

FROM our previous article no one will doubt that air is the thief which has been robbing macaroni products of their good inherent characteristics which are so desirable to have in their entirety. The air which is now entrapped in the dough and entrapped by the pick-up motion of the extrusion screw, is the culprit which causes the damage. The air compressed and heated by the extreme pressure created by the extrusion screw, causes oxidation which in turn spoils the natural color of durum wheat by deteriorating the carotene pigment. This carotene pigment gives durum wheat its natural amber color. This same compressed air explodes out of the macaroni immediately upon leaving the die, giving it a rough exterior and a weakened structure.

By keeping air leakage to a minimum we create a higher working vacuum with less presence of air. Due to this higher working vacuum, the greater the expansion rate of air which makes it easier for entrapped air in the dough to explode out of a weighted mass.

We are going to show how these factors work in our favor. In separating the mixing and vacuumizing, we have made negligible the carry-over of flour particles caused by the jet action of air leakage to the pump—naturally, the lower the working vacuum the greater the leakage in any vacuumized chamber. Therefore, in a relatively low vacuum system with the mixing and vacuumizing functions carried on together in the same chamber, this flour carry-over to the pump would greatly increase. This carry-over of flour into the pump is a weight loss and must be added to the overall plant shrinkage.

We shall also explain why we are limiting our vacuum to 26 inches because of the effect of boiling point at a given vacuum.

We have prepared the following table:

For comparison from the above table, we shall concern ourselves with these given factors at 20 inches and 26 inches of working vacuum.

We have already explained that at 20 inches of vacuum you have 2½ times more air present because of leakage than at 26 inches of vacuum. The greater presence of air at this lower vacuum causes the carotene pigment to oxidize to a greater extent when this greater amount of air is compressed and heated. This greater amount of air at this lower working vacuum gives the macaroni a rougher exterior and a weaker structure caused by this compressed air exploding out of the macaroni as it passes out of the die.

The fact that air expands 2½ times more at 26 inches of vacuum than at 20 inches of vacuum signifies that the escapement rate of this air which is entrapped in the dough is faster at the higher working vacuum. This greater expansion rate under a higher working vacuum gives a better opportunity for the air that is entrapped in the dough to expand and to escape more easily when vacuumized in a mass.

Primarily, to get the best possible working conditions with the least presence of air and the greatest possible expansion rate, we have separated our mixing function from the vacuumizing function. In order to preserve the carotene color in the mixer, we are using relatively cold water at 70 degrees temperature. The amalgamation of the flour with this cool water keeps the dough cool and in this way preserves the carotene color giving pigment in the macaroni. (To destroy the carotene pigment we need pressure which creates heat and which in turn with oxygen causes oxidation.)

This cool dough is picked up in our vacuum system in minute bulk quantities by our patented rotary self-sealing

feeder which expels this premixed dough into our small, tight vacuumized chamber at 26 inches of working vacuum to permit the 7½ times expansion rate of air to go to work instantaneously to explode this entrapped air out of the dough to be drawn off by our pump. The quantity of dough being agitated in our small, tight vacuumized chamber is very small so that the bulk weight factor is negligible insofar as stopping this air from escaping.

We now know that the lower the vacuum the greater the presence of air pressure (atmospheric pressure) through leakage. This is important to remember when there is combined mixing of flour and water and vacuumizing in the same chamber. This air leakage at the lower working vacuum of 20 inches must create a weight loss factor of flour being carried over into the vacuum pump. When dry flour is allowed to enter the vacuumizing chamber, being light in weight, it will tend to be carried over to the pump by the moving air flow created by leakage.

This air leakage is likely to increase from time to time, especially with a combined vacuumized-mixing chamber which is bolted together and therefore susceptible to leaks. Every new leak will increase the shrinkage. Even without a still lower vacuum created by leakage, we have always present 35% of air in this combined functional chamber operating at 20 inches of working vacuum. This percentage which is in reality a steady leakage will create a continuous jet-like carry-over action of flour into the pump. This percentage will be a constant factor in weight loss to be added to your yearly shrinkage.

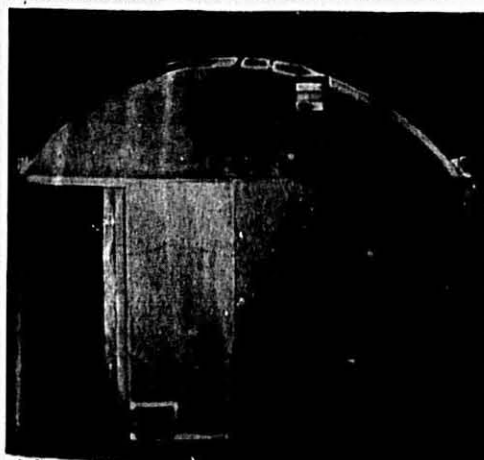
In our system the premixed dough is passed by our rotary self-sealing feeder into a cast, single purpose, tight vacuumized aluminum chamber. This wet premixed dough has enough weight fac-

(Continued on page 30)

JACOBS-WINSTON LABORATORIES, Inc.

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

"Our Laboratory Can Be Your Laboratory"



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

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR
THE MANUFACTURE OF CHINESE
TYPE NOODLES

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

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

BALING PRESSES

Hydraulic Baling Presses for Baling
All Classes of Materials

HYDRAULIC EXTRUSION PRESSES

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

N. J. CAVAGNARO & SONS MACHINE CORP.

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

... 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

More on the Vacuum Press —
(Continued from page 26)

mixer, to inspect the dough caused a stop of the vacuum process, which was revealed by the product having a different color than the "vacuum" treated product, which showed up still more clearly after the drying process. As a matter of fact, when opening the mixers, where the product is not yet amalgamated to a compact structure, the air will enter immediately into the space between the parts composing the dough. 3. The dough mixing is much more difficult, as it is not possible to check continuously its operation.

The negative results of this experience caused us to examine the convenience of applying the "vacuum" process to a mixer with air-tight closure, located after the normal mixer working at atmospheric pressure and provided with the water, semolina and trimmings inlets as described in the Patent "Barducci #407365. The installation of this system to existing presses, however, involved expensive arrangements and, in any case, the use of seals for the moving parts as well as the use of complicated devices to assure an air-tight opening between the first mixer and the second one.

For these reasons, we preferred to concentrate our study on a system of "vacuum" process on the compression screw and at the same time secure a perfect operation.

Vacuum Process Between Mixer and Compression Screw

This result has been achieved by providing a "vacuum" chamber inside the compression cylinder with a particular patented device which assured a thorough air-tight closure of said chamber without any infiltrations whatsoever. With this system, all technological and mechanical requirements have been solved with simplicity, gaining, moreover, the following advantages:

1. The automatic press remains unchanged in its main parts, without any reduction in output production. The newly built presses are identical to the existing ones.
2. The mixers maintain their good features, they are not reduced nor closed.
3. The compression screw is fed regularly, as the mixer and the first part of the screw remain under normal operating conditions.
4. No air-tight arrangements are required as the vacuum chamber is placed in the compression cylinder and the dough itself effects the tight closure. The maintenance is thus very easy.
5. The absence of air-tight seals and therefore of air infiltrations, as well as the small evaporation surface, reduce considerably the quantity of air and vapor to be aspirated by the pump.
6. The electrical power consumption is very low, depending on the low yield of the required vacuum pump. Also, the power absorption of the press as

well as its output remain unchanged. 7. It is possible to change over from "vacuum" manufacture to without vacuum manufacture by simply replacing the special compression screw for "vacuum" with the normal operation screw. 8. It is very easy to check the vacuum process equipment through the special inspection window and the vacuum degree by means of the vacuum-meter. 9. To install the equipment for "vacuum" operation on existing presses, no complicated alterations have to be made.

Conclusion

Undoubtedly the "vacuum" process applied to the macaroni industry represents a definite improvement of this manufacturing technique. It is, however, necessary to provide this process with proper equipment in order to reach the best results with respect to the technological point of view, the maintenance and the low operation costs.

Ambrette Vacuum Press —

(Continued from page 28)

tor so that it cannot be drawn into the pump to become an added shrinkage loss.

Because of this, the carry-over of flour in our system is practically non-existent. We therefore can use a high vacuum pump operating with an efficient oil seal with only a filter in the line between the vacuum chamber and the vacuum pump to protect this pump from the minute carry-over contamination. A combination of a small, tight cast vacuumized chamber and an efficient pump permits us to carry a high working vacuum.

How did we determine the highest, practical working vacuum that we could use on a continuous macaroni press? Seeing that the factors which we deal with in a vacuum system are all natural physical laws, it was easy to predetermine what the best practical and economical vacuum system would be for macaroni products. The factor that determines the working vacuum becomes apparent upon examining our table. It is temperature—the boiling point of water at a given working vacuum.

You will take note that the boiling point of water at 20 inches of working vacuum is 162 degrees; at 26 inches it is 126 degrees; and at 28 inches it is 100 degrees.

At 20 inches of working vacuum and 162 degrees boiling point, we have a great deal of leeway to increase our vacuum. (The higher the working vacuum—the lower the boiling point of water.) At 26 inches of working vacuum and 126 degrees boiling point, we are getting close to a practical working vacuum where water (moisture) will flash off into steam and start predrying the dough, thus greatly raising the heat of extrusion.

At 28 inches working vacuum and 100 degrees boiling point, we are get-

ting to the point where we are running into real danger that the moisture in the dough will flash into steam. It would not be difficult to work at 28 inches of vacuum in a temperature climate during the wintertime when tap water is cold and flour will store at a fairly cool temperature. However, in the summertime it is not unusual in cities in a temperature climate to have a tap water temperature running up to and occasionally above 80 degrees. Combine this high water temperature with flour that has picked up heat in storage with other heat absorbing factors present in the machine room and there is a good possibility of entering a 28 inch vacuumized chamber at above 100 degrees which would cause the moisture to flash into steam. Therefore, we are staying safely below the pressure and temperature at 26 inches of working vacuum at which it is safe to pass our premixed dough into the vacuumized chamber. As long as our premixed dough remains under 126 degrees in temperature, it can be safely handled at 26 inches of vacuum.

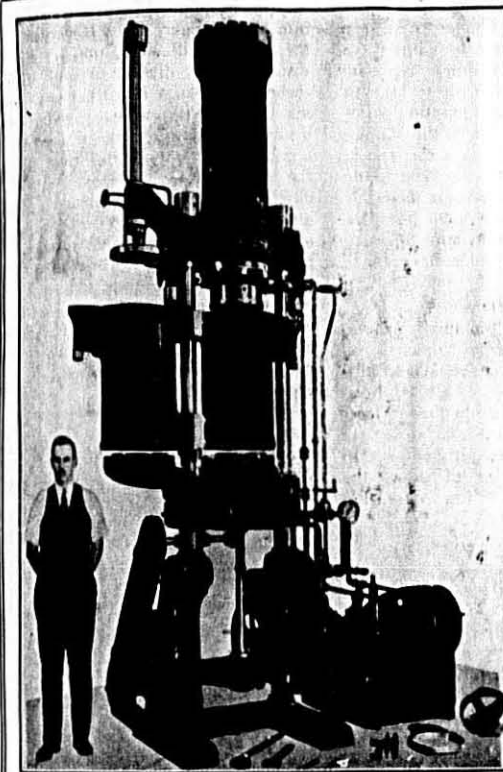
Therefore, in choosing this working vacuum of 26 inches with its boiling point at 126 degrees, we permit a vacuum operation with a safe temperature margin of approximately 26 degrees.

In order to be sure that at no time the boiling point is exceeded, we are using water at a 70 degrees controlled temperature during the wintertime and water tap temperature in the summertime which rarely exceeds 80 degrees—with 65 to 70 degrees average.

It might appear to some manufacturers that using water at these temperatures in our long mixer before vacuumizing is too cold to get a proper mix. However, this is not the case because the moment the dough enters our cast, high vacuum chamber, the water will replace voids which have been created by continuous air removal from the dough. This brings about an amalgamating action of flour and water under this 26 inches of working vacuum and does a better mixing job than any mechanical mixer has ever done or will do.

From our table it is easy to understand that the higher the working vacuum—the less presence of deteriorating air; the greater the expansion rate of air; and the lower the boiling point of water. The Ambrette System was designed to take advantage of all these factors—which are in themselves Natural Laws—at a practical operational point.

The conclusion is, then, that for macaroni products we have attained the highest practical working vacuum consistent with a safe boiling point. To exceed 26 inches of working vacuum we would have to install a complicated make-up water feed system, involving refrigeration which would be very costly. Thus, the Ambrette System is economical as well as practical.



PRESS No. 222 (Special)

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

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.

Durum Prospects —

(Continued from page 10)

Ld372, one of the new durum selections looks promising at the present time. Several others show promise, but Ld372 is very free of stem rust.

Snorri Thorjinnson, Field Representative, Grain Terminal Association (July 21): "In the southern counties of North Dakota every field is heavily rusted, and most of them will scarcely be worth harvesting. Lighter stands on lighter soils in southern Nelson County might make a fair crop given ideal weather conditions from now on."

"In the heavy producing northeastern counties, rust was found in every field. There is a low fog every morning, ideal for growth of rust. It will take very unusual July and August weather conditions to pull this crop through. I feel that we have the poorest prospect of a durum crop in ten years. This applies both to quality and quantity. There is more rust than there was at the same stage of development last year, and in much of the state conditions for rapid development rust would indicate more damage than last year. Because of reduced acreage and rust right now, I do not expect a total yield of more than 50% of 1953. There will also be damage from heat and drought in some spots."

W. P. Sebens, Field Representative, Greater North Dakota Association: "The late fields look to me as if they will make very little grain. The big durum producing area had some terrific rains during the month of June. Many areas received as much as 12 to 14 inches of rain and the result was that quite a little grain was drowned in the low places of the area."

Macaroni on Television —

(Continued from page 20)

WNOW-TV in York, Pennsylvania had Miss Connor on June 21. On "The Kitchen Show", Mrs. Jean Stevens had Miss Connor demonstrate the Toasted Tuna Macaroni Curry Salad. Some 87,400 television sets hear this station in south-central Pennsylvania.

On July 7 Miss Connor appeared with Ruth Bean on the show "Shop, Look and Cook" WATV, Newark, New Jersey.

Arlene Grey, the announcer on the program "I Led Three Lives" demonstrated a Macaroni Tuna recipe and talked about the "Some Like It Hot—Some Like It Cold" promotion on Sunday, June 27. This program is sponsored by the Ronzoni Macaroni Company over WNBC-TV, New York City.

Slides from National Macaroni Institute photos were used by the Procinorossi Corporation on their television programs in Syracuse stations WSYR-TV, and then in Buffalo, Wilkes-Barre, Scranton, Schenectady, Binghamton and Cleveland.



JAMES J. WINSTON

Manufacturing Conditions Affect Color

By JAMES J. WINSTON

Recent studies made on macaroni products showed that the translucency of the finished product is affected, to a great extent, by the number and size of air bubbles present. The most optimum condition desired is a dough with the formation of fewer and larger air bubbles.

Studies published in "Cereal Chemistry" are of interest to our trade, and might be considered in experiments made during processing for the better retention of color in finished goods.

The processing conditions which appear to have the most marked effect in improving the translucency in macaroni doughs, are as follows:

1. High absorption;
2. High pressure;
3. Long pressing time;
4. In-

creased mixing temperature; 5. Decreasing mixing time.

It also seems to be agreed upon by some experimenters that with all other conditions constant, high pressures and long pressing times result in fewer and larger bubbles, which are more conducive to better translucency in the finished product. Also with increasing absorption and higher pressures, and long pressing time, the viscosity of the dough is reduced during macaroni processing. This reduced viscosity represents a reduction in the internal pressure of the dough, and hence, would facilitate the formation of larger and fewer bubbles of gas in the dough, thereby promoting better color.

Statements for "Salt Free" or "Low Sodium" Food

The Food and Drug Administration has recently amended the Federal Regulations in the matter of label statements relating to certain foods used as a means of regulating the intake of sodium in the diet.

This new regulation will require the labels of "salt free" or "low sodium" food products for dietary use to declare their sodium content in milligrams of sodium per 100 grams of food or in an average serving of food. The average serving should be expressed in terms of a convenient unit or units of food or a convenient unit of measure that can be readily understood and utilized by purchasers of such food. For example, an average serving might be expressed in terms of a number of slices, cookies, wafers, etc., or in terms of cupfuls, tablespoonfuls, teaspoonfuls, etc.

These regulations are in line with recommendations made by the American Heart Association and the Council on Foods and Nutrition of the American Medical Association. These new regulations become effective September 29, 1954.

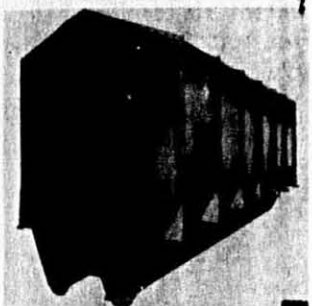
'People's Do Amazing Things'

People's Outfitting Company, furniture dealers in Rochester, New York, placed a full page ad last month in a local paper, offering free a giant spaghetti bowl plus all the fixings for a complete spaghetti dinner—enough for the entire family—with any purchase of \$19.95 or more. Their ad said, "It's just our way of introducing you to more of People's really sensational values! With any purchase of \$19.95 or more, you'll receive this handy, handsome spaghetti bowl—plus all the fixings for an old fashioned spaghetti feast... stop in and save tomorrow... enjoy a luscious spaghetti dinner 'on People's tomorrow night!'"

They offered these items: 3-lb. package of choice spaghetti; 1 can grated Parmesan cheese; choice of 2 cans of spaghetti sauce, or 2 cans of tomato paste and 1 can of tomatoes.

Horizontal Storage Bins For Storing Flour

Many macaroni makers are vitally interested in receiving flour in bulk either pneumatically or mechanically, by truck or railcars from the mills, and need sanitary bins for storing between receiving and processing. Enough head room to permit the installation of suitable bulk storage bins has been a problem until the Day Company of Minneapolis announced their new sanitary Horizontal Type Bolted Bin. The standard Day Horizontal Bin is only 11 feet high and can be furnished in almost any length. Bolted sections can be inserted to make the bins taller or longer as desired.



Day Standard Horizontal Bulk Storage Bin is only 11 feet high. The Day Bin can be increased in height or length by adding bolted sections. Illustration shows the six section, standard height bin.



Interior view of Day Horizontal Bulk Storage Bin showing discharge screws.

Black-Reading Mercury Gives Thermometers High Visibility

Quick, clear-reading, maximum-contrast visibility of black-on-white is now available in mercury thermometers. QUIKSITE black-reading thermometers, announced recently by H-B Instrument Co., combine the easy readability of a black-and-white printed page with the inherent advantages of mercury-in-glass instruments.

QUIKSITE thermometers present a jet-black thread against a white background, nullifying the confusing exterior reflections which have formerly made mercury instruments difficult and slow to read.



FRUEHAUF BULK FLOUR TRAILER mounted on dual axle Gravity Tandem Suspension unit recently purchased by Alabama Flour Mills. This unit is unloaded by screws.

Bulk Flour Delivery Idea Catches On

Delivery of flour in bulk, which has been found highly successful in Minnesota, is spreading around the country. Just recently a demonstration of a new trailer purchased by the Alabama Flour Mills plant at Decatur, Alabama was attended by a number of bakery representatives from southern states. The demonstration included both loading and unloading and won high acclaim.

The gravity tandem dual axle trailer manufactured by Fruehauf employed for this work handles about 30,000 pounds of flour. With experience and proper facilities the unit can be unloaded in an interval of time between thirty and forty minutes.

The trailer which is shown here, which was used for the demonstration, is now making a daily trip between Decatur, Alabama and the Parity Bakery Company at Nashville, Tennessee.

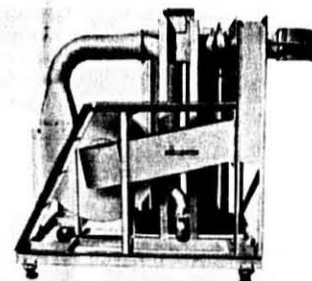
Unloading is accomplished by screws and judging from the interest among the bakeries all over the United States it is apparent that this method of handling flour will become a rapidly increasing trend.

At the meeting held in conjunction with the demonstration, bakery representatives present were told that by purchasing their flour in bulk from the mill an immediate saving of 11¢ per bag would be effected. This, in addition to the time saving element at both ends of the line practically makes certain of its wide adoption.

Portable Pneumatic Car Loader Loads Boxcar Fast

The Day Portable Pneumatic Car Loader provides many practical advantages for loading bulk material into boxcars. The unit travels on casters for portability and can be used to load at many stations. When it is located at the station desired the loader is easily raised off the casters and set down to a solid, permanent position. And for moving to the next loading station the loader is easily raised up on the casters for fast moving.

The Day Pneumatic Car Loader is



Portable Pneumatic Car Loader manufactured by The Day Company of Minneapolis. The unit travels on casters and can be used to load at many stations.

fed from overhead screw conveyor through rotary valves and will load an 80 thousand pound boxcar in from two to four hours, depending upon the material being handled. The loader is equipped with two filter tubes and eliminates dusting by putting a slight negative pressure on the car. The fan handles more air than is blown into the car, bleeding off a small percentage which goes into the filter tubes. When the run is completed the opening of a valve cleans out the dust accumulated in bottom of the filter and puts it into the car. Day engineers are veterans in this highly specialized field as the company has been building pneumatic car loaders for permanent installation for several years.



ORDINARY MERCURY THERMOMETER—silvery thread reflects confusing external images



QUIKSITE MERCURY THERMOMETER—sharp black-reading thread instantly visible

PRESSES CONVERTED TO BUHLER VACUUM SYSTEM*

*Patented U.S.A.

TOP THEIR PREVIOUS RECORDS WITH

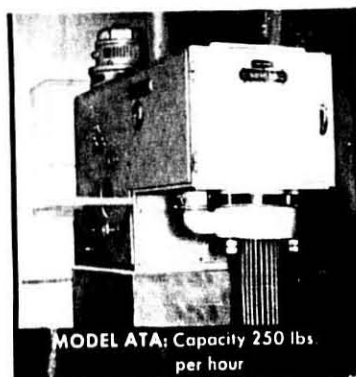
- STILL BETTER PRODUCT
- STILL BETTER COLOR
- STILL BETTER TEXTURE

If you are now using one of the continuous warm-type production presses, you can convert your present installation to one of the two Buhler Vacuum Systems.

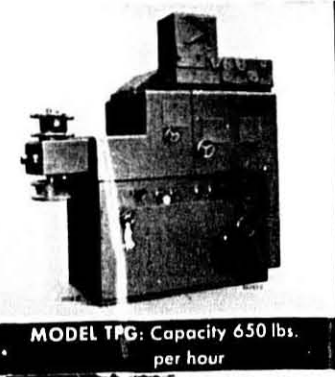
ASK OUR ENGINEERS ABOUT THESE QUALITY DEVELOPMENTS TODAY

BUHLER CONTINUOUS PRODUCTION PRESSES

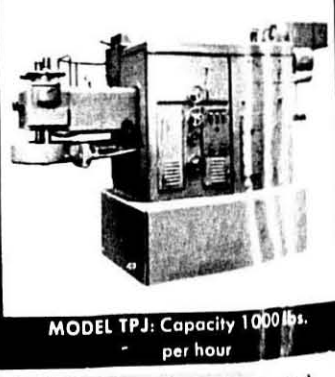
Available in Standard or Vacuum Models



MODEL ATA: Capacity 250 lbs. per hour



MODEL TPG: Capacity 650 lbs. per hour



MODEL TPJ: Capacity 1000 lbs. per hour



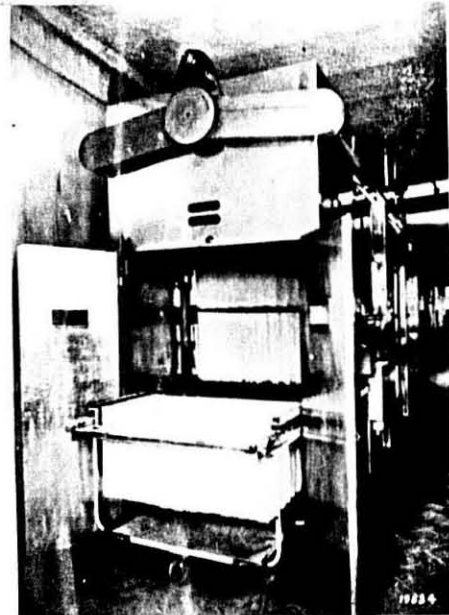
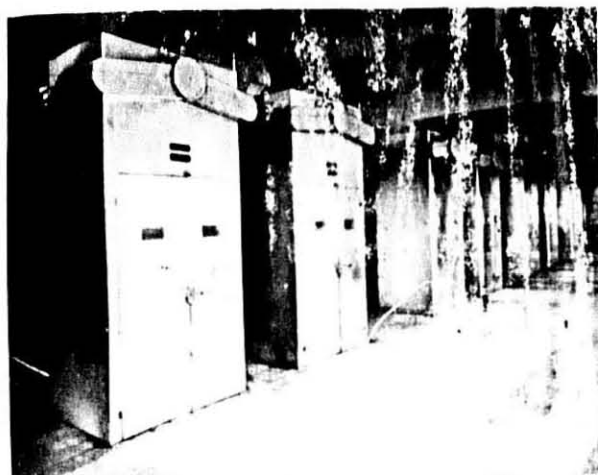
BUHLER BROTHERS, INC. (U.S.A.)
2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

BUHLER BROTHERS (CANADA) LTD.
24 KING STREET WEST, TORONTO, ONTARIO

BUHLER



BROS., INC.



ALL METAL CONTINUOUS LONG GOODS DRYER

(Model CGPl)

Preliminary drying and finishing of any shape of long goods . . . quickly, economically and uniformly.

The loaded sticks circulate automatically in a continuous flow through four levels of travel, in alternate drying and resting cycles.



Engineers for

Industry Since 1860

SPECIAL "SUMMERTIME" PACKAGES PROMISE EXTRA HOT WEATHER SALES

By JEFF FOLEY, Rossini Lithograph Corporation
Printed with permission of "Food Marketing"

MACARONI sales traditionally dwindle in hot weather—so the Procino-Rossi Corp. of Auburn, N. Y., is trying an untraditional remedy. They have come out with the first packages designed specifically for summer sales.

The new cartons scheduled to be replaced in the fall, (when they will have served their purpose) feature the twin appeals of cool meals and quick-and-easy preparation. But these are only the surface characteristics; there is a deeper significance to this particular redesign project.

The company looks on its packages as an advertising medium. Thus P-R is employing the only fine screen four color medium possible in an industry having no national distributed brands. No competitor can copy the idea effectively until another year has passed.

Aimed at New Market

Further more, the new cartons take dead aim at an undeveloped market of high potential—macaroni salads. Potato salad is the competition in this case. It is felt that macaroni can make substantial progress, because of its greater end-use flexibility and the smaller amount of time required for proper preparation.

In urging P-R to go after this business, we were not unmindful of the fact that retailers should be glad to feature macaroni in place of potatoes for salads. Potato unit sales are heavy and bulky and load the shopper down, to the detriment of other items.

Various other elements in the new packages are calculated to appeal to retailers and thus earn extra shelf space for the line. The front panel pictorials and the recipes on the sides sell high-margin related items. The back panel (all too often devoted to low-power copy) is a four-color process magazine-type ad on a white background pushing a higher-priced specialty. This same ad appears on other P-R upright packages, thus resulting in heavy, pinpointed, no-waste circulation with high repetitive punch.

Helps Salesmen

Since the benefits of this "advertising" accrue only to stores stocking the packages, P-R salesmen are provided with a powerful tool to use in getting more shelf space for the whole line—and particularly for the advertised specialty item.

In addition to these peripheral factors, the summer packages enjoy two primary advantages: They cater to the

natural demand on the part of retailers and consumers for cold meal suggestions, and they are designed to "ride" the literally billions of cold meal impressions built up by ads and articles that start appearing every March.

Inexpensive Medium

Seasonal redesigning by a company like Procino-Rossi, demonstrates an acute awareness of the realities of contemporary food merchandising. Under today's conditions—freedom of choice, broad selection, close-range display, in-store meal planning, fast one-stop shopping—the four color illustrated package has emerged as a powerful new direct advertising medium whose potential, while unknown, can be explored for a long time.

The cost of seasonal redesigning amounts to little more than the cost of new artwork and engravings. It is far less than the cost (in lost sales) of maintaining an outdated package design merely because a lot of money has been spent in promoting it over the years.

Shopping Decisions Made in the Store

Today's average supermarket shopper—the lady with the tote cart loaded with groceries and children—makes seven out of ten buying decisions after she enters the store. She doesn't use a shopping list, and she devotes little more than a minute of her time in buying each item.

These are some of the highlights from Du Pont's new consumer shopping study, "Latest Facts About Today's

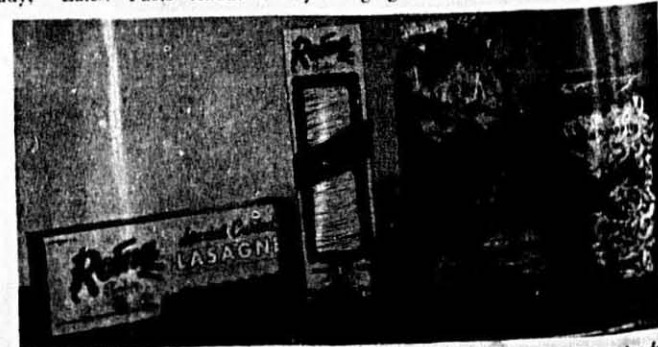
Shopper in Supermarkets," which also disclosed that women still do most of the food buying. But Dad and the children, the study points out, also influence food purchases.

The seven out of ten buying decisions reported are a definite increase over the two out of three buying decisions reported by a Du Pont study in 1949. Also shown is a significant increase in the average "impulse" buying rate for all foods. It is now 48.0 per cent, in comparison to the 38.4 per cent figure revealed in 1949. This indicates "store decisions" have expanded with the growth of self-service.

In making the survey, the shopping habits of more than 5,000 shoppers were studied during a normal week, Monday through Saturday, including evenings. They purchased 67,890 items in 250 supermarkets across the country—an average of 12.7 items for each shopper. Shoppers averaged 17.9 minutes buying these items—little over a minute per item.

Shoppers, interviewed when entering stores, were asked what they intended to buy. All items on the shopper's list (written or mental) were recorded. Each shopper was also asked what brand, if any, she had in mind for each intended purchase. As these shoppers left the stores, all purchases were checked against the original lists. Also recorded was other information appearing in the new study—who does the family shopping and how they buy, time spent in shopping, shopping lists, frequency of shopping trips, household sizes, etc.

The study, first of a new series, is a continuation of a customer service which Du Pont originated 19 years ago, when self-service was in its infancy. Later, Du Pont started its famous "impulse" buying studies—the first of this type ever made. Due to the rapid growth of self-service, further shopping studies were conducted in 1945, 1947, and 1949. Other studies, soon to be released, will include information about different food categories, how they are purchased, non-food trends, and packaging influences.



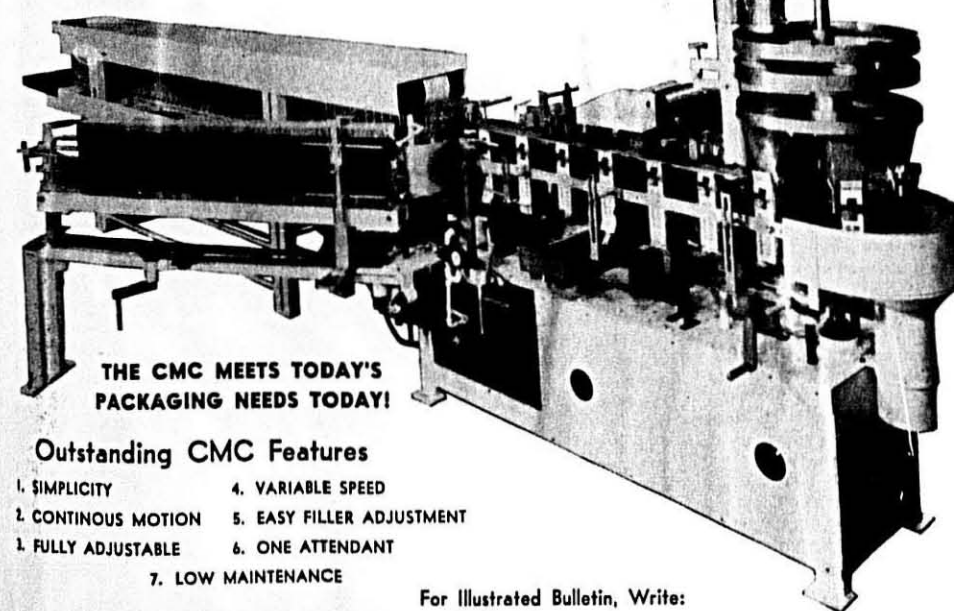
PROFIT-GETTER! This attractive, eye-arresting display is making cash registers ring for food retailers who market products from the Roma Macaroni Factory, San Francisco. Four products pictured above proved potent sales-getters because of the clever way in which they were displayed in retail stores. Roma Macaroni products feature themselves! Popular products are well known for their superb quality since 1875.

INTO THE CMC HOPPER GO PRODUCTS OF SUCH OUTSTANDING FIRMS AS: . . .

they are swiftly and
efficiently packaged by
CMC — the CONTINUOUS
AUTOMATIC CARTON FILLING
and SEALING MACHINE

V. VIVIANO BROS. MACARONI CO.
AMERICAN BEAUTY MACARONI CO.
VIVIANO BROS. MACARONI CO.
BUITONI FOODS CORPORATION
PISCITELLO MACARONI CO.
THARINGER MACARONI CO.
RAVARINO & FRESCHI CO.
TORONTO IMPORTED FOODS
MILWAUKEE MACARONI CO.
KEYSTONE MACARONI CO.
DELMONICO FOODS, INC.
RONZONI MACARONI CO.
JOHN B. CANEPA CO.
GIOIA MACARONI CO.
A. GOODMAN COMPANY
IDEAL MACARONI CO.
MEGS MACARONI CO.
A. PALAZZOLO CO.
A. GIOIA & SONS
QUAKER OATS CO.
A. RUSSO & CO.
CREAMETTE CO.
KELLOGG'S

FOR BOTH SHORT AND LONG GOODS



THE CMC MEETS TODAY'S
PACKAGING NEEDS TODAY!

Outstanding CMC Features

1. SIMPLICITY
2. CONTINUOUS MOTION
3. FULLY ADJUSTABLE
4. VARIABLE SPEED
5. EASY FILLER ADJUSTMENT
6. ONE ATTENDANT
7. LOW MAINTENANCE

For Illustrated Bulletin, Write:

CLYBOURN MACHINE CORPORATION

6479 North Avondale Avenue, Chicago 31, Illinois

WILLIS SEES OPPORTUNITY FOR EXPANSION OF GROCERY SALES

Retail grocers can be "highly optimistic" concerning their business future. Paul S. Willis, president of Grocery Manufacturers of America, Inc., told the recent convention of the National Association of Retail Grocers.

Pointing to the continued growth of grocery sales in recent years, Mr. Willis told the retailers that the same opportunities which made this possible "are there for us in the future. In fact, these opportunities are even greater because of our constantly growing population and with so many more people at work at high wages. In 1939 we had 131 million people; today we have 162 million and by 1960 we will have about 177 million. Today we have about 61 million civilians at work. In 1960, with normal employment conditions, we will have about 67 or 68 million at work."

In addition to these plus factors in the business outlook, Mr. Willis also cited the fact that the American standard of living has reached an all-time peak with people eating better than ever before. "Mrs. Housewife has a greater knowledge of nutrition and a greater appreciation of the value of good eating," he said. "She knows that proper eating contributes to good health and strong bodies. She has learned to buy the kinds of food that give her and her family the necessary nourishment without getting overweight."

American eating habits have been improved by about 50 per cent in the past 15 years, Mr. Willis said, and total consumer expenditures for food have risen from \$16 billion in 1939 to about \$66 billion in 1953. The food industry's growth record, he advised the grocers, is not only a record of accomplishment, but also a challenge for the future.

The GMA president warned the grocers that the industry has moved into a period of strong competition and will have to work hard to take advantage of its future growth opportunities. "This suggests that all of us in the grocery industry must work constantly as a team to improve our physical efficiency at each stage of processing and distribution. Also, we must draw on our very best merchandising and marketing ingenuity to create and use promotions that will best appeal to the American people. To meet the competitive challenge, we will have to do more of the same thing we have done in the past 15 years—but on an even larger and better scale."

"Manufacturers will need to continue to bring out new products, improve old products, create even more effective promotions and advertising and further improve their methods of distribution. They will have to pay particular attention to package design and labeling. Even more so than today, tomorrow's

labels must have that 'come-hither, pick-me-up and take-me-home' look which will make the shopper notice the item, remember its advertised qualities and advantages, and buy it.

"For their part, retailers will need to constantly improve the attractiveness of their stores. With an estimated 40 per cent of grocery purchases being impulse purchases, they will need to develop even better in-store merchandising and display techniques.

"Advertised brands are 'naturals' where consumer buying takes place under self-service conditions and display and impulse are important factors in the decision to purchase. Shoppers already enjoy a strong consumer and retailers who fit in their own advertising and promotion efforts, with the manufacturers' stand the best chance of higher sales volume."

Meeting Today's Competition

Three successful independent grocers described their techniques and methods for meeting competition in a panel discussion at the recent convention of the National Association of Retail Grocers.

Julian E. Jackson, Jax Meat Stores, Jacksonville, Florida, said that advertising is one of the most important things retailers can do today. Jackson, who started in the food business 10 years ago and now operates four large super markets, uses newspaper, television and radio advertising to good advantage. He uses in-store and out-of-store promotions, from circus acts to free buffet dinners, and "goes in heavy" for store demonstrations. He told retailers to show no fear of competition because "we can go just as far as our ambition goes."

Tom Tarpy, Tarpy's Food Town, Columbus, Ohio, told retailers to analyze the three most important departments in their stores, check what competition is doing in these same departments, then go to work on the theory of not only "meeting them but beating them." As the result of constant and consistent promotion of his produce, meat and frozen foods departments, Tarpy said, these three now account for 53 per cent of his total volume as follows: meat 31%, produce 14% and frozen foods 8%.

Among several points of advice offered by Dusty Winebrenner, Winebrenner's Food Store, Port Orchard, Washington, was his suggestion to have the best "carry out or box boys" in town. He employs only the highest caliber high school boys because "more good will can be created, or more damage done by this personnel in that short space of time they pack the customer's box of groceries and carry it to the car than many of us realize."

Mrs. Marie Kiefler, secretary-manager of NARGUS and director of the convention, called attention to the revolution that has taken place in the food industry during the last 15 years.

"A quick and progressive revolution in the American food industry has resulted from people having more money to spend and a greater number of women being employed outside the home," she said. "Today, ready mixes, frozen foods and instant desserts are the signs of the modern age." Mrs. Kiefler said she doesn't think we are paying too much for convenience even though prepared and semi-prepared foods and special and fancy packaging have increased the final price of food. "Saving time has been part of the American way of achieving progress," she said.

"Storecaster", New Super Market, Makes Debut

A new idea in supermarketing, "The Storecaster" is a post lantern fixture which (1) serves as a 360-degree scope section marker, by use of either letters, figures or names of product categories; (2) provides pleasant soft-glow illumination during and after store hours; (3) transmits high-fidelity background music from a speaker within each unit; (4) achieves overall store beauty; and (5) utilizes never-before-used space right in the aisles, in full view of the



shopper, to dramatize shelf displays as well as gain valuable product identification at the moment of purchase. Since the art work in the displays is of uniform size, "The Storecaster" is seen as a general indoor advertising medium that can function as efficiently inside the store as general outdoor advertising does on the outside. In this photo "The Storecaster" is shown with one arm; it can also be used with two arms, extending into the aisles on each side of the counter, and stores may at their option use "The Storecaster" without the arms.

WHAT HAPPENS ... TO YOUR FOOD DOLLAR?

WHAT did the American housewife get for the dollars she spent at the grocery store yesterday? Sure, she got beans, corn, baby food, cake mix, perhaps some oranges, a little corn meal and many other items. But what did she pay for? She paid a copy farmer in Iowa, a fruit grower in California and a truck gardener in New Jersey for their labor and fertilizer, gasoline for their tractors, interest on their investment and for many other cost items needed to produce a product ready to start its trip along the Life Line of America. How much of her dollar went to farmers and how much to others along the Life Line?

In 1953 the farmer—the producer of the raw materials—got an average of 55¢ of the consumer's food dollar. What happened to the other 55¢ of that dollar? GMA economists, under the direction of Paul S. Willis, president of Grocery Manufacturers of America, Inc., have recently broken that figure down to show who gets how much. They found that 27½¢ went to pay wages and salaries, 11¢ for all other business expenses, 4¢ went to pay taxes on the manufacturer's and distributor's profits, 6½¢ paid for various kinds of transportation, leaving a net profit for the grocery manufacturers and distributors of 3¢. Wages, transportation and taxes made up more than two thirds of the 55¢. Many folks had to earn a living from 55¢ of the consumer's food dollar.

What portion of the consumer's food dollar should any particular group or portion of our economic community receive? Should the farmer get 40, 50 or 60¢ of the consumer's dollar? This, of course varies for the different products he produces. It varies at different times. It averaged 45¢ in 1953, 47¢ in 1952, 53¢ in 1945 but it wasn't as high as any of these in any year between 1920 and 1941. In most cases the greater the amount of processing that must be done on a product, between the time it leaves the farmer's gates and the time it reaches America's kitchen table, the smaller the proportion of the dollar that he gets into the farmer's pocket. For instance, the farmer's share of the dollar the consumer spent for pork last year was 67¢, while it was only 17¢ of a dollar spent for canned peaches. The amount of processing makes a difference.

Many changes have been made in the amount of processing performed on food products used in our homes today, compared to 25 years ago. Perhaps it's only logical that a processor should get some of the consumer's dollar if he performs additional processes. In addition to food, the boss of America's kitchens has come to expect many conveniences and services—cake mixes, concentrated

fruit juices, washed vegetables, pre-cooked meats, frozen foods and many others. Modern packaging, too, has brought the foods to her kitchen in more convenient form than, say, years ago.

Who knows what portion of the consumer's food dollars should go to the farmer? It is possible for farmers to get a good and "fair" price for their products while getting a smaller portion of the consumer's food dollar than some previous time. In 1916 the retail cost of the food market basket was \$767. The farmer's share of this market basket was \$397 or 52 per cent. In 1953 the farmer's share had increased to \$152 but the retail value of the market basket had risen to \$3,002, which lowered the farmer's share of the retail food basket to 5.1 per cent. The farmer got \$5 more in 1953 than in 1946, but his share of the consumer's food dollar went down seven percentage points. This is an indication that although farmers' prices went up during the period, costs of processing and marketing went up more. These costs have about as much to do with the final proportion as does the price received by the farmer for his raw products.

Cellophane Inventor Dies

Word was received on July 13, of the death of the inventor of cellophane, J. E. Brandenberger. The announcement was made by the La Cellophane Company, Paris, France, where he was a director. Mr. Brandenberger was 85 years old.

In 1911, the manufacture of cellophane was patented by the Paris firm, Milprint, Inc., Milwaukee, was the first company in the world to convert this versatile plastic into printed and fabricated material. La Cellophane is one of Milprint's foreign affiliates, and at the present time, its representatives are studying printing techniques and procedures at the Milwaukee plant.

Rossotti Names New Officers

The election of Charles C. Rossotti as Chairman of the Board of Directors was announced in July by Rossotti Lithograph Corporation.

Formerly executive vice president, Mr. Rossotti will be succeeded in that post by Lucas D. Bella.

Mr. Alfred F. Rossotti remains president in charge of operations of the corporation.

Lois Grass Marries

Mr. and Mrs. Sidney J. Grass of the I. J. Grass Noodle Company, Chicago, announce the marriage of their daughter Lois to Manuel Irwin Kuhr of Philadelphia, on August 15th at Chicago, Illinois.

Milprint Honors Harvey Kuenn

An award for 25 years of service with Milprint, Inc., was recently presented to Harvey G. Kuenn. Mr. Kuenn, who is employed in the Receiving Department of the Milwaukee printing, packaging and lithographing firm, is the father of Harvey Kuenn, the outstanding Detroit Tigers shortstop.

By an unusual coincidence, Mrs. Kuenn, who is "Dorothy" to her fellow employees, also works at Milprint acting as Assistant Treasurer of the Employees Milprint Corporation, a credit union. She has been with Milprint for about six years.

The "Saturday Evening Post" of May 3, 1951, carried a feature story on the younger Kuenn's baseball career. The Kuenns are justifiably proud of their son's success, and Mrs. Kuenn listens eagerly to all the Detroit games. Unaffected by notoriety, the Kuenns are unassuming and friendly. The younger Harvey has recently presented them with a new home in West Allis, a Milwaukee suburb where the Kuenns have resided for years.

Montana Seils Cleveland Mill to International

International Milling Company, Minneapolis, has purchased the Cleveland, Ohio mill of the Montana Flour Mills Co., according to an announcement issued jointly by Charles Ritz and Paul Trigg, presidents of the two firms.

The Cleveland mill, one of five owned by the Great Falls, Montana firm, has a daily flour capacity of 3,200 cwt. and storage capacity for 650,000 bushels of wheat. The acquisition of this plant brings International Milling Company's total daily milling capacity up to 103,000 cwt. and wheat storage capacity to over 28,000,000 bushels. International has the second largest milling capacity in the world, with mills located throughout the United States and Canada, including such points as Detroit, Buffalo, Kansas City and Montreal. They are the makers of International's "Bakery-Proved" Flours.

The sale, price of which was undisclosed, involved only Montana Flour Mills Company's physical property at Cleveland. Mr. Trigg states that Montana's brands and trade marks were not included and that Montana will continue to solicit business from trade heretofore supplied from Cleveland for shipment direct from its Montana mills. Charles Ritz, President of International, stated, "For several years our Company has been desirous of locating milling facilities in Cleveland to enable us to better serve our customers throughout this area. We look forward to having an active part in this great and growing industrial center of Ohio."

THE MACARONI JOURNAL

Volume 36
No. 5

September, 1954

Disclaimer: Pages 40 thru end of issue are extensively deteriorated and cannot be filmed in their entirety because handling will cause further damage.